We Make Travel & Events Planet & People Positive

trees4travel
more than just trees, more than just offsets
Travel & Climate Change

• Now more than ever, we need to take into consideration the sensitive link between travel and the environment.

• 83% of global travelers think sustainable travel is now vital, with 69% committed to reducing their carbon footprint of their trip or pay to offset this whenever possible. (Source Booking.com 2020)

• The world is rethinking tourism & the travel industry recognises the need to rebuild itself in a more ethical, considerate and regenerative way for the planet and its people.
Making Travel & Events Planet & People Positive

By growing trees & investing into renewable energy we are:

✓ harmonizing travel with the environment & building a more equitable world
✓ decarbonizing travel & destinations through energy projects
✓ improving the livelihood of communities through reforestation
✓ investing into developing countries to help people lift themselves out of poverty
✓ helping to restore ecosystems & biodiversity through reforestation
✓ helping travellers to understand their impact, rebalance their carbon footprint
✓ going beyond just carbon neutrality to fast-track & help reverse climate change
✓ making travel a force for good, going that extra mile.
At this present moment, through our tree growing methodology and the investment into UN CER renewables, Trees4Travel contributes to 12 of the UN SDG’s:

1. No poverty  
2. Zero Hunger  
3. Good Health & Well being  
4. Quality Education  
5. Gender Equality  
6. Clean Water  
7. Affordable & Clean Energy  
8. Decent Work & Economic Growth  
9. Reduced Inequalities  
10. Responsible Consumption & Production  
11. Climate Action  

However, in 2023 Trees4Travel’s progress will see contribution to 2 more SDG’s, namely:

14. Life Below Water – Mangrove Reforestation  
15. Industry Innovation & Infrastructure – Sustainable Aviation Fuel Project
One of our Best Carbon Technologies

‘To combat carbon emissions, forest restoration is one of the most effective solutions to fight climate change’

Prof. Dr. Thomas Ward Crowther is a British scientist specialising in ecosystem ecology and the chief scientific advisor to the UN's Trillion Tree Campaign.

SIMPLE - IMPACTFUL - AFFORDABLE

- Scientists ‘know of no other current carbon drawdown solution that is quantitatively as large in terms of carbon capture.’ (Source Science May 2020)

- There used to be 6 trillion trees on Earth, today only about 3 trillion trees remain and despite human activities such as agriculture and urbanisation we still have 900 million hectares of tree restoration potential in the world.

- Currently, tree planting is considered to be one of the most cost effective methods of offsetting CO2.
- Trees absorb (sequester) CO₂ by storing the carbon in their trunks, branches & roots, and release the oxygen back into the air that we breathe.
- CO₂ sequestration & growth rates depend on the tree species & location.
- Our example below is based on a typical hard wood tree.
- We use the first 10 years of a tree’s CO₂ absorption as the basis for our calculations.
- The tree remains in the traveler's account after the first 10 years but the CO₂ absorbed then goes towards historic emissions.

**Approximate CO₂ Absorption - Sapling to Tree**

<table>
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<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
<th>Year 6</th>
<th>Year 7</th>
<th>Year 8</th>
<th>Year 9</th>
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<th>Year 11</th>
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<td>10 kgs</td>
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<td>18 kgs</td>
<td>19 kgs</td>
<td>20 kgs</td>
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</tbody>
</table>

**First 10 Years CO₂ Absorption = 164 Kg**

**Total 3,100 kg CO₂ Absorption**

+ 22 kg CO₂ Per Year
Our tree planting ethos is based on key objectives

- Working closely with verified tree planting organisations in developing countries who are experts in their local environments, with the full engagement & consent of indigenous peoples & local communities in a way that respects their cultural & ecological rights.

- Planting a variety of tree species that are native to a region to maximise biodiversity & restore natural ecosystems, whilst maintaining those forests, supporting nature & people together.

- Trees4Travel will only invest in reforestation projects - reforestation is the natural or intentional restocking of existing forests & woodlands that have been depleted, usually through deforestation, but also after clearcutting.

- We will never invest in monoculture plantations – these are when all the same species are grown on a plot of land – this is not a good way to plant trees & does not help to restore the massive loss in biodiversity - the world’s wildlife populations have plummeted by more than two-thirds in the last 50 years (WWF).
Haiti

• Due to mass deforestation primarily through charcoal production - only 1% of original forests remain in Haiti.

• Today 59% of the population live in poverty with an additional 25% in extreme poverty.

• Our plantation partners organise and collaborate with local farmers and sharecroppers to plant agroforestry species within the reforestation areas.

• They also arrange the training of field staff, developing training materials, and expanding agroforestry seedling distribution to all local farmers.

• Reforestation has essential co-benefits such as supporting communities, helping to improve their economic situation, helping water quality, improving soil strength, and restoring ecosystem systems.
Nepal

- Nepal is one of the least developed countries in the world. Today, less than 30% of its original forests remain due to over-harvesting, forest fires & agriculture.

- Before joining the reforestation projects many Nepalese women would stay at home, solely dependent on their husband's income. Many women were also married at a very young age, unable to complete a formal education.

- Over half of the Nepalese workforce are now women, and for many, it is their first opportunity for consistent employment, helping to overcome gender inequality.

- By becoming Nursery Managers for example, they develop leadership skills & earn a consistent income allowing them to support themselves & their family's daily necessities.

- NOTE: Every tree planted in our reforestation projects is always backed up with a share of an investment into renewable projects.
Indonesia

- Indonesia is one of the most biodiverse regions on the planet and home to about 23% of the world’s mangrove forests.
- In the last 50 years, Indonesia has lost over 40% of its mangrove forests.
- Ranked in the top three countries for the highest rate of deforestation. Deforestation have significantly impacted indigenous communities, who are often the first to feel the negative effects of climate change.
- 80% of Indonesia’s original forests have gone & they continue to lose 2.5 million hectares per year.
- 40 Million people live below the poverty line.
- Reforestation and agroforestry programs, gives people living in extreme poverty new opportunities for economic self-sufficiency and food security.

An acre of mangroves can store 5 to 10 times more CO2 than an acre of rainforest.
REFORESTATION

- For climate change mitigation
- Reforestation to rebuild natural eco-systems
- To help restore biodiversity
- Providing employment for communities

RENEWABLES

- For climate change mitigation
- To remove carbon emissions
- Certified Carbon Credits
- United Nations Certified Emission Reduction

SAF (Sustainable Aviation Fuel)

Invest in R&D, in travel tech, increase speed to market

Destination Pilot Projects

Invest in travel destination projects, install renewables

The Hybrid Package

Reforestation will help reverse climate change, but trees can be fragile & take time to grow, so to ensure a traveller’s carbon emissions are removed as soon as possible, we always assign each tree with a share of an investment into a United Nations Certified Emissions Reduction renewable energy program, essentially doubling our promise. The most recent UN CER project is in China which has 48 wind turbines which produce 49.9 mega watts of clean energy - each wind turbine working 5.5 hours per day.
Every TREE is backed up with a share of UNITED NATION CER Carbon Credit
Aviation Facts & Figures

- 4.3 billion airline passengers per year (2019 pre-pandemic) - 880 billion kilos of CO2 produced by air travel (2019 pre-pandemic)

- Despite the impact of Covid-19, the international aviation industry & the number of global air passengers & volume of cargo is expected to increase significantly over the next 30 years.

- At COP26 a declaration was signed by 18 signatories collectively accounting for approximately 40% of global aviation emissions annually, to develop emissions targets on the road to net-zero by 2050 - that’s 30 years away.

- The United Nations Environment Programme has said the world has just 8 years to almost halve greenhouse gas emissions in order to limit global warming to 1.5C above pre-industrial levels. (IPCC Report 2022)

- While a coalition of aviation firms (SABA) have unveiled new measures to scale supply chains for sustainable aviation fuels (SAFs - produced from renewable sources or waste feedstocks) this will take time and presently less than 0.1% of aviation fuel use globally is attributed to sustainable aviation fuels.

- Current climate policy regime for aviation is inadequate to help reverse climate change. It is therefore paramount that travelers continue to reduce emissions where they can & to contribute to compensation with climate positive action where emissions are hard to abate.
Hotel Accommodation

- A hotel stay produces 5 times more CO2 than a typical home.

- Facilities like swimming pools, gyms, spas, restaurants, bars, air conditioning, heating, laundry service, consume vast amounts of energy and therefore produce great amounts of CO2.

- A typical stay produces approximately 31 kg of CO2 per night. This varies according to location and function.
Cruise Ship Holiday

- In 2019 there were **30 million passengers** on cruise ships, up 6% from the previous year.
- In 2019, all cruises together produced **23 billion kgs** of CO2.
- A passenger produces approximately **820 kgs** of CO2 per cruise.

Toronto to Miami Flight + 4 Night Cruise = 7 Trees
Travel By Rail

• Travelling 1,000 miles by train produces 41 kgs of CO2 per passenger.

• Rail Transport is currently the most environment-friendly way to travel other than cycling or walking.

• A typical train line can carry 50,000 people per hour. Compare this with a motorway, which can move only 2,500 people per hour.

Vancouver to Banff + 3 Hotel Nights = 1 Tree
Motor Vehicles

• If you travel 1,000 miles by car alone, you would emit 275 kgs of CO2.

• 1 tree will offset the CO2 from a tank of fuel – costing less than a penny per mile.

LA to Las Vegas + 2 Hotel Nights = 2 Trees
Our Technology & Tools
Trees4Travel gives travelers an accountable, tangible & simple way of compensating their CO2 emissions.

- Travelers can add trips to their dashboard, as well as being added automatically via partners’ API connections.
- Travelers can buy more trees or even a subscription (e.g.) a tree per month.
- Automatic monthly reports
- Status & tree growing locations/maps/photos
Technology for Corporate Travelers to Make Smarter Choices

Travel Management Company & Corporate Dashboard

- Free calculators to measure, educate & quote emissions
- Monthly emission reports
- Direct links to reforestation project updates
- Direct links to UN CER certificates & renewable projects
- Data is received through API connection or simple file uploads
Corporations Monthly Emission Reports

Your Logo

Monthly Emissions Report

TOTAL EMISSIONS

AUGUST 2022

46 FLIGHTS
207 TRAINS
2,075 CARS
6,321 ROOMS
1 EVENTS
1 PREMISES

131.301 Flights
705 Cars
26,689.736 Trains
12,194 Rooms
180 Events
1 Premises

83.733 Kgs CO2e
121 Kgs CO2e
14,931 Kgs CO2e
83,568 Kgs CO2e
207,146 Kgs CO2e
266 Kgs CO2e

228 trees
1,909 trees
519 trees
1,265 trees
2 trees

TOTAL COMPENSATION

359,545 Kgs CO2e Emissions
2,193 TOTAL TREES
£4,386 TOTAL COST
£0.22 PER TRIP*
Trees are one of the most powerful absorbers of carbon emissions — by growing trees in developing countries as we travel, we can help to restore ecosystems, biodiversity and support local communities through the dignity of employment.

Reforestation will help reverse climate change, but trees can be fragile and take time to grow, so to ensure a traveler’s carbon emissions are removed as soon as possible, Trees4Travel always assigns each tree with a shade of an investment into a United Nations Certified Emissions Reduction renewable energy program, essentially doubling their promise.
Once a Travel Advisor has registered through their consortia, they have access to their own dashboard to:

- Calculate Trips to Trees
- Gift Trees
- Sell Trees
- Share Info

We provide:
- Scripts
- FAQ’s
- Updates on Forests

**Agents of Change**

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Pre-pandemic, the global conference industry produced as much greenhouse gas emissions as the entirety of the United States.

Our EVENTS calculator and wizard educates & collects data to create quotes for quick & simple carbon management & compensation of events.
Educating & Sharing Climate Action at Events
Awards - Finalist & Winners in 2021 & 2022

Trees4Travel

Aspire Awards Winner 2021

Innovation Award Europe Winner 2022

The Travel Industry Awards 2022

Sustainability Initiative of the Year - Communities
Sustainability Initiative of the Year - Environment

Shortlisted in 2 categories!
Travel is evolving, join us on this journey!

- **SIMPLE** Message ‘Translating Trips to Trees’
- **EASY** **FREE** Technology
- **TRUSTED** Calculations
- **TREES + RENEWABLES** Hybrid
- **EASY SET UP**

Make Travel Planet & People Positive
Appendix

Carbon Emissions by sector

Climate Change Facts and Science

The Time To Act is Now

Earth Overshoot Day

Actions to Take Now
Our actions, at home, at work, as we travel consume energy & produce CO2 emissions

- Travel accounts for 8% to 11% of annual global CO2 emissions, 3% of which is from air travel.
- So if we all stopped flying the maximum reduction we can achieve is only 3%, however we can use travel to help repair & improve the other major CO2 culprit sectors – deforestation & power generation.
- Reducing our emissions and drawing existing carbon out of the atmosphere is a priority, it will require massive efforts from many different sectors, with a combination of approaches.
The Facts - The Science

• Increasing carbon dioxide (CO2 PPM Parts Per Million) in the atmosphere is making global temperatures rise. 2021 was one of the warmest years on record.

• This causes severe weather patterns such as floods, droughts, storms, resulting in crop failures, wild fires, loss of biodiversity.

• More & more countries & their communities are deeply affected by the frequency & intensity of extreme weather.

• The UN Environment Programme estimates that the world would need to cut carbon emissions by 7.6% per year for the next decade to prevent the globe from warming more than 1.5 ºC above pre-industrial levels.
Working Together

- No one country, leader, company or individual can solve the climate crisis alone – impactful climate action is required in multiple sectors – it’s now time to all work together.

- Climate change is affecting lives all over the world, with extreme weather events destroying our homes, livelihoods and environment.

- While the scientists and engineers of the world work on better solutions for transport and energy, we can start the process towards positive change through mindful actions and mindful travel.
What can we do to begin to care for our planet?

Reduce Our Impact, Reduce Our Emissions

As consumers...

- Use more green energy
- Use low energy light bulbs and switch off lights more often
- Insulate your home
- Choose energy efficient appliances and use them less often; dishwashers, washing machines, air conditioners, heaters, kettles, hair dryers, etc.
- Wash clothes at 30°C, dry clothes on a line
- Switch to an electric vehicle
- Walk or cycle more often, use more shared transport like train or bus
- Buy local and seasonal produce
- Eat less meat, dairy and avoid products containing palm oil, these all contribute to forests being chopped down.
- Don’t buy bottled water, only drink tap water
- Take more showers, less baths
- Reuse, recycle, fix items more often and buy less – rethink your fashion choices
- Avoid products with excessive plastic packaging
- Reduce emissions where you can, compensate/offset where you can’t
- Replant forests we have destroyed and protect existing forests

As travellers...

- Choose companies committed to responsible, sustainable travel
- Consider different transport options
- Reduce your air con/heating/lights usage in your hotel room, rental
- Don’t change your towels and sheets everyday
- Consider a time of year that is not high season
- Consider a destination that needs tourism
- Pack a reusable bag for shopping
- Pack a reusable water bottle
- Take toiletries in reusable bottles that you can take home
- Shop and eat local foods to support the local communities
- Choose plant-based foods more often
- Purchase locally made gifts and pay a fair price
- Do not buy any wildlife products such as ivory, tortoiseshell, coral, starfishes, shells.
- Don’t buy gifts that could end up in landfill
- Don’t ride animals that aren’t meant to be ridden
- Reduce emissions where you can, compensate/offset where you can’t
- Replant forests we have destroyed and protect existing forests