



**ONE FAN
ONE TREE
ONE FUTURE**



#GunnersForGreen

**ONE FAN.
ONE TREE.
ONE FUTURE.**



Initiative of SECOTO

INSIDE



INTRODUCTION



Sustainable Environmental Conservation tournaments-SECOTO is global Initiative to bring sports, Culture and entertainments sectors in environmental protection in 197 countries sign Paris agreement for climate change.

SECOTO Initiated by Patience Shumbusho with delegate from 120 countries, launched officially in COP28 UAE as international initiative and inaugurated in COP29 Azerbaijan as global framework of Sports for nature under Unites nation of Environment program(UNEP), International union Conservation for the nature (IUCN), International Olympics Committee (IOC) and Convention of Biological diversity.and in COP 30 Brazil signed Charter of Green Cup

SECOTO is set yet to be the first and the only mega sports event on Conservation in the world with Serial Green tournament in 6 continents through Sports , culture and entertainment for Climate

Sports for Nature is a joint initiative of the International Union for Conservation of Nature-IUCN, the International Olympic Committee-IOC, the United Nations Environment Programme-UNEP, the Secretariat of the Convention on Biological Diversity, and Dona Bertarelli Philanthropy. It aims to deliver transformative action for nature across sports by 2030 and beyond, enabling sports to champion nature and contribute to its protection and restoration. It provides a game plan for sports at all levels to accelerate and inspire others to take action for nature



OVERVIEW

The **One Tree Per Fan** a global initiative initiated by **Patience Shumbusho during** in COP30 Brazil, under SECOTO as a growing trend among various eco sports organizations promote environmental sustainability and engage fans in ecological efforts.

This movement works independently out of secoto helps combat climate change and fosters a sense of community and responsibility among fans, players, and organizations as well as awarding Sports clubs and Fans Club, creators, influencer and artist contributions on environmental protection

Fan green, Fan sports, Go entertain

VISION

Every fan becomes an active contributor to nature restoration and a healthier planet.

MISSION

Mobilize the global influence of sport, culture and entertainment to support tree planting, ecosystem restoration, environmental education and long-term community participation.

POSITIONING

A global fan-powered platform for credible, measurable and inclusive environmental action.



**A world where every fan
contributes to nature**



One tree per fan aims to leverage the immense reach and passionate engagement of fans to promote sustainability and environmental responsibility by addressing climate change and fosters a sense of community and shared purpose among fans.

OBJECTIVE

One tree per fan initiative links the Climate agenda directly to fan engagement or attendance at sporting events and entertainment events as corresponding green initiative for sports club and famous people in entertainment sector.

This approach serves multiple purposes in sectors of sports, influencers, music, and movies

CLIMATE KEY THEME

- Climate Action
- Oceans & Marine Conservation
- Forests & Reforestation
- Wildlife Protection
- Biodiversity
- Water Conservation
- Renewable Energy
- Zero Waste & Circular Economy
- Sustainable Cities
- Environmental Education
- Clean Air
- Sustainable Agriculture



GLOBAL IMPLEMENTATION STRATEGY

One Tree Per Fan will work through an integrated three-level structure that connects local environmental action with continental coordination and global governance



NATIONAL LEVEL	CONTINENTAL LEVEL	GLOBAL LEVEL
Local Action & Delivery	Regional Coordination & Growth	Governance, Standards & Global Impact
Establish a National Coordination Committee	Establish a Continental Coordination Office	SECOTO provides institutional governance and Sponsorship
Appoint a National Programme Coordinator	Coordinate participating countries and regional partners	Set global policies, standards and safeguards
Engage sports clubs, federations, athletes, artists and fan communities	Align implementation with Continental Green Cups	Approve international partnerships and campaigns
Identify restoration priorities with governments and environmental partners	Review national plans and consolidate continental targets	Operate the global digital registration and impact platform
Approve local projects, land access and technical partners	Provide training, technical support and knowledge exchange regional Partners	Oversee monitoring, verification and financial ressource, transparent reporting
Mobilize volunteers, schools and communities	Develop continental campaigns, awards and ambassador networks	Publish the annual One Tree Per Fan Global Impact Report
Implement planting, restoration and long-term maintenance	Monitor national performance and regional compliance	Mobilize global funding, technology and strategic alliances
Collect evidence and submit national impact reports	Submit verified continental reports to the Global Secretariat	Protect the brand, mission, integrity and global reputation

ONE TREE PER FAN GREEN AWARD

ONE TREE PER FAN GREEN AWARD

- Sports clubs
- Fan clubs
- Athletes
- Artists
- Actors
- Content creators
- Environmental partners
- Governments
- Corporate partners
- Communities
- Lifetime achievement

The One Tree Per Fan Green Awards celebrate more than visibility. They recognize those who turn influence into participation, participation into restoration, and restoration into a lasting legacy for nature and future generations.

The One Tree Per Fan Green Awards will recognize verified environmental leadership and long-term contribution by sports clubs, fan organizations, athletes, artists, creators, communities and partners. Awards shall be determined through transparent eligibility requirements, evidence-based assessment, independent verification, conflict-of-interest controls and professional jury evaluation. Popularity or commercial influence shall never replace environmental integrity





SPORTS SECTOR

- Sports Clubs
- Fan Clubs
- Individual fan
- Individual athletes
- Fideration

SOCIAL MEDIA SECTOR

- Facebbok
- Instagram
- Tiktok
- Linkidin
- Twitter
- youtube

MUSIC SECTOR

- Song
- Artist
- Clip- Video
- Concerts and tours

CINEMA

- Movies
- Cartoon
- Actor
- Fans- follower
- Television



SPORTS GREEN AWARD

Green Award for Sports Clubs and Fan Clubs that will, integrate Fans and athletes everywhere in the community to be involved in environmental protection from villages by linking biggest Clubs in Europe with local fans in local initiatives and Eco sports Clubs.

This approach not only contributes positively to the environment but also enhances fan loyalty as supporters feel they are part of a meaningful cause.





SOCIAL MEDIAS GREEN AWARD

Green Award of Social Medias Influencers integrate the Climate agenda by encouraging followers to participate and Act on climate by planting tree, waste management, water, and energy and other climate theme identified on social media challenges.

Influencers and content creators will amplify the message by sharing personal stories related to environmental impact and inviting their followers to join the movement without change their currently content.





MUSICS GREEN AWARD

Green Award for musics and artists will expanding this Initiative further could involve artists pledging to plant trees based on album sales or streaming milestones. Artist will feature interactive elements where fans can directly contribute to planting efforts, and other climate actions

Additionally, music festivals will incorporate sustainability themes into their events by promoting the idea of one tree per fan throughout the festival experience.





CINEMA GREEN AWARD

Green Award reserve for the Movie and actors contribute on Climate agenda with fan based on Sustainable developments goals through Campaign, script. And videos and streaming

This approach will promotes environmental stewardship and enhances public relations efforts by showcasing corporate responsibility in cinema industry





AWARD BENEFITS



Official trophy



Monetary prize



Verified certificate
Digital badge



COP participation



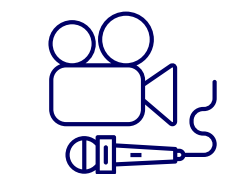
Global profile



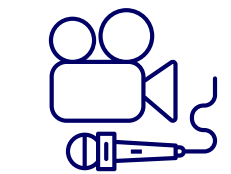
Website feature



Green Cup Accreditation



Media coverage



Participation in leadership
forums



Invitation to the awards
ceremony



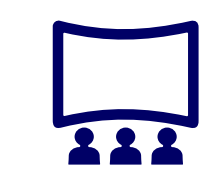
Speaking opportunities



Connection to sponsors and
partners



Documentary feature

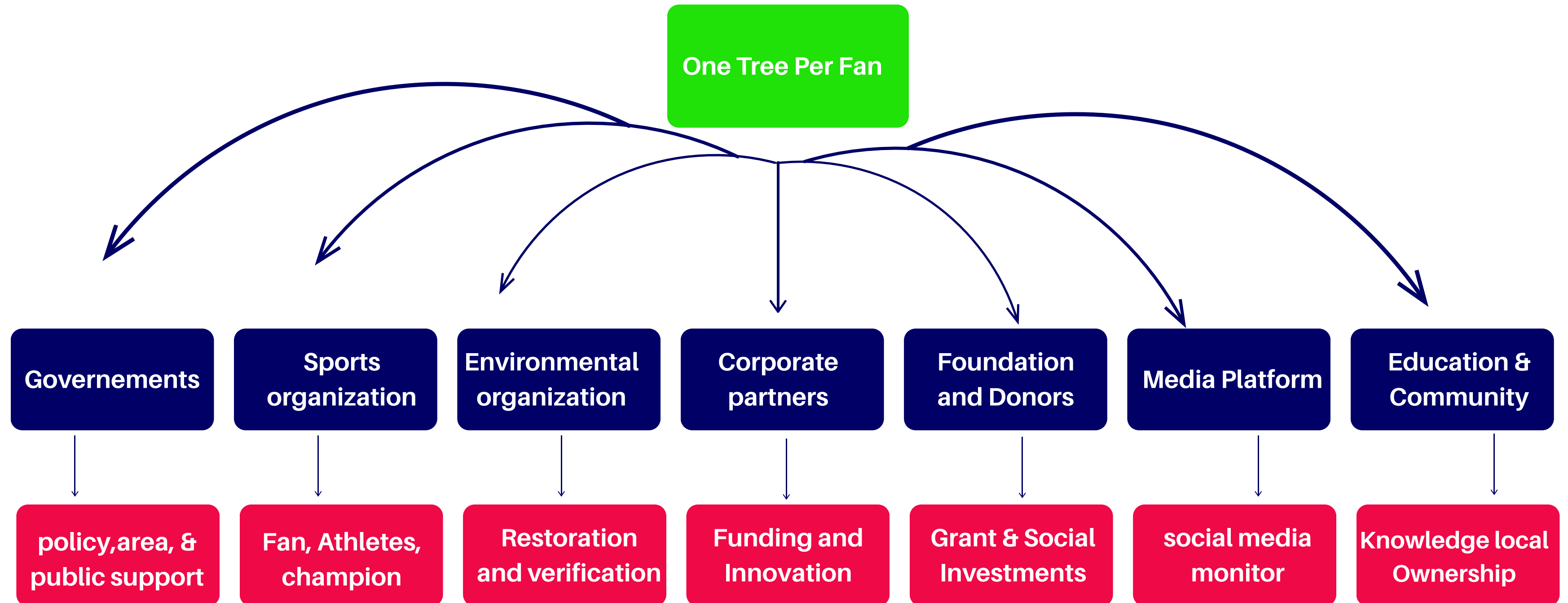


Daily screening
on magazine



Eligibility for project-
development support

PARTNERSHIP STRUCTURE





PARTNERSHIP CATEGORIES

INSTITUTIONAL PARTNERS

- Governments
- Municipalities
- United Nations agencies
- Regional organizations
- Development agencies
- Public environmental authorities
- Sports ministries and authorities

SPORTS PARTNERS

- Clubs
- Leagues
- Federations
- Tournaments
- Athletes
- Fan organizations
- Sports academies
- National Olympic committees
- Environmental Partners

CORPORATE PARTNERS

- Financial institutions
- Renewable-energy companies
- Technology companies
- Telecommunications companies
- Mobility and logistics companies
- Sportswear companies
- Hospitality companies
- Retail and consumer brands
- Media companies

NGOs

- Forestry organizations
- Conservation institutions
- Community organizations
- Indigenous organizations
- Universities
- Restoration companies
- Verification organizations

PHILANTHROPIC PARTNERS

- Foundations
- Family offices
- Charitable trusts
- Impact funds
- Individual philanthropists
- Grant-making institutions

KNOWLEDGE AND EDUCATION PARTNERS

- Universities
- Research institutions
- Schools
- Training organizations
- Climate and biodiversity experts
- Innovation centres

WHY PARTNER & SPONSOR

Turn Global Fan Power into Measurable Environmental Impact

Partnering with One Tree Per Fan enables governments, businesses, foundations, sports organizations and international institutions to support credible environmental action while engaging the global influence of sport, culture and entertainment.

STRATEGIC VALUE	PARTNER BENEFIT	SHARED IMPACT
Global Visibility	Brand presence across campaigns, events, digital platforms and environmental projects	Greater public awareness of nature conservation
Fan Engagement	Connect directly with sports fans, athletes, artists, creators and communities	Millions of people inspired to take practical action
Environmental Delivery	Support approved planting, restoration and long-term maintenance projects	Trees planted, ecosystems restored and biodiversity protected
ESG & CSR Alignment	Advance environmental, social and corporate-responsibility objectives	Credible and reportable sustainability outcomes
Green Cup Integration	Activate the partnership through tournaments, fan zones and host communities	Sporting events leave a positive environmental legacy
Youth & Community Impact	Support schools, Eco Sports Clubs, volunteers and local livelihoods	Stronger environmental knowledge, participation and ownership
Transparent Reporting	Receive documented results, project updates and verified impact data	Improved accountability and reduced greenwashing risk
Strategic Collaboration	Work alongside governments, NGOs, sports bodies and environmental experts	Cross-sector cooperation that increases scale and effectiveness

2026-2027

AGENDA

PHASE	PERIOD	PRINCIPAL ACTIVITIES
1. Institutional Preparation	Before COP31	Finalize governance, participation standards, award categories, nomination criteria, digital
2. Official Global Launch	COP31 — Türkiye	Officially launch One Tree Per Fan; introduce the global campaign; announce founding
3. Global Campaign Activation	Months 1–2	Launch international media, fan and digital campaigns; open country, club and partner registration; activate One Fan, One Action for Nature and One Tree Per Follower .
4. National & Continental Mobilization	Months 2–4	Establish national coordination teams; engage governments, sports bodies, clubs, athletes, artists, creators, environmental partners and fan communities.
5. Project Implementation	Months 3–8	Implement approved planting, restoration, maintenance, education and community
6. Nominations Open	Months 6–8	Open nominations for clubs, fan clubs, athletes, artists, creators, communities, environmental
7. Eligibility Screening	Month 9	Review applications for completeness, legal eligibility, evidence quality, accurate claims,
8. Technical Evaluation	Months 9–10	Independent experts assess environmental quality, survival, community participation,
9. Continental Shortlisting	Month 10	Continental committees select regional finalists and submit recommendations to the Global
10. Verification & Due Diligence	Months 10–11	Verify shortlisted projects through documents, partner confirmation, geolocation, digital
11. Global Jury & Final Selection	Month 11	The Global Jury reviews verified finalists, approves winners and protects the
12. Awards Ceremony	COP32 — Addis Ababa	Present the first One Tree Per Fan Green Awards; recognize global leadership; publish the

CONTACT INFORMATION

General information:

info@onetreefan.com

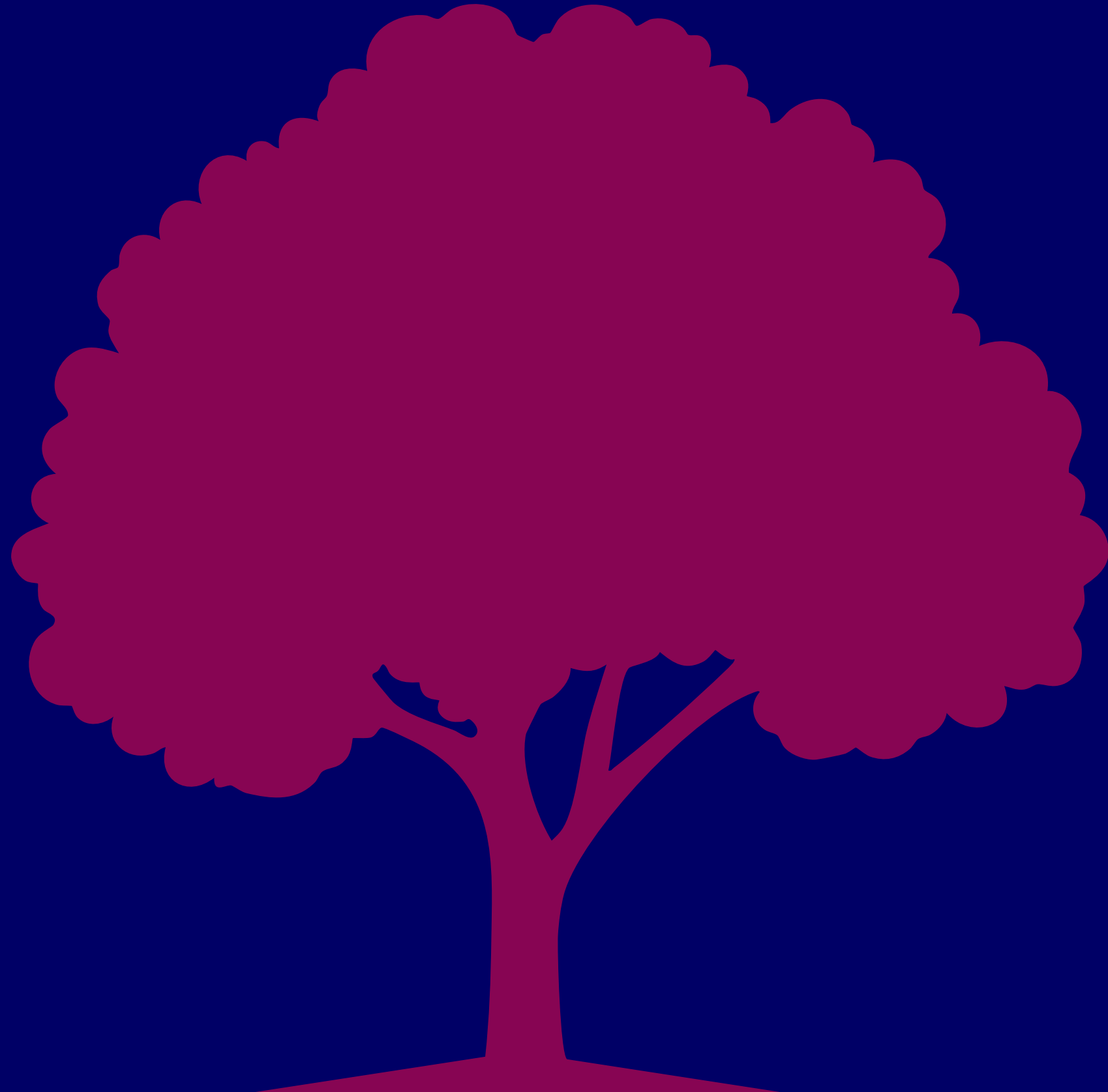
Registration:

registration@onetreefan.com

partnership:

partnership@onetreefan.com





ONE TREE PER FAN

Email: info@onetreefan.com

Tel: +971 (0) 558 712 660

Crystal Tower – Business Bay

Dubai- United Arabe Emirate

www.onetree.com