



We came to  
make an impact

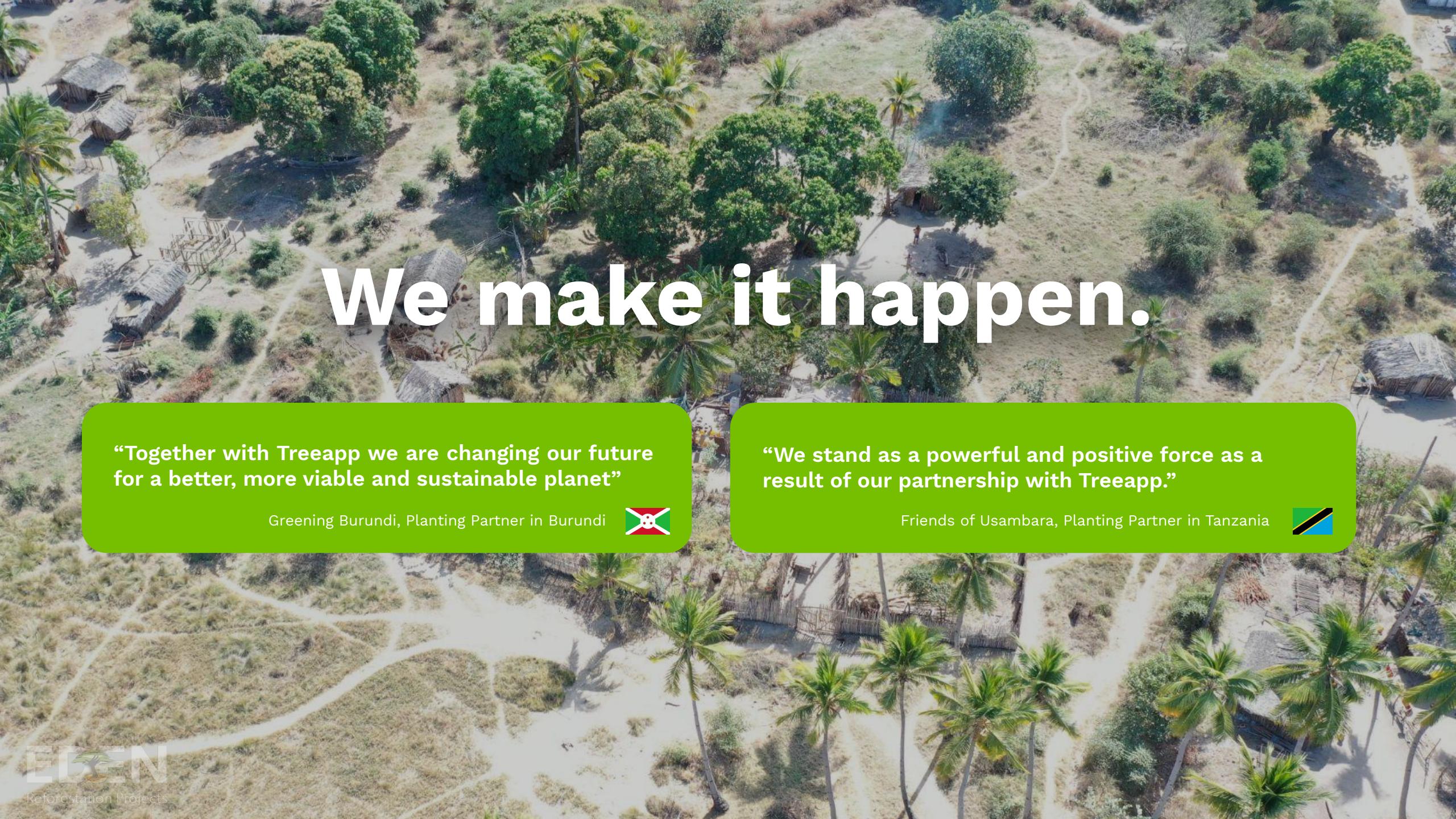


Year 1 of Treeapp's Impact  
Report 2021



### Treeapp in Madagascar

Reforestation workers of our partner NGO, Eden Projects, planting seeds and watering saplings.



# We make it happen.

**“Together with Treeapp we are changing our future for a better, more viable and sustainable planet”**

Greening Burundi, Planting Partner in Burundi



**“We stand as a powerful and positive force as a result of our partnership with Treeapp.”**

Friends of Usambara, Planting Partner in Tanzania



# The Treeapp mission

Treeapp was founded because we realised that there weren't enough opportunities for everyone to have a positive impact every day. Our main goal is to bring the joy of planting trees to you, contribute to the environment and provide the ability to offset our users' carbon footprint.

At the same time, young green businesses are looking for a solution to grow their brand and showcase their products to a sustainably minded audience.

Bringing these two stakeholders together allowed us to start this incredible journey. Our users are able to plant **trees for free everyday**, sponsored by our business partners. We cannot wait to reach our goal of planting 1 million trees per day.

**Let's get our hands dirty!**



## Behind the trees

We're Godefroy, Jules and Leo, the founders of Treeapp. For over a year now we have been working together to realise our planting goals. Godefroy is in charge of product, Jules of sales & partnerships and Leo of engineering, making sure our app runs smoothly!

We have a driven team behind us, as well as tree-loving volunteers that help us realise the potential of our app. Our community also provides us with great ideas on how to make our app even better.

Three handwritten signatures are displayed side-by-side. The first signature on the left appears to read "Godefroy". The middle signature is a stylized "J". The third signature on the right appears to read "Leo".

**In everything we do, our company values stand at the core of our operations:**



Dare to Act



Spread the word



Transparency

We are excited that we have been able to support independent regional planting partners, to grow a community of sustainably-minded users and to continue our mission of making our earth a little greener!



**Founders Godefroy, Jules & Leo**

**With you we have planted:**

**400,000 trees**

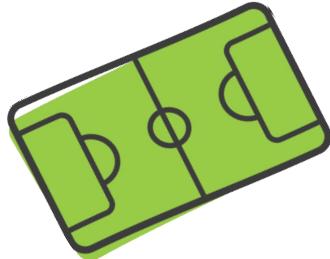
**= over 2 million m<sup>2</sup> reforested or the size of Monaco!**



**We'd like to thank our 100+ brand partners for enabling us to plant these trees!**

# It's About Time

**Every second, one hectare of forest is cut down**



## 69 football fields

worth of trees are cut down every minute.

This amounts to around 260,000 sq. km of forests destroyed every year. That is the size of the United Kingdom!

## Approximately 8000 species

are at risk of becoming extinct every year.

With climate change, the effects of deforestation have become amplified. Longer dry seasons cause more frequent wildfires, depleted water reserves and species being displaced, disrupting food chains.

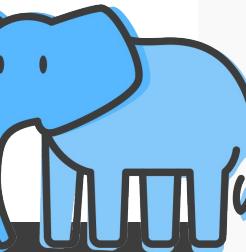
## Don't businesses pollute much more than individuals do?

Yes, businesses are the major polluters of carbon emissions.

## Over 70%

of CO<sub>2</sub> emissions are emitted by the top 100 polluting companies, a major cause of climate change.

And yet, the trees you plant with Treeapp (365 free trees a year!) can help stabilise microclimates in vulnerable locations. A small forest can revitalise nearby ecosystems, enrich the soil and make a home for thousands of species, making your personal contribution vital to our planet!



# For a Healthy Balance

**Why we have to make it tree o'clock everyday**



The longer we wait to plant trees, the more difficult it will become to reforest the planet. Currently, over 23 hectares are lost to land degradation each minute. Salinisation, desertification and erosion make soil infertile and difficult to revitalise.



Trees act as carbon sinks and store emissions throughout their life cycle. When a tree dies, carbon is released back into the atmosphere. Healthy forests can absorb excess carbon created from logging activities.

Forests have a direct effect on nearby ecological systems such as rivers and springs. Nutrients from the roots of trees purify water sources whilst the leaves create condensation, leading to greater rainfall in surrounding areas.



## Does Treeapp offer carbon credits?

We partner with projects that produce verified VCS and Gold Standard credits. Businesses can offset their carbon footprint through Treeapp this way. We also partner with local organisations who work with small-scale farmers, community planting groups and educational programs whose impact is just as crucial as that of their verified counterparts.

**VCS** | VERIFIED CARBON STANDARD  
A Global Benchmark for Carbon

**Gold Standard**

# Your Tree From App to Ground



**Throwback to our first  
planting milestone!**



To celebrate Treeapp's achievement, our planting partner in Tanzania, Friends of Usambara, wrote out the number of trees we planted (with tree saplings!) which we shared with you in a video on our social media in November 2020. Their fun initiative has made Treeapp well known in the Usambara Mountains. We can't wait to see our trees grow and meet all the workers who plant our saplings!

# Our achievements since launch!



Launch **App of the Day**  
App Store



April



June

**Top 10 Apps**  
Play Store



August

**13 Planting**  
Sites



September

**100,000**  
Trees



October

**Partnering with**  
music group  
**DISCLOSURE**

November

**100**

March

**400,000 trees**



April



**Treeapp**

Reviews 463 • Excellent



4.9 ⓘ



# Treeapp Sites

## South America



## Africa



## Asia



### Supporting independent farmers

We have planted 40,000 trees across South America. Our focus is on supporting independent farmers and indigenous groups to become stewards of their own forests.

### Rehabilitating coastlines and native woodlands

We have planted 240,000 trees across Africa with our largest sites located in Madagascar and Tanzania. Here we have entire communities contribute to our planting mission. From mangroves to forestry, fruit and nut trees, we plant what is most needed!

### Restoring fragile landscapes

We have planted 120,000 trees across Asia. Fruit trees planted in Nepal provide subsistence farming for rural communities whereas the planting of mangroves mitigates the effects of flooding in Indonesia.

# Operations on our sites

## Choosing Our Sites

The Treeapp sites are chosen based on a thorough evaluation of local needs, planting methods and monitoring efforts. To support our decision-making process, we work with

### 5 forestry experts.

Their in-depth knowledge gained from working on planting sites and their academic research in forestry solidify our understanding of local ecosystems.

## Time to Plant

Rainy seasons and therefore planting seasons vary from country to country. In Madagascar and Indonesia, we can plant mangroves all year round, whilst most of our sites have

### 1-2 planting seasons a year.

Due to climate change, these have become less predictable and work days on our sites start as soon as the first rainfall occurs!



## Ensuring Site Diversity

We support biodiverse projects with

### 15+ tree species per site

in order to restore entire ecosystems. To ensure maximum survival rates, all our non-mangrove tree species are planted in tree nurseries. During this time, soil is prepared, plowed and tested for moisture levels before the trees are placed in the ground. Mangroves can be planted directly and thrive best in 'swamps' where they dominate the landscape.



## Monitoring our Trees

Photos, videos and drone footage inform us on the current status of our sites. We gather data through *before and after* pictures, survey responses of our planting partners and insightful catch-up calls where we learn about local biodiversity and communities on the sites. Environmentally friendly and in real time!

**Our planting partners make it possible!**



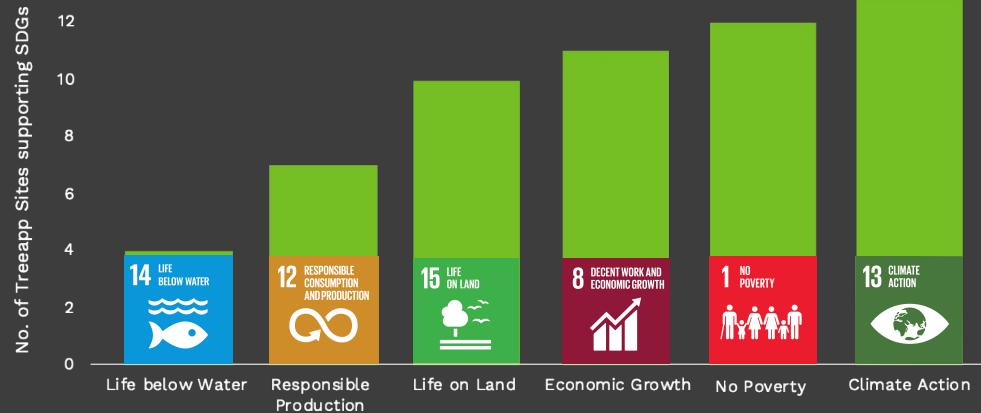
Eden Reforestation Projects

# Our impact beyond planting trees

The United Nations has set Sustainable Development Goals (SDGs) for 2030 in order to promote sustainable growth of underdeveloped regions. It is important for us at Treeapp to fund projects that have a strong community impact. From local employment and community planting sites to educational initiatives, we at Treeapp love when we can effectuate meaningful change for populations that face hardship as a result of deforestation. All our projects have multiple benefits for our partner communities.

Check out below how our planting efforts contribute to the UN Sustainable Development Goals:

## No. of Treeapp sites contributing to SDGs



## SUSTAINABLE DEVELOPMENT GOALS

# Innovative initiatives we support

In Burundi we support plastic-free nurseries and electric bicycles for transporting seedlings up hilly areas.



In Tanzania we work with educational programmes in which children learn about the benefits of reforestation.



In Brazil, our seeds are gathered by a group of indigenous people, the Geraizerios. This work provides additional income for families in rural areas.



In Nepal we plant fruit trees with women-led groups in order to promote gender equality in rural societies.





### Treeapp in Mozambique and Nepal

Reforestation workers of our partner NGO, Eden Projects, planting trees in the ground.

# What's next for Treeapp

Stay tuned for more updates from our planting sites!



New NGO partnerships to make our efforts even more global



New features to check the growth of your trees and to offset your carbon emissions



A Treeapp Marketplace for you to buy your favourite brands directly on Treeapp



B-Corp Certification for Treeapp



Organisation of a local tree planting event around London!



treeapp

Join us, today.



Download Treeapp and start planting!

Want to be part of our journey? Write to [hello@thetreeapp.org](mailto:hello@thetreeapp.org)