

Where are we in 2020?

# PLANTREE

## Every order plants a tree

PlanTree is our permanent reforestation initiative. While we work hard to source wood as sustainably as possible, we want to go further, and contribute significantly to reforestation. That's the aim of Sofology's PlanTree campaign, where for every sofa order, we plant a tree in the UK, as part of accredited reforestation schemes run by the Woodland Trust.

When a customer places an order, we tell them about the tree we will plant on their behalf. When we deliver their item, we include a thank you card and reference to the tree. Through PlanTree, Sofology will plant over circa 100,000 trees (one tree per order) in the UK in 2020. DFS & Dwell has committed to launch their own UK tree planting programmes in 2021.



PlanTree  
at sofology



WOODLAND  
TRUST

**+100k**

trees will be planted through Sofology's PlanTree initiative in the UK during 2020.

**57,000**

will be planted by Sofology between January to June 2021.

**2021**

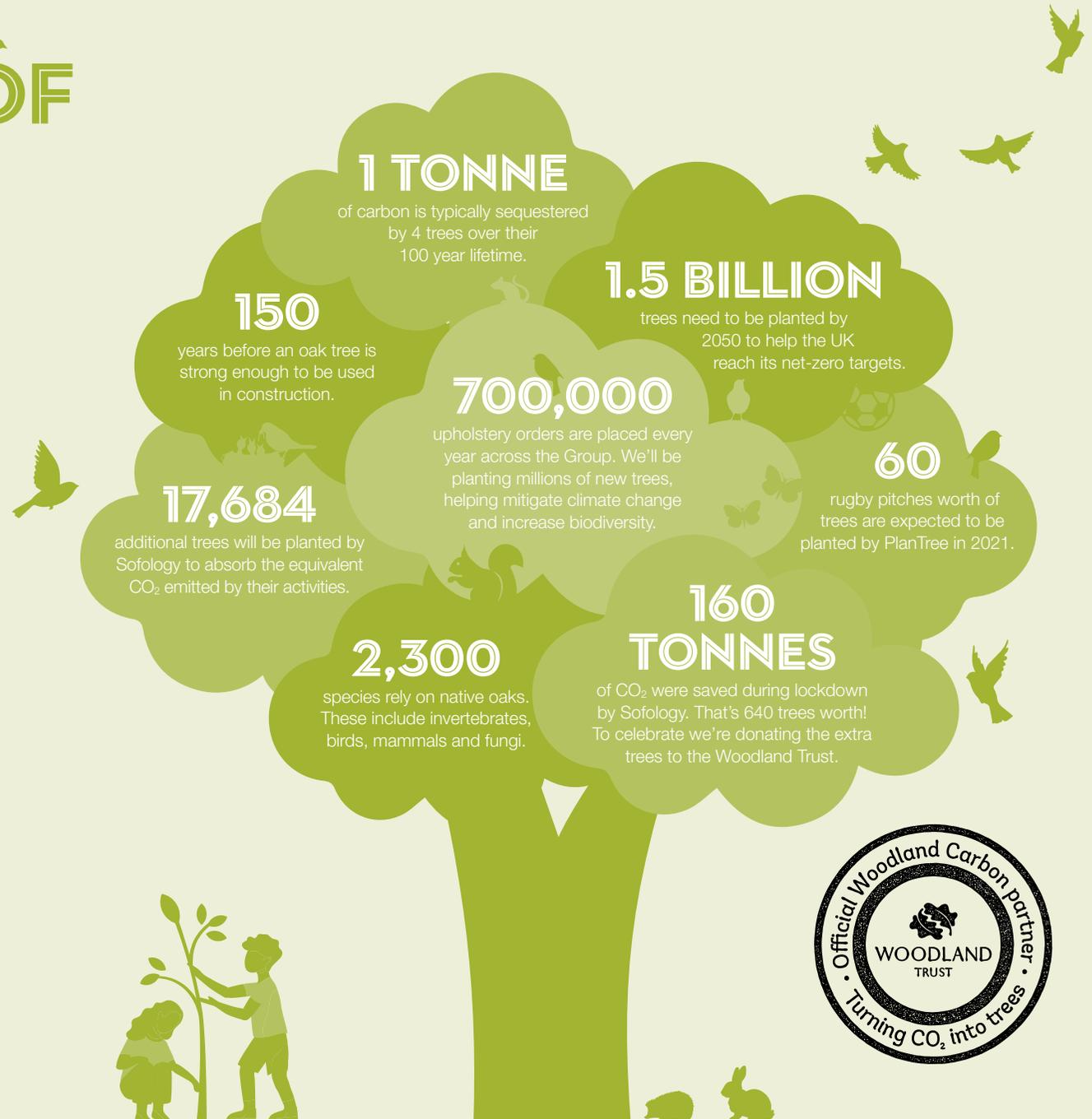
DFS and Dwell will launch their own reforestation programmes in 2021.

# THE POWER OF PLANTREE

Deforestation is a huge global problem. When native forests are cut down for timber or agriculture, they can no longer take carbon dioxide out of the atmosphere, thus contributing to climate change. Many other environmental problems also result, including loss of animal and plant species, land erosion, flooding and soil becoming barren.

## Working with the Woodland Trust

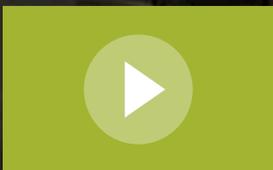
There is increasing evidence that planting trees is one of the most effective ways to combat the effects of climate change. To be carbon-neutral by 2050, the UK needs to plant 50 million trees a year. Through PlanTree, we work with the Woodland Trust, the UK's leading woodland conservation charity. By planting a tree for every order we receive, PlanTree can help make a real difference, and support the Woodland Trust in its efforts to restore our native woodlands and protect wildlife habitats. It plants our trees throughout the UK as part of its Community Tree Pack programme.



# THE SEED OF A BIG IDEA

## When Black Friday became Green Friday

Sales aren't in our nature at Sofology. We always make sure our prices are fair, whatever time of year our customers are buying. So for Black Friday 2019, we didn't promote a discount or slash prices, we turned Black Friday green and celebrated Green Friday. From the 29 November - 8 December 2019, we pledged to plant a tree for every order we received. It soon became very clear that taking care of the environment and looking after the planet - home to us all - was a passion shared by our colleagues and our customers. And PlanTree was born.



**See the OOH campaign here**

Green Friday  
at sofology

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## PlanTree

PlanTree has had such a successful start, we're rolling the scheme out to all DFS Group companies. Each will run slightly different schemes that suit their location and customer bases.

With over 700,000 upholstery orders a year across the Group, we'll be planting millions of new trees, helping mitigate climate change and increasing biodiversity. The DFS Group will mitigate all its current carbon emissions in this way, and over time will become net positive in emissions.