

# WHY PECX ?

Solution to a Gap

- the X Factor -





# How and where can Private sector and Individuals be socially responsible and donate funds to their beloved Pacific?

PECX



# **The Market**

**2014:** 62% of corporations worldwide increased their spending on environmental initiatives, 31% of them by double-digits.

**Total Energy Ltd:** 1 billion Euros per year to bio-diversity conservation.



# Philanthropy

Approx. US\$9 billion (up 7.5%) was given for environmental causes in America in 2013.

Individuals Foundations Corporations

\$7 billion \$1.5 billion \$0.5 billion

How much spent in the Pacific?

Giving USA report



The Private sector and Individuals do not have the funds, time and resources to research worthy, well managed projects. The Gap.

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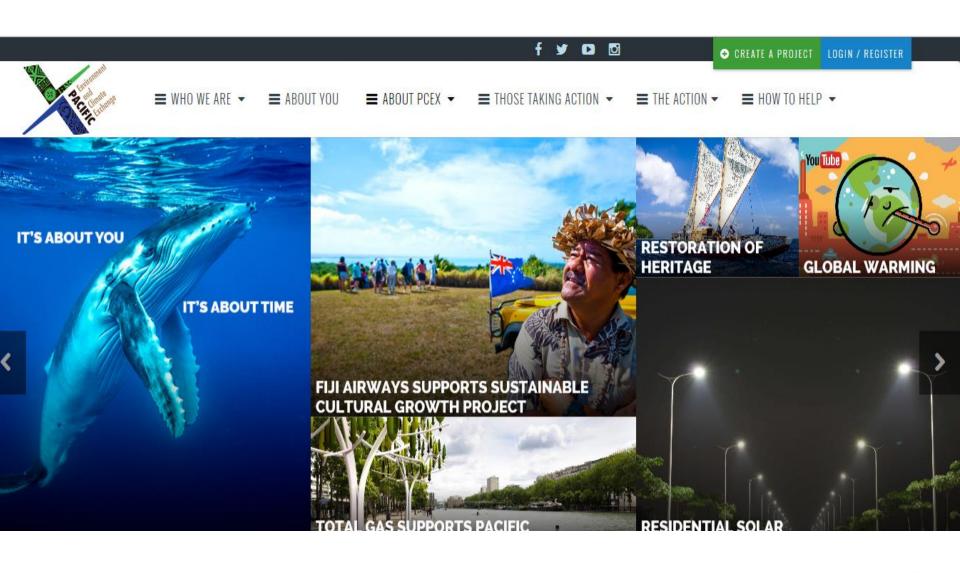
Proposed green marketing campaign.





Proposed green marketing campaign.









■ WHO WE ARE \* ■ ABOUT YOU ■ ABOUT PCEX \* ■ THOSE TAKING ACTION \* ■ THE ACTION \* ■ HOW TO HELP \*

# A VIBRANT LIFE AT SEA LEVEL

Turvalu, known before as the Ellice Islands is a group of nine (9) atoffs. The islands are all very lowlying and at its highest point is only 4.5 meters above sea level. Its capital is Funafuti.

Tunalu is one of the world's smallest national economies. Following independence from Genat Britain in 1976, Tuvalu's neverne is earned through copra is the country's only major source of export revenues. Tuvalu also earns finds from the sale of fishing permits and from remittances of Tuvalums working overseas and in the maritime industry. The country also nevives supplemental revenue from forsign add that is visal for ongsing support. Additionally, the leasing of its pepular av internet domain brings in much needed money for the tiny island. Ironically, while Tuvalu depends upon the sea and land for sustemance, most of its food is imported.







## PROMOTE

ENDORSE

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SOURCE

MATCH

## **REFORESTATION & AFFORESTATION**

TRANSPORT & ENERGY



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Creating sustainable

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ATTACY

access and transportation

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## MARINE ECOSYSTEMS



The very definition of an stand system means that the Ocean is a critical element of to many parts. of daily life. Safeplanding and runturing the sericate duterces requires committed of gence.

### SOCIAL ADAPTION



The Pacific Islands are generally considered. lesser developed nations. and with that comes." inferent social (% Frat are: provalent in many similar economic circums.

## ENVIRONMENTAL CREDIT



To more directly assist. fucific Islanders with Climate Charge tosues and consequences via Clinate Meganin Gethunes that address adaption as much n sequestration.

## INDIVIDUAL

GOVERNMENT

For some welding towards.ecarbon free life is only the ingevers. They seek projects. that match their ideology and wigh to volunteer, consider and support in traditional and northadeonal ways.



Corpolate satial texponolities Not become a new elsentual component of an impretiave corporate clentity and meru time recognize the tenefits of implant unique, effective and relevant campaigns.

## CORPORATE

NGO'S





PERON

sactfully promote their recognized generosity



### to present a portfolio of sustainable private sector property that serve Pacific. Elanders and their enulteretent& concerns. white also delivering conversurate trancal INCOMENTAL PROPERTY.







## CASH R.O.I



CARBON CREDIT

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GOODWILL

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## TUVALU CHALLENGES



## **CLIMATE CHANGE**

Tuvalu will quite possibly be the first country in the world to literally be 'buried at sea' due to rising tides caused by Global Warming. Some experts predict Tuvalu could be unhabitable within 30 years. The islands have no proper source of fresh water. The people have to depend on rainwater and desalination as the ground water is not suitable for human consumption. Other issues include damage to forest undergrowth, the trouble caused by the Crown of Thorns starfish to coral reefs and rising sea levels. Highly limited availability and poor soil fertility are major hindrances to Tuvalu's ability to support significant levels of agriculture.







## SOUTH PACIFIC COFFEE AND COCOA

South Pacific Coffee and Cocoa (SPCC) will create an 'organic' organisation, where we train, assist and unite farmers with a built-in marketing mechanism, designed to sell the commodities produced by Fijian Farmers at 'Farm Gate' prices. A portion of the profits will be given back to the Pacific Environment and Climate Change (Pacific-ECX) organisation for administration and/or development purposes as it continues to look for opportunities to empower the indigenous populations within the South Pacific, conceiving projects similar to what is being presented.





## SUSTAINABLE SEA TRANSPORT FOR THE PACIFIC ISLANDS

Sea transport is the lifeline of Pacific Island Countries (PICs) and communities, moving the vast majority of people, goods and resources. It is crucial for trade and economic development and impacts upon virtually every development initiative (UNCTAD, 2014). Yet for many PICs, existing maritime transport services are increasingly unaffordable and unsustainable (AusAID, 2008; Nuttall et al 2014a). Ships are often old, poorly maintained and inefficient (ADB, 2007), and there is a vicious cycle of old ships being replaced with old ships (Nuttall et al, 2014a). Fossil fuel is often the largest single operating cost for shipping operators. Combined with narrow reef passages and small loads, many routes are unviable and uneconomic.





### RESIDENTIAL SOLAR STREET LIGHTS

In residential areas where conventional, grid-connected electric streetlights have yet to be installed, neighborhoods overseas are beginning to adopt stand alone solar or hybrid, solar-wind powered streetlights.

These lights have first-cost, energy savings, and greenhouse gas reduction benefits apart from benefits in the way of security and better night and low-light visibility for traffic.

In a solar streetlight, a solar panel absorbs sunlight and converts it to electricity to generally to prover a 60W LED Jule-mounted smoot light. The overall streetlight systems consists of a small solar panel, a 60W LED street light features, a hottory, concluder, and a pole 19-24 foot high. Start's system specifications will depend on average local solar installation, desired working hears per day of the streetlight, and hackup days of storage desired of light of light on sun.





## NATEWA NATIONAL PARK - GREAT WALKS

The Natewa Peninsula is bounded along its southern side by the Koro Sea and along its northern side by the massive Natewa Bay (the largest bay in the South Pacific). The peninsula is geologically and biologically an 'almost island' that is 50km long and averages 10km wide. PROJECT CARBON COUNTER ~ 5000 units





## BIRDLIFE PREVENTING EXTINCTIONS PROGRAMME

The Fiji Petrel (CR) is one of the world's rarest and least-known seabirds, and one of only a few seabird species whose breeding colony/sites remain completely unknown. It is endemic to the island of Gau in Fiji's Lomaiviti archipelago. Formerly known from a single museum specimen collected in 1855, the species' continued existence was only confirmed in 1984. Since that time there had been seventeen further confirmed or credible records from the island, all involving single birds found grounded in villages until 2009 when chumming at sea organized by NatureFiji-MareqetiViti NFMV resulted in the confirmed sightings of 11 Fiji Petrels. In 2011 (October and November), two Fiji Petrels landed in a village on the island, and another landed in the same village in November 2012. Biometric and plumage data from these were successfully collected enabling the birds to be tentatively aged, they were banded and released. The November 2012 grounding also resulted in the first ever recordings of the call of the Fiji Petrel.

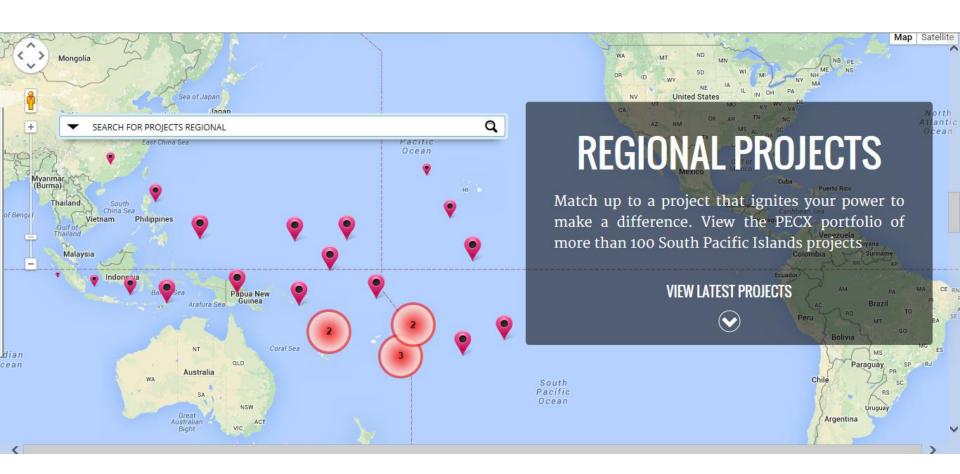




## PIRF RAINFOREST BOTANIC GARDENS AND SEED BANK

The PIRF Rainforest Botanic Gardens and Seed Bank is intended to be the largest ex situ plant conservation project in the Pacific. To date there has been little if any work to catalogue and plan to save the endemic species of the South Pacific Rainforests. Our focus is on Pacific rainforest plant life faced with [...]







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# **Thank You**





Pacific solutions for the Pacific