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Climate Positive Workforce - Implementation Guide





Welcome

Play It Green has created an Implementation Guideline for your Climate Positive Workforce

It's a simple but crucial step for you and your team to be part of the climate solution and embodies Play It Green's 3 step solution to climate change - #reduce, #repair & #regive

We suggest activating the initiative within 3 weeks and Play It Green can provide a range of support to assist your activation.

Feel free to contact us should you have any questions

The Team at Play It Green



The Role of Play It Green

Lowering Footprints whilst making an Impact

All Play it Green services deliver upon its **3-step solution to climate change**, which helps people and businesses to **lower their carbon footprint** whilst making a positive environmental and social impact on the way:

#Reduce carbon footprints through education, discounts and tools



#Repair the planet by planting trees @ 50p a tree



#Regive by passing on 10% of every tree purchase to your selected good cause



The Role of Play It Green

Play It Green will ensure:

1. Your business and workforce is supported in lowering its carbon footprint
2. Your trees are planted
3. Funds go to your selected good cause
4. Marketing content is available
5. Everything is tracked through your Forest Garden
6. Financial paperwork is sent regularly
7. Your customers are supported in lowering their carbon footprint





Reduce Carbon Footprints

Live more Sustainably

As a Play It Green member, your team will now receive a **weekly mailer** every Friday from Play It Green containing sustainability tips, discounts and articles. See [Sample](#)

A support pack containing **tips for your customers** on how to lower their carbon footprint is available at no cost. This can be used on your marketing literature, platforms and/or automated post-sale emails to customers [Link Here](#)

Access Play It Green's **Net Zero Framework** through your Forest Garden page, to help map out how the business can achieve net-zero [Link Here](#)

Additional Services at cost include:

- **Climate Positive Product/Service** add trees at 50p per tree
- **Scope 2 Carbon Footprint Report** £120 per site
- **Green Energy Services** - supply, solar, EV Charging etc
- **Carbon Literacy** Training and Supply Chain Analysis



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Repair the Planet by Planting Trees

The trees do more than rebalance the footprints of your workforce

Your business will receive its very own **Forest Garden** page - see [Sample](#) - to **track all the trees** planted, **personalise** it for publicity and engagement purposes and **download** all the marketing support material

Every tree purchase is added to your Forest Garden, a **hugely positive story** and creates a social impact due to the way we plant

As well as **employing to plant**, we plant to **replace lost ecosystems** and the trees are monitored and protected. You are also supporting a minimum of 11 of the 17 United Nations Sustainability Development Goals

Numerous stories, videos and stats on the trees can be found [here](#) and on the [science](#) page, as a member feel free to use this material for your own purposes and share your Forest Garden





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Regive to make a Social Impact

10% of all revenues go to a good cause of your choice

Below are the available good causes within the platform

You are free to choose one of your own, which will then be verified.



Shelter





Sign Up Process

Sign up at
playitgreen.com/signup/ and
follow the instructions to
completion





After Signing Up

Internal Communications

1. An email can be sent to all the employees to announce their participation in your Climate Positive Workforce [Email Template](#)
2. Please send employee emails to Play It Green using the linked template, and they will then receive Play It Green's weekly tip mailer every Friday. [Employee List Template](#)

External Communications

3. Public Announcement (Press Release) - Please provide a quote to us and we will draft the announcement and make it public on our website and Social Media [Sample](#)
4. Social Media Posts to announce on your social media platforms
5. Put the Climate Positive Workforce Badge on your website [Badge Usage Guideline](#)
6. You can also create a sustainability page related to the 3 step solution [Sample](#)



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Imagery to Use

What Imagery should I use?

You can find some tree images [here](#) for your use.

Which logos and badges should I use?

You could use our Climate Positive Workforce badge once you incorporate this concept into your business.

We suggest using this climate positive badge to make your initiative stand out. It is available in 4 colours. Please find out more [here](#).

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Monthly Process Once Live



Weekly Tips
sent to team



Subscription paid
to Play It Green



10% set aside for
giving partner



Payment Receipt
in Forest Garden



Trees added to
your Forest Garden



Watch your
garden grow

Forest Garden Functionality

1. Settings Menu
2. Number of Trees Planted
3. CO2 Rebalanced
4. Campaigns and Leaderboard
5. Good Causes
6. Photo Gallery Section
7. Tree Planting Information
8. Social Media Sharing Tools
9. Downloads Section
10. Plant more trees - use to purchase trees





Reduce



Repair



Regive

Please contact us at info@playitgreen.com should you have any queries