

ECOSIA

Certified

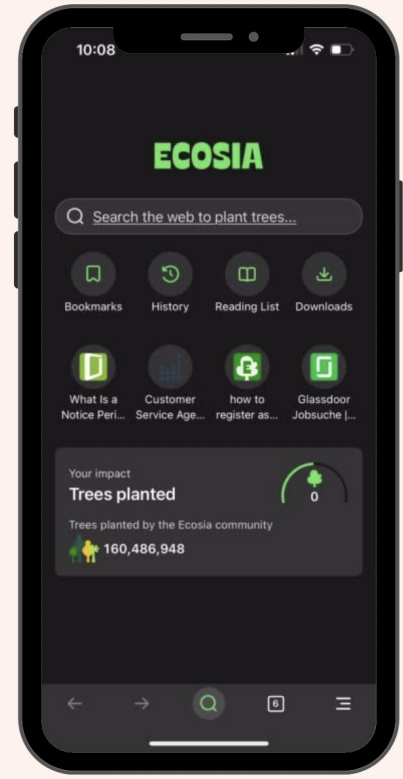
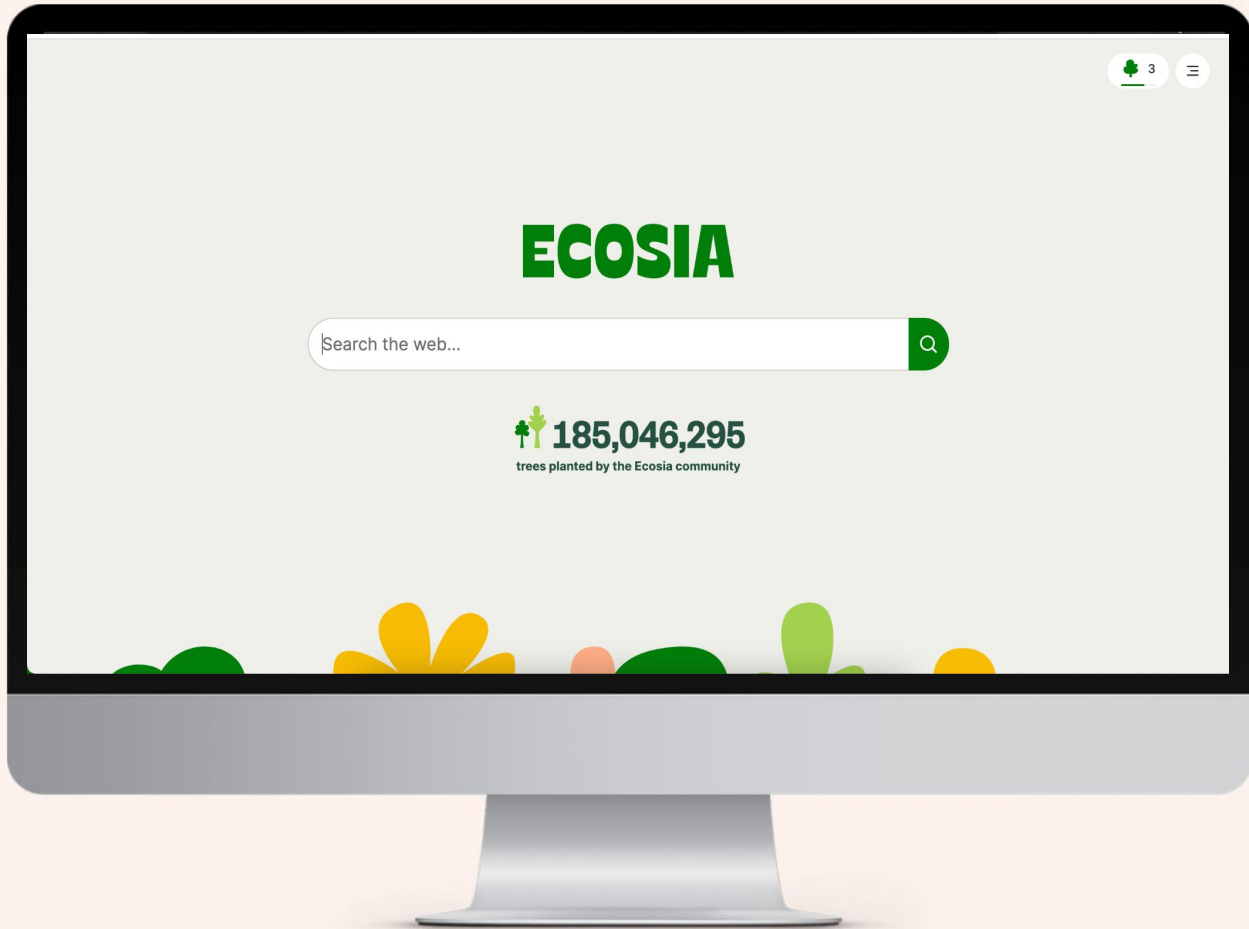


Corporation™



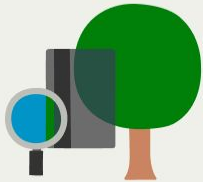


Help people to be climate active every day





**You search the web
with Ecosia**



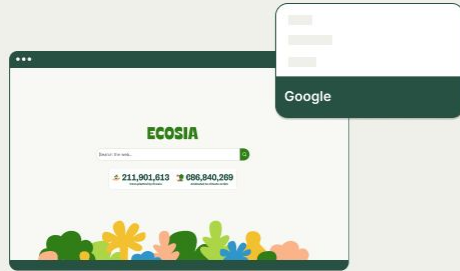
**Search ads
generate income**



**We dedicate 100% of our
profits to climate action**



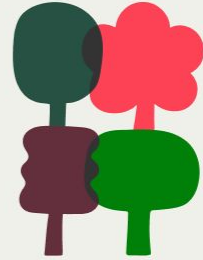
Google results for companies that use Ecosia



**Google results
by default**



**Improved
search experience**

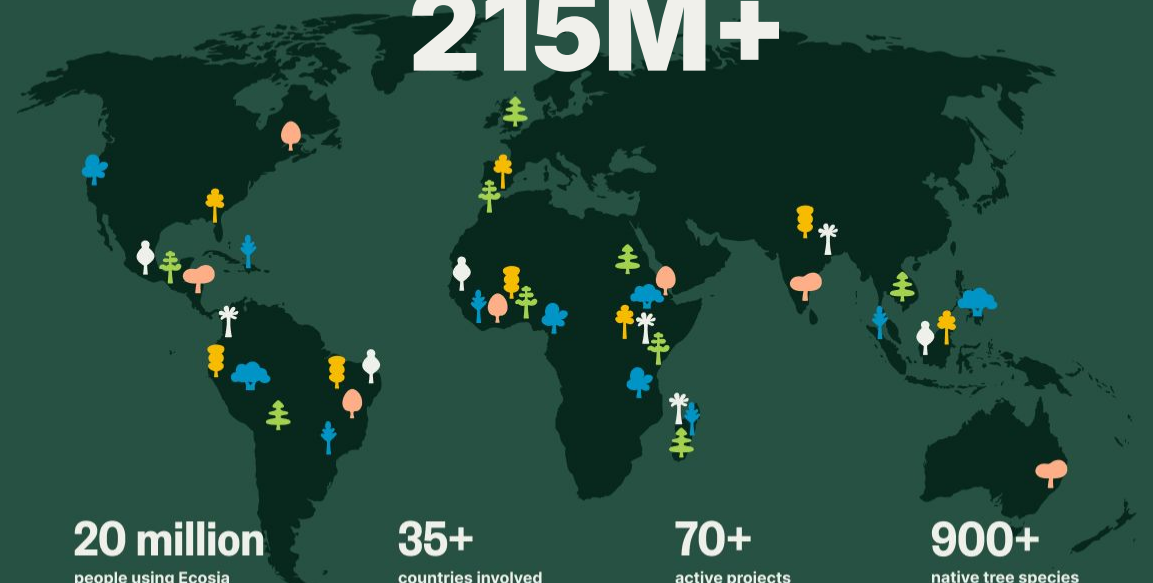


**Plant more trees
than ever before**

ECOSIA

TREES PLANTED BY THE ECOSIA COMMUNITY

215M+



20 million
people using Ecosia

35+
countries involved

70+
active projects

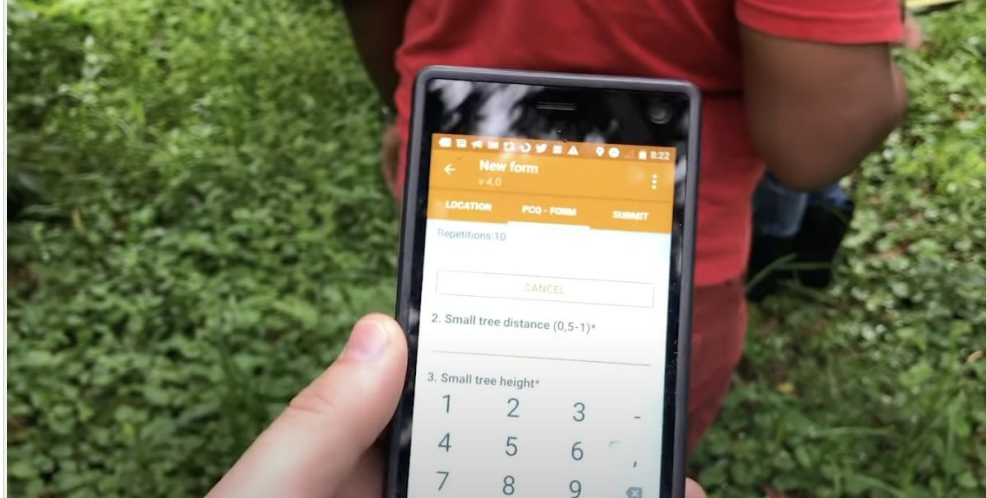
900+
native tree species

Tree planting

In-house tree-planting team led by Pieter Van Midwoud.

Service contracts signed with each partner to plant a defined number of trees.

Projects reviewed by **satellite technology**, **mobile applications** and **site visits**.



Uganda

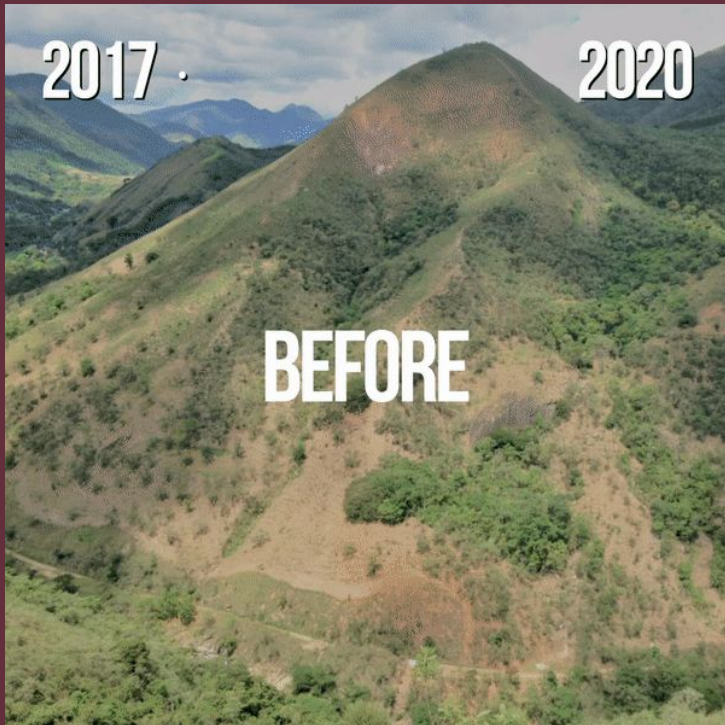
4,129,866 trees planted
2,713 hectares restored

Together with the **Jane Goodall Institute** and **Trees for Humanity** we plant **tree corridors** that connect remaining forests, so chimps can safely move between them.



Impact in Brazil

Case Study



13,388,086 trees
24,429 hectares

Only 20% of the natural forest remains in the **Atlantic forest** on the East coast of Brazil.

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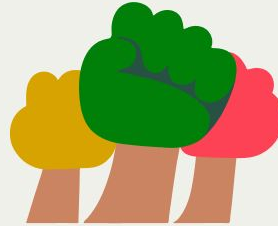
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Why switch to Ecosia?



Positive Impact

Plant trees, help mitigate climate change, reverse deforestation and preserve biodiversity.



Employee Engagement

Foster a sense of purpose and environmental awareness among employees.



Cost-Effectiveness

Free to use and easy to implement!

ECOSIA

Who uses Ecosia?

Multinationals, NGOs, government institutions and universities

DHL and SAP, have been using Ecosia for over 2 years.



University of St Andrews



(Confidential)

Who uses Ecosia?

40 campuses worldwide



UNIVERSITY OF
STIRLING



University of
Sunderland



The
University
Of
Sheffield.



Utrecht
University

Your potential impact

Number of employees: **5,000**

Searches in a month: **200,000**

Estimated trees financed in a month: **4,000**

Estimated trees financed in a year: **48,000**

*Estimates based on the assumption of an average of 2 searches a day per employee, 20 working days a month and our average of 50 searches to fund the planting of a tree.



48,000
trees
planted in a
year!

Measure your impact



Receive a monthly tree-report via email showing the estimated* number of trees your employees have helped to finance through their searches.

**based on the average of x50 searches to plant a tree.
Trees cannot be used for carbon offsetting.*



How does it work?

Present Ecosia

Make the case and secure support

IT review

Data security & IT review

Pilot + feedback

Run a pilot to gather feedback

Comms plan

Publish comms and regular updates

Present Ecosia

“Switching to Ecosia is technically easy and free of charge, you just need to get the right people on board”

- Pitch Ecosia together with your Green team
- Download support materials
- Invite Ecosia to present on your behalf



Data privacy check

“Ecosia will need to be reviewed by your company’s data security team”

- Submit a request to review our **privacy policy** , **terms of service** and **data diagram**
- Privacy friendly without selling data to advertisers
- Ecosia available to complete due diligence questionnaires if required



Share technical guides with IT

"IT can use existing tools like Intune to set Ecosia in Edge and Chrome"

- Ask IT to review our technical documentation
- Offer to set up a call with IT and Ecosia
- Request a unique reporting code to receive a regular tree-report



Pilot & launch

"You don't need to switch company-wide overnight. You can start by running a pilot."

- IT define a pilot group of employees to use Ecosia for 1 month
- Gather data and feedback about the impact
- IT rolls out Ecosia further in just a few clicks!



You did it!

Now you get:

Monthly tree report

New ESG metrics

Engaging impact stories

Updates for LinkedIn



Employee feedback

“Using a tool like Ecosia is a simple and effective way to promote sustainability and invest in the planet without even having to think about it.”

Head of Sustainability and ESG at TalkTalk

It's been a great example of validating and scaling an idea from colleagues which has tangible environmental benefits. Employees at all levels across the company have shared how they appreciate being made aware of simple steps they can take to help the planet.”

Sustainability & Corporate Responsibility Manager at E.ON

“In practical terms, implementation was incredibly straightforward to do. It was a small policy change from the corporate application team. A few persistent emails were needed and we ensured that any concerns were handled at the necessary levels.”

TalkTalk

Personally I have found very little difference between Ecosia and Google when I have needed to use it. Therefore my opinion would be to keep using it as it's helping the environment.”

Employee from an NHS Trust

A brilliant initiative, very happy that [my company] is taking action on the climate and ecological emergency.”

Employee from an NHS Trust

Get in touch to find out more

fred.henderson@ecosia.org

Visit the [Ecosia Help Center](#) for all our support materials for companies

