



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 small labyrinth or Zenpod at your premises for your staff to relax in.
- 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
12th 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 CO² 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 CO²
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 = R35

30 cm tree = R45

(R40 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 dense, green evergreen hedge, likely composed of Spekboom trees, under a clear 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.



*Join our carbon reduction **mindfulness movement***



Why a Labyrinth?

A labyrinth is a pattern of pathways that weave in a circle around a central point. You walk through the pathways to get to the center.

A labyrinth is not a maze. There is only one way in and one way out, so you don't need to think about where you're going.

Labyrinths are powerful landmarks that intrigue and fascinate people from all walks of life throughout the world.

They've got ancient roots. They're found on Greek pottery, on Spanish petroglyphs, rock carvings, and on the floors of medieval cathedrals in Europe.

Today, there is a global revival of labyrinths and tourists flock to see and experience them.

Labyrinths promote contemplation, meditation, introspection and **mindfulness**.

*Build a **Zenpod** or small **labyrinth** at your premises*

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 CO₂.

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.



**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

Contact Details:

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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