

## **Equitable Origin Forms Groundbreaking Partnership with Indigenous Communities of Nine Countries in the Amazon Basin**

**New York, N.Y. Aug. 17, 2010** - Equitable Origin ([www.equitableorigin.com](http://www.equitableorigin.com)) has signed an historic agreement of cooperation with the Coordinating Organization of Indigenous Communities of the Amazon Basin (COICA). The new partnership marks the first time that the indigenous communities of the entire nine-country Amazon Basin have united in support of social and environmental standards for oil and gas development in their region.

COICA, which represents the indigenous communities located in the Amazon Basin of Bolivia, Brazil, Colombia, Ecuador, French Guinea, Guayana, Peru, Suriname, and Venezuela, agreed to promote Equitable Origin's standard for responsible oil and gas production, the EO100™ Standard, as a mechanism to ensure socially and environmentally sound oil and gas development across the Amazon Basin.

"It's a new day for the oil and gas industry when the Indigenous Peoples of the Amazon Basin stand behind sustainable standards for oil and gas development in their region," said David Poritz, founder, Equitable Origin. "We are grateful for the opportunity to work with COICA on this new frontier."

Equitable Origin's mission is to protect the people, environment and biodiversity of the areas in which oil and gas are produced. The company is doing this by creating a stakeholder-based certification system that distinguishes oil and gas operators for outstanding social, environmental and safety performance.

EO Certification covers the full life cycle of an oil and gas operation—from transparency in contract negotiations to the environmental and social soundness of remediation and closure. The EO100™ Standard, the basis for EO Certification, was developed through an unprecedented collaboration between oil and gas producers, indigenous and local communities, socially and environmentally focused NGOs, academics and national governmental agencies. An umbrella system showcasing the best industry recommendations and guidelines, EO Certification serves as a "one-stop shop" for oil and gas operators seeking to independently verify their environmental, social and sustainability performance.

Following the successful trend of certification in forestry, fishery and agriculture, Equitable Origin through its stakeholder-negotiated standard is creating a new marketplace for responsibly produced oil, gas, and petroleum-based products, much like FSC Certified paper products, Marine Stewardship Council Certified seafood and FairTrade Certified coffee.

### **About Equitable Origin**

*Equitable Origin (EO) ([www.equitableorigin.com](http://www.equitableorigin.com)) is a stakeholder-based certification system for the oil and gas industry that promotes higher social and environmental standards, greater transparency and more accountability in oil and gas exploration and production. EO delivers a market mechanism for positive change that reduces the social and environmental impact of oil and gas operations, creates a new market for responsibly produced fuels and petroleum-derived products, and empowers consumers and businesses to reward energy companies that achieve certification.*



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ORIGIN**

A higher standard. A better choice.™