

# Tree planting to welcome new clients

**WASTE (LOGICS)**

## About

Waste Logics is a leading software solution for waste management companies.

For over 15 years, they've been dedicated to supporting waste transfer stations, material recycling facilities, scrap metal processors, waste brokers, skip hire and trade waste companies to grow and evolve with new technologies.

## Motivation

Unfortunately, waste collection involves using HGVs, many of which are not yet electric or using sustainable fuel sources.

While working hard to rectify this, Waste Logics wanted to do something positive for the planet, while also thanking their clients at the same time.

They researched many options but fell in love with tree planting thanks to the numerous climate and sustainable development benefits, including climate action and poverty alleviation.

## Integration

**Trigger:** New customers

**Volume:** 1 tree per client vehicle (minimum 10 trees per client)

**Method:** Platform planting

**Wider impact:** Offering customers the opportunity to match #trees

## Results



1,599 trees planted



468t future CO2 sequestration plus 10 UN SDGs



Positive customer feedback

*“Our work with (more: trees) has been nothing short of amazing. The feedback from clients has been phenomenal, with some donating up to 100 trees each themselves.*

*New clients think it's a brilliant incentive and say how great it is seeing companies do their part for the environment.*

*And everyone loves seeing how many tonnes of CO2 they're helping sequester in their certificate.*