

What does clean air mean to you?



WCAFI

You plant one, we plant one



Clean Air Tree Kit campaign



You plant one, we plant one



World Clean Air Forest Initiative



- A non-profit social enterprise in the United Kingdom ([read more](#))
- UNEP endorsement for WCAFI's clean air campaign
- WCAFI's goal is to Clean the Air
 - Fighting climate change, deforestation and pollution
 - Fund its own mission selling clean air products
 - Invest in tree planting around the globe
 - Invest in local forests



You plant one, we plant one



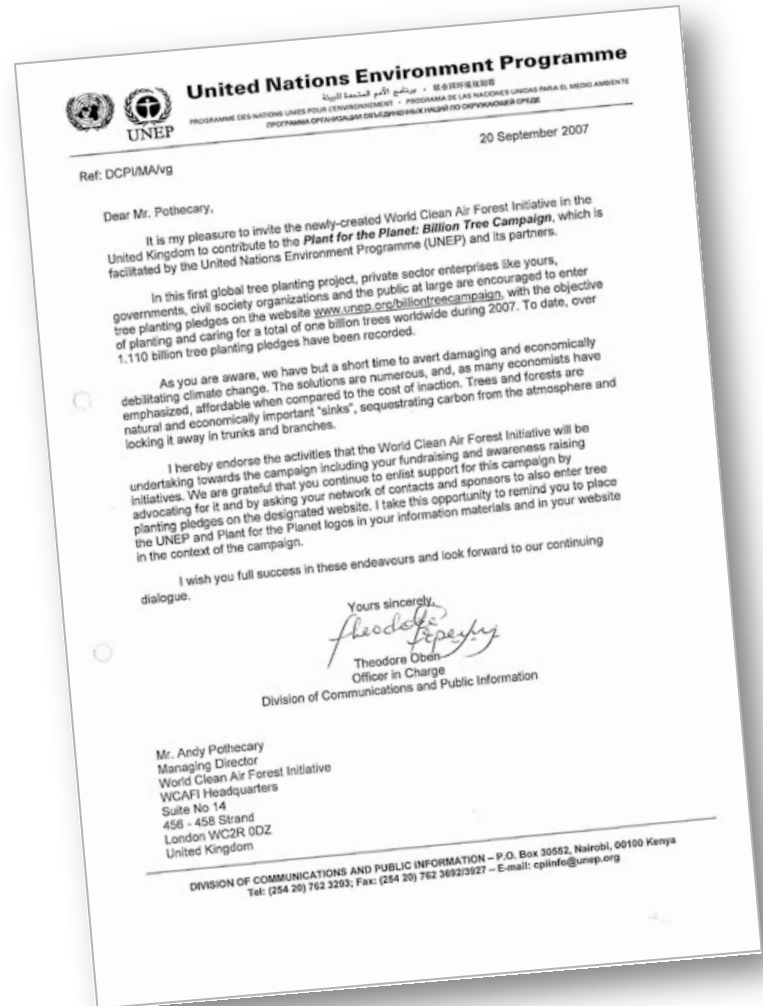
UNEP endorsement



"I hereby endorse the activities that the World Clear Air Forest Initiative will be undertaking towards the campaign including your fundraising and awareness raising initiative. We are grateful that you continue to enlist support for this campaign..." Division of Communications & Public Information United Nations Environmental Programme

"I am pleased with the World Clean Air Forest Initiative and its innovative Venture Philanthropy Model fund development...the wide importance of these ecosystems in now increasingly understood, including purifying the air we breath"
Achim Steiner, UNEP Executive Director, October 23, 2007

<http://www.unep.org/billiontreecampaign/CampaignNews/wcafi.asp>



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Clean Air Tree Kit



- A tree growing kit with 6 to 10 seeds (locally selected)
- 100% biodegradable and compostable ([read more](#))
- Growing pellet & pot made from renewable natural resources
- Globe made from potato waste
- Wrapper made from corn starch
- Water & Vegetable based inks
- Recycled paper used for instructions booklet



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CATK applications



- A tangible promotional product that encourages action
- An interactive corporate gift
- A unique solution for Corporate Social Responsibility
- Gift with purchase and sponsorships
- Education and fundraising
- A co-branded statement for your company values
- Lead generation and loyalty programs



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E.g. 15% increase in sales



Monday, September 21, 2009

Attn: Aaron Moscoe, The Promotional Specialists
Re: WCAFI Tree Kits for the MasterCard Program

Good afternoon Aaron:

Regarding the MasterCard program and the WCAFI kits, the client thought the product was perfect. The message about social responsibility and eco consciousness was very appealing to them. There was a strong tie into the credit union giving back to the earth. The promotion ran very well and experienced a 15% sales lift in registrations which exceeded their expectations.

Let me know if you have any more questions.

Best regards,

David Poger



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You plant one - We plant one



- For every Kit sold we plant another tree in a developing country
 - Haiti, Malawi, India, Ethiopia, Cameroon, Ghana, Senegal, Uganda, Kenya...
- Local tree planting partners around the globe
- Local trees and planting methods in their land
- A gift for the local populations = **Their Trees!**
- Helping them to become sustainable
- No commercial plantations
- No carbon offsetting or tax credits



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Local Forest Network



- Plant your tree in your garden or in your community
 - Local schools to create an enchanted forest
 - Local government programs to reduce pollution and noise
 - Local reforestation projects
 - Local farmers to help their land
- A Local Forest Network - open platform
 - I want trees - I want to plant trees
 - Ongoing marketing potential



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Web interaction



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Web site features



- Special PIN code to register and enter a client nurturing process
- Dedicated landing pages communicating the campaign
- CATK tree pages, web real-estate for the campaign
- [Clean Air Map](#) showing all the trees
- Widgets showing the effect of your network*
- Branded micro-sites for data collection*



*These extra services require an additional quote

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“You plant one, we plant one”

Annex



Co-founder:



Supporting:





Displays



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Displays



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Sleeve designs



You plant one, we plant one



Sleeve designs



You plant one, we plant one



Branding examples



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Branding examples



Choice Rewards

MasterCard

Clean Air Tree Kit™
Open, plant, and grow clean air!

Special PIN code and instructions inside

WCAFI™
www.wcafi.org

Jiffy®

Manufactured by Jiffy Products (NB) Ltd. and distributed by Jiffy of the Americas and Jiffy Canada

Contents: White Spruce tree seeds included inside, (1) Jiffy-Pot®, (1) Quick Soil Mix® pellet (total of 4.76 in³, 78 cm³) and instructions. Ingredients: Sphagnum peat moss. This is not a toy. Recommended for ages 6 and up.

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Branding examples



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Branding examples



You plant one, we plant one



Branding examples



[Watch the video](#)

[Details of the campaign](#)

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