

# Career Profiles

Name: Francisco Guerreiro

Location: Portugal

Role: Founder & CEO of BIO4EST



## CAN YOU GIVE US AN OVERVIEW OF YOUR JOB?

I am currently the founder and manager of BIO4EST, a company focused on transforming degraded areas and low-profit land into biodiversity carbon sinks (offset projects). We help municipalities and landowners restore their assets and attract investors to develop carbon and biodiversity projects. We operate on both the supply and demand sides, providing full technical support to monitor, manage, and oversee long-term projects.

It is also important to note that we are incubated in a low-density region—Penela, in central Portugal—and that all our profits are reinvested in the Pinhal Interior, a group of rural municipalities with low economic activity and low population density.

## HOW LONG HAVE YOU BEEN IN THIS LINE OF WORK?

BIO4EST was launched in late 2025; however, I have worked in this field for more than ten years, particularly within Portuguese and European environmental and agricultural committees. My main motivation is to bring together multiple stakeholders to support the development of rural and inland Portugal by valuing biodiversity and long-term strategies, rather than short-sighted, single-industry approaches.



## WHERE ARE YOU USUALLY BASED?

In the rural municipality of Penela, which has fewer than 6,000 inhabitants.

## HOW DID YOU GET INTO THIS CAREER?

I came up with the idea for BIO4EST while trying to offset my carbon footprint during my time as a Member of the European Parliament. The experience was neither effective nor satisfactory, so I decided to build a project that would manage not only capital investment but also the land being restored. That is how the company was created. I have a deep attachment to my country, especially its rural areas, and I am committed to protecting them from the predatory industries currently operating there. At its core, this is a problem of economic and cultural incentives. We need to change direction, build resilience, and develop rural territories, or we will face even harsher consequences from deglobalisation and climate impacts.



## WHAT IS YOUR FAVOURITE PART OF THE YOUR JOB?

Finding opportunities for biodiversity to thrive while helping municipalities and citizens better manage their resources. In the process, I am able to spend time outdoors and contribute to wildlife conservation.

### What is the most challenging part of your job?

Being away from my family most days, as they live near Lisbon.

## WHAT ADVICE WOULD YOU GIVE A YOUNG PERSON INTERESTED IN THIS TYPE OF CAREER?

Go for it. Don't be afraid to push new, untested projects and seek partners who can support you along the way. Stay true to your goals and don't let fame, status, or wealth change who you are. There are far more important things than these socially overrated attributes.

## BESIDES FORMAL QUALIFICATIONS, TRAITS ARE MOST USEFUL FOR YOUR WORK?

Always be open to learning and prepared for rejection. My mindset is focused on solving problems regardless of obstacles—anticipating them where possible and finding solutions when they arise. Staying focused on the goal is essential: economic sustainability that allows reinvestment in BIO4EST, the community, and the environment.