Dialog Partners with EcoMatcher



(L–R): Senuthi Mahadevan, Intern – Innovations for Sustainability, Group Sustainability, Dialog Axiata; Asanga Priyadarshana, Head of Sustainability and Group Chief of Risk and Compliance, Dialog Axiata; Supun Weerasinghe, Director/Group Chief Executive, Dialog Axiata; Bas A. Fransen, CEO and Founder of EcoMatcher; Ashini Pothupitiya, Specialist – Sustainability Execution, Group Sustainability, Dialog Axiata; and Tharusha Wanigasekera, Manager – Digital Innovation and Inclusion, Dialog Axiata.

Dialog Axiata has partnered with EcoMatcher to launch Sri Lanka’s first tech-driven tree-planting platform, starting in January 2025. This initiative allows individuals and

businesses to contribute to reforestation and carbon offset efforts through a transparent solution.

This platform allows customers to pledge trees online, track their growth via regular updates, and monitor carbon absorption. Businesses can plant forests, gift trees, and offset their carbon footprint with Verra-certified carbon credits while benefiting from tailored features like impact reporting and API integration for large-scale initiatives. To get started, individuals can visit ecomatcher.com to plant at least five trees, and businesses can establish forests with 1,000 trees or more. Once planted, users can track their trees and monitor their impact through EcoMatcher’s platform.

“We are excited to partner with EcoMatcher in launching this groundbreaking platform. This initiative is a significant step in our commitment to SDG 13, i.e. Climate Action, and by leveraging Dialog’s vast customer base, we hope to provide both individuals and businesses with a meaningful way to contribute directly to a greener, more sustainable future, said Supun Weerasinghe, Director/Group CEO, Dialog Axiata.

Bas Fransen, CEO, EcoMatcher, added, “We are proud to partner with Dialog to bring sustainable tree planting and carbon offsetting to the forefront in Sri Lanka. This partnership exemplifies our commitment to providing innovative, transparent, and engaging ways for people to make a real environmental impact. We look forward to seeing how our combined efforts can contribute to a greener, healthier future for Sri Lanka.”

By connecting over 20 million customers with this innovative platform, Dialog enables individuals and businesses to take meaningful action against climate change and contribute to long-term environmental sustainability .