



In partnership with the United Nations Environment Programme  
Plant for the Planet: Billion Tree Campaign



## The iTREECYCLE Planting Story



### The Idea

Our partner iTREECYCLE has come up with an innovative and easy to understand sustainable development framework; combining their products and tree planting. The German based company recycles and also sells printer cartridges, as well as other office products. The entire product range is up to date concerning ecological design, packaging and product content. iTREECYCLE offers a printer cartridge recycling service where every box of empty cartridges sent to the company results in a planted tree. Furthermore, all other products the company has to offer also ends up in more trees in our plantation in Niger.



### How it works

iTREECYCLE informs their clients that when they receive a tree (or more!) when they order their office supplies. Every week the company then orders the given numbers of trees with us and the final client receives all the information about their tree (where it is planted, what species, and a message by iTREECYCLE) in their email inbox. iTREECYCLE also sends out a separate document congratulating their clients for planting a tree (see document on the following page).



### Is it worth it?

Yes, firstly because many trees are being planted. Secondly, iTREECYCLE has an innovative tool (a tree) to thank their clients for their trust in their products. Furthermore Tree-Nation allows iTREECYCLE clients to stay in contact with their trees and iTREECYCLE's message, through the Tree-Nation website. Finally it also gets more people interested in Tree-Nation, which in turn hopefully results in more trees, less CO2 and greater economic possibilities for the local population in Niger. We think this is well worth it.



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**treecycle:** *noun, treecycling.*  
**-verb**  
1. to use high quality environmental alternatives and on each occasion to plant one tree.  
**-noun**  
2. *the act or process of treecycling.*



# iTreecycle certificate

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## Musterfirma Platzhalter Obercool GmbH & Co. KG

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**Herzlichen Glückwunsch! Sie haben bis jetzt einen  
Acacia Senegal Baum gepflanzt und dadurch 500kg CO2 reduziert.**

**Sie haben den CO2-Ausstoß einer Person um  
bis zu 6% in einem Jahr reduziert.**

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**Lucy Ann Ash, Managing Director iTreecycle GmbH**

Ein durchschnittlicher Mensch verbraucht 8,090kg CO2 pro Jahr. Quelle: [www.zea.org](http://www.zea.org) / Das 8 Millionen Bäume umfassende grüne Treeration-Hetz in Niger reduziert CO2, bekämpft aktiv den Klimawandel, die Versteppung und die Armut der dort lebenden Menschen.

[www.tree-nation.com](http://www.tree-nation.com) / [www.unep.com/billiontreecampaign](http://www.unep.com/billiontreecampaign)

Our goal is to do business responsibly and sustainably. [www.itreecycle.com](http://www.itreecycle.com)



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