

Negative, Singapore sustainability startup, expands to Brazil at Web Summit Rio 2023

Negative — because carbon neutral is not enough — helps you understand and reduce your carbon footprint, offsetting what you can't. Now available to Brazilians.

RIO DE JANEIRO, BRAZIL, May 3, 2023 /EINPresswire.com/ -- Singapore-based startup [Negative](#), a participant in the ALPHA startup program at the inaugural [Web Summit Rio](#) 2023 event at Riocentro, Barra da Tijuca, is proud to announce the expansion of its services to Brazil. Negative, which operates under the tagline "because carbon neutral is not enough," empowers individuals, families, and businesses to understand, reduce, and offset their carbon footprints through a simple monthly subscription service.



Ipanema Beach on 1 May 2023, the first day of the inaugural Web Summit Rio

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After three decades of climate pledges, we're now embarking on three decades of climate action.”

*Sam Johnston, Co-Founder,
Negative*

Founded by two former Google employees and a sustainability expert who met while working to calculate and offset their own footprints in Zürich, Switzerland, Negative differentiates itself in several ways. The company avoids nature-based solutions, particularly tree planting, which has been a lightning rod for criticism in the industry, and prefers to invest in activities as they are completed to ensure immediate impact. Additionally, Negative shuns

complex calculators in favour of using data science at the population level to determine the typical resident's carbon footprint, which for Brazilians amounts to 2.28 tonnes per year.

As part of its Brazilian expansion, Negative has made its monthly carbon offsetting subscriptions available to Brazilian customers starting at R\$14.99. In support of its internationalisation efforts, the company has also translated its marketing website into Portuguese.

To further demonstrate its commitment to the Brazilian market, Negative has ordered 500

tonnes of carbon credits from the Fundão-Santa Clara Energetic Complex Project (FSCECP), a local hydroelectric complex located in the state of Paraná. By voluntarily retiring these credits, Negative's total contribution to climate change mitigation on behalf of consumers now exceeds a million kilograms.

During Web Summit Rio, Negative is participating in various capacities:

- Negative Co-Founder [Sam Johnston](#) appears on the center stage at the opening ceremony on Monday, May 1, 2023, alongside Paddy Cosgrave (CEO of Web Summit) and Eduardo Paes (Mayor of Rio de Janeiro).
- Negative pitches in the 40 Words segment at the Corporate Innovation Summit on Tuesday, May 2, 2023.
- The company exhibits all day on Wednesday, May 3, 2023, at ALPHA stand A132 in Pavilion 4.
- Negative Co-Founder Sam Johnston pitches in the Impact Startup Showcase in Pavilion 4 at 3 pm on Thursday, May 4, 2023.

About Negative

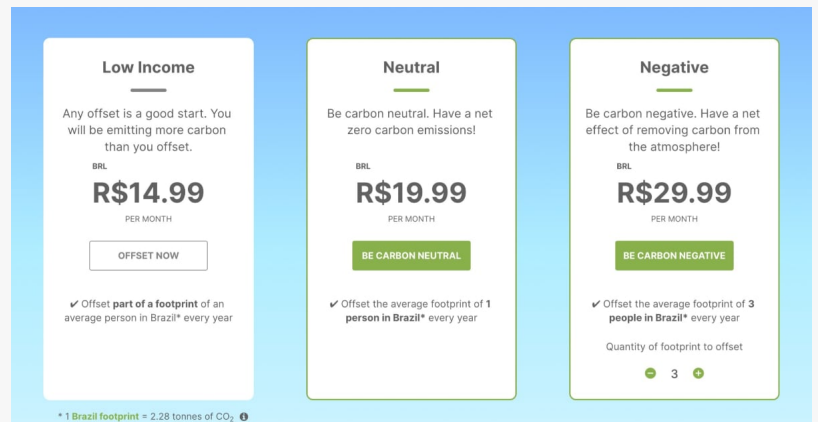
Negative is a Singapore-based startup that offers individuals, families, and businesses an easy way to understand, reduce, and offset their carbon footprints through a simple monthly subscription service. By leveraging data science and partnering with certified carbon offset projects worldwide, Negative aims to help combat climate change on a global scale. For more information, visit <https://negative.eco>.

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Sam Johnston, Negative Co-Founder at Web Summit Rio 2023



Negative pricing plan - Brazil (May 2023)

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