

Reforest Latam – BP Soluciones Eléctricas Confiables Case

Marketing 6.0: Immersive and Regenerative

Marketing 6.0 introduces a new paradigm that places people and the planet at the center of business strategies. This humanistic approach merges technology, sustainability, and purpose to create immersive experiences that resonate with the values of new generations — particularly Gen Z and Alpha — who are increasingly aware of and demanding regarding the environmental and social impact of brands.

Within this framework, **Reforest Latam (RL)** and **BP Soluciones Eléctricas Confiables (BP)** stand as a powerful example of how technological innovation and environmental responsibility can merge into a regenerative business model that builds shared value and strengthens consumer trust.

Reforest Latam: Technology Serving Nature

Founded in 2022 in Tucumán, Argentina, Reforest Latam is a *deep-tech climate solutions startup* that combines biotechnology, drones, artificial intelligence (AI), and the Internet of Things (IoT) to restore degraded ecosystems. Its approach — **Assisted Natural Regeneration** — enables restoration processes up to five times more efficient and cost-effective than traditional methods.

Operating under **B2B** and **B2G** models, RL provides services to corporations, governments, and NGOs seeking to implement carbon capture, biodiversity conservation, and climate resilience projects.

In just a few years, RL has expanded its operations to eight eco-regions in Argentina and Brazil, aligning with global sustainability standards. It is a *Global Partner* of the *UN Decade on Ecosystem Restoration*, certified as a **B Corporation**, and recognized by institutions such as the *Land Innovation Fund* and *Green Cross UK*. These recognitions validate its commitment to transparency, social impact, and environmental regeneration.

BP Soluciones Eléctricas: Innovation with Purpose

BP is an Argentine company with over three decades of experience in the commercialization and distribution of electrical materials. Its corporate vision centers on innovation, energy efficiency, and clean technologies.

Embracing an **open innovation** philosophy, BP views collaboration with startups like Reforest Latam as a tangible way to drive progress and care for what truly matters. Sustainability is not an accessory but a **core pillar** of its

business model, shaping real, measurable actions aimed at reducing environmental impact and promoting industry-wide transformation.

The Alliance: Reforest Latam and BP

At the end of 2024, RL and BP launched a **restoration and carbon capture project** in the Yungas eco-region of Tucumán, northern Argentina. The initiative focuses on restoring 14 hectares of degraded ecosystems through an interdisciplinary approach combining biotechnology, forest engineering, AI, and drone-based precision seeding.

RL's R&D team developed **iSeeds** — capsules containing native seeds treated with microorganisms and bio-stimulants to maximize germination rates and resilience in adverse environments. Drones disperse thousands of iSeeds daily, ensuring precision and efficiency in reforestation.

Beyond its environmental impact, the partnership includes a **digital storytelling strategy**, sharing aerial and field footage across social media to raise ecological awareness and engage stakeholders emotionally, transforming audiences into active participants in the regeneration process.

Metamarketing: Technology and Regeneration

Reforest Latam's **metamarketing strategy** integrates disruptive technologies with a strong narrative centered on ecosystem regeneration. Using IoT sensors and AI data processing, RL analyzes soil composition, sun exposure, and topography to determine the optimal mix of native species for each terrain.

This scientific precision transforms environmental restoration into an **immersive experience** — both technological and emotional — that organizations can integrate into their sustainability and brand strategies. For BP, the collaboration not only enhances its environmental leadership but also strengthens connections with *phygital* audiences — those who seamlessly interact between the physical and digital worlds — reinforcing that sustainability can be both responsible and strategically profitable.

Shared Value and a Resilient Future

The RL–BP partnership illustrates how **Marketing 6.0** enables companies to create and communicate value through:

- **Addressing complex environmental challenges** using advanced technologies such as AI, IoT, and drones for scalable and efficient ecological restoration.
- **Aligning brand values** with the expectations of conscious consumers who prioritize transparency and sustainability.

- **Creating authentic and immersive experiences** that move beyond carbon offsetting, generating emotional engagement and collective purpose.

This model represents a shift from communicating sustainability to **embodying it** — transforming corporate purpose into measurable impact.

In the era of *Marketing 6.0*, environmental regeneration, technology, and purpose converge to redefine how businesses build trust, competitiveness, and shared prosperity. The alliance between Reforest Latam and BP demonstrates that innovation and sustainability can — and must — coexist to drive a regenerative economy and a more resilient planet.