

February 2021

Press Dossier



"A single tree can offset up to 250 KG of CO2 during its lifespan"

"We need to plant an additional 10 Billion trees per year, to make up for the annual deforestation of our planet"

"Every minute we lose forest cover equivalent to 36 football fields"

"Trees are at least 100 times cheaper than the next best solution to store carbon. Plus they bring many environmental and social benefits beyond carbon"

"Deforestation accounts for about 17% of Climate Change. We can't pretend to win the fight against Climate Change without stopping Deforestation"

"Our generation is facing the most dramatic and life-changing threat ever encountered by any human civilization. It becomes obvious we should not stand still while witnessing the irreparable destruction of our ecosystems."

Maxime Renaudin, Tree-Nation's Founder & Director



Tree-Nation, a citizens' solution to climate change

Maxime Renaudin founded Tree-Nation in 2006 with the intention of fighting climate change by creating and funding reforestation projects around the world. Since then more than **7 million trees have been planted** through the Tree-Nation platform by **over 200.000 citizens and more than 4.000 companies**.

Tree-Nation, based in Barcelona, uses proprietary technology to **make tree planting easy** by enabling individuals and companies to participate in reforestation projects. **Tree-Nation has the largest number of reforestation projects** available on one platform, offering members the option to plant more than over **300 tree species in over 30 verified projects**.

Each tree on the Tree-Nation platform is assigned its **own unique URL which means it can be gifted and tracked as it grows**. Tree-Nation members have a “forest”, which is a personalized web page to see all the trees they planted. Those trees are linked to a certain amount of CO2 offset and can be tracked from the “forest impact” section. Also companies can link trees to performance, sales and service targets as part of marketing or sustainability initiatives using the Tree-Nation suite of B2B services which include Offset Products, Offset Team, Offset Websites and personalised CO2 Case Studies.



The link between forests and climate change

Trees absorb carbon dioxide in the atmosphere and act as **vital “carbon sinks”**. One single tree can offset up to 250 KG of CO2 during its lifespan. The world’s forests store 238 gigatonnes of carbon dioxide in their biomass alone, while the total carbon contained in biomass, deadwood, litter and soil is roughly 50% more than the carbon present in the atmosphere. **The loss of natural forests across the world has a greater impact on global greenhouse emissions than the entire transport sector**. Curbing deforestation is thus a cost-effective way of reducing emissions.

Transitioning to more sustainable consumption habits is a slow and gradual process. In the race against irreversible and irreparable climate change, **planting trees buys us more time** to complete this difficult transition. But, beyond climate, **reforestation also brings multiple benefits for ecosystems and people**.

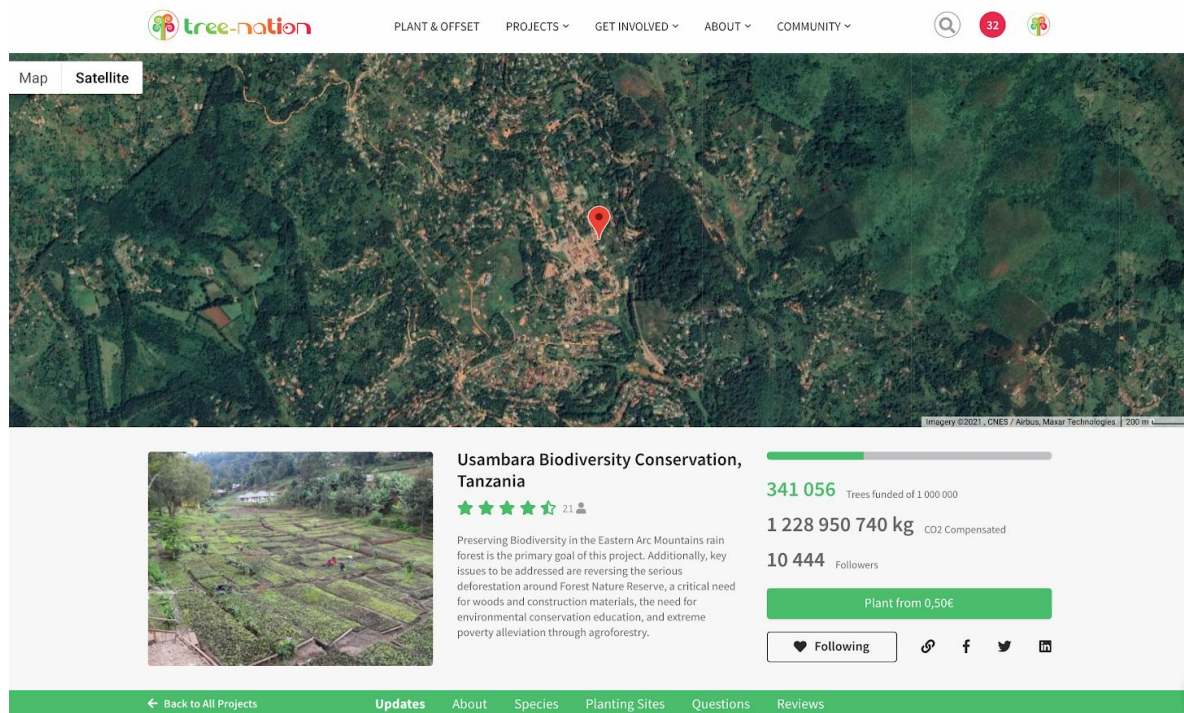
Why are trees important

Planting trees is essential for our planet because trees address some of the most threatening issues our generation is facing: **Pollution, Species Extinction, Climate Change, Desertification, Deforestation, Floods, Poverty, Malnutrition and even Deadly Viruses**. For many of these problems, planting trees is a critical part of the solution.

Tree-Nation's mission is to fight deforestation and to reverse its impact on the world's climate. **The organisation's main focus is on tropical zones as they host the majority of terrestrial biodiversity and it's also where deforestation has reached the most critical stage**. Most of the first world lives far away from tropical zones and does not witness first-hand the extent of the problem and therefore has little incentive to help. Although forest clearance fires in the Amazon in the summer of 2019 did act as a universal wake up call to the rest of the world.

Reforestation projects around the world

Tree-Nation is the reforestation platform which gathers together in one place the largest number of tree planting projects around the world. The organisation offers people the possibility to select from over **300 different tree species which can be planted in 30 different reforestation projects located across 6 different continents**. In every project, the species are carefully selected according to the specific benefits they bring to the environment and to the local population. Each tree planted on the **Tree-Nation platform is assigned its own unique URL**, which means the species, the location, the plantation project information and the CO2 compensation values can be tracked throughout the lifetime of the tree.



The screenshot shows the Tree-Nation website interface. At the top, there is a navigation bar with the logo and links for 'PLANT & OFFSET', 'PROJECTS', 'GET INVOLVED', 'ABOUT', and 'COMMUNITY'. Below the navigation bar is a large satellite map of a forested area in Tanzania, with a red pin indicating a specific location. Below the map, there is a section for the 'Usambara Biodiversity Conservation, Tanzania' project. This section includes a small photo of a forest, a star rating of 4.5, and a description of the project's goals. To the right of the description, there are statistics: 341,056 trees funded, 1,228,950,740 kg CO2 compensated, and 10,444 followers. A green button labeled 'Plant from 0,50€' is also visible. At the bottom, there is a green navigation bar with links for 'Back to All Projects', 'Updates', 'About', 'Species', 'Planting Sites', 'Questions', and 'Reviews'.

Tree-Nation B2B Services - The Internet Of Trees

- Tree-Nation has developed its own methodology to accompany companies into their transition to sustainability. Based on fast action, this methodology allows companies to start fighting climate change from day one.
- Tree-Nation helps companies offset their CO2 emissions to transition their operations into a carbon neutral state.
- Tree-Nation builds innovative technological solutions with the mission to put an end to deforestation.
- This is why the paramount focus at Tree-Nation is to connect our polluting economy to a system that has the opposite effect, planting trees, to help achieve carbon neutrality.
- By offsetting their CO2 emissions companies take on a voluntary carbon tax which they can freely reduce by converting to a carbon neutral system of operations.
- This system connects planters and funding partners over the internet, which is why it was named the **Internet Of Trees**.
- Our B2B services include:
 1. **Offset Products:** For e-commerce companies that seek carbon neutrality, Tree-Nation has developed a system called 'Offset Products' that plants a tree for every product sold and sends it as an email gift to the customer.
 2. **Offset Team:** For non e-commerce companies Tree-Nation developed a solution called 'Offset Team' that calculates the CO2 emissions of employees at work and offsets them on a monthly basis.
 3. **Offset Website:** Tree-Nation offers a free solution for automatically calculating and offsetting the CO2 emissions of companies websites.
 4. **CO2 Case Study:** Tree-Nation completes bespoke CO2 studies for companies to calculate the exact CO2 emissions emitted during their operations and helps to offset them efficiently.

Tree-Nation B2C Services - CO2 Neutral Citizen

- In addition to B2B services Tree-Nation is developing solutions tailored to the citizens of the planet and their families to help them lead a carbon neutral lifestyle.
- Anyone on the Tree-Nation website can plant a tree or offer a planted tree to a friend as a gift over email.
- Tree-Nation also offers a suite of month-to-month CO2 offsetting services for any citizen, their families and soon also for pets.

Tree-Nation key facts & figures

- Founded by **Maxime Renaudin** in 2006
- Based in **Barcelona** and operating worldwide
- **210.526 members** and **4.464 companies** have planted trees using the Tree-Nation platform
- **7.4 million trees** planted since 2006
- **30 active reforestation projects in 18 countries on 6 different continents**, the platform with the largest number of tree planting projects around the world
- **Over 300 different tree species** available for planting
- **Own methodology** to calculate the value of the CO2 being offset by each tree
- Trees can be purchased to offset an individual's **carbon footprint** or can be given-away as a gift
- **Companies** can create their **branded forest** as part of a **marketing** and **sustainability** initiative
- Every tree planted on Tree-Nation is assigned its own unique URL so it can be tracked as it grows
- Mission: to reforest the planet in order to **fight climate change and help local economies**
- Goal for 2021: to plant **5 million more trees by the end of the year**

Key facts & figures about climate change and deforestation

General Facts

- 31% of the world's land surface is covered by forests
- 75% of the world's accessible freshwater is provided by forests
- 80% of all terrestrial biodiversity live in forests and trees
- 17% global greenhouse emissions come from forestry
- 1.6 Billion people rely on forests for food, water, fuel and jobs

Deforestation

- Every minute we lose forest cover equivalent to 36 football fields
- 13 million hectares of forest land disappear every year, an area equivalent to the size of Greece
- In modern time Africa and South America have witnessed the largest net loss of forests
- World deforestation is primarily the result of the conversion of forest land to agriculture and pasture.
- Deforestation is responsible for 17% of the CO2 emissions on the planet

Climate change

- Climate change is caused by greenhouse gas emissions and CO2 is by far the most important one
- Trees absorb CO2 from the atmosphere, store the carbon (C) and release Oxygen (O2).
- A single tree can offset up to 250 KG of CO2 during its lifespan
- To stop climate change we need to stop deforestation

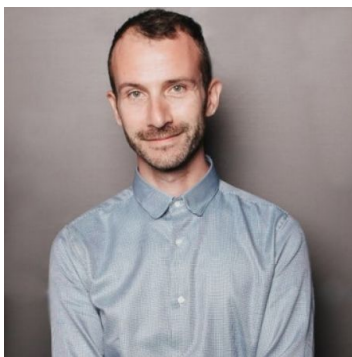
Tree-Nations' team

Maxime Renaudin · Tree-Nation Founder and Director



Maxime Renaudin is the Founder and Director of Tree-Nation. Prior to founding Tree-Nation in 2006, Maxime was involved in various Internet startups in Europe since 1999. Born in France, Maxime studied Business, Engineering and Interior Architecture. Passionate about photography, Maxime completed a one year world tour in 2004 that was part of his inspiration to create a global project to protect the planet.

Nicolas Branellec · Corporate Partnership Manager



Nicolas Branellec is the Corporate Partnership Manager of Tree-Nation. With more than 15 years of experience in sales, team management and marketing, Nicolas has also founded 2 start-ups, one in organic pet food and another one in online Naturopathic consultations. He studied English literature and Fashion. Nicolas has been teaching fashion design in Paris and has created a dress for Lady Gaga.

Markus Förster · Reforestation Project Development



Markus is responsible for the project development at Tree-Nation. He connects with reforestation and conservation projects around the world, and seeks new interesting projects that may need support. When he is not with the projects he can be found with his wife and 3 kids in one of the magnificent forests near Barcelona.

Filip Jastrzebski · Marketing & Operations Director



Filip Jastrzebski is directing the marketing and the operations departments of Tree-Nation. He is usually the person responsible for adding new systems to help scale the company. With a background in genetics, environmental biology and neuroscience, as well as with many years of entrepreneurial experience Filip commits as much of his time to fighting climate change as possible. When not working on Tree-Nation he helps grow eco-friendly e-commerce businesses to help accelerate the world's shift to sustainable products.

Press Contact

Marketing & Operations Director

Filip Jastrzebski

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Online Resources

Website: <https://tree-nation.com>

TrustPilot: <https://www.trustpilot.com/review/tree-nation.com>

Facebook: www.facebook.com/treenation

Instagram: https://www.instagram.com/treenation_org/

Twitter: <https://twitter.com/treenation>

YouTube Video: www.youtube.com/watch?v=_fzBfDBv3kA&feature=youtu.be