



# REALISTIC REFORESTATION

## WHY FAIRVENTURES?

The well-being of the planet and people are closely linked. Realistic reforestation means taking into account the needs of the local population. That is why our reforestation programs in the tropics are holistic and not only contribute to the environment by binding CO<sub>2</sub>, but also provide a sustainable income for smallholder farmers. We offer sustainable alternatives to environmentally harmful mining, palm oil cultivation and the exploitation of rainforests. In 2023, we were awarded the PHINEO seal of approval for effective climate protection.

### Holistic

**1** **Actually planting trees is more than just distributing seedlings.** With our agroforestry approach, we combine forestry and agriculture on the same area, enabling smallholder farmers to generate income from their harvest. To this end, we train local farmers and establish responsible value chains. This benefits people and the environment.

### Transparent

**3** **Not every seedling planted becomes a tree** - which is why we monitor the development. With the help of the app TREEO, we can precisely track our reforestation successes and know how the trees are growing and how much CO<sub>2</sub> is being absorbed. This also allows us to replant if necessary.

### Twice as effective

**2** **Germany is too slow for us** - at least in terms of tree growth. That is why we, as a Stuttgart-based NGO, deliberately reforest exclusively in the tropics with the help of our country offices in Uganda and Indonesia. We make a much more effective contribution to climate protection there: the trees bind CO<sub>2</sub> earlier due to their faster growth. They also make a social contribution by providing economic prospects for local communities.



# YOU



**LET'S GROW TOGETHER!**

## HOW CAN A COOPERATION LOOK LIKE?

First of all, we would be delighted to get to know each other in a short call - and to discuss your critical questions. We offer several options that we can tailor to your company. 5 euros covers the cost of one tree (including growing the seedlings in the nurseries, training farmers, planting and monitoring), and from 5,000 euros you can start your own company forest, whose data you can view digitally. We share regular updates with you on the impact of your support. Depending on the cooperation, we will visit your company for an impact presentation, you will receive an impact certificate and video message, or you can visit our reforestation areas yourself.

**If you are interested, send us an email to [caroline.wienen@fairventures.org](mailto:caroline.wienen@fairventures.org)**

### Campaign / Event

**1 Make a statement at your event or campaign** - be purpose driven! Do you have a public or internal event? Are you still looking for a gift for employees or external partners? Are you planning a campaign? Then combine it with a good cause - no matter how big the campaign is!

### Service donation

**2 More than just numbers - show your values on your invoices!** Are you self-employed or does your company offer services? Then donate 1% or more per invoice to Fairventures and show your customers on the invoice that you are making a difference. "This invoice plants xy trees in Uganda."

### Climate contribution

**3 Bye bye CO2 - Contribute measurably to the climate!** Support reforestation by smallholder farmers and counteract your currently unavoidable emissions with a contribution to climate protection. Instead of a CO2 certificate, transparent data from the individual tree monitoring of the TREEO app guarantees the success of reforestation. This means that more funds end up directly in our reforestation projects than would be possible with a certification process.

### Sales donation

**4 Make a huge difference in small steps:** Donate a portion of each product / product line sold to our reforestation project in Uganda / Indonesia.

**Examples of partners who already trust us:**



MONDAINE®  
Swiss Watch



intuity

Bettercall x Paul



STIHL®

SCHELL  
SCHOKOLADEN

