



**MAMA,  
PLANT  
A TREE**

**WWW.MAMAPLANTATREE.COM**

**PLANT A TREE – DEMINE UKRAINE**



**200 000 km<sup>2</sup> of Ukraine is mined  
We will renovate ruined landscapes together**



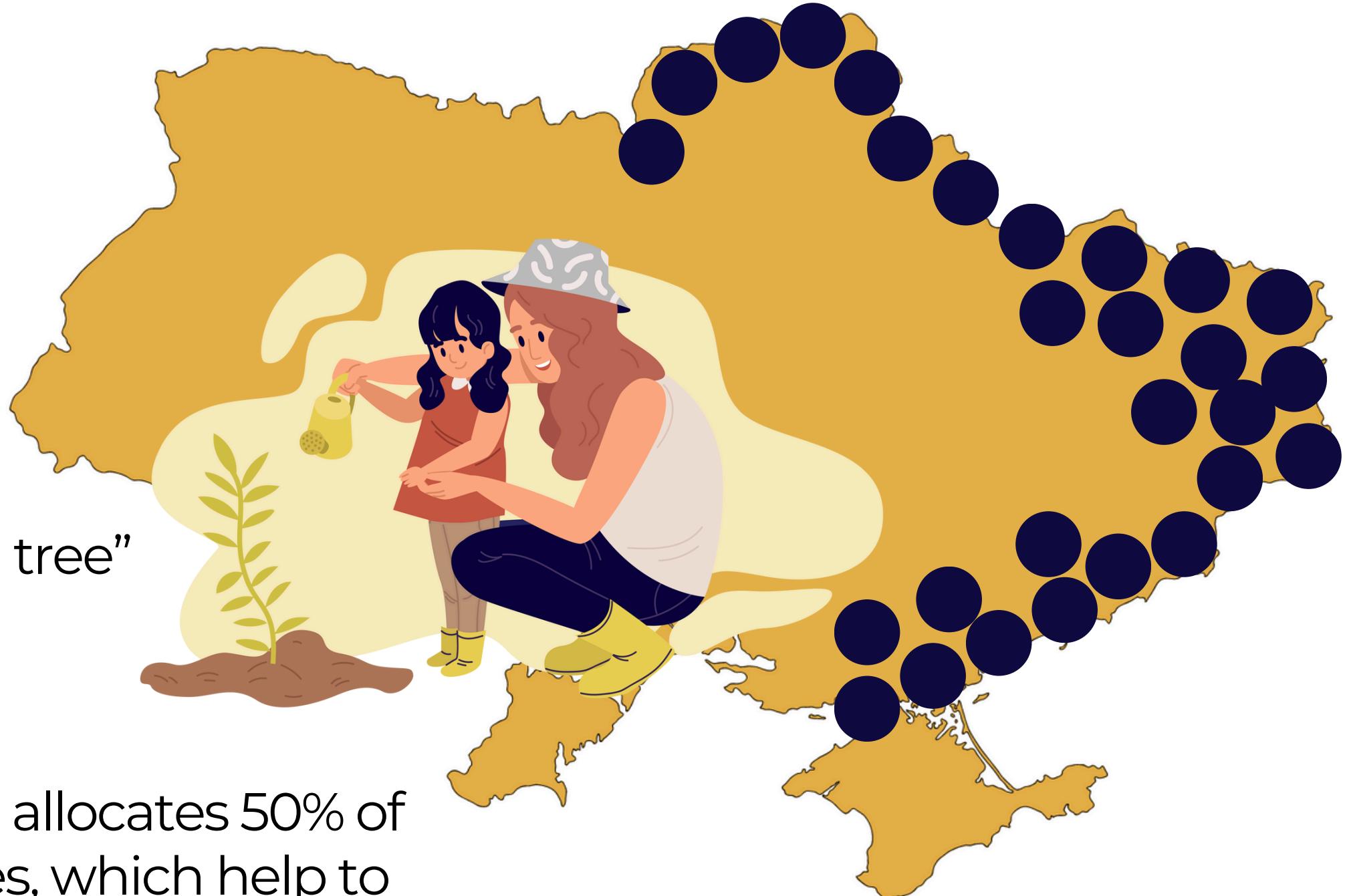
# PLANT A TREE – DEMINE UKRAINE

**200 000 km<sup>2</sup> of Ukraine is mined.  
We need 262 years to demine this  
territory manually.**

Every tree planted with “Mama plant a tree” contributes to demining efforts on the territory of Ukraine.

Every 2 USD spent plants one tree and allocates 50% of the donation for the demining machines, which help to speed up deminization of the territory to 6 years.

One demining machine costs - 1 M USD. The country is in need of 60 of those machines





## WHO ARE WE?

### **"Mama, plant a tree"**

is Ukrainian planting tree organization that creates new forests, forest belts to mitigate the effects of climate change and human damage to ecology

### **We have organized a service that will do everything for you:**

- choose planting location across the world and receive the permission to plant, no-cut agreement, and continuing protection
- purchase pre-agreed seedlings for the collected funds
- organize a qualified landing and provide watering
- send photo and video reports to patrons





## THE MORE THE BETTER!

We join the world plan:  
by 2030

350 million hectares will be planted, of which  
170 million have already been planted



We have already started planting!  
We need the help of your organization



## PLANTINGS TREES CREATE OUR CLIMATE!

*Every year the average resident the planet produces 6 tons of CO<sub>2</sub>  
73 trees are required for compensation.*

**No forest - No protection of the planet from overheating.**

Consequently:

- fires
- frequent hurricanes
- "nervous" climate
- extinction of species
- soil fertility is lost





# WHY BUSINESS SHOULD PLANT?

Today, consumers increasingly paying attention to eco-conscious, while they shop.

GET PHOTOS AND VIDEOS from the landing site, show that your company has created new natural filters.

TELL YOUR CONSUMER ABOUT IT, namely that it improves the Earth's climate together with you:

"You plant trees when you buy our service / product."

or: "We are a CO2 neutral company" next to your logo on the product you produce.





# PLANT IN UKRAINE

## HOW TO HELP?

Most important landings planned for season to create:

- forest belts and agroforests
- natural filters from dust storms between fields and settlements
- increase in forest coverage that absorbs CO2

## HOW MANY SEEDLINGS ARE NEEDED AND PRICE?

**Forests and Agroforests – 2 USD/tree**

Kyiv region, Sumy, Chernigiv - 1 400,000 seedlings 15-30 cm high, watering is not required

**Brand Alleys, Family Alleys in deoccupied zones of Ukraine – 25 USD/tree**

Bucha, Irpin, Borodyanka, Makariv - 15 thousand seedlings 1.5 - 2 m high + watering

**SUGGI Pocket forests at hospitals and kindergarden yards – 3800 USD for 225m<sup>2</sup> piece**

Planting on the territory of any municipals – starts with 20 USD/tree of 1.5 - 2 m height, watering is included

\*Landing and watering are carried out and controlled by the organizers



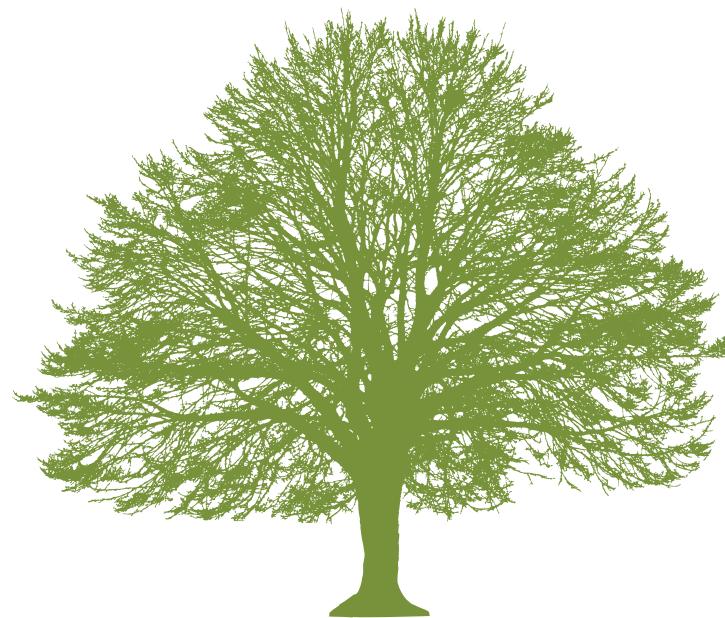


# PLANT WORLDWIDE

## ASIA, NORTH AMERICA AND EUROPE

### PHILLIPINES

Mango (Mangrove): \$2/tree  
Highest absorption of CO<sub>2</sub>  
No watering required  
Minimum 1000 trees  
Up to 90,000 trees can be planted



### POLAND

Pine: \$4/tree.  
No watering required  
Minimum: 10 000 trees  
Large quantities are available and welcomed to be planted

### CANADA

Different species: \$4/tree  
No watering required  
No minimum number required  
Large quantities are available and welcomed to be planted





# PLANT WORLDWIDE

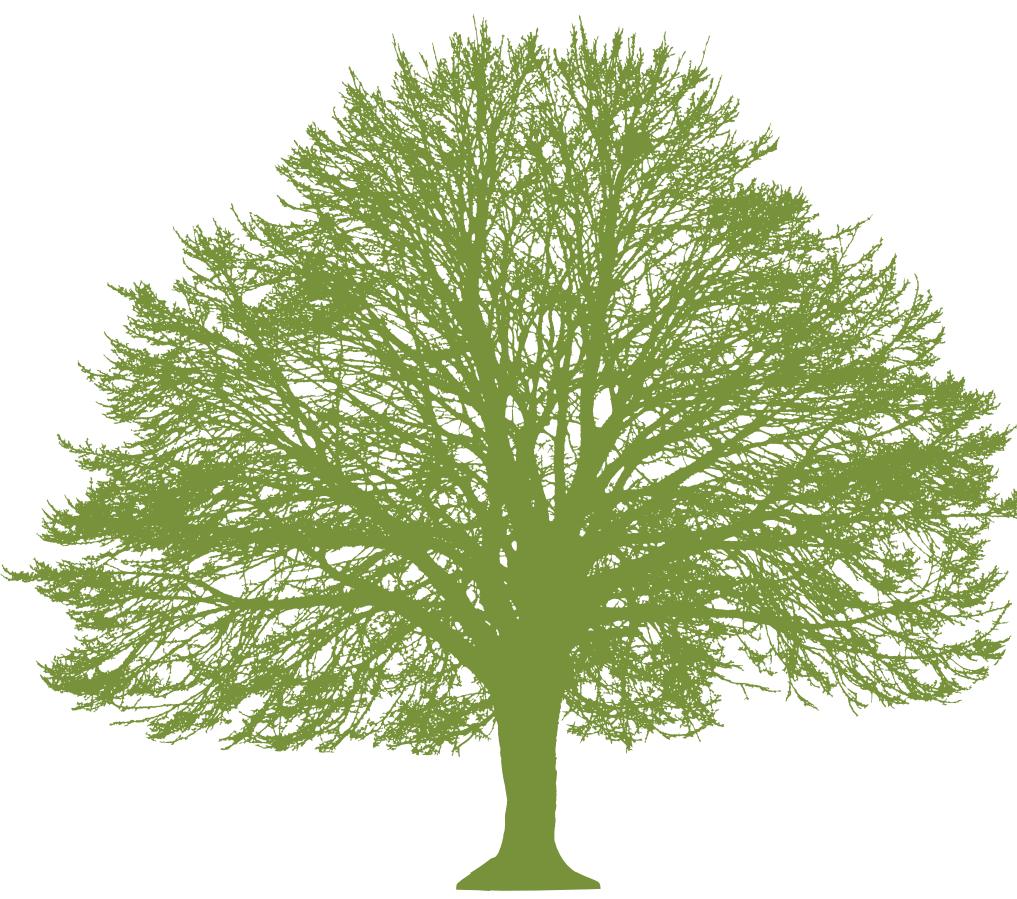
## MIDDLE EAST AND AFRICA



### KINGDOM OF SAUDI ARABIA

Ghaf, Sidr, Acacia, Neem etc

\$14/Tree - up to 100,000 trees immediately (irrigation and infrastructure set up) larger numbers possible with advance notice



### UAE

Ghaf trees (*Prosopis cineraria*): \$10/seed \$14/Tree (excluding cost of irrigation if needed)

Mango (Mangrove): \$14/tree. Highest absorption of CO2.

No watering required Minimum 1000 trees can plant up to 50,000

### LEBANON

40 different native species (i.e Cedar tree, Ash tree etc) - \$20/tree



# PLANT WORLDWIDE

## MIDDLE EAST AND AFRICA

### MOZAMBIQUE

Mangos (Mangrove) - \$2/tree. Starting with 1 thousand tree up to 100 000 trees

### KENYA

Mango (Mangrove): \$2/tree. Highest absorption of CO2.  
No watering required. 10 000 trees/ha, starting with 1 ha minimum

### UGANDA

Local species - \$2/tree. Starting with 1 thousand tree up to 100 000 trees

### KONGO

Crevellea, Leceuna and Ecalputus - €2/Tree





## FOR B2C

### PLANT A TREE



#### Plant in 1 click

Get your certificate and expect geo with pictures, once trees are planted



#### Gift Certificates

Buy online and print or e-mail to a friend



#### Wedding Plantings

Create a forest in honor of your date, or let the guests create one for you on your wish list



#### Family Cabinet

Plant virtually with families, teams, departments or compete with branches and we plant them for you



#### CO2 Calculation

Calculate how much CO2 do you produce and learn how many trees you should plant to compensate it



#### NFT TREE

By buying a virtual tree, you help us to diversify environmental impact: reforestation, ocean plantings, demining efforts

# FOR B2B



## CO2 Calculation

Calculate how much CO2 do you produce and learn how many trees you should plant to compensate it



## OFFSET

through following projects:

- plant trees
- plant seaweeds in oceans
- plant moss

And receive your CO2 Neutral Certificate



## Integration in marketing campaigns

We developed and runed many marketing campaigns, where tree planting is used as a marketing tool or event purpose

e.g. Map in the cafe



# MARKETING CAMPAIGNS

## EXAMPLES OF INTEGRATION WITH YOUR BUSINESS:

### 1. Plant a tree from each transaction your guests make

It will increase ecological awareness and overall loyalty to your brand among your clients.

### 2. Let the guest plant a tree with you

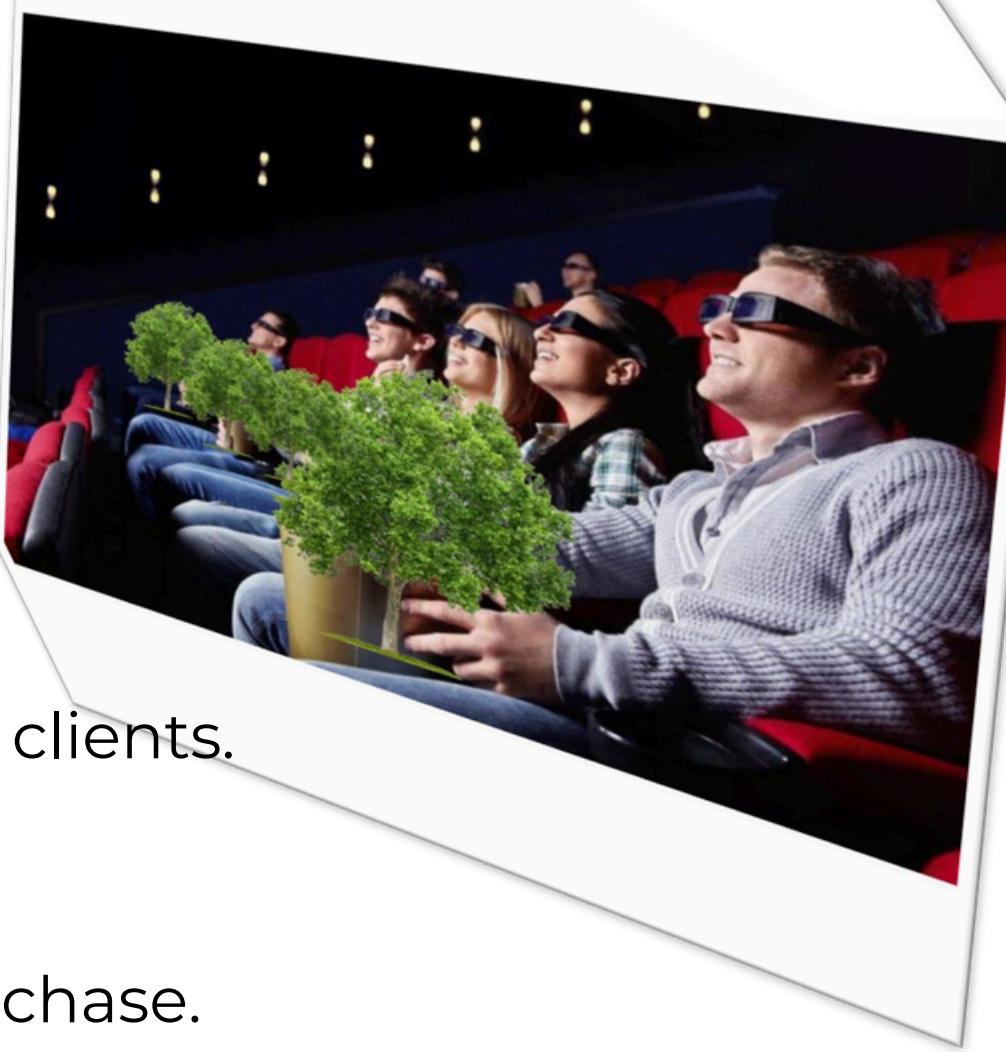
Offer your client to pay an extra amount for planting one tree along with their purchase.

It can be a sticker "I plant trees", or a pin badge, or any other merchandise that will guarantee that we plant a tree for them.

### 3. Plant a tree for one eco habit of your customers

e.g. customer who uses fabric shopping bag automatically plants one tree with you.

### 4. If they planted – you discount. If your customers already planted a tree and gave you evidence of it (payment transaction at the website etc) - you can give them a discount on your consideration.





## THEY PLANT WITH US

ТОРГОВЕЛЬНИЙ ЦЕНТР  
**ЕПІЦЕНТР®**

 **BINANCE**  
CHARITY

**infopulse**

 **Techstack**

 **Henkel**

 **Pfizer**

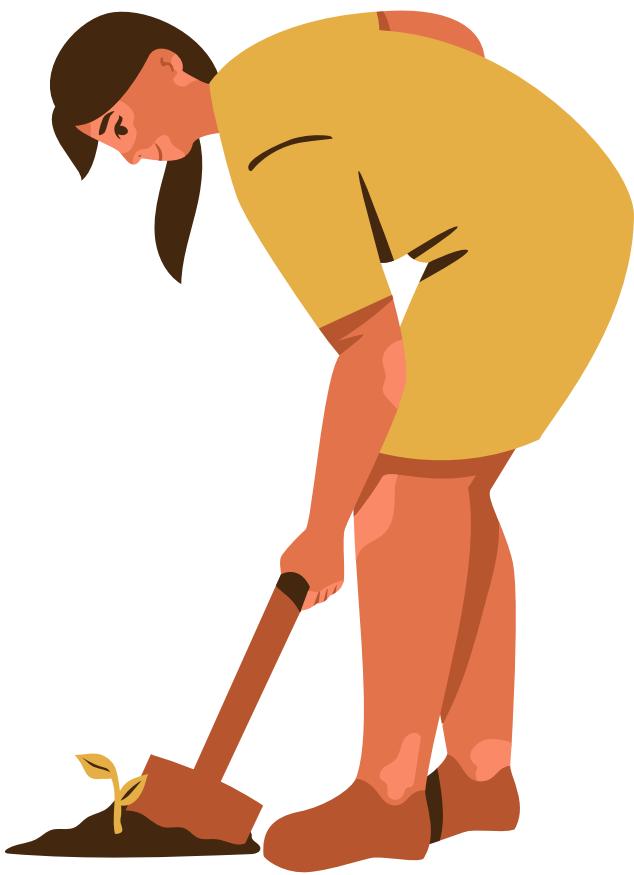
 **JB Film PRO**

**Auditdata**

**MOONACTIVE**

 **COMIC**  
**ZOO**

 **UKRSIBBANK**  
BNP PARIBAS GROUP





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