

Impact Report 2022

We grow together



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We're always growing!



We grow together

On April 22nd 2022, we are celebrating Treeapp's second birthday! Since its inception, we have been striving towards a greener world in which we use technology to connect the most remote corners of the Earth in order to **grow** our sustainability efforts.

On our journey to reaching our goal, we have become **B Corp certified** and learnt from its great framework to continually improve our tools and strategies for measuring impact.

In 'tree years', we are now starting to **bear the first fruit** and are looking to increase our size by over 10x across the next couple of years. We'll be working hard to implement this tree-mendous growth curve for our company by planting many more saplings in years to come!



Jules, Godefroy & Leo, Treeapp Founders



"We have increased our reforestation operations in Tanzania thanks to Treeapp."
Furaha Dismas, Local Planter



"I love that I can help the environment by planting a tree for free every day."
Louise Le Masne, User



"Treeapp's expertise in tree planting made it easy to move closer towards carbon neutrality!"
Thibault Guenat, Minor Figures Manager



"What better way to start the day than to plant a tree and reduce my carbon footprint!"
Glen Conbeer, Treeapp Ambassador





Treeapp in Piura, Peru

Our local team is ready to go onto the fields in all weathers in order to make the most of the planting season!



Reaching further

Plant a tree for free everyday

All our projects have unique missions and are tailor-made to benefit the local populations and native wildlife. With our 80,000+ users we are able to make an impact on the sites every single day.

Join our UK planting projects

Our UK planting site in Llangoedmor, Wales is open to our business partners who are interested in making an impact locally. We have deliberately selected 16 species to provide food and shelter for a vast spectrum of birds, insects, and other wildlife.

Enable social goals

We are also funding the development of social projects which generate carbon credits. These carbon offset projects are centred around helping communities become forest stewards: managing their land sustainably over decades to come. Reforestation, investing in renewables as well as removing plastic out of the ocean are some of the social goals we support.

Gold Standard



treeapp



Planting
medicinal trees
in East and
West Africa.

Replanting
mangrove estuaries
in Kenya to protect
coastlines.

Planting native
fruit and forestry
trees in Wales.

Removing **plastic**
from natural
ecosystems in a
project in India.

Against the drought

What we face

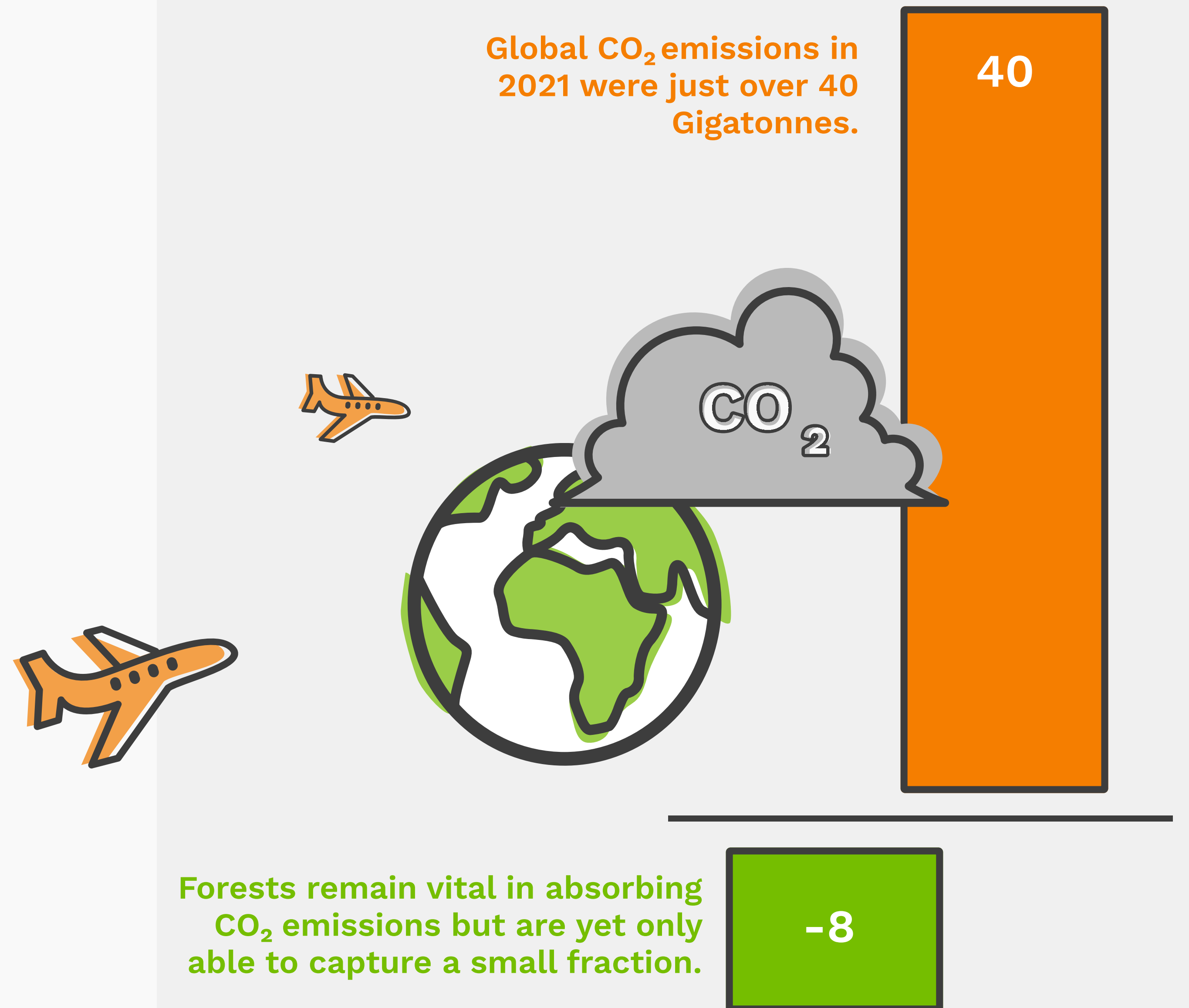
Global CO₂ emissions in 2021 rebounded to their highest level with over 40 Gigatonnes (GT) released into the atmosphere. The energy sector was responsible for over 80% of these emissions.

Our forests absorb CO₂ emissions and help stabilise the climate. However, forests are even struggling to absorb the CO₂ emissions caused by deforestation and logging activities (around 8GT for both).

An unsustainable gap remains between CO₂ release and absorption (see right). CO₂ and other greenhouse gas emissions must drop by 25% in the next decade or our earth will experience a 2°C increase of average temperature by 2100.

What we can do

We will not be able to completely restore an environment back to its original habitat, but we can do everything possible to rehabilitate areas, encourage the return of the original fauna and flora and support the environment to regenerate itself. By doing so, more CO₂ can be absorbed by new and existing forests.



Time is running out



We don't have much time left to reverse the effects of deforestation and climate change.
Tree planting is one of the most effective ways to create functioning ecosystems that support healthy air, water and ground activity.



Over a trillion tonnes
of carbon are stored
in the world's forests
and their soils.

Over a million trees have been planted
by Treeapp. And we are only getting started.

Heroes on the ground



Gabino Padilla



Emamu Swadakati



Emmanuel Niyoyabikoze



Felicia Cruz Camizán



Dassy Dusabe, Lynca Igiraneza and Vanessa Irakoze



Cecilia Stephano

Our mission is the same across the globe: reforest and rewild previously degraded areas. So let's get our hands dirty!

Ground solutions

Active in 13 countries

Our in-app reforestation projects span 4 continents. In addition, our B2B site in Wales brings the number up to 5: global efforts for a global problem!



Size of Gibraltar restored

We have planted over 1000 hectares across the globe with lush forests. This is the same size of land as the British overseas territory of Gibraltar.



Average of 90% Survival Rate in Year 2

Our sites have a fantastic survival rate. In Indonesia our survival rate was even 98%. Anything above 80% is very good.



1,000,000+ trees

All trees were planted in deforested areas to revive existing ecosystems and increase tree cover back to original levels.



Trees are planted through direct sowing, seed balls or natural regeneration methods.

Expanding our nurseries

This year we have focused on expanding the capacity of our tree nurseries in our various sites. In Burundi we have added a new nursery housing young Moringa trees. Moringa Oleifera can grow up to 4 meters within 2 years. The trees will be planted in the ground in August 2022.

150+ species planted



Our most diverse site is in Brazil with 64 species planted in a single site of 1000 trees. We do not plant monocultures but focus on diversity everywhere!

Ground solutions X SUSTAINABLE DEVELOPMENT GOALS

UN Sustainable Development Goals

Each one of our sites has a different economic and societal focus. In this way, Treeapp supports the **UN Sustainable Development Goals**. Below we have highlighted some of our projects and their impact!



Over 60 species saved

Our sites provide homes for **over 60 species of mammals** and millions of invertebrates and microfauna!



A Lemur, an Argiope spider (harmless to humans) and a Colobus monkey on our sites in Madagascar, Indonesia and Kenya!

200 jobs created

Our sites have created **one year of paid work for over 200 tree planters!**



Tree planters on our site in Nepal moving through the young but already dense tree cover.

Women-led projects

Our sites in Nepal, Ethiopia and Brazil have a strong focus on women-led projects to balance out the gender unemployment gap.



Case: Indigenous groups in Brazil



Our seeds are gathered by a group of collectors from the traditional community the 'Geraizeiros' in Minas Gerais.

Officially recognized in 2007, they continue to live in isolation from other Brazilian communities and have dedicated their lives to protect the environment and reforest surrounding areas.

Before the rainy season arrives, groups of locals go into the Atlantic rainforest and collect all types of seeds they can find. With a variety of 400+ tree species, our sites have different seed compositions each year which is great for the soil, the air and the wildlife that call the sites their home!

Indonesia
Lombok

Our newest Treeapp project!

Choosing Lombok

The success of a pilot site with 800 mangroves in 2020, carried out by our partner Sorce, led Treeapp to start a full-scale reforestation project on Lombok Island.



Salt-tolerant trees

The mangroves planted directly on the coast have little competition from other tree species due to their unique ability to be salt-tolerant. They are a great way to reforest the coastline whereas other trees can be planted further inland.

Who is in charge of growth



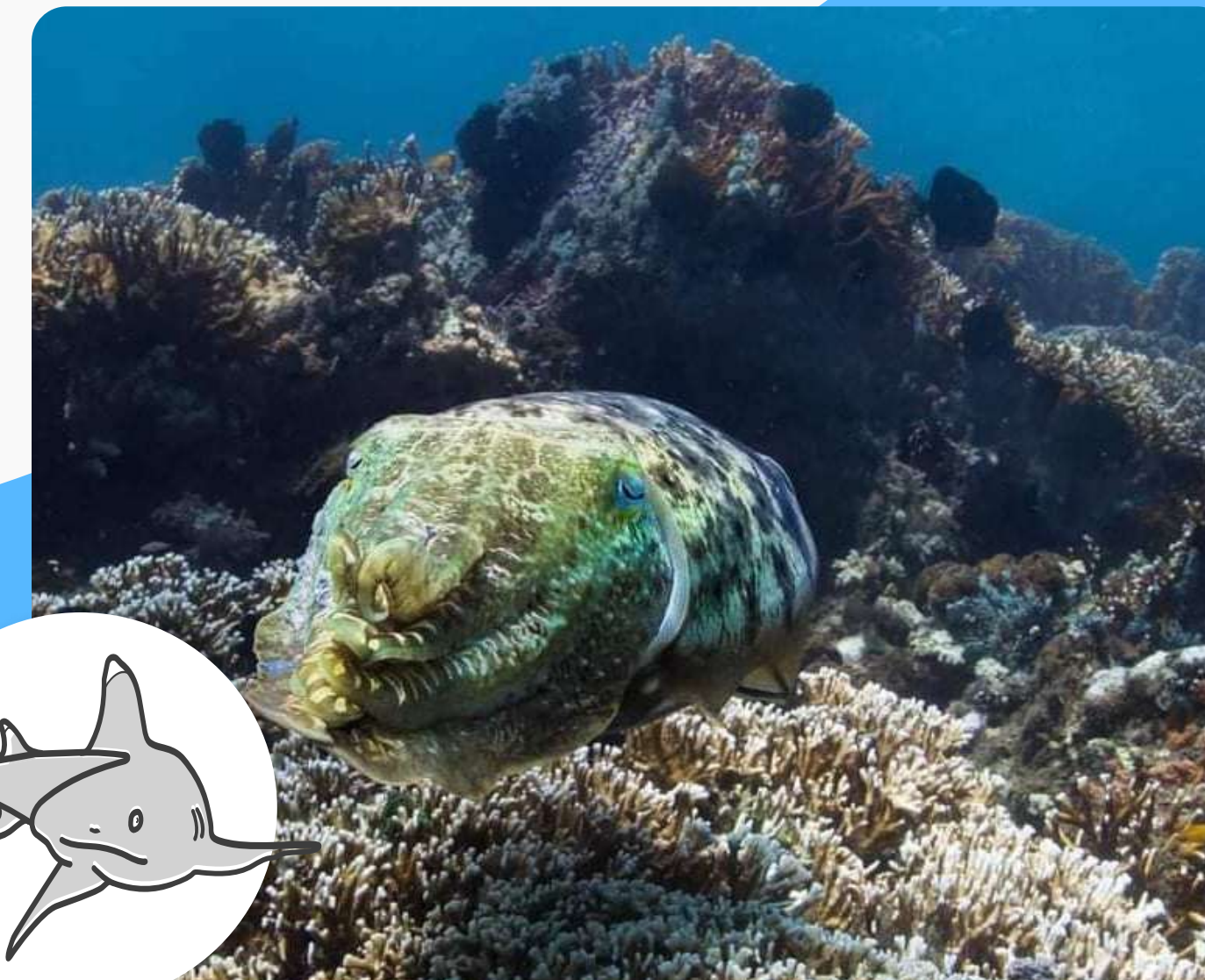
Ilwan and Hamdi work for Treeapp's reforestation projects. They oversee Treeapp trees in the nurseries and on sites.



Mangrove officers
Ilwan & Hamdi

We are reporting biodiversity

All species are tracked and logged into our system to monitor fluctuations in biodiversity over time. New tree species can be carefully grown to increase biodiversity.



Sharks, Turtles and Cuttlefish (left) visit our sites frequently! The mangroves act as nurseries for fish species which aids coral reef biodiversity.



Monitoring trees

Part I

We are recording our sites in the open source platform **restor.eco**

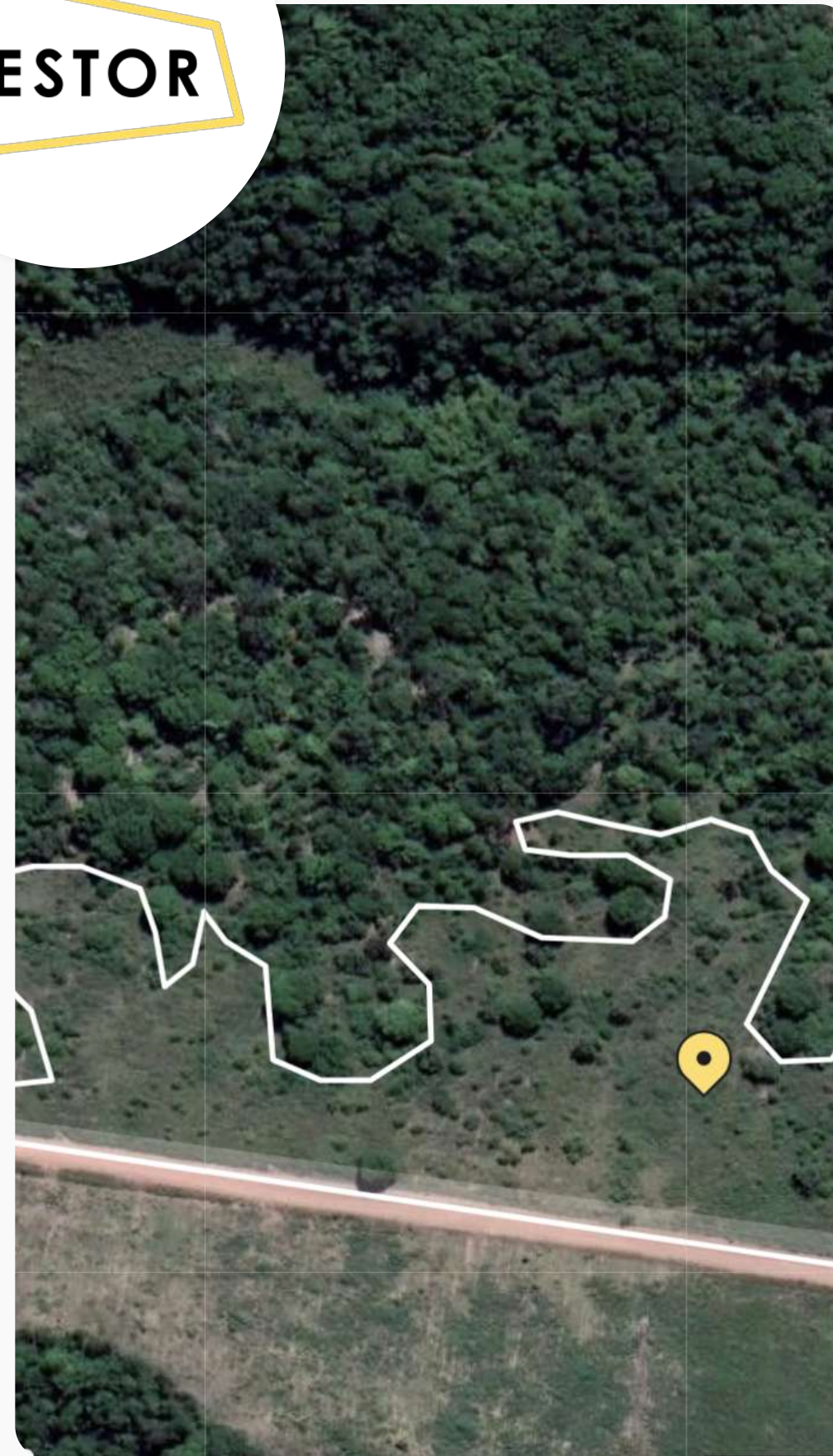
Developed by Crowther Lab, ETH Zurich and Google in a combined effort to make reforestation accessible to all, Restor makes our sites publicly visible to anyone!

We can look at our sites through satellite images over time and analyse the land-use composition in a research-backed way.

Carbon Calculations

Calculating the amount of carbon stored in trees is extremely difficult. It varies depending on the species, the biome, the climate and many other factors. We have sourced the literature for scientifically backed allometric equations to calculate our rates of carbon sequestration. Whilst these are not perfect, they give us a great estimation of how much carbon our forests are storing.

RESTOR



🌿 Lunguza
Tanzania



Drone footage also helps us see large-scale progress even in the most remote areas!

Monitoring trees

Part II

We also observe changes in land cover through the use of satellite imagery, drone footage and videos of our planters on site provided by the planter communities.



Drone footage of our Brambang Site in Indonesia



Drone footage of our Bangala Site in Tanzania



May 2021, Espírito Santo, Brazil



February 2022, Espírito Santo, Brazil



Aerial shot of the deforested mangrove bay in Lombok, Indonesia

Our forestry experts

Our forestry experts all possess a different set of skills in order to guide our work on the varying tree planting projects. From carbon dynamics to social impact of planting sites, we cover all aspects of reforestation in order to ensure that your trees will be safely in the ground and remain there!



Daniel Fishburn
PhD candidate in Ecology
at Bangor University



Samantha Ambler
Forest Restoration Specialist at
SEED Madagascar



David Markowitz
Ecologist and forestry
expert



Jenna Davis
Yale International Development
Research Specialist



Subira Bonhomme
Technical Coordinator &
REDD+ Agroforestry Expert

Visit our app and the site galleries to see the growth of the trees!

Or click [here](#) to see how we document our sites in restor.eco.

Madagascar Planting



Indonesia Planting



Tanzania Planting



Madagascar 1 year on



Indonesia 1 year on



Tanzania 1 year on



Certified



Corporation

This company meets the highest standards of social and environmental impact

We've made it!

With a proud 101.1 points, our company is now recognized as a B Corp always putting the planet first in everything we do!

Environment

28.1

Community

26.5

Workers

24.2

Governance

18.4

Customers A bonus!

3.8

0.1

= 101.1

Total

At the core of our practices are the values **Transparency**, **Daring to act** and **Spreading the word**. The B Corp certification helps us achieve the first two and this report aligns with the latter. Let's keep talking about doing good!

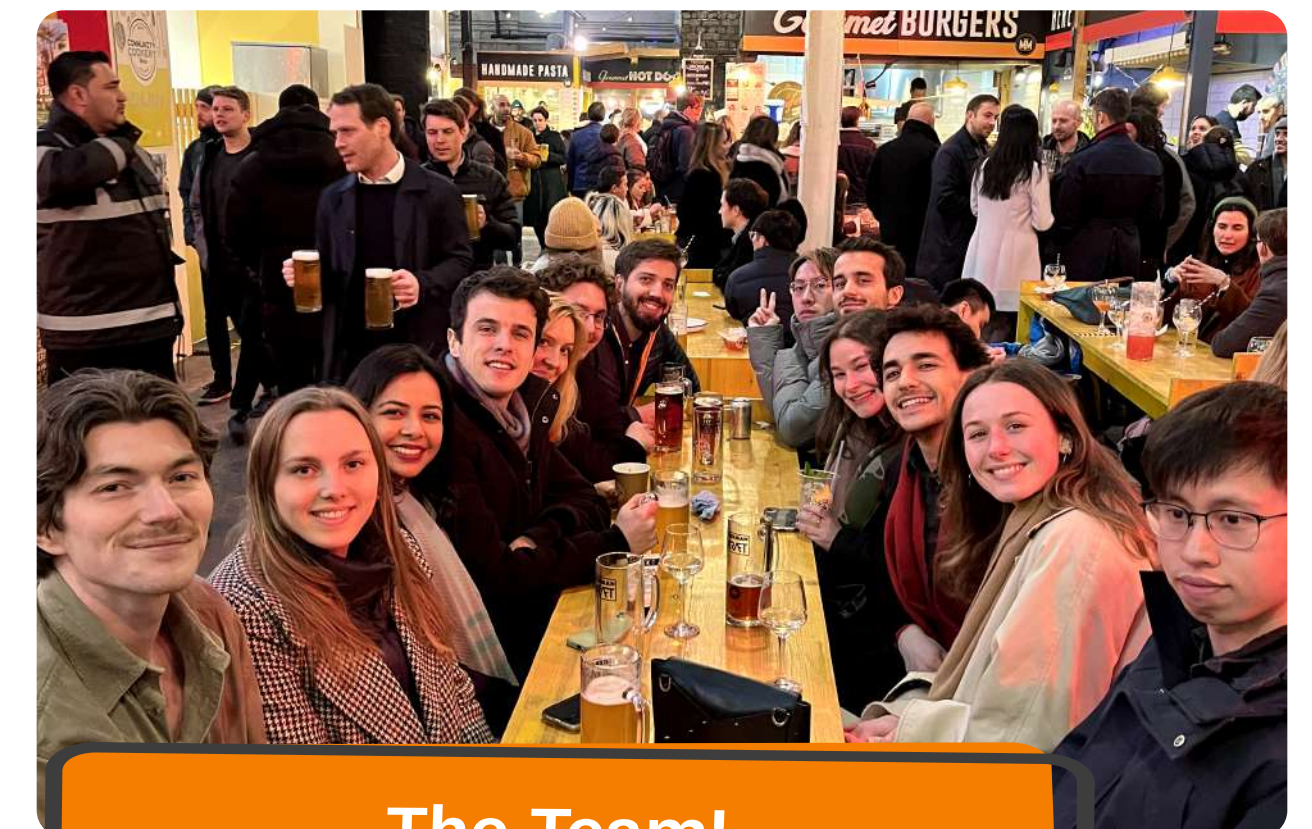
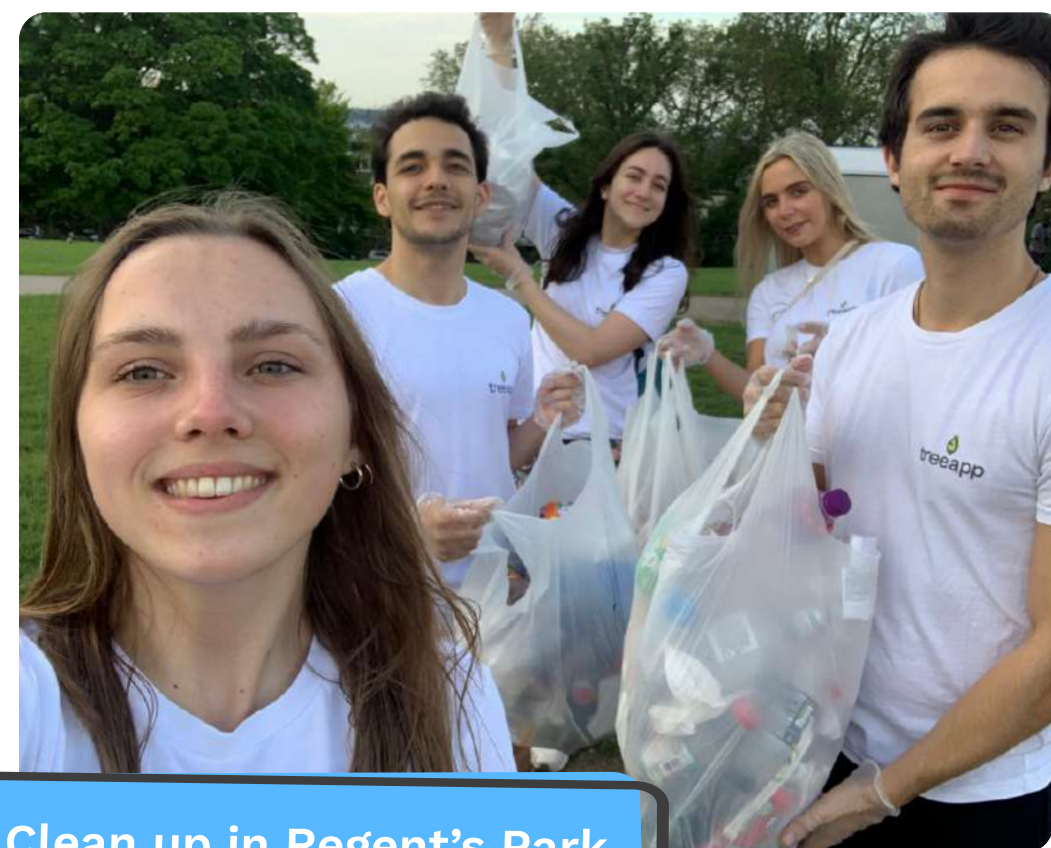


Our founders with the B Corp certification in our office.

What it means

A B Corp certification ensures that businesses meet the highest standards of verified performance, accountability, and transparency. It is a multi-faceted metric, taking into account factors such as employee benefits, supply chains and community-building. After 8 months of undergoing the B Corp process, Treeapp is now certified and ready as ever to expand our impact!

Grassroot achievements

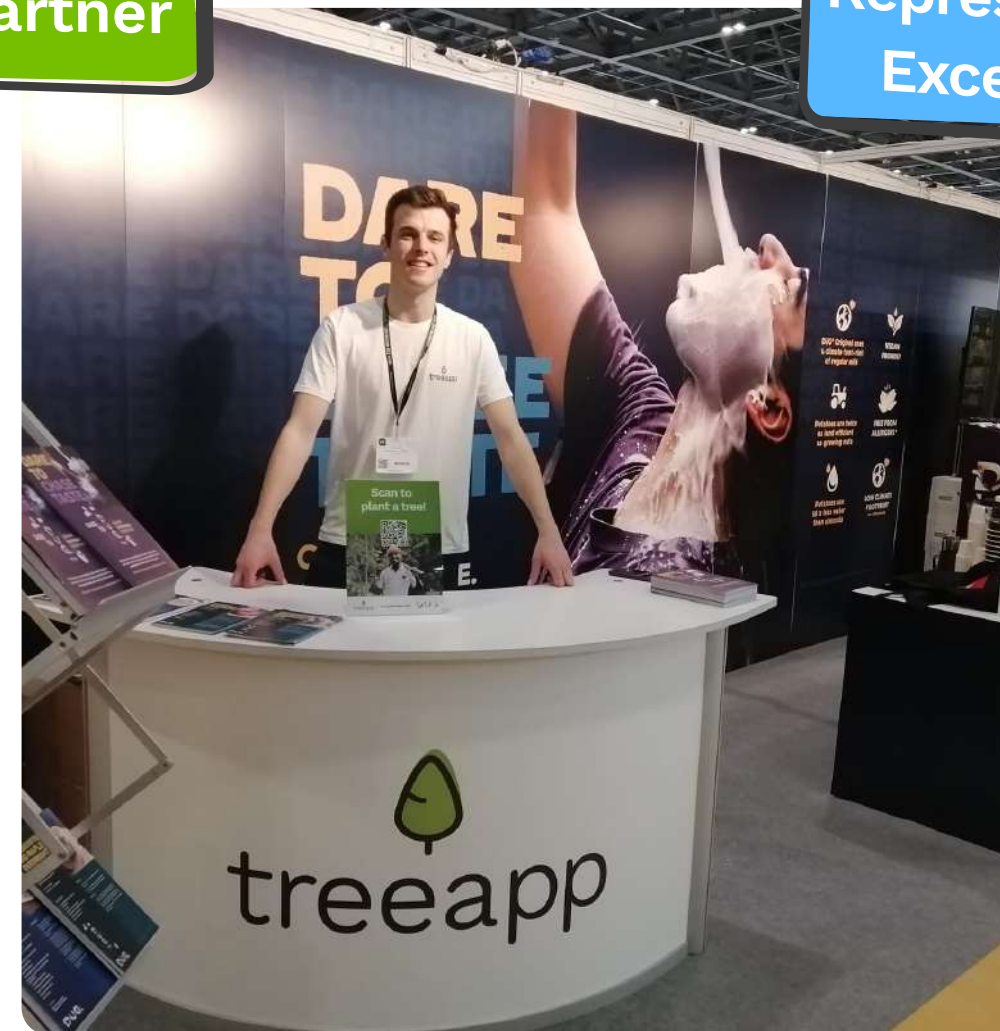


Moving mountains

The Economist Official Partner



Represent at IFE
Excel Center



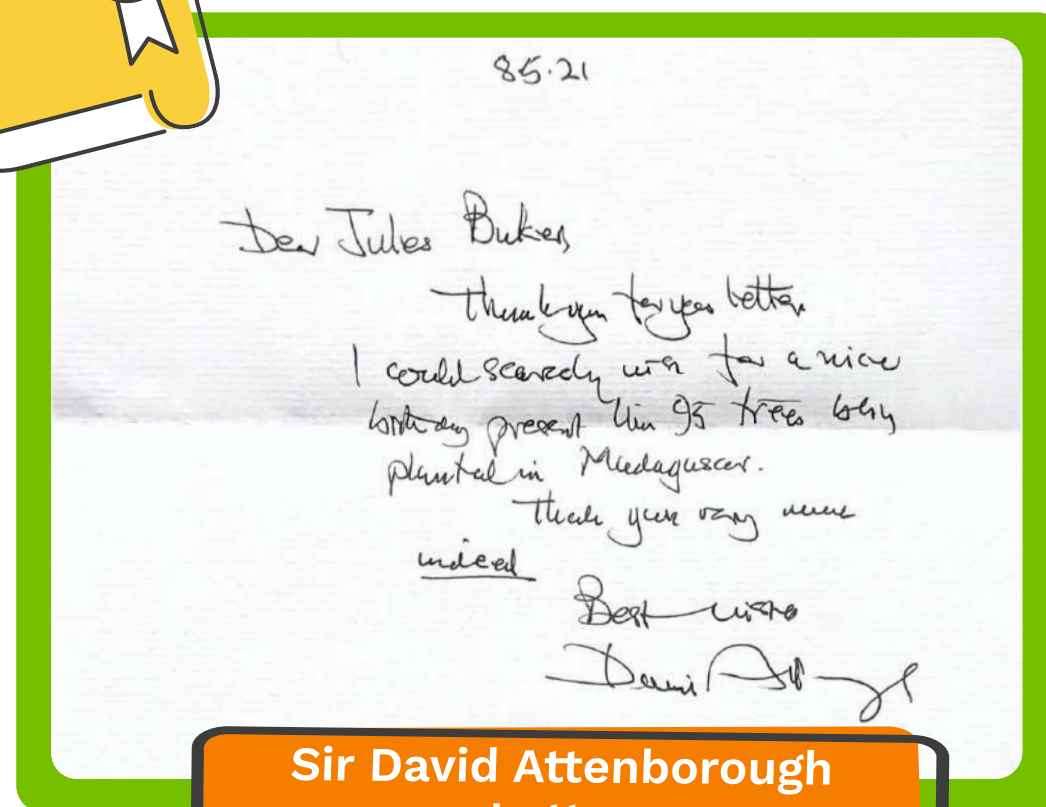
Launched the Treeapp Marketplace



Treeapp on Sky News!



Sir David Attenborough
Letter



We are a B Corp!



In our London Office!



Green your lifestyle

What our users say



Treeapp

Reviews 1,034 • Excellent



A really simple way to take 5 mins to make a difference

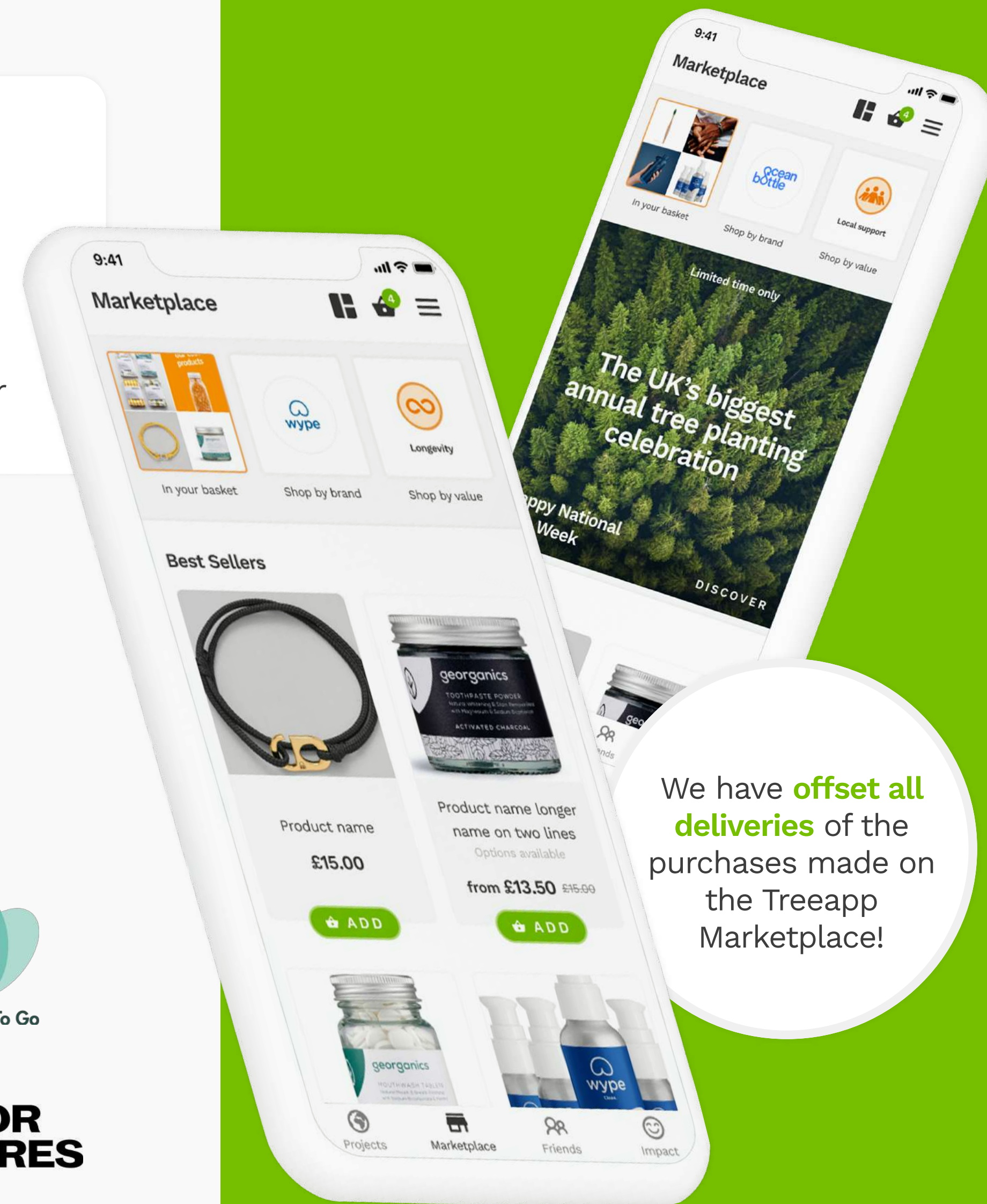
The products on offer are great too!



What an inspiring app!

Every day you can plant a tree and learn about sustainable products and conservation projects.

Some of our partners

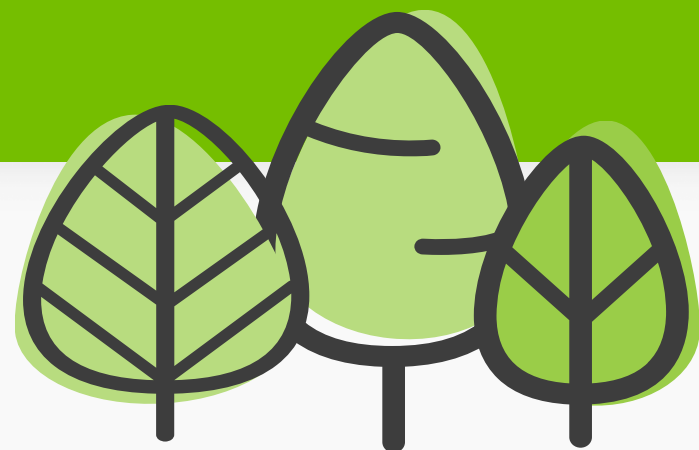


We have **offset all deliveries** of the purchases made on the Treeapp Marketplace!

Exciting goals for the next 12 months!

Add new planting sites across the world and the UK

We are always looking for new locations where we can make an impact! Expanding our UK offering is also one of our next steps.



Launch Treeapp internationally

We are looking to be more impactful by launching our app outside the UK. Stay tuned for updates!



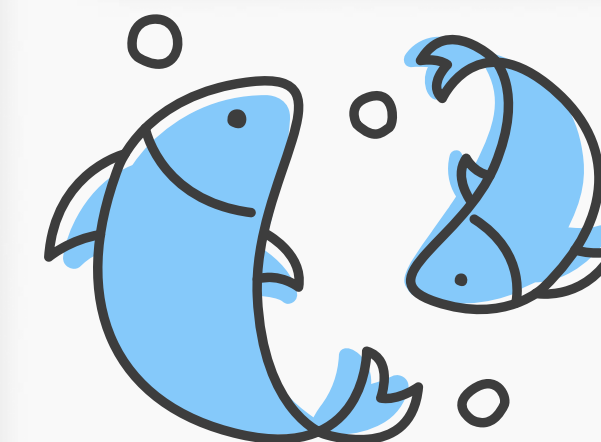
Plant over 2 million trees

Let's double our impact! The more trees, the better for everyone!



Rewilding the Oceans

We will increase our focus on coastal sites as seagrass and blue carbon are vital in fighting climate change.



Launch 100+ brands on our new Treeapp Marketplace

Let's scale it up! Living sustainably and planting trees every day is the dream, so we are working hard to make this happen!





Treeapp in Tanzania

Our local team 'Friends of Usambara' on the fields preparing sites and planting young trees!



Join us, **today**

Download Treeapp and start planting!



Google Play



App Store

Write to us at hello@thetreeapp.org