

Case Study: Paperless Program

T-Mobile USA, Inc. is one of the world's leading companies in mobile communications, serving more than 32 million customers in the USA. T-Mobile's innovative wireless products and services help empower people to connect to those who matter most. For many years, the company has encouraged environmental stewardship through their handset recycling programs. This past year, T-Mobile raised their environmental efforts to a new level by partnering with the Arbor Day Foundation to plant trees in our nation's forests.

Objective

Encourage customers to go paperless in an effort to save and plant trees.

The Program

During the spring of 2008, T-Mobile encouraged customers to receive their statements electronically through the T-Mobile Plant-A-Tree project.

- From March 1 – April 25, 2008, T-Mobile made a donation of \$1 to the Arbor Day Foundation for each customer to enroll in Paperless Billing.
 - Each \$1 donation received was used to plant one tree in our nation's forests.
- Many communication layers supported the program:
 - Customer newsletter
 - Online at www.tmobile.com
 - Online at www.arborday.org
 - E-Mail campaign to T-Mobile customers

Results

- Nearly 200,000 trees were planted as a result of this campaign, which lasted just over one month.
- Multiple planting projects were supported, including:
 - **Katrina Tree Recovery** – Trees were distributed to residents in areas affected by Hurricane Katrina. These trees will support urban development in areas where restoration is so greatly needed still today.
 - **Tiger Bay State Forest** – Located in Daytona Beach, this forest burned during extremely dry weather conditions. The trees planted include Slash pine and Cypress. These trees will help with re-establishment of the ecosystem, providing wildlife habitat for the Florida Black Bear.
 - **John M. Bethea State Forest** – Located in Baxter, Florida, this forest was devastated by the Bugaboo Wildfire during the spring season of 2007. The trees planted will include Longleaf pine and Slash pine. In addition to restoring burned area, these trees will provide wildlife habitat for the Florida Black Bear, Red-Cockaded Woodpeckers and Bachman's Sparrow.

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Paperless Billing



Our **Plant-A-Tree** project has ended.

But our commitment to the environment is in full bloom.

The T-Mobile® Plant-A-Tree project—in partnership with the Arbor Day Foundation—has ended, but you can be sure our dedication to going green will continue. If you'd like to see how many trees we've planted, bookmark this page and visit us here again on May 9th. In the meantime, check your options at the right to find more ways to be green.

More ways to be **green**

Save more trees

Be an advocate for Paperless Billing. Get your bill online.

[Yes, I want Paperless Billing >](#)

Save more stamps

Sign up for EasyPay and have payments automatically deducted from your checking account or credit card.

[Yes, I want EasyPay >](#)

Save more paper

Get the T-Mobile SCOOP™ newsletter as well as other special events, offers, and announcements via email.

[Yes, I want e-mail updates >](#)

Save the earth

Make a difference: get involved with the Arbor Day Foundation.

[Visit **arborday.org** >](#)

 [Arbor Day Foundation](#)

Paperless Billing requires valid e-mail address and qualifying T-Mobile account. T-Mobile must receive full payment on at least one bill before you are eligible for Paperless Billing.

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