



4 million trees planted so far



ONE FRAME, ONE TREE

The program help support biodiversity, restore ecosystems, sequester carbon dioxide, and it also helps alleviate hunger and poverty.



CARBON NEGATIVE EYEWEAR

We're proud to lead the eyewear industry as one of the first carbon negative brands in the world — meaning that we reduce more carbon dioxide emissions than our production emits.

eco®

PRESS RELEASE | 4 MILLION TREES PLANTED

We're thrilled to announce an incredible milestone in our ongoing social purpose initiative, One Frame, One Tree!

For every Eco Eyewear frame purchased, a tree is planted. Thanks to the support of our customers, retail partners, and collaboration with Trees for the Future, we've officially planted 4 million trees — a monumental achievement that has helped sequester over 187,000 metric tons of CO₂ and counting.

Founded alongside the brand in 2009, One Frame, One Tree is a proud partnership with the non-profit organization Trees for the Future. Through their Forest Garden Approach, local farmers are empowered to grow sustainable crops while revitalizing the land. This unique agroforestry method not only improves soil health and biodiversity but also strengthens food security and economic stability for farming communities across Sub-Saharan Africa. Each tree planted contributes to restoring ecosystems, enhancing livelihoods, and building a greener, more equitable future.

Since its inception, Eco Eyewear has pioneered sustainable eyewear by incorporating eco-friendly materials across all frames, cases, and packaging. The brand has been consistently recognized for its leadership in sustainability and social impact initiatives.

"We have a responsibility to leave the world better than we found it. Together with Trees for the Future, One Frame, One Tree is making a meaningful difference — not only for the planet, but for the people."

— Alessandro Lanaro, CEO, Eco & MODO Eyewear

DOWNLOAD PRESS KIT



eco®

HOW IT WORKS: FOREST GARDENS

“It is thanks to dedicated business partners like MODO that Trees for the Future (TREES) can continue its work with smallholder farmers in sub-Saharan Africa. Since 2008, they’ve helped plant millions of trees and changed thousands of lives. Together, we stand committed to restoring land and improving the livelihood of rural communities.”

— Tim McLellan, CEO, Trees for the Future

In partnership with Trees for the Future, Eco Eyewear is transforming how food is grown — reducing harmful impacts on both farmers and the planet. Every Forest Garden nurtures biodiversity, captures carbon, and provides a steady source of food and income.

When communities value and care for their environment, the benefits ripple outward — bringing lasting improvements in their standard of living. Each tree does more than grow; it feeds families, generates income, fosters empowerment, strengthens communities, and even saves lives. Thanks to your support, we’ve now planted over 4 million trees in 1,300+ Forest Gardens — and we’re just getting started!



ONE FRAME, ONE TREE

The program help support biodiversity, restore ecosystems, sequester carbon dioxide, and it also helps alleviate hunger and poverty.



CARBON NEGATIVE EYEWEAR

We’re proud to lead the eyewear industry as one of the first carbon negative brands in the world — meaning that we reduce more carbon dioxide emissions than our production emits.