

STOP TALKING START PLANTING

Guidelines Logo and Brand Use

In principle, Plant-for-the-Planet offers everybody the possibility to donate towards the education of children or the planting trees.

Thank you for helping us children and youth to save our future!

For a smooth process there are a few rules that we as a non-profit organisation have to follow when it comes to corporate contributions.



Both the **word mark** “Plant-for-the-Planet” and the **figurative mark** (hereafter „Logo“) of Plant-for-the-Planet are protected by trademarks and registered in the register of the German Patent and Trademark Office (DPMA – Deutsches Patent- und Markenamt).

As a company you have two options to support Plant-for-the-Planet:

Through a **donation** or as part of a corporate **sponsorship**.

- If your company makes a **donation** to Plant-for-the-Planet:
 - For a donation use of the Logo is not permitted. You can download photos [here](#).
 - You are welcome to **inform** (editorial use) that you made a donation to Plant-for-the-Planet. Your tree certificate can be published on your website. It **may not be used for advertising purposes** (promotional usage).
 - Furthermore, **no cooperation or partnership** may be claimed or insinuated if there is no according arrangement between the company and Plant-for-the-Planet.
 - Examples - permissible:
 - „Company X supports Plant-for-the-Planet with a donation“
 - „As a Christmas present for our customers we donate €10 to Plant-for-the-Planet“
 - Examples – impermissible:
 - „For every item sold we will donate X€ to Plant-for-the-Planet“
 - „When buying from us, you support Plant-for-the-Planet“
 - „Company X is working with Plant-for-the-Planet“
 - For your donation you will receive a **donation receipt**. Please note that it depends on the country you are donating from whether the donation is tax deductible or not. You will receive this at the end of the first quarter of the following year.

- If your company has a **sponsorship agreement** with Plant-for-the-Planet:
 - In addition to a donation, companies also have the opportunity to **establish a cooperation with Plant-for-the-Planet**. In a cooperation, we enter into **long-term partnerships** with companies that want to support our **tree planting activities as well as our Climate Justice Ambassador training**.
 - True to the motto „Do good and talk about it“, as part of a cooperation a company can sign a **licence agreement with Plant-for-the-Planet**, which entitles them to **use the Logo**.
 - The **licence fee** is dependent on the type, extent and reach of the communication measures of the company. For the licence fee the company will receive a **tax-deductible invoice**.
 - The **sponsorship is to be assigned to the goodwill of the company** and is therefore tax-exempted. For this the company will not receive a donation receipt, since it is not a donation. However the sponsorship is an operating expense and it is therefore tax-deductible.

Please note that:

- For documentation purposes Plant-for-the-Planet will be provided with **one sample of the printed products (flyers, brochures, invitations etc.)** or one **screenshot of the website**, where the Logo is used.

Thank you for your support!



Now We Children Save the World

Plant-for-the-Planet plants trees and empowers children worldwide

The Plant-for-the-Planet children and youth initiative was launched in **January 2007**. At the end of his school presentation about the current climate crisis, nine-year-old Felix Finkbeiner announced his vision to his classmates: "Let's plant one million trees in every country on earth!" The current goal of the children and youth initiative is to plant a trillion trees worldwide. Trees are the **cheapest and most effective means of binding CO₂**, allowing us more time to reduce greenhouse gas emissions to zero and mitigate the climate crisis. This has now also been proven by a [scientific study](#).



In 2011, the United Nations Environment Programme (UNEP) handed over **the long-established Billion Tree Campaign**, along with the official world tree counter, to Plant-for-the-Planet. As the children's aim is now to plant a trillion trees, they transformed the Billion Tree Campaign into the **Trillion Tree Campaign** and developed an interactive online tool and app that motivates others to get involved in planting (trilliontreecampaign.org • weplant.app/get).

So far, with the help of many adults, the children and youth of Plant-for-the-Planet have already planted more than **13,6 billion trees in 193 countries**. In one-day [Academies](#), these children teach and empower others to become Climate Justice Ambassadors. More than **88,000 children from 74 countries** are already participating.

[On the Yucatán Peninsula in Mexico](#), Plant-for-the-Planet plants a new tree **every 15 seconds**. This project demonstrates just how easy it is to plant trees effectively and on a large scale.

The initiative uses its own products (i.e. the [Change Chocolate](#)) and campaigns (such as "[Stop talking. Start planting.](#)") in order to independently plant trees and motivate others to get involved in planting.

Please note - thank you!

The name of this organization is written like this: **Plant-for-the-Planet**. Please don't abbreviate it, otherwise search engines won't find us!

We are focused on the "**climate crisis**" because it threatens the lives of us children and adults worldwide!

We are not talking about climate change. "Change" is something positive that is necessary and good. We don't think this can be said about the climate crisis!

We children did not plant 13 billion trees alone, but **with the help of many adults** within the Billion Tree Campaign / Trillion Tree Campaign.

We educate each other to become **Climate Justice Ambassadors**.

Please use only the **children's first names!** In order to protect minors, we forego using their last names in publications.



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[Plant-for-the-Planet](https://www.linkedin.com/company/plant-for-the-planet)

Youtube-Channel:

youtube.com/plantfortheplanet,

Plant-for-the-Planet in 2:40 minutes: <https://www.youtube.com/watch?v=-u8d7mtaagU>

Join in: plant-for-the-planet.org