#EnvironmentMonth Campaign

Sustainability Starts With Us

🌳 Environment Month?

Plant for
Environment Month

The Arctic continues to warm at a rate 3.5 times faster than the global average, accelerating ice melt and contributing to sea-level rise.

Land, water, and energy come from nature. Overuse without replenishment drives climate instability and environmental breakdown. By balancing human development with conservation, we ensure that both nature and communities can thrive.

Sustainable innovation reduces carbon footprints, restores ecosystems, and prevents environmental collapse.

Ready to make an impact?

Here's how it works:

1. **Select key elements and projects** to make an impact.
2. Plant trees under the **#EnvironmentMonth** campaign hashtag and track your progress on the leaderboard.
3. Use marketing assets from this **Campaign Kit** to showcase your progress (page 6 to 10).
4. **Earn badges** and **boost your visibility** as a top contributor. See exclusive benefits.

Source: World Meteorological Organization (WMO), "Arctic warming seen three times global average in years ahead - U.N. weather agency" (May 28, 2025).

🌳 Key Elements for Environment Awareness Month

Key elements in projects are designed to give you a clear and immediate understanding of each impact and focus. Supporting these projects enhances social, economic, and environmental benefits for local communities.

Ecotourism

5 Projects

Those projects accommodates guests under ecotourism programs.

Explore

Environmental Awareness

29 Projects

The project cultivates environmental education for adults and/or children to raise environmental awareness.

Explore

Conservation

20 Projects

The project works to achieve forest health and biodiversity for the benefit and sustainability of current and future generations.

Explore

Use Campaign Kit p. 7

Apply ready-to-share social media posts, blog templates, email drafts, and visual assets.

Earn
Milestone Badge

- 100 trees planted **NEW!**
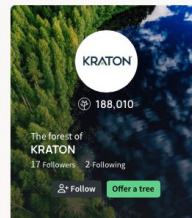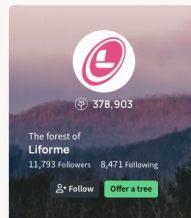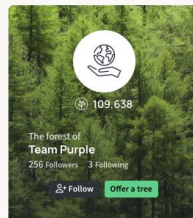- 1,000 trees planted
- 5,000 trees planted
- 10,000+ trees planted

Join the Leaderboard

All participants ranked by the number of trees planted.

Top contributors planting for #EarthDay
Introducing the featured forests

The forest of
Team Purple
256 Followers   3 Following
109,638

The forest of
Liforme
11,793 Followers   8,471 Following
378,903

The forest of
KRATON
17 Followers   2 Following
188,010

#	Forest owner	Trees planted
1	Team Purple	102,364
2	Liforme	91,067
3	KRATON	88,000
4	Atlas Copco Group - Vacuum Technique Business Area (VTBA)	30,666
5	Oshadhi GmbH	16,804
6	Open	16,087
7	THE POWDER SHAMPOO®	15,701
8	MoreApp	15,435
9	Amoseeds France	13,790
10	Trelleborg Industrial Solutions	11,123
11	Museo Lavazza	10,200

Appreciation Post

For Top 5 Contributors
(On Tree-Nation LinkedIn, Facebook, X) Example

Tree-Nation
10,549 followers
2w

500,000+ Trees Planted for Earth Day!

This Earth Day, we celebrate a powerful milestone made possible ...more

TOP #EARTHDAY CONTRIBUTORS

1. Siemens Energy & Siemens Gamesa   102,364 trees
2. Liforme   91,067 trees
3. KRATON   88,000 trees
4. Atlas Copco Group   30,666 trees
5. THE POWDER SHAMPOO™   20,221 trees

tree-nation

You and 799 others   21 comments · 54 reposts

Like   Comment   Repost

Request your badge from your Forest Success Manager or email sales@tree-nation.com upon reaching milestones.

Plant for Yourself

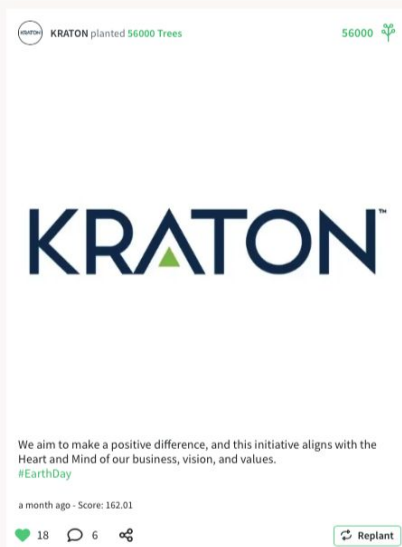1. Go to "Plant and Offer".
2. Select a project & species
3. Choose quantity
4. Add message & image
5. Click "Plant"

Bulk Planting: 56,000 trees by **Kraton**

Gift Trees in Bulk

1. Go to "Plant and Offer".
2. Select a project & species
3. Add recipients or upload a list
4. Choose quantity
5. Add message & image
6. Click "Plant"

Bulk Tree Gifts: 5 trees per customer by **iON Consultants**

Automate Tree Gifts

- Integrations Page of NetZero Product.
- Custom API with Internet of Trees.
- Or use our Zapier Integration.

E-commerce Automation: 2 trees gifted per purchase by **THE POWDER SHAMPOO®**

Campaign Starter Kit

The Marketing Toolkit gives your business everything it needs **to tell your sustainability story and amplify its impact with ease.**

Social Media Drafts

Innovation with Impact

At [Company Name], innovation isn't just about new products or features; it's about finding better ways to care for our planet. This Environment Month, we're proud to spotlight how our partnership with @Tree-Nation drives tangible, measurable impact. By planting trees for every [transaction/order/new client], we're shrinking our carbon footprint and helping restore ecosystems where they're needed most. True innovation means building solutions that are not just sustainable, but regenerative—restoring balance to nature and to our communities. When we innovate, the planet wins too.

Beyond Business as Usual

It's easy to take nature for granted, but our future depends on what we give back. At [Company Name], we're moving beyond "business as usual" by embedding regenerative practices into everything we do. Every [product/service] we deliver means another tree planted with @Tree-Nation helping restore forests, sequester carbon, and support communities around the globe. We believe that our team is the force of good, and we're committed to replenishing the natural resources we rely on. Let's rewrite what it means to be successful in business: not just growth for ourselves, but growth for the planet.

Introduction to Environment Month

Environmental Month is a global call to action: a time to reflect on our planet's health and commit to protecting it. At [Company Name], sustainability isn't just a goal; it's our mission. From reducing waste to conserving energy, we're working year-round to minimize our environmental impact. But we know that true change requires collective effort. That's why we've partnered with Tree-Nation to plant trees that restore ecosystems and fight climate change.

You can adapt this template for your customers/employees

Subject: Strengthening Our Commitment to Protect Our Planet

Dear [Name],

This June, we're celebrating Environment Month by channeling awareness into action.

The World Meteorological Organization (WMO) reported 2024 as the hottest year on record, with global temperatures soaring 1.55°C above pre-industrial levels. This unprecedented heat sparked extreme weather worldwide, from Europe's scorching 46.8°C heatwaves in Cyprus to devastating droughts, floods, and wildfires elsewhere.

At [Company Name], we're meeting this challenge head-on. In 2025, our mission is to plant trees that safeguard our homes and communities against climate change. This June, we're planting [number] trees making each one a step toward cleaner air, restored habitats, and a healthier planet.
As [Industry] leaders, we're driven to secure a thriving future, inspiring others to join this vital mission.

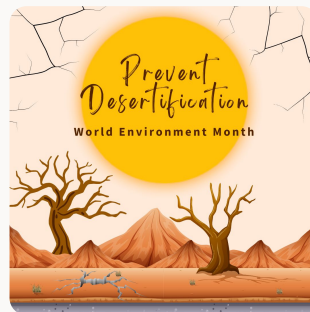Explore our growing forest on Tree-Nation and see the difference we're making: [Forest Link]

Thank you for standing with us.

All images and graphics in this kit are free to use for your campaign. You can find original images here.

Thank you!

Have questions? Write to us to set up your campaigns for success.

sales@tree-nation.com