



fondly<sup>®</sup>  
EVERY TREE, A WORLD OF LOVE



# Every tree, a world of love

**Fondly** is a project that allows you to adopt a tree and create a personal, affectionate bond with nature, just like a story that grows and develops over time.

With our service, you're not only taking a concrete step for the environment, but you're also building a unique relationship with the earth.

Every tree you adopt becomes a new friend—one you can follow, care for, and watch grow.



# Our goals

**25,000 trees** planted

Thanks to visionary companies, we are creating forests that make a difference.

**500 tons per year** of CO<sub>2</sub> absorbed

An impact equivalent to removing about 100 cars from the road for a year.

**6,500,000 liters** of oxygen produced per day

Enough to meet the daily oxygen needs of 21,000 people.

**30 hectares** of green area created

A green area equivalent to about 42 football fields, benefiting the environment and biodiversity.





# Vision

Our **Vision** is to cultivate a world where everyone can build a lasting and affectionate bond with nature, one tree at a time, contributing to a greener, more sustainable, and vibrant planet.



An aerial photograph of a dense forest with a winding road. The road is a light-colored, unpaved path that curves through the center of the image, separating the forest into two halves. The trees are mostly evergreens, with some deciduous trees showing autumn colors. The lighting is soft, suggesting a misty or overcast day.

# Mission

Our **Mission** is to transform the simple act of adopting a tree into an emotional and personal experience, allowing anyone to care for the planet and form a special connection with nature. Through our project, we aim to make tree adoption accessible, engaging, and meaningful, giving people the opportunity to make a real difference for the environment.





**Fondly** was born from a deep love for nature and a desire to build a lasting connection with our planet.

The name “**Fondly**” expresses affection and closeness, just like the heartfelt closing of a letter.

Every tree you adopt with us becomes a personal story, a journey of love and care that grows stronger with each passing day.

Our project not only allows anyone to adopt a tree but also contributes directly to environmental protection, reducing CO2 emissions, and supporting local communities who care for the forests.



Adopting a tree with **Fondly** is a choice  
that has a concrete impact on the environment

## REDUCES CO2 EMISSIONS

Trees are natural air purifiers! They absorb carbon dioxide and release oxygen, helping combat climate change.

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## CONSERVES BIODIVERSITY

Every tree serves as a sanctuary for many animal and plant species, supporting healthy and vibrant ecosystems.

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## SUPPORTS INCOME AND FOOD SECURITY

In many communities, trees provide not only delicious fruits and nuts but also essential timber, contributing to livelihoods and economic stability.

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## PROMOTES CLIMATE RESILIENCE

Trees help regulate temperatures and manage water resources, making communities more resilient to extreme weather events.

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# Our values

## Love for Nature

Every small gesture for the planet comes from a place of love and respect for nature. This love drives us every day to do our part in preserving our beautiful world.

## Transparency

We are committed to keeping communication open and honest about how we manage tree adoptions and the impact of our project. We want you to see clearly how your contribution makes a difference, building trust and integrity at every stage of our journey together.

## Empathy

Every step we take is guided by affection and care for the world around us. We want you to feel how much we care because every gesture for nature is an act of shared love.

## Connection

Every adopted tree is like a new friend that becomes part of your life. This special bond deepens your sense of belonging and care, making you feel connected to something bigger and more beautiful.

## Sustainability

We promote practices that protect the environment, reduce CO2 emissions, and support biodiversity and local communities. Every action matters, and together, we can make a big difference for the future.



# How it Works

1

## CREATE YOUR COMPANY FOREST

Purchase trees and bring your company's forest to life, a living testament to your values and commitment to sustainability. Each tree planted is a tangible step toward a greener future.

2

## GIFT A TREE TO YOUR EMPLOYEES

Give each employee one of the trees from your corporate forest and offer them a unique experience. Through the "tree diary," they can follow their tree's growth, write symbolic letters, and build a meaningful connection with nature. Each day becomes a new chapter to explore with their tree.

3

## TRACK AND SHOWCASE YOUR IMPACT

Use your company's dedicated page to monitor the forest's progress. See the total number of trees planted, the CO2 absorbed, the oxygen produced, and the expansion of green spaces. Share these achievements with employees and clients to highlight your positive contribution.





By adopting  
a tree with **Fondly**,  
you're making  
a tangible impact.





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