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BIOREDD+ Program

DELIVERABLE 10: FINAL REPORT

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I. BACKGROUND

REDD+ projects verified to the Verified Carbon Standard (VCS) and Climate, Community and Biodiversity Alliance (CCBA) standards are already protecting 14 million hectares of threatened tropical forest and reducing emissions by 22 million tons of CO₂ annually. What has failed to transpire, however, is large-scale demand for the emission reductions (Verified Carbon Units - VCUs) that REDD+ is generating. Without payment to forest communities and countries through emission reduction purchases, REDD+ will not fulfill its potential to have a meaningful impact on climate, conservation, and sustainable development because the financial incentives driving unsustainable land use will remain communities' only viable choice for economic development.

It is unlikely that an international climate agreement to create regulatory demand for REDD+ emission reductions will come into existence before 2020, with the 2013 United Nations Environmental Program Gap Report estimating countries are dramatically off course to keep warming capped at 2 degrees Celsius. Forestry is widely recognized as a critical element of climate change mitigation, however payments for REDD+ will need to flow into developing countries before 2020 if REDD+ is to successfully abate the loss of forest ecosystems and the climate services they provide.

Code REDD is a non-profit organization working to support and scale the REDD+ mechanism. It is a member-based organization, working with various actors in the REDD+ space from developers to buyers. In order to effectively scale REDD+ activities, Code REDD's work has primarily focused on raising awareness and increasing demand for REDD+ VCUs. Previously, these efforts were largely focused on encouraging corporate engagement with REDD+, however, corporations are slow to take voluntary action, and do not want to invest in a mechanism they believe their customers won't understand. Code REDD realized there was a missing element to creating more widespread support for REDD+, and it was the individual consumer.

To date, few effective mechanisms exist for individuals to purchase carbon credits, and the offset programs that do exist do not have the potential for much wider use or to scale to the level necessary to have an impact on global demand. At the same time, social media in today's highly globalized and networked environment provides opportunities for individuals to contribute to climate change mitigation efforts through crowd-funding to leverage contributions effectively for a variety of social causes. The Facebook platform, for example, has inspired democratic uprisings, responsible corporate marketing, and shared creative commons. Social media can therefore serve as a platform for raising awareness on climate change and providing a mechanism for individuals and groups to purchase REDD+ carbon credits at scale.

The objective of this initiative under BIOREDD+'s program financed by the United States Agency for International Development (USAID) International was to develop and

implement a strategic IT platform that catalyzes purchases of REDD+ VCUs or credits by individuals at scale. By opening an alternative retail market for the sale of REDD+ credits, this platform contributes to the long-term sustainability of BIOREDD's projects in Colombia and REDD+ projects worldwide, continuing beyond the life of the BIOREDD+ program and making a meaningful contribution to climate change mitigation efforts. Specifically, Code REDD established a platform that harnesses the power of social media to spread civil awareness and engagement with REDD+, successfully retiring 320,000 tonnes to approximately 18,000 individuals.

Code REDD undertook this initiative in close collaboration with the BIOREDD+ program in Colombia, USAID, the communications strategy firm Citizen Group, the API registry development firm Markit, and with advice from Facebook.

II. PROGRAM SUMMARY

Stand for Trees has successfully created the first-of-its-kind consumer campaign that leverages the power of social media and crowd funding to spread civil awareness and engagement with REDD+. The campaign has empowered everyday citizens to take real and effective action to reduce deforestation and curb climate change – demonstrating grassroots support for the protection of forests through individual financing of REDD+ projects on the ground.

Code REDD followed an effective, goals-oriented work plan in the development and implementation of Stand for Trees. Our team successfully met two key targets: (1) awareness of the critical role of deforestation in climate change with REDD+ as a viable solution; and (2) creation of an alternative retail market for REDD+ credits through grassroots financial support for REDD+ projects via a mobile web solution.

The campaign created the necessary infrastructure to leverage these landmark achievements for political action and corporate support. The grassroots movement generated by Stand for Trees sends a strong signal to policy makers, and the consumer financing speaks strongly to the corporate sector. The campaign has therefore created successful breakthroughs for both bottom-up and top-down approaches for scaling the REDD+ mechanism.

In this report, we detail (1) final campaign deliverables, (2) progress against targets, (3) lessons learned, and (4) next steps in the ongoing life of the Stand for Trees campaign.

FOR THE FIRST TIME, INDIVIDUALS ARE EMPOWERED TO 'DO A TONNE OF GOOD' BY BUYING STAND FOR TREES CERTIFICATES THAT EACH PREVENT A TONNE OF CARBON FROM ENTERING THE ATMOSPHERE WHILE PROTECTING CRITICAL HABITATS AROUND THE GLOBE.

III. PRINCIPAL DELIVERABLES

As a consumer-facing campaign, Stand for Trees has created a number of physical- and web-based materials to both communicate and engage a broad audience on REDD+. This final report provides an overview on the key deliverables created by the campaign.

3.1 STANDFORTREES.ORG – WEBSITE AND E-COMMERCE MOBILE WEB SOLUTION

The primary deliverable from the launch of Stand for Trees is an online platform and e-commerce mobile web solution for high quality REDD+ projects. High-quality REDD+ projects included on the platform have achieved (at a minimum) VCS validation and verification, CCB validation to at least one Gold level (with verification in process), and they adhere to Code REDD's globally peer reviewed Code of Conduct. The web platform was designed for a simple and intuitive user experience for both educational and commercial purposes with the least barriers to engagement. Because forestry carbon credits are a very new, if not unknown, consumer product, and because consumers have historically been skeptical about the authenticity of carbon credits in general, the team decided to develop a mobile web solution in place of a downloadable App (the latter which can access personal information contained on your phone). In addition to removing this additional barrier to engagement for multiple target audiences, the development of a mobile web solution was more cost effective and thus allowed for greater functionality within the same budget.

The Stand for Trees mobile web solution is compatible with desktop, tablet, and smart phone devices. Unique features of the site include:

- Easy-to-use user interface with a clear, intuitive educational component confirmed by user testing
- Strategic storytelling organized into a series of info-graphics including “How it Works” and “Why it Matters”
- Project gallery using powerful visual imagery to attract site visitors to click on each project to learn more

- Project pages summarizing environmental, climate, and community benefits
- Custom API layer integrated directly with the Markit Environmental registry to automatically retire credits from Stand for Trees projects upon purchase
- Integrated Stripe payment gateway for secure credit card purchases
- Automatic ‘Thank you’ emails with customized ‘Certificates’ and shareable digital ‘Badges’ unique to each project provided upon purchase including transparent references to Markit via transaction serial numbers
- Integrated mechanisms for sharing project badges directly to social media channels, and running “supporters” marquee to enhance crowd-funding appeal.



Messaging and Communications UI (above)

The Stand for Trees mobile web solution has also successfully integrated with users’ personal social media accounts – so that when you support a Stand for Trees project, your friends, family, and social network can see and share your action as well. A key deliverable for this achievement includes the “shareable” individual project certificates.



Shareable Badges Unique to Each Project (above)

The finished product was the result of months of technical development by a team of web development specialists (Colorfield) and UI (user-interface) design development (Citizen with Code REDD's ongoing input). The process began as a collaborative effort between communications firm Citizen Group and the Code REDD team spanning several months, wherein the overall messaging, design, functionality, imagery and user interface was developed and decided. A digital prototype was then created and a group of 12-14 users resembling the site's target audience were hired to experience the site and provide constructive feedback over a period of 1-2 weeks. A set of queries was developed to assess the user's understanding of the key messages, site navigation, and subsequent interest in supporting the cause.

Highlights of changes to the site design following user testing include the following:

- Moved left to right scrolling marquee detailing project benefits to directly below the homepage marquee image and created a dedicated "Why it Matters" page
- Streamlined user-experience so that all content can be navigated in one direction - up and down
- Replaced "Express Checkout" with persistent "Protect a Forest" button
- Changed "Our Forests" to "Protect a Forest"
- Added "Coming Soon" classification in project gallery so users can sign up to receive email updates on projects that do not yet have VCUs for purchase

Subsequently, the web developer then worked closely with Citizen Group to code for the website's functionality, device compatibility, and systems integration of the site with Stripe (payment gateway) and the Markit API (registry provider).

Collaborative systems testing was conducted by Code REDD's technical IT specialist, Citizen Group, Markit, and the web development team. This process finalized the back-end integration of the Stripe payment gateway, automatic carbon credit retirement from Markit registry, and email receipt automation for Certificate recipients.

3.2 STAND FOR TREES PUBLIC SERVICE ANNOUNCEMENT

Stand for Trees began development of a viral video (as its key marketing asset to initiate the campaign's launch) in October of 2014 with Wander Films, the producers of *Follow the Frog* (a video commissioned by Rainforest Alliance that received over four million views) with the aim to create something equally as compelling for a global audience. After multiple revisions, it became clear by January 2015 that the producers were unable to link the main messages with a sharp, entertaining, and convincing storyline. Further, the main character chosen by the producers did not represent the target audience and did not engender the type of goodwill and connectivity the team felt was needed to drive awareness and adoption. While this was ongoing, the team had also been made aware of an opportunity to engage Prince Ea, a spoken word artist/activist, in a piece about the role of deforestation and forest protection in climate change, and felt that such an authentic, celebrity-driven video would have a much higher probability of going viral and reaching a large audience. As a result, the team collectively decided to convert the footage from Colombia and elsewhere into a 2-3 minute Public Service Announcement (PSA) that could live on the website and contribute to the education as well as activation component of the campaign in a visually compelling way.

The resulting PSA video effectively communicates to the average person how their every day activities contribute to climate change, and creates a clear call to action for how they can help reduce that impact by protecting forests through REDD+ carbon offset purchases.

3.3 VIRAL VIDEO

One of the most successful deliverables of the campaign to date has been the commissioning, production, and distribution of a viral video funded by the MacArthur foundation and created by activist and spoken word artist Prince Ea. Prince Ea was inspired to write “**Dear Future Generations – Sorry**” by his visit to two Stand for Trees project sites in Kenya and the Democratic Republic of the Congo. The video is written as an apology to future generations for our collective inability to take action on deforestation and climate change – then reverses the message to argue that we CAN do something about this now, providing a clear call to action to protect our forests through Stand for Trees. Prince Ea’s message targets the millennial generation with an authentic message that resonates across countries, cultures, genders, and age groups.

Born and raised on the North Side of St. Louis Missouri, Prince Ea has a sound unlike most artists. Possessing a great song writing ability and stage presence, he combines both creative and thought-provoking songs that neatly tie-in humor, wit, passion, and hard-hitting punch lines. In 2009, upset at the present state of the music industry, he decided to form a movement named "Make 'SMART' Cool". The "Make 'SMART' Cool" movement (SMART is an acronym for "Sophisticating Minds And Revolutionizing Thought") attempts to "promote intelligence to everyone, everywhere and integrate it with hip-hop.

Along with Prince Ea’s internet success, he has also been featured in both national and local publications including Huffington Post, CBS, FOX and Yahoo Music. VIBE Magazine declared him *Vibe Verses Grand Champion* and he was also featured in DISCOVER magazine for his academically provocative single “The Brain,” where he was dubbed “The King of brainy hip-hop.” Since then he has released several extremely popular spoken word pieces that have been featured nationwide in various publications and talk shows including the Queen Latifah Show and the Blaze with Glenn Beck.

At the start of the campaign he had over 1.5 million actively engaged Facebook fans and his most popular video ‘Can we Auto-correct Humanity’ had over 12 million views on Youtube.

The Stand for Trees Prince Ea video was strategically launched on Facebook on April 20th, two days prior to Earth Day. Code REDD also set up two ‘live’ online chats between Prince Ea and his fans on very popular social networking sites- one on Reddit and one on Facebook. We also conducted significant PR outreach, with popular media outlets within our target market like Huffington Post, Yahoo! Music, On Earth, Eco Watch, Ecosystem Marketplace, BuzzFeed and Upworthy all picking up the story. We also arranged a face-to-face interview with Sustainable Brands and Global Citizen. Prince Ea has done additional local TV news appearances on Stand for Trees. The Nature Conservancy and Conservation International both posted and/or tweeted the video on our behalf. Although we hired a PR firm in the weeks leading up to the Earth Day launch,

most of the media attention we received came from our own organic efforts, those of Prince Ea, and those of our NGO and campaign partners.

Within 3 days the video had achieved over 40 million views and sold over 20,000 tonnes on Stand for Trees. Several celebrities tweeted about the video, including the Coach of the Seattle Seahawks and Jaden Smith (son of actor Will Smith). Within a month the video reached over 60 million views on Facebook, 1 million on YouTube, and as a result Stand for Trees has sold about 32,000 tonnes through its mobile web solution.

In addition to reaching a general mass public audience, this video has been presented at the UN Tropical Landscapes Summit, at New York University's International Public Service Association Summit, and will be presented in June at the Sustainable Brands Conference in San Diego –further disseminating the campaign's message about the role of forests in addressing climate change to a larger audience.



3.4 SOCIAL MEDIA SITES AND INTEGRATION

Stand for Trees now has an independent social media presence on Facebook, Twitter, YouTube, and Instagram. From launch on February 10th, **our Stand for Trees Facebook page now has almost 23,000 fans** – many of whom liked our page after having seen the Prince Ea video. We also gained 1,200 Instagram and 1,200 Twitter followers. As a result we now have a significant, global, and active audience receiving our posts in their newsfeed, interacting with our posts, and sharing our message with their networks.

3.5 CORPORATE AND POLICY PRESENTATIONS

Code REDD is leveraging the grassroots success of Stand for Trees to send a powerful message to corporate and policy leaders that the public supports forest protection as a means of climate change mitigation through REDD+. We have received support from companies like Sony, Stella McCartney, Neal Yard Remedies, and Taylor Guitars either in financial contributions (purchases of tonnes) or creating awareness among their networks (social media/internal communications).

In addition, we have given or arranged for presentations at:

- **COP in Lima Peru:** Began to establish the value of Stand for Trees as a movement in the REDD+ space
- **UN Tropical Landscapes Summit:** Raised awareness for the value of Stand for Trees among the REDD+ international policy community
- **New York University's International Public Service Association Summit:** brought Stand for Trees to our target audience of engaged millennials/Gen Xers
- **Sustainable Brands San Diego:** Here we will demonstrate the value and success of Stand for Trees to corporate sustainability executives, with the potential to develop new corporate supporters/partnerships (see more below)
- **Board of the California Coalition for Economic and Environmental Balance:** Demonstrated the value of Stand for Trees to California corporations concerned about the environment, with a strong connection to California policy makers
- **Carbon Expo 2015:** brings Stand for Trees to those already in the carbon industry, providing an opportunity for new project developers/supporters to apply to join the platform,
- **UNFCCC Conference of the Parties:** We will bring Stand for Trees to the largest international policy gathering on climate, with the opportunity to reach new, more international audiences.

The Sustainable Brands conference during the first week of June in San Diego, CA will bring together more than 2,500 dedicated sustainability executives from many of North America and Europe's largest corporations. Code REDD views this conference as a key opportunity to boost our corporate outreach to encourage companies to directly engage with Stand for Trees, either as part of a holistic sustainability strategy, an employee engagement strategy, or a carbon emissions reductions strategy. We will enhance our presence with a large (and engaging) booth in the activation hub done in collaboration with our strategic communications firm Citizen Group, as well as through one panel presentation and a main stage plenary session appearance and video screening by Prince Ea. Prince Ea will also be available throughout the conference and will be present at the booth at specific times during the conference to create excitement and some celebrity appeal around Stand for Trees.

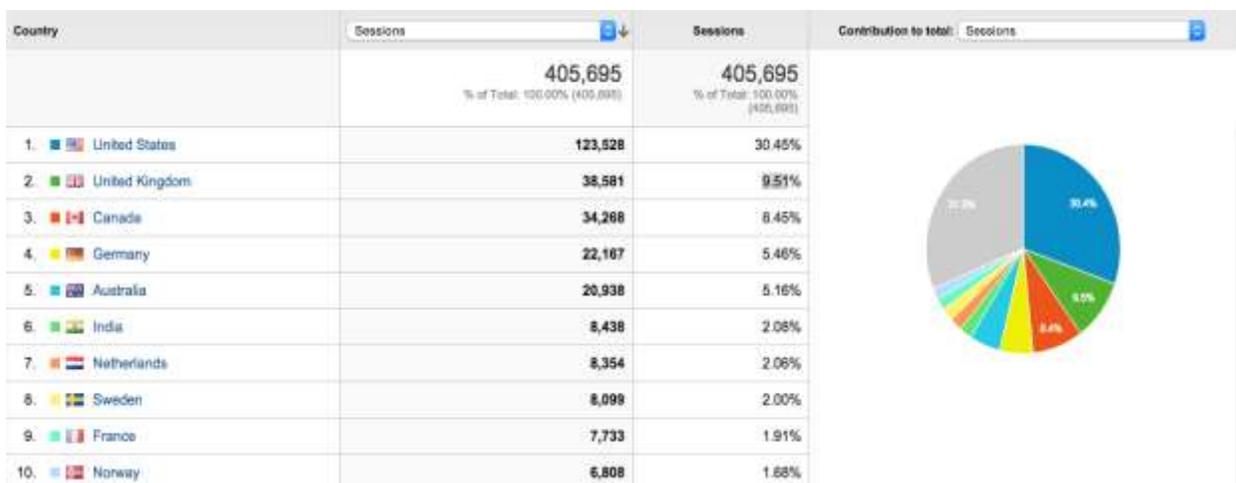
IV. RESULTS

Since commencing Phase 1 of Stand for Trees, we have accomplished, and in some instances vastly exceeded, our stated goals, despite facing several challenges along the way. The results of the highest level activities are summarized in the following table.

Activity	Target	Progress to Date	% of Goal Reached
Video Views	1.25 million	60 million	4,800% (48x)
First 60 days credit sales	US\$416,667	US\$338,540	81%

- On February 10th, as planned per our schedule, we soft-launched the *Stand for Trees* mobile web solution - a consumer/ general public -facing website that would integrate seamlessly with Markit and the Stripe payment gateway and be operable on mobile, tablet, and personal computer.
- We launched with 11 high-quality REDD+ member projects on the platform and two 'pending' (13 total), including the BIOREDD+ supported REDD+ projects, which are in the validation and/or verification process and do not yet have salable VCUs. We will shortly be adding two additional new member projects and one of the pending projects will shortly become active following a new issuance of credits. We also launched with approximately 20 'supporters', and about 30 members (some are in-kind). Supporters are organizations like the United Nations, Sony, and CCEEB (California Coalition for Environmental and Economic Balance), who support what we do and may have made a financial contribution to our efforts at some point, but who are not registered nor dues paying official 'members'. Members are those organizations that pay membership dues (Code REDD's earned income), are eligible for Stand for Trees, and have a more active role through quarterly member meetings.
- We launched with carefully constructed consumer-friendly language that successfully takes 'REDD+' out of the 'wonky' institutional carbon box and replaces it with an intuitive, easy-to-understand and support 'Stand for Trees' dialogue and PSA video.
- We then followed up the soft launch with the launch of the Prince EA '**Dear Future Generations: Sorry**' viral video on Monday, April 20th as part of our Earth Day campaign activity.
- Video Views: Approximately **60 Million** on Facebook alone, our primary distribution platform (about one million views on YouTube following the launch)
- REDD+ credit purchases: Approximately US\$20,000 prior to launch and **US\$320,000 after the video launch on Earth Day**

- Credits Sold: Approximately **34,000**
- Transactions processed: **Over 19,000** (mean spend per transaction of US\$20)
- Media exposure:
 - **Launch Day:** Associated Press, Herald Standard, Sci-Tech Today, CSR Wire, Moultrieobserver, 3BL Media, Newser.com, Star Advertiser
 - **Earth Day/ Video Launch:** Sustainable Brands, Huffington Post, Yahoo! Music, On Earth, Eco Watch, Ecosystem Marketplace, Global News, The Green Optimistic, Rappler: Webhits; BuzzFeed, Upworthy, The Epoch Times, 3BL media newswire distribution, PR Newswire distribution
 - Hundreds of thousands of media impressions across multiple channels
 - Distribution Support from The Nature Conservancy, Conservation International, Stella McCartney, and our Members and Supporters
- Stand for Trees Facebook Followers: Approximately **23,000**
- Twitter Followers: Approximately **1,300**
- Instagram Followers: Approximately. **1,200**
- Unique visitors to Stand for Trees Website: Approximately **400,000 as of end-April**
- Geographic Make-Up of Visitors:
 - Top 10 Countries



V. LESSONS LEARNED

Developing the Stand for Trees campaign provided a number of lessons learned across a variety of activities. Just as user testing provided critical insight during the development period, consumer feedback has provided important insights on best practices and next steps.

One overall lesson learned is the importance of thoughtful, emotional, clear and authentic communication for a general public audience. Our most successful deliverables were those that were both thoughtful and authentic whilst also clear and compelling to the emotions of our target audience – such as a provocative, insightful video or a humorous yet simplistic paid Facebook Ad.

Additional insights emerged from our corporate outreach strategy. By and large the companies most likely to engage with Stand for Trees were those already involved in the purchase and retirement of REDD+ offsets; i.e. those already familiar with forest protection and with offsetting more generally. Others initially were keen but upon understanding the campaign's international focus preferred to engage closer to home in the United States. Another subset, such as Taylor Guitars, did become interested to engage due to direct product and supply chain relevance. We also recognized that corporate engagement conversations can take many months - and that conversations ideally should have started back in September. However, tangible materials were not ready until mid-December and by then the campaign was launching in early Feb - giving companies too little time to take it through the necessary channels. We had further envisioned that our developer members would bring their corporate buyers to us to help them message their involvement with REDD+, but for the most part members remained very protective of their buyers and did not want to disclose them out of a fear of losing their future purchases to competing members listed on Stand for Trees. We are working on this aspect and plan to develop 'siloes' web pages for each project - pages that allow corporations to be directed to a specific project's materials without showcasing all of the other projects.

We gained a few insights into media outreach strategies as well. We launched the site on Feb 10th with the explicit strategy of staying 'quiet/dark' prior to launch and while so doing obtained an exclusive article by a mainstream news outlet (Associated Press). The intention was that this article, because of AP's credible reputation, would percolate through the online news channels and be picked up in a variety of news outlets. We executed this strategy on the day of the soft launch and it did have the desired effect of spreading across dozens of mainstream online news channels around the country and around the world. Unfortunately, we learned that this type of coverage did not result in significant numbers of visits to the campaign website, nor did it result in carbon credit sales. By contrast, when we launched the Prince Ea video on Earth Day, we pursued a more organic, direct-to-media / direct-to-consumer, grassroots approach to generating buzz within our core target market prior to the release of the video. That proved far more

effective in getting the word out and in generating sales than any other media activities we had done to date.

That said, the challenge with the use of an organic viral reach is that we do not have a mechanism to track how many people actually watched the entire video on Facebook through to the PSA. Citizen Group, our communications firm, ran some regression analyses on our Paid Media Ads (that were run prior to releasing the video) and concluded that almost half of carbon credit purchases by individuals that took place before the video was released could be attributed to the Paid Ads. We do know that the video was 'shared' by over 1 million people and we now have almost 23,000 Facebook fans.

There are also key lessons learned as relates to the video development. We knew that getting a video to 'go viral' is a huge challenge and one that only a few companies ever achieve. We initially sought to pursue something along the lines of Follow the Frog - funny, light-hearted, action-oriented, and humorous - and thought we had selected the right team to create that for us. As it turns out, however, past success is not a guarantee of future success - and this was unfortunately the case with their next attempt at producing a viral video for Stand for Trees. In hindsight, once we realized we were not seeing eye-to-eye with the producers, we could have cut short the production activity and redirected our efforts elsewhere. Also, it should have been a warning sign to terminate the agreement once it became an entire team effort to produce the script. With the production of the Prince Ea video, by contrast, the script, dialogue, setting, etc. were all left up to Prince Ea. He requested, and we gave him, full artistic integrity over the content and editing of the video. The authenticity of the piece was very attractive to our target audience, contributing to its going viral. The strength of the piece was also due in large part to Prince Ea's very active and engaged fan base.

Finally, more lessons were learned in the development of the web build, including the credit retirement system and the payment gateway. Many users – especially millennials and internationals –reached out to us that they would like to see integration with Pay Pal so that they can link directly to their bank accounts rather than with a credit card. We underestimated the usage of PayPal within our target market, and are now in the process of building that functionality. We also underestimated the number of backorders that could result from downtime, credit shortages, system bugs, and/or other errors, and as such have had to quickly build an automated back order system that can process the more than 400 backorders currently in the queue. For example, in one 20-minute downtime from Markit on Earth Day, no less than 90 backorders were received. Because of the complexity of the whole system - receiving payment, informing the registry, retiring the credits, recording the transaction, generating a certificate of sale, and then sending that certificate via email - it would take several individuals multiple days (and possibly weeks) to manually process all of these multi-stepped orders.

VI. KEY CHALLENGES

- Missing viral video at time of soft-launch (Feb-March sales relatively low)
- IT technical challenges post-Earth Day (backorders, duplicate orders, timeout errors, Markit downtime, system bugs, etc.)
- Insufficient timeframe / manpower to effectively engage multiple corporations in the campaign prior to launch
- Inability to accept payments through PayPal limited international orders
- System errors or unavailable credits, resulting in approximately 400 backorders that would have to be manually processed through a multi-step, collaborative process requiring multiple people and 1-2 weeks
- Maintaining the system - we have already gone through our entire annual maintenance budget with Colorfield and have had to transition the system over to our IT colleague who will be responsible for maintaining and enhancing it in the weeks and months to come

VII. KEY SUCCESSES:

- Produced perhaps the most viral environmental campaign video in the history of the Internet (tentative confirmation from Facebook)
- 60 Million views (versus goal of 1.25 Million)
- Easy-to-use and understand mobile website - very effective at taking REDD+ out of the 'institutional' box and moving it into the 'intuitive' box
- Almost US\$340,000 of sales (34,000 tonnes) in the first few months of the campaign launch through 19,000 unique individual transactions - successful crowd-funding to date
- Price per retail tonne of US\$10.00 more than double the average voluntary market price in 2013 (US\$4.20)
- Pixeled 400,000 unique visitors to the Stand for Trees website which are being used as the basis of a follow-on campaign to increase the number of sales conversions from video views.

VIII. NEXT STEPS IN ONGOING CAMPAIGN LIFE

Code REDD is excited to say that the Stand for Trees campaign is just getting started. Through the support of USAID's BIOREDD+ Program, we have created a truly unprecedented consumer access tool for the REDD+ industry – leading to incredible breakthroughs in communications, demand creation, and corporate and political enthusiasm. Code REDD has secured additional financing from the MacArthur Foundation, 7.5% commission for systems maintenance from consumer purchases, and will continue to pursue new grant opportunities to keep the campaign alive and growing.

We have already created an automated back order system, are in the process of fixing any/all bugs relating to the transaction process flow, and are now testing the addition of PayPal to the payment gateway. Once these are complete we will retarget the 400,000 unique site visitors with paid 'reminder' ads that we believe will lead to increased consumer sales. We also hope to translate the mobile web solution into multiple languages - notably in Europe where over half of our unique visitors originated.

Following Sustainable Brands we hope to revitalize our corporate engagement outreach - encouraging US and overseas companies to integrate "Stand for Trees" into their programs and activities. Taylor Guitars is one such company that will "Stand for Trees" at Sustainable Brands. We are also working on a sports campaign with the Green Sports Alliance and are exploring the idea of a Schools campaign targeting Middle, High, and/or College student activation and engagement, which could involve adopting a project and fundraising for it. Finally, we are developing a 'Fashion Stands for Trees' event series to be held during Climate Week in NYC and at the COP in Paris.

We are further planning for the creation of additional marketing and video communications assets, further corporate and citizen outreach, domestic policy education, and are aiming for an ambitious goal of US\$2 million in sales over the next two years.