

NATURE+

Our Nature Positive Goal

Woosh Marketing is dedicated to becoming a **nature positive** agency by 2030.

We are dedicated to actively working to enhance biodiversity, restore natural habitats, and support ecosystems through our operations and client partnerships.

Our Actions to Achieve a Nature Positive Goal

1. **Reduce Environmental Impact:**

We are minimising our operational impact by reducing waste, going paperless, promoting remote work to reduce emissions, and optimising resource efficiency.

2. **Support Biodiversity Projects:**

We support biodiversity by partnering with and promoting initiatives that restore and protect natural habitats, and collaborate with NGOs and environmental organisations to support reforestation, wetland restoration, and other biodiversity-enhancing projects.

3. **Nature Positive Client Work:**

We help eco-conscious businesses and organisations amplify their message and impact through tailored green marketing strategies, ensuring their sustainability messages are clear and impactful.

4. **Education and Advocacy:**

We aim to educate our clients and community about the importance of nature positivity and sustainable practices, create content and campaigns that raise awareness about biodiversity, the benefits of a nature positive approach, and how businesses can contribute.

5. **Offset and Restore:**

We aim to offset our carbon footprint and invest in projects that restore ecosystems and promote biodiversity, such as forest conservation or habitat restoration initiatives.

6. **Carbon Neutrality:**

We commit to becoming carbon neutral by a 2030, reducing emissions and offsetting the rest through verified projects.

July 16th 2024.