

# #WomensDay Campaign

Rooting for Equality



tree-nation





Equality is a right for all

Plant for #WomensDay



Women make up **43%** of the agricultural workforce in developing countries. Despite this significant role, they face systemic inequalities in access to land, financial services, and agricultural training.

Diverse ecosystems are resilient and better equipped to sustain life. The same applies to businesses. Reforestation projects empower women by providing economic opportunities, fostering sustainable growth for nature and society.

**By planting with #WomensDay** hashtag, we promote gender equality through reforestation projects that provide training, fair wages, and leadership roles for women in rural communities.

## Here's how it works

1. **Select key elements and projects** to make an impact.
2. Plant trees under the hashtag and **track progress on the leaderboard**.
3. Use marketing assets from this **Campaign Kit** to showcase your achievements.
4. **Earn badges** and **boost your visibility** as a top contributor.



## Key Elements for Women's Day

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Key elements in projects are designed to give you a clear and immediate understanding of each impact and focus. Supporting these projects enhances social, economic, and environmental benefits for local communities.



### Gender Equality

**12 Projects**

The project aims to reduce inequality between women and men, empowering female farmers/workers.

[Explore](#)



### Education

**14 Projects**

The project helps people access quality education in properly equipped schools.

[Explore](#)



### Social Inclusion

**17 Projects**

The project promotes initiatives for marginalized group's social inclusion through education and training.

[Explore](#)



# Recognition & Benefits

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## Use Campaign Kit p. 7

Apply ready-to-share social media posts, blog templates, email drafts, and visual assets.



## Earn Milestone Badge

- 100 trees planted **NEW!**
- 1,000 trees planted
- 5,000 trees planted
- 10,000+ trees planted



## Top 5 Contributors Will Get Appreciation Post

(On Tree-Nation LinkedIn, Facebook, X)

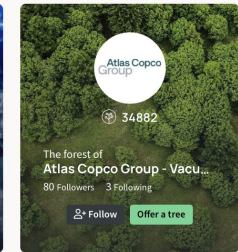
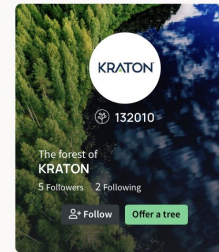
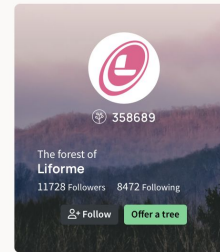
## Join the Leaderboard

All participants ranked by the number of trees planted.



### Top contributors planting for #EarthDay

Introducing the featured forests



#	Forest owner	Trees planted
1	Liforme	74032
2	KRATON	32000
3	Atlas Copco Group - Vacuum Technique Business Area (VTBA)	30666
4	Open	16087
5	MoreApp	15435
6	Oshadhi GmbH	13404
7	Trelleborg Industrial Solutions	11123
8	Museo Lavazza	10100
9	AVEVA Group Limited	10021
10	HENKEL LIMITED	10000

Request your badge from your Forest Success Manager or email sales@tree-nation.com upon reaching milestones.



## Ideas & Ways to Plant

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### Ideas

Honor a woman who inspires you by planting a tree in her name.

Offer trees to female employees or customers as a Women's Day gift.

Plant trees for every sale or a new customer.

Gift trees to women-led community projects or nonprofits in your area.

Donate trees to women-led schools or nonprofits.

Calculate your office's March energy use and plant trees to offset it.

### Plant for Yourself

Show your commitment to sustainability by planting trees under your brand name.

1. Open [Forest page](#).
2. Click on 'Plant' on the right corner.
3. Choose a project and tree species.
4. Select a Tree Species.
5. Select 'Plant for Myself'
6. Click Plant Your Trees in the sidebar.
7. Complete the planting process.

### Automate Tree Gifts

Automate your tree planting based on predefined or custom events.

Integrations [Page of NetZero Product](#).

Custom API with [Internet of Trees](#).

### Gift Trees Manually

Give a unique, eco-friendly Earth Day gift with zero waste.

1. Open [Forest page](#).
2. Click on 'Plant' on the right corner.
3. Choose a project and tree species.
4. Select 'Yes, I wish to offer trees' for sending a Tree gift.
5. Add recipients individually or upload a contact list for larger groups.
6. Write down the name or paste the table.
7. Personalize your gift with custom message.

# Campaign Starter Kit

The Marketing Toolkit gives your business everything it needs **to tell your sustainability story and amplify its impact with ease.**



## Social Media Drafts

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### General Announcement

Forests with diverse species are more resilient - just like businesses with diverse teams. On Women's Day, we celebrate how empowering women in reforestation strengthens both nature and society. By planting those **[number]** trees, we seed a better, more equal world for us all.

### Lesson on Biodiversity from Amazonia

The Amazon rainforest, home to around 10% of the world's known species, showcases the beauty and importance of biodiversity. With over 40,000 plant species and countless animal species, it plays a crucial role in maintaining ecological balance and combating climate change. This Women's Day, we honor the interconnectedness of nature and diversity by planting a tree for every customer. Just as each tree strengthens the forest, every step towards inclusivity strengthens our community.

### Inspiring women in Africa

On International Women's Day, let's shine a light on the inspiring women across Africa who are driving change in their communities. Their dedication to education, social inclusion, and environmental sustainability is creating a ripple effect of progress and equality. To honor their efforts, we're partnering with Tree-Nation to plant **[number]** trees for a project named **[project name]** that truly makes a difference for gender equality. Together, we're growing a brighter, more inclusive future.

### Point of Social Inclusion

Social inclusion is a mission we all share. While we acknowledge we're not perfect, we're committed to making incremental improvements that collectively make a big difference. Just as planting a single tree can have a dramatic impact on the environment, every step we take towards inclusivity makes our world a better place. That's why, this March, we're planting **[number of trees]** trees for each of our **[customers/employees/partners]**, symbolizing our commitment to both people and the planet. Because only together we grow.

### Educational Empowerment

At **[company name]**, we are dedicated to fostering education through rural sustainability. We contributed **[project name]**, we contributed by planting **[number trees planted]** trees across **[hectare of forest]** hectares, offsetting **[CO2 offset]** tons. Supporting this project focus on education delivers significant social benefits for local communities, empowering future leaders. Join us in cultivating knowledge, nature, and inspiring lifelong learning today.



### Celebrating Progress

According to the United Nations, women made up nearly 40% of the global workforce in 2023, yet held only 28.2% of management positions. This highlights the ongoing need for gender equality within the workplace.

At [Your Company], supporting women is one of the main core values. We strive to foster an environment where women can thrive, break barriers, and take on leadership roles. From mentorship programs to equal opportunities, we are dedicated to making a tangible impact.

This Women's Day, we're showing our appreciation by planting trees in their honor, supporting both them and nature.

Just as trees create balance and sustain ecosystems, diverse communities **flourish when everyone has an equal chance to grow.**

### Planting Trees Per Order

Every order this March supports not only a greener planet but also a more inclusive world. With each purchase, we plant **[number of trees]** in **[reforestation project]**, helping to restore ecosystems while celebrating the invaluable contributions of women in our communities. Your support turns everyday actions into a force for both environmental progress and gender equality. Together, we build a future where nature and women's voices thrive.

### Planting Trees for Each Female Employee

Our team's strength comes from the incredible women who drive us forward. This Women's Day, we honor their dedication by planting **[number of trees]** in carefully chosen reforestation areas. Each tree stands as a symbol of growth and the impact women have on shaping a better world. Just as trees root deep and flourish, so do the women who inspire change in our workplaces and beyond.

### Planting Trees for Each Customer

Our customers are the heart of our mission. This Women's Day, we celebrate the women who support, inspire, and lead change. For every customer, we plant **[number of trees]** in ecosystems that need them most. Each tree represents gratitude, empowerment, and the shared vision of a more sustainable and equitable world.





## Announcement Emails

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*You can adapt this template for your customers/employees*

**Subject:** Advancing Sustainability This Women's Day

Dear Colleagues and Partners,

In honor of International Women's Day, we are proud to launch a tree-planting initiative that celebrates the strength, resilience, and achievements of women around the world. As part of our commitment to both environmental and social progress, we will plant **[number]** trees at **[project name]** in **[country]**, a project dedicated to **[e.g., reforestation, empowering local communities]**.

This initiative serves as a powerful reminder that just like trees, when women thrive, so do communities, businesses, and our planet. By investing in both gender equality and sustainability, we are building a future where people and nature flourish together.

**Subject:** Let's Grow a More Inclusive Future Together!

Dear **[Name]**,

Today, International Women's Day reminds us of the importance of equality, inclusion, and empowerment. Just as every tree strengthens an ecosystem, every action towards gender equality builds a more resilient and inclusive world.

To honor this day, we're launching a tree-planting initiative at **[project name]**, a project in **[country]** known for its **[key elements, e.g., supporting women-led reforestation efforts]**.

The more trees we plant, the more we contribute to **[project description, e.g., restoring forests, supporting local communities, promoting sustainability]**.

We're proud to celebrate the incredible women shaping our world in our workplaces, communities, and beyond. Thank you for being part of this movement for a more sustainable and inclusive future.



## Results Email

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*You can adapt this template for your customers/employees*

Subject: Celebrating Our Women's Day Milestones Together

This **International Women's Day**, we celebrate the powerful impact of **inclusion, empowerment, and sustainability**. Just as every tree we plant helps restore nature, every effort toward gender equality helps create a stronger, more inclusive future.

This year, we are proud to have reached **[place on leaderboard]** on the sustainability leaderboard, standing alongside organizations that are actively shaping a better world. This achievement reflects the **collective commitment** of our community to both environmental and social progress.

We are also honored to have received a special recognition badge from Tree-Nation and most importantly to know that our tree planting has ripple effect beyond CO2 offset. This March we planted trees for **[project name]**, a project in **[country]** known for its **[key elements, e.g., supporting women-led reforestation efforts]**.

**None of this would be possible without our customers, partners, and communities.** Thank you for being part of this journey toward a more **sustainable and inclusive world**.



## Blog Drafts

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*Use this blog template to inspire employees, clients, and partners.*

Title: Why Businesses Must Invest in Sustainability Now

Outline:

Women have long been the caretakers of our planet, leading environmental movements, advocating for climate justice, and implementing reforestation efforts.

History has shown us that when women lead, nature thrives. From grassroots movements to global advocacy, women have been at the forefront of environmental protection and reforestation efforts. Wangari Maathai was the first African woman to win the Nobel Peace Prize. Maathai founded the Green Belt Movement, which has planted over 50 million trees and empowered thousands of women in Kenya to combat deforestation and climate change.

Key Points:

- Highlight how women have shaped the environmental movement throughout history.
- Showcase the proven link between gender equality and sustainability, from leadership to local conservation efforts.
- Share your company's role in supporting this movement, whether through tree planting, supporting women-led environmental projects, or driving sustainability efforts.

Title: Why Sustainability Matters to Our Business

Sustainability isn't just about protecting the planet. Globally, women make up 70% of the world's poorest population, yet they are also leading the way in climate action and reforestation projects. When women are given equal access to resources, businesses thrive, communities flourish, and environmental impact increases.

At **[Company Name]**, we believe that supporting women is a crucial step toward a sustainable future. This Women's Day, we're taking action by planting trees for every female employee and investing in projects that empower women through reforestation, and advocating for gender equality in sustainability leadership.

Key Points:

- Explain how gender equality contributes to stronger sustainability initiatives (e.g., women leading community-based conservation projects).
- Share stories of women making an impact in climate action, reforestation, or sustainability.
- Demonstrate how your business is taking concrete steps toward empowering women while also promoting sustainability.



## Visual Assets

Plant for #WomensDay



Original Images you can find [here](#).



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# Thank you!

Have questions? Write to us to set up your campaigns for success.

**[sales@tree-nation.com](mailto:sales@tree-nation.com)**