



**wonderplant**

Helping to Neutralize  
Carbon Footprints



**A Tree-mendous CSI Proposal**



*Driving to and from work  
each day your staff members  
produce carbon emissions that are  
harmful to our planet and people.  
And that's just vehicles!*

# Attention:

We're encouraging and inspiring  
all South Africans to plant **Spekboom Trees**  
to reduce our country's carbon emissions  
and **fight climate change.**

# Here are some Spek-tacular Ideas:

- Plant Spekboom trees at your premises to green your work environment.
- Build a beautiful Spekboom hedge around your offices or car park.
- Give Spekboom trees to your staff and customers to plant at home.
- Let us plant trees for you at your favourite schools, NGOs, parks, hospitals, etc.
- Build team spirit by rolling up your sleeves and planting trees with us.
- Sponsor Captain Wonder Plant to teach learners about climate change.
- Purchase naming rights in The Great Labyrinth of Africa.

The details follow...



**511 million  
tonnes**

The amount of carbon dioxide that South Africa releases into the atmosphere each year.



**24%**

Percentage increase in South Africa's carbon emissions from the consumption and flaring of fossil fuels since 1996.

**25.2%**

South Africa's unemployment rate; by working within impoverished communities and providing individuals with a chance to earn a sustainable income, we're doing our part to decrease this number.



**9.18 tonnes**

South Africa's carbon emissions per capita; that's nearly double the world average at 4.49 tonnes.

**South Africa is the  
12<sup>th</sup> biggest  
polluter on earth**



**We are appealing to  
local companies to  
help us neutralize  
our nation's carbon  
footprint**



**Change begins  
with you.  
Neutralize your  
carbon footprint**

At **Wonder Plant**, we're passionate about two things:  
reducing carbon footprints & lifting people out of poverty.

## Why is Spekboom our Wonder Plant?

- > Succulent tree native to South Africa
- > Reach between 2m and 5m tall & live to be 200 years old
- > 10 times more effective at reducing carbon than tropical rainforest trees
- > Can survive frost, fire, and drought
- > Planted 50cm apart they form a beautiful, evergreen, natural hedge which enhances safety and security
- > 1 Spekboom can remove 8.5kg of CO<sup>2</sup> per year

## Spekboom is easy to propagate

We enable  
poor people to  
propagate  
seedlings



Our growers  
raise the  
seedlings to  
maturity



Companies  
buy them to  
offset their CO<sup>2</sup>  
emissions



The earth  
becomes a  
cleaner  
place





*By purchasing Spekboom trees from Wonder Plant your company can help to neutralize its carbon footprint, lift poor people out of poverty, and do a whole lot of good.*

**Buy trees from us...**

**20 cm tree = R20**

**30 cm tree = R35**

(R30 excluding delivery)



The back story...



Micro propagation through entrepreneurship in townships



**Scaled up to township nurseries**



**Blossomed into 165,000 Spekboom trees  
& we're still growing!**



## Meet our Tree-preneurs:

At Wonder Plant: We established a network of micro-tree nurseries in townships and empowered previously disadvantaged people to earn sustainable livelihoods by propagating trees for us to supply our nursery.

Option 1

A photograph of a lush, green evergreen hedge, likely composed of Spekboom trees, stretching across the frame. The background is a clear, bright blue sky. The text is overlaid on the image in a white, bold, sans-serif font.

***Planting  
Spekboom  
trees  
25cm apart  
creates a  
beautiful,  
natural,  
evergreen  
hedge.***

*Hedges are great for greening and beautification, and they enhance safety and security too.*



## WONDER PLANT SCHOOL CHALLENGE



Hi, I'm **Captain Wonder Plant**. My super power is my amazing ability to replicate myself. This makes me a force of nature in the fight for clean air. But I need your help to activate my power of replication. Without you I can't make another me. Here's what you must do: Buy me, plant me, and when my shoots are 15cm long, snip me and plant me. Do this again, and again, and again. You can spend the rest of your life making more Captain Wonder Plants. And every one of us will spend at least two hundred years fighting to reduce CO<sub>2</sub>.

**Sponsor me to visit schools so I can teach Learners about climate change, carbon reduction and environmental preservation**

# CAPTAIN WONDERPLANT



wonder plant

## Our School's Program:

- We introduce Captain Wonder Plant to the school through posters and stickers long before he arrives.
- Captain Wonder Plant arrives at the school and educates all the kids about climate change and how to reduce their carbon footprints at an assembly.
- The Wonder Plant team teach the learners how to plant a hedge of Spekboom trees at the school, and show them how to propagate more trees in the future.
- Captain Wonder Plant recruits a "Special Ops Force" team of Learners who propagate Spekboom trees for Wonder Plant and other customers. We buy the trees from the school, thus making the school money.

## Impact:

- Help thousands of children to learn about environmental preservation.
- Help to reduce schools and parent's CO2 footprint with every tree planted.
- Help to beautify schools and provide safe, secure hedging.
- Enable schools to generate much needed income by growing Spekboom and selling it to us.





**Option 3**

**We're building the largest labyrinth in the world  
made from 90 000 Spekboom trees**

**This global landmark will serve as a living monument  
to remind humanity to be mindful of its carbon footprint**

# Great Labyrinth Naming Rights

You can purchase naming rights for as many metres of hedging as you can afford and enjoy full brand recognition on site and in our social media

*BRONZE RIGHTS (500 available)*

**10m = R5,000**

*SILVER RIGHTS (50 available)*

**100m = R50,000**

*GOLD RIGHTS (10 available)*

**500m = R250,000**

*PLATINUM RIGHTS (3 available)*

**1000m = R500,000**

Your funds will be employed to help us purchase the land, plant the trees, sustain the project team and drive the marketing engine for worldwide media coverage.

**5 trees per metre**

Your sponsored trees will still be living in 200 years.



Option 4



# Tree planting makes a great Volunteer Day



*Build team spirit, boost company morale & have a whole lot of fun giving back to your community*



**Join this important campaign  
to lift people out of poverty  
and reduce our country's  
carbon emissions.**

**Support Wonder Plant**

**BUY OUR SPEKBOOM**

**[www.wonderplant.co.za](http://www.wonderplant.co.za)**

**Contact Details:**

Peter Shrimpton

**Address:**  
Happy Valley Farm  
Simondium

**Phone:**  
073 420 4161

**Email:**  
[peter@heartlcapital.co.za](mailto:peter@heartlcapital.co.za)

**Website:**  
[www.heartcapital.co.za](http://www.heartcapital.co.za)



**JOIN OUR MISSION FOR SOCIAL CHANGE**

**Wonder Plant** is a portfolio venture of the **Heart Charitable Investment Trust**.

When you purchase trees from Wonder Plant you are supporting our **non-profit organisation**, which will contribute to your companies **Corporate Social Investment** Program.

This is your chance to support an **innovative social enterprise** that brings about social transformation in a financially sustainable way. Your investment will be employed to drive real social change through Wonder Plant - a social enterprise that impacts on its target beneficiaries in the long-term. By supporting our work, you can and will help to reduce your company's carbon footprint.

Please visit our website for more details, or call us to arrange a site visit. We'd love to show you our work and introduce you to our team.

*Thank you for considering our proposal*