

Almost 400,000 New Trees: “Think Blue.” Forests in Spain

Volkswagen Spain is aiming to minimize and offset the carbon dioxide emissions of its vehicles wherever possible. And so the company is offering new car buyers the option of having trees planted. By opting for a “CO₂ Neutral” package, customers can offset the CO₂ emissions generated by 20,000 kilometers on the road.

In this initiative, Volkswagen is working hand-in-hand with the +Árboles foundation as well as with Bosques Sostenibles, a company that specializes in CSR initiatives and environmental management. The project began in 2007 in the Sierra del Segura near Albacete. Since then, Volkswagen Spain has planted more than 390,000 new trees in “Think Blue.” forests. In the next 30-40 years these trees will together offset more than 100 million kilograms of CO₂.

In planting 34 different species of trees and plants, including oak, cherry, juniper, iris and elderberry, Volkswagen is being careful to use indigenous species in the “Think Blue” forests. They help sustain biodiversity as well as ultimately creating habitats and thereby counteracting the desertification of the regions concerned.

Most recent planting early in 2014

At the beginning of 2014, Volkswagen planted over 4,000 additional trees on an area of five hectares along the banks of the Ebro reservoir. This lake is located to the south of the Cantabrian Mountains in an area of outstanding natural beauty and great scenic value. The area forms part of the EU-wide Natura 2000 network and has been declared a bird sanctuary for regional waterfowl.

The “CO₂ Neutral” program

The “Think Blue.” forests form part of Volkswagen Spain’s “CO₂ Neutral” program: The idea is to implement the latest BlueMotion Technologies from Volkswagen and expand the tree-planting activities in order to keep emissions in the use phase as low as possible and offset them. In this way, Volkswagen is looking to reduce CO₂ emissions, mitigate global warming, promote the development of rural areas and conserve biodiversity. Through this program, Volkswagen Spain is demonstrating its commitment to the environment and adopting an innovative approach to restricting the impact of its products to the greatest possible extent.