



# FOOTBALL FOR FORESTS

Restoring tropical forests,  
one football pitch at a time



EURO  
2024



Download the app



## INTRODUCING F4F

A ground-breaking initiative that combines passion for football with the crucial mission of restoring the world's tropical forests - one pitch at a time.

### DID YOU KNOW?

17 pitch-sized areas of forest are lost every single minute... what if we told you that we can flip that around, and make every goal scored count towards restoring our planet's precious forests?

### Help your team, help the planet:

The football community can play its part in restoring the tropical forests - we're inviting you and **5 billion football fans** to join the biggest comeback ever.

## HOW?

- 1 Downloading the first-ever fan-based restoration app
- 2 Uniting every corner of the football community for reforestation
- 3 Using our environmental expertise to develop long-term restoration projects
- 4 Donating for each goal your selected teams score
- 5 Because **GOALS PLANT TREES!**

## OUR EURO 2024 EDITION

Like the standard edition, the app hosts a 'Forest League' which shows where it a team ranks against the other teams in the tournament. Supporters can help their team position by how much they donate, as well by answering trivia questions correctly and by recruiting other supporters.

Or, if you believe in footballing karma, you might think of the app as a 'good luck ritual' and just enjoy helping your team to help the planet - 'Goals for Trees', as we say! You can donate to a team throughout the tournament or just for specific games - you can even donate to support other teams 'tactically'!



## IMPACT STATS

- Active in 8 restoration sites in Colombia
- Area of 56 football pitches restored since launch
- C €280k donated and invested since launch



## HOW THE F4F APP 2024 EURO EDITION WORKS:

- 1 Sign up and choose your team
- 2 Donate when your team scores
- 3 Bonus trivia for extra restoration
- 4 Top the Euro Forest Restoration League

