

THE STAND FOR TREES AFFILIATE PROGRAM



STAND  **FOR**
TREES



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INTRODUCTION

The Stand For Trees Affiliate Program is open to companies, individuals and non-government organisations around the world¹. The program enables third parties to partner with Stand For Trees either voluntarily or by commission.

Becoming an Affiliate is easy, convenient, and has benefits for all sides. Through easy-to-install snippets, affiliates host a mini **Stand For Trees platform** on their websites or other digital channels. There are a range of choices for embedding the platform, including pop ups, embedded windows, simple links, or, buttons.

Those considering becoming an affiliate should have a good understanding of the **Stand For Trees program** and its work to halt climate change and support developing communities while protecting forests, wildlife and ecosystems. **More information is available at:**

How it Works ([Link](#))

Why it Matters: Climate Change ([Link](#))

Why it Matters: Forests ([Link](#))

Why it Matters: Biodiversity & Ecosystems ([Link](#))

Why it Matters: Livelihoods & Poverty ([Link](#))

Why it Matters: Wildlife ([Link](#))

Stand For Trees is a program of Code REDD, a non-profit working on climate change policy, and, in the e-commerce space to revolutionise how the world can address deforestation and climate change. Because it channels finance directly to programs successfully conserving tropical forests, there is no need to wait for politics and policies to generate results (or not).

E-COMMERCE SUCCESS USUALLY REQUIRES VISITOR TRAFFIC BEING DRIVEN TO SITES IN ONE OR MORE DIFFERENT WAYS:

- **Spending significant budget on advertising content and space.** We don't have the millions of dollars necessary for this.

- **Creating affordable engaging content for social media, which can go viral.** We've been successful with this before, with two globally viral videos and a strong social media presence. But affordable success can be difficult to sustain, so this needs to be supported by other strategies.

- **Successful partnerships that expand your presence beyond your own range, with strong**

benefits that drive organic partner increases.

This is where the Affiliate program comes in. With your help, we believe we can drive visitor numbers at scale and make **Stand For Trees** a blockbuster success.

WE ARE EXCITED TO COLLABORATE WITH YOU TO CREATE BENEFITS FOR ALL, AND TO MAKE A SIGNIFICANT DIFFERENCE ON CLIMATE CHANGE, BIODIVERSITY, AND POVERTY AT A CRITICAL TIME FOR OUR WORLD.

MORE DETAILS



You can choose to be a voluntary or commissioned affiliate partner. In both cases, you'll receive digital tools that will be uniquely traceable to you. Via an affiliate account dashboard, you'll be able to see how many sales have been generated through your efforts, plus how many primary and secondary referred sales you have helped create.

WHETHER VOLUNTARY OR COMMISSIONED, YOU HAVE TWO ENGAGEMENT OPTIONS:

1) You can create exposure for the Stand For Trees platform leading to sales of Stand For Trees certificates. (Ideally through your digital channels, although leaflets or other non-digital promotion can work if highlighting URLs) Each certificate represents a number of tonnes





of carbon dioxide (CO₂) that has been stopped from entering the atmosphere by preventing deforestation using the REDD+ framework. Certificates are currently priced at \$10 per tonne CO₂. The minimum purchase is 0.5 tonnes, with no maximum (subject to availability).

Commission-based affiliates earn \$1 for each tonne of CO₂ saved.

2) You can help enrol other affiliates. There are two types:

PRIMARY REFERRALS: THOSE WHO SIGN UP THROUGH YOUR SITE/S OR LINKS.

SECONDARY REFERRALS: THOSE WHO SIGN UP THROUGH YOUR PRIMARY REFERRALS' SITE/S OR LINKS.

Commission-based affiliates earn \$0.15 for each tonne CO₂ saved through sales made by Primary Referrals, and \$0.05 for each tonne CO₂ saved from sales made by Secondary Referrals, in each case for four years².

TO REGISTER OR FOR MORE INFORMATION, VISIT:

AFFILIATE.STANDFORTREES.NET

OR CONTACT:

AFFILIATE@STANDFORTREES.ORG





ABOUT STAND FOR TREES

Stand For Trees aims to build a global movement for forest conservation and climate action, and to engage the public through our forest carbon portal, informational videos, memes, articles, newsletters, and other content. The brand and program were designed to facilitate easy engagement, awareness, and action by the public, consumers, and businesses, and have proved to be very successful and suited to individual and corporate collaborations. Our partnerships range from local stores and schools through to multinational companies.

Businesses and organizations may also be interested to know that studies show 66% of consumers – and up to 73% of millennials – are willing to spend more to buy from companies that are taking action on sustainability, with 70% seeing themselves as most responsible for the future of the environment, and 52% seeing it as the responsibility of business too. Businesses can therefore showcase their efforts to protect and

support tropical forests, wildlife, and communities through **Stand For Trees**, enabling them to meet customers' requirements.

Stand For Trees itself engages over 100,000 people through in-house and third-party content on our online platform and social media channels. Our in-house content has been particularly successful, with two of our videos ('Dear Future Generations: Sorry' and 'Man Vs. Earth', both available on YouTube) attracting over 130 million views and becoming viral global hits.

We encourage you to use our digital content to help build momentum by sharing, liking, copying – and then leveraging it to create your own! Use [#standfortrees](#) and/or tag us [@standfortrees](#) on your social media channels so we can find and reshare your posts. We love to see original content from our partners and affiliates, and to share their views and experiences. This creates a rising tide, floating all boats.

1. The affiliate program is not available for countries sanctioned by the USA.

2. Example: if a Referral (either Primary or Secondary) signs up on May 12, 2020, your commission will last until May 12, 2024.



THANKS



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