



REFORESTATION ALLIANCE



ASSOCIATION COMMUNITY CARBON TREES (ACCT)

THE NONPROFIT ORGANIZATION THAT SOLVES MULTIPLE SOCIAL AND ENVIRONMENTAL PROBLEMS BY PLANTING DIVERSE TREES ON DEFORESTED LAND IN COSTA RICA WITH RURAL COMMUNITIES



Corporate Social Responsibility

Campaign to Plant Native Trees

Costa Rica 2016

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1. Grow Corporate Social Responsibility

Corporate Giving is no longer just an option. It is a requirement for any company that wants to attract customers in today's ever growing market of conscious consumers. Companies who work with sustainable environmental and social practices will reap the benefits of greater market appeal. Employees united around a common company purpose beyond profit are more productive and loyal.

Studies show that clients and consumers in general are willing to switch brands to support companies that are actively contributing to social or environmental causes.

For all these reasons, forward-thinking executives, **invest in "triple bottom line" business practices to leave a legacy of success beyond financial profits** . More and more companies are looking for ways to foster sustainability for future generations.

PEOPLE, PLANET and PROFIT

Non profit Association Community Carbon Trees – Costa Rica (ACCT) Reforestation Alliance gives your company a reliable way to become socially and environmentally responsible.

- **Social Impact:** Create micro-business centered in activities of producing and planting and maintaining native trees with Costa Rican families and communities of men and women. Empower local people to thrive while conserving forests through sustainable forest management
- **Environmental Impact:** Grow new bio-diverse tropical trees in mixed wildlife corridors in deforested pasturelands to restore degraded soils and ecosystems. Preserve existing rainforests to balance water cycles and conserve biodiversity.

Improve your business reputation among the public at large, customers, employees, and stakeholders by working with ACCT Reforestation Alliance to achieve a carbon conscious business process with positive social and environmental impact.



2. Overview

The process of reforestation starts with an expansive seed collection network designed to produce maximum diversity of native trees, including those threatened with extinction, critical for the survival of species.

ACCT pays local men and women to cultivate the seeds into saplings in community tree nurseries. Costa Rican farmers are paid to transport and plant the saplings on their own deforested farms. ACCT workers are paid to protect and nurture the growing trees for the following 4 years, until the trees are strong enough to survive on their own.

The ACCT-Costa Rica Reforestation Alliance positively impacts the future of the planet and the sustainable development of depressed communities living near vulnerable rainforests.

As a Corporate Tree Ambassador, YOU will also help to educate and inspire your Company to take effective action through the ACCT- Costa Rica Reforestation Alliance to solve multiple environmental and social challenges!

ACCT-Costa Rica will provide media visibility for your Company through our international website and social media, enhancing your sustainable green brand. Official press packets featuring ACCT-Costa Rica corporate logos, brochures, posters and creative media will also be available for all Human Resource Managers for use in your publications.

The Directors of ACCT are available to visit your Company and offer educational and motivational presentations for your employees, executives and their families. As an established company, you will be demonstrating your concern for the environment, your alignment with goal of being carbon conscious, and your support for vulnerable rainforest communities.

Participating in the planting and nurturing of rainforest trees with rural communities is a worthy cause that will simultaneously boost your powerful brand while inspire meaningful employee engagement!



3. Common Objectives

1. Your Company will accomplish critical social and environmental positive impacts with ACCT-Costa Rica Reforestation Alliance.
2. Engage Costa Rican landowners in widespread and profitable, multi-species rainforest regeneration by producing, planting and maintaining over 100 species of native trees on degraded pasture land to stop deforestation and destructive monoculture farming practices.
3. Support carbon neutrality by sequestering tons of carbon dioxide in long term wildlife food forests of robust growing trees and regenerating soil biomass long term guaranteed through fair paid labor by Costa Rican men and women on their own farms
4. Attract and retain customers who appreciate your Company's long term contribution to the development of resilient rainforest communities and a healthy environment.
5. Enhance your employees' loyalty and motivation by fostering a positive attitude toward your Company. This, in turn, promotes your employees' productivity and general holistic wellbeing of your Company.
6. Protect natural water springs and recycle huge quantities of water through Equatorial reforestation to cool the planet and lower temperatures.
7. Preserve diverse species of plants and animals by planting new rainforests, sustainably managed for future generations through community supported income incentives .



4. Committed Employees = Profitable Companies

The connection between CSR and engaged employees has grown in the last few years. In 2010, a Report by Forbes showed that in workplaces with more than 100,000 employees, the more a company actively pursues worthy environmental and social efforts, the more engaged its employees are: <http://bit.ly/1qB5Yb3>.

In 2012, The Society for Human Resources Management compared companies that foster strong sustainability programs with companies that have poor ones. They found that morale was 55% higher, business processes were 43% more efficient, public image was 43% stronger, and employee loyalty was 38% better: <http://bit.ly/12zhvww>.

The study showed that Companies with highly engaged employees had three times the operating margin and four times the earnings per share of companies with low engagement.

5. ACCT Reforestation Alliance

Design the level of participation for employees and executives. Interactive Trees Talks, Corporate Tree Sponsorship Campaigns and Carbon Conscious Production Process Campaigns are available. Automatic spreadsheets are generated for recordkeeping. Send Personalized TREE Certificates to memorialize trees.

Your Company can participate in this unique CSR ACCT Reforestation Alliance by making a periodic donation based on whatever criteria you desire. Some companies give a percentage of profits.

ACCT maintains GPS accounting of every tree sponsorship. Each tree planted is part of a 25 year management cycle including 4 years of active paid labor.

The cost per tree is \$25.



6. Accountability and Transparency

Online automatic administrator generates personalized certificates and maintains an automatic record of sponsors and beneficiaries

Available 100% US Tax Deduction 501(c)(3) through respected partner Global Giving.org. Your Company will receive an official receipt directly from Global Giving for submission with your yearly tax forms.

GPS coordinates are given for all planting sites located in Costa Rican owned farms in marginalized deforested areas of Costa Rica. The employees and executives of your Company can follow the growth of trees in our online planting gallery.

<http://www.communitycarbontrees.org/planting-gallery>

We invite executives and employees of your Company to visit planting sites for an ECO- Reforestation Tour in order to observe the growth of sponsored trees and meet local men and women in our reforestation community.

Hands-on volunteer action days for your Company's employees to work in bio-diverse ACCT tree nurseries available.



7. Our Team

Jennifer Leigh Smith, J.D., Founder and Managing Director, Association Community Carbon Trees-Costa Rica

Jennifer grew up in southwest Louisiana where she earned her Juris Doctor degree at Louisiana State University in 1993. After practicing law for over 7 years in Louisiana, Jenny decided to get out of the office and into the field with “hands on” work to make a difference in preserving the rainforest.

Already fluent in Spanish, Jenny chose to make her new home in Costa Rica in 2000 where she could help to preserve the remaining stretches of rainforest on the Central to Southern Pacific coast by planting more diverse trees in large numbers.

With the goal of reforesting more degraded lands, Jennifer created a socially responsible reforestation company in an area where the benefits of carbon sequestration could be compounded to regulate global climate. Community Carbon Trees is an innovative solution that positively addresses the multitude of environmental and social challenges faced in Costa Rica and around the world.

Jennifer graduated from Earth University Costa Rica 2015 as Auditor of Carbon Dioxide, and Design of Implementation Systems for Carbon Neutral. She is also a certified expert by Earth University concerning removal of carbon dioxide by certified agro-forestry projects for carbon neutrality.

So many additional people form a fundamental part of ACCT-Costa Rica including numerous teams of workers and farm owners. Many advisors as well as ACCT Tree Ambassadors and sponsors like your Company contribute to the success of the ACCT- Costa Rica Reforestation Alliance.

Everyone is working together to produce, plant and maintain bio-diverse and sustainably productive rainforests for future generations.



8. Closing Comments

Participating in the Reforestation Alliance with ACCT-Costa Rica will promote your Company's successful and authentic green brand, while strengthening team spirit and employee dedication among your staff.

Your company can add meaning to whatever your work is and become carbon conscious to help address global environmental and social issues by planting diverse rainforest trees with rural communities to be maintained long term by paid workers.

Grow Corporate Social Responsibility
ACCT – Costa Rica Reforestation Alliance

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Asociacion Ecologica Comunidad de Arboles para Reduccion de Dioxido de Carbono