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Impact Despite Profit? Tree.ly Establishes Ethics Committee to Embed Ethical Decision-Making

Tree.ly has announced the establishment of its Ethics Committee, which will play a pivotal role in the strategic direction and decision-making processes of the company. This committee not only creates an ethical framework that guides the daily actions of the Tree.ly team but also assists management in implementing an ethically grounded corporate policy and culture, as well as developing decision-making processes rooted in ethical principles. In an era where companies are increasingly held accountable for their social and environmental impacts, Tree.ly's formation of the Ethics Committee sends a strong message. The company positions itself as a pioneer and role model for others by emphasizing the importance of developing and adhering to ethical principles as the foundation for business activities. Through the establishment of clear ethical guidelines and their consistent implementation, Tree.ly demonstrates how ethical responsibility can harmoniously coexist with sustainable economic success.

The committee is chaired by Dr. Karl "Charly" Kleissner, co-founder of Toniic, Twist, and the KL Felicitas Foundation, as well as a full member of the Club of Rome and a founding member of Impact Hub Tirol. It also includes members Michelle de Bruijn (founder and CEO of Keshō & Kin, leadership Development company), Jodok Batlogg, and Christian Lutz from Tree.ly. These experienced leaders bring a diverse range of perspectives and expertise to promote and further develop Tree.ly's ethical standards.

The Ethics Committee is tasked with pursuing the following objectives:

- Developing and maintaining ethical guidelines, particularly for collaboration with buyers of CO2 credits.
- Providing input and decision-making foundations for significant decisions, especially those requiring a qualified majority.

- Supporting the ongoing development of the impact model and impact reporting underlying Tree.ly.
- Collaborating on research projects to measure, optimize, and maximize the impact generated by Tree.ly.
- integration of Ethical Culture (Promote the development of ethical thinking, analysis, and actions at the individual, team, and organizational levels. This involves implementing training and workshops to embed ethical principles into daily practices and decision-making processes within the team and organization.)

“The establishment of the Ethics Committee is particularly significant in today's context, as global challenges such as climate change and social inequalities are more pressing than ever. Companies play a crucial role in addressing these challenges, and Tree.ly demonstrates through its commitment how businesses can actively contribute to solutions. The Ethics Committee at Tree.ly will ensure that all business decisions are made in accordance with the highest ethical standards, which not only strengthens stakeholder trust but also contributes to the long-term sustainable success of the company,” explains Dr. Charly Kleissner.

“Impact means fundamentally changing behavior in decision-making processes. Companies are called upon to take new measures to respond appropriately to climate change. We advocate for fair compensation for forest owners for their contributions to climate stability and for responsible forest management to yield positive effects on the climate. The realization that emissions have a price, along with the understanding among forest owners that promoting ecosystems and biodiversity is worthwhile, leads to sustainable behavioral change,” adds Jodok Batlogg, co-founder and CEO of Tree.ly.

“In today's interconnected world, building a business driven by impact demands that leaders embed ethical standards deeply into their daily practices, making ethics an integral part of their DNA. As an ethics committee, we are not merely an advisory body; we are dedicated to helping [Tree.ly](#) evolve continuously, ensuring that ethical principles are not static guidelines but dynamic, living processes that enhance how we do good and set new standards of excellence. By embedding ethics into the core of the organization, we aim to drive significant, continuous improvements and empower both the business and its people to achieve their highest aspirations.” Michelle de Bruijn

The Ethics Committee will convene regularly to thoroughly discuss ethical issues and deeply embed the ethical framework within the organization. The outcomes of these meetings will also be discussed semi-annually with Tree.ly's shareholders. Tree.ly is committed to fostering and maintaining a transparent, inclusive, and diverse corporate culture. This approach creates an inspiring atmosphere that encourages employees, customers, and partners to engage deeply with the urgent environmental issues of our time and take responsibility.

About Tree.ly

The Tree.ly Group develops forest carbon offset projects in Austria, Germany and the rest of Europe with the aim of mitigating climate change by unlocking the full potential of local forests. Founded in 2021 by serial entrepreneurs Jodok Batlogg and Christian Lutz, the company brings

companies together with forest owners and enables companies to contribute to climate-resilient forestry through high-quality, TÜV-certified CO₂ credits with co-benefits (in terms of biodiversity and the SDGs). In this way, companies can make a measurable and local contribution to climate protection as part of their sustainability strategy.

Tree.ly pursues an innovative, local and transparent project approach by establishing a direct relationship between forest owners and companies, offering publicly accessible action plans and organizing educational forest visits for employee engagement. The forest owners earmark the much-needed investments to preserve and improve the climate resilience of their forests through additional activities enabled by these investments.

More information at tree.ly/en