



tree-nation

2025 Campaigns Calendar

Reduce your carbon footprint, enhance your brand, support communities worldwide, and engage your network.



About Campaigns

Each month, we focus on a unique environmental cause, connecting tree-planting initiatives with real impact. Participation involves planting trees, starting at €0.35 per tree. Choose your level of involvement, from funding a few trees to launching a company-wide campaign.



Monthly Causes

Each month focuses on a unique cause, like #WomensDay or #EarthDay.



Flexible Participation

Plant trees for projects, plant them yourself, gift them, or let us handle it.



Real Impact

Every tree brings environmental and social values, and you'll receive a certificate to prove it.



Gender Equality

12 Projects



Conservation

20 Projects

Agroforestry

22 Projects

Poverty Relief

21 Projects



Four Pillars of Impact

Restore the Planet

Plant trees to offset CO₂ and fight climate change.



100 trees offset a week of warehouse lighting, 1,000 trees offset a month of corporate travel, and 50,000 trees offset a season of manufacturing.

Strengthen Local Change

Support diverse projects, each with key elements explaining their unique focus.



Choose from 12 gender equality projects, 22 fauna conservation projects, 21 poverty relief projects, and more.

Engage Your Community

Gift trees to customers and employees to showcase your sustainability values.



Gift trees to female employees for #WomensDay, plant 10 trees per order for #GreenFriday, or plant yourself 10,000 trees for #EarthDay.

Amplify The Leadership

Earn badges, get featured, and use our marketing kit to showcase your leadership.



Use badges on your website, use social media templates, or get a Tree-Nation leaderboard spotlight.



Impact Stories

Each campaign blends social and environmental causes for a deeper impact.

[Henkel](#) made a mark on Earth Day by planting 10,000 trees.

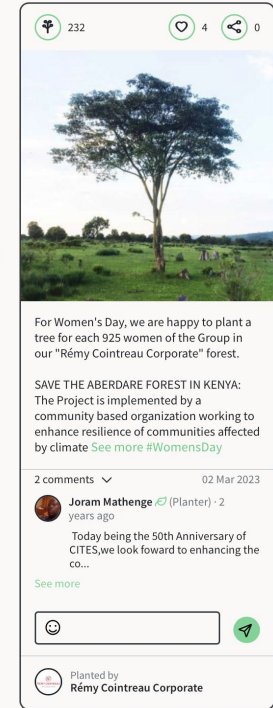
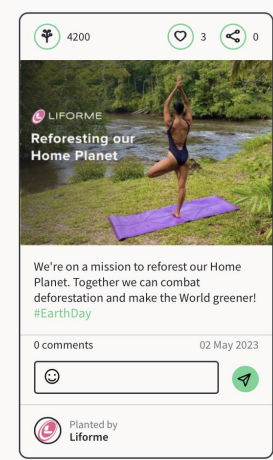
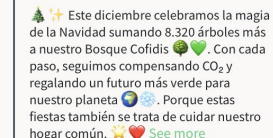
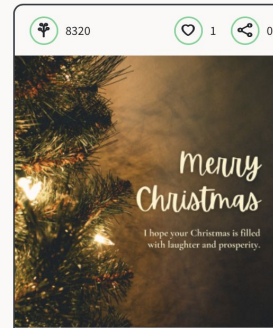
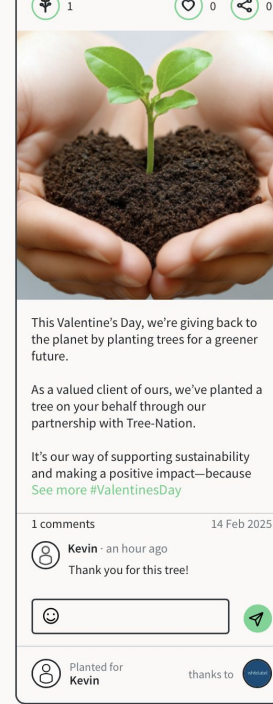
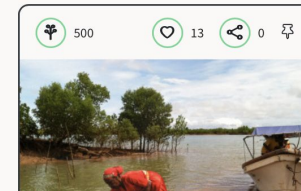
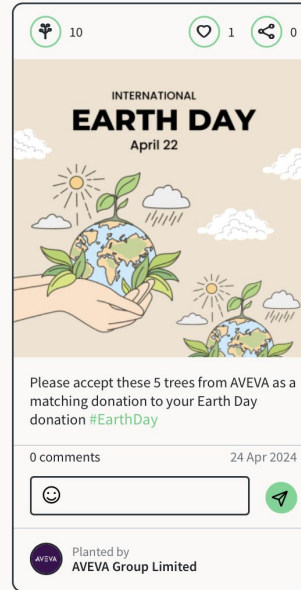
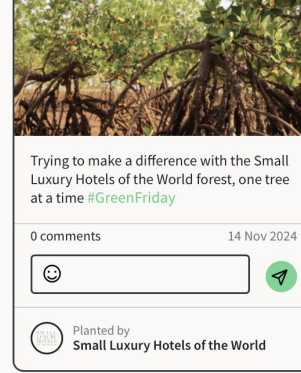
[Remy Cointreau](#) honored Women's Day with a tree for each of its 925 female employees.

[Ebury](#) celebrated Earth Day by gifting 1 tree per employee.

[Joolz](#) boosted Christmas cheer by planting 4 trees for each of their retailers.

[Liforme](#) started the New Year on a positive note by planting 2,025 trees.

[Bimbo](#) planted 4 trees per employee last Christmas.

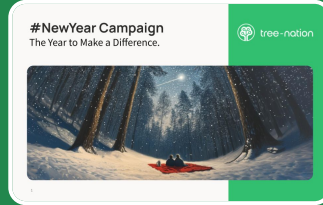




Recognition & Benefits

Use Campaign Kit

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



Top 5 Contributors Will Get Appreciation Post

(On Tree-Nation LinkedIn, Facebook, X)

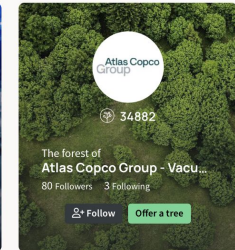
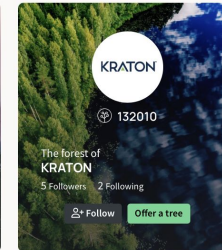
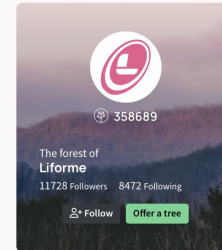
Join the Leaderboard

All participants ranked by the number of trees planted.



Top contributors planting for #EarthDay

Introducing the featured forests



#	Forest owner	Trees planted
1	Liforme	74032
2	KRATON	32000
3	Atlas Copco Group - Vacuum Technique Business Area (VTBA)	30666
4	Open	16087
5	MoreApp	15435
6	Oshadhi GmbH	13404
7	Trelleborg Industrial Solutions	11123
8	Museo Lavazza	10100
9	AVEVA Group Limited	10021
10	HENKEL LIMITED	10000



Get Started

1

Choose a Cause and Projects.

2

Plant Under the Campaign Hashtag.

3

Showcase Your Leadership.

Calendar for 2025



January
#NewYear



February
#ValentinesDay



March
#WomensDay



April
#EarthDay



May
#EndangeredSpecies



June
#EnvironmentMonth



July
#NatureConservation



August
#WorldWaterWeek



September
#WorldCleanupDay



October
#FoodSecurity



November
#GreenFriday



December
#Christmas

#WomensDay

 March



Rooting for Equality

Diverse ecosystems are resilient and better equipped to sustain life. The same applies to businesses. Reforestation projects empower women by providing economic opportunities, fostering sustainable growth for nature and society.

Impact: Promote gender equality through reforestation projects that provide training, fair wages, and leadership roles for women in rural communities.



Key Elements

Gender Equality

12 Projects

Education

14 Projects

Social Inclusion

17 Projects

#EarthDay

 April



Save Earth with Every Tree

Ecosystems thrive on balance. Clean air, fertile soil, and stable climates depend on healthy landscapes. Decades of depletion have disrupted Earth's delicate balance, but nature is resilient. The sooner we act, the stronger nature's ability to heal will be.

Impact: More trees help combat climate change, preserve biodiversity, and prevent deforestation.



Key Elements

Reforestation

54 Projects

Conservation

20 Projects

Avoid Deforestation

16 Projects

Scientific Research

5 Projects

#EndangeredSpecies

 May



Forests for the Wild

Forests are the backbone of biodiversity. When they disappear, animals lose their homes and survival becomes uncertain. Safeguarding biodiversity starts with restoring natural environments.

Impact: Rebuilding lost habitats protects wildlife, ensures food sources, and maintains critically-needed ecosystems for endangered species.



Key Elements

Fauna Conservation

22 Projects

Preservation

13 Projects

Scientific Research

5 Projects

#EnvironmentMonth

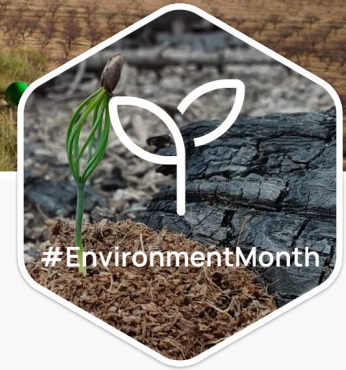
 June



Sustainability Starts With Us

Land, water, and energy come from nature, but overuse without replenishment leads to breakdowns in climate instability. Balancing human development with conservation ensures that nature and communities can thrive together.

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



Key Elements

Ecotourism

5 Projects

Conservation

20 Projects

Environmental Awareness

29 Projects

#NatureConservation

 July



Protecting Nature At Any Cost

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.

Key Elements

Indigenous Tribes

5 Projects

Land Restoration

47 Projects

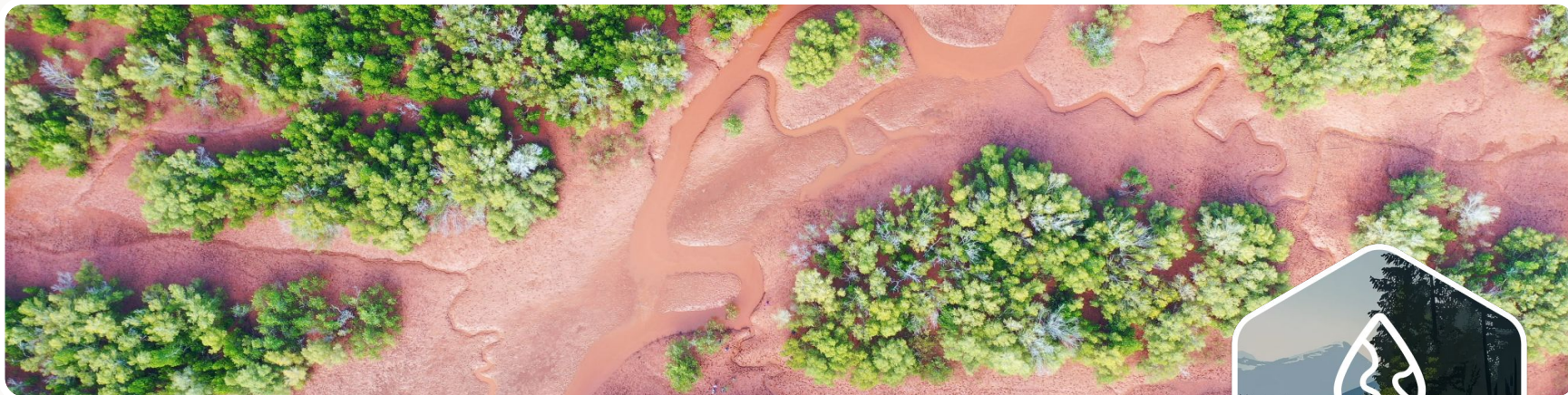
Conservation

20 Projects



#WorldWaterWeek

 August



Healthy Forests Keep Water Flowing

Deforestation disrupts the water cycle. Without tree roots to retain moisture, soil dries out, leading to desertification and increased wildfire risk. Sustainable reforestation methods, such as Muvuca planting and agroforestry, restore degraded land, improve water retention, and mitigate drought.

Impact: Tree roots retain groundwater, prevent desertification and forest fires, restore degraded land, and ensure access to clean water for remote communities.



Key Elements

Water Management

4 Projects

Agroforestry

22 Projects

Infrastructure

1 Project

#WorldCleanupWeek

 September



Turn Waste Into Fresh Starts

Pollution spreads through air, water, and soil. Forests act as natural filters, absorbing carbon, purifying air, and preventing toxins from contaminating water sources. Without them, pollution intensifies. Reforestation strengthens the planet's ability to manage waste naturally.

Impact: Trees act as natural purifiers to improve environmental health.



Key Elements

Land Restoration

47 Projects

Environmental Awareness

29 Projects

Preservation

13 Projects

#FoodSecurity



October



Cultivating Flourishing Communities

Farmers rely on healthy soil and stable climates, but land degradation threatens their livelihoods. Agroforestry helps ensure long-term food security. Trees offer sustainable solutions, providing shade, moisture, and crops that thrive even in harsh conditions.

Impact: Agroforestry enhances crop productivity, restores soil fertility, and provides farmers with sustainable food sources, securing endurance for intensified climate breakdowns.

Key Elements

Food Security

16 Projects

Agroforestry

22 Projects

Organic

14 Projects

#GreenFriday

 November



Increase Good Impact With Every Sale

Consumer habits are shifting. Green Friday transforms seasonal sales into an opportunity for brands to stand out, build trust, and create lasting impact. Every purchase can fuel reforestation, making sustainability a key driver of growth.

Impact: Gifting digital cards with trees reduces holiday waste, supports reforestation efforts, and creates a lasting environmental legacy that extends far beyond the sale season.



Key Elements

Fauna Conservation

22 Projects

Poverty Relief

21 Projects

Reforestation

54 Projects

#Christmas

 December



Give Roots to Joy This Christmas

Instead of temporary gifts, offer something meaningful - a tree that grows, restores nature, and symbolizes a commitment to sustainability.

Impact: Gift trees to spread holiday joy and support reforestation.



Key Elements

Local Heritage

10 Projects

Social Inclusion

17 Projects

Education

14 Projects



FAQs

1. How much does it cost to get started?

You can start with just one tree at €0.35! Costs vary by [project](#) and tree species, but **the focus is on impact**, not price.

2. How do I know my trees are actually making a difference?

Every planting comes with a [certificate](#) detailing your impact, plus access to reports showing [CO2 offset](#) and project outcomes. All projects [are verified](#) and transparent.

3. What if I've planted trees for the campaign before, does that count?

Yes, past plantings count toward your recognition!

4. Do I have to plant the trees myself, or can you help me?

The Tree-Nation team can assist with your planting efforts, even if you don't have a dedicated Account Manager, subject to availability.

5. Which project/species should I choose?

You can select any project from our [active projects list](add link). You're free to choose any species as well. If it helps, each campaign is linked to specific key elements that can guide your selection.

6. I am using the Net Zero Product and already offering a tree for every product/order to my clients. Can I also plant extra trees for campaigns?

Absolutely! You can participate in our campaigns on top of your existing commitment or even increase your contribution during a special month.

7. Can I still plant trees using the campaign hashtag after the campaign is over?

Yes, you can! Even after the campaign ends, your trees will still be counted on the hashtag page. However, they won't appear on the leaderboard, as the focus will shift to the next campaign.



tree-nation

Thank you!

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

sales@tree-nation.com