Square by Square

BRAND DESCRIPTION

SquareBySquare in brief

Approved descriptions, facts and naming for articles, partner pages and event listings.

IN ONE SENTENCE

SquareBySquare raises new funding for local conservation groups so they can buy and protect more rainforest.

IN ONE PARAGRAPH

SquareBySquare raises new funding for local conservation groups so they can buy and protect more rainforest. Every purchase protects a Square: at least one GPS-mapped square metre of real rainforest. Protectors name their Square, receive a certificate and can find it on the live map, while local conservation partners hold and manage the land on the ground.

Facts

FIRST PROJECT	Djarawong, Wet Tropics World Heritage Area rainforest near Mission Beach, Queensland, Australia
LAND HELD BY	C4 (Community for Coastal and Cassowary Conservation), a registered Australian not-for-profit
FLAGSHIP SPECIES	The endangered Southern Cassowary
PRICE	Squares start from AUD $50 for one square metre
PROTECTION PERIOD	A minimum of 10 years under the current agreement
PLANNED PROJECTS	Fiji, Papua New Guinea, Florida, Portugal, Northern NSW
FOUNDERS	Henk Kleynhans, Founder, and Emely Junker, Co-Founder

VALUES

Curiosity, Compassion, Creativity, Open Company

NAMING

SquareBySquare is one word. **Square** always takes a capital S. People who protect a Square are **protectors**. On certificates they are the **Squareholder**.

We acknowledge the Traditional Custodians of the land on which we work and live and their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the Elders past and present.

Media contact: **hello@squarebysquare.org**