

Boost your **CSR & Environmental** credentials and grow your business reputation

Support WeForest **now** planting trees in degraded landscapes and empower local communities by creating jobs & enhancing livelihoods, while reducing CO₂ in the atmosphere.

WeForest plants trees all over the world in countries where the impact will be greatest on environmental restorations and social development.

Start growing your forest now...

Engage your customers and employees by connecting them to an inspiring and regenerative force... restoring the world's degraded equatorial forests.

Planting a single tree may seem like a small thing to do but when you plant millions of trees you can change the world we live in for the better.

Consumers can easily recognise the link between tree planting and taking positive action to help the environment. Why not make a big impact on your company's green reputation through the low-cost environmental act of planting trees.

Creating a message around your involvement in a regenerative force is good for business, creating positive visibility and alignment with consumer values. It's easy and simple, let us work with you to structure a programme that's right for your business.



Maintaining Global Climate Equilibria

Trees absorb carbon and make clouds which, when positioned at the equator, cool the Earth's surface.

They also help restore ecosystems by reducing erosion, balancing the water cycle and preventing desertification. Just over half of known terrestrial species live in forests, making them the most important repository of terrestrial biodiversity. Besides this, collecting seeds, growing seedlings in nurseries, transplanting and caring for the trees creates jobs and empowers women to elevate themselves out of poverty and enables them to send their children to school.

Burkina Faso - Greening the desert
The top three pictures show barren soil with almost no biodiversity. The final image taken just 8 months later shows a biodiversity count of 12+ species.

By being part of the reforestation movement, and using trees as a new currency, businesses can create a platform for engagement to communicate their own sustainability credentials.

We have many ideas and suggestions for you to create a tree program. See a few examples of how our partners are using trees in their sustainability-related initiatives:

- Incentivising engagement in employee survey. Every completed survey, plants one tree.
- Having a more positive impact through an employee sustainable transport plan. Planting 1 tree for every employee who uses a sustainable mode of transport each day.
- Enabling customers to be part of the reforestation movement via our App, enhancing loyalty and engagement in the company's other sustainability-related credentials.

Other ways:

- Sales promotion (by two get one Tree)
- Offset carbon footprint (carbon credits)
- Link loyalty cards to tree rewards.
- Drive customer behaviour, plant a tree to reduce/recycle/return
- Send a customer their tree certificate.
- Celebrate company anniversaries
- Plant a tree for every current and past employee!
- Donate 1% of business profit to the planet

Tree App

Results from the trial November 2014:

- 2/3 of customers who received a mail through our App's opened it
- 89% chose a tree in their preferred country for planting
- 50% looked at 'more' about the company they stayed 50 seconds on average.

Take your customers or employees on a journey... Customers and employees can easily recognise the link between tree planting and taking positive action to help the environment.

Did You Know

There are 39 million square kilometres of degraded farmland in the world today. Reforesting just over half would create an additional 2% cloud cover over our planet Earth.

WeForest is an international non-profit organisation promoting a global movement reforest degraded landscapes



WeForest encourages companies to 'do WELL whilst doing GOOD' by incorporating the planting of trees into their day to day business to help re-plant the world's tropical forests. Their offering enables companies to have a measurable positive environmental impact and also can be used to engage employees, reward customers and promote your brand.

WeForest monitors and reports progress bi annually so that you can see the results year after year. Not only that, local communities benefit too. These projects directly empower people by providing them with long term jobs and better living conditions. In doing so, we help address issues of job security, food security, cleanwater and a local cash economy.

WeForest is an international non-profit organization promoting a global movement to restore degraded landscapes with forests and shrubland. Working with local NGOs and local communities on the ground, WeForest adopts many different planting approaches bespoke to each project location; from building ecological forest corridors, regenerating coastal hydrological systems (mangroves), and planting agro-forests (conservation farming).

The Geographic Location of Forests Matters!

WeForest plants trees only around the Earth's equatorial zone. This is because forests create low-altitude clouds which have a high albedo, and consequently, a net cooling effect on the atmosphere. The geographic location of forests matters because, among other reasons, at the equator the level of direct sunlight is greatest, allowing a greater amount of light energy to be reflected away by clouds, inducing a global cooling effect. Compared to temperate forests, tropical forests are more efficient in atmospheric 'cooling' strategies.

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Start growing your forest now...

"Every time I hear about a government program that is going to spend billions of dollars on some carbon capture and storage program, I just laugh and think, what is wrong with a tree?"

Nigel Sizer - Director of Forest Programs at the World Resources Institute