ECOSIA
for Companies

FAQs

What is Ecosia?

Ecosia is the world's largest not-for-profit search engine, founded in 2009 by Christian Kroll in Berlin, Germany. It's the largest European search engine with 20 million monthly active users. Ecosia dedicates 100% of its profits to financing climate action, primarily through planting trees in over 35 countries.

To date, Ecosia has planted more than 215 million trees. Ecosia publishes financial reports each month showing exactly how much money its search engine has generated and where its revenue is spent. This includes operational costs, taxes marketing as well as the tree-planting projects it has financed.

Source: https://www.ecosia.org/
Source: https://blog.ecosia.org/ecosia-financial-reports-tree-planting-receipts/

How does Ecosia make money?

Ecosia makes revenue when its search engine users click on the ads in its results. The amount Ecosia earns per ad click varies depending on what is searched for, geo-location and other contributing factors. Ecosia's ads are delivered through their partnership with Google AdSense and the Microsoft Advertising network. Ecosia does not work directly with advertisers themselves.

Ecosia's global average estimate is 50 searches to help fund the planting of a tree.

Source: https://ecosia.helpscoutdocs.com/article/33-how-does-ecosia-make-money

How do the tree-planting operations work?

Ecosia has an in-house tree planting team, led by Pieter van Midwoud PhD, Ecosia's aptly titled Chief Tree Officer.

Ecosia is currently working with over 70 established tree-planting partners in more than 35 countries around the world on a contractual basis. The primary focus is on the planet's biodiversity hotspots and areas facing deforestation. Each project is vetted and monitored through satellite technology, mobile applications and in-person site visits.

Because the tree-planting season varies from project to project, Ecosia's financial reports are the best place to see exactly when and where they make payments to tree-planting partners.

Source: ▶ The Best Tree Planting Team in the World? | Tree Update Episode 25
Projects: https://blog.ecosia.org/tag/where-does-ecosia-plant-trees/

Find out more   companies.ecosia.org   support@ecosia.org

Where do Ecosia's search results come from?

Through its search partners. Ecosia relies on Google and Bing to provide search results and advertisements to its search engine users. When Ecosia is implemented by IT at a company, Google results through Ecosia are the default.

Does Ecosia protect users' privacy?

Ecosia prides itself as a privacy-friendly search engine. Ecosia does not process personal information such as names or email addresses. It permanently anonymises search data within a 7-day spam protection period and utilizes the latest AWS encryption technology while non-personal search data is at rest.

Source: Privacy policy

How does Ecosia power its searches?

Ecosia has its own solar farm in Germany and produces twice as much renewable energy than what it estimates is required to power its servers globally.

Source: https://blog.ecosia.org/regeneration-23/

How is Ecosia structured?

Ecosia is a Steward owned company and is legally registered as a GmbH in Germany. It has a distinctive structure in that the majority of its shares are owned by an external non-profit organization called the Purpose Foundation. This foundation holds veto rights over how Christian Kroll, the founder, can sell his shares.

This structure means that Ecosia is legally bound to its purpose of planting trees and solving the climate crisis, as opposed to increasing value for shareholders.

Source: ▶ Why Ecosia can never be sold (and why that changes everything)

What organizations are already using Ecosia?

Ecosia is totally free for companies to use. It's the standard search engine at hundreds of organizations worldwide including multinationals, NGOs, government institutions and universities.

Deutsche Telekom, SAP, DHL, HSBC, NatWest & E.ON Energy are just a few companies that have been using Ecosia for over 2 years now.

Source: Ecosia for Companies
Source: Deutsche Telekom LinkedIn

How can impact be tracked with Ecosia?

Ecosia can provide a regular report showing the number of searches employees have done and the estimated amount of trees they've helped to plant.

The trees reported by Ecosia is an estimate made based on their global average of x50 searches to fund the planting of a tree. Reported trees cannot be used for offsetting.

What does the implementation of Ecosia look like?

IT can use existing tools such as Microsoft Intune or Windows group policy to deploy Ecosia in Edge or Chrome.

Ecosia can be set as the standard search engine within a browser, with the option for people to change to another search engine if they wish to.

Source: https://ecosia.helpscoutdocs.com/article/557-technical-guides-for-it

It is recommended to run a month-long pilot to gather data and user feedback. IT can configure Ecosia as the default on a small number of devices (25-50) and Ecosia can provide progress updates throughout the pilot.

Source: https://ecosia.helpscoutdocs.com/article/646-switching-company-to-ecosia

How should the switch to Ecosia be communicated?

Before making Ecosia the default on employee devices, comms should be prepared to inform employees about the initiative and the impact they will have by using Ecosia. Ecosia provides a bi-monthly newsletter for companies with updates from their tree-planting partners in the field, to help keep employees informed and engaged.

Source: https://ecosia.helpscoutdocs.com/article/559-company-support-material