SKOOT Onboarding Document

Eden Reforestation Projects

SUSTAINABLE DEVELOPMENT GOALS

GREENHOUSE GAS PROTOCOL

United Nations Climate Change

Gold Standard

VCS VERIFIED CARBON STANDARD

SKOOT

Identify. Offset. Avoid.

Onboarding With SKOOT

This document has been created to make onboarding easier, alongside providing a bible for assets that you may need.

It helps explain who we are as a business and how we refer to ourselves, and who are partners are, but also what you may need to do to get up and running.

If there are other elements or assets that you require then please let us know.

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The SKOOT Mission

“Re-imagine a world where every business, community and individual is carbon negative. Where people can easily Identify, Offset and Avoid their carbon emissions, all at the touch of a button”.

Eden Reforestation Projects · Sustainable Development Goals · Greenhouse Gas Protocol · Gold Standard · United Nations Climate Change

The SKOOT Approach

SKOOT is a platform for Climate Change helping businesses, individuals and communities remove their carbon footprint to achieve Net Zero.

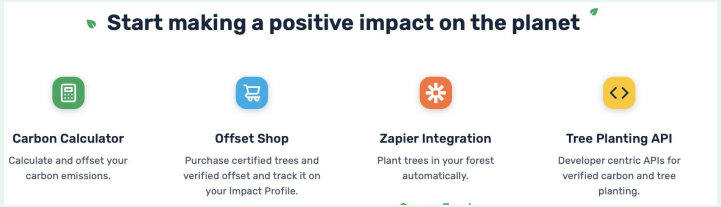
Offering a range of simple solutions to a complex problem. We help Identify your carbon footprint, provide quality climate solutions to carbon Offset and supply unique tools to Avoid carbon emissions.

Working with world renowned NGO's we plant certified trees that are protected, and cared for and two of the biggest and most established companies to provide Verified Carbon Credits.

For any help onboading or for more information on our full range of SKOOT green tech solution and products email help@skoot.eco

The SKOOT Toolkit

1. **Carbon Calculator:** Access to calculators and resources to help identify carbon emissions.
2. **Public Forest Impact Page:** Showcase green initiatives and quantify the impact are having.
3. **Offset Purchases:** Certified Trees & Verified Carbon Offset: registered on the SKOOT public ledger.*
4. **Climate+** API & Plugins to integrate throughout your business.
5. **Green Navigation** - Every drive is carbon negative with SKOOTride App to help employees and customers travel carbon negative when driving.
6. **Carpool App** - Connect contacts who drive with contacts who need lifts to avoid and reduce Co2e.



Carbon Calculator & Offsetting Your Carbon

Our carbon calculator takes a few minutes to determine your carbon footprint.

Answer the 5 questions, and then you will be presented with an offset plan.

The plan will enable you to buy:-

- Certified trees and verified carbon credits
- Pick a level of offset; 100%, 200%, 300%
- Purchase additional credits and trees
- Pay monthly or yearly
- Offset for all staff's personal and business offset

SKOOT will automatically:-

1. create and Impact Forest Profile to showcase your commitment to be being carbon zero,

2. an Impact Certificate you can share

3. Provide badges to put on newsletters and website

Know Your Carbon Footprint and want to purchase more credits?

If you already know your carbon footprint, or want to purchase verified carbon credits, and or certified trees, that can be done via our business offset page.

SKOOT will automatically:-

1. Create and or link to your Impact Forest Profile to showcase your commitment to be being carbon zero,

2. Produce an Impact Certificate you can share

3. Provide badges to put on newsletters and website

SKOOT

IMPACT CERTIFICATE

awarded to

Bath Fairy

This is to certify that Bath Fairy is on a journey to net zero in partnership with SKOOT.

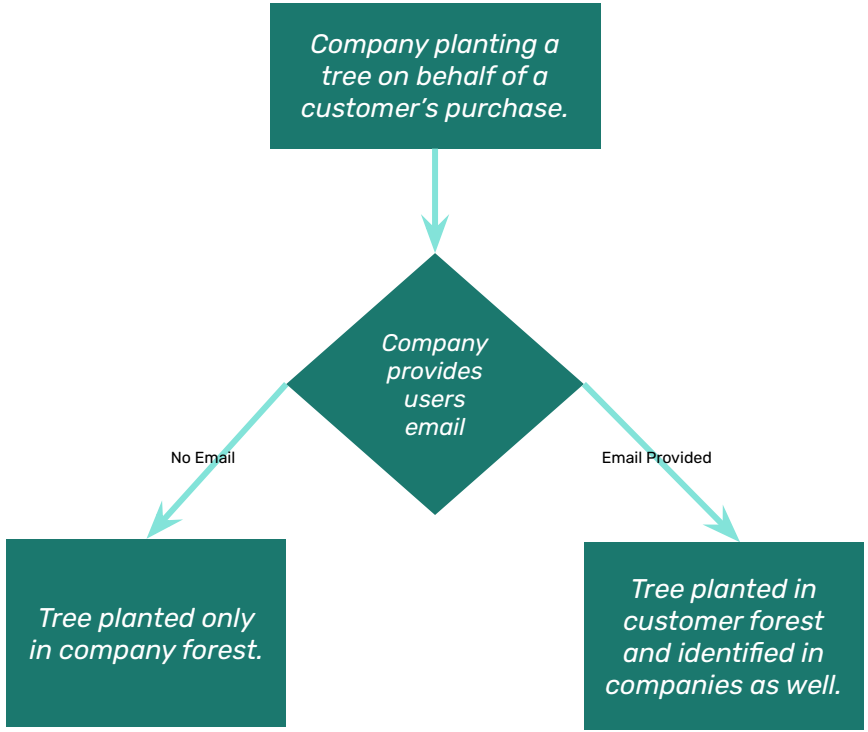
9.25 t
Carbon Emissions Offset

1,569
Certified Trees Planted

5
Verified Carbon Projects

Greg Gormley & Mark Stringer
SKOOT Founders | January 10 2022

Building Connections Through Connected Forests



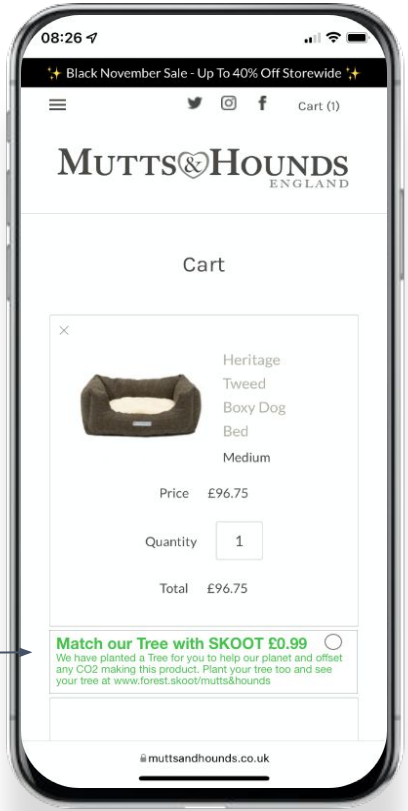
SKOOT Forest pages engage customers and employees by allowing your company to plant Trees in their forest. Creating a meaningful connection around the positive impact both the brand and the individual are having.

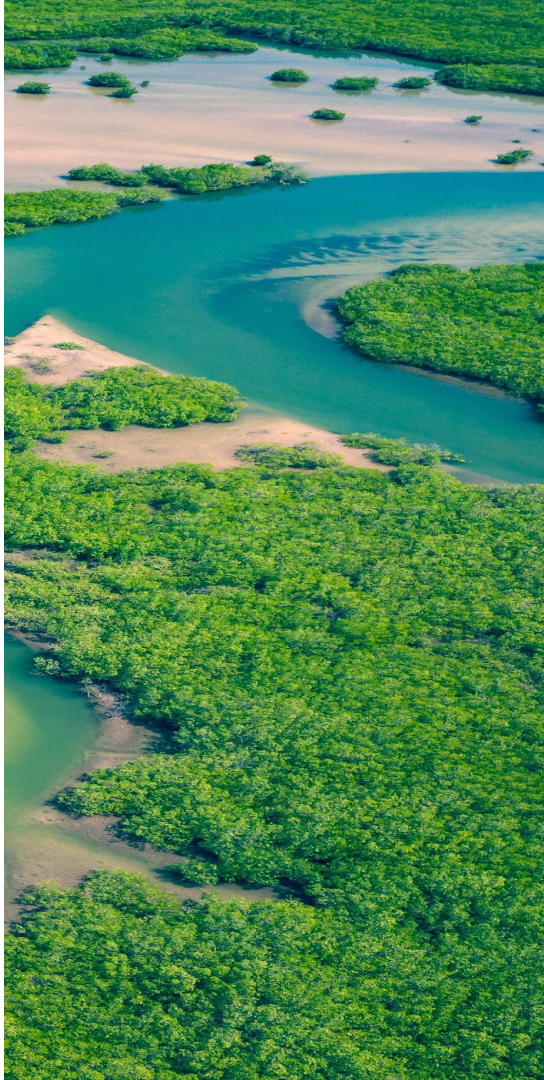
SKOOT Green Checkout - Shopify Plugin

Online Retailer **Mutts & Hounds** plants a tree for every order to offset CO_2. Customers are offered the chance to match by planting an additional tree for 99p

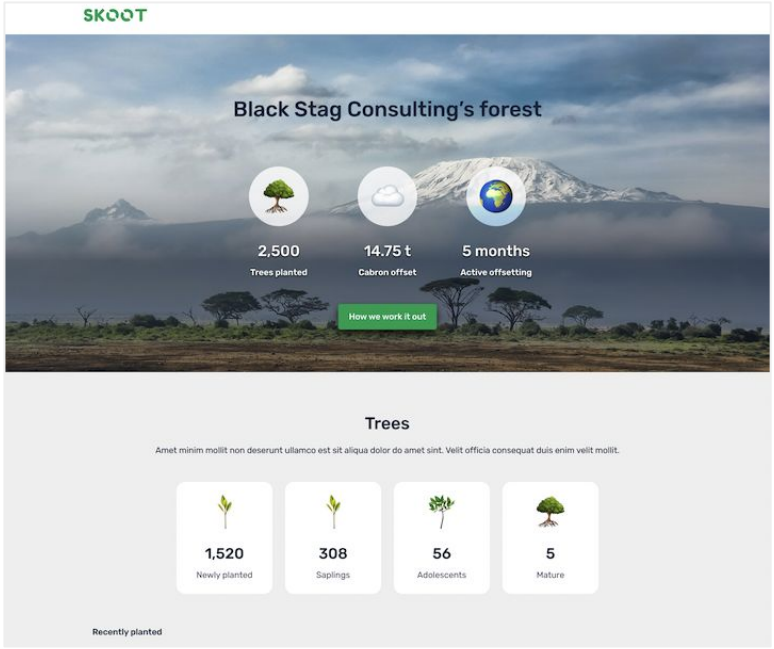
Simply download the Shopify Plug-in here

Simple Plugin API with set up time of less than 4 hours





Impact Forest Profile - Company



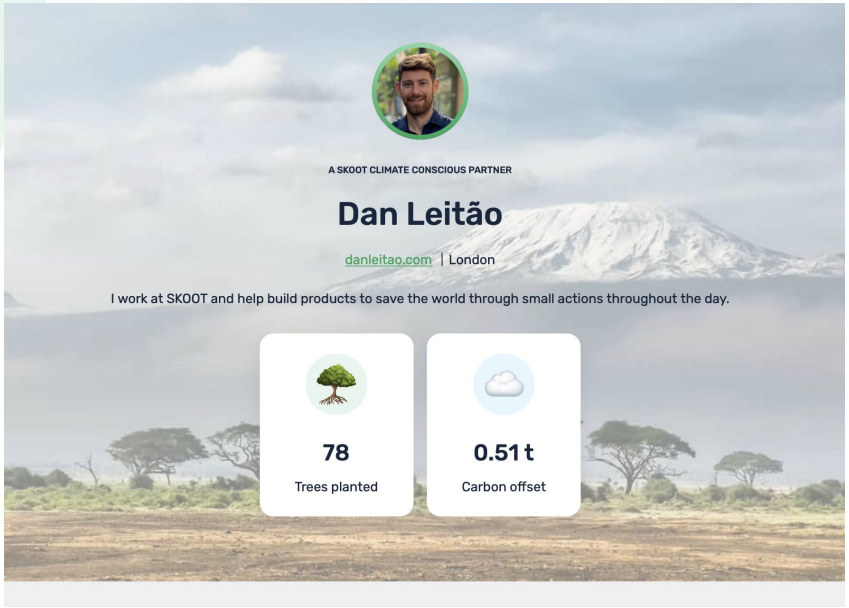
Your Impact Forest Profile is where you showcase the various elements of your journey to net zero.

Personalised page, for example - www.skoot.eco/muttsandhounds

- Name
- Logo
- URL
- Copy (20 words)

Further amends can be made by emailing forest@skoot.eco

Impact Forest Page - Staff/ Members/ Customers



These Impact Forest Pages are created for your staff, customers or members. This might be created via an e-comm purchase, a new staff joiner, or a new member signs up.

Our Product Team will work with you to find the easiest way to automate the process.

Or simply send us a monthly CSV file for us to create:-

- Name
- Email
- URL (optional)
- Impact Forest Copy - 20 words

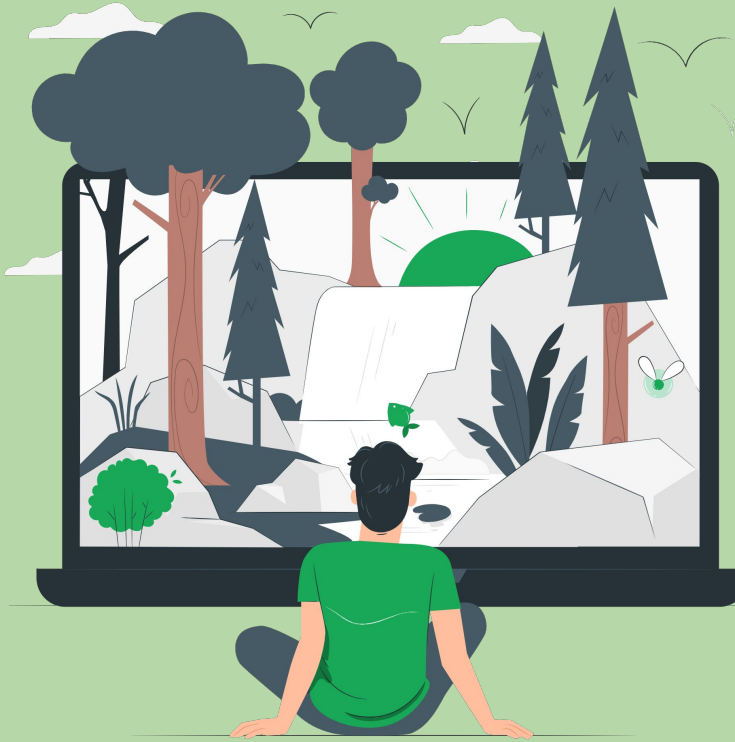
Members/ Customer Signup - Example

Every New Member will receive 168 tree per year (14 per month). This will be done at membership sign-up and renewals.

This process will automated into Docusign sign-up, so that SKOOT receives the data automatically.

Process:

1. SKOOT receives existing members csv email address, phone number and first and last name (Monthly).
2. Payment taken for 168 trees per member sign-up (£20.16)
3. New SKOOT customers are signed-up via existing Docusign contract.
4. SKOOT will plant 14 Trees in each members forest, also identifying them as being planted by Company X.
5. SKOOT will let Members know their forest address via a follow up email, where they can choose to continue to planting trees to offset their wider life.

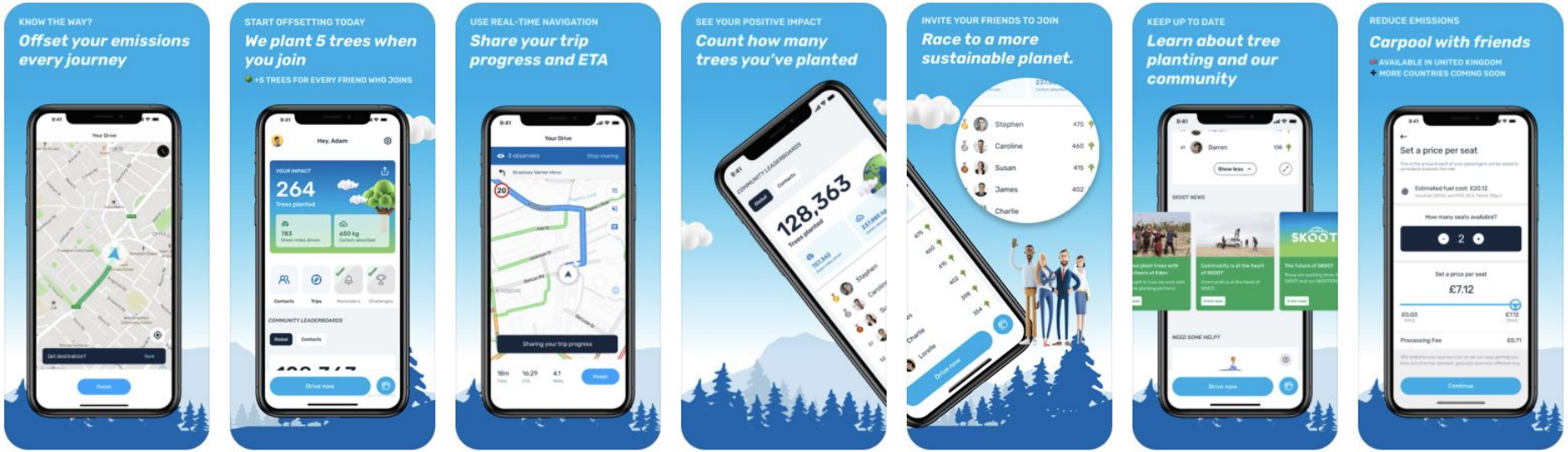


AVOID & REDUCE CO_2 DRIVING

1. **Every Drive** - app used by staff or members – includes in-built navigation, re-routing, sharing ETA
2. **Carpool** - help avoid CO2 by sharing journeys.. Enhances staff welfare with return to the office.
3. **Leaderboards & Gamification** - helping secure user traction & engagement to rewarding good.

- Unique Download URL circulated to staff or members.
- Simply share CSV file, first and last name, email and phone number.
- The App is free, unless you require reporting, emails and leaderboards
- £1/ month/ Active User and 12p per tree with SKOOT matching trees free of charge
- www.skoot.app

SKOOT
Drive. Ride. Share.



A Trusted Planting NGO

About Eden Reforestation

Eden Reforestation Project has been our trusted tree planting partner since the very beginning of SKOOT. When we originally set out to find the right people to help us on our mission to plant trees, it was important that they were reputable, and we trusted them to plant the trees they promised. Eden was the clear choice for us.

Eden has written agreements from all Governments in the countries they work in and work at all levels designating the restoration sites as protected in perpetuity. Through their initiatives, they not only help rebuild the planet but also uplift communities living on it.

Why Eden

Eden hires local people to plant trees, helping alleviate extreme poverty within the impacted communities. Fair and constant employment also provides an economic incentive to ensure the well-being of the restoration project.

Every 1000 trees planted = 10 days of employment on our site.

Additionally, those who plant the trees have a sense of “ownership” over the restored forests, so they protect them with great care.

Forest guards are employed as part of the project labour force to protect the forests and are part of the cost we pay to Eden. 1% of the price of each tree is paid into the “*Forest Guard Endowment Fund*” for the long-term guarding and protection of every Eden site.

Tudor Creek, Mombasa - Kenya

We recently committed to a designated site called Tudor Creek, based just outside of Kenya in Mombasa. Whereas previously we planted trees across the world, we now plant all our trees in one place. It

Mangroves at Tudor Creek
We plant Mangroves as they are 5 times better than northern hemisphere trees.

Carbon offset is typically calculated as a 1-year sapling.

100% of trees are local, with 90% of the trees on our site being Mangroves, but a minimum of 10% are agroforestry species (fruit, fodder, and construction species designed to provide food security and benefit legitimate human needs).

Ensuring the trees become a source of sustainable income.

Eden Photo’s & Assets

There are a number of assets that you can use to promote your tree planting, such as videos and photo’s, that are available to download here.

Tree Fun Facts (newsletters, social media etc)

1 mangrove sapling will remove 5.9kg CO2 per year, approximately 750kg in it’s life-time

Mangroves absorb more than 5 times the Co2 of northern hemisphere trees

Patients who can see trees while recovering will recover faster, have less pain medications, and leave hospital quicker than patients who don't. They'll spend 8% fewer days in hospital

Estimated tree deforestation 3-7bn annually

You need to plant a tree every 28 miles to offset the carbon emissions for the average car

You can plant between 300 - 800 trees per acre.

You get a 200% increase in mangrove trees due to the fact they drop so many seeds

An oak tree takes 20 years before producing an acorn, and then producers 10k a year for it’s life. Often producing over 1m in its lifetime

Tree Fun Facts Contd…

Did you know that there are only 422 trees per person left in the world.

Saplings in shaded forests survive because they are looked after by bigger and older trees who pump sugar into their roots through a network of inter-connected roots.

If every car owner in the UK planted one tree it would mean 38m trees.

The oldest surviving artefact, est 450,000 yrs old, is a yew spear-head.

Dioecious trees are male and female trees.

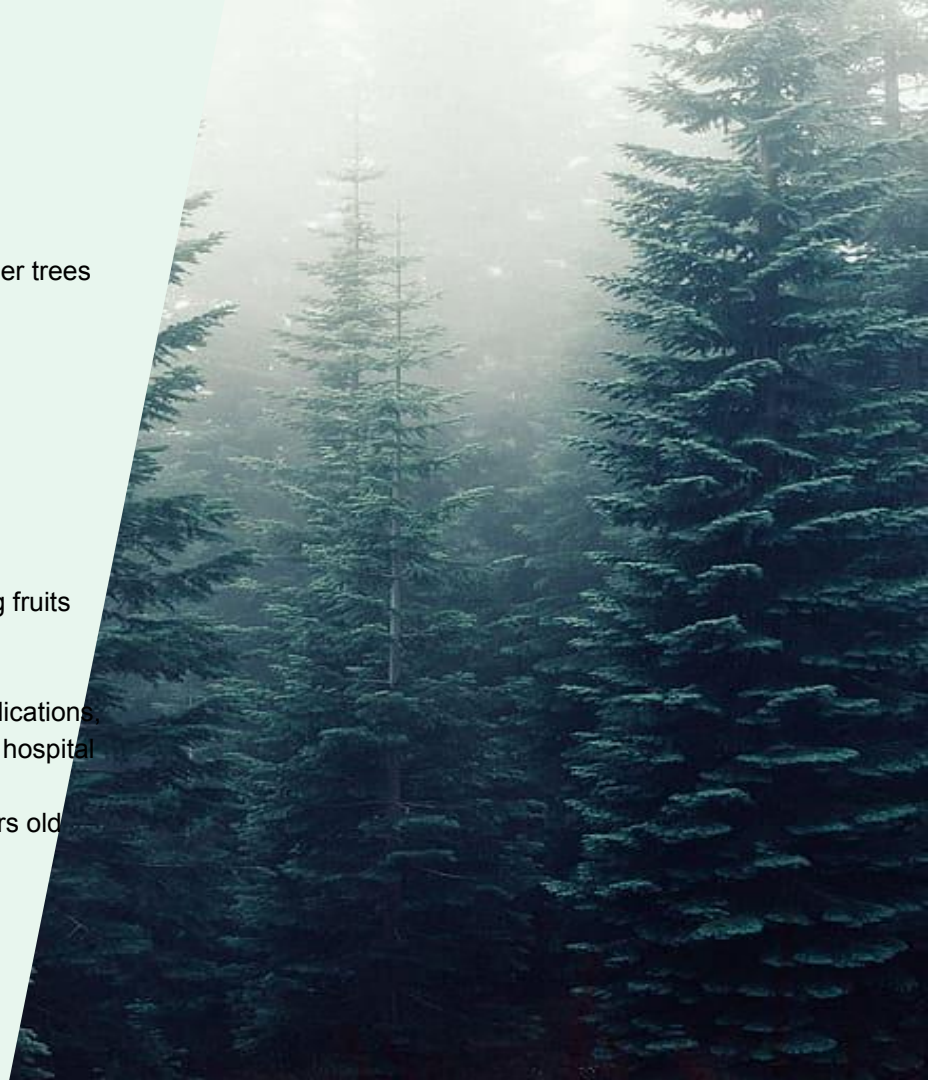
Sandbox tress AKA the ‘Dynamite Tree’ are covered in spikes, toxic sap, exploding fruits sending seeds over a 60-foot radius, at 150 miles/ hr.

Patients who can see trees while recovering will recover faster, have less pain medications, and leave hospital quicker than patients who don't. They'll spend 8% fewer days in hospital

World's oldest tree, Coast Redwood Sequoia, named "Hyperion", 116m. Est. 600 yrs old (population of Americas was c.80m!)

Money doesn't grow on trees, but the African Blackwood sells for £8,000 per kg.

Bristlecone pines in California are estimated to be 4,850 years old.

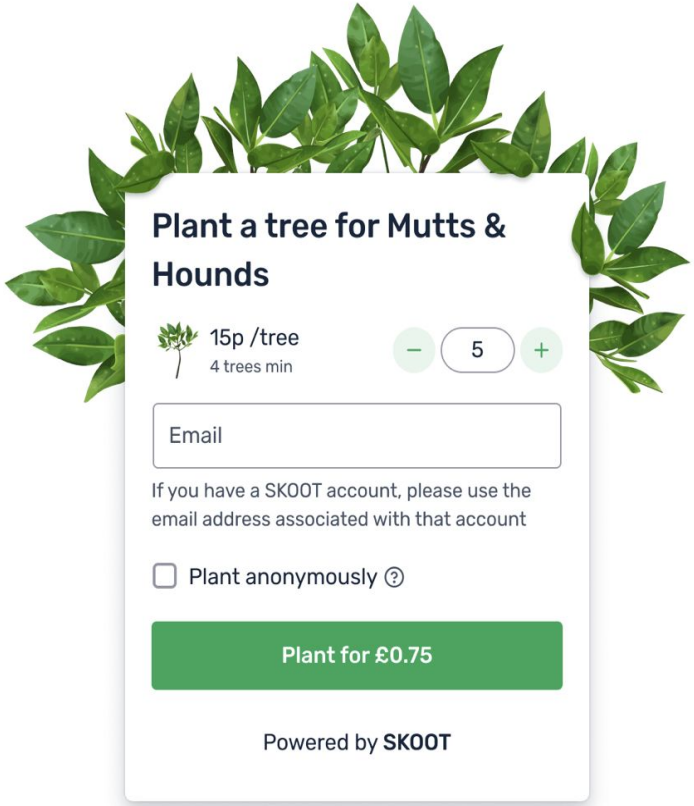


Tree Planting “Widget”

Accept trees as gifts, donations and tips with our free website widget allows website visitors to easily gift trees to increase your impact total.

Each tree planted is immediately recorded on your Impact forest profile and displayed as a donation on the supporter's profile.

Simply download the widget code here and insert it in your website head.



Impact Certificate

Every month you will receive a company Impact Certificate that highlights the positive impact and contribution you've made.

This will be emailed automatically and available to download from your SKOOT Dashboard (from mid Feb) draft.

Climate Conscious Partner Badges

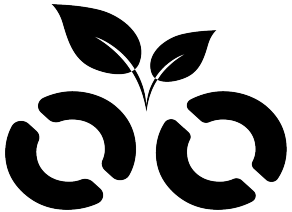
There are a number of badges and assets that can be used to bring to life the SKOOT partnership.

Badges likes “Climate Project” can help sign-post a project like an event, shoot, conference being carbon neutral.

They are available to download here.

SKOOT Logo’s & Icons

There are logo’s, icons and gifs available to download here.



Green Service Charge & Checkout

Ability to integrate SKOOT into your restaurant check out process.

Process:

1. Identify where in the business to begin initiative and the structure:
    a. Zebra Riding Club — i.e. Flat Fee = £99p
    b. Coffee Shop in The Hub — i.e. Percentage of Total = 1%
    c. Hotel Room Guests — i.e. Flat Fee of £1.99
2. Determines # of Trees Planted for “Action”
    a. e.g. Zebra Riding Club = 2 Trees per transaction at a cost of £0.60, as average Co2e per meal = 8kg
    b. Uses the remaining £0.24p to fund other Green Initiatives.
3. SKOOT will integrate with POS System to notify via a webhook to ensure Trees are planted per transaction.
4. Restaurant will update the Receipts to provide information about the charge and reference the Birch Forest URL/ QR code
5. SKOOT will bill on a weekly basis for Trees being planted.
6. All Trees will appear in your Impact Profile as no information will be provided via the POS system.

Useful SKOOT Links

SKOOT Main Homepage - www.skoot.eco

SKOOT Carbon Calculator - www.skoot.eco/calculator

SKOOT Offset Shop - www.skoot.eco/offset

SKOOT E-commerce (Shopify) Plug-in - www.skoot.eco/plugin

SKOOT Zapier Plug-in - www.skoot.eco/zapier

SKOOT Ride App - www.skoot.app

SKOOT Developer Toolsl - www.skoot.eco/developer

SKOOT FAQ’s - www.SKOOT.eco/faqs

We’re Here to Help

If you have any further questions we’re here to help as we want to make positive climate change easy, so we’re always available to try and help.

FAQ’s are online here, which have lots of answers.

Technical questions - check out our integration documents here they really help.

Product or Technical questions can be sent to Product@skoot.eco

Questions about Marketing, need a quote, or need some more facts Marketing@skoot.eco

General questions can be sent to help@skoot.eco

SKOOT
Thank you