The 300B€ challenge

- a GROW | FOR | IT race against time



GROW | FOR | IT philosophy

- The Global Co2 challenge can only be solved by a combination of a change in human behaviour and a further implementation of renewable energy systems.
- We believe that the needed change will only occur in the case where sustainable solutions in the eyes of the decision maker are superior over conventional solutions.
- To allow for sustainable solutions to mature to this point GROW|FOR|IT
 propose a solution that allows for long-time storage of Co2, to hinder fatal
 environmental damage in the adaptation period.
- The solution is to plant Trees Absorbing Co2 as part of their growth, starting at day 1.
- To suceed we need 300B€.



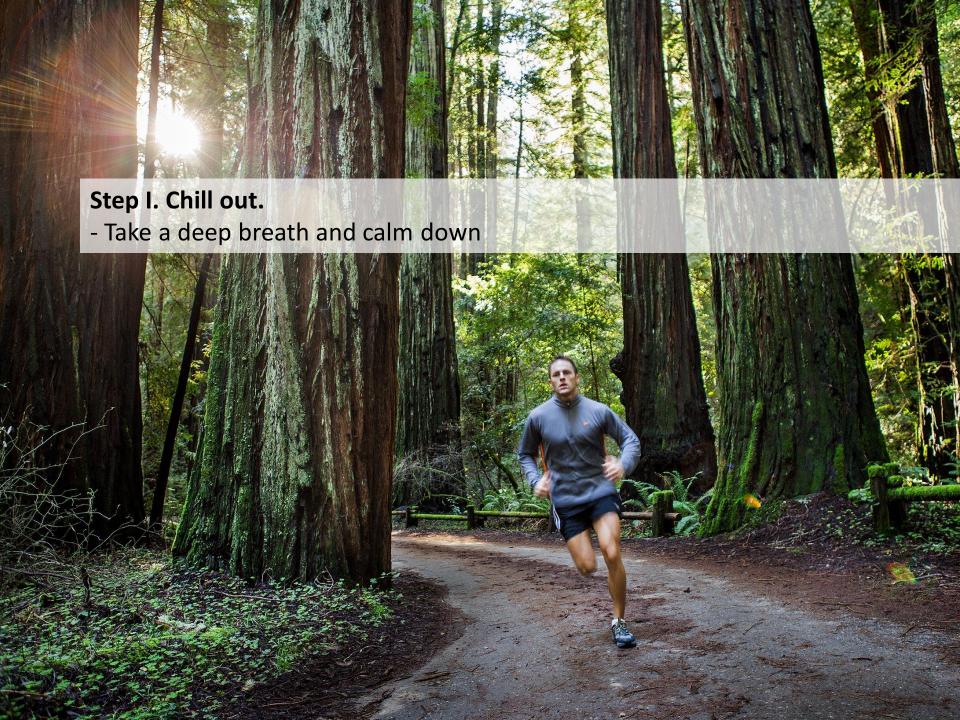


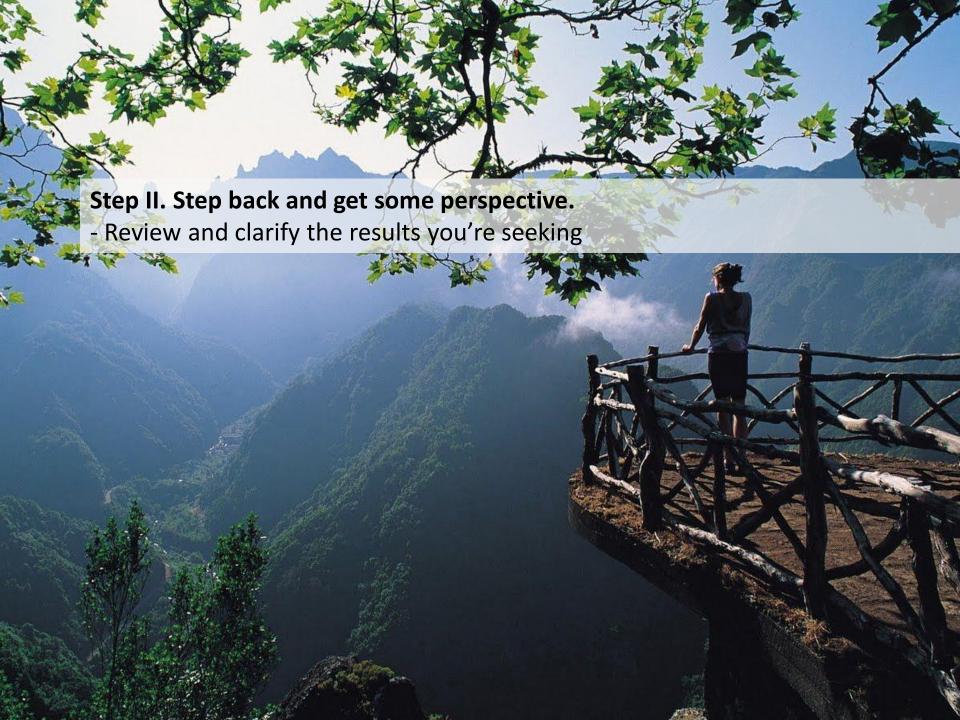
300B€ - it's like eating an elephant!

- It might seem huge, but it can be eaten – one bite at a time

It's a step-wise process...









300B€ - Breaking it down







Group I

Global Corporations

100B€

Group II

Wealthy Philanthropists

100B€

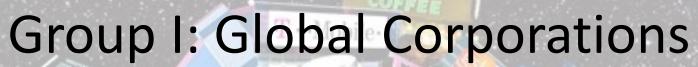
Group III

Global Citizens

100B€

The matrix logic

# to be engaged	Group	Average contribution (€)	Total Sum (€)
100.000	Global Corporations	1.000.000	100.000.000.000
1.000.000	Wealthy Philanthropists	100.000	100.000.000.000
1.000.000.000	Global Citizens	100	100.000.000.000





Example: Global corporations for whom CSR is paramount // e.g. Nike or Novo **Solution:** A tailored solution meeting corporate needs, e.g. the <u>CSR forrest</u>

concept currently under development with HedeDanmark





Example: Wealthy Philanthropists who wants to make an effort // e.g. U2 Bono

Solution: A transparent and accountable Tree-planting concept



Example: Global Citizens who wants to make a statement

Solution: a mobile-based solution which allows for donations for individual

trees on behalf of friends, while sharing this on social media platforms