



Trees were planted to offset
the eco-impact of this print

www.treeappeal.com

*Planting trees to help
offset the eco-impact
of the printing process*

*The **eco-print** initiative
from Tree Appeal*



*A greener world and
a better life for all*

Tree Appeal

Planting broad-leaved trees,
providing woodland habitats, helping
to stitch our world back together

Tree Appeal gives environmentally responsible companies a way to **integrate tree planting** into their business activities and give back to the natural world, making sure that they are truly '**Green Businesses**'. This gives their customers the opportunity to buy products and services that help to make a *greener world and a better life for all*.



*A greener world and
a better life for all*

Cause for concern

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The majority of our native broad-leaved trees are in their latter years of maturity, which makes them very vulnerable to storm damage and natural decay.

Over the last 50 years, 45% of our ancient, semi-natural woodland has been cleared or converted to commercial plantations. This loss was further compounded by additional losses of approximately 19 million trees that were destroyed in the storms of 1987 and 1990. It is also estimated that more than 30 million trees were killed by *Dutch Elm Disease*. Now *Ash Dieback* is looking to be an even greater threat to our population of trees there are 80 million ash trees, which represents 10% of our native trees.



Ecological Footprint

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The **Ecological Footprint** is a measure of human demand on the Earth's ecosystems. It compares human demand with planet Earth's ecological capacity to regenerate. It represents the amount of biologically productive land and sea area needed to regenerate the resources a human population consumes and to absorb and render harmless the corresponding waste. Using this assessment, it is possible to estimate how much of the Earth (or how many planet Earths) it would take to support humanity if everybody lived a given lifestyle.

Wikipedia

Globally, people are using about 25% more natural resources than the planet can replace. In the UK, we're consuming **three times our fair share** of the planet's natural resources.

World Wildlife Fund

In other words, if the whole world used resources at the same rate as the UK we would need **three planets** to sustain our way of life!



In reality we have only one planet and it's a living one. We must all make it our business to keep it that way.

Trees are the longest lived organism on the planet and therefore planting trees is an investment we can all make that creates a global ecological heritage for many hundreds of years.

Show your customers that what you sell doesn't cost the Earth.



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Why trees?

Planting broad-leaved trees,
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Trees create
Woodland Habitats

Trees secure **Woodland
Biodiversity** for many
hundreds of years

Trees provide **Social
Benefits**



Eco-Print

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The eco-print initiative enables print end users to offset the ecological impact of their printing/marketing activities.

As more companies become disillusioned with email marketing and make the move back to direct mail, there is a growing need to appease any negative response they may receive as a result of the environmental impact of unsolicited print.

Individual companies, through their print suppliers, will be able to opt into our scheme by which trees will be planted proportionate to the amount of print they buy. Broadly this will be **one tree for every £714 spent on print**. This is calculated using the print sector average carbon intensity figure which is 350gms of CO₂e for every £1.00 of spend.

This means that for every £10,000 that a company spends on print, 14 trees are planted at a total cost of £70.



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Eco-Print

*A greener world and
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Eco-Print is a simple and effective way to help offset your *ecological impact*.

It's not about the trees that are used - responsible companies are already doing a lot to reduce their impact - sustainable sourcing of paper, vegetable based inks and environmental systems such as ISO 14001. But it is about the *ecological footprint* created by the whole production process. By planting trees you are putting back something positive - making an active long-term contribution to our planet's ecology.



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Howard Heath Associates Ltd
Registered Address: Palladium

*The end user is able to display
the Tree Appeal branding on
their printed items.*



Promoting the message

Planting broad-leaved trees,
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By encouraging your customers to include the tree planting message in their printed materials you:

- ***Engage your customers*** in the initiative, share the credit with them and create a feelgood factor, helping ***customer retention***.
- ***Promote your company*** in a way that is not overtly commercial.
- ***Address your customers' concerns*** regarding the use of print which can sometimes be perceived as environmentally contentious.



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Graphical devices

- Every finished item can contain an explanation of the initiative and how *your customer has played a part*
- Present your customers with a *certificate* to acknowledge their contribution
- Helps offset your customers' *ecological impact*
- Take the credit for the accruing *total number of trees planted* year on year



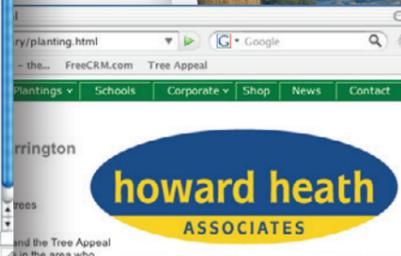


A greener world and a better life for all

Marketing collateral

Planting broad-leaved trees, providing woodland habitats, helping to stitch our world back together

Bespoke
"Partner Pages"
on web site
All plantings
listed with
supporting
photographs
Certificates for
clients
Newsletters





Long Term Benefits

Planting broad-leaved trees, providing woodland habitats, helping to stitch our world back together

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



Help us plant **100,000**

Trees! with *David Bellamy*

Trees for Schools

100,000

80,000

60,000

40,000

20,000

0

TREE APPEAL TREE METER





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Business benefits

Planting broad-leaved trees,
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Tree Appeal gives your company the opportunity to make a positive **contribution to the environment** – and *receive the appropriate credit*.

Your company can benefit from a **unique environmental differentiator** in a crowded market.

Your company directly *integrates* tree planting with its products & services.

Your company has its contribution recognised through **high profile PR events, marketing and customer engagement** delivering a *fantastic green marketing strategy*.

Your company genuinely addresses both **environmental** and **community** aspects of its **Corporate Social Responsibility**.



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Where we plant our trees

Planting broad-leaved trees,
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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.

See our separate Trees for Schools presentation for more details.

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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.



See our separate **Trees for Schools** presentation for more details



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Government Support

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“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**





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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. That's why I am excited to be part of Tree Appeal's new initiative, Schools on the Wildside, which links tree planting to schools' other environmental activities.

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 can help them with their task of stitching our own landscape back together, tree by tree.

Professor David Bellamy, OBE





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Recognition

Multiple awards
'Green Champions'
'Green Heroes'
'Green Apple'

