

2023

#3BillionTrees

Rebekah Braswell
CEO of Land Life



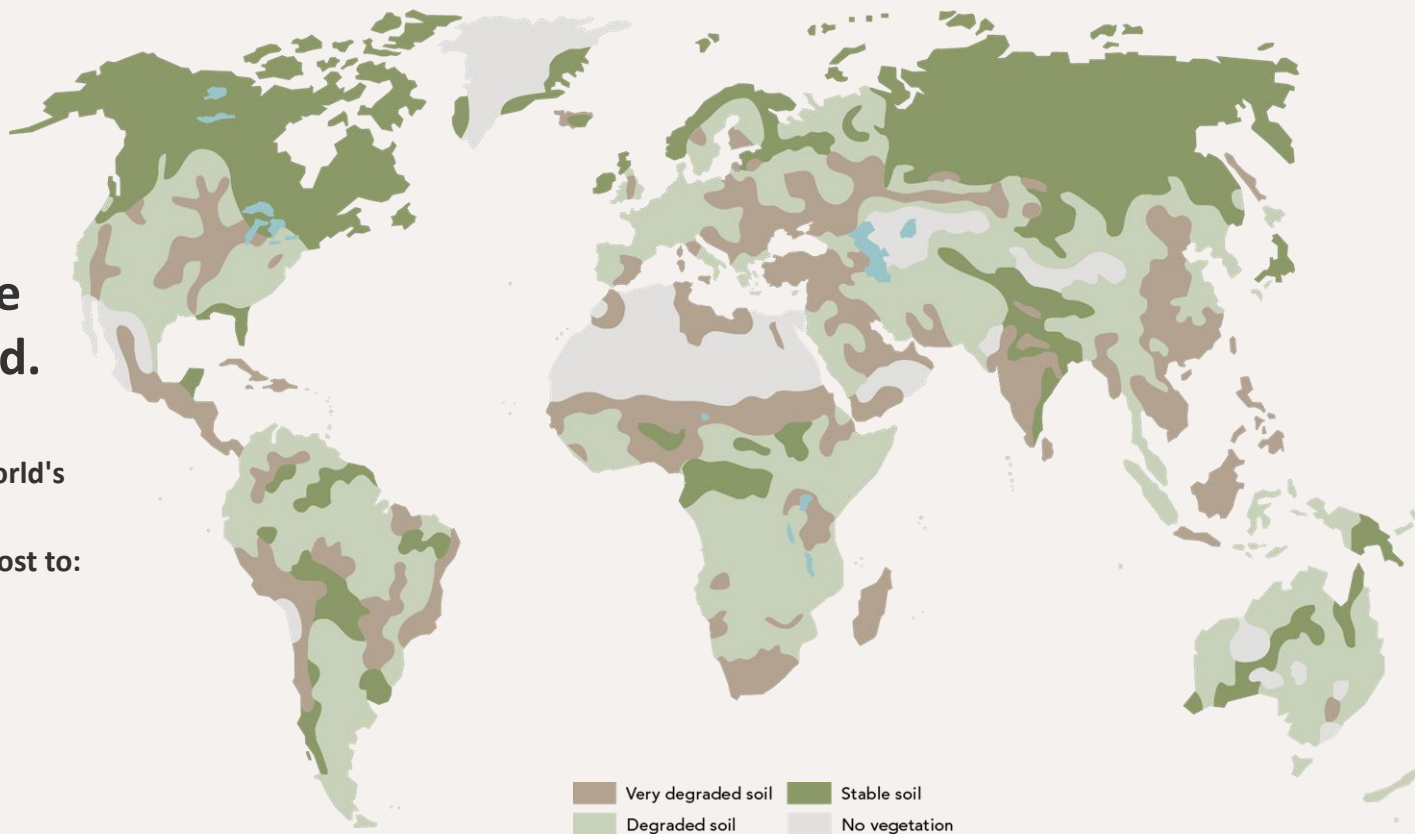
Castilla y León, SPAIN



Bringing life back to land.

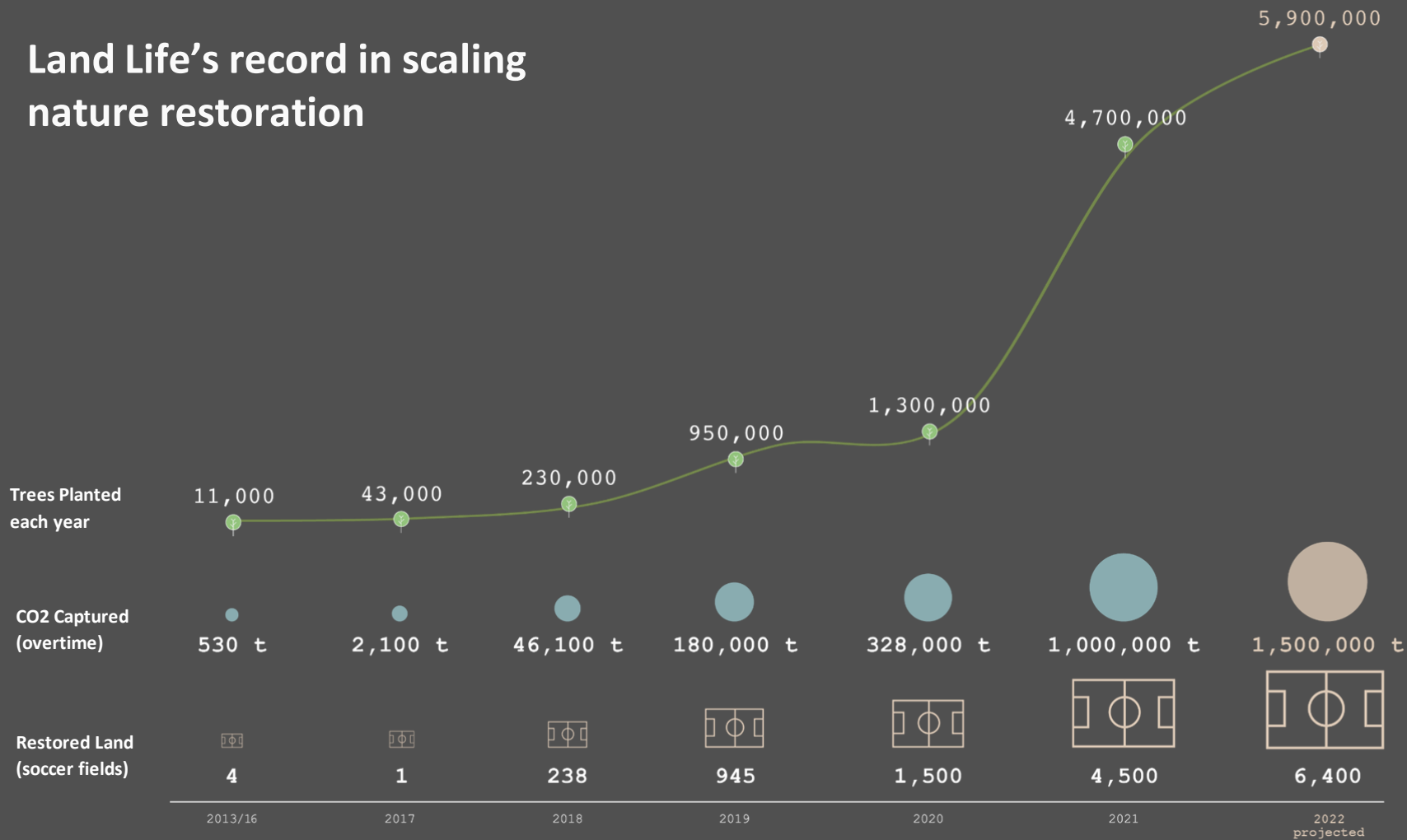
Reforesting the world's
2 billion hectares
of degraded land lost to:

- Deforestation
- Wildfires
- Over-farming
- Global warming
- Urbanization



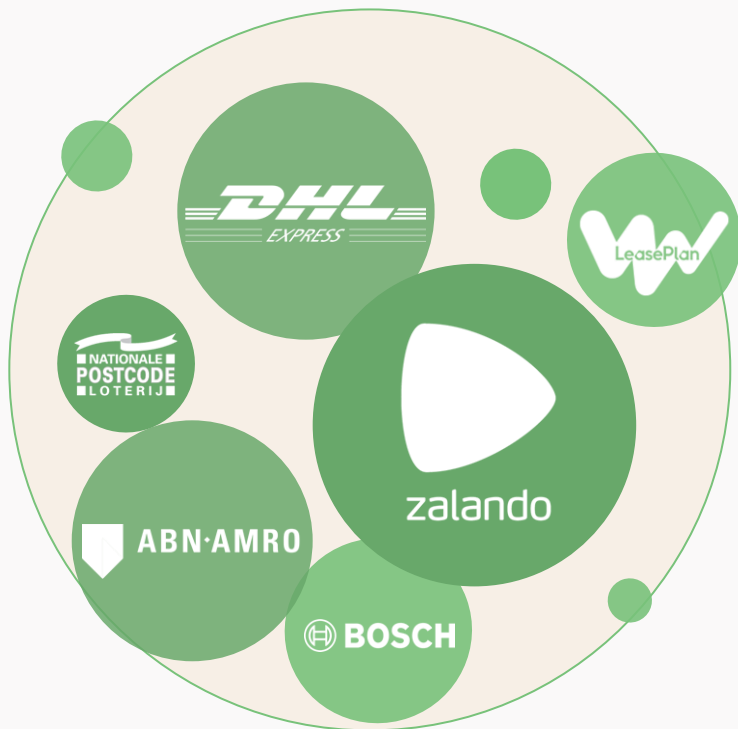


Land Life's record in scaling nature restoration





Shared Challenges. Shared Solutions.



CUSTOMERS



PARTNERS



Cheers to trees 🌱! We are very proud and excited to join the **EU Environment and Climate #3BillionTrees** pledge with our 1,732,153 trees planted in Spain and Portugal since May 2020 🇪🇺
We are joining because we think it is important to empower and mobilize a European reforestation community. Read all about it here:
<https://lnkd.in/gN92c3y>
#trees #generationrestoration #naturepositive #community

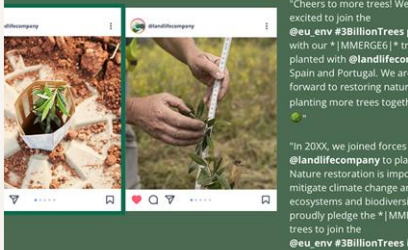
Vertaling weergeven



Newsletter

Share a social post about your participation on the pledge from July 12th on and the EU and Land Life will share it!

Some examples



LinkedIn post

Hey Zalando, join us for the #3BillionTrees pledge!

Hello Adrienne,

Your reforestation projects with Land Life in Spain and Portugal are exciting and impactful in many ways. You are restoring ecosystems, boosting diversity, improving groundwater and supporting local communities.

And now there's more! We now invite you to join a major EU initiative: [the 3 Billion Trees Pledge](#). This pledge aims to connect, empower and mobilize a European reforestation community. It is an important part of the EU's efforts to mitigate climate change and stop biodiversity loss. It celebrates all initiatives where people plant the right trees, in the right place and for the right purpose.

As part of the pledge that commits to planting an additional 3 billion trees in the EU by 2030, Land Life is excited and proud to pledge all the trees planted in Europe since May 2020. This includes some of your trees.

230.000 trees
is Zalando's contribution to the pledge.



Social template

We are proud to join the 3 billion trees pledge



Land Life Communication

We created an extensive blog post on the importance of the pledge and Land Life's excitement to be part of this European reforestation community. This post was shared on our social media channels (30k+ subscribers in total)



Direct Customer Communication

For all landowners and customers that are directly involved in our reforestation projects that are part of the pledge, we created a dedicated newsletter that explains the 3 billion trees initiative and Land Life's involvement.



Share and Like

To create a bigger reach, we have promoted the opportunity for our customers to share the fact that their projects are part of an EU wide initiative and asked them to tag [@landlifecompany](#), [@EU_ENV](#) and [#3BillionTrees](#)



Some points for discussion

Scaling up

The EU pledge has an ambition aim and we totally agree!

We notice that in the EU, land is very fragmented. This has proven to be a barrier to scale up our reforestation efforts. We would like to bring this to the attention of and would appreciate this in a broader EU perspective.

Thank the funders

We are happy to have our name and logo on the 3bn trees website

What we struggle with is the fact that all trees planted are funded by our customers that do not get the public credits for it. It would be an important recognition for them to have.

Promote standard

We are proud to be part of the pledge as it celebrates planting the right tree in the right place and the right time.

We feel that message could be voiced more by being more vocal about the selection criteria to join the pledge and to promote the standard the EU would think these projects need to adhere to.



Land Life's conclusions

In our community, where the knowledge about reforestation initiatives is high, the benefits of being asked to participate in the 3B trees pledge are known.

Outside of that world, there is little knowledge.

1

What can we do to create more buzz around the pledge?

2

How can we get across the importance of planting the right tree, at the right time and in the right place?

3

How can we entice and excite our stakeholders about the 3Btrees pledge?



Q&A?