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Planting with purpose: our partnership with SeaTrees



Amsterdam, 10th March 2021 -

As part of WeTransfer's commitment as a B Corporation™ to balance the interests of people, planet and profit. WeTransfer will work with social enterprise initiative SeaTrees to plant tens of thousands of trees* supporting reforestation and the regeneration of marine ecosystems as part of a new partnership announced today.

SeaTrees, a Sustainable Surf initiative, focuses on restoring the coastal ecosystems which enable the oceans to act as a carbon sink, absorbing and removing CO₂ from the atmosphere.

WeTransfer will support the planting of 100,000 mangrove trees in Kenya and restoring 67,000 square feet of kelp in California. These projects will sequester as much as 30,000 tonnes of carbon dioxide over their entire lifecycle, rejuvenating nursery habitats for fish and shellfish and protecting coasts from storm surges and sea level rises.

At the same time, they will create 200 jobs and provide educational resources for local communities.

Commenting, WeTransfer's CCO Damian Bradfield said:

“We embarked on this partnership because as a B Corp wanted to do something meaningful - SeaTrees stood out to us because their work on restoring coastal ecosystems and their direct ties with the communities really makes a difference. We are in part an advertising business and despite our ads being loved by those who see them, we wanted to ensure that some income generated from advertising is put to good use. With this partnership we reward our users with planted trees and acres of sea kelp.”

This follows WeTransfer becoming one of the first global technology firms to achieve B Corp status and, last month, announcing its certification as climate neutral.

Read more in Damian's blog.

**plus 67,000 square feet of kelp*

About SeaTrees

SeaTrees, by non-profit Sustainable Surf, makes it easy for anyone who cares about the ocean (don't we all) to directly support communities planting and protecting blue-carbon coastal ecosystems. The most effective way to suck carbon out of the atmosphere - period.

SeaTrees works with communities around the world to restore coastal ecosystems (mangrove and kelp forests, seagrass, ride-to-reef watersheds, and coral reefs). Those projects do a whole lot more than sequester carbon - providing critical habitat for countless species, sustainable

About WeTransfer

Having made its name in the game of quick and simple file-sharing, WeTransfer has grown into a collection of tools designed for and inspired by the creative process. Collect is the go-to app 4M people turn to for saving and sharing inspiration. Paste® is the collaborative presentation tool of choice for over 40,000 fast-moving teams. Paper® helps 30M minds sketch, paint, and draw on iOS. And of course there's the original file-sharing platform, where 60 million people send over 1.5 billion files every month. Around 75% of WeTransfer users identify as creatives, and it's this global community the company exists to celebrate and inspire on WePresent, WeTransfer's editorial platform.

As a certified B Corporation WeTransfer strives to use business as a force for good. Since the beginning WeTransfer has donated up to 30% of advertising real estate to raise awareness for artists, creative work, and the world's most pressing issues such as climate change and gun control. This amounts to more than \$300 million to date and has led to partnerships with artists and organizations like Björk, FKA twigs, Ryan McGinley, Solange Knowles, the Nelson Mandela Foundation, and the UN Development Program.



