

**UNCORK A
BETTER
FUTURE**



We're a great fit

NICE



**COOL
EARTH**



YOU LEAD
AND NEVER
FOLLOW

my
of a
NICE
out

is my
idea of a
very *NICE*
day out

This is m
idea of a
very *Nic*
day ou

WORLD'S FIRST BASIC INCOME PILOT FOR INDIGENOUS PEOPLES

JUST LIKE US

Big news!

Your donations are going directly to Indigenous peoples who are protecting the Amazon rainforest.

No middlemen, no faff, just cash in the hands of the people with an unbeatable record of keeping rainforests safe. It's all thanks to the basic income pilot that you have helped create.

In fact, it's a first... not just a Cool Earth first. It's a WORLD FIRST!

Published: 24 Nov 2023

Type: News

Region: Amazon Rainforest

Theme: Cash Transfers

Deforestation

Livelihoods

People

Rainforest

Rights

An aerial photograph showing a large fire burning in a forest. Thick, dark smoke billows upwards from the fire, filling the upper half of the frame. The fire itself is visible as bright orange and red patches on the forest floor. The surrounding forest is a dense, green canopy. The text is overlaid on the image, with the words 'COOL' and 'NOBODY' in a bright green color, and the rest in white. The word 'NOBODY' is underlined with a blue brushstroke.

**WE'RE FIGHTING
CLIMATE CHANGE AND
KEEPING EARTH COOL
IN A WAY THAT
NOBODY ELSE IS**



IMAGINE

It's time to lead another conversation...





Commuter Conservation

“Your daily slog just got cooler”

Conversation starters on wine cans about climate change and how to make sustainable choices

Targeting ‘cycling’ commuters that are saving the planet through their commute

Lovely little can of nice wine as a reward for their sustainable choice

1.26 million Londoners cycle to work 🚲

Brand awareness, reinforcing your mission and empowering individuals to make conscious choices

**“CONGRATS,
YOU’RE KEEPING
THINGS COOL”**

**“YOU LITTLE
PLANET
SAVER, KEEP
IT UP”**

**“YOU
DESERVE A
TREAT”**



NICE TRAIN TAKEOVER 🚆 🇬🇧

A fun first for the NICE team, taking over a full train, yep we can get on ...



TikTok
@drink_nice

Recreate on the tube?

Back up your tube adverts with real world activation 🍷

Public transport is another lovely choice for the planet





PICNIC FOR THE PLANET



Ni*CE DAY TO
SAVE THE
PLANET, ISN'T
IT?

Pop up 'picnics'

Spontaneous pop-up,
picnics in city parks,
featuring Nice wine, good
conversation and eco-
education

“Let’s talk about it over a
glass (or can)?”

Handouts of our climate
anxiety toolkit, encouraging
people to talk out their
worries over a glass of nice
wine

Want to take climate action?
Support Cool Earth





**NICE NIGHTS,
COOL
MORNINGS**



Push awareness for your 'session' wine for the responsible ones amongst us

Hit people on their way to 'pres' or
to parties

'Last night was nice, let's make tomorrow cool'

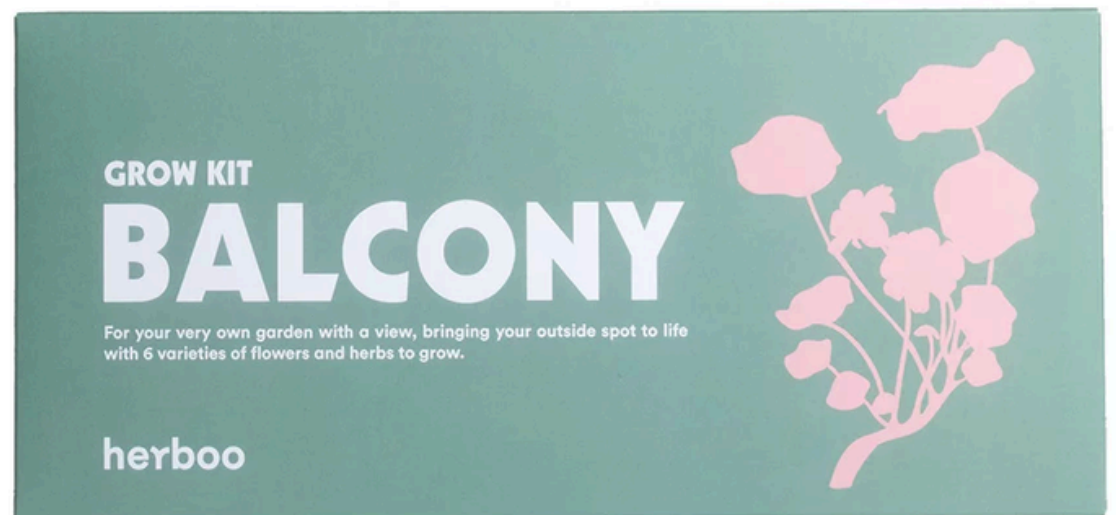
"Morning after" balcony seed planting kits

Less hungover, more energy to live your best life

Morning yoga or wellness sessions



X



FANCY IT?

LET'S BRAINSTORM

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Email me your thoughts
(be nice, guys)