

Tree Planting for Tees!



Rainforest 4 Climate

Bam, the company that provides Eco-Daisy with the brilliant bamboo clothing promise:

"For every Bam shirt purchase, you will become the proud, honorary owner of 10 square metres of South American rainforest".

How does this actually work in practice?

Bam work in cooperation with the highly-regarded charitable organization, Rainforest Concern which oversees and independently audits their land transactions.

Therefore every bamboo tee Eco-Daisy sells helps to finance the following:

- buying the land permanently - 10 square metres per garment - for perpetual conservation. Currently working in Equador
- supporting a reforestation team to safeguard and care for the area
- planting tree nurseries, and a sapling on each plot that needs new vegetation
- Educational workshops to help locals get the most from the land - naturally

They obtain land that is often partially forested, in order to preserve what's there and reforest areas that have been cleared.

DID YOU KNOW?

- That every 100 hectare plot receiving this treatment will preserve drinking water for 50-100 families? (that's 100,000 shirts)
- That purchasing one Bam T-shirt - and thus saving just one tree- will account for the absorption of 367kg of carbon dioxide?
- That buying 3 will help to absorb over 1 tonne (2,300 pounds) of carbon dioxide, while the average citizen in developed nations creates 11 tonnes of carbon dioxide every year?
- That an acre of bamboo supplies about 10 times more fibre than an acre of cotton? Without using any pesticides at all. Or fertilizers.