

Hospitality Be Part of the Climate Solution!



3-Step Solution

Play It Green is an award-winning sustainability business, with a unique 3 step solution to climate change
#Reduce #Repair #Regive

Our aim is to reduce the carbon footprints of people and businesses whilst ensuring they make an environmental and social impact on the way to Net-Zero



Reduce footprints

through weekly education, support and discounts



Repair the planet

and rebalance footprints by planting trees



Regive 10%

of all revenues to a good cause of your choice



NET
ZERO

Our Net Zero Support

Playitgreen.com

How We Reduce Carbon Footprints

People are supported in lowering their footprint through our weekly mailer containing a sustainability tip, a discount on a relating product and other engaging educational articles

This is to **drive behaviour change, educate and strengthen the sustainability culture** within the business - staff view this as a **great staff perk**

Businesses are supported by receiving **regular business tips** relating to our **Net Zero Framework**, free to download in the business support pack

Other free downloads include **template policies** and marketing material. The framework helps your company map out its Net Zero actions across **9 key programme areas**

Our network of support services includes carbon **footprint reporting**, net zero support, training, planning, energy and installation

Instant Environmental and Social Impact



With Play It Green your business will **support 11 of 17 United Nations Sustainability Development Goals**

Planting Trees in Madagascar helps make an environmental impact

- Employs local people, meaning less poverty and communities able to afford daily necessities such as food, shelter, medicine and education
- Replenishes forests restoring animal habitats
- Restores rainfall patterns and less flooding and soil erosion
- Absorbs CO2 and helps fight climate change
- Planted through our partner Eden Reforestation

Your social impact is increased further as 10% of any revenues to Play It Green will be given to a good cause of your choice



Shelter



WINSTON'S
WISH WW



Get Your Very Own Forest Garden

Every member receives their own webpage called a Forest Garden which has lots of features:

- Personalise to your liking
- Monitors your impact
- Plant more trees
- Set up campaigns
- Share with the public
- Access our free download section containing net zero and marketing support

The marketing support includes promotional **accreditation badges**, a **template sustainability webpage** and more content for your media



Playitgreen.com

The screenshot shows a user's 'Forest Garden' webpage for 'Elite Dynamics UK Limited'. The page features a profile section with a tree icon, the name 'Natalie Fryer', and statistics: 4958 Trees, 365.9 TONNES CO2, and £191.50 to Good Causes. It also shows '17 Months Reducing Carbon Footprints'. Below this is a 'Sources of Impact' section with a circular chart and a list: Subscription, Campaign Supporters, Purchases, and Gifts & Referrals. A comparison bar states 'The impact is equal to either' and shows three icons: 261 Cars Removed from the Road, 2479 Short Haul Flights, and 112 Homes Annual Energy Use. To the right is an 'Achieved Milestones' section with six circular icons representing various achievements. Below that is a 'Supported Good Causes' section featuring the DEC (Department for Environment, Food & Rural Affairs) with a link to www.dec.org.uk and a value of £191.50. At the bottom are three buttons: 'Share impact', 'Share campaign', and 'Invite a friend', followed by 'Download section' and 'iFrame grab'. The page also has a 'Photos' section with three images and a 'News' section with three articles: 'The Lord's Taverners Joins the Play It Green Community', 'Our Top Three Sustainability News Stories for October 17th', and 'Weekly Tip #2 - Try a Sustainable Halloween'.

Make Your Dining Experience a Climate Positive One

Simply, add 1 pound/Euro to each bill for this we will:

- **Repair** the planet by planting two trees to more than counterbalance the meals on the bill making the dining experience climate positive
- **Reduce** your restaurant footprint by providing free access to Net-Zero and marketing support, a Net-Zero framework, badges, access to a sustainability network and more
- **Regive** 10% of each pound to a good cause of your choice so that the dining experience has even more meaning and a social impact
- **Provide** your restaurant team with support for positive mental, physical and financial health through our partnership partnership with **So Let's Talk**

Climate
Positive
Hospitality



PLAY IT
GREEN

Get a Climate Positive Workforce

In Return for £5 per Employee per Month We:

- Educate, create behaviour change and establish a sustainable culture amongst staff by sending them a newsletter every Friday with a sustainability tip, discount on a relating product and other educational articles
- Plant 13 trees per person per month, more than rebalancing the carbon footprint of their personal lives
- Pass on 10% of what you give to a good cause of your choice, so you make a social impact too
- Provide the company with an accreditation badge and a host of marketing material

Climate
Positive
Workforce



PLAY IT
GREEN

Get a Footprint Report & Start Your Journey to Net Zero

Carbon Footprint Report



Start your journey to Net Zero with our Workforce initiative and your business footprint report:

- Through our partnership with EaaS Carbon, you can receive a full Carbon Footprint report that is compliant with government SECR scope 1, 2 or 3
- Option to purchase a Carbon Neutrality certificate with reports
- Their platform also offers the opportunity to switch energy to green energy at a lower cost than standard brokers
- Reduce your overall business carbon footprint moving forward by working with Play it Green's Net Zero Framework

Plant Trees to Enhance Your Proposition

Add trees to particular products, bookings or deliveries; or anything else to help make a positive impact on the environment, society and your business

- 1 tree costs 50p and 10% of this goes to a good cause
- Branding a product Climate Positive, see graphics, means the restaurant will plant 1 tree, pass vital funds to your charity & support 10 of the 17 United Nations SDGs
- You could include it in the price of a particular cocktail, drink, vegetarian dish, children dish or add it to online bookings or deliveries
- Our platform can integrate seamlessly into yours through an API or simply tally the monthly sales and purchase the set amount of trees on your Forest Garden page

Climate
Positive
Dining



PLAY IT
GREEN

Climate
Positive
Cocktail



PLAY IT
GREEN

Climate
Positive
Drink



PLAY IT
GREEN

Climate
Positive
Bookings



PLAY IT
GREEN



BENEFITS



Give diners a better experience

Leave diners with the knowledge that their meal has not only been amazing, but it has had both an environmental and social impact



Enhance your brand

More consumers than ever before are attracted to brands that focus on sustainability and social impact



Get Ahead of the Game

Companies that adopt early will gain opportunities, by meeting new legislation and growing demand from employees and consumers

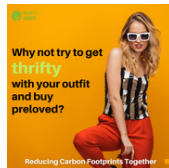
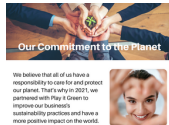


Great Marketing

Your Forest Garden provides everything you need to grow revenues by marketing your new sustainable and social impacts

We
Understand
Your Need to
Market

Playitgreen.com



Your very own public facing Forest Garden Page

A range of promotional and accreditation badges to use on your website, emails and literature.

Template Sustainability Webpage highlighting how you are lowering your footprint as a business whilst making an environmental and social impact

The free download section in every Forest Garden for members contains all of the above plus a net-zero support, tips for customers and further marketing content

Who we work
with...



HALŌ

DAINS
ACCOUNTANTS



Lighthouse
Sustainability

LONDON
LIONS



Utelize

3D SOLICITORS
LTD

Thrive
INSURANCE BROKERS
INSURANCE FOR HEALTH, WEALTH & LIFE



ph x



SportsPro



ELITE DYNAMICS
Skill | Knowledge | Desire

ecoeGG





PLAY IT
GREEN

&

So Let's Talk

Support from So Let's Talk


Play It Green has teamed up with So Let's Talk!

So Let's Talk is a profit-for-purpose platform that provides education, events, and partnerships on ALL aspects of mental, physical and financial health in the hospitality industry.

They work with experts from the fields of Mental Health, Nutrition, Exercise, Finance and beyond to make their info hospitality relevant and deliver it from a place of lived experience.

They develop bespoke solutions for the specific needs of those who operate in or with the hospitality industry.

When you join Play It Green, and make your dining experience Climate Positive, So Let's Talk will support your restaurant!



What our
members say...



PLAY IT
GREEN

Playitgreen.com



'We knew we needed a key partner to help guide us through the world of sustainability as a business, and we feel like Play it Green was perfectly placed to be this partner. The team has been very enthusiastic about this partnership and it is now a key part of our event delivery.'

Daniel Snape, Director of Convenzis.



'Our workforce loves the weekly tips and planting trees to rebalance their footprint and for all our events we sell general and green tickets. 80% of customers choose the green ticket.'

Steve Lynam, Managing Director of Preloved Kilo.



The Sustainable Travel Guide produced by Play It Green for our annual congress is fantastic and will help our delegates be more sustainable. They have helped us commit to and market our sustainability goals and engage our end users around this important topic.

Andy Fuller, CEO, IFAF

100% of Google and Trustpilot reviews are 5 stars, as of July 2022





Why is Net Zero important?



PLAY IT
GREEN

Add Brand Value And A Competitive Advantage



Gen Z and millennials are more than twice as likely as baby boomers to say they are changing habits to reduce environmental impact (**Nielsen 2021**)

Meet Consumer Demands



66% of consumers would spend more for a product if it came from a sustainable brand, and 81% of global consumers feel strongly that companies should help improve the environment (**Forbes 2022**)

People, Profit and Planet - Triple Bottom Line



Having a transparent sustainability strategy can reduce costs substantially and can affect operating profits by as much as 60% (**McKinsey 2022**)

Win Tenders and Stay In Supply Chains



Companies that focus on sustainability will be in the best position to get valuable new business opportunities as the world moves to more sustainable practices (**Forbes 2022**)

For more information please contact:



Richard Dickson
Co-Founder & Head of Engagement
richard@playitgreen.com
+44 (0)7788 768 767



Matt Burton
Head of Business Development
matt@playitgreen.com
+44 (0)7831 940 600



Chris Thair
Co-Founder & CEO
chris@playitgreen.com
+44 (0)7734 598 600

www.playitgreen.com