



**SOCIAL  
IMPACT.  
NATURALLY**





# REFORESTATION WITH HIGH SOCIAL IMPACT

Plant a tree, offset your carbon emissions and support the development of entire farming communities around the world. Make your carbon footprint greener, fairer, more sustainable.

You have the possibility to follow the tree's entire growth process step by step.



# ABOUT US

## A UNIQUE AND SPECIAL HISTORY

zeroCO2 is a benefit corporation that deals with **environmental sustainability through reforestation projects** with high social impact.

Intended for private individuals and companies, **our projects allow the sustainable development of entire farming communities** living on reforested land.





# WHY IS REFORESTATION IMPORTANT?

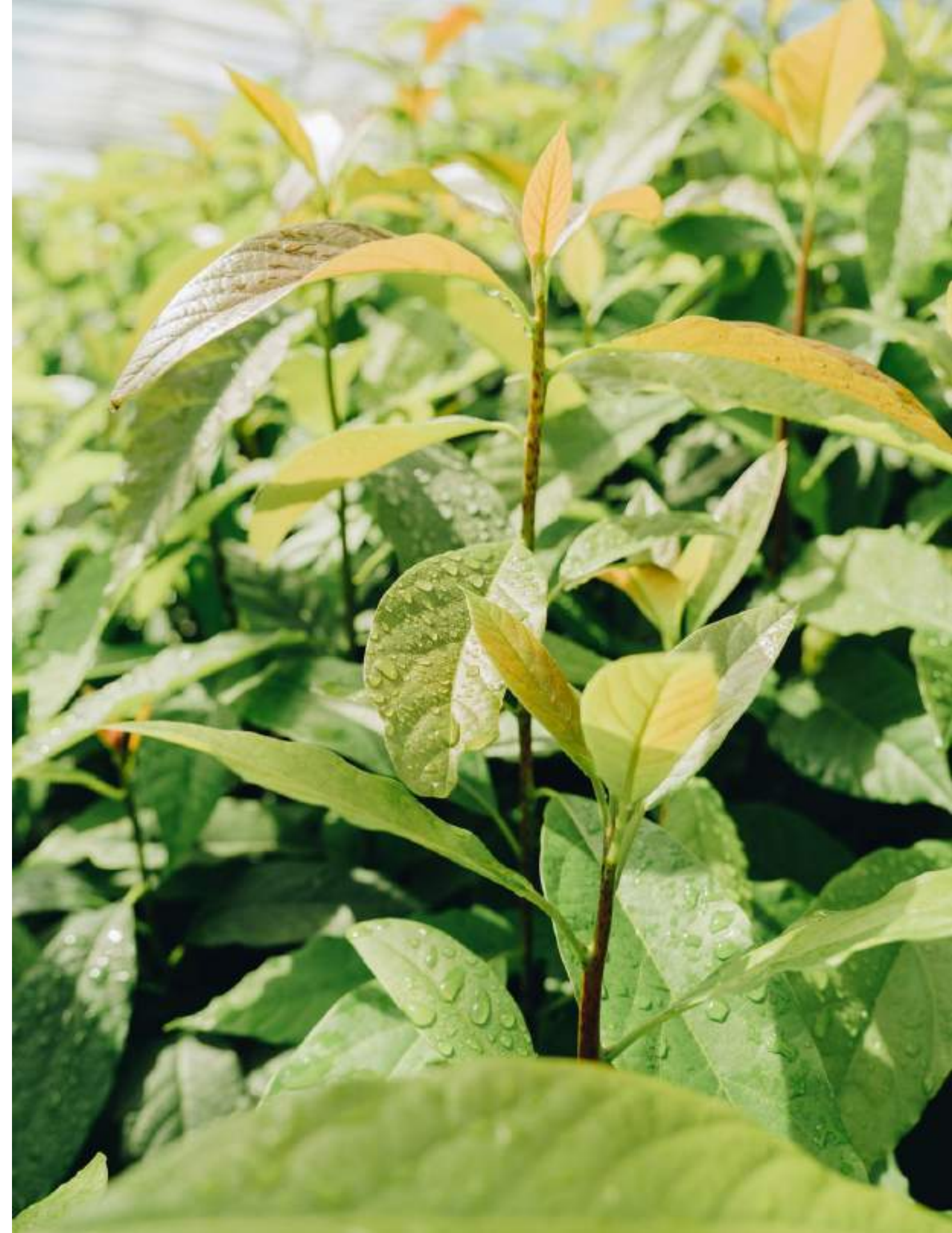
## FOR THE PLANET, FOR THE PEOPLE

Reforestation is considered one of the most performing actions in the fight against the climate crisis.

zeroCO2, carries out reforestation, afforestation and tree planting projects in urban and non-urban areas in various places around the world, with the aim of **safeguarding nature, but not only.**

We work with peasant communities around the world.

We donate them the trees and we train them on organic agriculture and sustainable land management.



# THE DOUBLE VALUE OF A TREE



## ENVIRONMENTAL IMPACT

Trees are considered the most effective and economical technology for greenhouse gas compensation.

Planting a tree therefore **supports the global effort to combat climate change.**



## SOCIAL IMPACT

The tree you plant has a **huge impact on the life of the communities** with whom we collaborate with and to whom the tree is donated. They will decide whether to use the fruit produced for their own consumption or to take it to the nearest market to sell it.



# HOW WE WORK



## 100% VALUE CHAIN

zeroCO2 directly manages the tree planting process, from the careful selection of seeds to the moment the trees are delivered to the communities, who transplant them into the ground and grow them.



## SOCIAL IMPACT

The value of a tree in the social contexts in which we work is very concrete. We donate at least 50 trees to each family on average, which allows them to make their land productive and not have to sell it.



## EDUCATION

We train communities on organic agriculture and sustainable land management, promoting Permaculture, a system that puts sustainable agriculture at the center of people's needs.

# OUR PROJECTS AROUND THE WORLD





A woman with dark hair, wearing a plaid shirt over a pink top, is looking down at a white tag she is holding in her hand. She is surrounded by green foliage, and the background is blurred. The text "WHY SHOULD YOU" is overlaid on the image in a purple box.

**WHY SHOULD YOU**

**CHOOSE US?**



# TRACEABILITY AND TRANSPARENCY: CHLOE

## IT'S ALL TRUE. AND TRACED

Our planting activity is tracked and can be verified through **CHLOE**, our exclusive tracking system, which will allow you to receive photographs of your tree and monitor its growth.







# DISCOVER HOW TRACEABLE WE ARE



## QR CODE: IDENTIFICATION

Every tree is marked with a **QR code** and a **unique ID** that allows you to track and monitor it anywhere.

Each code corresponds to only one tree: yours.



## GPS POSITIONING

With CHLOE you can track **every movement of your tree**: from when it leaves our nursery in Guatemala to the point of planting.

Once geolocated you can monitor it in your private area.



## CONSTANT UPDATES

We send you **7 photo updates** in **3 years**.

From the first photos in the nursery until the time of planting. You will see your tree sprout, grow, bear its first fruits.



A close-up photograph of a person's hand holding a green lime on a tree branch. The person is wearing a straw hat and a light-colored shirt. The background is a soft-focus green, suggesting a lush environment. A teal banner with white text is overlaid on the image.

**FOR BUSINESSES**



# THE GREENER SIDE OF YOUR BUSINESS

## FOR A BRAND IN THE NAME OF SUSTAINABILITY!

With zeroCO2 you can make your idea of environmental and social sustainability concrete, developing **reforestation projects tailored to your brand.**

Whether it is planting a forest with the name of your brand, or giving your team members a tree: there are many proposals designed to communicate your company's commitment to be greener, fairer and more sustainable.





# WHAT CAN WE DO TOGETHER?



## REINFORCE

### THE GREEN REPUTATION

We support you in making your **environmental and social commitment** known in the most effective and immediate way.

Let people talk about the sustainability of your company!



## CREATE

### A FOREST

From one tree to the next, you can create a forest that you can monitor and geolocate through [CHLOE](#).

**Involve stakeholders** in your project by giving them the opportunity to **redeem a tree**.



## STUDY

### THE ENVIRONMENTAL IMPACT

We quantify the **impact on the environment associated with a good or service** offered by your brand or company.

You will be able to communicate the study data with **scientific validity** according to international standards.



## REACH

### CARBON NEUTRALITY

First we calculate and then compensate the amount of CO<sub>2</sub> for which your company is responsible.

We develop tailor-made projects to achieve and communicate your goals.



# REDEEM A TREE

## INVOLVE STAKEHOLDERS IN YOUR PROJECT

We allow all our business customers to activate the [redeem a tree function](#).

We will give you a code to share with your customers or employees. By using the code they can become co-owners of one of your company trees. Who redeems the tree will receive updates on the tree's growth by e-mail.





# ZEROCO2 AND THE SDGs

ZeroCO2 projects contribute to the achievement of 12 out of 17 SDGs.

In particular, the following goals are directly involved:



**GOAL 13 -**  
CLIMATE ACTION



**GOAL 15 -**  
LIFE ON LAND



**GOAL 1 -**  
NO POVERTY



**GOAL 2 -**  
ZERO HUNGER

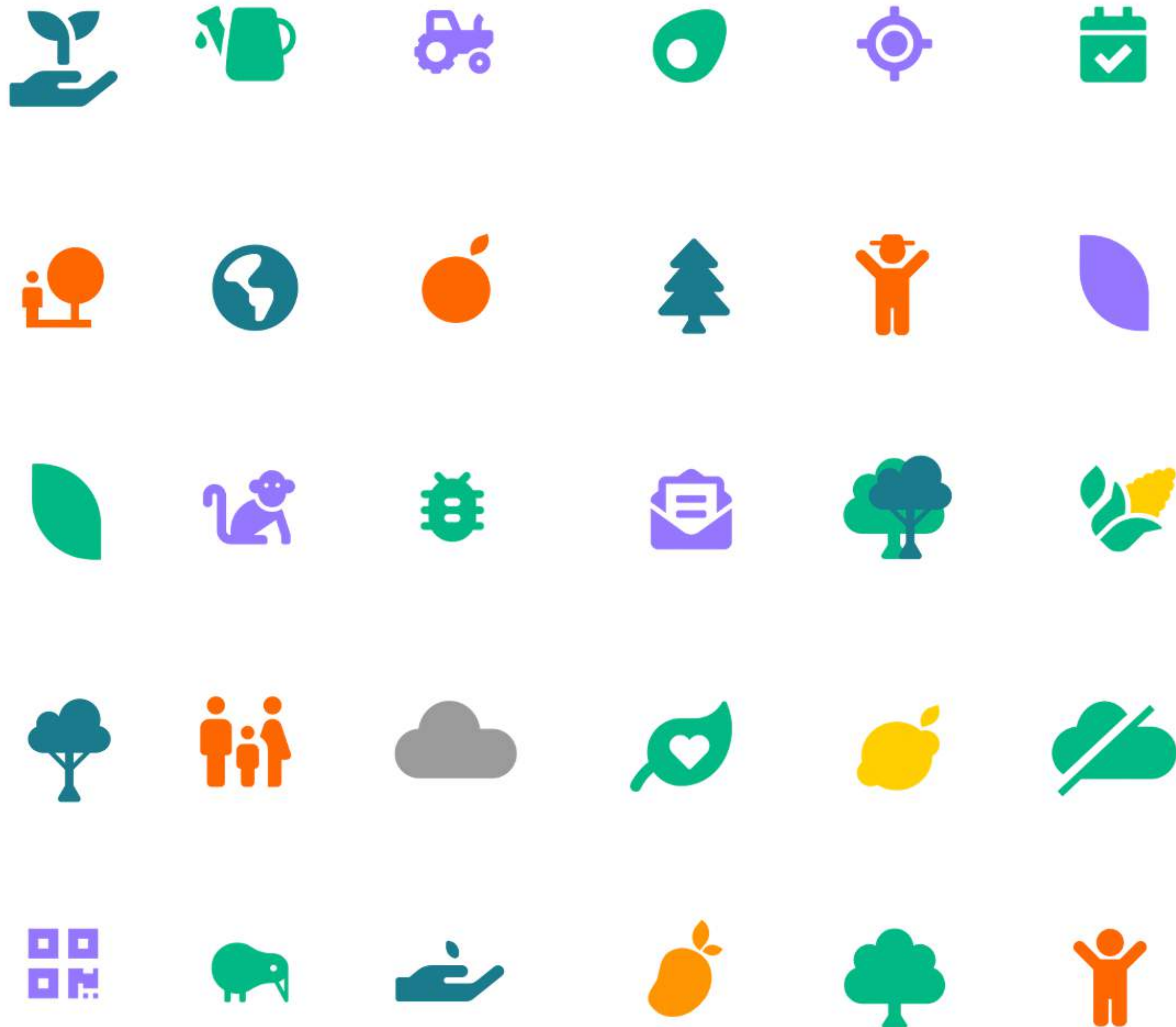


**GOAL 4 -**  
QUALITY EDUCATION



**GOAL 10 -**  
REDUCED INEQUALITIES





# THANK YOU FOR YOUR ATTENTION

Discover more at  
[business.zeroco2.eco](https://business.zeroco2.eco)

