



Supporting Khasi communities to regenerate their sacred forest © WF

## Forests Work

The Value of Planting Trees for Climate, People and Planet.





The world agreed at COP21 in Paris 2015, on the urgency to act for climate.

Business is often unsure on what action to choose.

Questions companies often ask are:


- What has the biggest impact on climate change?
- What is easy and affordable?
- How can it link to my business activity?

**WeForest** offers a simple, measurable, low cost and scalable solution for companies to take action in combatting climate change, whilst also alleviating poverty and water scarcity. Over 180 companies world-wide have already signed up to **Make Earth Cooler** with WeForest.

**WeForest** plants trees transforming holistic reforestation activities into an opportunity through which you can cultivate greater trust and affinity for your brand.

#### Why trees?

Trees are a universal engagement tool. They're enigmatic, and familiar to all of us. Everybody likes trees. Companies use them to communicate, motivate and reward.



The Brazilian Atlantic Forest is one of the most biodiverse forests in the world. However 70% of Brazil's population now lives in the area that was once the Atlantic Forest and now only 7% of the forest remains. To combat the progressive loss of biodiversity, this project creates corridors of forest between remaining forest fragments.

# The value of planting trees for Climate, People and Planet.



**Carbon:** 50% of a tree's biomass is carbon which remains stored (unless the tree decays or is burned), acting as a 'carbon sink'. In addition, trees are essential for preventing soil degradation and loss of carbon stored in soils.



**Clouds:** Tropical forests are critical for regulating the climate because they not only absorb carbon, they increase cloud cover through transpiration and cloud nucleation, which helps cool the planet.



**Water:** Trees maintain a healthy soil filtration system which helps ensure water quality. They enhance water quantity by promoting cloud formation and precipitation, slowing surface 'run-off', stabilising water course flow, and helping recharge groundwater reserves.



**Air:** Forests are the lungs of the Earth, producing oxygen through the process of photosynthesis. They play a key role in generating air moisture content, generating air flow, and improving general air quality.



**Soils:** Trees restore soils by enriching the organic content and protect them, preventing erosion and landslides. This benefits both climate and agriculture, yet 75% of world's soils are considered degraded.



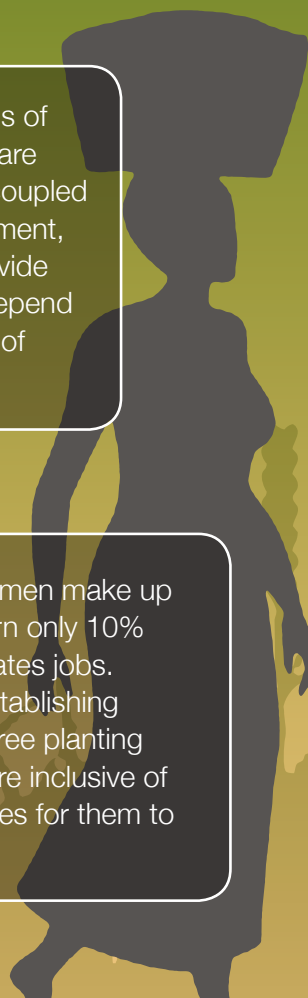
**Livelihoods:** Often the problems of poverty and forest degradation are intertwined. Restoring forests, coupled with sustainable forest management, can help lift economies and provide business opportunities which depend on the protection and nurturing of natural resources.



**Biodiversity:** Forests are home to 80% of terrestrial biodiversity and house over two-thirds of known terrestrial species, including the largest share of threatened species. By restoring forests we help expand habitat ranges for both flora and fauna.



**Empowerment of Women:** Women make up 70% of the world's poor and earn only 10% of its income. Planting trees creates jobs. Restoration activities such as establishing tree nurseries, seed collection, tree planting and aftercare, create jobs that are inclusive of women and provide opportunities for them to become entrepreneurs.





### About WeForest

WeForest a Belgian non-profit (VZW/ASBL # 0826.151.968) and a US charity 501(C)3 (# 47-4487818) and has already planted over 12 million trees.

A global team of 13 professionals supported by 10 volunteers, working from 8 countries on 4 continents. Founders are Marie-Noelle Keijzer (CEO), member of Al Gore's Climate Reality Corps and social entrepreneur Bill Liao. Global ambassadors are Desmond Tutu (who signed the foreword to our book), Stephen Fry and Jeremy Irons who both agreed to be the voices on our videos.

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### Grounded in science

While planting a tree is a simple act, making it grow to its full potential requires understanding of the drivers of deforestation, forestry science and development economics. WeForest works closely with scientists in assessing, developing and monitoring high quality restoration projects, meeting the highest standards.

Only around 175 billion additional trees are needed to deliver on the NY Declaration on Forest (350m ha of additional forest by 2030), which combined with reducing deforestation by 50% can help us stay under 2°C global temperature increase.

### That's just 25 trees for each of us!

### How it works

We first listen to understand your ambition and agree how best to embed trees in your business.

Do you want to engage your employees or customers around a particular topic?

Is your desire to grow reputation or increase revenue?

Are you looking to drive behavior change?

We manage, monitor and report on the progress of your chosen reforestation project.

We provide colourful content (photos, maps, stories) from the field through which you can engage your audience.

### A few examples that have worked well for other companies

- Plant trees to promote a product or service. "Buy 2 get one tree".
- Celebrate milestones (energy reduction, paper saving) and anniversaries with trees
- Or just set an inspiring goal of 1 million trees for the next 10 years and enjoy seeing your forest grow...