

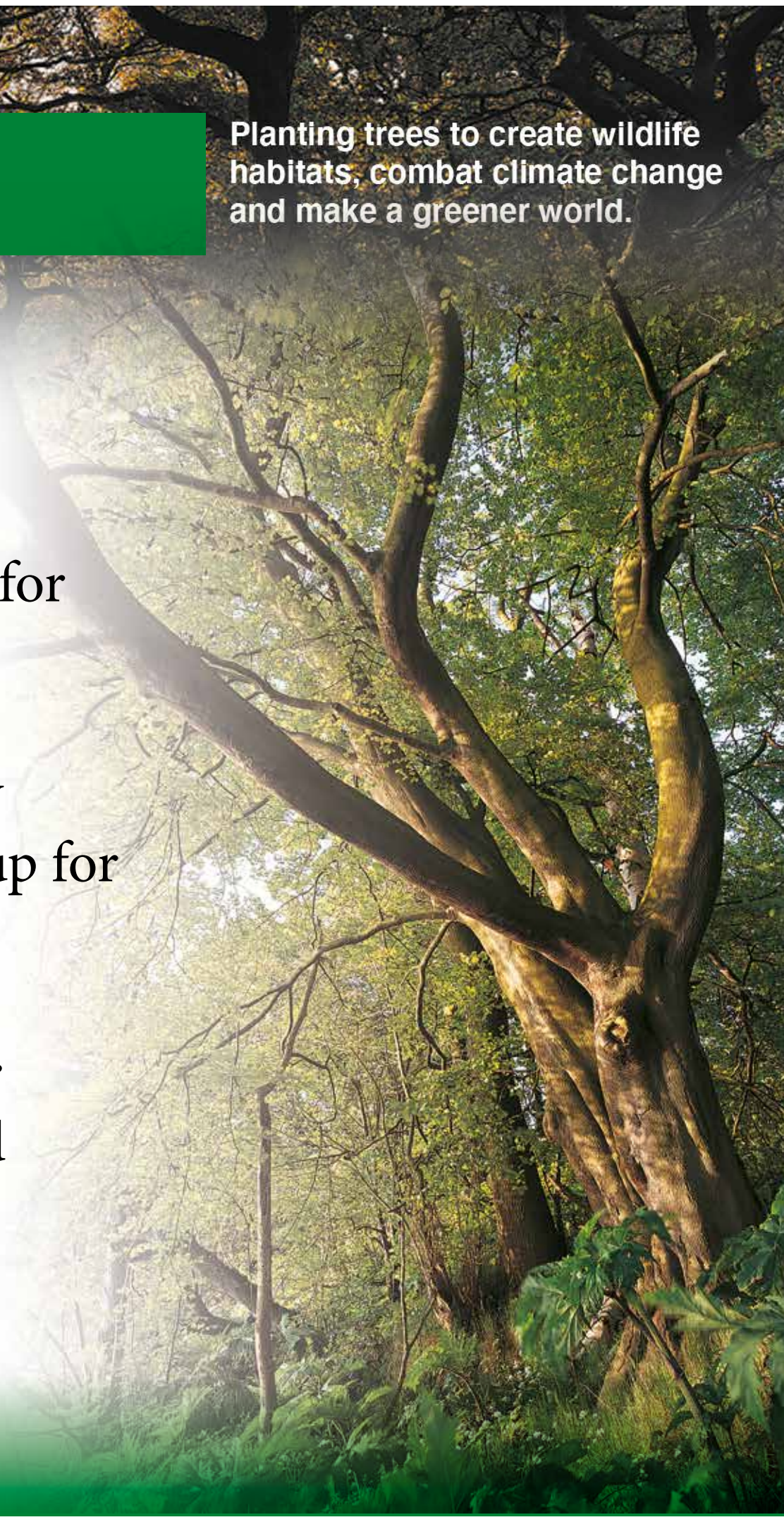
*Planting trees to create
wildlife habitats,
combat climate change
and make a greener world.*

*Tree Appeal
and
your business*




Why trees?

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



Trees create woodland habitats securing woodland biodiversity for many hundreds of years.



Trees combat climate change by sequestering carbon, locking it up for many hundreds of years.

Trees make our world a greener place providing many social and recreational benefits.



Tree Appeal Philosophy

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

The philosophy of Tree Appeal is to **plant and conserve** trees in recognition and appreciation of the **environmental and humanitarian benefits** that trees deliver.

Trees are the longest lived organism on the planet and therefore **planting trees is an investment** that creates an **ecological heritage** for many hundreds of years.

We believe the way forward is to give **environmentally responsible companies** the opportunity to engage in tree planting and gain a **marketing advantage** for doing so.

Tree Appeal believes that the funding for tree planting should come from a company's **marketing budget**, leaving their charity budget in place for their many other charitable causes.



Tree Appeal

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

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*.



Cause for concern

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

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.



The trees we plant

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

We only plant *native broadleaved trees* in locations where they will be managed for many hundreds of years, providing *wildlife habitats*. Our sponsored planting projects are made up of a combination of many different species which creates diverse habitats resulting in *extensive biodiversity*.

We *do not* plant commercial conifers which are harvested in 25 years for wood products. These plantations are generally made up of one species of tree (mono-culture) and as a consequence provide very little habitat over their short 25 year period. We are not against the commercial growing of trees (they are a crop like wheat and are very necessary to our economy). But these commercial tree crops need to be balanced with native broadleaved trees that *will not be harvested* providing wildlife habitats for *many hundreds of years*.



Business benefits

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

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**.



Business benefits

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

Sustainability

By planting native broad-leaved trees throughout the UK we are supporting companies' sustainability plans, helping to make a greener world and a better life for all.

Cause Related Marketing

CRM can affect buying behaviour and positively affect brand perceptions. Link tree planting to your customers' purchases and give them the credit!

Corporate Social Responsibility

Address your environmental footprint and engage with your local community. Tree planting generates valuable content for your annual report.

Paperless Billing

Incentivise your customers with tree planting. For example, encourage them to sign up for Paperless Billing by planting a tree on their behalf.

Celebrating company milestones

Mark a company milestone, celebrate a success and bring a green focus to landmark events such as a conference, product launch or new premises.

Reposition as a green company

You're doing the right things so let people know about it. Draw attention to your company's green credentials and receive the recognition your efforts deserve.

A unique selling point

Tree Appeal can offer exclusivity to Corporate Partners, based on product, sector or region. Set yourself apart from your competitors in a very special way.

Raise your company profile

As a means of generating positive PR, locally and nationally, Tree Appeal is unbeatable. Tree planting is always a 'good news' story.



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 will we write. We plant trees locally and globally because we care for you and the planet.

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.



Partner Page

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

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.





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



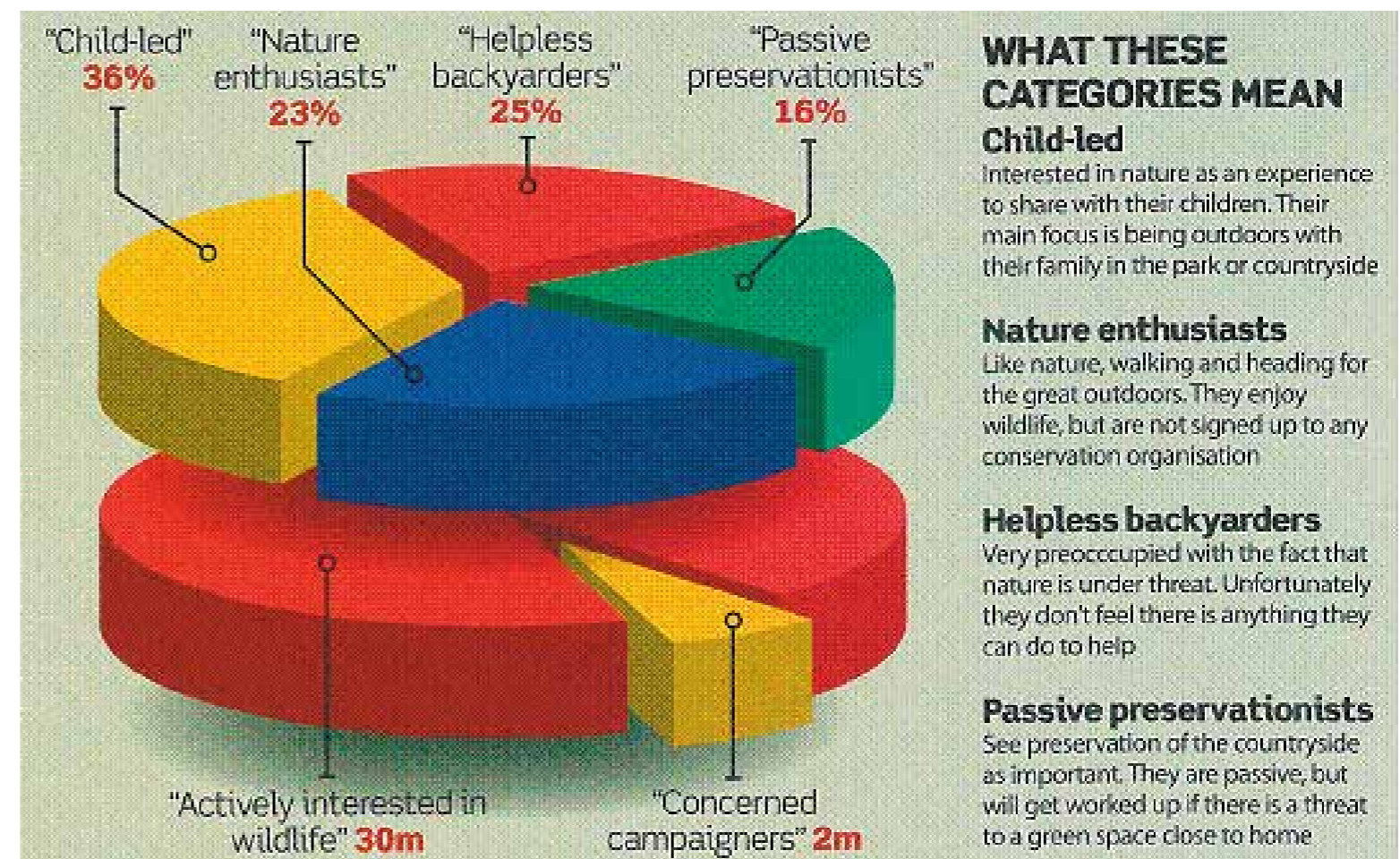
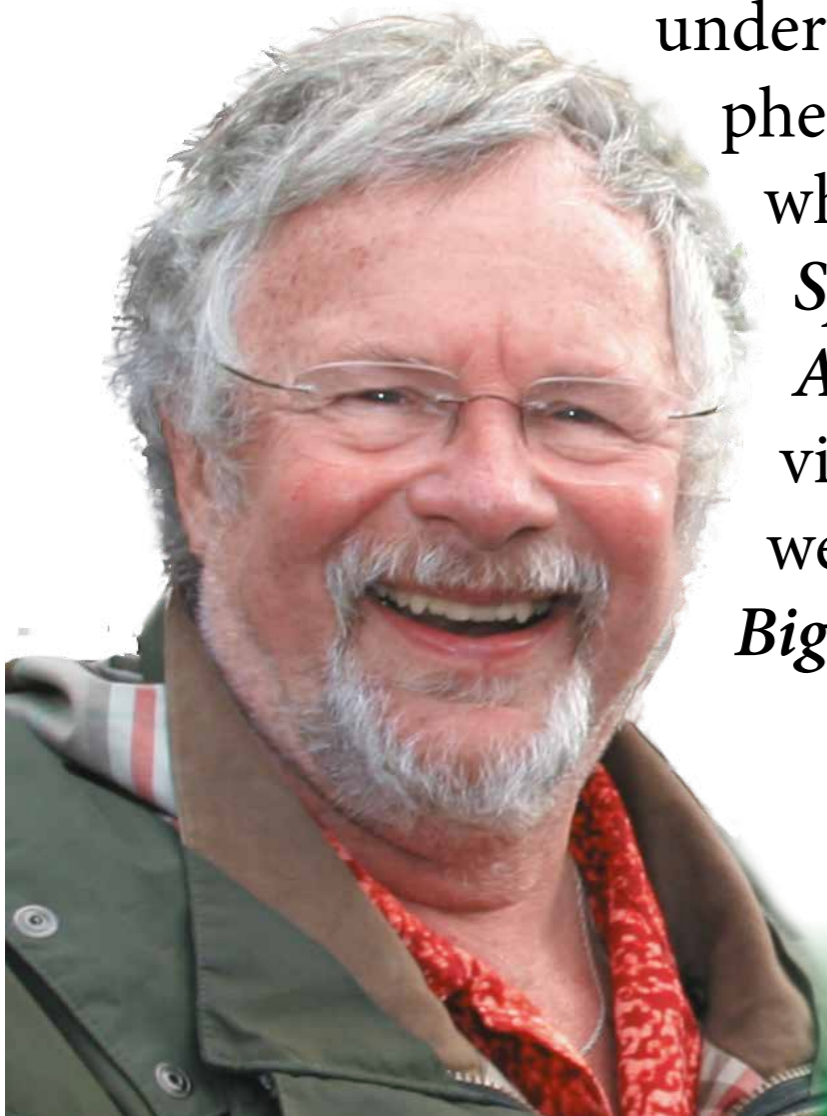


Public enthusiasm for nature

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*.





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.





Biodiversity

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

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.

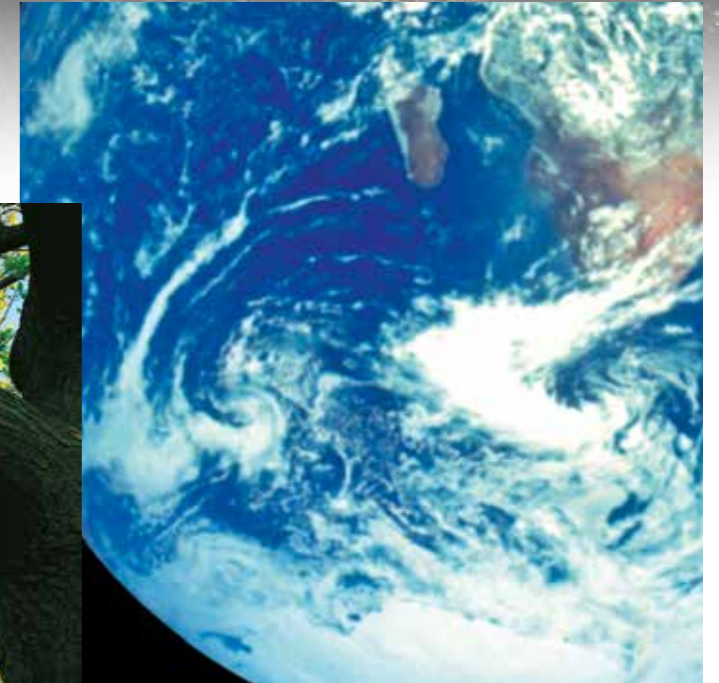
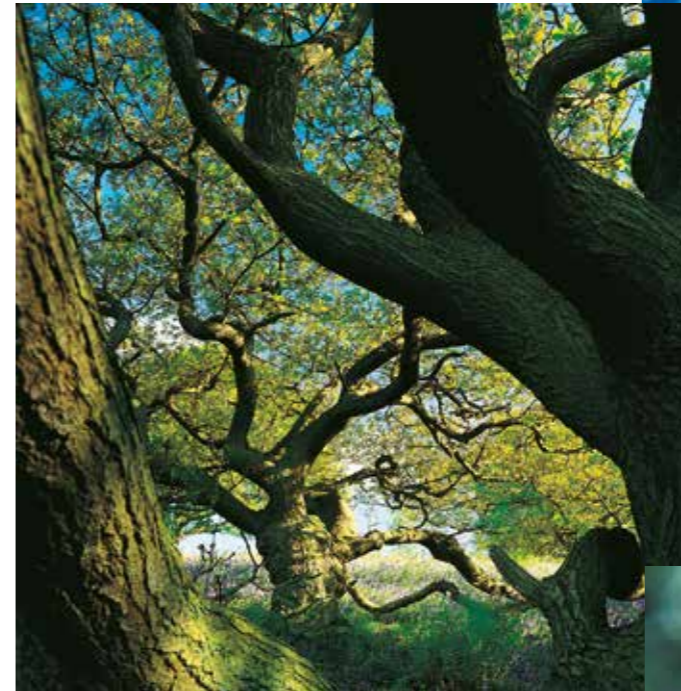
This is the **International Decade on Biodiversity**, and people all over the world are working to safeguard this irreplaceable natural wealth and reduce biodiversity loss. *This is vital for current and future human wellbeing.* As a partner to the initiative, Tree Appeal helps to meet UK biodiversity targets.



UNEP



United Nations Decade on Biodiversity





Tree Twinning

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

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.





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.



School Roadshow 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 Roadshow 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





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**





Recognition

Multiple awards

'Green Champions'

'Green Heroes'

'Green Apple'





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.

