# FROM SEARCH TO TREE

fund climate action for free





#### 1. You search

The cycle starts when you search on Ecosia. Ads appear at the top of your search results.

### 2. You click

When you click on those ads, Ecosia earns a portion of the revenue from its search providers.





#### 3. We collect

Ecosia pools 100% of its profits into a fund, ready to allocate across a portfolio of projects.

#### 4. We look

Ecosia's tree team seeks out reputable tree-planting orgs based on environmental & social impact criteria.





#### 5. We partner

Ecosia establishes 20 year contracts with each partner, determining the number of trees, species planted, execution methods and reporting requirements to ensure their future survival.

## 6. They plant

Partner organizations plant trees and report on their progress. The Ecosia team monitors sites through satellites, in-person visits and custom apps.





**Latest field updates** 

**Updates on our socials!**