

MNN was Founded in 2009 as a Single Website, Focused on a Single Topic

AS INTEREST IN SUSTAINABILITY BEGAN TO EXPAND ACROSS A VARIETY OF MAINSTREAM AUDIENCES...



CONTENT ON THE INTERNET REMAINED DESIGNED FOR SCIENTISTS, EXPERTS, AND ACTIVISTS

C.S.R. Cycle for Infra-structure Projects?

- Linear projects like transmission lines, gas and mineral slurry pipelines, conveyor belts, railways, roads, canals are most complicated projects. CSR activities should start at conceptualization stage itself.
- CSR really matters in the "public hearing" (EIA Notification, 2006) and meeting of "Gram Sabha" [under Forest (Conservation) Act, 1980 & PESA].
- MP Forest Department has carried-out CSR activities on behalf of Power Grid Corporation of India and Western Coalfields Limited. This initiative really helped in "Land Acquisition".

Most of the corporate groups and central & state PSUs are not having any live contact with local communities. MPFD & MPSFDC possess support of 15228 JFMCs

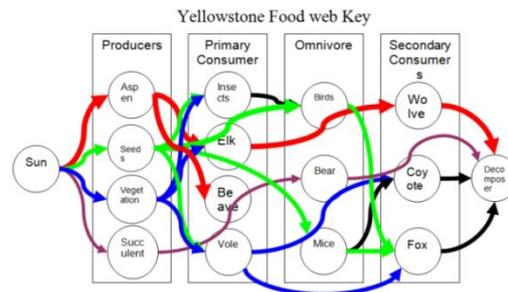


Table 3. Area Source NESHAP Emission Limits for Boilers

Subcategory	PM lb/MMBtu of heat input		Hg lb/MMBtu of heat input		CO ppm by volume, dry basis	
	Proposed	Final	Proposed	Final	Proposed	Final
1. Coal - New (> 30 MMBtu/hr)	0.03	0.03	3.00E-06	4.80E-06	310	400
2. Coal - New (between 10 and 30 MMBtu/hr)	0.03	0.42	3.00E-06	4.80E-06	310	400
3. Biomass - New (> 30 MMBtu/hr)	0.03	0.03			100	*
4. Biomass - New (between 10 and 30 MMBtu/hr)	0.03	0.07			100	*
5. Oil - New	0.03	0.03			1	*
6. Coal - Existing (> 10 MMBtu/hr)			3.00E-06	4.80E-06	310	400
7. Biomass - Existing (> 10 MMBtu/hr)					160	*
8. Oil - Existing (> 10 MMBtu/hr)					2	*

* Work practice requirements.

IN RESPONSE, MNN.COM LAUNCHED IN 2009 WITH CONTENT DESIGNED FOR THE BROADER AUDIENCE – ENGAGING, EASY TO UNDERSTAND, AND NON-POLITICAL



TUESDAY, MARCH 31, 2015

Google™ Custom Search

656k

SPECIAL FEATURES: [Leaderboard](#) [Nest](#) [Quizzes](#) [Photos](#) [Blogs](#) [Videos](#) [Joy of Less](#)

EARTH MATTERS - HEALTH - LIFESTYLE - GREEN TECH - ECO-BIZ & MONEY - FOOD & DRINK - YOUR HOME - FAMILY -



Why our commutes are getting longer

A new report shows major metro employment is moving farther away from where people actually live.

WHAT WE'RE READING NOW



Modified polio virus shows promise as 'cancer killer'

Tue, Mar 31, 2015 2:52 PM by Michael d'Estries

Genetic engineering is turning formerly dangerous viruses into beneficial agents that disarm cancer cells and expose them to the body's immune system.



Can you name this species of rare leopard?

OUR FAVORITE STORIES



6 tools to predict how long you'll live

Want to get a handle on your life expectancy? Take a deep breath and read on.



Meet the coolest tiny plants in the forest



A lipstick-lover's guide to avoiding Red Dye #40

FROM OUR PARTNERS

- 11 fascinating facts about cars
- QUIZ: How safe is the air in your car?
- Environmental protection starts at home
- How technology transforms the planet
- 12 ways to green-up your bathroom
- Energy saving tips for your home
- What makes a Dunkin' Donuts "DD Green"?
- How to build a rain barrel

Now We're Number #1

Mother Nature Network is the **#1 environmental news and information platform in the USA** reaching 120 million “responsible influencers” a year across 2 websites – MNN.com & treehugger.com

10MM

monthly unique visitors

33MM

monthly page views

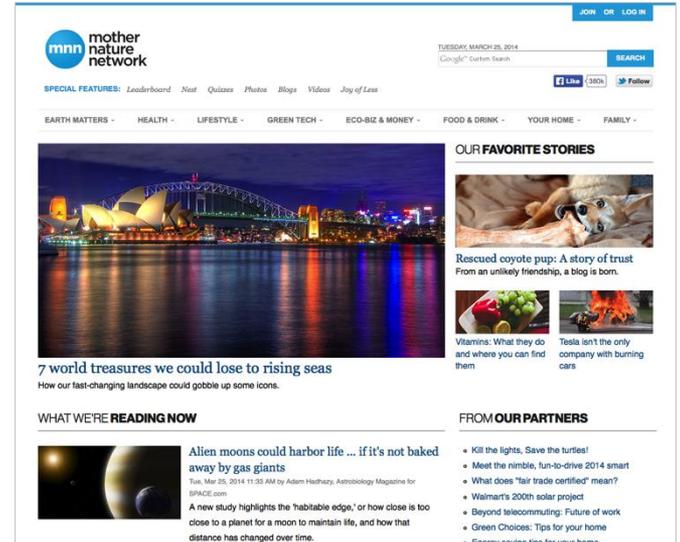
1.3M
fans



651K
followers



1.1M
followers



Our Growth

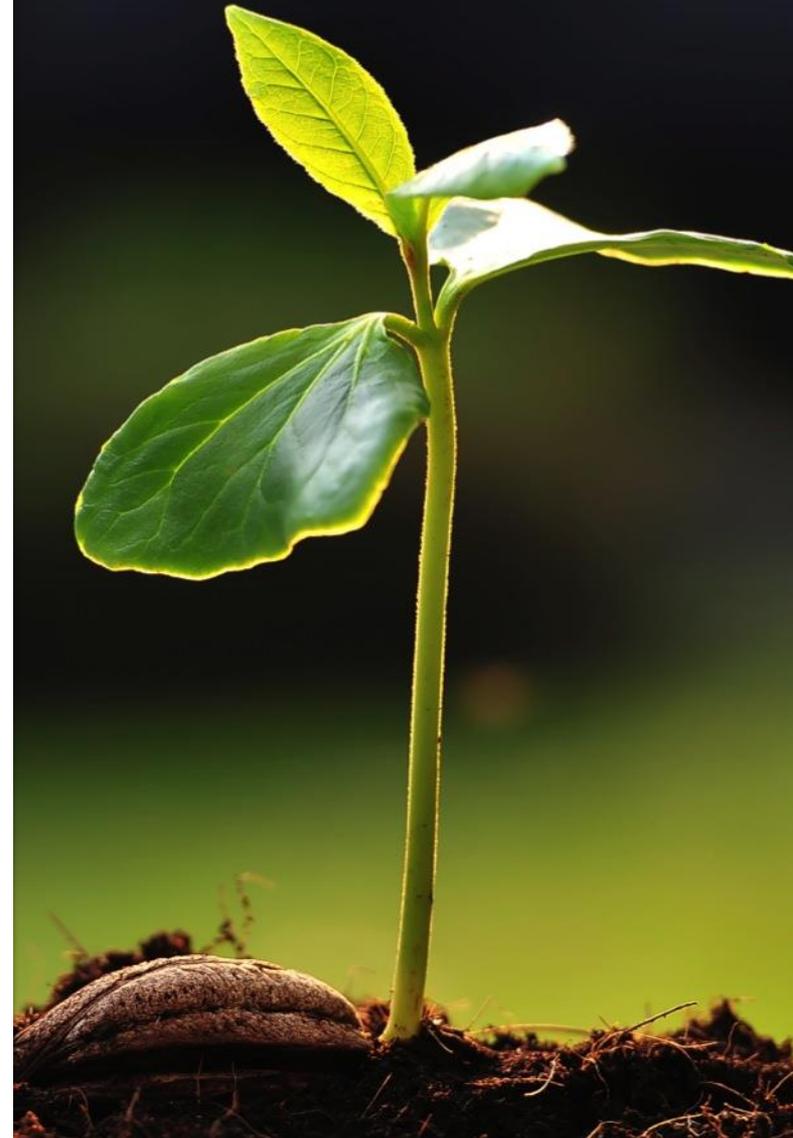
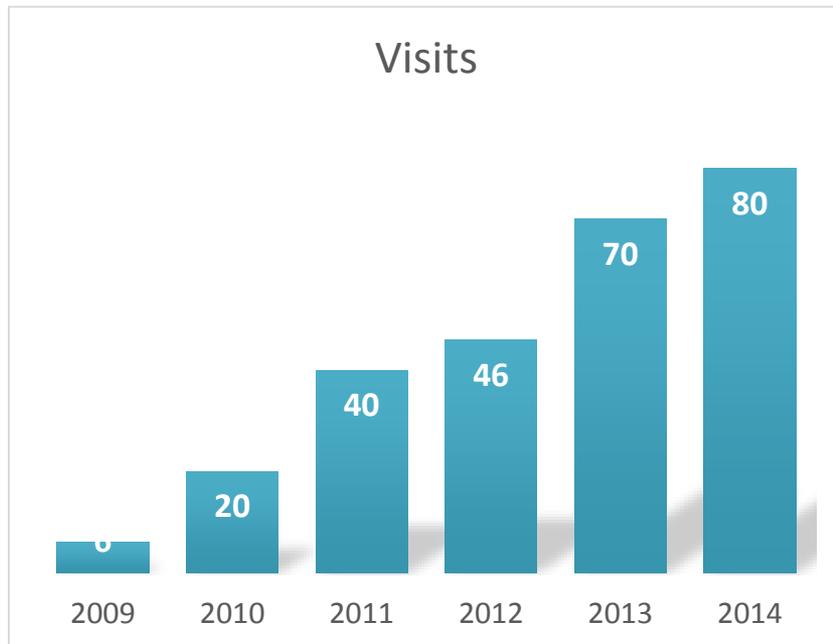
MNN.com has had **5 consecutive years of exponential growth**

+16%

visits from
previous year

+22%

page views from
previous year



Established Unique Sponsorship Model That Has Attracted World's Top Brands

- No traditional advertising sold
- 100% SOV by content category
- Terms from 12-36 months
- Innovative sponsor content marketing space

ADVERTISEMENT

TRANSFORMING BUSINESS 



Reducing Waste
One Innovation at a Time

TXTING & DRIVING...IT CAN WAIT
a message from 

[▶ LEARN MORE](#)

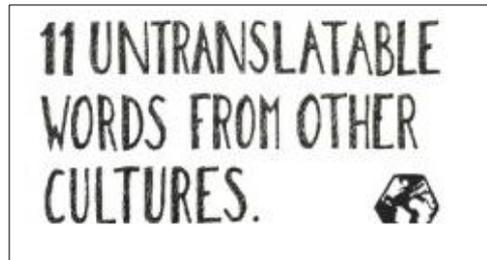
CTIA
The Wireless Association 

  on Facebook
Become a fan and join the discussion

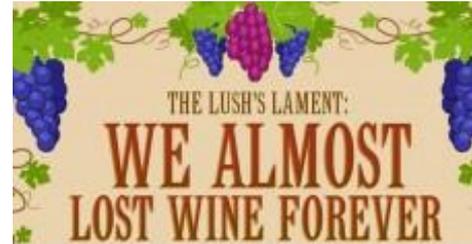
   



Original Content Became A Key Driver Of Success – With a Staff of Top Journalists Creating 1000+ Features Each Month Across All Formats



How the Internet is Changing the Way We Speak



SISTINE CHAPEL GETS LED's



CAN HONEYSUCKLE EXTRACT BEAT THE FLU?



This Editorial Quality and Expertise Led to Sponsors Engaging MNN For Their Content Production Needs





UL and Mother Nature Network Team Up to Launch New Digital Destination for Safety and Healthy Living

UL has teamed up with leading environmental news and information media company Mother Nature Network to launch a new digital destination for safety and healthy living: SafeBee.com.

NORTHBROOK, Ill. – Dec. 15, 2014 – Global safety science leader UL has teamed up with leading environmental news and information media company Mother Nature Network (MNN) to launch a new digital destination for safety and healthy living: SafeBee.com.

Thousands of product recalls, countless contradictory reports on food nutrition and safety, and various public health scares every year create confusion for consumers. SafeBee.com, an editorially independent news and lifestyle brand site underwritten by UL and run by MNN, is a destination for credible, science-based information about health, wellness, sustainability and safety. With a mission to inform and empower consumers to lead safer lives, the site covers topics ranging from technology and travel to healthy eating and home maintenance.

"UL understands the safety challenges affecting consumers where they work, live and play and MNN understands content and how to create a strong online community," said Keith Williams, CEO, UL. "This strong partnership will help us better reach consumers and create a dialogue about the safety issues that impact them each day."

"UL's leadership in safety-related issues began over 120 years ago and SafeBee is a key component in extending that position on the digital front," said MNN CEO, Joel Babbit. "We have been working with UL for a number of years now and being able to broaden the scope of our partnership is a great opportunity. We are excited to merge our experience with UL's expertise in safety science towards building this new health and safety resource for consumers."



Quiz: Test Your Holiday Safety Smarts

It's time to celebrate the season. But how smart are you when it comes to saving your home — and your guests — from holiday hazards?



How to Cook a Turkey without Serving Up a Side of Food Poisoning

Don't let cooking the turkey this holiday become a recipe for food poisoning. Discover expert tips for safe thawing, cooking and storing.

Today's Buzz



Alerts & Recalls

- Tyco Fire Protection Recalls Simplex Fire Alarm Control Panels Due to Failure to Activate (Recall Alert)
- Bob-Cat Recalls Zero Turn Mowers Due to Crash Hazard (Recall Alert)
- Leatherman Recalls Children's Multi-Tool Due to Laceration Hazards

What's The Buzz

- POPULAR: "Prepare Your House for Winter Storms" 1 COMMENT | Started 1 month ago
- "Be Tree Smart This Christmas" 2 COMMENTS | Started 1 month ago
- TRENDING: "How to Cook a Turkey without Serving Up a Side of Food Poisoning" 2 COMMENTS | Started 1 month, 1 week ago
- "Your Holiday Safety Center" 2 COMMENTS | Started 1 month, 1 week ago
- "How to Shovel Snow Without Ending Up in the ER" 2 COMMENTS | Started 1 month, 1 week ago
- 8 Ways to Make Your Flu Vaccine More Effective





inspiring. Beautiful. Innovative. Israel.



Log in / Create account

- HOME
- ISRAELI KITCHEN
- LIFESTYLE
- INNOVATION
- ARTS
- NATURE
- HEALTH



Waiting on that tax refund? Here's where to spend it

by **Jaime Bender** | Wednesday, April 15, 2015

It's time to take that vacation you've been putting off. Buenos Aires, Maui, Netanya and even Europe can be affordable destinations.

ISRAELI KITCHEN



Coffee expo: Your caffeine fix is here

Yogurt tahini sauce

Coconut chicken soup

NATURE



How to start an urban garden

Photo: A carefree spring day by the sea

How was the moon formed?

ARTS



The best of Google's 3D gallery

Why we want to hang out with Bar Paly

Graffiti at the beach - a thing of beauty

LIFESTYLE



Airline accoutrements we'd like to see

Kim and Kanye bid fond farewell to Israel

Tel Aviv's boardwalk isn't just for walking

HEALTH



Breath test could diagnose cancer

a 1-2 punch against cholesterol

Put away the sweeteners - they're not helping

INNOVATION



Watch for iPhone camera upgrades

A messaging app that will move you

Is Via better than Uber and Lyft?



7 of our favorite variations on eggs Benedict

by **Anna Norris** | Thursday, April 16, 2015

Whether you're eating breakfast, brunch or breakfast for dinner, these dishes are stacked full of flavor.

MOST POPULAR

- 1. How to start an urban garden
- Market is the biggest hit at SXSW



MEMBERSHIP, SPONSORS & INFO
Copyright 2015 Tales of the Cocktail

- BAR & LOUNGE
- RECIPES
- BARTENDERS
- RESPONSIBILITY
- MUSIC & FASHION
- ENTERTAINMENT



Bartender of the week: Jane Smith
MARK HOTEL, NEW YORK CITY.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. **CONTINUE**



THE LIST

- BEST NEW BAR: ACME LOUNGE, SEATTLE, WA
- BEST NEW SOUNDTRACK: COME SING BY PAUL MCCARTNEY
- PEOPLE OF THE MONTH: MOJITO
- HISTORY: THE BLOODY MARY
- OLD SCHOOL: BACK AT THE WHITE HORSE, TAMPA

- IT'S 9:00 SOMEWHERE
- 5 ACTORS WHO WERE BARTENDERS
- BEST MOVIE BAR SCENES



The Perfect Cosmopolitan

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore, eiusmod tempor incididunt ut labore. **CONTINUE**



The Polo Lounge Tarns 85

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore, eiusmod tempor incididunt ut labore. **CONTINUE**



The Las Vegas Palms: A Photo Gallery

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore, eiusmod tempor incididunt ut labore. **CONTINUE**



How Uber is Becoming A Designated Driver

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore, eiusmod tempor incididunt ut labore. **CONTINUE**



treehugger 10 YEARS OF LOOKING FORWARD

DESIGN TECHNOLOGY TRANSPORTATION SCIENCE BUSINESS LIVING ENERGY SLIDESHOWS SOCIAL



Freespirited Fortune Cookie is a gypsy style tiny home

This distinctively styled tiny house is a modern version of traditional gypsy caravans called "vardos."

GROW with it
BUILD with it
PRINT with it

THE FUTURE OF OUR FORESTS IS THE FUTURE OF OUR COMMUNITIES

MOST POPULAR RIGHT NOW

- 6 reasons to remove your shoes inside
- Chinese Businessmen Paying \$80,000 to Hunt Polar Bears in Canada
- Electric cars are cool. But electric buses are awesome.
- The 'No Shampoo Experiment,' six months later
- 'Free-range' parents are investigated after letting kids walk home alone from the park
- Chinese company 3D prints cement chateau



(IN DEVELOPMENT)

United Rentals 800.UR.RENTS
24/7 Customer Care (800.877.3687) UnitedRentals.com Quick Links

PROJECT: UPTIME News & advice for increasing productivity

Search Project: UPTIME

TECHNOLOGY PRODUCTIVITY SAFETY WORKFORCE FLEET MANAGEMENT

HOW GPS TECHNOLOGY IS CHANGING THE INDUSTRY

READ MORE >

CHECKLIST

- 5 CEOs WHO STARTED ON FORKLIFTS >
- 10 BIGGEST ONSITE SAFETY HAZARDS >
- TOP STATES FOR CONSTRUCTION ACTIVITY >



(IN DEVELOPMENT)

MNN's Combination of Experience and Capabilities Provide it With A Unique Ability and Position in the New Content Marketing Landscape

BRANDING

The Content Marketing Revolution

Harvard
Business
Review

We are, at present, in the midst of a historic transformation for brands and companies everywhere — and it centers on content.

Nine out of ten organizations are now marketing with content – that is, going beyond the traditional sales pitches and instead enhancing brands by publishing (or passing along) relevant information, ideas, and entertainment that customers will value. The success of content marketing has radicalized the way companies communicate. The content marketing revolution signals more than a mere marketing fad. It marks an important new chapter in the history of business communications.

Content, it seems, has miraculously given brands a greater purpose.

Brands are no longer merely peddling products; they're producing, unearthing, and distributing information.



While agencies excel at creating big brand campaigns that combine TV, print, radio, outdoor – you name it – marketers increasingly want the kind of content that media companies produce.

"When it comes to writing up a lot of stories, a lot of content, there's no one better to do that than publishers. Very few agencies are set up to do that and very few advertisers are set up to do that."

Has Mother Nature found key to Web success?

The search has been for a content brand that might succeed in digital form that is as broad and inclusive and deep and horizontal as great American magazine titles used to be.

Enter Mother Nature Network. It's helpful. It's feel-good. It's reaffirming. It centralizes a set of attitudes that defines and celebrates the mainstream.



SFI and TreeHugger

Overview

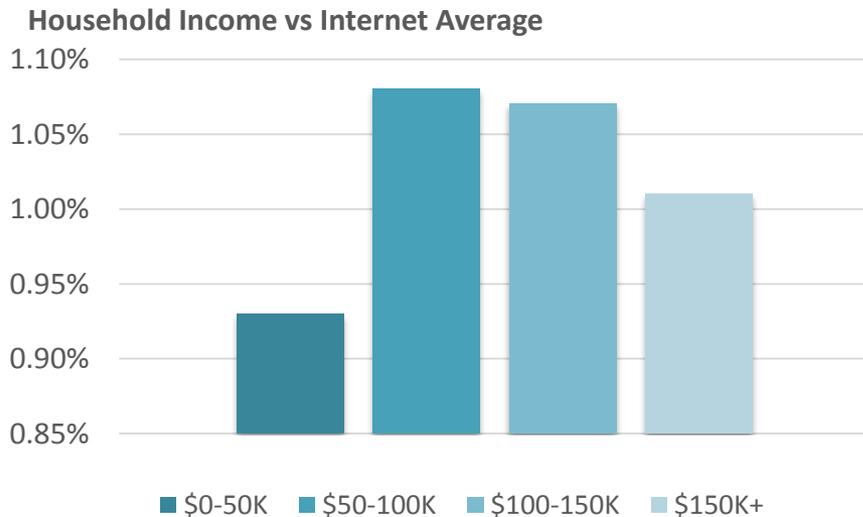
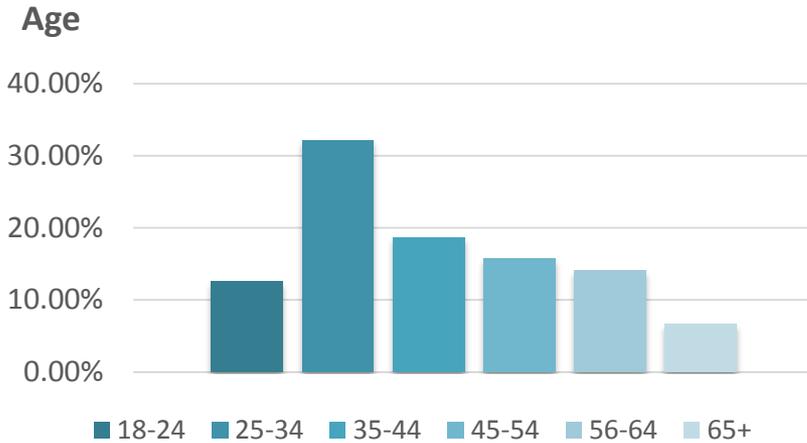
Consumers are a critically important audience for SFI.

Establishing a high level of awareness and positive perception for SFI has a direct influence on purchasing decisions. In turn, it is important to SFI's industry partners in the marketing and selling of their products.

SFI's new partnership with TreeHugger.com provides a unique and effective platform for consumer communication:

- A leading sustainability website for more than 10 years
- Large and loyal audience
- Demographic / psychographic profile matches SFI's consumer target
- Innovative program offering non traditional opportunities beyond standard advertising and PR
- Ability to leverage social media and viral content drivers
- Opportunity to promote SFI, members, partners, and products
- Owned and managed by Mother Nature Network (MNN), the world's most visited resource for news and information related to sustainability

TH reaches a young, affluent, educated and politically active audience



By the numbers ...

TreeHugger Audience	vs Web In General
50% between 25-44	▲ 27% 25-34 17% 35-44
49% w/ college degree	▲ 20%
20% w/ graduate degree	▲ 40%
76% politically active	▲ 13%
income >100K	▲ 8%
Even split between men / women	

Program Objective and Strategies

Objectives

- Educate consumers on the need for sustainable forestry.
- Build awareness of the Sustainable Forrest Initiative.
- Further SFI's position as a leader in sustainability and forest land management.

Tactics

- Reach consumer opinion leaders through a mix of editorial and sponsored content on TreeHugger.com and its social media.
- Create educational content intended to be shared via social media. As we're reaching a young, technically savvy audience, the content needs to be fun, engaging, and educational. **We have to find reasons for users to want to share the content with their friends.**
- Highlight recognizable SFI partners to provide instant brand credibility.

Published Content

A half dozen projects that are for the birds



SFI teams plant more than 200,000 trees in 1 hour (and that's a record)



Are our kids out of the woods? Help them go 'screen-free.'



7 ways to spot a healthy forest



Top 10 ways well-managed forests and SFI make a world of difference



The Great Cypress Swamp



Published Content

White House Easter Egg Gift Box Certified to the SFI® Standard



The Sustainable Forestry Initiative Welcomes Four New Board Members Representing Environmental, Social and Economic Interests



6 REASONS TO BUY SFI AND SUPPORT FUTURE FORESTS

1/4 BILLION ACRES/
100 MILLION HECTARES
OF FORESTS CERTIFIED TO SFI



RESPONSIBLE
SOURCING

SUPPORTS WILDLIFE
HABITAT, BIODIVERSITY,
CLEAN WATER & MORE

60+ CONSERVATION
& COMMUNITY GRANTS

MORE THAN \$7.1 MILLION INVESTED
WITH PARTNERS



FOREST RESEARCH

\$1.4 BILLION INVESTED OVER
20 YEARS

150K TRAINED

PROFESSIONAL LOGGERS IN
RESPONSIBLE HARVESTING



ABORIGINAL &
TRIBAL ENGAGEMENT

7 MILLION ACRES/3 MILLION
HECTARES CERTIFIED TO SFI

When you buy products with the SFI label, you're not only purchasing a product that meets rigorous certification standards, you're also helping grow future forests, sustainable communities, conservation research, youth education, logger training and much more.

<http://www.sfiprogram.org/grants>



SFI-00001

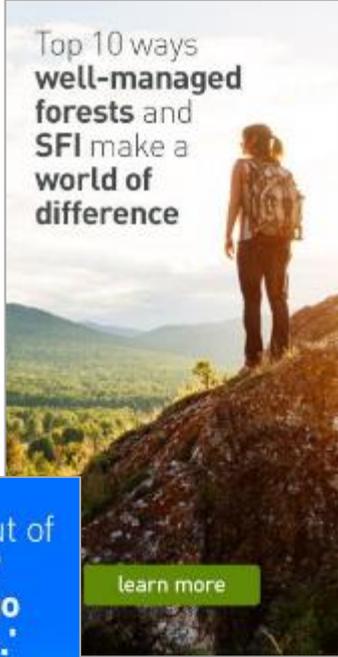
Promotional Placements



A HALF DOZEN PROJECTS THAT ARE FOR THE BIRDS



SFI teams plant more than **200,000 trees in 1 hour** *[and that's a record]*



Top 10 ways **well-managed forests** and **SFI** make a world of difference



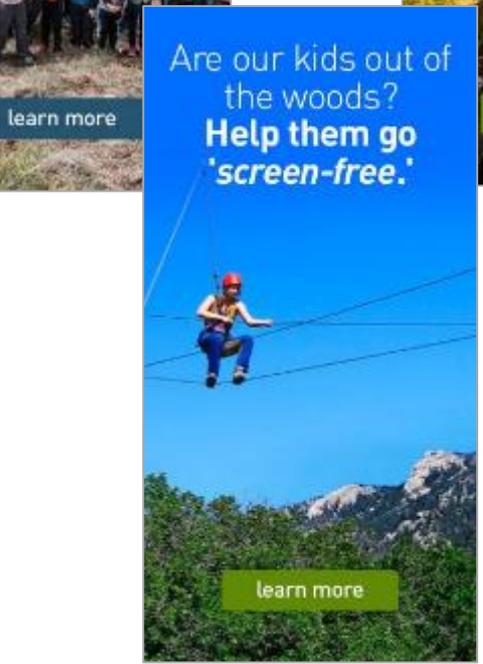
6 REASONS TO BUY SFI AND SUPPORT FUTURE FORESTS

LEARN MORE >



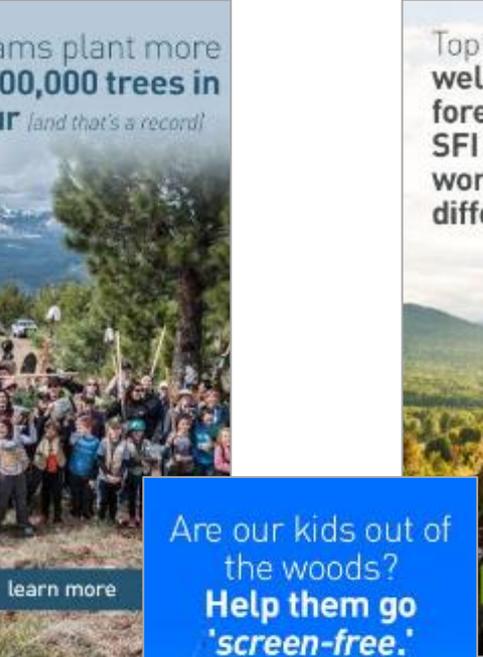
7 ways to spot a **healthy forest**

learn more

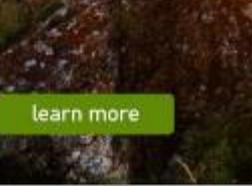


Are our kids out of the woods? **Help them go 'screen-free.'**

learn more



learn more



learn more

Promotional Placements in Page

Top 10 ways **well-managed forests & SFI** make a **world of difference** [learn more](#)



treehugger

DESIGN TECHNOLOGY TRANSPORTATION



brocco pledges to ax fossil

playing field for renewables is about to get a step closer, at

LATEST STORIES IN ENERGY

How much energy does it really cost to toast?

treehugger 10 YEARS OF LOOKING FORWARD

DESIGN TECHNOLOGY TRANSPORTATION SCIENCE BUSINESS LIVING ENERGY SLIDESHOWS SOCIAL



Google+ Get this email:

SFI teams plant more than **200,000 trees in 1 hour** [learn more](#)

UK electric car sales grow 366%

The plug-in electric car market is heating up over the pond.

LATEST STORIES FROM TREEHUGGER

UK electric car sales grow 366%

treehugger 10 YEARS OF LOOKING FORWARD

DESIGN TECHNOLOGY TRANSPORTATION SCIENCE BUSINESS LIVING ENERGY SLIDESHOWS SOCIAL



Google+ Get this email:

7 ways to spot a **healthy forest** [learn more](#)

87% of world citizens support carbon tax

A poll of 10,000 world citizens suggests a huge majority want urgent climate action.

LATEST STORIES IN BUSINESS

After drone footage of forest destruction goes viral, another palm oil firm promises to go deforestation-free

After a viral video of a palm oil plantation's deforestation, the parent company's luxury hotels

Landowner to Brandowner (video)



<https://www.youtube.com/watch?v=j55I1sYdLHA>

Social Media

planet green
Planet Green @PlanetGreen · Mar 17
A half dozen projects that are for the birds bit.ly/1bdZubH #conservation

mmn
MotherNatureNetwork @MotherNatureNet · Mar 4
Want to truly support the world's forests? Look for @sfprogram label #Nature bit.ly/1BtGyVO

treehugger
TreeHugger.com @TreeHugger · Jun 3
7 ways to spot a healthy forest (SFI post) treehugger.com/corporate-resp...

RETWEETS 21

RETWEETS 22 FAVORITES 27

8:56 AM - 3 Jun 2015 - Details

Hide photo

We distribute your content across our social outlets.

Resource Works @Resource_Works · May 31
Vancouver Island included in record tree-planting project: ow.ly/NDUmT

Rainforest Alliance @RnfrstAlliance · Jun 9
7 ways to spot a healthy #forest: bit.ly/1BWWQCL via @TreeHugger

TriplePundit.com @TriplePundit · Apr 30
RT @MotherNatureNet: Top 10 ways well-managed forests make a world of difference bit.ly/1DE4cPJ

And it gets picked up by other opinion leaders. Reaching as many as 212K Twitter feeds per post.

More Social Media: Reaching Thousands More Through Facebook, Tumblr, Pinterest, and G+

Planet Green June 3 at 6:22pm · 🌟

Plants, animals, people and businesses all play critical roles behind the scenes.



Mother Nature
Shared publicly · May 20, 2015

A #WorldRecord with a cause. Sustainable Forestry Initiative is trying to set record for most trees planted in one hour! Pass it on! #FutureForests

More about SFI: <http://goo.gl/1NOM3x>

Photo: Photo: Menno Schaefer/Shutterstock



7 ways to
Sizing up the
going on in the
behind the sc
TREEHUGGER

Like · Comment

👍 59 people lik

+195 📌 25



mnn mother nature network
improve your world

29 APR



Pint 3 Like Visit site Send Share



Found on treehugger.com

With more than 2 million followers across the MNN network – we're amplifying content and presenting to the right audience.