



THE GREENER
EARTH PROJECT

Business Partnerships



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About Us

The Greener Earth Project started with one clear vision, to plant 1 million trees.

We work with community groups to complete our planting and the money we raise goes not only to planting trees but also to protect and monitor the site after planting is completed. This allows the trees to flourish and contributes to the conservation of local biodiversity, while at the same time making sure that those planting the trees are paid a fair wage.

Our UK-based team is entirely made up of dedicated volunteers. As we don't have any paid staff, we have very few overhead costs allowing us to maximise the amount that goes towards tree planting. In fact, in 2023, 92% of money donated to us went towards tree planting. That's 92p in every £1 donated to us.

Why Join Us?



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Thank you for supporting reforestation, we are excited to have you join us on this journey towards a more sustainable future.

Our research shows individuals are more likely to buy from a company that demonstrates its environmental ethics*.

You could also show your commitment to the environment as a business by planting a tree for each of your employees. Participating in environmental projects is a proven way to increase employee satisfaction, helping to boost morale, increasing retention, and helping to build a planet-conscious culture.

To complete our planting, we work with community groups and businesses around the globe, and the money we raise not only plants trees, it also protects the site after planting is completed and ensures those planting the trees receive a fair wage. We also commit to nurturing the trees to ensure they reach maturity.

**61% of the 200 people we surveyed believed it was a smart idea for businesses to incorporate tree planting into their business model and 38% thought it was a reasonable idea.*



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Partnership Process

Step 1

So you want to plant trees? That's great! Take a look through this brochure and decide which of the Partnership Options suits you best!

Step 2

Let us know where you'd like to plant trees.

If you're happy for us to decide – even better!

Step 3

Sign up for your chosen package. We'll send you our "Official Partner" logo so you can share news of our partnerships on social media and on your website.

Step 4

Enjoy creating a more sustainable future together.

Planting Locations: Kenya

In response to rising sea levels and a loss of biodiversity along the coast of Kenya, COBEC have embarked on a programme of habitat restoration in order to make coastal areas more resilient.

Their programme includes beach cleaning and the planting of mangroves. The importance of mangroves in coastal areas is well documented, with their root systems helping to calm surging seas, as well as filtering water and acting as a nursery habitat for young fish and small sea life.



Planting Locations: Australia

We partnered with Reforest Now to plant trees in northern New South Wales, which was once part of Australia's largest expanse of subtropical rainforest.

However, after extensive clearing, only 1% remains today. Once reforested, these sites will connect fragmented remains and expand the size of existing rainforests.



Planting Locations: Indonesia

Java in central Indonesia has experienced extensive deforestation since the 16th century, it is estimated that today less than 10% of the island's total area is covered by natural forest. In response, Trees4Trees are working on a programme of community-based planting.

Growing trees in their nursery and working with local farmers to provide them with trees, along with technical guidance on planting, good forestry practices and education on the benefits of a healthy environment.



Planting Locations: Nicaragua

We're working with Ometepe Rainbow, a community nursery who collect native seeds to be planted around the Ometepe Island in the middle of Lake Nicaragua in the south of the country.

Due to the demand for new farmland and unsustainable tourism, the island's indigenous community is under threat. Ometepe Rainbow works with this community providing jobs and trees that can be used as part of agroforestry projects.



Planting Locations: United Kingdom

We've partnered with The Future Forest Company to plant trees in the UK, focusing on Scotland.

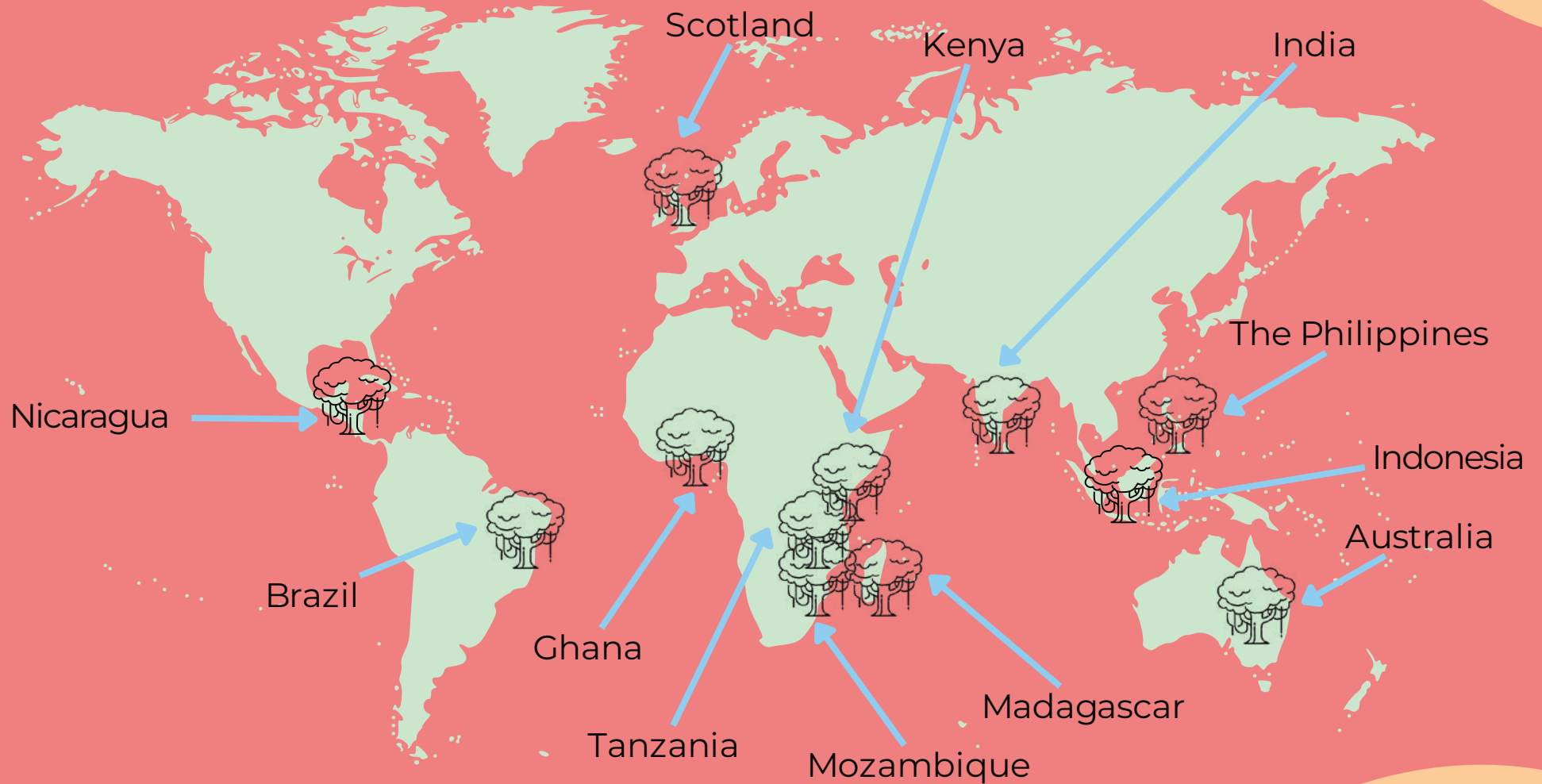
With the UK historically suffering heavy deforestation due to urbanization, agriculture, and tree diseases, the current tree cover is 13%, well below the European average of 37%.

They had planted 1 million trees by the end of 2023 and aim to plant 50 million trees by 2030, aligning with the UK government's goals of adding 30,000 hectares of new woodland annually by 2025.

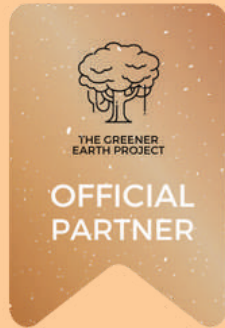
Through tree planting and sustainable land management practices, their nature-first approach creates healthy habitats and restores natural balance.



Where We've Planted...



Partnership Options



Bronze Package

Bronze packages are for individuals, those that are self-employed, or running small limited companies looking to make a small but significant contribution each month.

We understand you may not be able to pledge a fixed amount so we offer flexible giving depending on your profit. Plant one tree for every sale (50p per tree depending on the location) or a percentage of sales.



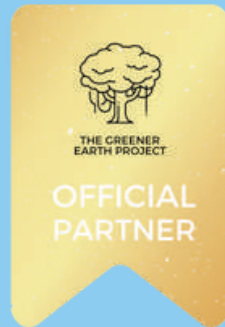
Silver Package

Could be suitable for start-up organisations with 1-10 employees. Pledge a minimum of £1000 up to £5000 per year.

The good bit: donating £1000 a year or £83.34 per month allows us to plant more than 160 trees per month or 2000 trees per year depending on your choice of location.

Minimum fee of £1000 should be paid by direct debit and can be paid monthly, quarterly or annually.

Partnership Options



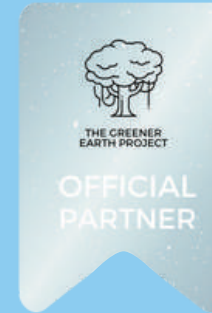
Gold Package

For medium sized enterprises. The one to choose if you're looking to plant more than 10,000 trees!

Pledge a minimum of £5000-10,000 per year.

The good bit: donating £5000 a year or £416.67 per month allows us to plant more than 830 trees per month or 10,000 trees per year (depending on your choice of location).

Minimum fee of £5000 should be paid by direct debit and can be paid monthly, quarterly or annually.



Platinum Package

A large organisation looking to make a significant contribution to reforestation. Donations of a minimum of £10,000 per annum.

The good bit: donating £10,000 a year or £833.34 per month allows us to plant more than 1600 trees per month or a whopping 20,000 trees per year (depending on your choice of location).

Minimum fee of £10,000 should be paid by direct debit and can be paid monthly, quarterly or annually.

PARTNERSHIP ADVANTAGES	BRONZE	SILVER	GOLD	PLATINUM
Shoutout on marketing email	✓	✓	✓	✓
Logo on our website	✓	✓	✓	✓
Quarterly updates on the number of trees you've planted	✓	✓	✓	✓
Highlight on our socials	✓	✓	✓	✓
A welcome post on our socials	✓	✓	✓	✓
Personal letter of thanks from director	✓	✓	✓	✓
Schedule a member of our senior leadership team for a presentation and review of contribution at your company		✓	✓	✓
Dedicated newsletter			✓	✓
Advertised on banners at events hosted by us			✓	✓
Donations of £10,000 and above are recognised official sponsors of The Greener Earth Project				✓
Invitation to annual dinner with our leadership team				✓



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