

FOOTBALL FOR FORESTS

Introducing F4F

When we talk about rainforest destruction, we often depict this through football pitches – 17 pitches of forest are lost every single minute. That is nearly 1,500 pitches in the duration of a single football match.

Football for Forests (F4F) is turning this powerful metaphor around: with the help of the global football community and the enthusiasm of football fans, we restore tropical forests, pitch by pitch.

At the heart of F4F is a digital platform that connects national league clubs with fans and companies:

For individual fans

- Fans around the world sign up to our **app** and select the team they love
- They commit a cash amount for each goal their team scores, and compete for their team to top the Forest Restoration League
- For added bonuses, fans test their football knowledge skills, winning restoration impact
- Via the app the fans can receive direct updates on the progress of planting; take a stroll through “their” forest; and learn what their contribution has meant for the rainforest.

For companies

- Companies can join the fight, and engage their employees
- Companies commit to a restoration target, and, as a team, aim to reach this goal within a season
- Companies can also compete for their team to top the Restoration League.

Impact

Guaranteeing long-term restoration impacts by going beyond simply planting trees:

- 100% of your donations deployed into high-quality restoration projects
- We directly oversee restoration efforts on the ground, working closely with partners
- Our team is active in the Amazon region, currently in Colombia and expanding to Brazil
- We engage local communities to create Guardians of the Forest.



FIFA Women's World Cup edition

In anticipation of the FIFA Women's World Cup jointly hosted by Australia and New Zealand, we are extending our Forest Restoration League to national teams that will be competing in this exhilarating tournament.

By joining forces for the World Cup, F4F will harness healthy football tribalism to maximise impact. Individuals and groups of fans will be able to make donations to 'sponsor' a part, or whole, football pitch. Regardless of donation size, all finance will go towards sponsoring a football pitch (restoration patch) in the name of your national team.

By being able to team up with friends and colleagues (companies), we create the benefit of group action and weaken the sense of futility of individual action – a much needed booster recognising the scale of the issue we are fighting.

Who are we?

F4F is set up by tropical forest experts and international think tank 'Climate Focus' and football and green living platform 'Planet League'. Check us out at www.footballforforests.org



Check out the app!

