
WOMEN'S EMPOWERMENT CREDITS
POWERED BY ERA
ERA × LESSONS IN LIVE
The W+ Pollen Program:
women at the root of change.
ERA's regenerative agriculture education program, training rural women to restore the ecosystems they live in.
Hannah Simmons · Founder & CEO, ERA

WHY WOMEN

Women protect nature.
The money rarely reaches them.

1 in 3

working women worldwide earn their living from food and farming (FAO 2023)

24%

lower yields on farms women manage because women get less access to land, credit, inputs and training (FAO 2023)

3%

of environmental philanthropy supports women's environmental activism

"If we don't address climate and gender jointly, we undermine both agendas." — WOCAN

Source: WOCAN (Women Organising for Change in Agriculture and Natural Resource Management)

THE PROJECT

ERA's **W+ Pollen Program**

Hands-on training for rural women across the whole agroforestry chain: planting, managing, processing and selling.

Cerrado · Tocantins
With the EFA Porto Nacional family farm school

Atlantic Forest · Bahia
On the Cocoa Coast, with local NGO Taboa

Running since 2021 · certified under the W+ Standard (WOCAN)



CLIMATE & NATURE

Good for women, **good for the forest**

Agroforestry

Trees among crops hold carbon, soil and water while farms stay productive.

Tree nurseries

Women grow native, fruit and cocoa seedlings for restoration and agroforestry.

Native bees

Stingless native bees pollinate crops and forest, and add honey income.

Native seeds

Seed collection helps restore the Cerrado, which has lost half its native vegetation since 1985.

W+ credits measure women’s empowerment; these climate and nature gains are co-benefits of the same work.

IMPACT ON WOMEN · 2021–23

Change we **measured**, not estimated

887

women trained in Tocantins and Bahia since 2021

14% → 50%

women confident in native beekeeping, untrained vs trained (Bahia)

100%

of trained women in Bahia passed their new skills on to others

27% → 62%

women confident in agroforestry practices, untrained vs trained (Bahia)

Source: ERA W+ Pollen Program Monitoring Report, 2021–23, independently verified

CERTIFICATION

How a W+ credit **is made**

01

Baseline

Survey women before the project starts

02

Project

Training and women-led businesses happen on the ground

03

Measure

Survey again; W+ equations turn the change into credits

04

Verify

An independent auditor checks the data and results

05

Issue & retire

Listed on S&P Global’s registry, retired in the buyer’s name

1 W+ credit = a 10% improvement in one woman’s quality of life

WHERE THE MONEY GOES

25%

of every W+ credit sale goes **directly to the women's groups**, and they decide how to spend it.

Buying a credit doesn't just count impact that already happened. It funds the women's next step.

CASE STUDY · THE CAPRI SALE

US$50,000 → four women-led businesses

Proceeds from Capri's W+ purchase went to women's groups in four Bahia settlements, who chose what to build.



Demétrio Costa

Cloned cocoa seedling nursery

9 women



Nova Vida

Fruit seedling nursery

22 women



Nova Vitória

Jams and preserves

15 women



Ressurreição

Fruit pulp processing

19 women

Bahia, Atlantic Forest · 65 women in workshops · implemented with partner NGO Taboa



SPOTLIGHT · TREE NURSERIES

Women growing **the forest back**

1,800

seedlings sold by the 22 women of Nova Vida

Each seedling becomes a tree in an agroforest: income for the women, more forest in the Atlantic Forest.

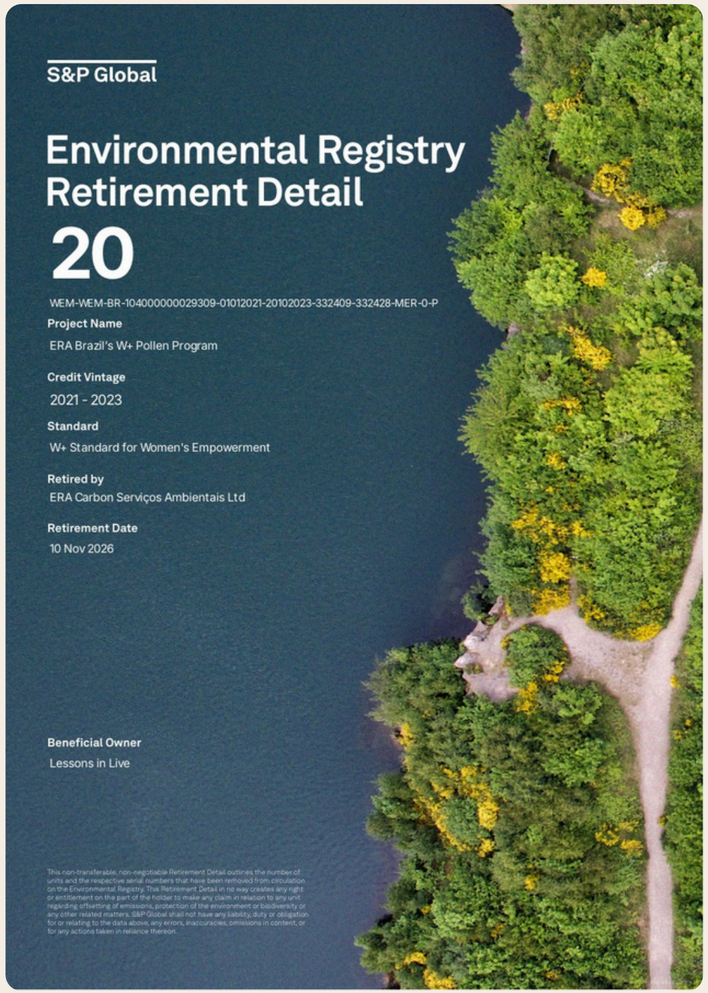
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The project **boosted our self-esteem** and brought personal growth that we truly feel.

Project participant

Nova Vitória settlement, Bahia





TODAY · LESSONS IN LIVE

20 W+ credits retired for Lessons in Live

Contribution	**€350**
Project	ERA Brazil’s W+ Pollen Program
Vintage	2021–2023
Standard	W+ Standard for Women’s Empowerment
Registry	S&P Global Environmental Registry
Serial units	332409 – 332428
Retired on	10 November 2026

Buy a W+ credit, **fund a woman’s next step.**

Thank you, Lessons in Live.
If you want to support nature and women too, get in touch!

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