

Guidelines for Logo and Brand Use

Plant-for-the-Planet basically offers everyone the opportunity to donate for the empowerment of young people as well as for trees.

Thank you for helping us children to save our future!

For a smooth process, there are a few rules that we, as a non-profit organization, have to follow regarding corporate donations.



Plant-for-the-Planet is a protected trademark composed from the **word mark** "Plant-for-the-Planet" and the **figurative mark** (hereafter „Logo“). It is registered in the WIPO (World Intellectual Property Organization), EUIPO (European Union Intellectual Property Office) and DPMA (German Patent and Trademark Office – Deutsches Patent- und Markenamt).

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

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

- If your company makes a donation to Plant-for-the-Planet:
 - In the context of a donation, the use of the logo is not permitted. You can download our free to use photos [here](#).
 - You are welcome to **inform** (editorial use) that you made a donation to Plant-for-the-Planet. You may also publish your tree donation certificate on your website and social media. However, you are **not allowed to advertise** (promotional use).
 - Furthermore, **no cooperation or partnership** may be suggested if no according agreement exists between the company and Plant-for-the-Planet.
 - **Examples – permissible:**
 - „Company XY supports Plant-for-the-Planet in 2021 with a donation.“
 - „As a Christmas present for our customers we donate 10 € to Plant-for-the-Planet.“
 - **Examples – impermissible:**
 - "For every item XY sold, we will donate X € to Plant-for-the-Planet."
 - "When buying from us, you support Plant-for-the-Planet."
 - „Company XY 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:
 - Beyond making a donation, companies have the opportunity to **establish a co-operation** with Plant-for-the-Planet in terms of a sponsorship. In this cooperation, we enter into **long-term partnerships** with companies that support our goals of planting one trillion trees and empowering young people worldwide to engage for a climate-just future.
 - The sponsoring is assigned to the **non-material value** and therefore tax-exempt, but can be deducted as a business expense for tax purposes. In contrast to a donation, you do not receive a donation receipt for a sponsorship.
 - Within the context of a cooperation, a company can conclude a **license agreement** with Plant-for-the-Planet, which entitles it to use **our logo**.
 - The amount of the license fee depends on the type, scope and reach of a company's communication measures. You will receive a **tax-deductible invoice** for the license fee.

If you have a cooperation agreement with brand use, please note:

For documentation purposes, Plant-for-the-Planet must be provided with a sample of each of the **printed products** (flyers, handouts, invitations, etc.) or a **screenshot of websites** where the word mark or 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 children's and youth initiative Plant-for-the-Planet was founded in January 2007. At the end of a school presentation on the climate crisis, Felix Finkbeiner, who was nine years old at that time, challenged his classmates: "Let's plant a million trees in every country on earth!" The goal of the children and youth initiative is meanwhile that **all people on earth should plant 1,000 billion trees together**. Trees are a cheap and effective way to capture CO₂, buying us time to reduce greenhouse gas emissions to zero and mitigate the climate crisis. This has also been proven for the first time by a [scientific study](#).



In 2011, the United Nations Environment Programme, in short UNEP, handed over the traditional Billion Tree Campaign to Plant-for-the-Planet - and with it the official World Tree Counter. Matching the children's inspirational goal, Plant-for-the-Planet declared the **Trillion Tree Campaign** (trillion = 1,000 billion). Since then, numerous projects have been launched around the world. A total of 13.97 billion trees have so far been reported to the Tree Counter.

On the [Yucatán Peninsula in Mexico](#), Plant-for-the-Planet plants one tree for every euro donated. The restoration project shows how easy it is to plant trees efficiently on a large scale. With its own product ([The Change Chocolate](#), test winner at Stiftung Warentest) and campaigns (e.g. "[Stop talking. Start planting.](#)"), the initiative plants trees itself and motivates people to join in planting. During one-day [academies](#), children train each other to become Climate Justice Ambassadors - more than 91,666 children and young people from 75 countries have already participated!

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 talking about "**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 13.97 billion trees alone, but **with the help of many adults** as part of the Billion Tree Campaign / Trillion Tree Campaign.

Children train each other to **become Climate Justice Ambassadors**.

Please use only **the first names of the children!** In publications, we do not use their last names to protect minors.



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Plant-for-the-Planet

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