Baden-Württemberg! 👋

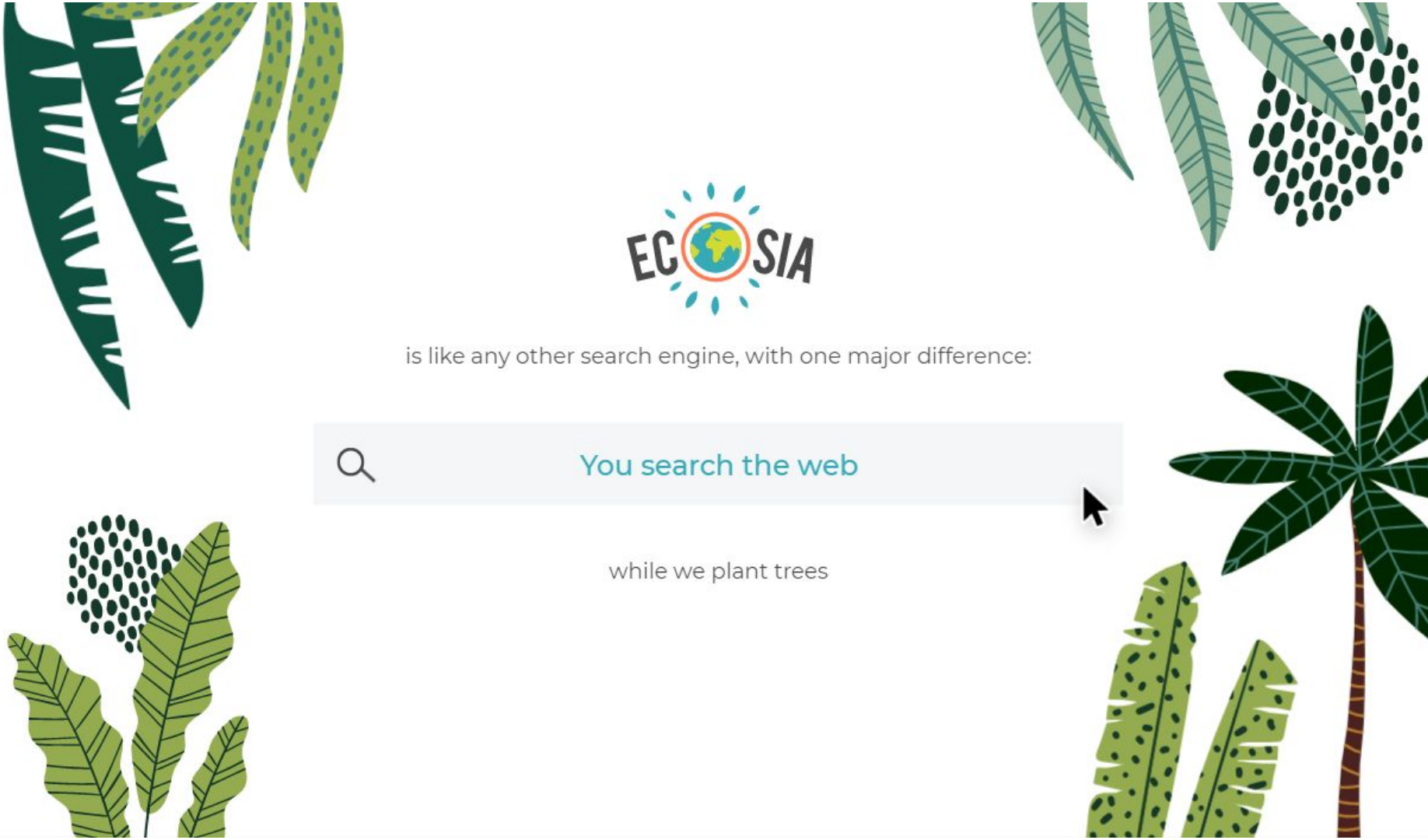
- What is Ecosia?
- The Ecosia on Campus movement
- Tree planting quiz
- Q&A

Fred Henderson

Project coordinator

Business development team

- **Ecosia on Campus co-founder**
  - Supporting students at 250 universities
- **Organizational support**
  - Corporate companies switching to Ecosia
- **User support**
  - Automating and answering user questions


ECOSIA
is like any other search engine, with one major difference:
You search the web
while we plant trees

Where does Ecosia plant trees?

- 60 projects across 30 countries
- Focus on biodiversity hotspots
- New contracts signed in India, Australia + Malawi

Why trees?

- Ecosia's 100 million trees are sequestering between 1 - 3.5M of tons of carbon dioxide each year
- Trees benefit both people and planet
- Each project serves a unique purpose

Your trees in Ethiopia

- Project with environmental and humanitarian NGO Green Ethiopia
- Over 9 million trees planted

Your searches
have changed her
life.
Meet Almaz

Your trees in Australia

- In response to the bushfires in 2020.
- Ecosia dedicates search revenue from a day to finance a project with ReforestNOW
- 26,000 trees planted in a subtropical area

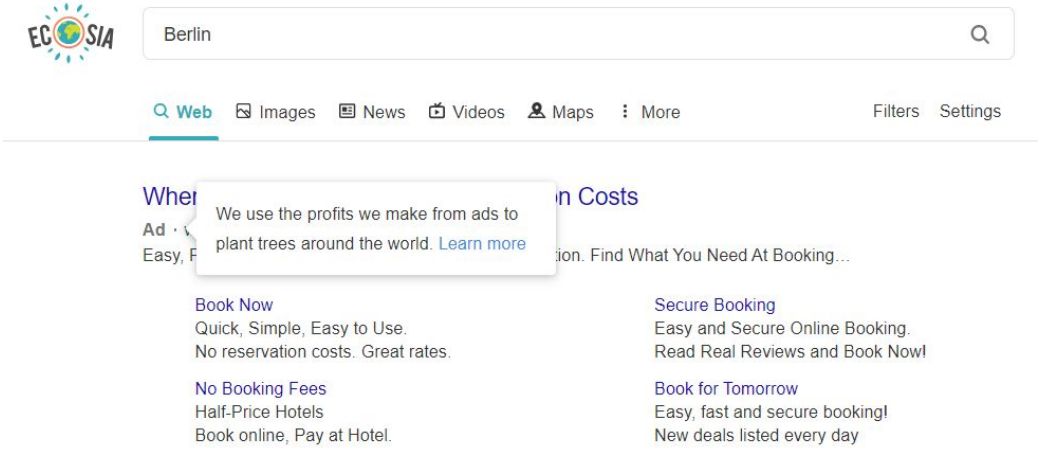
Indonesia

In the past 10 years, the orangutan population has decreased by 50 percent as a result of habitat loss from forest clearing for palm oil plantations.

Monoculture < Ancient forests

How does Ecosia make money?

- Ecosia generates revenue from users clicking on ads
- Ecosia is completely transparent with its finances.
- 80% of Ecosia's profits each month goes towards financing tree-planting projects.
- 20% is put into a reserve to ensure Ecosia is always sustainable.

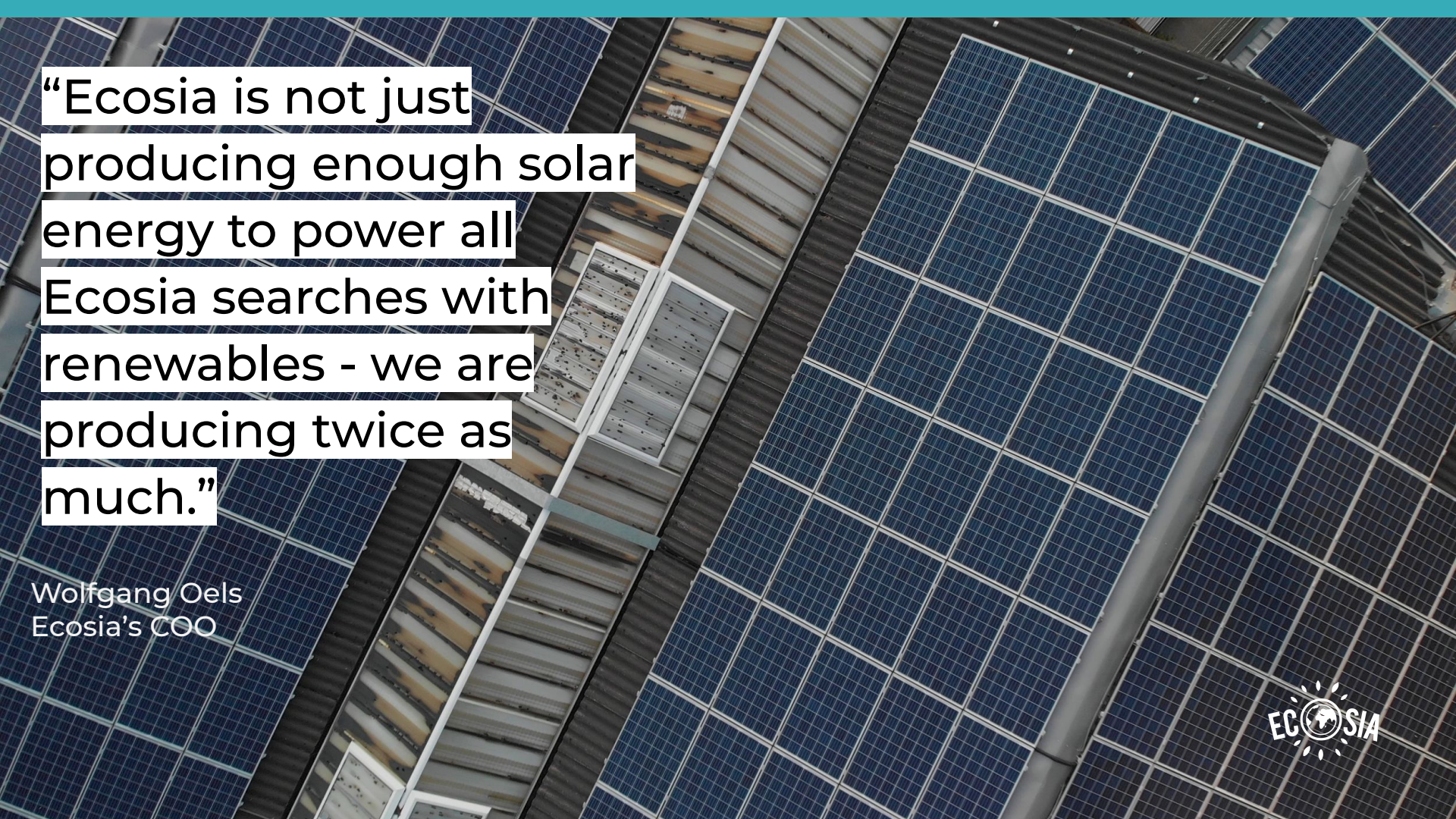


1,969,440€
total income

1,783,307
trees financed

trees	789,113€
green investments	191,722€
taxes and social security	197,464€
spreading the word	247,716€
operational costs	543,425€

CARBON NEGATIVE IS THE NEW
CARBON NEUTRAL


“Ecosia is not just producing enough solar energy to power all Ecosia searches with renewables - we are producing twice as much.”
Wolfgang Oels
Ecosia’s COO

WE DON'T STORE YOUR SEARCHES PERMANENTLY

We don't create personal profiles of you based on your search history. We actually anonymize all searches within one week.

WE DON'T SELL YOUR DATA TO ADVERTISERS

Many web services collect user data in order to sell it without asking your permission. We don't sell your data or your searches to advertising companies.

YOUR SEARCHES ARE ENCRYPTED

We protect your searches from potential eavesdroppers with a securely encrypted connection. This way we make sure that nobody between you and us can see your searches.

WE DON'T USE EXTERNAL TRACKING TOOLS

Most websites use external tracking tools, like Google Analytics, to optimize their services. We don't use such third party trackers, in order to prevent others from accessing your searches.

YOU CAN TURN OFF ALL OUR TRACKING

We only collect a small amount of data to be able to improve our services. If you want to opt out of tracking, you can activate "Do Not Track" in your browser's settings.

Certified B Corporation™

ECOSIA

TREE UPDATE
25

Students at over
250
universities
are campaigning to
switch to Ecosia
17
universities
globally have
made the switch
ECOSIA ON CAMPUS
ECOSIA ON CAMPUS

What is Ecosia on Campus?

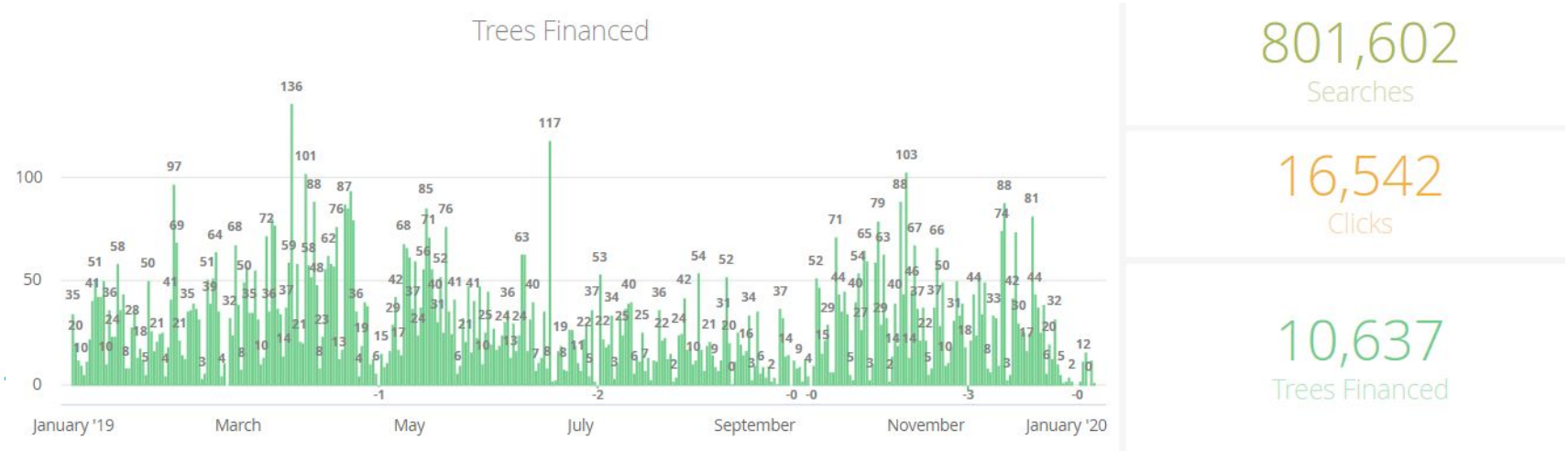
- A global movement of students campaigning to make Ecosia the default search engine at their university;
- More than **250 active** campaigns worldwide;
- Over **200,000 trees** financed by students searches.
- **17 Ecosia universities!**

Ecosia on campus

ECOSIA ON CAMPUS

Case Study: University of Sussex

- **Sector**: Education
- 19,000 students
- Ecosia the default in Microsoft Edge browser only in library and study spaces.
- In **2019**, students searches supported the planting of over 10,637 trees in biodiversity hotspots



Joint statement

Ecosia - die Suchmaschine, die Bäume pflanzt:
eine nachhaltigere Standardsuchmaschine für alle Universitäten

Send it to your university now!

Royal Holloway, University of London

University of Glasgow

University of Sunderland

University of Bristol

University of Sheffield

University of East Anglia

University of Leeds

University of Swansea

University of Sussex

Birmingham City University

Toulouse Business School, France

KU Leuven, Beligum

Munich Business School, Germany

Universitätsklinikum Bonn, Germany

Universidad Camilo José Cela, Spain

Maastricht University, Netherlands

It’s quiz time!

Go to
www.menti.com

31 07 08 0

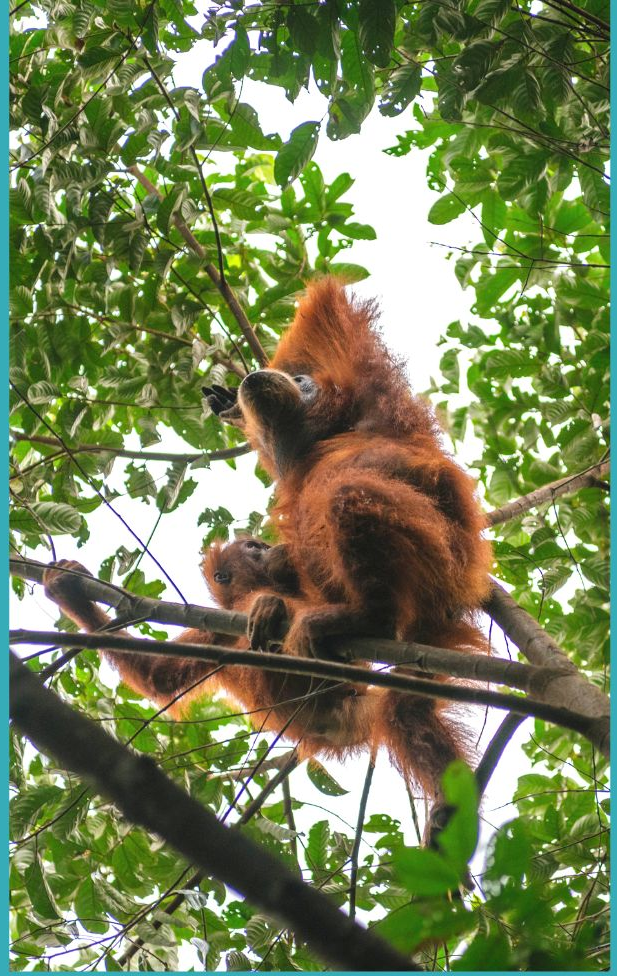
Start using Ecosia today

ecosia.co/DHBW

Follow **@ecosiaoncampus**

to support the campaign!

TITLE



Share Ecosia on Campus with your friends!

Follow @EcosiaOnCampus

And @Ecosia if you don’t already!

For more information on your trees vist the Ecosia blog and Youtube channel

Q&A