

## 196xLOVE - An initiative for promoting sustainability, peace, and love through carbon offsetting

**About us.** Carmen and Matic are a couple who will break the Guinness World Record for the fastest group trip around the world and we are their support team. They are not doing it to break the record. The goal is to raise worldwide awareness of sustainability and peace and to plant tens of thousands of trees. They have paused their normal lives for the next 2 years or more to achieve this ambitious goal. However, they can not do it by themselves. In this proposal, we ask you to become a partner and to help us plant as many trees as possible.

**What is the plan?** Carmen and Matic will take a trip around the world and plant as many trees as possible to offset their own carbon footprint as well as the carbon footprint of their supporting partners - smaller and larger international companies that want to become more socially responsible and to promote their social responsibility to their partners and clients. As they have partnered up with many experts in tree planting and carbon offsetting, they will plant trees wherever and whenever recommended to ensure the maximum survival rate of the trees. With the help of leading experts, they will do it skillfully and transparently and they will make sure that the trees are taken care of in the best way possible even after they leave the country. Moreover, they are planning to visit those places, where deforestation is a big issue and where planting trees will not only help fight global warming but also prevent hunger from destroying entire communities.

**The importance of carbon offsetting.** Carbon offsetting is a new thing. It is the best way to become more socially responsible. Carbon offsetting projects allow companies, organizations, and individuals to invest in environmental projects around the world in order to balance out their carbon footprints. Some projects are designed to reduce future emissions by investing in green energy technologies, others, including our own, soak up CO<sub>2</sub> directly from the air through the planting of trees. As CO<sub>2</sub> is the main cause of global warming and since, according to scientists, we only have 12 years to prevent irreversible damage from climate change and to save the planet, we should all start taking more responsibility. We should start offsetting our carbon footprints and encouraging others to do the same.

**How can you take part and what exactly to expect?** Join us in our mission to plant as many trees as possible.

Not only will you **offset your company's carbon footprint** and thus **become one of the most socially responsible companies in the world**, you will also be able to **promote the concept of carbon offsetting to your clients and supporters** and **make a great contribution to preventing climate change**.

Surely, there are lots of carbon offsetting companies out there. However, we are the only one that plants trees all over the world. We post about our tree planting events regularly and thus make sure that our clients can confirm that they got exactly what they have paid for. In addition, we do the work skillfully and for a very good price (only 1 EUR per tree).

**For event management companies and festivals** we came up with a great solution. Instead of paying for carbon offsetting, you can simply raise the ticket price for just 1EUR and each one of these euros would buy a tree to offset carbon footprint. For ten thousand

visitors you would get ten thousand euros and thus plant ten thousand trees. By explaining to your clients why you have decided to raise the ticket price, you would promote tree planting as a way to combat global warming and gain even more respect for being an environmentally-friendly company/organization/festival.

As our tree planting efforts are a part of a bigger project designed to promote sustainability, peace, and love, you will also:

- 1) Become a part of our project and be mentioned on all our channels as one of the partners who has helped us make the project happen.
- 2) Get mentioned in several Instagram stories, where we will promote peace and sustainability. There you will be presented as a socially responsible company/organization/festival.
- 3) Get mentioned frequently and tactically in our blog posts and PR articles, which will be used in our international PR campaigns and will get international exposure and media coverage after breaking the record.
- 4) Get the chance to participate in numerous other activities we will define in our sponsorship deal and to share your thoughts on how to promote your company/organization/festival worldwide.

**How to proceed?** Please contact us to discuss the best possible way of how we can work together. Together we will make a detailed plan of our activities to present your brand in the best possible way.

**A certificate for your support** will be issued to you, along with all the positive effects of the communication campaign. This certification is proof of your participation in the 196xLOVE project and consists of a PDF document designed for printouts for your office walls, an artwork+text pack for a dedicated page on your website, and an artwork pack for your social media channels. Show your staff, partners, customers, and fans that you care about making the world a better place!

**Want to understand how our carbon offsetting works?** For a better idea of how trees offset carbon emissions, Matic Pirc, Master of Phys., has prepared a very simple calculation.

<b>CALCULATION of carbon footprint:</b>	
<b>Carbon offsets from trees</b>	<b>Approximation of CO2 emissions of a car</b>
<p><b>An average tree absorbs up to 22 kg CO2 per year in 45 years = 990kg CO2 lifetime offset per tree</b></p> <p>The average lifespan of the trees we plant is 45 years. This is a conservative estimate, many trees have been living for hundreds of years.</p>	<p><b>Someone who drives 10.000 km per year on average, emits 2.200kg CO2 per year</b> (the average car emits 0.22kg CO2 per km).</p> <p>Therefore two trees could offset the carbon footprint of one car driving 10.000 km per year.</p>

**More information and links:**

- Website: <https://honeymoonadventurers.com/>
- Project website: <https://196xlove.honeymoonadventurers.com/>

- Carbon offsetting website: <https://honeymoonadventurers.com/carbon-offsetting>
- Commitment letter: <https://honeymoonadventurers.com/196xlove-about-the-project>
- Instagram: [https://www.instagram.com/honeymoon\\_adventurers/](https://www.instagram.com/honeymoon_adventurers/)
- Facebook: <https://www.facebook.com/honeymoonadventurers/>