



Bringing communities together to
plant trees and cool the planet



Company PLEDGE

Join a Club of Leaders - Take the Pledge for Climate Care

A step forward in building a 'People and Planet' centered global economy with an opportunity to make all of your stakeholders (including your customers and employees) carbon neutral.

1treellion will help you revert your carbon footprint, by planting trees all over the world on your behalf.



JOIN THE PLEDGE

Our planet needs your help, your help in cooling it. Every breathe, every company action and reaction, every movement, especially every flight taken, has a Carbon Dioxide (CO2) footprint with a negative impact. As a CEO you have a social responsibility to your company, your employees, your stakeholders, the community, and the environment for climate care. You can take action and get to a CO2 neutral business. We can help you get there by making your company greener, reducing its carbon footprint, and its good for business, rallying your customers and employees.

It's simple, 1treellion will plant trees based on your donation, on your behalf, making a positive impact on the planet and your business.

*** See 'benefits' section if you are wondering how this can also help your people.

WHY TREES?

Recent research shows that planting trees is the most cost-effective and realistic way to preserve our planet. Trees help cool the planet by extracting harmful greenhouse gases, such as carbon dioxide, while releasing clean oxygen back into the atmosphere, making our world a healthier, and safer place to live.

Trees are the natural solution **BUT** we need to act **NOW**.

We vet all the local organizations we work with that plant trees, making sure they plant new trees, trees are maintained and reach maturity.* **We don't expect you to do all that, your donation will go under the 1treellion Global Fund and we will make sure that all is done on your behalf, and that all is done right.****

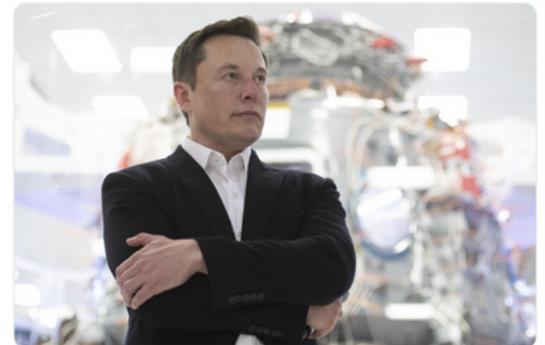
*For more detail information on how 1treellion selects its partners please request 1treellion Distribution of Funds document at info@1treellion.org

**Your donation will be directly allocated into the 1treellion Global Fund. 90% of the funds are directly dedicated to actively plant trees through the pre-selected organizations (more detailed information in the 1treellion Distribution of Funds document)



The Verge @verge · Oct 29

Elon Musk says he will donate \$1 million to plant trees after testifying that he's cash-poor theverge.com/2019/10/29/209...



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Join the club of Climate Care companies



FLIGHT OFFSETTING

In order to calculate your company's impact and responsibility, we begin by taking into consideration only your company's flights. For example, the carbon footprint of a round-trip flight from New York (NY) to Los Angeles (LA) which costs on average 500USD, result in 1.09 metric tons of CO₂. To compensate the carbon footprint of this trip, you will need to plant approximately **18 trees. If the average cost per tree is \$1, then to mitigate the impact of this round trip round trip you would need to invest \$18 o heal the planet, and eliminate this footprint. \$18 is similar to what travel agencies charge us for just helping us book a flight. On the other hand, \$18 can have a planetary impact if invested in planting trees to offset your CO₂ emission.

Flight From	To	CO ₂ e (m/t)	Trees (17 trees per 1 metric ton of CO ₂ e)	Cost	% Cost of Flight
NY	LA	1.09	18	\$18	18/500=3.6%
NY	Chicago	0.31	5	\$5	5/300=1.67%
Washington, DC	Miami	0.41	7	\$7	7/300=2.3%
NY	UK	1.67	28	\$28	28/1400=2%
SF	Japan	2.3	38	\$38	38/1500=2.5%

THE IMPACT ON YOUR EMPLOYEES

- **Young Talent Acquisition** - 60%+ of Millennials state that a "sense of purpose" is a key reason why they work for their current employers.
- **Employee Engagement** – 93% of employees surveyed want to work for a company that cares about them as an individual; 51% won't work for a company that doesn't have strong social and environmental commitments and 74% say their job is more fulfilling when they are provided opportunities to make a positive impact at work.
- **Talent Retention** - 88% say their job is more fulfilling when they are provided opportunities to make a positive impact on social and environmental issues.

THE IMPACT ON YOUR CUSTOMERS



- There is a common belief across generations that companies should help address social and environmental issues (94% of Gen Z; 87% Millennial, 86% General Population).
- 33% of global consumers are now choosing to buy from brands they believe are doing social or environmental good. (Unilever Consumer Study)
- 87% of consumers believe corporations should place equal weight on business and supporting communities.

OUR ASK

To take the pledge and calculate your specific figure, email us and one of our founders will support you during the process.

Your company will receive a 1treellion CO2 neutral certificate.



**"THE BEST TIME TO PLANT A TREE WAS
20 YEARS AGO. THE SECOND BEST
TIME IS NOW"**

Chinese Proverb

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