

Mossy.Earth: Planting Native Trees and Restoring Wild Ecosystems

With the .Earth domain, there is no shortage of organizations that are helping to restore our planet back to its natural state.

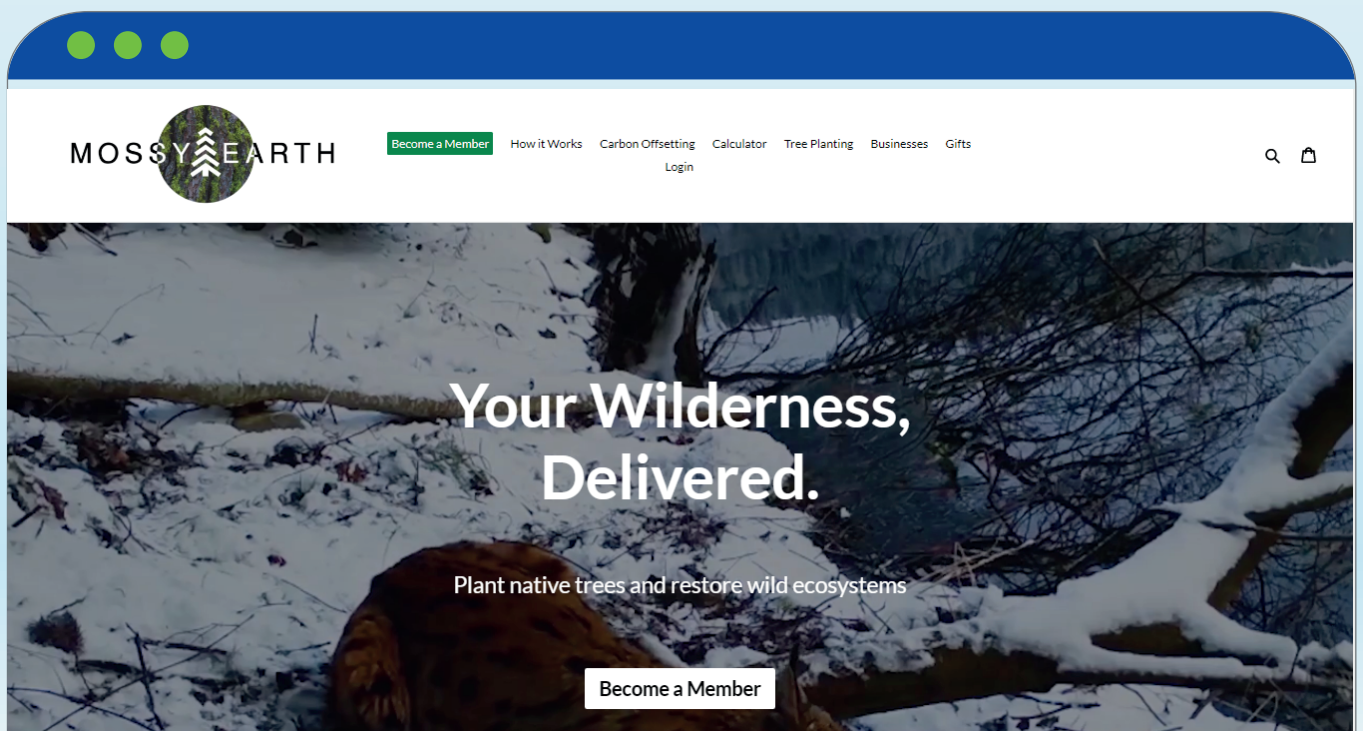
Meet Mossy.Earth

With a mission of delivering real environmental change and making a positive impact on the state of the planet's wildernesses and forests, Mossy.Earth focuses exclusively on replanting and re-wilding areas that have been impacted by forest fires and human intervention.

This social enterprise allows individuals to plant trees and see their positive impact by providing GPS coordinates and photos of the trees when planted.

Mossy.Earth members also get to vote on a variety of project decisions such as special re-wilding impact projects. These include setting up camera traps to track wildlife populations, protecting old growth forests and even GPS tagging animals to gather useful data.

To help individuals do their best, Mossy.Earth also provides more than 30 guides and articles to help them to reduce their impact on the environment, which can be accessed on its new members.earth website.



Current Successes for Mossy.Earth

In addition to the efforts at the International Douro Natural Park in Portugal, the Mossy.Earth team has planted more than 35,000 trees to date across four projects in three countries with 1,200 new trees being planted per month.

All of these efforts are made possible by members who pay £9.99 per month. For this nominal fee, members get two new trees planted each month with GPS coordinates, along with the right to vote on project decisions, a carbon footprint assessment, as well as low-impact living guides and courses.

"We needed a name that shows what we intend to do, and we looked at it the other way around starting with the .Earth domain. It's also a great talking point for us, and people react very positively to the name Mossy.Earth. We are happy to have a cool .Earth name on our hands now."

Duarte de Zoeten

Co-Founder, Mossy.Earth.

Why Mossy.Earth Chose a .Earth Domain Name

When it comes to using a .Earth domain name, the organization actually found .Earth first, then came up with the official name of Mossy.Earth. "Our company name comes from the .Earth domain," said Duarte de Zoeten, one of the founders of Mossy.Earth.

Re-Foresting Portugal Through .Earth Domain Promotion

The .Earth Registry partnered with Mossy.Earth to celebrate its second anniversary in 2017 by planting one tree for each new .Earth domain name that was registered online.

Specifically, this effort focused on re-planting and re-wilding the International Douro Natural Park in Portugal, which was burned by the 2017 summer wildfires. The goal of the project went beyond simple tree planting to actively rebuilding a self-sustaining wild ecosystems through the re-introduction of native animal species.

Thanks to this effort, the project reached a total of 7,000 trees planted – 500 of which were a direct result of the .Earth domain second anniversary promotion. In addition, a well and watering system was built to support future efforts in the area and guarantee tree survival in the harsh weather.



What the Future Holds for Mossy.Earth

Mossy.Earth's membership base is growing fast -- setting the team on course to reach their goal of planting 1 million trees by 2022. The team is also embarking on a series of Rewilding Impacts projects, which involve protecting old growth forests in Romania, building nesting platforms for vultures in Portugal, and setting up camera traps to track wolf populations, among other high-impact projects that Mossy Earth members can vote on.

To learn more about Mossy.Earth, please visit <https://mossy.earth/>. If you also own or manage an environmental sustainability organization, please go to <https://voices.earth/> to secure your very own .Earth domain name.

Unite in the Name of Earth

A Domain Name That Promotes Your Passion.

#EarthDomain



The .Earth domain creates a safe place on the Internet which allows organizations to elevate their brands to enhance overall awareness, revenue generation, as well as expand their memberships, and grow their donor bases.