

TREE OWNERSHIP COMMUNICATION KIT

A message from our CEO

Dear partners,

You have joined the EcoTree adventure and we are so pleased to have you on board. From the entire EcoTree team, thank you for your commitment!

With your support, hectares of forests will be planted or renewed in Europe for many years to come.

This communication kit gives you everything you need to share your project(s) with the world.

We are always here to help. If you want to create more specific content or have any questions, don't hesitate to get in touch.

Thank you and welcome to EcoTree!



- Thomas N. Canguilhem

Co-founder & International CEO

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Who are we?

EcoTree is a **nature-based solutions provider** operating in Europe. The company offers **verified carbon removals** and initiatives to **enhance biodiversity** to **responsible businesses** wanting to make a positive impact on people and the planet. These actions are backed by **sustainably managed forests, agroforestry** and **ecosystem restoration projects**, including wetland, grassland and peatland. More than **1,300 companies** are already supporting EcoTree on growing vibrant forests in Europe that preserve and promote biodiversity, and sequester CO2. EcoTree, which is a B-Corp™ certified company and a member of UN Global Compact, makes it possible for any business to act responsibly for climate and for nature.

EcoTree offers **high-quality carbon removal projects** to help businesses that have embarked on a decarbonisation journey to **contribute towards carbon neutrality or net zero goals**. The company's verified nature-based solutions provide high-quality science-based CO2 credits, independently certified by Bureau Veritas and other International Carbon Reduction and Offset Alliance (ICROA) labels. The **close-to-nature management principles** practised by EcoTree's in-house forest experts ensure that the forests deliver all the potential ecosystem services, e.g. protecting groundwater, storing carbon, supporting biodiversity, and providing high-quality timber.

With EcoTree's **unique tree ownership model** and **biodiversity sponsorships**, businesses can easily **reward** and **incentivise customers** to make more sustainable choices. This type of engagement in nature and climate **supports companies** wanting to strengthen ties to their employees, customers or suppliers while showing their **commitment** to **people** and the **planet**.

We are wood solid

Our activity is authorised by the **AMF** and strictly, continuously controlled by **independent forestry experts**.



TRILLION TREES



We're are recognised for our **innovative model** and **social purpose** commitment.

Useful materials

Please credit **©EcoTree** when you use any of our materials.

Click on the boxes to download the zip files.



Tag the following accounts when you mention us on your social channels.



[@EcoTree_International](#)



[@ecotree.green](#)



[@EcoTreeInternational](#)



[@EcoTree-International](#)

Recommended hashtags

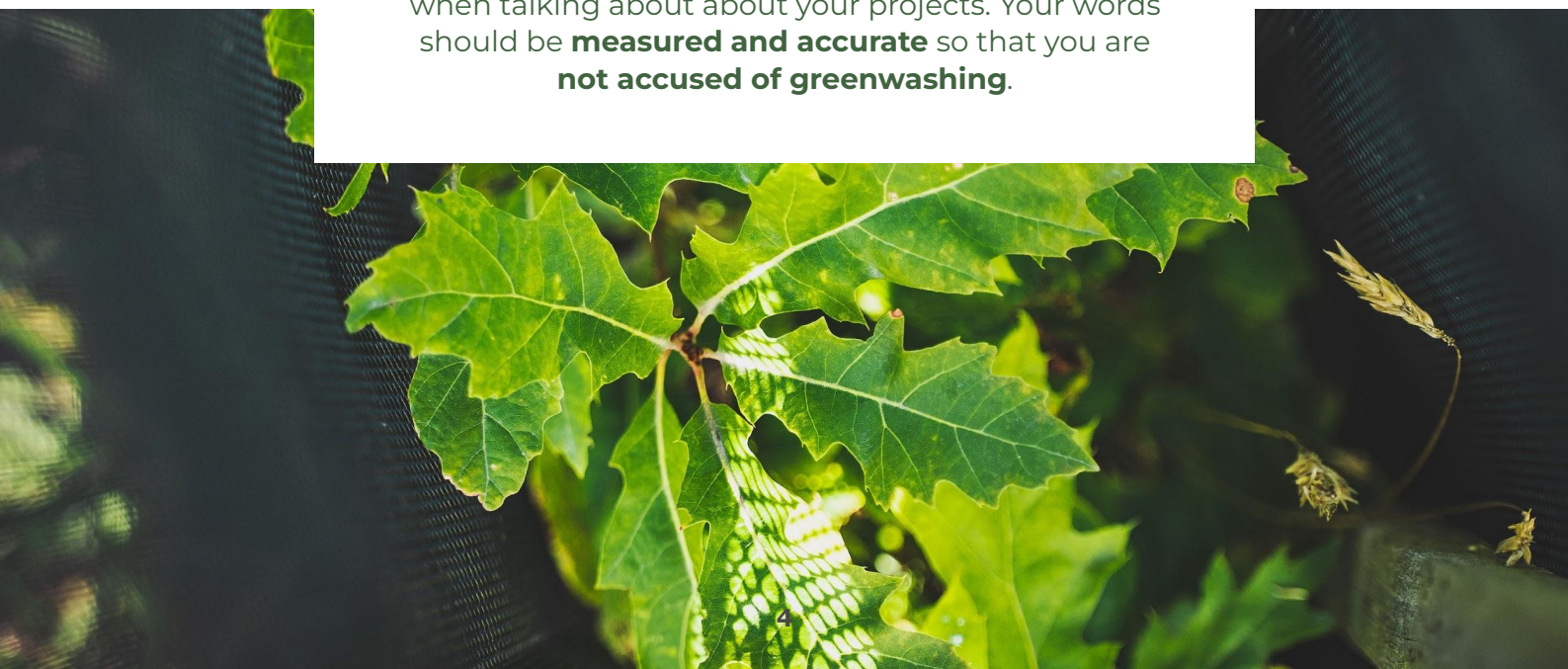
#EcoTree
#Environment
#Sustainability
#Forestry

#Ecofriendly
#Forestlovers
#Landscape
#Forests

#Forestlife
#Green
#Climatechange
#GreenTech

#Biodiversity
#Sustainableinvesting
#Sustainabledevelopment
#Maytheforestbewithyou

You should **communicate clearly and use facts** when talking about about your projects. Your words should be **measured and accurate** so that you are **not accused of greenwashing**.



Some short introductions to use

Feel free to use one of these texts as a building block to share your commitment with us on social media:

*“We’ve partnered with EcoTree, a **nature-based solutions provider** that grows and maintains **sustainably managed forests** across Europe. We’re pleased to [support local sustainable forestry management] as part of our commitment to tackling climate change.”*

*“Some green news to share! We’re delighted to announce a new partnership with EcoTree, a nature-based solutions provider that **grows sustainably managed forests** and runs **biodiversity conservation projects**. [Read our latest blog post] to **learn more** about how we’re working with EcoTree.”*

*“Anyone can become a tree owner with EcoTree! That’s why we’ve partnered with them to **put our values into practice** and show our **commitment** to the **environment** and the **fight against climate change**. Learn more about our partnership with EcoTree and what we’re doing on [our website]. “*

Sustainable forest management

EcoTree takes a **close-to-nature approach** to sustainable forestry that respects ecosystems and sees minimal interference with the forest. Our **hyperlocal** forestry teams and partners prefer to grow **uneven-aged, high forests** that feature a **mix of tree species**. We do not use chemicals or pesticides.



Key figures



Forests= 2nd
largest global **carbon sink**.
OFB, Giec



42%
of the EU is covered in forests.
ec.europa

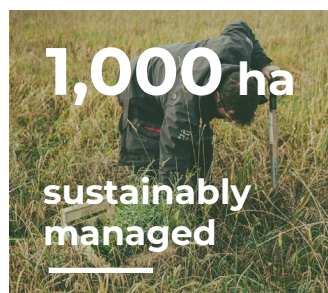
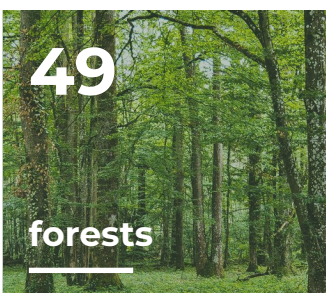


60%
of the forest area in the **EU**
is **privately owned**.
europarl.europa.eu



129 million ha
of forest **destroyed worldwide**
since **1990**.
UN's FAO

EcoTree figures:



A closer look at our forestry

Uneven-aged high-forests

We favor the growth of trees of different ages to create several “floors” in the forest, which is good for its biodiversity. This also makes it possible to avoid clear cuts at the end of the cycle, and instead only carry out selective thinnings.

Mixed-species

We prefer to plant a **mix of tree species** to build a forest's resilience. Pathogens are less harmful when faced with a variety of species. We do not promote or develop any type of monoculture forests.

Hyperlocal plan

We adapt our approach to the hyperlocal environment and prepare and validate our forestry management plan alongside local forestry experts. Our projects also provide wild initiatives for the forest and local communities.

No chemicals

We do not use any pesticides or chemicals. Our young plants are protected by temporary fences for a few years until the trees are strong enough to resist big game attacks.



No clearcutting, selective cuts only



No exotic species – instead we promote each forest's natural, local balance



Biodiversity is at the heart of our activities



Give trees time to act as carbon removals



No monoculture – mixed-forests only



Preservation and protection of Europe's forests



No chemicals



Wild initiatives for the forest and local community



Capturing carbon to balance footprints, not to offset



EcoTree foresters work with local forestry experts



Producing sustainable timber



Mixed ages to aid natural regeneration

Wording guidelines

Talking about your EcoTree trees in your communications is a great storytelling opportunity for your brand. You're **contributing to the sustainable development of forests and biodiversity conservation**. You are also helping create local, green jobs and providing quality wood for carpenters.

It's tricky to communicate your environmental activity without straying into greenwashing territory, but we're here to help. Here are a few **examples of good communication**:

"By owning 300 sustainably-managed trees with EcoTree, we are contributing to the regeneration of European forests and the preservation of biodiversity."

" By partnering with EcoTree, we are supporting the preservation and sustainable management of European forests. All our 300 employees own a tree in Langonnet forest, France."

"We've been funding 2,000 trees with EcoTree for the past five years. Over their lifetime, they will regenerate Danish forests and their ecosystems, benefit biodiversity and local employment."

"We own 300 trees in Thisted, Denmark, that are sustainably managed by EcoTree. A tree captures an average of 25kg of CO₂ per year."

"Thanks to EcoTree, we are helping create a vital carbon sink by contributing to the sustainable management of 300 trees in Langonnet forest, France."

AVOID SAYING

PLEASE DO SAY

Ecotree or Eco-Tree	EcoTree
We're offsetting our carbon footprint.	We're contributing to global carbon neutrality.
We're compensating for our emissions.	We're contributing to carbon removal.
X planted trees	X sustainably-managed trees <i>Your partnership goes beyond planting, as each tree is maintained throughout its life.</i>

A tree captures an average of 10–40 kg of carbon or carbon equivalent per year, depending on a range of factors such as growth, age, species and soil type. An average is not representative of annual carbon capture. For example, a young sapling won't sink as much carbon as a mature, 100-year-old tree.

You can mention that a tree captures an average of 25kg of CO₂ per year, as long as you do **not** to “estimate” your forest plot by multiplying the average by the number of trees. This is because the model is based on generic tree growth, without taking into account permanence or other criteria.

What EcoTree does

- We buy the forest, study the forest site and define a forestry management plan
- We prepare the soil and carry out planting
- We maintain the plot for the first few years, including weeding and further planting
- We maintain trees throughout their life by thinning, pruning, pruning and partitioning



API integration guidelines

What is an API?

Using a Google services account, you can integrate Google Maps on your website to display the location of your trees. You can independently integrate our tree counter API. Just share the instructions below with your IT team, along with the individual hash code, which we can send you on request.



Instructions for developers

- You'll need:**
 - your individual **hash code** (identifier given by EcoTree)
 - your Google **API key** (see next step)
- Create & activate your Google API key**
 - click on create a [new project](#)
 - follow this [video tutorial](#) or these [instructions](#)
- Use the following code to insert the iframes on your website:**

Tree map:

```
<iframe width="100%" height="450" scrolling="no" style="border:0;" frameborder="no" src="http://ecotree.green/en/embed/entreprise/mapiframe/YOUR_HASH/YOUR_GOOGLE_API_KEY"></iframe>
```

Tree counter:

```
<iframe width="100%" height="130" scrolling="no" style="border:0;" frameborder="no" src="https://ecotree.green/en/embed/entreprise/iframe/1/YOUR_HASH"></iframe>
```


About EcoTree

Our commitments



SAFEGUARD

We regenerate European forests and their biodiversity. Your trees grow over a lifetime in vibrant ecosystems where wildlife thrives.



AWARENESS

We make people more aware and invested in the fate of forests and biodiversity.



VALUE

Our forests flourish and provide at the same time. We turn sustainability from a cost to a revenue.



Raise awareness

Climate crisis, ecological and economic issues

Because of climate change, rising temperatures are having disastrous consequences for humans and the environment, including rising sea levels, increased pollution, displaced populations, droughts, storms, and a decline in biodiversity.

To limit these effects, the Paris Agreement has set a threshold of **+1.5°C** by the end of the century. We can all reduce our impact on the climate in our own way, and the government is encouraging the economy, businesses and society as a whole to limit their carbon footprint.

EcoTree, forests, and the energy transition

Forests play an important role in reducing global warming. They are the second most important carbon sink on Earth's, helping to absorb the greenhouse gas emissions responsible for atmospheric warming.

However, forests are not the only solution. Above all, we need a profound change in production methods and to rebalance our relationship with the living world.

Nevertheless, planting and maintaining forests is a way to contribute to the collective effort and to support companies who want to make changes.

That is why we encourage our partners to do the following:

1) AVOID...

...carbon emissions **upstream** of their activity.

2) REDUCE...

...as much as possible the impacts that can be avoided

3) CONTRIBUTE

Participate in and finance forestry projects that absorb carbon and accelerate the low-carbon transition.



Here's where we come in

We also advise you to always communicate about this 3-step process.

More about us

[Our FAQ](#)

[Our carbon manifesto](#)

[Down with carbon offsetting!](#)

