



# **Guidelines and suggestions for communicating your voluntary climate protection contribution**

POSSIBLE CLAIMS

# Possible climate claims with Tree.ly projects

## Do's

- ✓ We invest an annual sum of XXX in climate protection projects that offer a range of environmental benefits, including a certain amount of sequestered tons of CO<sub>2</sub>.
- ✓ We emit XXX tons of CO<sub>2</sub> per year, and to this extent, we support TÜV-certified climate protection projects that promote climate resilience and forest conversion. This contributes significantly to the viability of our forests.
- ✓ We also recommend that you disclose as many details as possible about our projects. Transparent communication is the best way to avoid greenwashing and the associated loss of reputation.
- ✓ The CO<sub>2</sub> credits we purchased have been verified and issued by TÜV.
- ✓ We support high-quality, TÜV-verified climate protection projects amounting to XXX euros, thereby contributing to global climate protection efforts.

At Tree.ly, we are committed to be transparently in all our sustainability efforts to ensure the protection of your reputation. We are always available to answer any questions about our quality standards such as additionality, leakage, baselines, etc.

## Dont's

- ! The EU has now heavily regulated the following terms and further antitrust tightening will follow. Therefore, do not use the following terms: climate neutrality, CO<sub>2</sub>-negative, climate positive, CO<sub>2</sub>-positive.
- ! With Tree.ly credits, it is therefore not possible, for example, to claim 'climate neutrality'
- ! Also, for example, 'By supporting Tree.ly projects, we offset our CO<sub>2</sub> footprint.' is not allowable.
- ! Please be aware of 'Truth of claims', which means, for example, that the acquired 'Contribution Claims' are not 'Offsets', and must not be represented as such.
- ! The directive adopted in 2023 prohibits the claim of climate neutrality or emission reductions if these are achieved through the purchase of CO<sub>2</sub> credits (No Offsetting).

REPORTING STANDARDS

# How we fit into the various reporting standards.



GRI

## Global Reporting Initiative

Tree.ly support falls under:  
GRI 3 305-5 2016



SBTI

## Science Based Targets Initiative

Tree.ly support falls under:  
Corporate Net Zero Standard R9  
BVCM (Beyond Value Chain  
Mitigation)



CSRD

## Corporate Sustainability Reporting Directive

Tree.ly support falls under:  
CSRD ESRS E1-7, paragraph 53(b)



GHG

## Greenhouse Gas Protocol

Tree.ly support falls under:  
Corporate Standard, Chapter 9,  
Optional Information

 Report 'Contribution Claims' separately from 'Offsets' and communicate according to the Tree.ly guidelines.

USE OF FUNDS

# What the support is used for

These financial resources from the climate protection projects allow for **additional** measures that would otherwise not be implemented. These individual measures are documented in a verified **action plan** for each project.



## Forest Restructuring

Spruce monoculture stands are being converted into climate-resilient mixed forests



## Reforestation

Reforestation of former damaged areas is undertaken



## Regeneration

Measures such as browsing protection, regeneration promoting measures, etc.



## Conservation

Biodiversity enhancement, deadwood, water protection



## Protection Forests

For example: Supporting the forest's protective function against avalanches, landslides, etc.



## Harvesting

For example: More expensive timber harvesting due to difficult accessibility, support by costly technology like cable cranes, etc. is made possible



## Forest Roads

Coarse and fine development, extraction lanes, and forest roads



## Hunting

For example: protection against browsing, support through paid professional hunters



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