

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 succeed 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...



A man in a grey long-sleeved shirt and black shorts is running on a dirt path through a forest of large redwood trees. The sun is shining through the trees on the left, creating a bright lens flare. The path is covered in pine needles and dirt. The trees are massive and have thick, textured bark. The overall scene is peaceful and natural.


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

**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

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

A group of four young adults (three women and one man) are smiling and holding up their smartphones, suggesting a social media or mobile-based activity. The background is a soft, out-of-focus white.

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