

*Planting trees to create  
wildlife habitats,  
combat climate change  
and make a greener world.*

*Tree Appeal  
and  
your business*





# Creating Eco-Sustainable Brands

Planting trees to create wildlife habitats, combat climate change and make a greener world.

**Tree Appeal** can assist you in positioning your company's brands as Eco-Sustainable by creditably linking tree planting to your product and service offerings.

By doing so you are giving your customers the credit for planting the trees, making them Eco-Partners rather than just customers. This is a very powerful marketing strategy for winning and retaining business. It also creates emotive content for your social media marketing campaigns.







# Sustainability

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Another great advantage to planting trees is your customer's accruing tree count makes great content for their sustainability reports.

Sustainability is a journey, not a destination. A plan is required to show milestones achieved and those that the business is aspiring to in the future.

Trees play a significant role in mitigating climate change by sequestering carbon (locking it up for many hundreds of years), but they deliver many other sustainable, positive benefits:

- *Habitat creation* • *Mitigating biodiversity loss*
- *Clean air* • *Flood prevention* • *Education*
- *Community engagement* • *Poverty Mitigation*

When your company commits to tree planting you are creating an ecological heritage that will last for hundreds of years.







# Government Support

Planting trees to create wildlife habitats, combat climate change and make a greener world.



*“Initiatives like ‘Tree Appeal’ help support the Government’s strategy for sustainable development, with its aims of integrating our objectives on social progress, effective protection of the environment, prudent use of natural resources and high and stable levels of economic growth and employment to ensure a better quality of life for everyone, now and for generations to come”*

**Jim Knight MP,  
Minister for Rural Affairs, Landscape and Biodiversity, DEFRA  
6th August 2005**







# Where we plant our trees

Planting trees to create wildlife habitats, combat climate change and make a greener world.



Nurturing our valuable biodiversity

*Biodiversity Trees* are planted throughout the country in locations where they will promote the creation of habitats and help secure and increase biodiversity. We only plant native broadleaf trees and only in appropriate locations to make sure we always plant the *right trees in the right places*.



*Trees for Schools* are planted in the grounds of schools and colleges throughout the country where they play an important educational role. The *Trees for Schools* initiative promotes habitat creation and biodiversity and has the *added social benefit* of giving children an appreciation for our valuable environment.





# Trees for Schools



The *Trees for Schools* initiative promotes habitat creation and biodiversity and has the *added social benefit* of giving children *environmental education* and an appreciation for our valuable planet.

*Trees for Schools* gives companies an opportunity to reach out to their customers at a *local* level.







# School Planting Day



A planting day at your sponsored school provides excellent PR opportunities at a local level. Tree Appeal co-ordinates the day, liaising with the school and visitors and providing photography. School Plantings are an excellent way to mark a tree planting milestone or to celebrate an anniversary in your company's history.

- Liaison with the school to determine tree requirements
  - Gazebo with tea, coffee and refreshments
  - Photography and video, including permissions and sign-offs
  - Planting certificates for children and your staff
  - Help with press releases and marketing
- Picture gallery pages on web site linked to your Partner Page and access to all images







# Tree Twinning

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**Tree Twinning** is our initiative for extending the benefits of tree planting to developing countries. Through Tree Twinning you can opt to match every tree planted in the UK with another in Africa. Your first 'twin' tree is planted in one of our UK locations for all the environmental, biodiversity and social benefits that Tree Appeal champions. Your other 'twin' is planted in Africa, giving some of the poorest communities in the world the resources they need to fight poverty and become self reliant.



Planting trees Locally and Globally.  
Creating wildlife habitats and combating climate change.







# Your tree claim

Planting trees to create wildlife habitats, combat climate change and make a greener world.

A business may plant trees to celebrate a company milestone or product launch but the vast majority of companies want to integrate tree planting into their product and service offering.

Integrating tree planting into a product offering is where a company makes its *tree claim*. Examples of tree claims might be:

*We plant a tree for every kitchen we fit, to create wildlife habitats, combat climate change and make a greener world.*

*We plant a tree for every 350 bottles of our product that we sell, to create wildlife habitats, combat climate change and make a greener world.*

*We plant a tree for every 300kg of packaging we use, to create wildlife habitats, combat climate change and make a greener world.*

*We plant a tree for every 500kg of print we use, to create wildlife habitats, combat climate change and make a greener world.*

*We plant a tree for every car we service, to create wildlife habitats, combat climate change and make a greener world.*

In summary the number of trees you plant and how that relates to product sale is your choice and is dictated by budgets and product margins.





# Long Term Benefits

Planting trees to create wildlife habitats, combat climate change and make a greener world.

Tree Appeal provides unique **Cause Related Marketing** campaigns that build year on year







# Tree Code

Planting trees to create wildlife habitats, combat climate change and make a greener world.



For individual customers we have **This Card Plants A Tree!**, a greetings card which sponsors the planting of a tree. The recipient of the card receives a **Tree Code** which they can use on our website to see when, where and what species of tree was planted. As one of our customers says, *“Lovely card, lovely idea. Felt personal”*

For a small additional cost we can offer this to Corporate Partners to pass on to their customers. We are happy to discuss combinations of card and branded certificates or simply provide **Tree Codes**. Your customers

can access the database directly through your Partner Page on the Tree Appeal website.





# Partner Page

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Your bespoke **Partner Page** on the Tree Appeal website lists all your plantings and shows your accruing tree count year on year.

The **Partner Page** states how your company is integrating tree planting into your product or service offering.





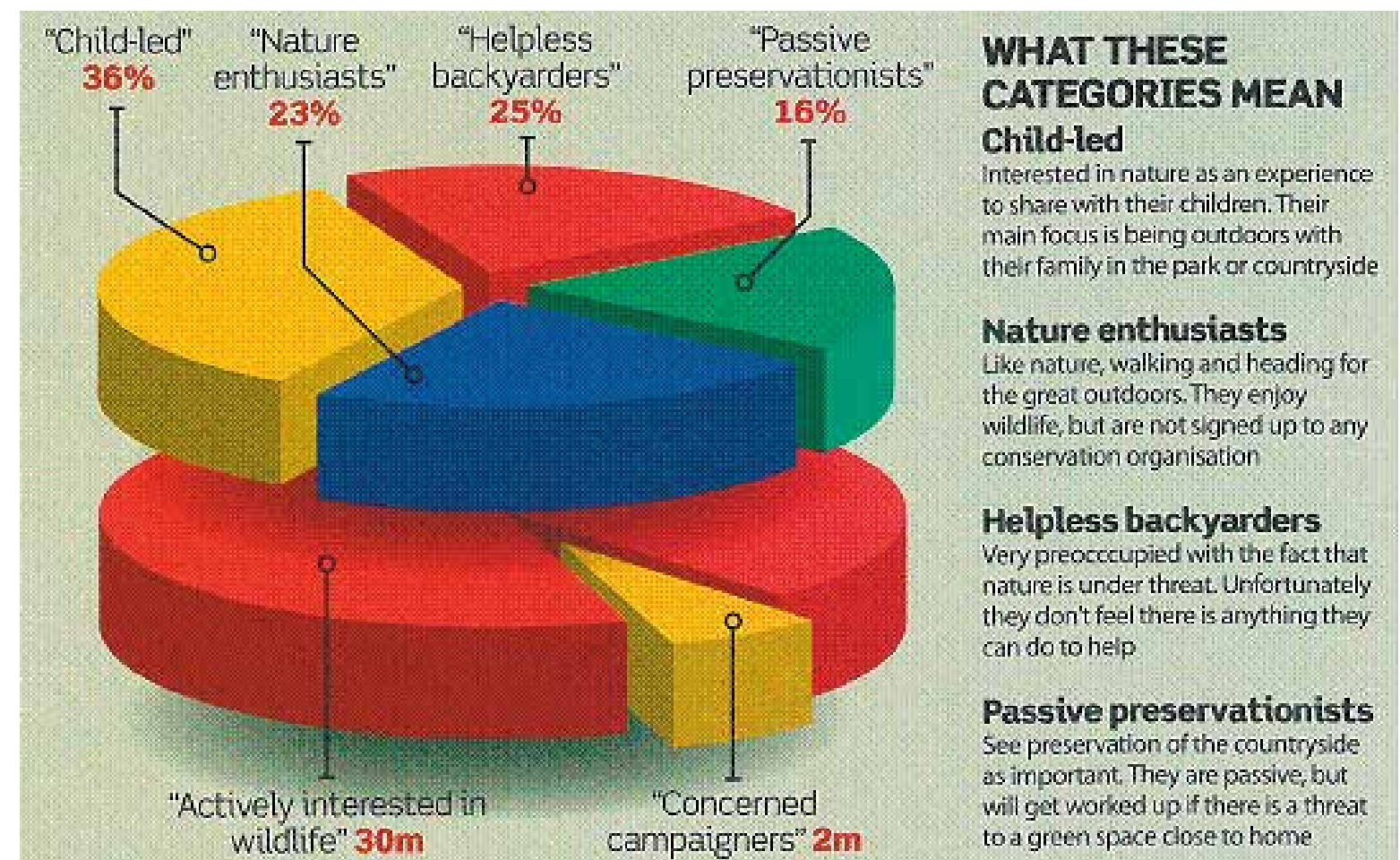


# Public enthusiasm for nature

Planting trees to create wildlife habitats, combat climate change and make a greener world.

A survey conducted by the BBC showed that 30 million people in the UK are interested in nature.

This survey was undertaken to understand the phenomenon of why Bill Oddie's *Spring Watch* and *Autumn Watch* viewing figures were on a par with *Big Brother*.







# Recognition

Multiple awards

*'Green Champions'*

*'Green Heroes'*

*'Green Apple'*







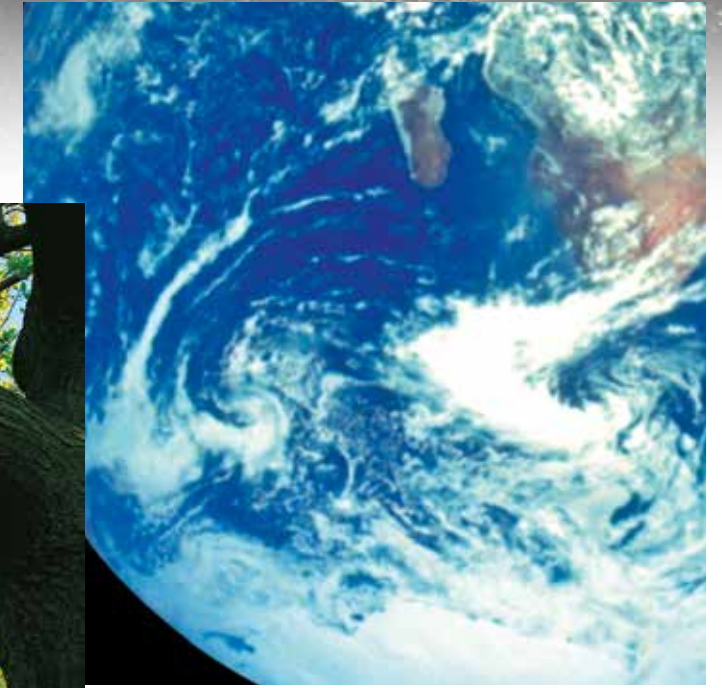
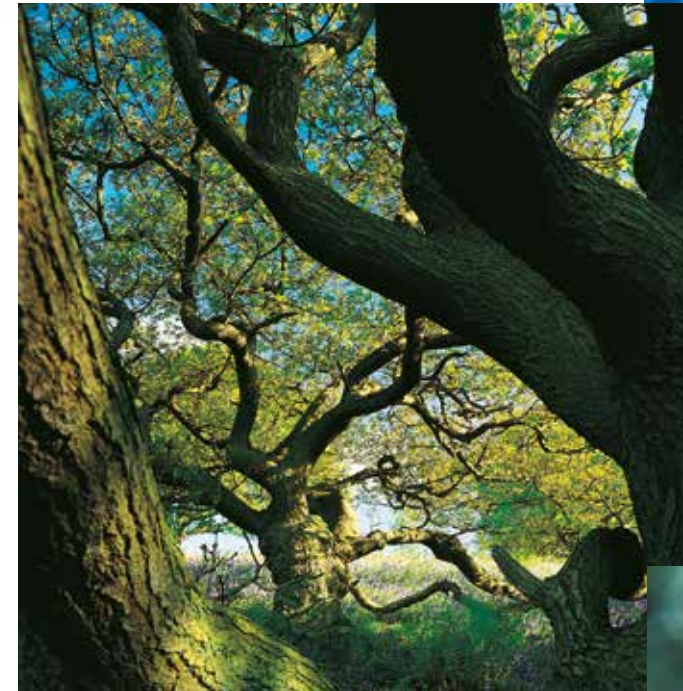
# Biodiversity

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**Biodiversity** is the variation of life on earth. The plants, insects, birds and animals that live in the same habitat are all dependent on each other for their existence. The failure of one species will have a detrimental effect on others, and that includes us.

Companies and people all over the world need to work together to safeguard this irreplaceable natural wealth and *reduce biodiversity loss*. This is vital for current and future human wellbeing.

Planting trees **locally** and **globally** creates vital wildlife habitats and combats climate change.







# Why I'm passionate about trees

*Trees are amazing things. They live longer than we do and throughout their lives, they do something useful every second of the day. Each one is a high rise hotel and snack bar for birds, mammals and insects.*

*Sadly, in my lifetime, Britain and the rest of the world has lost many of its natural woodlands and forests. Over the years I have helped to save woodlands and forests by planting the right trees in the right places all over the world – from Iceland, New Zealand, Africa, Asia, Australia, Borneo, Brunei, India, Fiji and many more.*

*Along with Tree Appeal, I have visited schools the length and breadth of the UK and have had some amazing experiences. Tree Appeal and I aren't just interested in growing trees – we also want to help growing minds.*

*Planting trees in schools not only helps create woodland habitat, but provides an excellent learning resource. It is vital that our future generations are given the chance to forge important links with the natural world.*

*Planting trees is something I love, and working with Tree Appeal, I have planted trees throughout the UK and in Africa and am proud to have helped them with their task of stitching our own landscape back together, tree by tree.*

**Professor David Bellamy, OBE, 1933 - 2019**

Tree Appeal was privileged to have worked with David right from the start up to our grand finale trip on board the Star Clipper in Costa Rica in 2011 after which David retired from his Tree Appeal work.

We were deeply saddened by David's passing but will forever treasure the fond memories of working with such a larger than life personality. David's passion was infectious and was flavoured with a very apt sense of humour. In all our travels he always had the time of day to talk to a stranger and sign an autograph.

