The 300B€ challenge

- a **GROW|FOR|IT** race against time

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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€.

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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...

Step I. Chill out.
- Take a deep breath and calm down

Step II. Step back and get some perspective.
- Review and clarify the results you're seeking

Step III: Start breaking it into small pieces.
- This is the awesome part!

300B€ - Breaking it down

Group I	Group II	Group III
Global Corporations	Wealthy Philanthropists	Global Citizens
100B€	100B€	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

Group I: Global Corporations

Example: Global corporations for whom CSR is paramount // e.g. Nike or Novo
Solution: A tailored solution meeting corporate needs, e.g. the CSR forrest concept currently under development with HedeDanmark

Group II: Wealthy philanthropists

Example: Wealthy Philanthropists who wants to make an effort // e.g. U2 Bono
Solution: A transparent and accountable Tree-planting concept

Group III: Global Citizens

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