



UNCCD  
**COP16**  
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# ONE TREE PER FAN

*Fan green, Fan sports, Go healthy*

[www.onetree.fan](http://www.onetree.fan)

Powered by SECOTO Eco Sports Events LLC

# Introductions



The **One Tree Per Fan** initiative opened officially in COP 16 Riyadh with SECOTO under **sports for climate/UNFCCC** and **Sports for nature/IUCN Initiative** as a growing trend among various sports organizations and teams to promote environmental sustainability and engage fans in ecological efforts. This movement not only helps combat climate change but also fosters a sense of community and responsibility among fans, players, and organizations as well as awarding Sports clubs and Fans Club contributions on environmental protection

*Fan green, Fan sports, Go healthy*





# Objective

One tree per fan initiative links the Climate agenda directly to fan engagement or attendance at sporting events and entertainment events as corresponding green initiative for sports club and famous people in entertainment sector.

This approach serves multiple purposes in sectors of sports, influencers, music, and movies

- **One tree per fan** aims to leverage the immense reach and passionate engagement of fans to promote sustainability and environmental responsibility by addressing climate change and fosters a sense of community and shared purpose among fans.



# Categories

## Sports Sector

- Territory Games:
- Net/Wall games
- Batting and field
- Target game

## Social media sector

- Facebook
- Instagram
- Tiktok
- Linkidin
- Twitter
- youtube

## Music sector

- R&B
- HIP POP
- Regue
- ROCK
- Afro Baet

## Other Sector

- Movie
- Comedy
- Leaders

# Sports Sector

In the sports sector, One tree per fan will the teams adopt the “one tree per fan” initiative by committing to plant a tree for at homes, villages, schools or community.

This will be integrated Fan Clubs everywhere in the community to involve in environmental protection form villages and engage them through existing marketing campaigns or as part of special events, such as home games or championship matches. For instance, if a football club sells 50,000 tickets for a match, they would plant 50,000 trees or any other activity for saving the planet from Climate change

This approach not only contributes positively to the environment but also enhances fan loyalty as supporters feel they are part of a meaningful cause. Teams can partner with environmental organizations to ensure proper planting and maintenance of these trees.

# Influencers Sector

Influencers have significant power over their followers and can utilize their platforms to promote sustainability through the Initiative By encouraging followers to participate in tree-planting initiatives, or planting tree social media challenges. These influencers will create viral campaigns that resonate with their audience's values. This initiative will raise awareness about environmental issues moreover strengthens the influencer's brand by aligning it with positive action.

Through this sector will play a crucial role in disseminating information about sustainability initiatives like "One Tree per Fan." Platforms such as Instagram, Twitter, and TikTok can be utilized to engage users by encouraging them to participate in tree-planting campaigns. Influencers and content creators can amplify the message by sharing personal stories related to environmental impact and inviting their followers to join the movement.

For instance, social media challenges could be created where users pledge to plant trees or donate towards tree-planting efforts for every milestone reached. This approach not only raises awareness but also encourages user-generated content that promotes sustainability



# Music Sector

The music industry will expanding this Initiative further could involve artists pledging to plant trees based on album sales or streaming milestones. One tree per fan will feature interactive elements where fans can directly contribute to planting efforts by purchasing eco-friendly merchandise that includes a donation towards tree planting initiatives.

Additionally, music festivals will incorporate sustainability themes into their events by partnering with environmental organizations and promoting the idea of one tree per fan throughout the festival experience.

# Movies Sector

In the film industry, studios will adopt this initiative by committing to plant trees based on box office sales or streaming views for new releases. For instance, a studio might pledge to plant one tree for every ticket sold during opening weekend or for every subscription sign-up on streaming platforms featuring their films. Movie premieres could include green carpet events where attendees are encouraged to participate in sustainability efforts, such as donating towards reforestation projects in exchange for exclusive experiences related to the film and give the platform the actor its own commitment for saving the earth.

This approach will promote environmental stewardship but also enhance public relations efforts by showcasing corporate responsibility.





**SECOTO Eco Sport Events LLC**

Email: [contact@secoto.earth](mailto:contact@secoto.earth)

Tel: +971 (0) 503 022 219

4<sup>th</sup> floor Office 402

Crystal Tower – Business Bay

Dubai- United Arabe Emirate

[www.onetree.fan](http://www.onetree.fan)