

SUPPORTING OUR BIG BACKYARD



TREES THAT COUNT
TE RAHI O TĀNE

100% PURE
NEW ZEALAND

OUR PARTNERSHIP

Tourism New Zealand and Trees That Count have joined forces to make it easier for domestic and international visitors to create canopies of carbon-sequestering native trees for future generations to enjoy.

We're also keen to help tourism operators achieve their sustainability goals while making a difference in our big backyard.

Our partnership aims to increase native tree planting in New Zealand by getting the message in front of visitors, and to make it easy for operators to donate or fundraise themselves.



**100% PURE
NEW ZEALAND**

HOW OUR MARKETPLACE WORKS

When people fund trees, we match those trees with planting groups to get more natives into the ground.



TREE FUNDERS

People and organisations gift or donate native trees.



TREES THAT COUNT

Gifted or donated trees become available for planters to apply for.



TREE PLANTERS

Planters apply & if successful, receive free native trees. Trees are planted and cared for by groups across the country.



IMPACT

Healthier communities & a more beautiful New Zealand.

WHY NATIVE TREES ARE GOOD FOR BUSINESS...



GROW YOUR SUSTAINABILITY CREDENTIALS

Support native tree planting and you'll reduce your carbon footprint and help New Zealand grow strong in lots of other ways. From helping wildlife thrive to improving the health and wellbeing of our communities, you'll leave a legacy your customers will be proud of.



EVERY TREE MAKES A DIFFERENCE

Whether you're funding 10 trees or 10,000, you'll join our funder leaderboard and receive a supporter toolkit to help you spread the word about backing New Zealand's environment. It's a highly visible way to make a difference, and as we're a registered charitable organisation all of your donations are tax deductible.



MITIGATE YOUR CARBON EMISSIONS

We've used the latest science to calculate how many carbon emissions you'll mitigate during the lifetime of your trees growing. Meet your sustainability KPIs while investing in something lasting for New Zealand!



WE'LL DO THE WORK FOR YOU

We've made it easy for businesses of all sizes to grow a cleaner, greener Aotearoa through our online native tree marketplace. Simply donate or gift native trees online, and we'll get them planted for you by expert planters in a region of your choice.



CONNECT WITH YOUR COMMUNITY

We'll match your funding to a region of your choice, connecting you to planters in your community (subject to availability). Their successes are yours to share, offering you rich storytelling opportunities.

WAYS TO PARTNER WITH US



ACCESS COLLATERAL TO ENCOURAGE GENEROSITY

Through our partnership with Tourism NZ we've created a suite of collateral that we can get out to operators. This is a great way to have point of sale promotion showing your commitment to the environment at no cost to your business. Using the QR codes we can report back to you on how many trees have been donated by visitors from your location (but please note this does not attribute to your business on the Trees That Count site as these trees are donated by visitors rather than your business). See the next page for how to unlock all of the benefits of funding trees with us!

Scan to donate a
NATIVE TREE
and leave NZ even more beautiful

By donating a \$10 native tree you're helping mitigate CO₂ emissions and grow the natural landscape that makes New Zealand such a special place. What a way to give back - thanks!

treesthatcount.co.nz/tourism

T TREES THAT COUNT TE RAHI O TANE 100% PURE NEW ZEALAND SITE



A5 COUNTER DISPLAY

Donate a
NATIVE TREE
and leave NZ even more beautiful

Scan the QR code at this I-SITE to donate on the spot. Or visit:
treesthatcount.co.nz/tourism

T TREES THAT COUNT TE RAHI O TANE 100% PURE NEW ZEALAND SITE

LCD SCREEN ANIMATIONS

Donate a
NATIVE TREE
and leave NZ even more beautiful

Leave New Zealand even more beautiful.
Donate a native tree.

T TREES THAT COUNT TE RAHI O TANE 100% PURE NEW ZEALAND SITE

SOCIAL MEDIA GRAPHICS

T TREES THAT COUNT TE RAHI O TANE 100% PURE NEW ZEALAND SITE

HELPING DOMESTIC AND INTERNATIONAL VISITORS GIVE BACK TO AOTEAROA

Kia ora! Thanks for joining Tourism New Zealand and Trees That Count in our mission to make our country an even more beautiful place to visit by encouraging domestic and international visitors to donate native trees.

WE'RE AIMING TO PLANT 5,000 NATIVE TREES TOGETHER THIS YEAR
Through the I-SITE network we can reach even more people to help us reach this goal. Thank you for joining us!

NATIVE TREES ARE AWESOME FOR AOTEAROA, HELPING US TO:

- Clean waterways
- Remove carbon dioxide from the atmosphere
- Provide exciting visitor experiences
- Strengthen communities
- Rebuild ecosystems
- Provide homes for our native wildlife
- Build a brighter future for generations to come

And so much more!

T TREES THAT COUNT TE RAHI O TANE 100% PURE NEW ZEALAND SITE

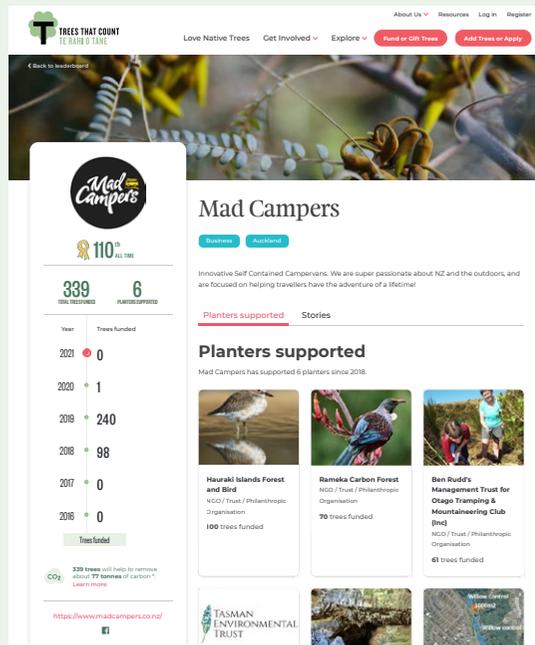
BRIEFING PACK

OR PARTNER DIRECTLY WITH TREES THAT COUNT

1

FUND TREES

Make an ongoing commitment to fund trees as part of your sustainability vision. Whether you're funding a tree for every tour, a small percentage of profit or encouraging people to donate a small amount at point of sale and passing this through, it's a great way to show visitors that you're backing our big backyard for the long-term. Check out our tree pricing [here](#).
(Image: A [Funder Profile](#) on our website)



2

GIFT TREES

Say thanks to your visitors, members or staff with native tree gifts. Choose from our range of gorgeous [certificates](#) and personalise your message. For large numbers we can take care of the administration for you.
(Image: Gift certificates)



3

CROWDFUND A FOREST

Use your networks to help raise funds for native trees with a [Tree Registry](#). They are designed to enable multiple people to donate and the best thing is that all trees donated will be attributed to your business on our site. Ideal for promoting through email comms, on social media etc.



(Image: Flick Electric Co's tree registry on our website)

4

A TREE FOR EVERY...

By funding trees as a business you'll unlock benefits that can help grow your business and strengthen your sustainability story. Read our full list of funder benefits [here](#).



TO FIND OUT HOW WE CAN TAILOR A PARTNERSHIP JUST FOR YOU, PLEASE CONTACT:

Melanie Seyfort
Head of Marketing and Partnerships

melanie@projectcrimson.org.nz

IS IT A CARBON OFFSET?

Every tree makes a difference, so whether you're funding 10 trees or 10,000 through Trees That Count you're helping absorb carbon dioxide from the atmosphere and reducing your carbon footprint from today over the next 50 years.

It's important to know that funding trees with us does not give you an official carbon credit and you can't claim to be 'offsetting'. But if you want to align your tree funding with your carbon footprint you can easily work out how many native trees to fund.

To calculate how much CO₂ your funded trees could absorb throughout their lifetime, we recommend using the [Tāne's Tree Trust National Carbon Calculator on our website](#). Tāne's Tree Trust's calculations are backed in science, with a projected reduction in emissions based on trees being cared for and growing continuously over 50 years.



Just like our native trees, our planters are in it for the long haul and our rigorous application process ensures our planters are experienced and committed to taking care of your investment in New Zealand's environment.

There are a few things you need to know (and follow) for communicating the carbon benefits associated with funding trees through Trees That Count. We know the regulation around climate change law, including carbon credits and the New Zealand Emissions Trading Scheme, can be quite complex.

Please read the following page of examples for the correct ways to talk about reducing your emissions through native tree planting – so you can make your support of Trees That Count work for you.



YOU CAN SAY:

- We're working with Trees That Count to mitigate (parts of) our carbon footprint over the next 50 years, and help protect New Zealand's threatened biodiversity. That's good for our carbon footprint, and good for Aotearoa.
- By funding (*insert number*) native trees through Trees That Count, we're seeking to absorb (*insert number*) CO₂ emissions over 50 years as those trees continue to grow. That's good for our carbon footprint, and good for Aotearoa.
- We're helping mitigate/counteract our (*insert type*) annual CO₂ emissions for (*insert year*) as the (*insert amount*) native trees we have funded through Trees That Count grow over 50 years from planting.

YOU CAN'T SAY:

- We have offset our carbon footprint by planting trees with Trees That Count.
- We're carbon neutral by funding trees with Trees That Count.
- We're working with Trees That Count to offset our carbon emissions with the goal of being carbon neutral by 2025.
- By funding (*insert amount*) native trees through Trees That Count, we've offset (*insert amount*) emissions.



HOW KIWI
BUSINESSES ARE MAKING
TREES THAT COUNT
WORK FOR THEM



ALTITUDE TOURS

This tour company specialises in wine tours, sightseeing and charters and has funded 729 trees over 2019 & 2020 – which have all been planted locally to them in Queenstown and Central Otago.

SIMPLICITY

Committed to ethical business in more ways than one, non-profit Simplicity funds one native tree for every new member.



ROTORUA CANOPY TOURS

As part of their wider sustainability vision, Rotorua Canopy Tours has funded 30 native trees as a way to give back to New Zealand's forests.

THE COLLECTIVE

Every recycled bottle sold contributes to planting native trees for greater biodiversity, cleaner waterways, and stronger communities.



ERIK'S FISH AND CHIPS

Family owned and a community icon in Wanaka and Queenstown, Erik's Fish and Chips have donated 25 native trees as part of their wider eco efforts.

MITRE 10

Customers help green New Zealand's big backyard with Mitre 10 donating 5c for every bag of Tui Mix or native plant sold.



GINDER, JAYNE DRYSDALE LANDSCAPE DESIGN, JIMMY FRASER, COVE INSURANCE, NEW ZELAND INTERNATIONAL COACH LTD, ROTORUA WELLDRILLING CO LTD, FOLKL LTD, WILL INNES, JANE PARK, THE GLASS EFFECT, PRACTICAL CPD, KSC INTERNATIONAL LTD, PĀMU, MANDEL CONTRACTING, KINDRED WORLD, ROCKIT DESIGN LTD, FLEXI-MOVES: YOGA FOR HEALTH, STOKE STREET, LAKE HAWEA STATION, JASMINE IRVINE, TRIBU LIMITED, I LOVE MASSAGE NZ, SHOP BOX NZ, GREEN THUMB BOUTIQUE, RESULTANT GROUP, SABEN, MARANGA LTD, INFINITY FLOAT CENTRE, ELIVE, ADAIR MORTGAGES LTD, BATCH, STARRY NIGHTS ACCOMODATION, EQUESTRIO STYLE LTD, KERRY WILKINS, LITTLE GREEN DUNNY, VITALLY, JACOBSEN HOLDINGS, IRRIGATION EXPRESS, TWO SQUIRRELS VINTAGE LTD, CONSTRUCTING EXCELLENCE PANDEIA TE TAIAO, FOREST GOURMET, GOOD WOOD PRODUCTS LTD, TOTAL LAND CARE, JANETTE WALKER, CAMDEN ANDREWS, PLAY CREATIVE LTD, WAIKIRIKAU KOMBUCHA, CREATIVE CAMELEON, EARTH'S KITCHEN NATURAL SUNSCREEN SPF50, TE WAI, FULTON HOGAN MAJOR PROJECTS - AMETI, ONLINE PURCHASE LTD, ALL POPPIES LTD, BRILLACLEANING15@GMAIL.COM, MELISSA BOARDMAN, TONY ALLWOOD, TREEHUG NEW ZEALAND, FLAX.NZ, BIOSORTID LTD, EPOXY FLOORING LTD, SUPER TYRE GUY, ALAN WILCOX MANAGEMENT CONSULTING LIMITED, BRAEMAR ECO VILLAGE LTD, MUSIC VISTAS, WAIKARE HIRE LTD, TYMBUR, KIWI PAL, GO EAT NZ, PRESTIGE PLUMBING & GAS, TEES N TREES, LOVE AND CARE LTD, KAPITICABS, SHOREDITCH LTD, LYLTU LTD, OYSTERCATCHERS NZ, ONE AGENCY, SOUL GLOW ARTISTRY, THE GROCERS, OVER THE TOP, RUN RABBIT, MANU ART, SPROUT, 2113 CREATIVES, BODCO LIMITED, TIMBERLAND NZ, BARRINGTON MEDICAL CENTRE, JONAH KIM, MIKE POWER, LUCKY DIP CLOTHING, SMART DORM BOX, COLOUR ME COOL, KAYNE HENDERSON, RICHARD BIALY, TREECOLOGY TREE CONSULTANCY, NAKED ACCOUNTING, THE HIDDEN GEM, MIA BELLE LTD, BLAIR HELBRON BUILDING LTD, MINERAL LTD, ANTHOLOGY- BY ANTHEA LAWRENCE, SUE HA, VENI VIDI VICI LTD, SARAH PARKINSON-HOWE, RELIC, WALK ETHICAL, HOLLY DUNN, BYIL, KPMG, SARAH WOLFE, HOMEBODY, NZ FASHION WEEK, TRANS-TASMAN BUSINESS CIRCLE LIMITED PARTNERSHIP, DB INTERIORS LTD, EXTRAVAGANZA FAIR, JASON DAY, MARIE HOLDAWAY, INDEPENDENT SALES CONSULTANT FOR WORLD ORGANICS, CLIMATE IMPACT NEW ZEALAND, STEADFAST JOINERY, FELICIA KUBIEZIEL PHOTOGRAPHY, PRO CLIMB LIMITED, ALCHEMIST CREATIVE, KLAH CREATIVE LTD, NETWORK NZ, IGNITION SELF DRIVE, DISCOVER WAITOMO, BASE FURNITURE COMPANY LTD, EXPRESSIONS OF WINTER, 2WAYS NZ EDUCATION & TRAVEL SPECIALISTS, LELA JACOBS LTD, NATURES SYNERGY, EDITH LEIGH PHOTOGRAPHY, TREES TAIRAWHITI, INTERLINK LTD, CRECONAT, GOOD MAGAZINE, PAT PRESCOTT LTD, TWO DAUGHTERS, TWO SPARROWS LTD, DZINE SIGNS, HAPPEA EVENTS, TRESAFE, HOLMES FARSIGHT LP, TIM JONES - THE GROW GOOD GUY, JUST CABINS HAWKES BAY SOUTH, HUMANITY NZ, TAUPO SAILING ADVENTURES, EVEREST - ALL ABOUT PEOPLE™, WHITE LIGHT STUDIO, THE I.T. TEAM, PAARDEKOOPER AND ASSOCIATES, GLOWING SKY, GPM IT LTD, THE HERB FARM, KAPITI CASTLES LIMITED, GETAWAY TE ANAU, JACKSON HOLMES, PACIFIC COAST LODGE, COMPASS POOLS, SOLARCITY, MODFERN DESIGN NZ, INGRID COTTON, RESEARCH FIRST, GOOD EARTH MATTERS, SEARS CO, REUSABOWL, MOXWAI, OVERSEER, GENERIC GAMES, MOI WINES, CHIN MEDICAL LTD, SOIL FOODWEB NZ, TAONGABYTEE - TE WERO, PERFORMANCE FOUNDRY, YOUR FINANCIAL ENGINEER, BLACK ROBIN ARCHITECTURE LTD, SQUADRUN, ESSE, GO WELL CONSULTING, SOUTHERN WOODS, FOOT SCIENCE INTERNATIONAL LTD, ERIK'S FISH AND CHIPS, HEXION, BENNETTO CHOCOLATE, BLENDER DESIGN, BAILEY BUILDERS LTD, WHEELIESTORE, THANKYOU PAYROLL, STEALTH REFRIGERATION, AGFIRST WAIKATO (2016) LTD, ECOSHACKNZ, BRIGHTSTAR TRAINING, INDEPENDENT LENS, SPECIALISTS LTD, ZUMBA TAURANGA, MEA MOBILE, TOMORROW'S PEOPLE, RELION WOOD WORKS CO LTD, DUCKEWE BRAND, DNA DESIGN, ROTORUA CANOPY TOURS, THE EXTRAVAGANZA FAIR (ANOTHER ROADSIDE ATTRACTION CHARITY TRUST), OUTLIERS IN ORBIT LTD, LAMINEX NEW ZEALAND, ECOWARE, MYSUNDAYCLUB LTD, FRENZY COLLECTIONS, ROTHBURY INSURANCE BROKERS, C2C PARTNERS, HOBSONVILLE PODIATRY, NEXT CAMPERS, HAKA EDUCATIONAL TOURS, BIDFOOD LTD - HAMILTON, YES ORGANICS, PALLISER ESTATE, RUSSELL MCVEAGH, THE NATIVE PLANT NURSERY, PORTER PACKAGING, BLACKYARD CONSULTING LTD, SUMMER+BLOOM, THE WOODLANDS, EARTHLOVE, VELETTÀ SKINCARE, NZX, SUPREME OILS, AERIUS HELICOPTERS, ENGAGED MEDIA, ICA ACCOUNTING SERVICES, BARKER & ASSOCIATES, KATE HYNDMAN, THE BOLD ONE, AMATIL COFFEE ROASTERS, KOWTOW CLOTHING LTD, ENABLE.ME, SNAP PRINTING NEW ZEALAND, DI JIN, SOME AND CO, GEISTLICH BIOMATERIALS, COMMUNICA LTD, MIDDLEWARE, ENVIVO, CRANE BROTHERS, SOUTH PACIFIC PICTURES, WAYFARE, BUCK & BAA LTD, PICTON TOP 10 HOLIDAY PARK, THE I.T TEAM, POP, BANBURY CLOTHING LTD, MONTY'S PROMOTIONS, TOA ARCHITECTS I TĀMAKI MAKĀURĀU OFFICE ARCHITECTURE LIMITED, CHARGEMASTER, CONNECTED ACCOUNTANTS LIMITED, NATIVE HARD SPARKLING, UNFOLD DIGITAL, ENVIRONMENTAL CHOICE NEW ZEALAND, ROBIN LYTTLE, REDVESPA CONSULTANTS LTD, PARTS TRADER, WEKA FILMS, STUN, OMV NEW ZEALAND, ALTO PACKAGING LIMITED, HAPPY MONDAY LTD, AITKEN TAYLOR, THE PAPER RAIN PROJECT LTD, THE PORT MOLYNEUX SCHOOL, REMINGTON COMMERCIAL, SD LEGAL, EPL, CPRW GROUP LIMITED, AWA ENVIRONMENTAL LTD, PRITCHARD FIREWOOD AND CONTRACTING LTD, TREELANDS LTD, TUBO, TUESDAY LABEL, BRINKWORTH ASSOCIATES, CHROMETOASTER, DAM SAFETY INTELLIGENCE, ECOWAREHOUSE LTD, WILDLING BOOKS LIMITED, EYE INSTITUTE, CURIATE, GEL ARCHITECTS, ELEMENTAL GROUP, FLYING SAUCER PRODUCTIONS, TWO ISLANDS, NURALITE WATERPROOFING, CHESHIRE ARCHITECTS, KAINIC MEDICAL COMMUNICATIONS LTD, ROUGHAN CHIROPRACTIC LTD, MOTH LIGHT LTD, PACIFIC TOYOTA, RED CARPET TOURS, PUBLIC TRUST, HARDFELL LTD, BLOOM CO, LIVING DESIGN, PUKEKOHE TRAVEL, NEW ZEALAND SERVICES, WAIRARAPA BUILDING SOCIETY, ADVENTURE HELICOPTERS, NOOPII, LONELYSEAT.CO.NZ, SPICERS NZ, HERITAGE CARPETS, KISS AND MAKEUP NZ, PAPERKITE, GO GOOD, UPS POWER SOLUTIONS LIMITED, PWC SOUTH ISLAND, TRIBE, BOH RUNGA JEWELLERY, STIHL NZ, HARO FLOORING NEW ZEALAND, OUTSIDEIN, CONSCIOUS RECRUITMENT, TELTRAC COMMUNICATIONS LTD, TOHU WINES, COSIGN LIMITED, CLEARSPACE, MAY + PARTNERS, RODNEY TIMES, CURVES NEW PLYMOUTH, ARTISAN FLOORBOARDS, EDISTECH LIMITED, THE TILE DEPOT, MEDICAL ASSURANCE SOCIETY, UNILEVER, EARTH WISDOM, LYZADIE DESIGN STUDIO, GOODNATURE, KMBE, BIG POP STUDIOS, CALDER & LAWSON TOURS, LATITUDE I STRATEGY AND COMMUNICATIONS, SKYDIVE TAURANGA, VANTASTIC NEW ZEALAND, TECHTIME INITIATIVE GROUP LTD, SOCIETY NZ LIMITED, TOUGH DECKS LTD, RAGLAN BACKPACKERS, MOMENTUM CONSULTING GROUP, DELOITTE, THE GAP, SHIELING LABORATORIES, BIG BLUE, MAD CAMPERS, SHOUT ADVERTISING LTD, ATA RANGI FAMILY TRUST, REDEEM DRINKS, KATE SYLVESTER, DRAKE NEW ZEALAND, MEET ME IN THE MIDDLE LTD, NATURE BABY, HANSA PRODUCTS, SILVER PRINTING COMPANY LIMITED, FOREMIND PRINTING & PACKAGING CO. LTD, BAYGOLD LTD, BUSINESS DISTRIBUTORS LIMITED, WINDSOR INDUSTRIES, QMS MEDIA, CONFERENZ, CITIZEN COMMUNICATIONS, TRELISE COOPER GROUP, PHILIP MORRIS (NEW ZEALAND) LIMITED, KLIM TYPE FOUNDRY, INSURANCE AND LENDING GROUP, HALLY LABELS, KATHMANDU, DNATURE DIAGNOSTICS & RESEARCH LTD, MBM, ALTITUDE TOURS, AA INSURANCE, KILT CLOTHING, AIA VITALITY, MINT ASSET MANAGEMENT, MAC & CO LAWYERS LIMITED, DATATORQUE, ECOPACK, FLICK ELECTRIC CO, THE COLLECTIVE, SPRINGLOAD, VERO, TOURISM INDUSTRY AOTEAROA (TIA), RESENE, GO TO COLLECTION, TURNERS GROUP NEW ZEALAND, TRI-STAR INTERNATIONAL AND PARTNERS, LES MILLS INTERNATIONAL, ANDERSON LLOYD, WENDEKREISEN TRAVEL LTD, VILLA MARIA ESTATE, ENERGYCLUBNZ, WESTPAC, SHOWCASE WORKSHOP, NEW ZEALAND OIL & GAS LTD, COLGATE-PALMOLIVE LTD, WELLINGTON AIRPORT, SWIPEDON, THE WAREHOUSE GROUP, KIWIBANK, ASB BANK, FONTERRA, HONDA NEW ZEALAND, MAZDA MOTORS OF NEW ZEALAND LIMITED, Z ENERGY

KIWI COMPANIES MAKING A DIFFERENCE THROUGH TREES THAT COUNT - AND COUNTING!



YOU'RE IN GOOD HANDS

We've been championing large-scale restoration projects for 30 years, so we know what it takes to get good conservation outcomes. Together, we can create a better Aotearoa for future generations.



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**TO FIND OUT HOW WE CAN TAILOR
A PARTNERSHIP JUST FOR YOU,
PLEASE CONTACT US:**

Melanie Seyfort

Head of Marketing and Partnerships

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021 645 875

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