



CORPORATE CASE STUDY:

Carrier: Turning Commitment Into Action

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Carrier®, a global leader in intelligent climate and energy solutions, launched an initiative as part of a broader evolution of its corporate purpose: “enhancing the lives we live and the world we share.” As the company refined its sustainability goals, it identified an opportunity to complement its engineered cooling solutions with nature-based approaches.

Trees, in particular, provided a clear and impactful way to extend the company’s mission into communities around the world.



Through its collaboration with the Arbor Day Foundation, Carrier committed to planting 5 million trees over a five-year period. This effort aligns directly with its sustainability commitments while also reinforcing its identity as a company focused on climate resilience and innovation.

“We’ve really enjoyed our work with the Arbor Day Foundation,” said Ashley Barrie, Executive Director of Corporate Social Responsibility at Carrier. “We’re proud of our global projects and believe they reflect a combined effort to help create a cooler, healthier, and more sustainable world.”

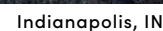
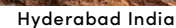


Carrier Event Boston, MA



Carrier's program is intentionally designed to operate at two levels. At a global scale, the company supports large reforestation projects that restore critical ecosystems. These efforts improve biodiversity, enhance water quality, and contribute to long-term carbon sequestration. By focusing on areas of greatest need, the program ensures that each planting contributes to meaningful environmental change.

In its first year, the program hosted nine volunteer planting events around the world. Employees participated in projects ranging from the United States to India, helping transform public spaces and create cooler, more livable environments. One example near Carrier's Florida headquarters involved planting 75 trees along a previously unshaded walking and biking path, directly improving the experience for residents living nearby.



CREATING BUY-IN THROUGH EMPLOYEE ENGAGEMENT

A defining feature of the Carrier initiative is its emphasis on employee involvement. Rather than treating sustainability as a purely corporate function, the company has created opportunities for employees to participate directly in tree-planting efforts. These experiences help build a stronger connection between employees and the company's purpose.

"One of many great things about trees is they're so tangible," Barrie said. "Everybody understands the story and immediately gets the benefit."

This accessibility has contributed to strong engagement outcomes. Employees consistently report feeling more connected to the company's mission after participating in volunteer events. The simplicity and visibility of tree planting make it easier for individuals to see the impact of their actions, reinforcing a sense of shared responsibility and pride.



Boston, MA

POWER OF PURPOSE-DRIVEN ACTION

Carrier's approach demonstrates how environmental initiatives can deliver value across multiple stakeholders. The program supports measurable environmental outcomes while also enhancing employee engagement and strengthening relationships with communities. It aligns closely with the company's business strategy and serves as a platform for communicating its commitment to sustainability.

Trees are particularly effective in this context because they provide multiple benefits at once. In addition to reducing heat, they improve air quality, support water systems, and contribute to overall ecosystem health. These layered impacts make tree planting a compelling solution for organizations looking to address complex environmental challenges.



Hyderabad, India

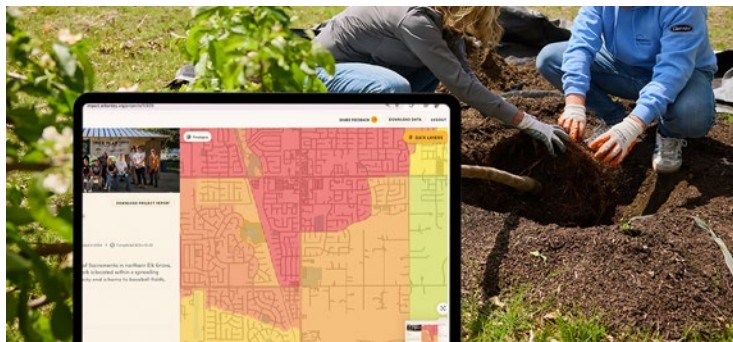


AMPLIFYING IMPACT THROUGH DATA AND STORYTELLING

A key strength of Carrier's collaboration with the Arbor Day Foundation is the ability to translate impact into clear, compelling stories. Through access to comprehensive reporting and an interactive impact dashboard, Carrier can see the results of its investment in real time — from trees planted and acres restored — to the broader environmental and community benefits those projects deliver.

This level of visibility makes it easy to move from outcomes to storytelling. Data is paired with project details, geographic context and on-the-ground narratives, helping bring each planting initiative to life. This allows Carrier to communicate its impact in a way that is both credible and accessible to a wide range of audiences.

For internal audiences, these insights reinforce purpose and participation. Employees can see how their involvement connects to tangible results, strengthening engagement and pride in the company's sustainability efforts. For external audiences, the combination of verified data and real-world stories creates a powerful platform for demonstrating leadership, building trust and sharing progress in a meaningful way.



PARTNERING TOGETHER, FOR GOOD

Carrier's collaboration with the Arbor Day Foundation ensures that its efforts are guided by data and local expertise. The Foundation works with planting partners around the world to identify where trees can deliver the greatest benefit and to ensure they are properly maintained over time. This strategic approach helps maximize both immediate and long-term impact in locations where Carrier lives, works and operates.

Together, the two organizations are building a model for how companies can address climate challenges while engaging employees and communities in meaningful ways. By combining global scale with local action, Carrier's initiative illustrates how purpose-driven collaboration can create lasting environmental and social value.

2025 IMPACT METRICS

Carrier's collaboration with the Arbor Day Foundation has already generated measurable impact in its first year.

1 MILLION+

Trees funded

1,700

Acres restored

10

Countries

939,518

Metric tons of CO₂ projected to sequester

500

Employees engaged

16,000+

People positively impacted through community-based projects





“As a global company, we wanted to ensure our reforestation efforts and community projects were global as well. Through this collaboration, we’re reaching the areas where we have employees, customers, and an environmental impact – and we’ve heard really positive feedback from employees and those in the community, which is rewarding. It also validates research that supported our business case for the collaboration, which shows volunteerism boosts team engagement, overall morale and feelings of fulfillment and pride with the company where you work.”

ASHLEY BARRIE

EXECUTIVE DIRECTOR OF CORPORATE SOCIAL RESPONSIBILITY



Visit <https://www.arborday.org/carrier> to connect with experts who can help you design a program to engage employees and customers while making an impact on communities and forests at scale.



**Arbor Day
Foundation®**