

## ECOFIRM - Plant trees for free: Ecofirm is an online platform that allows you to help global reforestation.

Venice, Italy  
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<http://vimeo.com/197198965>



Year Founded:  
2016

**Organization type:**  
nonprofit/ngo/citizen sector  
**Project Stage:**  
Idea

**Budget:**  
< \$1,000

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### Project Summary

#### Elevator Pitch

**Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.**

Ecofirm is created to raise funds for reforestation projects worldwide. It does this in a simple, direct and immediate way.

**WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"**

Ecofirm is against climate change, global warming and deforestation.

#### About Project

**Problem: What problem is this project trying to address?**

The easiest way to combat climate change Deforestation causes 12-18 percent of the world's carbon emission, almost equal to all the CO2 emissions from the global transport sector. Our forests are home to 80% of all terrestrial biodiversity. However, we are losing our forests at an incredibly high rate. Each year more than 13 million hectares (32 million acres) of forests are lost, an area roughly the size of England.

**Solution: What is the proposed solution? Please be specific!**

Ecofirm is created to raise funds for reforestation projects worldwide. It does this in a simple, direct and immediate way: after registering, the user chooses the non-profit reforestation project (anywhere in the world) that wants to donate a few seconds of time, displays an advertisement and, in so doing, allow Ecofirm to raise money made available by advertising companies. The money raised does not come from the user's availability, but is raised and donated thanks to advertisements issued by companies through Ecofirm platform. You can monitor in real time the amount of their donations, can share with friends the news and reforestation projects that are close to the heart.

### Impact: How does it Work

**Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.**

Companies have a new tool to use for its own commercial communication. Through Ecofirm, in fact, they enjoy enticed users to see the commercials we offer as moved by the idea of doing his good deed. Companies, therefore, will direct its advertising campaign to an audience of specific users, but especially attentive and interested. They can also interact with consumers-users in new and dynamic form.

**Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.**

Increase the global reforestation, oxygen and life. Compact global warming and climate change.

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Sustainability

**Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?**

I need 5000\$, for a website and a marketing campaign. The biggest risk for this project is if we fail to get enough funding to develop and host the website. I have already identified reliable website developers and web hosting service providers. There is already a list of reforestation no-profit projects waiting to join this project. So, once the website is operational the rest will be up to us.

Team

**Founding Story**

Individual

**Team**

Tommaso Chinellato

**File attachments:**

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**Source URL:** <https://www.changemakers.com/changemakers-open-pipeline/entries/ecofirm-plant-trees-free>

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