



STAND ATREES

PROGRAM INFO

Stand For Trees protects the world's most spectacular forest landscapes, and the communities and wildlife that call them home, by empowering ordinary citizens to address the dual crises of deforestation and climate change.

Tropical deforestation releases more greenhouse gas emissions than all cars and trucks globally, can severely impact biodiversity and local livelihoods, and is typically driven by short-term needs. The UN-approved REDD+ model places a monetary value on the carbon stored in standing forests, creating an income stream for local

communities and removing incentives to convert forests to other uses.

Stand For Trees projects use strict REDD+ guidelines set by the Verified Carbon Standard. All projects also have achieved Gold status under the Climate, Community, & Biodiversity Standards, indicating that they provide exceptional benefits for climate, local communities, and biodiversity conservation.

THE STAND FOR TREES CAMPAIGN

Stand For Trees is a consumer-oriented campaign building a grassroots movement to directly address climate change and deforestation through the power of digital content, social media, and crowd-funding.

People can buy a 0.5T certificate for as little as \$5, corresponding to the tonnes of carbon they have saved by helping to keep their chosen tropical forests standing. This can be motivated by, for example, reducing their own carbon footprint, protecting endangered forests and wildlife, supporting sustainable local livelihoods, and much more.

The **Stand For Trees** brand and program was designed to facilitate easy engagement, awareness, and action by the public, consumers, and businesses. It has proved to be very successful and well suited to product collaborations.

OUR PARTNERSHIPS RANGE FROM LOCAL STORES AND STARTUPS THROUGH TO MULTINATIONAL CONSUMER GOODS COMPANIES.

PROJECTS AND MARKETING

The **Stand For Trees** platform hosts 16 projects in Latin America, Africa, and Southeast Asia. In total, these projects:

- Protect an area greater than Croatia
- Prevent the release of 456,000,000 tonnes of emissions; deliver significant investments and benefits for local communities
- Conserve critical ecosystems and wildlife
- Improve access to education, medical clinics, clean water, and other infrastructure
- Provide sustainable development opportunities in agriculture, reforestation, tourism, and other sectors.

Stand For Trees' social media presence currently engages over 100,000 people through in-house and third-party channel-specific content. 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.

Stand For Trees also has a number of non-digital outreach and marketing programs. A campus ambassador program was launched this year to engage students on 30 US and European campuses, and will add additional schools each year. Developed using a practical student engagement toolkit, this program is adaptable to high schools, faith, community, and other groups.



Auto-generated social media badge

EXAMPLE DIGITAL • SOCIAL • COLLABORATIVE CONTENT





Stand For Trees Certificate





Co-promotion materials with businesses















