

A person wearing a dark jacket, blue jeans, and a grey beanie is walking away from the camera on a dirt path through a dense forest. The path is surrounded by tall trees and lush green foliage. Sunlight filters through the trees, creating a soft, dappled light effect. The overall atmosphere is peaceful and natural.

**Go green,
effortlessly**

www.mymothertree.com

MotherTree
Green Living Service

Our Green Living Service

Our mission at MotherTree is to make it effortless for you to go green and save money on all life's choices.

"We still have a chance to keep global warming below 1.5 degrees. But this will require some significant changes over the next few years. Fortunately, all the solutions already exist, you just might not have heard of them yet. And often there are significant benefits of going green in many parts of our life - not only for the planet but for our health, well-being and our wallet. It can be difficult to change a habit, and it takes time to search for the greenest provider that fits your budget, and that's why we set up the Green Living Service to support you every step of the way."

Dan Sherrard-Smith, founder of MotherTree



Tailored to you

We take time to understand you, your values and your budget.



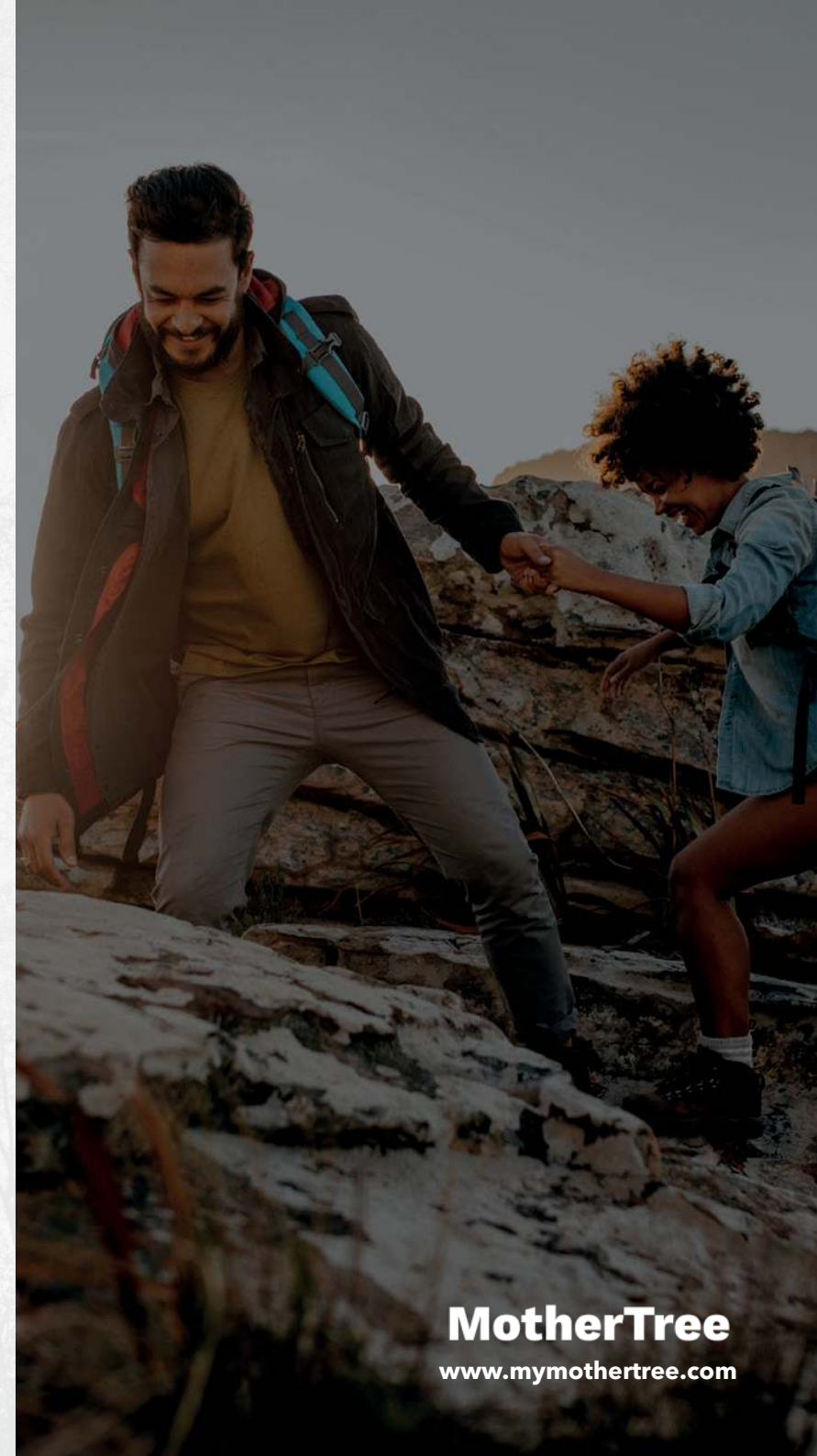
Data driven

We have built extensive datasets across multiple industries to find the best deals and providers based on your requirements.



Unique methodology

We combine an understanding of your values and budget with deep expertise in 5 key areas to give you a seamless experience when greening your lifestyle.





Our Founder - Dan Sherrard-Smith

Our mission at MotherTree is to make it effortless to go green in all life's choices.

I launched MotherTree as I wanted to live a greener lifestyle but making that happen while in a busy job, having a newborn and trying to have a social life seemed near impossible! And yet, making sure we are reducing our carbon emissions and promoting biodiversity are two of the most important actions we can take.

That shouldn't be a difficult thing to do.

And that's why the Green Living Service exists.

Previously I was on the founding team of Look After My Bills where we achieved the best ever deal on Dragon's Den and grew the company from 0 customers in 2017 to almost 800,000 in 2021.

MotherTree is inspired by Scientist, Suzanne Simard.

Simard discovered that trees can communicate with each other and even share nutrients. The truly remarkable thing is that these trees didn't only share with their kin, she found that oak shares with birch and beech, and so on. Within this network, the mother trees, the eldest and largest trees, share the most nutrients while protecting the smaller trees.

Green living at your fingertips

OUR VISION

Our mission is to make it effortless to go green and save money on all life's choices.

We believe that if enough people switch to sustainable companies, we can create a greener, healthier society for everyone.

After all, companies, governments and movements are all made up of...us!

Save time, save money, save the planet

The climate crisis leaves our planet on the brink.

We all want to play a part in making that better but it can be hard to know where to start. And even when we start making those changes, there's often a thought "is what I'm doing actually helping?"

Well, from over 300 hours of interviews with busy professionals and our deep experience in the UK consumer markets, we discovered that the biggest challenges facing people wanting to live a greener lifestyle are:

1. Time

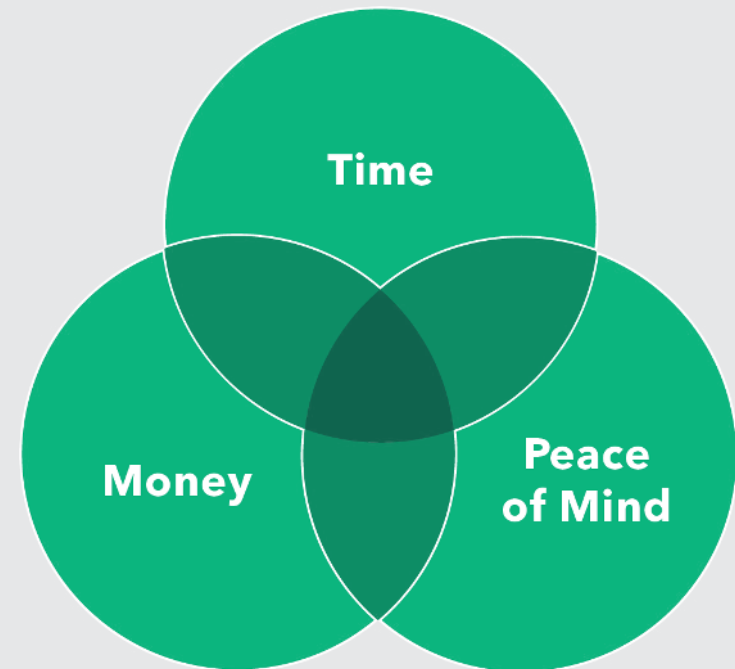
Our lives are busy - work, children, social life - and that means we don't always have the time to look at ways we can live more sustainably.

2. Guilt at not being green enough

Even when we do find the time, it's difficult to know which companies are greenwashing and which are the real deal when it comes to offering a solution that works for you and the planet.

3. Money

While there's a belief that going green costs money - a green premium - that's not always the case. In fact, many of the solutions that work for you and the planet might actually save or make us money.



We discovered that these issues often overlap, leading to inertia. And that's why we created the Green Living Service, to give our customers peace of mind that they are doing all they can within their current lifecycle to help the planet.

Green living - with all the perks

We save customers up to:



**40 hours in
research time
per year**



**£3,000 per
year**



**18 tonnes
of carbon
emissions per
year**

MotherTree

www.mymothertree.com

The Green Living Service method

Our 5 step Green Living Service method is engineered to understand you, your needs and your budget before delivering savings across all major purchase areas.



Transport

Travel broadens the mind. And it doesn't have to come at the expense of carbon emissions. Trains, buses, EVs and even eBikes - the solutions are out there to get around without pushing up the CO2.

Finance

Your finances have more impact than perhaps you realise. Where our money goes really matters. For instance £5,000 in a current account with Barclays emits almost 1.5 tonnes of carbon per year. While the same amount with Triodos emits less than 0.001 tonnes. And Triodos have had a better interest rate than Barclays every year they've been in the market. (www.mymothertree.com)

Home Improvement

Our homes are one of the best opportunities for carbon reduction this decade. The solutions are already there. We just have to unlock them. Green energy providers, solar panels, air source heat pumps. It's a long list, but we know the experts to help you set up your home for big savings - both on carbon and money!

Diet

What you eat matters. For your health, your well-being and the planet. In fact, it's estimated that up to 30% of global emissions come from our diet (www.ourworldindata.org, 2021) and well over half of that is from meat production (The Guardian, 2021).

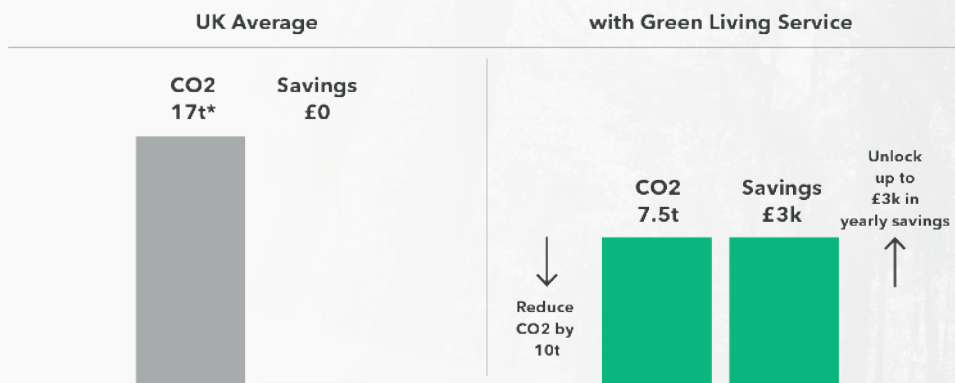
Household Items

Did you know that £140 million worth of used but still wearable clothing goes to landfill in the UK every year? That's right. And we know it's a hassle to find sustainable ways to recycle those things. But here's the good news - you can still look great and avoid the fast fashion pitfalls. (www.clothesaid.co.uk)

How it works

1. At the start of each month, we meet with you to understand your values and budget for one of the five areas.
2. Over the next 30 days (sometimes a little longer depending on your requirements) we hunt down the best providers in terms of your values and coming in under budget.
3. At the end of the month, we go through the results with you, refining our results to fit your needs.
4. We then repeat this process for the remaining areas.
5. You'll have 24/7 access to the research team - text, email and WhatsApp, as well as access to our exclusive Slack group for ongoing accountability and support.

OUR JOURNEY



* Based on research conducted by [mymothertree.com](https://www.mymothertree.com), findings here: www.mymothertree.com/carbon-reporting-sources and results generated from the WWF Carbon Calculator.



Join the Green Living Service

When joining the Green Living Service, there are 4 steps that each client completes. In doing so, we'll have a really clear understanding of what you need, your values and your budget to start greening your lifestyle.

Step 1



The introduction call: here we take time to understand you, your values and your overall budget. This gives clarity on what you want to achieve.

Step 2



Complete the requirements for the first area - together, we go into depth on the first area, understanding your goals and values.

Step 3



First area presentation - at the end of month 1, we present you with the results walking you through the changes and next steps.

Step 4



Repeat! We go through the process for the remaining 4 areas, one per month.

What our members say



Alex

"I would never have imagined how much carbon my pension emitted! MotherTree's calculator made it quick and easy to estimate it. Best of all, I loved the recommendations. I've now transferred my money from my old bank to a Clim8 Invest GIA account and am saving a whopping 11.13 tonnes of CO₂e per year."



Claire

"I had no idea how much impact just switching banks could have. MotherTree was super helpful for figuring that out and then sorting the switch. So little hassle for such a big carbon saving. I've been telling all my friends!"



Craig

"I've had a really positive experience with MotherTree. I was amazed at the potential environmental impact of switching investments and reassured by the track record of strong performance of green funds. Really informative and responsive customer service too. Highly Recommend getting in touch with MotherTree."

A person wearing a backpack and a hat is walking away on a dirt path through a dense forest. Sunlight filters through the trees, creating a misty atmosphere. The person is centered in the lower half of the frame.

Want to find out more?

Email us at hello@mothertree.com

or call on **+44 7792 094 832**

MotherTree

www.mymothertree.com/greenlivingservice