

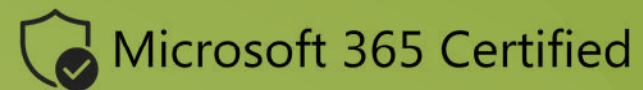


Certified



This company meets the highest standards of social and environmental impact

Corporation



Microsoft 365 Certified

How to integrate tree planting into your business

Innovative and easy ways to become more sustainable

www.ecomatcher.com





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1

Why should companies integrate **tree planting** in their business?

From reducing environmental impact to supporting small-scale farming communities, tree planting offers numerous benefits for businesses and the planet alike.



Environmental benefits

Planting trees for the planet

Forests are vital to life on Earth, serving as habitats for countless species of plants and animals while providing the oxygen essential for our survival. Planting trees, forests, and mangroves is among the most powerful solutions to combat biodiversity loss, mitigate climate change, and address some of the most urgent environmental challenges of our time.



Act as Carbon Sinks

Forests absorb pollutants and carbon dioxide, supply essential oxygen, lower global temperatures, and offset human activities' impact. Tropical forests alone store an astounding 250 billion tons of carbon in their above- and below-ground biomass



Protect and Restore Marine Ecosystems

Mangroves serve as natural shields, preventing coastal erosion and safeguarding communities from storm surges. They also provide vital nurseries for marine life, preserving biodiversity and supporting livelihoods.



Preserve Biodiversity

Forests are the lifeblood of terrestrial ecosystems, housing the majority of the planet's biodiversity. A single square kilometer of forest can support over 1,000 species. Without trees, these species face the risk of extinction.

80% of the world's known terrestrial plants and animals live in forests



Social impact

Supporting local communities around the world

Reforestation is essential for billions who depend on forests for agriculture, medicine, and shelter. Planting trees helps local communities restore their land, build resilient farming systems, and secure sustainable income for generations.



Enhancing Livelihoods of Local Communities

Billions rely on agricultural land for food, shelter, and medicine. Restoring degraded forests and promoting sustainable agroforestry can revitalize these lands, providing income and stability for farmers and their families.



Empowering Women

Women have long led climate action but face disproportionate challenges due to limited access to resources and education. Healthier ecosystems ease the burden of sourcing water and food, creating opportunities for education and empowering women to take charge of their futures.



1.6 billion people globally depend on forests for livelihood, food, fuel, shelter and medicine



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How do companies leverage **tree planting**?

5 simple ways organizations of any size can incorporate tree planting into their operations



Corporate gifting

A meaningful gift for life

Give your customers a meaningful gift that lasts a lifetime and helps protect the planet. Gift trees planted in their name, creating a lasting connection while contributing to environmental sustainability.

Why Tree Planting Makes the Perfect Corporate Gift

- **Showcase Your Commitment to Sustainability**

Gifting a tree demonstrates your dedication to combating climate change. It creates a lasting emotional connection and reminds customers of your eco-friendly values.

- **Cost-Effective and Impactful**

Tree gifting is often more affordable than traditional corporate gifts. For instance, an EcoMatcher tree costs just \$3.49—an economical yet meaningful way to express gratitude.

- **Build Customer Trust and Loyalty**

A personalized tree gift leaves a lasting impression. It not only reflects your brand's values but also resonates deeply with customers by contributing to a healthier planet.

Need some inspiration? Here are some tree gifting ideas:

- Honor event speakers with a tree as a token of appreciation.
- Recognize business partners with an eco-friendly end-of-year gift.
- Reward customers or employees for completing product training or certifications.
- Show appreciation to survey respondents by planting a tree on their behalf.



"EcoMatcher has enabled us to not only contribute to a more sustainable world. but also engage with our clients and business partners in an innovative, meaningful way". Clayton Heijman, CEO Privium Fund Management



Employee engagement

Bringing teams together for a common good

Looking for an employee initiative that has a real positive impact? Plant a company forest, and gift a tree to each of your employees.

Why Gift Trees to Your Employees

- **Team Building:** Creating a company forest cultivates a sense of community. Employees can watch their trees and their colleagues' trees grow over time.
- **Boost Motivation:** Tree planting shows that your company's values contribute to a larger, more positive future for the planet. It inspires employees to align their personal and professional goals with a sustainable mission.
- **Raise Sustainability Awareness:** Gifting trees connects your organization's eco-friendly values with your employees' own personal commitment to sustainability, fostering a deeper sense of activism and purpose.

Innovative ways to gift trees to your employees

- **Challenges:** Reward trees as a prize in team competitions
- **Recognition & rewards:** Integrate tree planting into your recognition and reward program, rewarding trees to celebrate employee achievements.
- **Milestones:** Gift trees to celebrate personal milestones such as weddings, or professional achievements such as completion of trainings that further their skills.
- **New hire experience:** Gift a tree to welcome new employees to the company.

Did you know? **83%** of Millennial employees would be more loyal to a company that helps them contribute to environmental and social issues*

**The Cone Communications Millennial Employee Study*



Loyalty programs

Offer customers the ability to convert loyalty points to trees

Maximize Customer Loyalty and Environmental Impact

Give customers the chance to convert their loyalty points into trees they can track in stunning 3D, creating a meaningful connection between their purchases and the planet.

Offering clients the ability to convert loyalty points to trees will

- Help **build brand loyalty** with customers committed to conscious capitalism
- Allow customers to be **part of the climate crisis solution**
- **Counteract climate change** and **support biodiversity**
- **Engage customers** by providing a positive experience with helping reforestation efforts
- Help **foster customer engagement for a good cause**
- **Showcase** your company's commitment to the environment

Ways to incorporate trees in your loyalty program

- **Award Trees or Forests:** Reward customers with trees or entire forests when they accumulate enough points.
- **Tree Redemption:** Add trees to your loyalty marketplace, allowing customers to redeem points for a meaningful, eco-friendly gift.
- **Offer Trees at Checkout:** Give customers the option to plant a tree with every purchase, seamlessly integrating sustainability into their shopping experience.

Turn your loyalty program into a powerful tool for environmental change while strengthening customer relationships.



Unique rewards

Incentivize survey respondents with newly planted trees

Reward Survey Respondents with Trees They Can Track in Stunning 3D

By sharing their opinions in your surveys, respondents can actively contribute to climate change mitigation. EcoMatcher works with leading global market research companies.

Why gifting trees are good incentives

- Increase survey response rates by **encouraging reluctant participants with a eco-friendly reward**
- **Show appreciation** to respondents for their time by **allowing them to easily help mitigate climate change** by completing a survey
- **Showcases your company's commitment to sustainable practices** by forgoing plastic give-a-ways

Ways to reward survey participants with trees

- **Choose the Number of Trees:** Decide how many trees you'd like to offer respondents as a reward for completing a survey.
- **Offer Tree Customization:** Let respondents choose from different tree reward options, such as selecting the location where their tree will be planted, adding a personal touch to their contribution.

Offering an incentive is very important – research results show it will typically lift response rates by 10-15% (depending on the quality and attractiveness of the incentive to your target audience).

**PeoplePulse an ELMO solution*



Carbon offsetting

Offset your company's carbon footprint

Offset Your Company's Carbon Footprint by Planting Trees

A carbon offset involves reducing carbon emissions to compensate for those generated elsewhere by your business. Regularly planting trees is an effective way to reduce your CO₂ emissions and minimize your environmental impact.

Why plant trees to offset your company's carbon footprint?

- **Effective Carbon Sequestration**

Each tree can absorb, on average, 250kg of CO₂ over its first 10 years, making tree planting one of the most efficient ways to offset the carbon emissions your company generates.

- **Sustainable Impact**

By regularly planting trees, you contribute to the long-term health of the environment while taking tangible steps to reduce your carbon footprint and fight climate change.

3 steps to offset your carbon footprint

1. **Calculate** your company's carbon footprint, including employee travel, transport and building emissions
2. **Purchase trees** regularly to offset your emissions
3. **Track your trees impact** over time, with EcoMatcher's technology



Your trees have a double purpose! Use them to offset your carbon and gift them to your customers and employees!



Carbon credits offsets with TREES+

Transparency on tree level



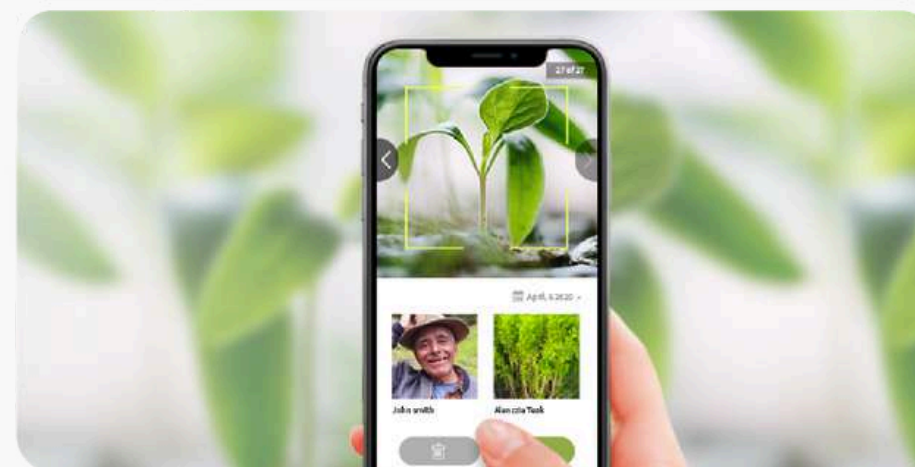
Transparent Offsets with TREES+

- Traditional carbon credit tree planting projects offer insight only on a project level, not on tree level.
- EcoMatcher and VNV, an authority in sustainable development and climate action, offer customers unique tree-planting projects branded as TREES+, where each tree can be tracked and managed through the EcoMatcher platform.
- Every project will carry official carbon certification from Verra or Gold Standard, ensuring the highest standards of environmental impact and credibility.



Certified project carbon credits

+



Tree transparency and digital tools

=



TREES+, the best of two worlds

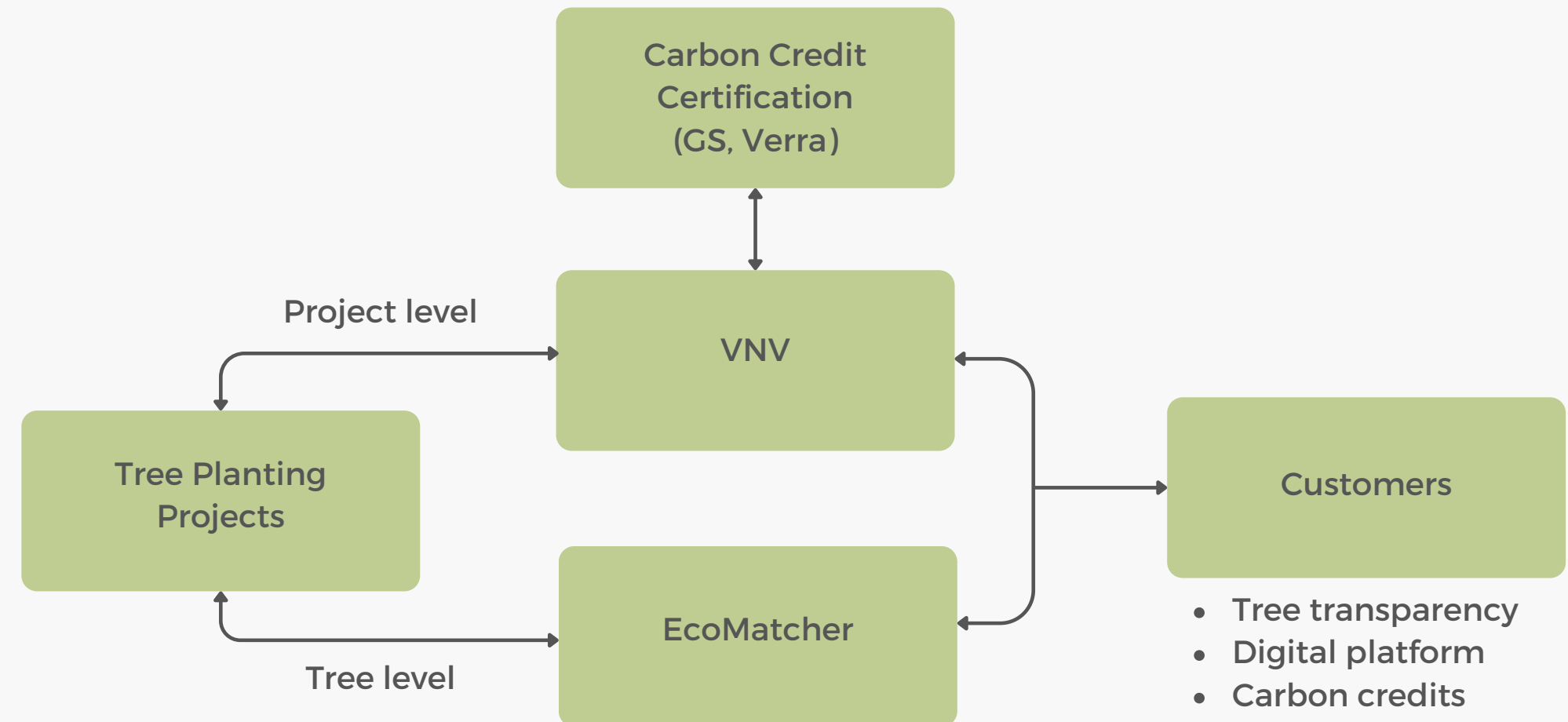
Carbon credits offsets with TREES+

How it works



Transparent Offsets with TREES+

- Every tree planted is documented using EcoMatcher's proprietary technology, creating a digital footprint accessible on EcoMatcher's platform. This allows companies to integrate these trees seamlessly into their business strategies.
- The project will be certified using world class carbon credit protocols (either VCS (Verra) or Gold Standard, depending on location).
- Interested in TREES+? Please contact us at contact@ecomatcher.com.





3

How can EcoMatcher help

EcoMatcher's suite of technologies provide transparency and traceability in tree planting



What EcoMatcher does

We integrate transparent tree planting to businesses



We plant trees

We plant trees and complete forests with amazing foundations we vet



Know everything

Through technology, we know everything about every tree, incl. the farmer



Complete platforms

We offer various digital ways to integrate tree planting in your business



Travel to trees in 3D

You can virtually travel to every tree in 3D and learn more about every tree



Some notable EcoMatcher clients

Our clients are from various industries, sectors and countries





ABOUT ECOMATCHER

EcoMatcher is a Certified B Corporation planting trees and forests transparently with vetted foundations around the world.

Through our Technology, EcoMatcher knows everything about every tree planted: the geolocation of each tree, the species, the CO2 sequestration potential, and details about the farmer caring for the tree.

FOR MORE INFORMATION

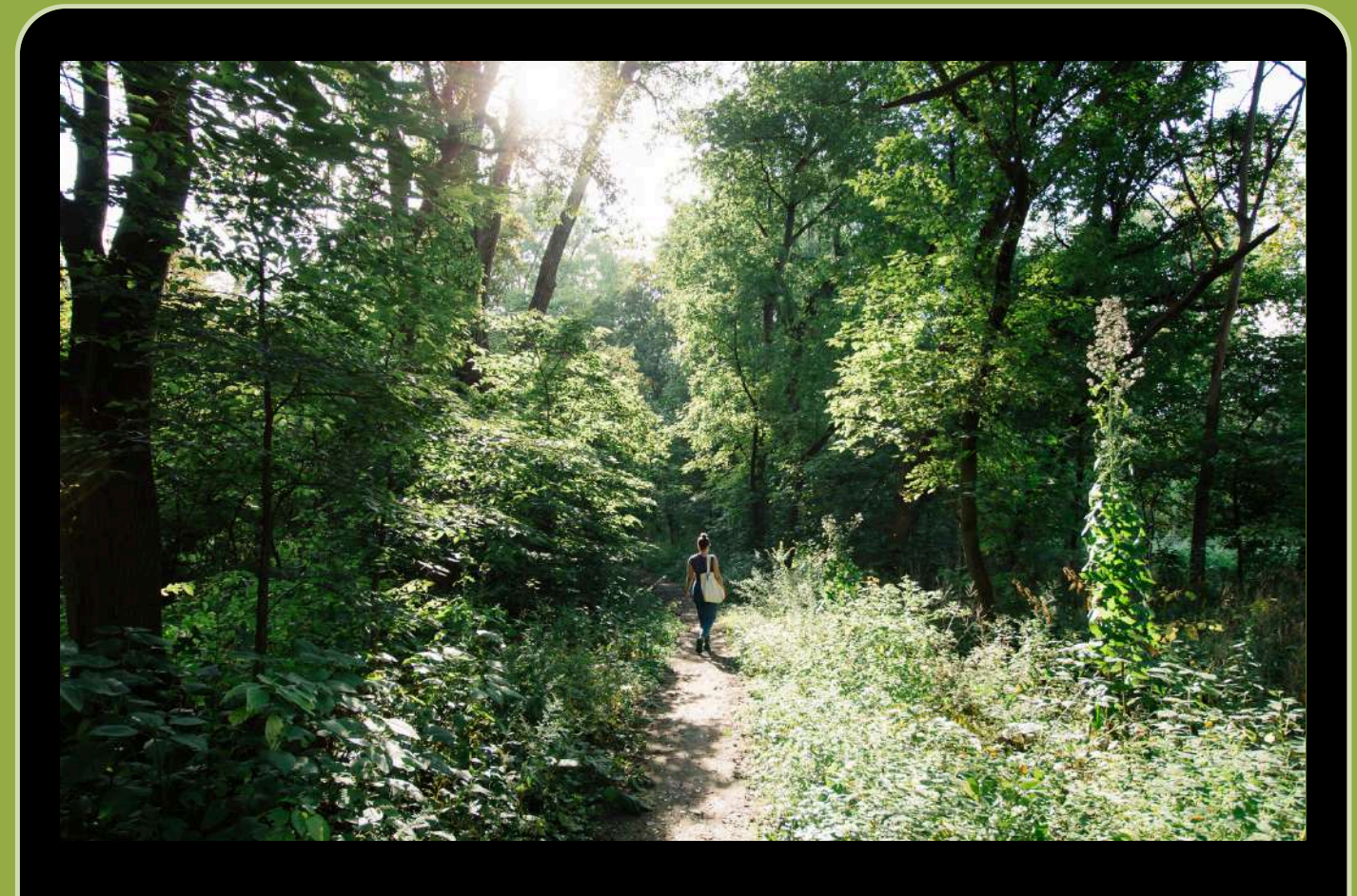
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