



**rainforest  
rescue**

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# rainforest rescue

*Protect Rainforests Forever*

CORPORATE PARTNERSHIPS PROGRAM

## **a conservation success story**

Not for profit organisation Rainforest Rescue has been protecting and restoring rainforests in Australia and internationally since 1998 by providing opportunities for individuals and businesses to Protect Rainforests Forever.

Our projects re-establish rainforests through planting, maintenance and restoration programs, as well as purchasing and protecting high conservation value rainforest and preserving its biodiversity.



## **protect life on earth**

Rainforests support half of the species of life on Earth and absorb vast amounts of carbon from the atmosphere. Their biodiversity provides vital ecosystem services upon which all of humanity depends. Rainforests generate rainfall, regulate the climate, provide habitat conservation, water catchment protection, food and medicinal resources – at local to global scales. Every person on the planet benefits from these services, but none of us pay for them - every day this vital resource diminishes.

# projects

## save a rainforest

Our Save a Rainforest projects operate in Australia and internationally to Protect Rainforests Forever. We are purchasing rainforest land at risk of development and working with local communities to provide creative alternatives to rainforest clearing.

### australia

The Daintree project identifies and purchases rainforest at risk of development and establishes Nature Refuge status. The Daintree rainforests are of international conservation importance as one of the most significant regional ecosystems in the world.

### ecuador

The Andean Cloud Forests of Ecuador are in grave danger from the constant threat of logging, mining and farming. The creation of the Choco-Andean Rainforest Corridor in Ecuador protects threatened rainforests and creates a vital link between the Andean Cloud Forests and the lowland forests of the Awa Ethnic Reserve.

### indonesia

Our Indonesian project protects habitat for the endangered orangutan in Sumatra and Borneo by stopping illegal logging and clearing. This project employs staff to patrol protected areas and supports local communities in developing a livelihood that benefits from conservation.





## plant a rainforest

The Plant a Rainforest projects replant previously cleared areas of rainforest and establish habitat for the plants and animals, local to the specific ecosystem, which protects its precious biodiversity.

### daintree australia

The Daintree Rainforest is the most significant tropical rainforest in Australia and sustains a unique range of flora and fauna. Over the past 100 years parts of the Daintree have been cleared to create land for farms, that are no longer in operation. Planting back these cleared areas with rainforest trees provides important habitat for the endangered Cassowary and 100 other threatened species found in the Daintree.



### byron bay australia

The Big Scrub was once the largest expanse of subtropical rainforest in Australia, extending over 75,000 hectares between Byron Bay, Ballina and Lismore. The Big Scrub is the most diverse ecosystem in New South Wales supporting 28 threatened species of flora and 22 species of fauna. With only 1% of the Big Scrub remaining, planting rainforest to restore the Big Scrub is vital to their survival.



### sri lanka

The Sinharaja Forest Reserve is a World Heritage Area and the largest remaining rainforest in Sri Lanka. Our project engages local people through education, training and practical projects to promote and demonstrate a balanced relationship between humans and the natural environment. This leads to conservation of the ecosystems and biodiversity maintenance.



# partnering conservation is rewarding

in demonstrating leadership in environmental responsibility, you can:

## lead your industry in environmental sustainability

By investing in the environment and acknowledging the need to preserve rainforests and their associated biodiversity, your commitment shows leadership to the marketplace.

## meet shareholder social and environmental standards

With shareholders seeking more accountability from companies in social and environment practices, your commitment to Rainforest Rescue shows a proactive approach to meeting their needs.

## attract positive media, marketing benefits and community support

In aligning your brand with Rainforest Rescue's conservation success story, your business can promote its environmental commitment through marketing and public relations activities.

## support the values of clients and staff

By partnering Rainforest Rescue, your company promotes to clients and staff a proactive approach to corporate social responsibility.

## produce triple bottom line results

Measure your financial, social and environmental success.

## protect rainforests forever

Your commitment to Protect Rainforests Forever preserves rainforests and their biological diversity for future generations.

**our corporate partnerships program offers your business the opportunity to align its brand with rainforest rescue's conservation success story**



# join leaders

## Adshel

*“As a leader in out of home advertising and infrastructure solutions, Adshel acknowledges the impact of its operations on the environment and has committed to implementing a range of initiatives to decrease its carbon footprint.*

*To celebrate its 10th Anniversary, Adshel is sponsoring the planting of 10,000 rainforest trees in an iconic out of home environment in Australia – the Daintree Rainforest. The tree planting project is a very important initiative for Adshel as a way to give back to the environment we operate in, and we are very happy to be partners with the Rainforest Rescue team on this project.”*

**Steve McCarthy, CEO – Adshel**

## Huhtamaki

*“Huhtamaki is a global food packaging manufacturer who produce BioWare, a compostable range of high quality single-use packaging made from renewable plant resources.*

*Huhtamaki sponsor the Save a Rainforest project in the Daintree Rainforest, Far North Queensland. In addition, a percentage of sales from selected products is directed to the project.”*


**Chris Elliott, Marketing Manager - Foodservice Australia, Oceania Rigids – Huhtamaki**

## ReTone

*“ReTone collects used printer cartridges and recycles these into high quality, remanufactured printer cartridges, thereby protecting the environment by reducing the amount of office waste going into landfill.*

*ReTone makes significant contributions to both Rainforest Rescue's Plant a Rainforest and Daintree Buy Back and Protect Forever projects. In addition, ReTone's staff encourage their customers to plant rainforest trees through the program to help offset and neutralise emissions caused by the use of their products.”*

**Simon Petersen, Managing Director – ReTone**



**in partnering  
rainforest rescue,  
your company  
joins other  
leading companies  
investing in our  
future & protecting  
rainforests forever**



# create a unique way to get involved

## sponsorship

Make a one off, monthly or annual contribution to Rainforest Rescue, or the Save a Rainforest or Plant a Rainforest projects.

## contribution by %

Contribute a percentage of company earnings or product sales to Rainforest Rescue or a particular project.

## cause related marketing

Make a contribution per product sale.

## customer reward schemes

Reward customer purchase with a contribution to Rainforest Rescue.

## and others

Rainforest Rescue would be happy to discuss any other ideas you may have.

## rainforest rescue sponsorship levels

platinum

gold

silver

bronze

business supporter





## partner us today

To find out more on the benefits of partnering Rainforest Rescue:

phone: 1300 763 611

email: [sponsorship@rainforestrescue.org.au](mailto:sponsorship@rainforestrescue.org.au)

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*"The Daintree Rainforest is one of the most spectacular ecosystems in the world"*

**Dr David Suzuki**

*"There are things we can do. We can get the gas out of the air and there's some very interesting ways I think of dealing with that, using what's called biosequestration, regrowing the world's tropical rainforests is probably the primary way of doing that."*

**Tim Flannery, Australian of the Year 2007**