

# Transparent Tree Adoption Solutions

## Adopt Trees and Improve Your Business

### Issues



In developing countries we are confronted with deforestation and unsustainable farming. In developed countries, companies realize that being sustainable is good for the bottom line and talent management and consumers demand more transparency from companies regarding company's sustainability.



Can't those issues not be addressed all at once?

### Introducing EcoMatcher

Through EcoMatcher:

- 🌿* You can adopt specific newly planted trees;
- 🌿* You know that all trees are planted by vetted sustainable tree organizations;
- 🌿* You know everything about every tree you adopt, even the farmer;
- 🌿* You can set up reward, engagement and loyalty programs, see below;
- 🌿* You have access to online reports and yearly project updates;
- 🌿* You help to address deforestation and unsustainable farming;
- 🌿* You can improve your business!

### How to Use



#### Reward Programs

Example:  
Give trees as a reward  
for participating in a survey.



#### Engagement Programs

Example:  
Make your team part of  
your sustainability journey.

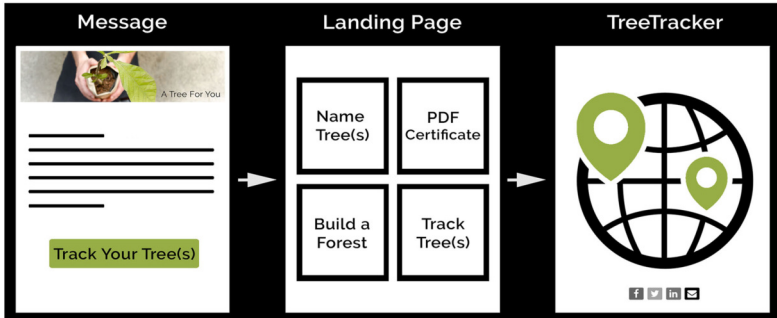


#### Loyalty Programs

Example:  
Give your customers trees  
instead of a plastic item.



## The 3 Basic Steps for REWARD and LOYALTY Programs



- ① Adopt trees on behalf of your customers. Send the trees by email either thru EcoMatcher or your own marketing platform.
- ② Once your customer receives the email and selects the embedded button "Track Your Tree(s)", a landing page will be loaded offering numerous options, including TreeTracker.
- ③ With TreeTracker, the customer will virtually travel to the adopted tree(s), can learn more about the tree(s), the farmer, your company and can share the experience on social media.

