



The climate challenge

Danes are increasingly concerned about climate challenges and we are continually trying to live more environmentally friendly by sorting waste, limiting meat consumption and travelling more sustainably. Many companies are also taking their responsibility seriously and are doing a lot to reduce their carbon footprint.

Forests are part of the solution

According to IPCC planting more trees and conserving old-growth forests makes an important contribution to combat the Earth's CO₂ emissions as the trees help us absorb the CO₂, which is threatening our planet.

More trees are a central part of the climate solution.

And because more forest even provides us:

- Clean drinking water
- Improve quality of air
- More habitats for animals and plants
- Protection against floods
- More space for outdoor recreation

15 Life on land



13 Climate Action



17 Partnerships for the Goals



6 Clean Water and Sanitation



Be a part of 'Danmark planter træer' and do more for the climate

Support 'Danmark planter træer', when the entire Denmark do more for the climate on September 14th 2019.

TV 2 and The Danish society for Nature Conservation wants to do more for the climate. It is our mission to engage the Danish people, funds and companies in a community around making a small difference for the bigger picture.

With the first big televised fundraising event for the climate in Denmark, we want to focus on solving the climate challenge and raise money to create more forest in Denmark. It all culminates in a new and different fundraising event live on TV 2.

We need help

We want to plant one million trees in Denmark for the climate and one tree costs only 20 Danish kroner. But we need help from everyone: both Danes, funds, organisations and companies, if we want to achieve our goal.

Your company can also help buying trees and be part of the climate solution...

... But we are running out of time. Raising awareness and finding solutions for the climate is a matter of urgency. This is why the big fundraising event takes place on TV 2 already on Saturday September 14th 2019.

Read more about our joint effort for the climate and the many ways to support for companies on the following pages.

Support the climate on

www.danmarkplantertraeer.dk





Examples of supporter logos that the company can use for the rest of 2019



Facebook- og Instagram-post



E-mail-signature



Facebook-cover

How your company can support 'Danmark planter træer'

Donate online now

How many trees will your company donate for the climate to secure our common future?

1. Go to www.danmarkplantertraeer.dk and choose "Støt som virksomhed".
2. Choose the amount you want to support with and the supporter package you wish for.
3. Fill out the information about the company and we send you an invoice. The amount is subject to Danish VAT.

Choose a donation amount from 5.000 to 500.000 Danish kroner and we will plant from 250 to 25.000 trees in Denmark.

Get the supporter package

After filling in the company information, you will receive your supporter package equivalent to the donation. The package is delivered by mail to the contact person and contains the 'Danmark planter træer' supporter logo 2019, amongst other things, that the company can use in mails, on websites and social media for the rest of the year.

Get your company name and amount shown on live tv

Throughout the live television broadcast on the 14th of September, we accept donations from the Danish people and reveal results during the live show. If you choose to support e.g DKK 10,000, we will plant 500 trees. And we will show your company name and support amount during the big fundraising show on TV 2 from 20:00 - 23:00. Look at the different options available for your company on the following page.

Contact us

For questions or additional information about the different options available, please contact us on plant@dn.dk

Thank you in advance for supporting the climate.

See below how much exposure your company will receive and how many trees you help planting.

Support with trees →	250 Trees	500 Trees	1.250 Trees	2.500 Trees	5.000 Trees	12.500 Trees	25.000 Trees
Support with an amount → <small>All amounts are subject to VAT</small>	5.000 DKK	10.000 DKK	25.000 DKK	50.000 DKK	100.000 DKK	250.000 DKK	500.000 DKK
E-mail supporter banner to email signature Show your employees that you support the climate	●	●	●	●	●	●	●
Supporter logo for websites Show the surrounding world that you support the climate.	●	●	●	●	●	●	●
Supporter logo for social media Show your followers that you support the climate	●	●	●	●	●	●	●
Company name is credited on the campaign site Show that you support together with other companies		●	●	●	●	●	●
Company name and amount shown in live show Show all of the television viewers that you support the climate		● x 1	● x 2	● x 1	● x 2	● x 2	● x 2
Company logo and amount is show on the campaign site Show that you support together with other companies				●	●	●	●
Company logo and amount is shown in live show Show all of the television viewers that you support the climate				● x 1	● x 1	● x 2	● x 2
Company is thanked in the magazine Natur & Miljø nr. 4 Show 270.000 readers, that you support the climate					●	●	●

Support on www.danmarkplantertraeer.dk

By supporting with more than 500.000 DKK there may be other options available. Contact Lone Norup, Market Manager, directly by telephone: 3119 3262 or send a mail to Lone@dn.dk

The company donation is tax-deductible

When an element of advertising is involved in conjunction with a donation the company can get a deduction for the amount as an operation cost in accordance with the Danish tax law § 6. Other gifts are tax-deductible up to 16.300 DKK for the year 2019, cf. the Danish Tax Assessment Act § 8A.



How we use the donations

Everyone can buy a tree for 20 Danish kroner and our goal is to plant one million trees in Denmark. But protecting existing forest is also an important element in doing more for the climate. For this reason, we have chosen to distribute the funds raised in the following way:

- Planting trees in new Danish Peoples Forests
- Buying and conserving deforestation threatened Danish forest
- Conserving foreign forest threatened by deforestation

We distribute the raised profit with 80 percent for new forest and 20 percent for conserving existing forest up to one million trees.

'Danmark planter træer' cooperate with Growing Trees Network Foundation that have extensive experience establishing Peoples Forests. The new trees will get the opportunity to grow in size and strength. In this way, your support is helping secure more forest in Denmark that can absorb and store CO₂. In the long term, the new forests can become important habitats for animals and plants.

Read more on
www.danmarkplantertraeer.dk

About 'Danmark planter træer'

'Danmark planter træer' is a collaboration between TV 2 and The Danish society for Nature Conservation. Together with the Danish people, we want to make a positive impact on the climate by planting one million trees.

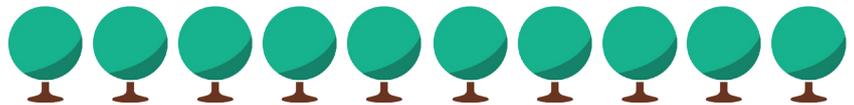
Before and after the live show

In the weeks leading up to the great fundraising event you will see 'Danmark planter træer' on TV 2 programming both on tv, digitally on TV2.dk and on social media. It all culminates in a big televised fundraising event Saturday September 14th. Puk Elgaard and Mikkel Kryger are hosting the show with entertainment, transmission from all over the country and lots of unity when we together with the Danish people and companies attempt to reach our goal of planting one million trees.

The company during the live show

Companies and organisations that support the campaign in the run up to the event can get their company name and donation shown live on tv. However, requests must be made before 3 pm on September 13th.

How many trees can your company donate for the climate to secure our common future?



Support the climate

Contact Lone Norup, Market Manager:
Mail: Lone@dn.dk
Tlf.: 3119 3262

Support the climate on
www.danmarkplantertraeer.dk