



Certified



This company meets the highest standards of social and environmental impact

Corporation

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 minimizing environmental impact on the planet, to supporting small-scale farming communities, tree-planting has countless benefits for companies and for the planet.



Environmental benefits

Planting trees for the planet

Forests are essential for life on Earth. They provide habitat for thousands of species of plants and animals, and supply the oxygen we need to survive. Planting trees and forests is one the most effective ways to overcome the current loss of biodiversity, curb climate change and help solve some of the most pressing climate challenges of our time.



Acting as carbon sinks

- **Forests draw out pollutants and carbon from the air**, supply the oxygen we need to survive, reduce global temperatures, and minimize the effects of human activities
- **In tropical forests alone**, a quarter of a trillion tons of carbon is stored in above and below-ground biomass



Preserving biodiversity

- **Forests are the heart and lungs of the terrestrial ecosystem.** They are home to a large majority of the world's biodiversity
- **A square kilometer of forest may be home to more than 1,000 species.** Without trees, these species would have nowhere to go, putting them at risk of disappearing

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



Social impact

Supporting local communities around the world

Reforestation is vital to billions of people around the world who rely on forests for small-scale agriculture, medicine, and shelter. Tree-planting empowers local communities to restore their land and create resilient farming systems that provide income for farmers, for generations.



Improving the livelihood of local communities

- **Billions of people directly depend on agricultural land** for sustenance, providing food, shelter, and medicine
- **Promoting sustainable agroforestry and restoring degraded forests** can help bring agricultural areas back to life, while providing income to farmers and their families



Encouraging women empowerment

- **Women have historically been frontrunners of climate change action**, being hit the hardest by the lack of access to resources and education
- **Better ecosystems ensure women aren't doubly pressured** to source water and gather food to sustain their families, allowing more room for education, and more power in the hands of women

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





2

How do companies leverage **tree planting**?

4 simple ways organizations of all sizes integrate tree planting into their operations



Corporate gifting

A meaningful gift for life

Gift customers something meaningful which they keep for life and protects the planet. Gift trees you plant on their behalf and name after them.

Why tree-planting is the best Corporate Gift

- **Raise awareness about your sustainable commitment:** Gifting a tree is a great reminder of your commitment to fighting climate change and creates a long-term emotional connection with your customer
- **Save money:** Gifting a tree is often cheaper than usual corporate gifts. An EcoMatcher tree costs US\$3.49 per tree, making it an affordable way to say thank you
- **Customer trust:** no other gift will make your clients remember you more than a personalized tree that has a positive impact, over a lifetime!

Need some inspiration? Here are some tree gifting ideas:

- Gift a tree to your **event's speakers**
- **Recognize your business partners** with an end-of-year present
- Reward trees for completing product trainings or certifications
- Reward respondents for completing **market research surveys**



"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. Imagine the sense of belonging your team will feel as they virtually visit your forest, and see the trees you planted for them!

Why gift trees to your employees

- **Team building:** building a company forest fosters a sense of community, where employees can see their trees and their colleagues' grow over time
- **Motivation:** tree planting signals to employees that your company's principles work towards a larger, better future for the planet
- **Sustainability awareness and activism:** sustainability connects organizational values to employees' personal values

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*



Carbon offsetting

Offset your company's carbon footprint

A carbon offset is a reduction of carbon emissions to compensate for emissions made elsewhere by your company. Offset your CO₂ emissions and minimize your carbon footprint by planting trees regularly with a precise number of trees.

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

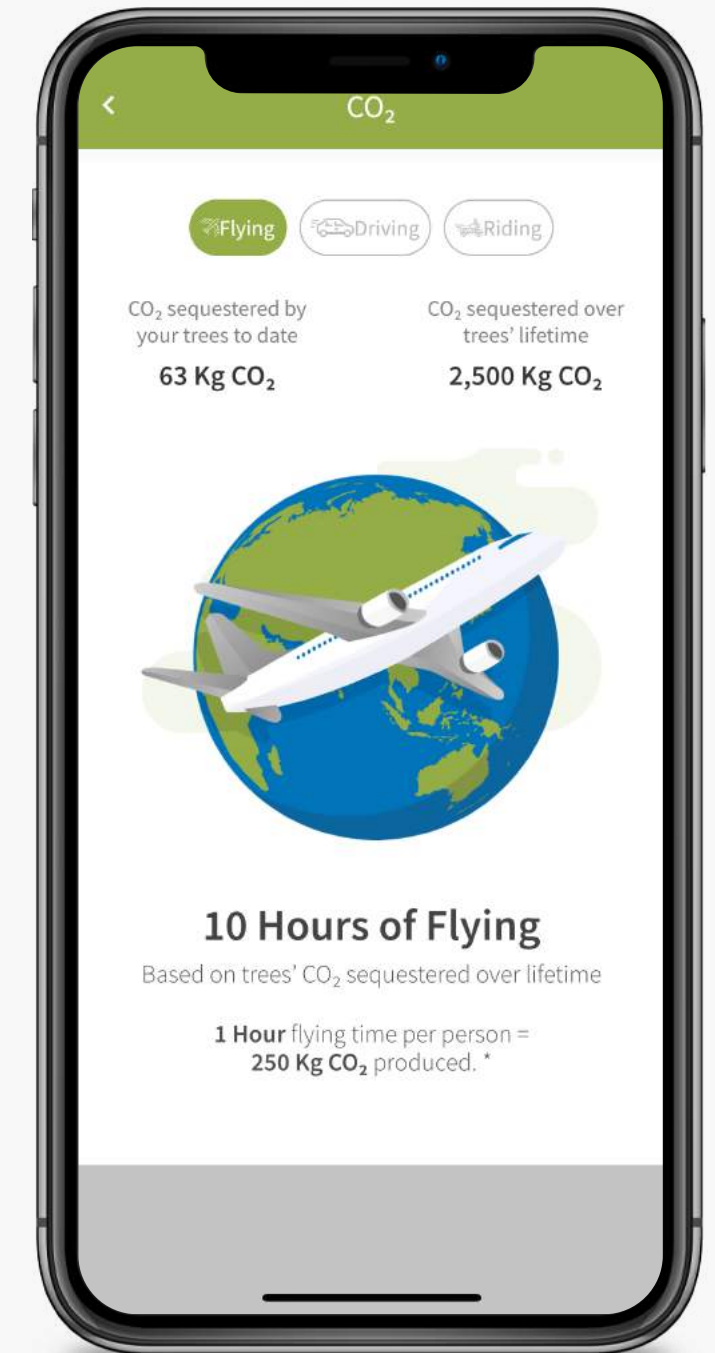
With a single tree sequestering on average 250kg of CO₂ over the first 10 years of its life, planting trees is the best way to offset the carbon generated by your company.

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!





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



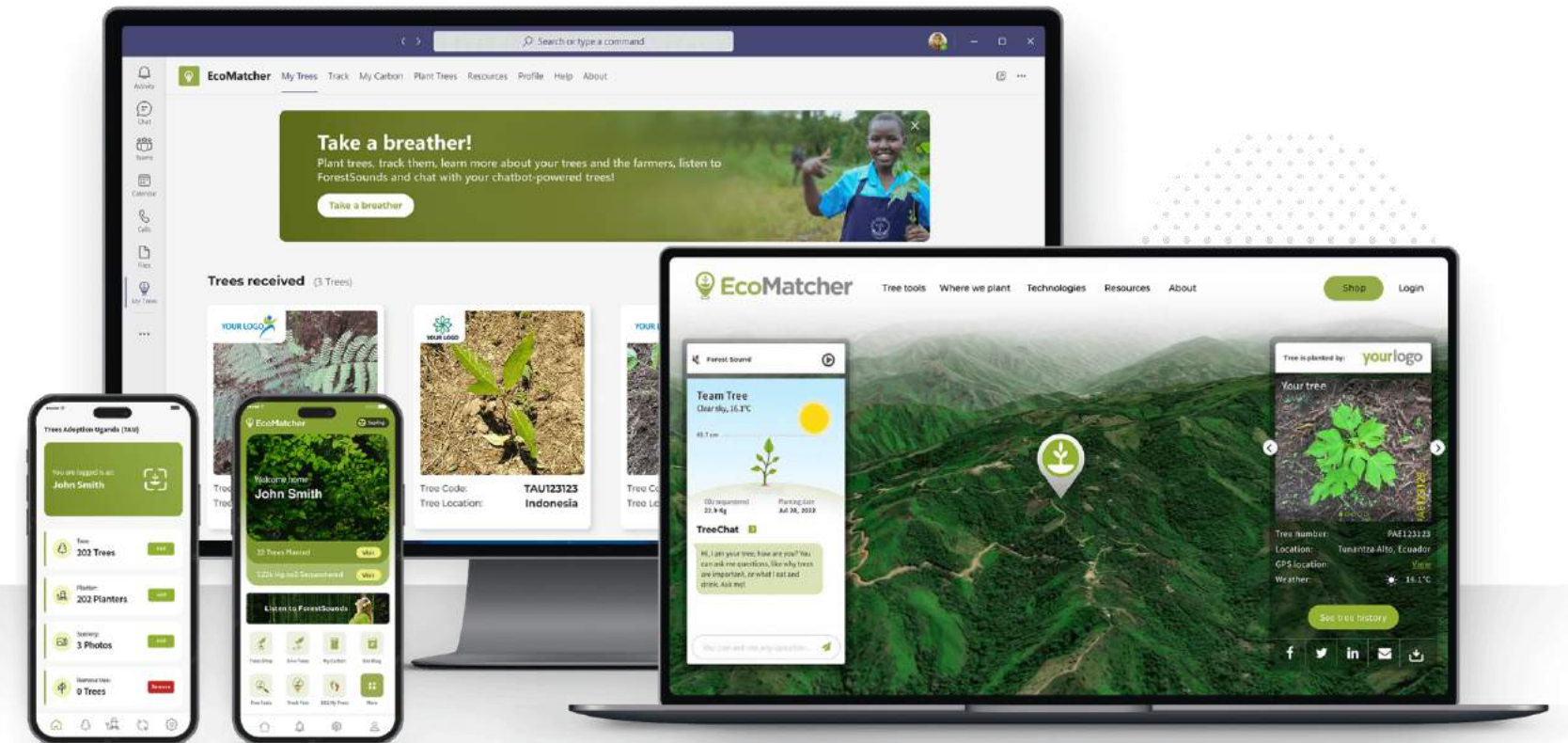
Complete platforms

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



Travel to trees in 3D

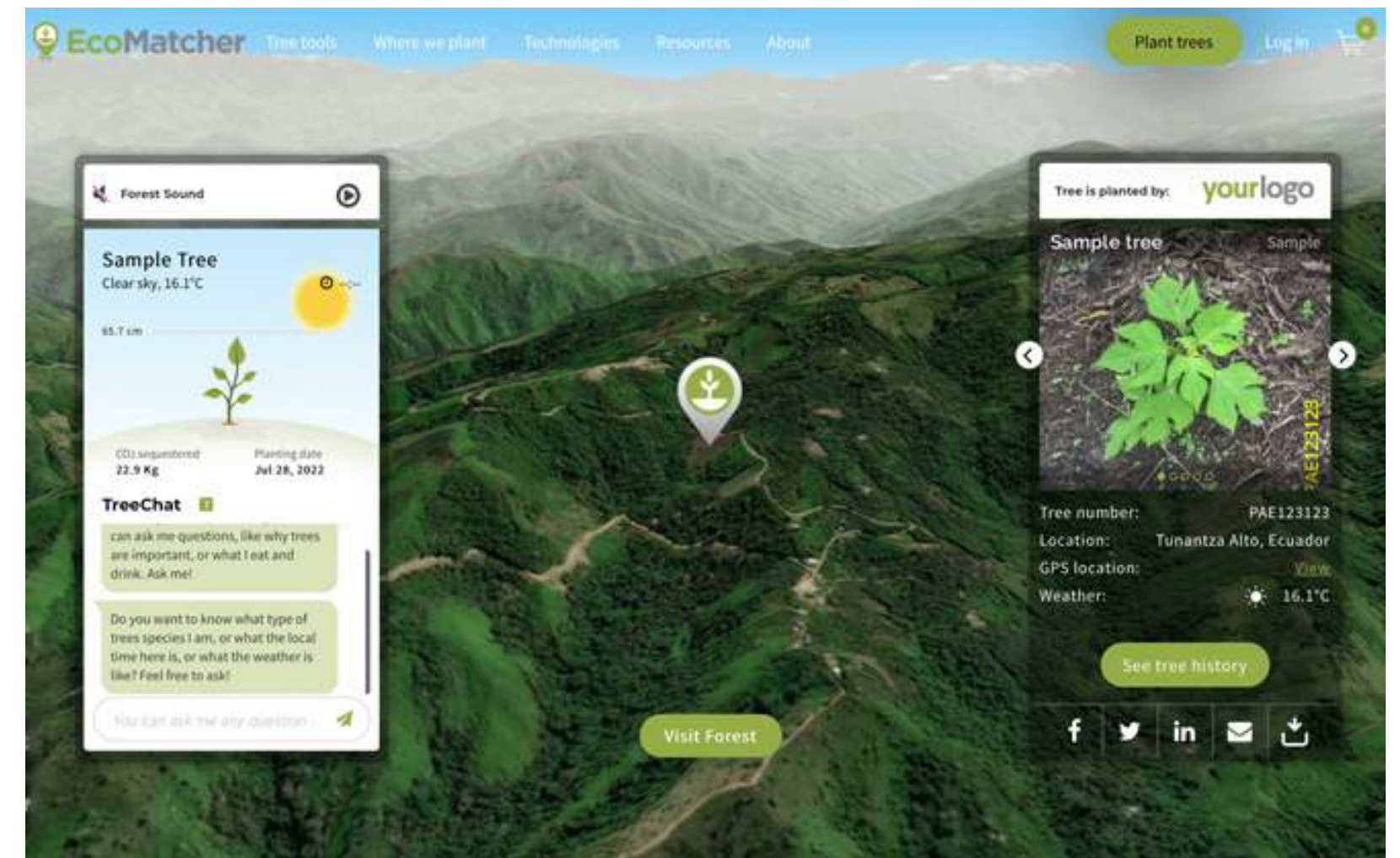
You can virtually travel to every tree in 3D and learn more about every tree



Kick start your tree-planting journey

Four easy steps

- 01** Create an account on www.ecomatcher.com or the EcoMatcher app (iOS and Android) or the EcoMatcher App for Microsoft Teams
- 02** Purchase trees with the foundation of your choice on our website, or email us at contact@ecomatcher.com to plant a complete forest (min 1000 trees)
- 03** In TreeManager, gift trees to your customers or employees through e.g. email, TreeCards, or QR codes. EcoMatcher also offers APIs for integration.
- 04** In TreeManager or the EcoMatcher Apps, track your trees' CO2 sequestration, farmers' details, tree growth, and location through mesmerizing 3D satellite mapping.



Learn how to set up your account, gift trees, and track progress from the [EcoMatcher Academy](http://ecomatcher.com/academy/) (ecomatcher.com/academy/)

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

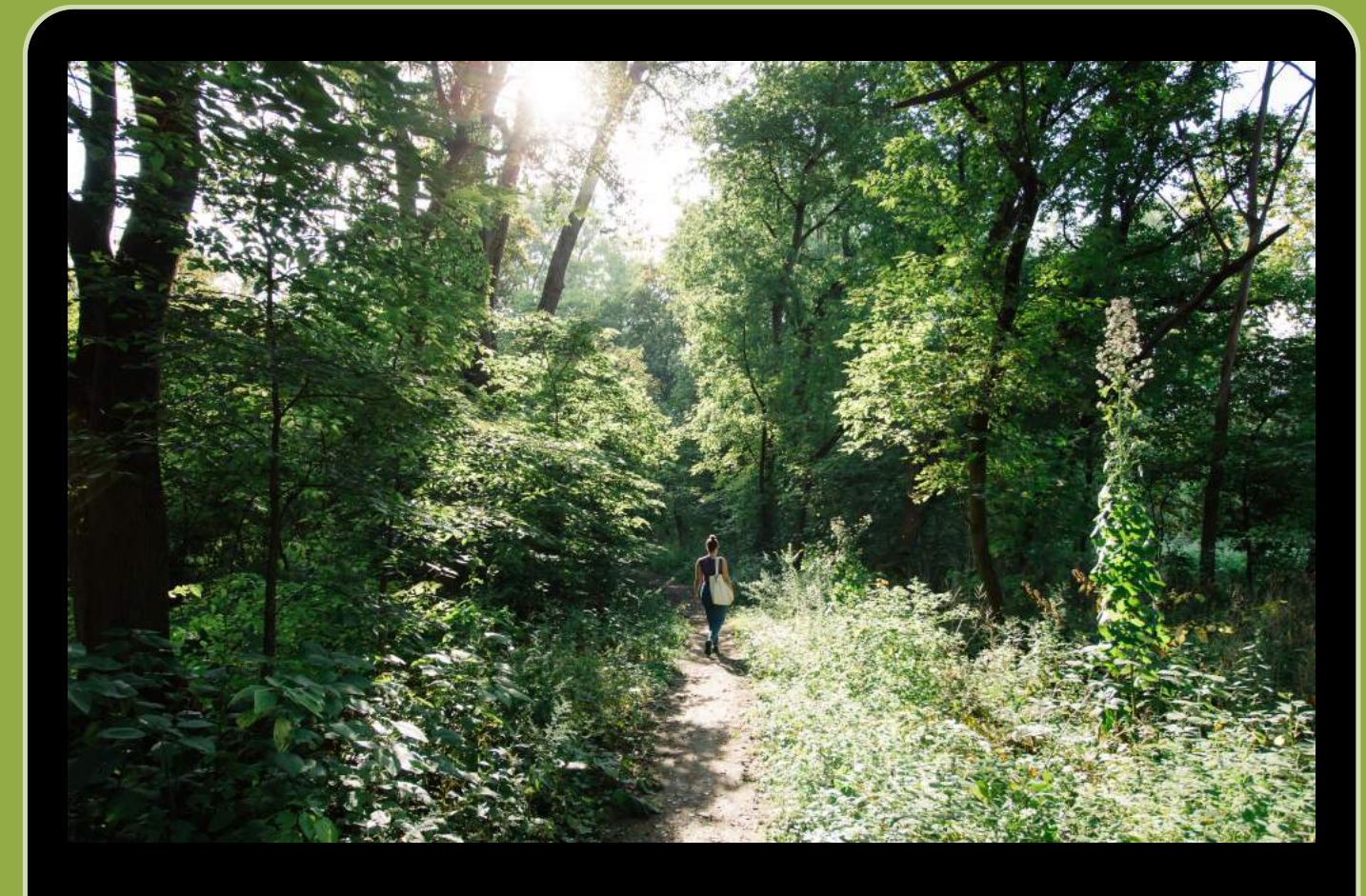
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