



**SOCIAL
IMPACT.
NATURALLY**



WEBINAR - 22 APRIL 2022







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NATURALLY



ABOUT US

Our story in a timeline

-  '18 Andrea met Virgilio while living in Guatemala
-  Nov' 19 zeroCO2 was founded in Italy
-  Sep' 20 180k trees planted in two different countries
-  Sep' 21 400k trees planted in six different countries



zeroCO2 is a Benefit Corporation that deals with environmental sustainability by developing reforestation projects with high social impact

SUSTAINABILITY AT 360°: THE DOUBLE VALUE OF A TREE

When you decide to plant a tree with zeroCO2, you benefit not only the environment, but also the families of farmers who cultivate it. Your impact will therefore be twofold.



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** 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.

WHY ZERO CO2



Full transparency & traceability

We developed an innovative tracking system - CHLOE
It allows, through constant updates, to track the growth of every tree, thanks to a unique QR code and GPS position



Social impact

We donate every single tree to local farming communities, generating food security and economic support. We provide training on sustainable agriculture techniques



Sustainability at 360°

We directly manage all the processes of our value chain: planting activities, tree monitoring and training of farming communities

A close-up photograph of a hand holding a green lime on a tree branch. The background is a blurred forest scene with green foliage and a wooden structure. The text 'COACH4PLANET' is overlaid in white on a teal rectangular background.

COACH4PLANET

FOREST

COACH4PLANET FOREST

TREES WITH HIGH SOCIAL IMPACT

Coach4Planet choose zeroCO2 to start planting trees with high social impact around the world.

On occasion of the birth of the movement, C4P planted the first 100 trees of its forest in Guatemala, Perù, Argentina e Tanzania.

This is just the beginning. Now it's time for you coaches to join the movement and plant a tree in C4P forest!



JOIN THE MOVEMENT, PLANT A TREE

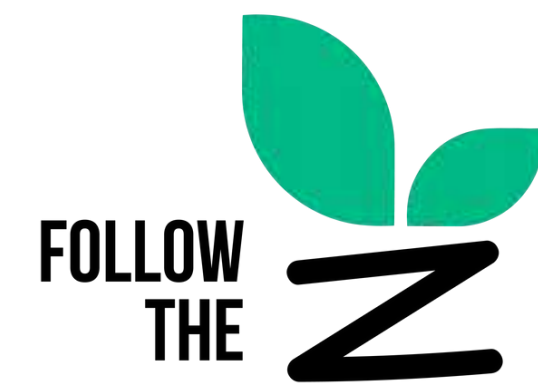
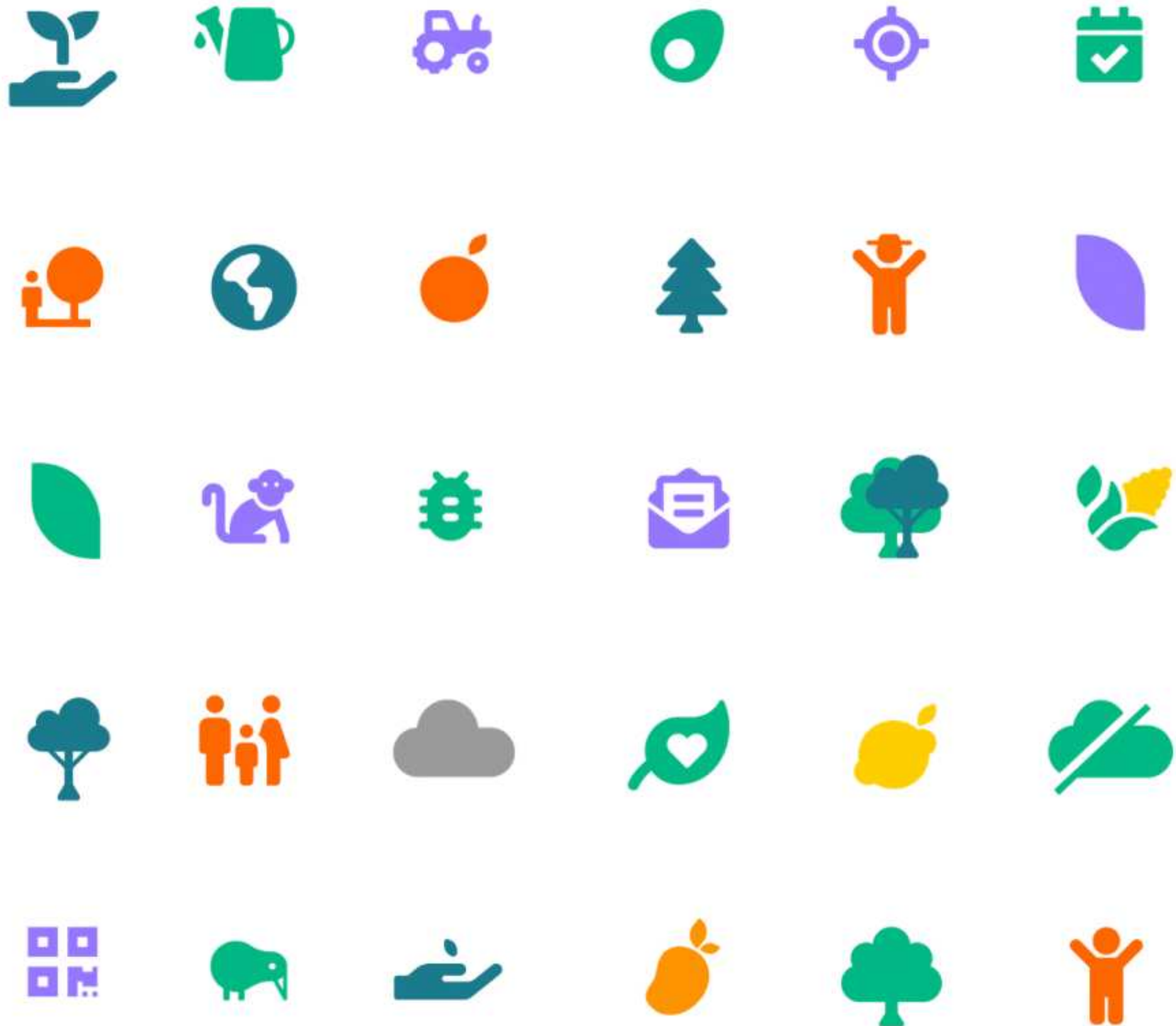
YOUR TREE IN THE C4P FOREST

From zeroCO2 shop, you can choose the trees you prefer between the ones available in the different Countries we work in.

Using the code "C4PFOREST" you will receive a 20% off discount on your purchase.

Thanks to CHLOE, our tracking system, you will receive its GPS location and customized updates to watch it grow in time.





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business.zeroco2.eco

