

*“Good for You, Good for the Environment!”*



## One Million Tree Pledge

*“..choose an idea you can champion  
and help us lead by example.”*

- President Barack Obama

The One Million Tree Pledge, a campaign designed and launched by Enco Industries in 2009, commits to plant one million trees in partnership with the National Forest Foundation. This Campaign embraces the hope for sustainable business practices and a healthier environment. Reforestation produced from this campaign will absorb harmful carbon dioxide emissions, reducing the carbon footprint of supporters of the One Million Tree Pledge.

Contributing to the Campaign is made simple by offering businesses two methods to plant trees. When making a purchase with Enco, a percentage of profits from the completed order is applied towards the Pledge. If a business is interested in simply contributing a charitable donation to offset their carbon footprint, which is the total amount of Greenhouse Gases produced by a person, business or event, the One Million Tree Pledge offers all businesses the option to purchase as many trees as they see fit.

Carbon Dioxide, a greenhouse gas (GHG), is a main contributor of rising global temperatures resulting from the effects of modern civilization, including business and everyday human activities. The devastating effects of Global Warming have led to the melting of Arctic ice, the destruction of habitats, rising sea levels, and has even influenced an abundance of extreme weather patterns such as tropical storms, wildfires, and heat waves.

The production of carbon dioxide emissions is unavoidable. However, we have a Corporate Social Responsibility, to promote and practice environmentally sustainable behaviors. The One Million Tree Pledge is deeply rooted in our CSR beliefs considering the all around benefits provided by trees as a natural resource. The carbon absorption rate of one acre of trees successfully removes 2.6 tons of carbon dioxide annually and emits enough oxygen to sustain 18 people for an entire year. When the Campaign goal has been reached, an estimated 1,430 acres of land will be reforested leading towards 3,715.4 tons of carbon dioxide being absorbed annually.

The positive effects of reforestation initiatives are truly priceless. As businesses start to engage in environmentally sustainable behaviors, planting trees will further enforce your Corporate Social Responsibility. Above all else, the One Million Tree Pledge Campaign and the National Forest Foundation promote and support a healthy, beautiful environment to be sustained for years to come.

Dedication to Corporate Social Responsibility will make us one million trees strong.



Visit [www.EncoGreenGiveback.com](http://www.EncoGreenGiveback.com) to plant trees today!



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## *Did You Know?*

- \* About 80,000 acres of forests are lost daily.
- \* In the next 24 hours, deforestation will release as much CO2 into the atmosphere as 8 million people flying from London to New York.
- \* The 8 warmest years as recorded since 1850, have occurred between 1998 and today. 2005 & 2007 are tied for the warmest years on record.

- \* Deforestation accounts for roughly 18-20% of global Greenhouse Gas Emissions.
- \* The remaining forests on earth are estimated to contain 1,000 billion tons of CO2 which is double the amount already existing in the atmosphere.
- \* With the current rates of deforestation, the earth's rainforests could completely disappear in 100 years.