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This company meets the  
highest standards of social  
and environmental impact

Corporation



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# Plant Purpose into Your Business

Innovative Ways to Use Trees for  
Gifting, Engagement, Loyalty, and  
Carbon Offsetting

[www.ecomatcher.com](http://www.ecomatcher.com)





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# 1

## Why Companies Should Integrate **Tree Planting** Into Their Business

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





# Create Measurable Environmental Impact

Show real commitment to sustainability

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





# Drive Positive Social Change

Empower local communities tied to reforestation projects.

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





# 2

## How Companies Can Leverage **Tree Planting** for Impact and Engagement

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





# Transform Corporate Gifting Into Purposeful Action

Replace traditional gifts with meaningful, trackable trees

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*





# Boost Employee Engagement Through Climate Action

Foster team pride and purpose by involving employees in tree-planting initiatives

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*





# Strengthen Loyalty Programs With Planet-Positive Rewards

Delight customers by offering trees as a unique and impactful reward

## 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.

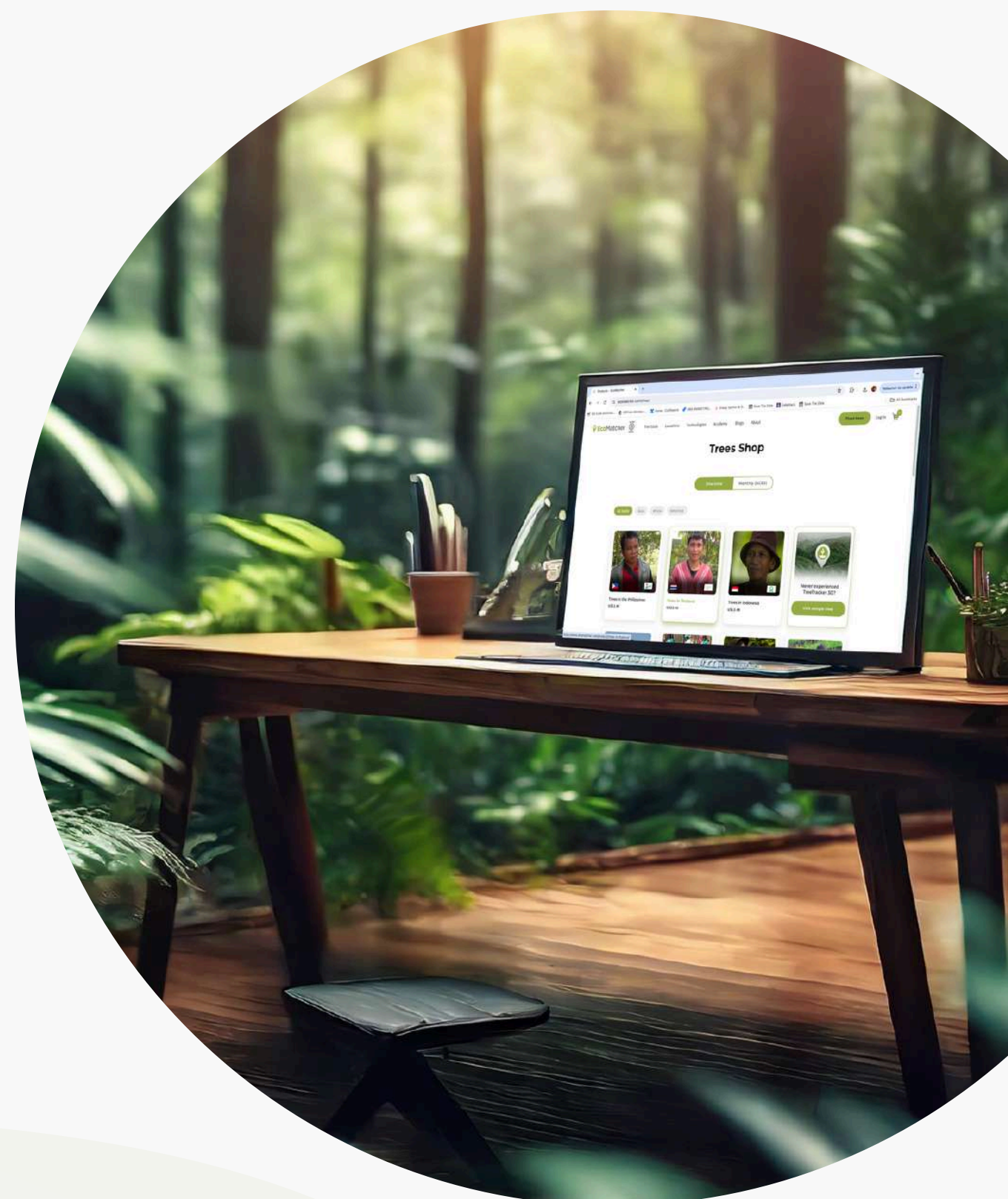
## Offering clients the ability to convert loyalty points to trees will

- 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.





# Offer Unique Rewards That Make a Difference

Stand out with sustainability-driven incentives that plant 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*





# Offset Carbon Emissions in a Transparent Way

Tackle your environmental footprint by planting trees that capture carbon

## Why Plant Trees?

Two powerful reasons to offset your carbon footprint with trees:

- **Carbon Sequestration**  
One tree absorbs ~250kg of CO<sub>2</sub> over 10 years.
- **Sustainable Impact**  
Trees support long-term environmental health and climate action.

## 3 Simple Steps to Offset with EcoMatcher

### 1. Calculate

Use OurCarbon123 to measure your company's footprint.

### 2. Plant Trees

Offset emissions by planting verified trees.

### 3. Track Impact

Monitor every tree with real-time transparency via EcoMatcher tech.



### **Bonus: Dual-Purpose Trees!**

Offset carbon and gift trees to customers and employees





# Calculate Your Footprint With OurCarbon123

Easily measure your company's emissions and take informed action

**Calculating your company's carbon footprint is as easy as 1, 2, 3.**

## Know Your Impact

EcoMatcher's Company Carbon Calculator OurCarbon123 helps your company estimate company's carbon footprint using the internationally recognized Greenhouse Gas Protocol (GHGP) framework, which categorizes emissions into Scopes 1, 2, and 3.

## Offset with Confidence

Use the data to plant the right number of trees and show real climate leadership.

**Simple. Transparent. Actionable.**

For more information: <https://www.ecomatcher.com/ourcarbon123>





# Offset With Verified Carbon Credits Through TREES+

Invest in high-quality, tree-based carbon credits

## Transparent Offsets with TREES+

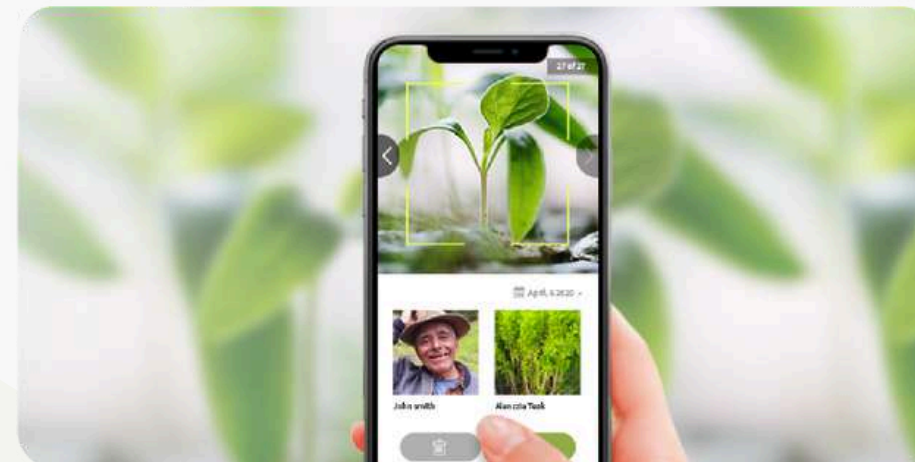


- Traditional carbon credit tree planting projects offer insight only on a project level, not on tree level.
- EcoMatcher and Value Network Ventures (VNV), an authority in sustainable development and climate action, offer customers unique tree-planting projects branded as TREES+, where each tree can 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



# 3

## How EcoMatcher Helps You Grow Impact with Trees

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





# Deliver End-to-End Tree Planting Solutions

From sourcing to tracking, 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



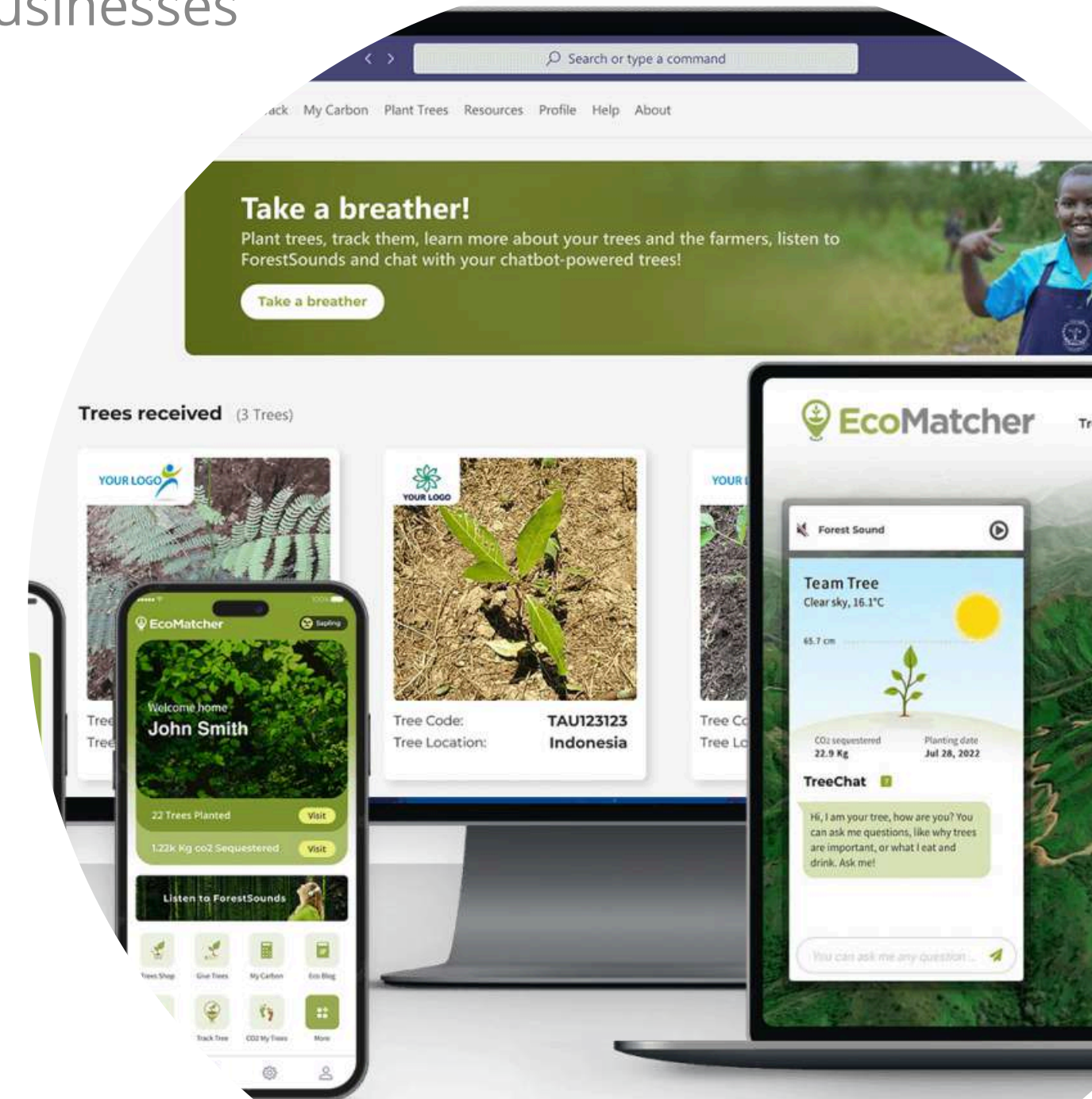
## Complete platforms

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 Journey in 4 Simple Steps

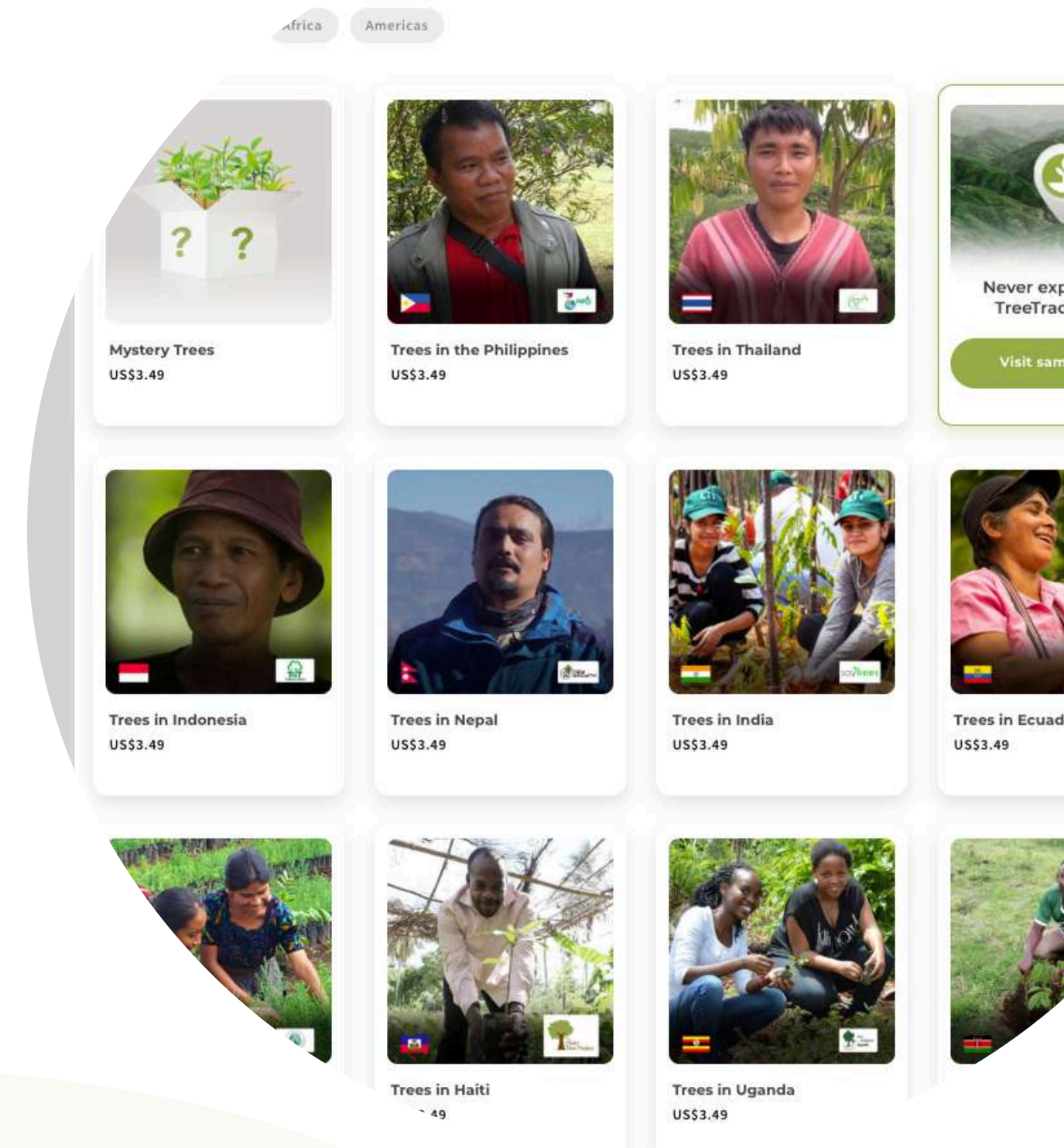
Seamless, scalable, and ready to grow with your business

- 01** Create an account on [www.ecomatcher.com](http://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](mailto:contact@ecomatcher.com) to plant a complete forest (min 1000 trees)
- 03** In TreeManager, gift trees to the people that matter the most to your business 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/](http://ecomatcher.com/academy/))



One-time Monthly (ACES)





# Join Leading Brands Driving Climate Action

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This company meets the  
highest standards of social  
and environmental impact

Corporation



Microsoft 365 Certified

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