



The gift of *life*

Together, let's put the future of the planet
in the hands of the future of the planet.

Because “what you love – you will protect.”



The Idea

Celebrate the gift of life by giving the gift of life. To support Colombia's Wild Campo Alegre Reserve biodiversity and reforestation efforts, the WILD Nature Foundation, in collaboration with Simpelt, invites those passionate about wildlife protection to purchase an interactive WILD SHARE (250 DKK) as a gift for friends or family members welcoming a newborn baby into the world.

The WILD SHARE investment will aid animal, water, or land protection efforts, a dissemination project, or local policy-making efforts. Protecting the environment is an ongoing project, which is why parents/newborn will receive access to the interactive digital hub and a plantable seed card to commemorate the momentous occasion of life. Use the hub to log the plant's progress and track reforestation efforts (which can take up to 25 years before biodiversity is re-established). It's an investment that grows as they do.

Choosing between Colombian-themed plants, such as myrtle (a symbol of love, good luck, and prosperity) or coffee plants, the plantable seed card brings the investment of Colombian biodiversity efforts to their own Danish apartment or backyard – something to keep in mind as both the plant and the child grow over the years. Let the plant serve as a reminder of the WILD SHARE investment, thriving alongside the protected piece of land in Colombia.

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The Execution

Does your sister's newborn really need another stuffed animal or plush toy? Adorable, yes. But long-lasting? Ehh.

That's why we've created a sustainable campaign for the WILD Nature Foundation that promotes not just investing in the planet but **investing in life**. By partnering with gift shops in local hospitals, florists, or retailers, to name a few, our WILD Nature Foundation x Simpelt campaign is accessible, larger than oneself, and working to bring WILD SHARE investments to life.



Website

Website copy:

We partnered with the WILD Nature Foundation to support Colombian reforestation efforts with plantable seed cards. Experience a taste of Colombia in your own Danish apartment or backyard by choosing a Colombian-native plant, such as myrtle (a symbol of love, good luck, and prosperity) or a coffee plant that grows into plants that are good for you and good for the environment.

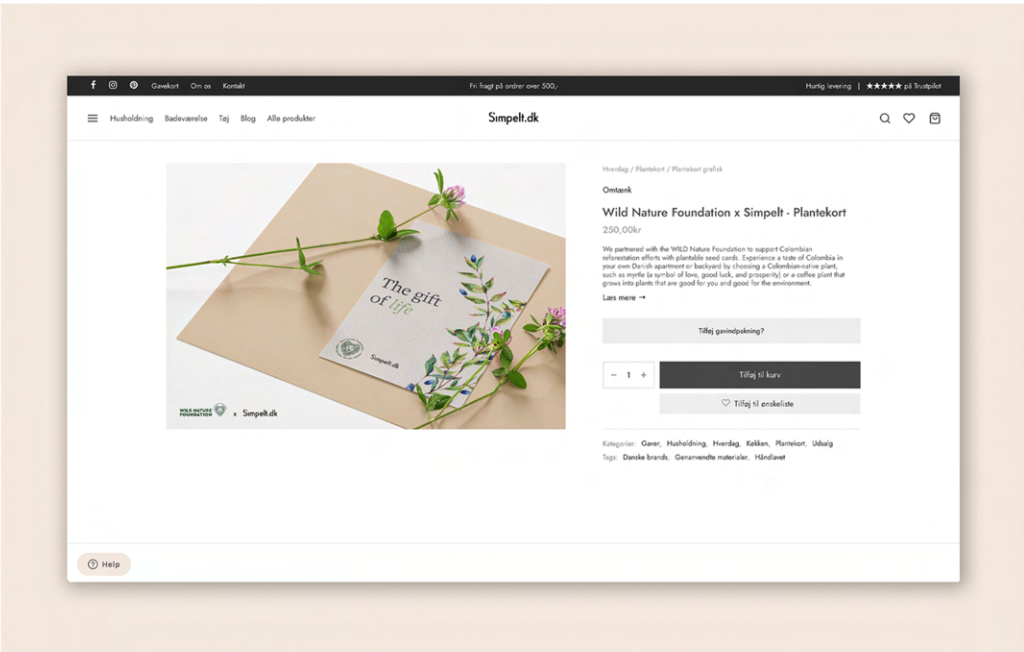


Fig.1 Website

Instagram

We're using a carousel on WILD Nature Foundation's and Simpelt's Instagram pages so users can swipe through the images for instructions on how to plant their plantable card, log their plant's progress, and check in on their land in Colombia.

Post copy:

Give the gift of biodiversity protection in Colombia and biodiversity support in Denmark for an investment that grows as they do 🌱🌿 #thegiftoflife

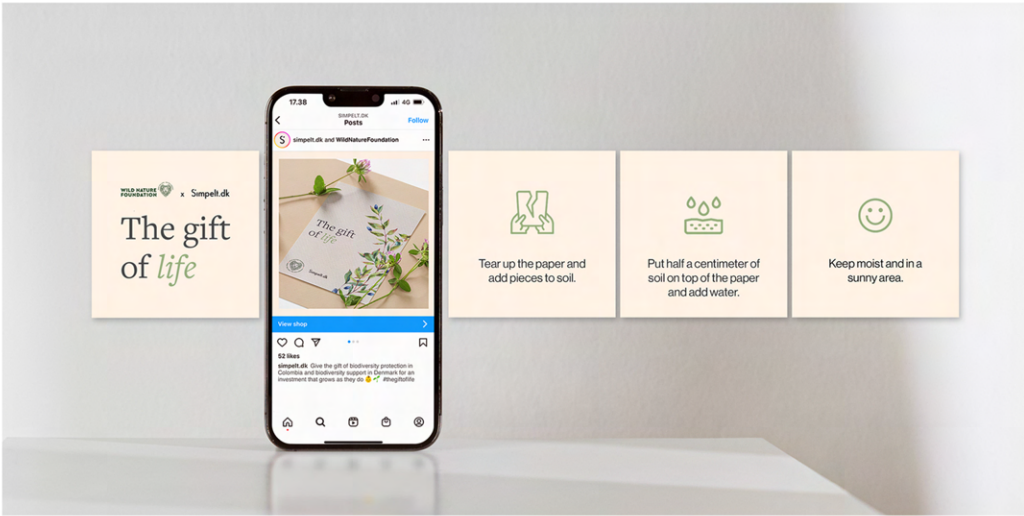


Fig.2 Instagram Post