

Playitgreen.com

Be 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 go to a good cause of your choice



Our Net Zero Support

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 actions across **9 key programme areas**

Our network 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 at least **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



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
- Monitor your impact
- Plant more trees
- Set up campaigns
- Share with the public
- Free download section containing net zero and marketing support

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



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The screenshot shows a user's 'Forest Garden' profile for 'Elite Dynamics UK Limited'. At the top, it displays the user's name 'Natalie Fryer', a profile picture, and a tree icon with '4958 Trees' and 'CO2e 285.9 TONNES'. It also shows a donation of '£191.50 to Good Causes' and '17 Months Reducing Carbon Footprints'. A 'Share' button and the website 'www.elitedynamics.co.uk' are visible. Below this, it states 'Trusted IT business management software provider for the holiday home and parks industry'.

The main content area is divided into sections:

- My Impact:** Includes a 'Plant More Trees' button and a 'Sources of Impact' donut chart showing contributions from Subscription, Campaign Supporters, Purchases, and Gifts & Referrals. Below the chart, it states 'The impact is equal to either' and lists three metrics: '261 Cars Removed from the Road', '2479 Short Haul Flights', and '112 Homes Annual Energy Use'.
- Achieved Milestones:** A grid of six circular icons representing various sustainability achievements.
- Supported Good Causes:** A section showing a donation to 'DEC' (www.dec.org.uk) for £191.50.

At the bottom of the main content area, there are buttons for 'Share impact', 'Share campaign', 'Invite a friend', 'Download section', and 'Frame grab'.

Below the main content area, there are three sections:

- Photos:** A grid of three images showing people planting trees and a person holding a tree sapling.
- News:** A grid of three news stories: 'The Lord's Taverners Joins the Play It Green Community', 'Our Top Three Sustainability News Stories for October 17th', and 'Weekly Tip 82 - Try a Sustainable Halloween'.

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, instantly rebalancing the carbon footprint of their personal lives and travel
- Pass on 10% of what you give to a good cause of your choice, so you make a social impact too
- Provide your company with its own Forest Garden which contains all the tools to see, share and show your impact and gives access to our Net Zero Framework

Climate
Positive
Workforce



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Plant a Tree and Enhance Your Proposition

Add trees to products, services, bookings and events 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
- Have this within the price or provide the option at purchase, your choice!
- Benefit from the additional marketing opportunities and promotional badges
- Get your very own company Forest Garden and access to Net Zero support
- Our platform can integrate seamlessly into yours

Climate
Positive
Dining



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Climate
Positive
Product



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GREEN

Climate
Positive
Event



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GREEN

Climate
Positive
Bookings



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Get a Business Footprint Report & Start Your Journey to Net Zero

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 SECRscope 1, 2 or 3
- 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

Carbon
Footprint
Report



Climate Positive Company - On the Path to Net Zero

If you have a Climate Positive Workforce and a Footprint Report you can then take the next step to be a Climate Positive Company by:

- Rebalancing the company's current carbon footprint to become carbon neutral
- Committing to reducing your overall business carbon footprint moving forward by working with Play it Green's Net Zero Framework
- Using our network of sustainability experts, products and services to support your journey to Net Zero

Climate
Positive
Company



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BENEFITS



Positive Culture Change

The weekly tips educate, promote discussion and create a culture that will accelerate your business's journey to net-zero



Attract and Retain the Best Employees

This is now of huge importance to many and an attractive benefit to employees. A happier valued workforce is more loyal & productive



Great Marketing

By making your workforce climate positive, you enhance your proposition and get lots of positive marketing content



Grow by Boosting Your Net Zero Credentials

Consumers, tenders, supply chains and partners are all demanding sustainable action, so going green lowers risk and boosts growth



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We Understand Your Need to Market



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 framework tips for customers and further marketing content

Who we work
with...



HALŌ



Lighthouse
Sustainability



The
Growth
Company

Utelize®

3D SOLICITORS
LTD



ph x



SportsPro



ELITE DYNAMICS
Skill | Knowledge | Desire

ecoEGG®





What our
members say...



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'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.

Andy Fuller, CEO, IFAF

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





Why is Net Zero important?



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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
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