



**HOTELS  
FOR  
TREES**



# Content

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1. Foreword
2. Objective
3. Activities
4. Fundraising
5. Financial accountability
6. Board composition

## Hotels for Trees

More than 1% of all CO2 emissions on earth are caused by the hotel industry and its related travel movements, services and supplies. Specifically, research showed in 2022, a hotel stay can produce as much as 152.2 kg of CO2 depending on the country you visit.

Fortunately, more and more hotels are doing more sustainable business and offering their guests the opportunity to stay "greener" in an approachable and transparent way.

We started contributing to making the hotel industry more sustainable on July 1, 2021. We do this through education within industry associations, at schools and events and more concretely, by raising funds with which we contribute to afforestation projects at locally and abroad!



## Hotels for Trees

The education we provide is about the positive impact our hotel partners make with their guests on the environment. But additionally, the positive change we see with our hotel partners in guest satisfaction; employee satisfaction; hotel finances; working time reduction; conversion and attracting new talent as a result of participating in Hotels for Trees.

Many of our hotel partners would also like to plant trees with their meeting and event bookers, which is why we started Meetings for Trees in 2022.

Our initial focus was on making the hotel industry more sustainable within Europe but in 2023 we also started an entity in North America, Australia and New Zealand.



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## 2. Objective



## Objective

The Hotels for Trees Foundation is making a concrete contribution to a greener hotel world. A hotel world in which 1 new tree is planted for every day that a guest chooses to skip room cleaning.

We do this together with our hotel partners by converting the savings on room cleaning into newly planted trees. In our work, we are supported by a number of hotel-affiliated strategic partners and industry associations.

By now, hundreds of hotel partners have joined us and we operate in 35 different countries worldwide. In which we operate from 4 different locations, the Netherlands & Germany within Europe, North America and Australia/New Zealand. Our common goal is to plant at least 1 million trees per year by 2025.



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# 3. Activities

## Activities

In cooperation with Trees for All, One Tree Planted, ReForest Now, Arbor Day, Hotels for Trees initiates the largest possible tree planting programs within the Netherlands and abroad. To this end, we promote our initiative in the broadest sense of the word. Mainly through establishing contacts with companies within the hotel industry and other parties who target these companies, such as reservation intermediaries, software developers and certification companies.

Promoting our initiative consists of online - and physical presentations, press releases, panel discussions, podcast, interviews, strategic partnerships with the aforementioned parties and communication through social media channels.

When a hotel decides to join Hotels for Trees they enter an onboarding process where they register the hotel online which allows the partner to provide its content for the website (in 5 languages) and administration data.



**Proposale\$.**  
#1 proposal tool for hotels



**Trees for All**





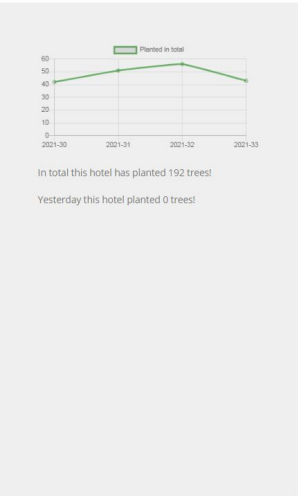
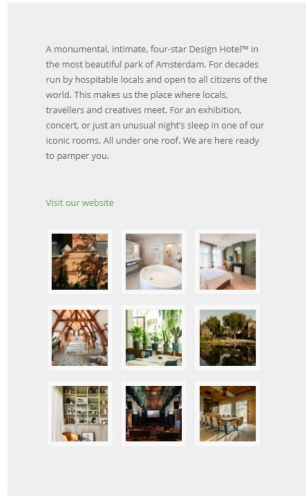
Then they get access to a portal with various materials that support the roll-out and promotion within the hotel.

There is also a daily mail sent to the hotels to keep track of the trees planted, or this process is automated through integrations set up with software development partners. Finally, the door hangers are delivered and the partnership is officially launched through an announcement via social media.

Administrative tasks include website maintenance and development, contact registration, financial administration and accounting.



Hotel Arena - Amsterdam



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## 4. Fundraising

## Fundraising

Method of acquiring revenue:

- Donations from participating hotels based on rooms not cleaned in exchange for planting a tree
- General fundraising
- Donations from parties other than (the participating) hotels





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# 5. Financial Accountability

# Financial accountability

The management and use of the institution's assets:

- Inheritances, donations, legacies and gifts will not be accepted other than under the privilege of estate description
- Should the foundation achieve a positive result in any calendar year, the purpose of this result will be to plant additional trees through Trees for All
- If the foundation is dissolved, any surplus will be donated to an ANBI foundation with the same purpose.

The foundation does NOT aim to make profit

The negative result in the first extended financial year from July 1, 2021 - December 31, 2022 of Euro 31,413 was financed by a loan from the founder to the foundation.

This financial situation applies to Hotels for Trees Europe where North America and Australia/New Zealand are their own entities and have their own financial statements.

## Hotels for Trees - Financials - 1 July 2021 - 31 December 2024

	Actual 2021	Actual 2022	Actual 2021 - 2022	Budget 2023	Actual 2023	Budget 2024
<b>BENEFITS</b>						
Benefits (donations) from the hotels	€ 33,025	€ 401,935	€ 434,960	€ 750,000	€ 800,895	€ 1,500,000
Other benefits (donations)	€ 0	€ 20,783	€ 20,783	€ 20,000	€ 5,757	€ 5,000
Sale of doorhangers/displays	€ 1,149	€ 9,323	€ 10,472	€ 15,000	€ 12,510	€ 0
<b>Total Benefits</b>	<b>€ 34,174</b>	<b>€ 432,041</b>	<b>€ 466,215</b>	<b>€ 785,000</b>	<b>€ 819,162</b>	<b>€ 1,505,000</b>
<b>COST (direct)</b>						
Direct donations to Trees for All	€ 26,420	€ 321,548	€ 347,968	€ 600,000	€ 640,916	€ 1,200,000
Extra donations to Trees for All (based on year end results)	€ 0	€ 0	€ 0	€ 0	€ 0	€ 50,000
Cost of sales doorhangers/displays	€ 818	€ 7,256	€ 8,074	€ 12,500	€ 16,191	€ 25,000
Payroll cost related to fundraising & creating awareness	€ 35,094	€ 80,601	€ 115,695	€ 120,000	€ 82,216	€ 120,000
<b>% of the benefits</b>	<b>182%</b>	<b>95%</b>	<b>101%</b>	<b>93%</b>	<b>90%</b>	<b>93%</b>
<b>COST (indirect)</b>						
Administrative cost	€ 11,904	€ 13,150	€ 25,054	€ 30,000	€ 42,918	€ 50,000
Unforeseen cost	€ 0	€ 0	€ 0	€ 0	€ 0	€ 2,500
<b>Total Cost</b>	<b>€ 74,236</b>	<b>€ 422,555</b>	<b>€ 496,791</b>	<b>€ 762,500</b>	<b>€ 782,241</b>	<b>€ 1,447,500</b>
<b>Operating Result (profit/loss)</b>	<b>-€ 40,062</b>	<b>€ 9,486</b>	<b>-€ 30,576</b>	<b>€ 22,500</b>	<b>€ 36,921</b>	<b>€ 57,500</b>
<b>Interest cost</b>	<b>€ 0</b>	<b>-€ 837</b>	<b>-€ 837</b>	<b>-€ 558</b>	<b>-€ 642</b>	<b>€ 0</b>
<b>Result</b>	<b>-€ 40,062</b>	<b>€ 8,649</b>	<b>-€ 31,413</b>	<b>€ 21,942</b>	<b>€ 36,279</b>	<b>€ 57,500</b>

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## 5. Board composition



## **Board composition**

The **board** of the **Hotels for Trees Foundation** consists of:

**CEO / Founder – Floris Licht**

The **Supervisory Board** consists of:

**Robbert Rogier Stout**

**Joost Erik van Rooij**

**Tarik Azaroual**

The Foundation has its registered office in the municipality of Haarlemmermeer. RSIN number: 862569412

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**HOTELS  
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Planted by Trees for All