



# Become a part of the solution

How your organisation can help the planet,  
get people active and make a difference every day.



Take steps towards a regenerative future.  
An introduction to partnering with the 1% Club.

PARTNERS





## The harsh truth

As organisations, we can't help but have a negative effect on the natural world, from providing services through to products we make and sell.

Now more than ever, we are aware that each one of us must start changing how we live, work and play to protect the planet we live on. It is no longer enough to offset and hope; change has to happen and Earth needs us to focus on regenerative solutions.

**Actions that will make a positive impact.**

## Inactivity is killing us

Whilst the environmental crisis is paramount to humankind, humankind is creating it's own crisis at a personal level.

Inactive lifestyles are at an all time high. Inactivity is now within the top 4 causes of premature death and is linked to most major non-communicative health issues.

Sedentary lifestyles are simply killing us.

**We need to act.**

A scenic view of a park path with runners and cyclists. The path is paved and has white lane markings, including a bicycle symbol. The path is lined with trees, some with yellow autumn foliage. A street lamp is visible on the left. In the foreground, two runners are seen from behind: one in a green shirt and black shorts, and another in a white tank top and black shorts. Further down the path, there are other runners, a person pushing a stroller, and two cyclists. The sun is shining brightly through the trees on the right side, creating a lens flare effect. A large orange-bordered circle is overlaid on the center of the image, containing text.

The 1% Club  
was set up to help  
make a positive daily  
impact, both for the  
planet and for our  
health.



The 1% Club is an inclusive club that sits alongside your organisation and provides your members, team or customers with the opportunity to change the world for good.

**We plant a tree for each 1% Club member every day they are active.**

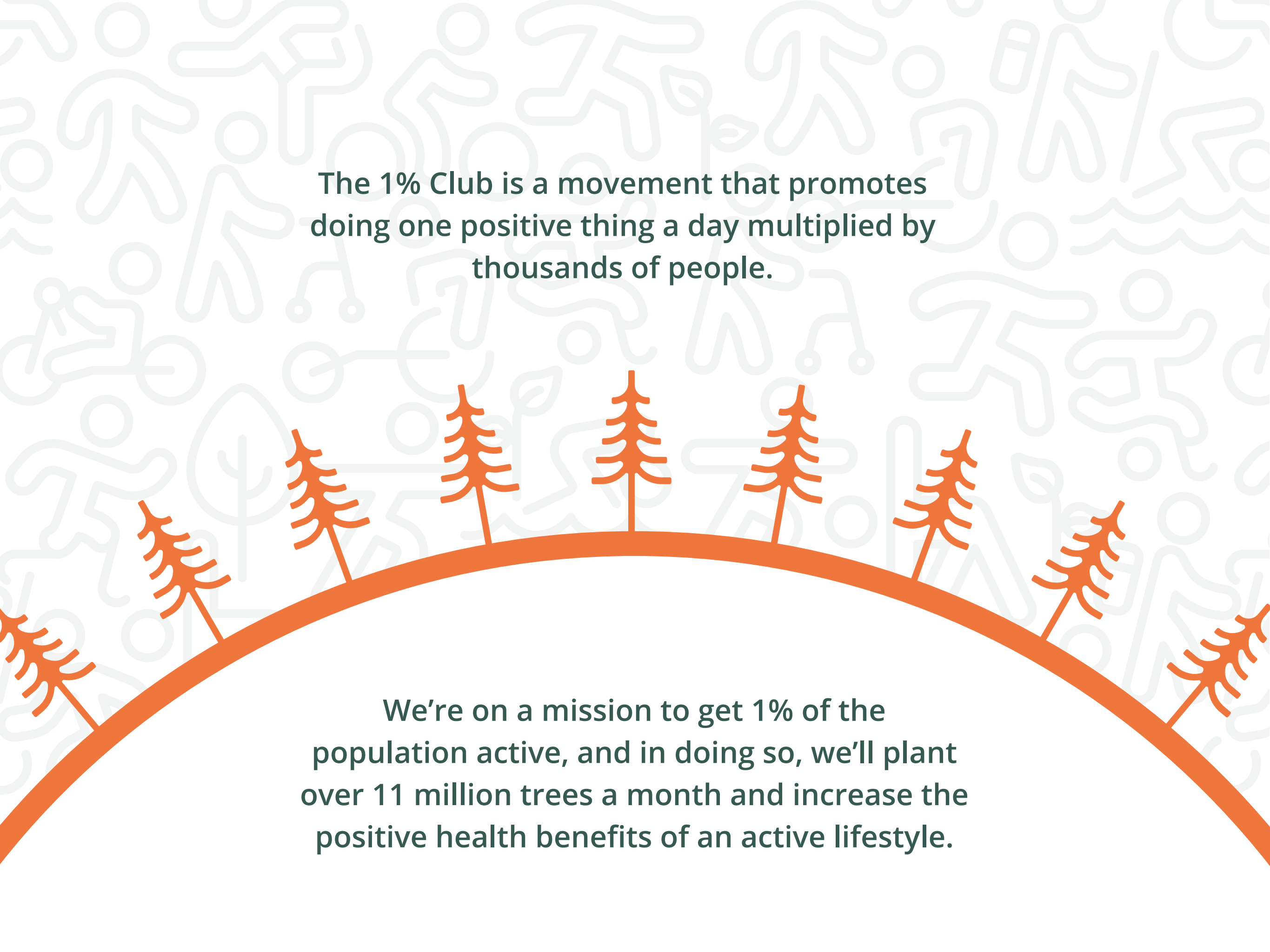
Whatever 'active' means to them.

We don't focus on times and distances; we focus on active lifestyles that can work alongside training plans and rest days and appeal to anyone from regular runners to leisure walkers.

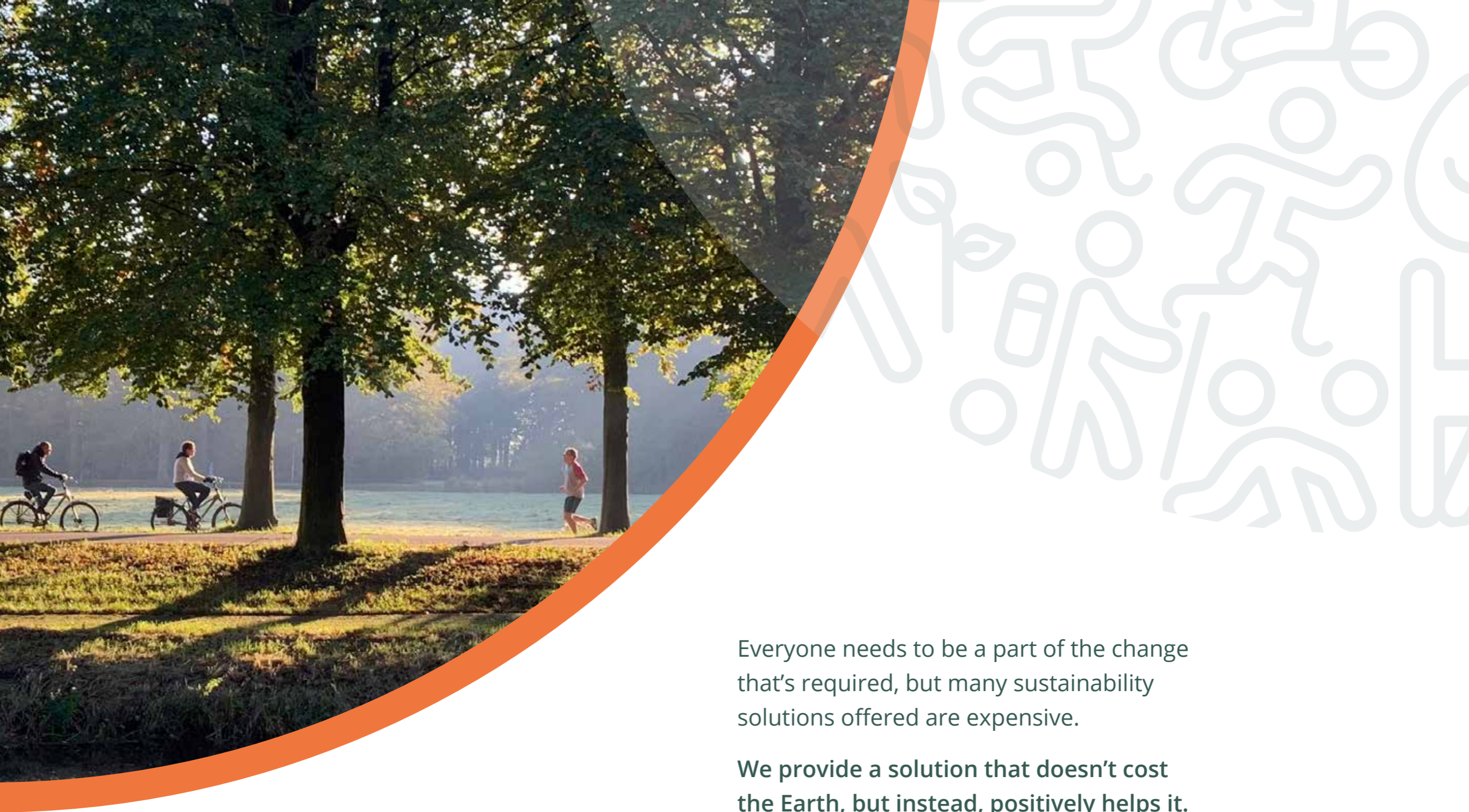
**1**  
**ACTIVE**  
**DAY**    **=**    **1**  
**TREE**  


**FOR EVERY MEMBER**

The 1% Club is a movement that promotes doing one positive thing a day multiplied by thousands of people.



We're on a mission to get 1% of the population active, and in doing so, we'll plant over 11 million trees a month and increase the positive health benefits of an active lifestyle.



Everyone needs to be a part of the change that's required, but many sustainability solutions offered are expensive.

**We provide a solution that doesn't cost the Earth, but instead, positively helps it.**

We partner with organisations to encourage their team and customers to join the 1% Club and in doing so become a part of the solution. And we want you to join us.



Together we will be working towards six of the UN's Sustainable Development Goals.

However, our solution isn't just aiming to be sustainable, it is a truly regenerative approach.

We're focused on leaving a net positive impact on the earth. Healthier individuals, healthier planet.



**SUSTAINABLE  
DEVELOPMENT  
GOALS**



TAKING STEPS TOGETHER TO PROTECT THE PLANET

YOUR LOGO



## WOW! LOOK WHAT YOU'VE DONE!

THIS IS THE IMPACT YOU'VE MADE



We've taken the footsteps of all the visitors and planted a huge

**3500 TREES!**



Your trees will live for around **75-150 years\***  
(What a legacy!)



They will support over **1 million** mammals, reptiles, birds and amphibians



Your trees will grow to absorb **32 million gallons of water** (per year). Which fights flooding, soil erosion and helps regulate our climate



Your trees will grow to sequester around **35,000Kg of carbon per year** - the average carbon footprint of **3.5 people in the UK**



When they mature, they will create enough oxygen for **497 people**. Breathe easy.



They will cover around 2 hectares, the equivalent of **11.5 football fields**.



In return for joining us, we provide you and your participants regular impact reports that show how many trees you've planted together and the positive impact those trees will have.

You, and your stakeholders, will be able to see the difference you're making.

Every tree your members plant will grow to make a positive impact and will be attributed to your organisation.

In short, you will become a part of the solution.



## Our background

To date, as an organisation, Earth Runs CIC have planted over 135,000 trees around the world through the promotion of getting active for Earth.

We've hosted virtual challenges, school schemes, work promotions and produced the first ever biodegradable seeded medals. The 1% Club initiative was introduced at the start of the year, and our members have already planted over 13,000 trees, and it grows month on month.

We partner with well-established tree-planting charities that plant our trees around the world. They support the local communities, help fight poverty (a significant contributor to illegal logging), and ensure a fair wage for the tree-planting team.

**We continue to push for 1% of the UK population to plant 11 million trees a month.**

# Our beliefs



Inspiring people to move  
and be active



Everyday people will be  
the driving force of change  
for the planet



Change must be inclusive



People do good when they  
feel good



Making small changes to  
what we already do can  
make a huge impact on  
our planet and on us



People are motivated to  
get active when they can  
see the impact it has



Our job is to leave the  
natural world better off

# Our guiding principles



Forward movement  
resonates in your soul



To believe in a better  
future we have a duty to  
help make it happen



Dare to hope



Inspiration, motivation  
and enthusiasm are our  
superpowers



The power of one step  
creating momentum.  
Action creates change.



We do our best until we  
know better, then we do  
better



## What next?

Talk to us.

We're here to answer any questions and shape a partnership that helps our planet and gives you the opportunity to become a part of the solution.

Email [tash@earthruns.com](mailto:tash@earthruns.com) to set up a call.

