

#NatureConservation

Saving Nature At Any Cost



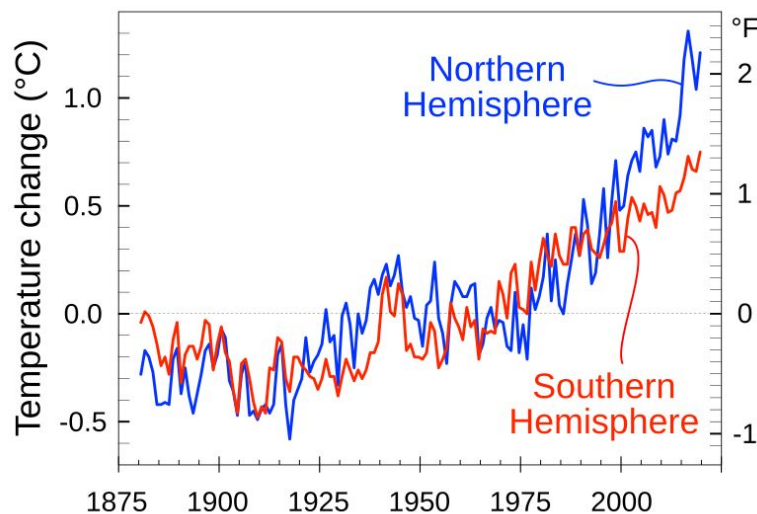
tree-nation





Environment Month Matter

[Plant for Nature Conservation](#)



For the first time in history, the Northern Hemisphere's average daily temperature soared above 21 °C (69.8 °F) as early as June 13, a full month earlier than typical summer peaks in past decades.

Nature is an investment in our future. Healthy ecosystems support agriculture, stabilize climates, and reduce disaster risks. Every tree planted, wetland restored, or species protected strengthens environmental and economic resilience. Just as a city cannot function without roads or water, we cannot survive without the natural systems that sustain us.

Impact: Protecting ecosystems prevents deforestation and stabilizes climate cycles.

Here's how it works:

1. **Select key elements and projects** to make an impact.
2. Plant trees using the **#NatureConservation** 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](#).



Key Elements for The Month

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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.



Conservation

20 Projects

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

[Explore](#)



Indigenous Tribes

5 Projects

This project cultivates environmental education for adults and children, raising environmental awareness.

[Explore](#)



Land Restoration

47 Projects

This project restores degraded land to a healthy and productive state.

[Explore](#)



Recognition & Benefits

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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

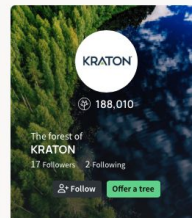
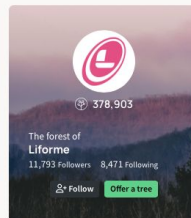
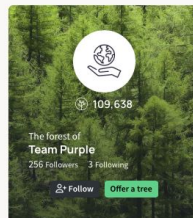
Join the Leaderboard

All participants ranked by the number of trees planted.



Top contributors planting for #EarthDay

Introducing the featured forests



#	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



👍 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.

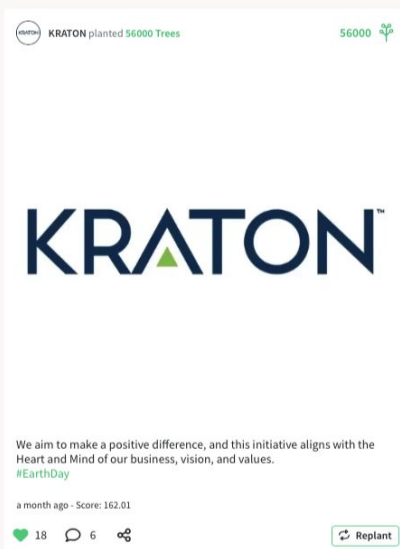


Planting Recipes

[Plant for Nature Conservation](#)

Plant for Yourself

1. Go to [“Plant”](#).
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”](#).
2. Select a project & species
3. Add recipients or upload a list
4. Choose quantity per recipient
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.](#)



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.**



Climate Resilience & Corporate Responsibility

With record-breaking temperatures and extreme weather events making headlines, it's more important than ever to support nature's original cooling system: trees.

That's why we're proud to announce that [Your Company] is planting trees with Tree-Nation in [Country]. Every tree we plant helps fight rising temperatures, improve air quality, and restore ecosystems.

Tackling the 2025 Heatwave

The heatwave of 2025 has brought unprecedented temperatures and prolonged dry spells across many regions, intensifying the risk and scale of wildfires. Forest fires are becoming a recurring crisis, threatening communities, biodiversity, and the natural resources we all depend on.

Entire ecosystems are disrupted, carbon sinks are diminished, and recovery can take decades without intervention. That's why this summer, we have taken decisive action by planting trees for [Planting Project] with Tree-Nation.

Each tree will help restore habitats for wildlife, stabilize soils, and rebuild the natural barriers that protect against future fires.

Caring for Ourselves and Our Planet

With extreme heat events becoming more frequent and intense, protecting both human health and the environment is a top priority. As part of our commitment to responsible action, [Your Company] is joining Tree-Nation's [Planting Project] this summer, supporting reforestation efforts that help cool cities and restore natural ecosystems.

Alongside our environmental initiatives, we encourage everyone to take simple steps to safeguard personal wellbeing during heatwaves:

- Stay hydrated and seek shade whenever possible.
- Avoid strenuous activities during peak sunlight hours.
- Use eco-friendly methods to cool your home, such as closing blinds and ventilating at night.
- Check in on neighbors, elderly relatives, and those at higher risk.
- Support community green spaces and tree-planting efforts that make our surroundings more livable.

Our combined efforts: caring for ourselves, each other, and the planet, are key to overcoming the challenges of a warming world.



Email

[Plant for Nature Conservation](#)

You can adapt this template for your customers/employees

Subject: Planting Trees for Nature Conservation This July

Dear [Name],

We are excited to announce a significant step forward in [Your Company]'s commitment to environmental responsibility and nature conservation.

As the summer brings record temperatures and heightened risks of forest fires and environmental stress, our dedication to supporting natural ecosystems is more important than ever. Throughout July, we will be planting trees in collaboration with Tree-Nation, directly contributing to the restoration of forests, the improvement of air quality, and the creation of healthier habitats for wildlife.

By joining forces with Tree-Nation, [Your Company] aims to:

- Support reforestation in areas affected by extreme weather and fire risk
- Promote climate resilience and biodiversity
- Inspire collective action for a greener, more sustainable future

We invite you to follow our progress and join us in celebrating this important milestone for nature conservation. Updates on our Corporate Forest and impact will be shared regularly on our website and LinkedIn page.



Visual Assets

[Plant for Nature Conservation](#)



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



tree-nation

Thank you!

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

sales@tree-nation.com