

...and that's
something
we haven't
got



Supported by



For further details:
visit www.iomarhosting.com or email us at: info@iomarhosting.com
Or call: 0800 040 7228

iomart is a registered trademark. © iomart Limited 2010. Printed on 100% Recycled paper from sustainable sources.



The 'Greening' of the data
centre will take time...





Racks 4 Acres

Powering the Cloud. Preserving the Clouds.



“an acre of Cloud Rainforest for every additional Megawatt of Power we consume in our data centres over the next 12 months”

The Racks 4 Acres campaign is designed to raise awareness of the vital conservation work undertaken by Rainforest Concern whilst at the same time, providing us with a practical way of recognising the impact that our own operations have on the environment.

The concept behind the campaign is simple: Over the next 12 months we will sponsor an acre of cloud rainforest for every additional Megawatt of power that is consumed within our 5 UK Data Centres.

As a leading cloud hosting services provider, we are particularly pleased to be supporting

Rainforest Concern’s Neblina Reserve Cloud Forest project in Ecuador. It is generally accepted that the preservation of mature habitat, rather than simply planting new trees, is preferable in terms of both protecting existing eco systems and retaining locked in carbon. We hope to secure between 500 and 1000 acres of precious cloud forest through the Racks 4 Acres campaign.

We certainly do not want to add to a climate of corporate Greenwash, and we are not claiming that this campaign mitigates or offsets our carbon emissions in any way, we simply view Racks 4 Acres as one element, albeit a direct one, in a series of measures that we are taking to reduce our operational environmental impact.

Another strand of the Racks 4 Acres scheme enables our customers to directly offset the IT equipment generated carbon emissions through participation in Rainforest Concern’s Forest Credits programme.

For further details:
visit www.iomarhosting.com or email us at: info@iomarhosting.com
Or call: 0800 040 7228

natural choice for hosting



Cloud Forests

In 1950, about 15% of the Earth’s land surface was covered by rainforest. In a little over 50 years, about half of the world’s tropical rainforests have fallen victim to fire and the chain saw, and the rate of destruction is still accelerating. Unbelievably, more than 200,000 acres of rainforest are destroyed every day.

Tropical rainforests cover approximately 8% of the world’s land surface - an area of approximately 1.2 billion hectares - and contain two-thirds of the planet’s biodiversity, provide vital services in terms of water and food supplies, and sustain the cultural and spiritual identities of some 1.6 billion people, including many indigenous communities that survive in the forest habitat.

Cloud or montane forests make up no more than 2.5% of the world’s tropical forests, but they harbour a disproportionately large number of the world’s species. This wealth of biodiversity includes the wild relatives and sources of genetic diversity of many of man’s staple crops, such as beans, potatoes and coffee.

The term tropical cloud forest is used to include all forests in the humid tropics that are frequently covered in clouds or mist and so, in addition to rainfall, capture water droplets that condense on the vegetation. Cloud forests are found in tropical mountains, and at some point virtually every day they are enveloped in cloud. They sometimes grow as low as 500m (1,650 feet) in coastal regions, but are typically found at 2-3,000m (6,550-9,850 feet).

Neblina Reserve in the Choco-Andean Forest Corridor

Since 2003, through generous donations, Rainforest Concern has been able to buy areas of forest to protect, in its own name, in an area between the Paso Alto Mountain Range and the Cotacachi Cayapas Ecological Reserve, known locally as Intag. The intention has been to buy enough land to make the forest connection between these two protected areas into one continuous corridor. Rainforest Concern have named this area the Neblina Reserve, and to date it comprises of just over 1,272 hectares (over 3,000 acres) of montane cloud forest.

Located in north western Ecuador, the Intag region is in an area where two of the world’s most diverse biological hotspots meet; the Chocó-Darien Western Ecuadorian, and the Tropical Andes biological Hotspots. The Tropical Andes that passes through the Intag region is considered the single richest biological hotspot on the planet, containing approximately 15-17% of the world’s plant species and nearly 20% of its bird diversity.

The recent expansion of the Neblina Reserve is part of a Watershed project within the Intag that has helped to establish 36 community watershed reserves. These reserves are owned and managed by the local community and are helping to increase water supplies compromised by deforestation, as well as improving the quality of drinking water.



natural choice for hosting

About Rainforest Concern

Rainforest Concern is the British based conservation charity established to protect threatened natural habitats, particularly rainforests and the biodiversity they contain, together with the people who still depend on them for their survival.

Working closely in partnership with local organisations the charity currently works in Brazil, Chile, Ecuador, Peru, Colombia, Costa Rica, Panama, India, Sri Lanka and Romania and since 1993 has helped secure protection for over 2.5 million hectares of rain forest.

The charity works with indigenous communities to gain legal recognition of their ancestral forests and strongly believes that it is only by involving the local people can lasting solutions be found to protect the world’s remaining native forests.

www.rainforestconcern.org



natural choice for hosting