



Walk for Trees

BY **TREFADDER**

**When activity turns into
community and nature impact**

The Walk for Trees app turns your steps into planted trees



THE CHALLENGE

Most activity campaigns are forgotten. The best ones create community.

Most health and cultural initiatives become passive, individual or random.
Employees want community, meaning and visible results.



Hybrid work makes culture building more difficult



Employees want more meaning in their working lives



Social experiences create stronger engagement than individual initiatives



Activities work better when people do something together.

Walk for Trees makes activity a shared experience. Employees come together in teams, track progress together, and contribute to real nature impact through everyday movement.



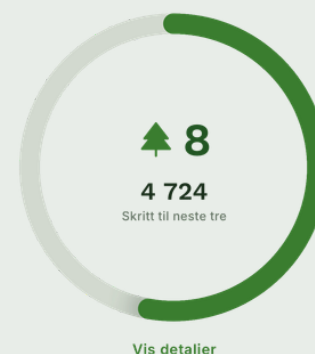
Teams and communities

Teams create energy, relationships, and community across the organization.



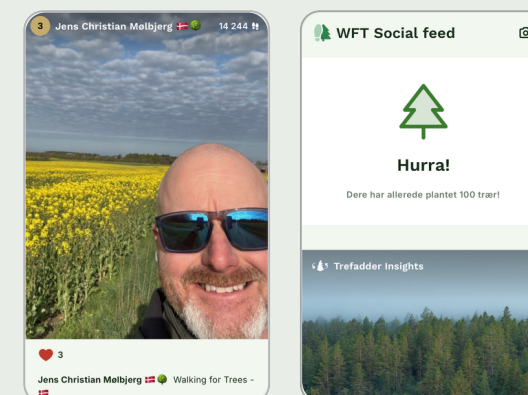
Common goal

Every 10,000 steps is converted into one new tree and brings the team closer to the goal



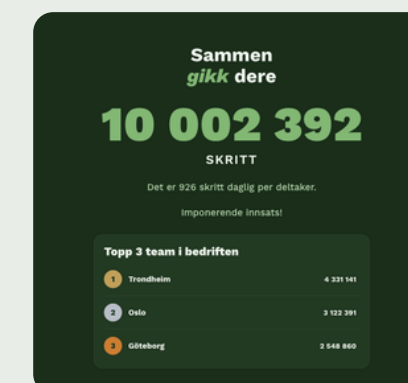
Social sharing

Photos, videos and milestones keep the campaign alive throughout the period.



Campaign with momentum

Clear start, visible progression and a joint celebration of the results.



A campaign that is easy to start. And easy to get involved in.

The company sets a common goal.
Employees go through the campaign together and track progress in the app.

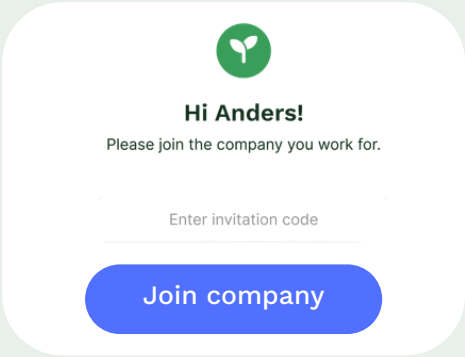
1



Set a goal

The company chooses how many trees the campaign will plant.

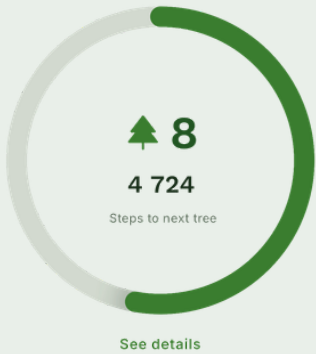
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Employees join

Employees download the app and are organised into teams.

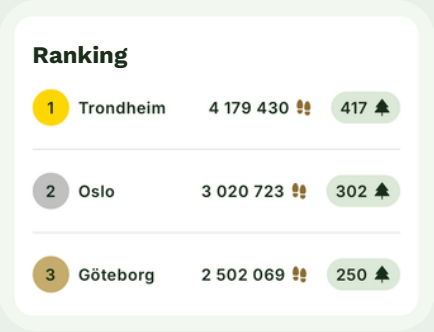
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Activity creates progress

Every 10,000 steps are converted into one new tree.

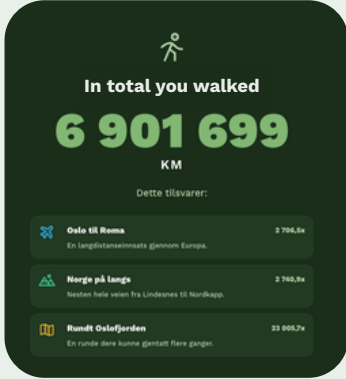
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The campaign lives on

Photos, milestones and leaderboards keep engagement up.

5



The results are collected

The campaign concludes with a collective summary.



VALUE FOR YOUR COMPANY

More than an activity campaign

Walk for Trees combines activity, community and nature impact into one shared experience that employees want to participate in.



Stronger community

Teams and shared goals create relationships across the organisation.



Staying active

The campaign makes it easier to move more throughout the working week.



Engagement over time

Social features and milestones keep the energy up throughout the campaign.



Visible nature impact

Employee activity is converted into concrete nature initiatives and new trees.



Internal pride

The campaign gives employees something positive to gather around and share.



Attractive workplace

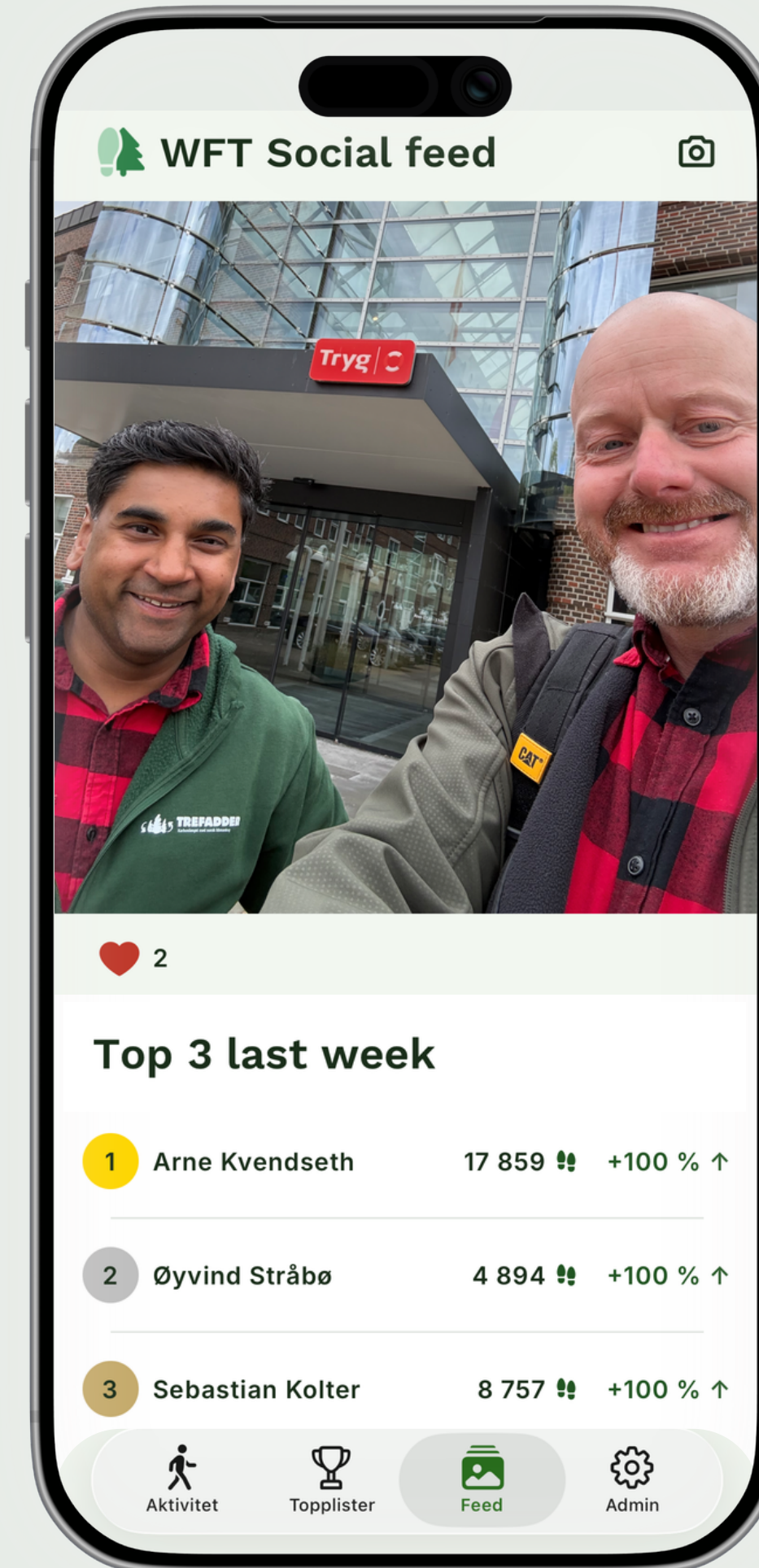
Results and stories can be used internally, on social media and in recruitment.

THE CAMPAIGN EXPERIENCE

The campaign that lives in everyday life

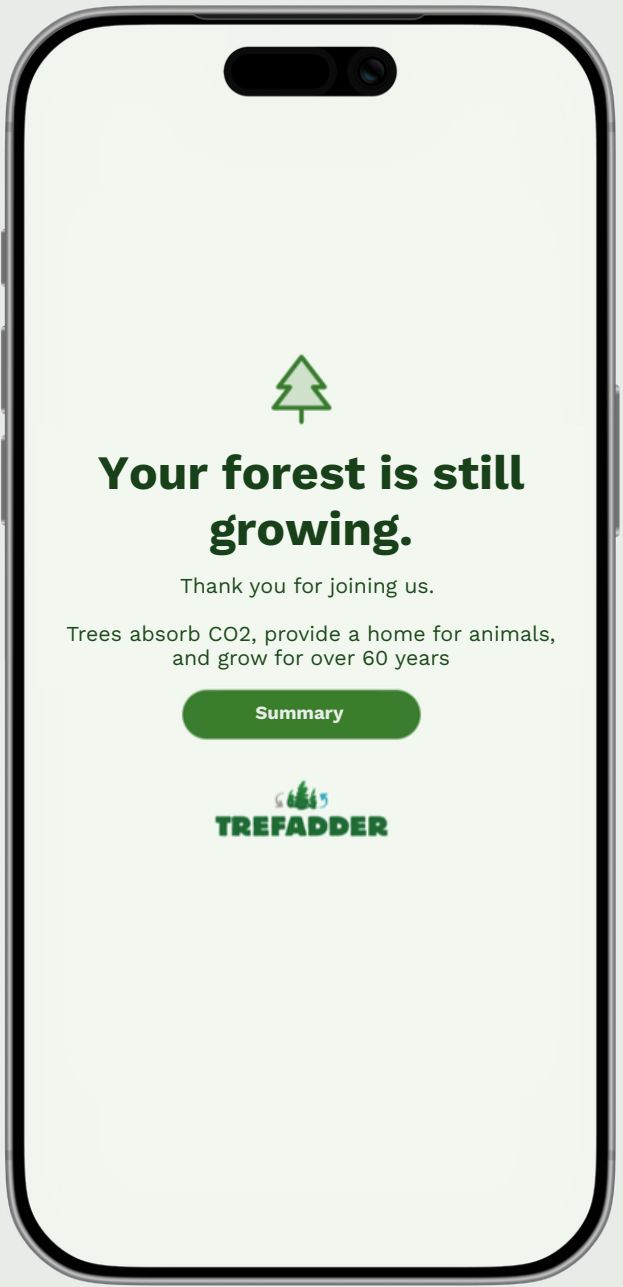
Photos, milestones, teams and shared experiences keep the energy up throughout the campaign period.

- **Activity becomes visible**
The campaign lives through small updates and shared moments.
- **Teams create energy**
Friendly competition keeps motivation up.
- **Everyone can participate**
The campaign works across ages, roles and fitness levels
- **Results are shared together**
The whole organisation follows progress along the way.



END OF CAMPAIGN

How the campaign is experienced beyond the finish line



An experience that extends engagement even after the campaign

Activity that turns into real nature impact

Every 10,000 steps is converted into one new tree through Trefadder.



New trees in Nordic nature

Employee activity becomes new trees through Trefadder.



Visible progress

The whole organisation follows the development along the way.



A collective effort

Small activities become something bigger that employees can be proud of.

10,000 steps =
one new tree

WHAT CUSTOMERS SAY

The Walk for Trees concept hit the nail on the head for Consort.

"Our collaboration with Trefadder has been outstanding. They are approachable, enthusiastic, and genuinely care about how we experience the product."

*The Walk for Trees concept hit the nail on the head for Consort. **We walked 10 million steps in just 2.5 weeks, with employees across Trondheim, Oslo, and Gothenburg competing to rack up the most.** The concept sparked several new walking groups and has helped promote physical health and improve the working environment across all three cities. There's real value in feeling that we're doing something together — something meaningful beyond ourselves and our customers.*

We warmly recommend this concept to any company looking to address their climate footprint while also improving their working environment and encouraging more physical activity — a truly winning combination."



Kristoffer Møller Rørvik
Group CEO / Partner





Walk for Trees

BY **TREFADDER**

READY FOR YOUR FIRST CAMPAIGN?

Get in touch with us

Send us an email:

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Or talk to us:

[click here to have a conversation](#)

