



**Change your world.
Be mirlo.**

With your help we can create positive footprint.

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What is Mirlo Positive Nature?

Mirlo Positive Nature (www.mirlo.co) is a company that was set up in Madrid in June 2013 with the aim of enlisting the help of committed people to undertake genuine environmental projects that make a positive impact on nature and society.

The company is made up by a group of people who all share the same desire to make a positive impact on their surroundings: an environmental impact, a social impact and an economic impact.

So many people dream about leaving a positive footprint, so many people want their lives to become a positive force for nature. Mirlo offers everyone the possibility of turning that dream into reality.

Global vision

Mirlo Positive Nature supports the seventh of the Millennium Development Goals (MDG) that the 189 member states of the United Nations agreed to attain by the year 2015: ensure environmental sustainability.

Mirlo's aim is to achieve this sustainability by generating positive footprints and we intend doing this by carrying out projects based on collective participation or *crowdfunding*.

How does Mirlo work?

Mirlo creates projects that generate, in a natural way, abundant positive footprint both for the planet and for local communities. It undertakes actions that are needed locally and that have great potential for creating a positive contribution.

Projects

Mirlo is currently involved in a project to recover the original forest that once covered the Orotava Valley in Tenerife in the Canary Islands. Native trees are being planted that will serve to improve the habitat and promote the area's biodiversity.

In the medium term our goal in Mirlo is to become a platform where new environmental projects can become a reality, projects that are put forward by people who are concerned about our planet and who want to leave a positive footprint.

Participating in Mirlo

There are different ways to participate in Mirlo that let users decide how and how much they want to become involved. The first way is to buy positive footprints in the projects. This allows each user to choose the amount of positive footprint he or she wants to generate, depending on the various possible facets of everyday life which use up the planet's resources.

The second way of participating is to put forward new projects. Mirlo has opened up various channels which allow users to suggest new ideas that we will then evaluate with a view to turning them into viable projects.

The third way of participating in Mirlo is to share the project with other people in the social networks, and by inviting others to take part.

Managing Mirlo

At least 70% of the money that people donate to Mirlo's projects gets transformed directly into positive footprint. Another part goes to covering running and overhead costs, communication and setting up products and services.

Mirlo's Team

Mirlo is run by a group of professionals with expertise in environmental issues and other such related skills.

The inspiration came from company founder **Yeray Martínez**, a Forest Engineer with more than 12 years experience in forest management.

There from the outset has been **Jamie Micah Lawrence**, a Forestry Consultant and one of the people initially behind the FSC brand which is dedicated to promoting suitable environmental forestry management in Spain.

The technical team also includes **Káhina Santana Miranda**, a sociologist who specialises in participative investigation for local development and who has undertaken various environmental planning, management and dissemination projects.

Press contact

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