



GROWING TREES NETWORK FOUNDATION

Established in 2013 to help protect important aquifers, combat climate changes, increase biodiversity and establish more recreational areas by planting trees.



OUR ACHIEVEMENTS



- 4.2 million trees planted globally
3.9 million in 165 forests in Denmark and 0.3 million in more than 60 projects in Ghana, Kenya, Uganda, Ecuador og Bolivia
- Cornerstone in the fundraising show Denmark Plants Trees in 2019, organized by TV2 and the Danish Society for Nature Conservation, where more than DKK 20 million was collected resulting in 48 new forests in Denmark
- More than 350 active company sponsors and nearly 3.000 private donors in a combination of recurring and one-time donations
- Afforestation projects on land owned by the Danish Nature Agency, 35 Municipalities, churches, water plants, schools and private landowners



KEYS TO OUR SUCCESS



- Transparent business model: 80% for the project owner and 20% for us
- Making it easy and accessible for everyone to donate for afforestation projects
- Long term agreement with the Danish Nature Agency securing access to large afforestation projects – often in a broad collaboration with municipalities and water plants.
- Attracting media before, under and after events. We hunt them down 🤔
Local and national TV stations and radio channels, printed and online media
- Creating local engagement and ownership of the forests
- Adding value to corporate sponsors and inspiring them to make tree planting a part of their daily business operations enabling them to involve their value chain
- Festive tree planting events with school kids, local citizens, municipality reps and politicians, sponsors, ministers, and even Her Majesty the Queen.

HOW TO SCALE?



- Fair competition is a MUST! Government initiatives must NOT outcompete private initiatives!
- EU must rapidly introduce the needed legislation, directives and reporting requirements (CSRD, EU taxonomy, Green Claims Directive etc) to enhance company and product transparencies. Clarity will drive corporate climate engagement = more trees!
- EU to establish attractive, flexible and simple funding programs to support private tree planting initiatives like the organizations present today. To be able to scale our activities we need to scale our operations!
- Let's speed up! Less focus on research and planting the right species and more focus on sponsors, exchanging business models, new ideas, facilitation, adding value, inspiring kids, adults and companies! 🌱 🙏

HOW GOVERNMENT INITIATIVES CREATE UNFAIR COMPETITION



- 4 years ago, we had the most attractive subsidy in Denmark – by far!
- Then the Climate Forest Foundation was established by the government based on a business model of selling voluntary carbon credits. They have now received around 90 Mio. EURs to help them get started. Unfair competition?
- Last year the Danish Ministry of Green Transition was established with the aim of planting 250,000 hectares of forest before 2045. Fantastic initiative but introducing a subsidy 40 – 60 % higher than the existing “market” level. A challenge to all private initiatives? You bet!

DIGGING INTO THE NUMBERS



The subsidy per hectare for a landowner wanting to do an afforestation project from the Ministry of Green Transition consists of:

Afforestation	DKK 46.000
Income compensation	<u>DKK 29.500</u>
In total	DKK 75.500
If the forest is left untouched	<u>DKK 15.000</u>
In total	DKK 90.500

Our current subsidy per hectare for the landowner (30,2% – 57,1% lower than now introduced by the Ministry)	DKK 57.600
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SOLUTION



Make it possible for landowners – no matter which subsidy scheme they choose (private or public) to apply for the income compensation.

Subsidy from Growing Trees Network

DKK 57.600

Income compensation

DKK 29.500

In total

DKK 87.100

+ the opportunity of receiving an additional of DKK 15.000 if the forest is left untouched.

UNDERSTANDING THE MARKET



- It's all about being competitive on the subsidy!
Because we cannot compete due to our much lower subsidy, and we cannot pass that cost on to our sponsors.
- We will lose sponsors, because we cannot present afforestation projects at private landowners – a product we successfully launched 3 years ago.
- Consequence? Danish and International sponsors will invest elsewhere.
Within the last 2 months we have had 6 big company donors donating more than 150.000 trees in total that we cannot serve. Less funding for tree planting in Denmark.



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