



treeapp

Impact Report 2023

Certified



Corporation



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# A word from our founders

As Treeapp celebrates its **birthday on Earth Day**, we are looking back on all of our achievements to date.

Our environmental organisation has been fighting for a healthier planet, and every day we increase our commitments.

We've **accomplished so much**, from throwing some ground-breaking community tree planting events at home in the United Kingdom, to pushing for action putting people and our planet first.

It's been a wild ride, but we couldn't be more proud of the impact we've made so far. We've more than doubled our impact to **over 2 million trees** planted globally.

Here's to many more years of making the world a better place, one eco-friendly step at a time!



Godefroy (left) & Jules (right), Treeapp Founders



"DPD is proud to support Treeapp's global tree planting activities"

**Tim Jones**  
Director of Marketing, Comms & Sustainability



"The support of Treeapp has been vital to reforesting the north of Tanzania"

**Msambwe Madiwa Hozza**  
Planting Partner



"Treeapp is the simplest way for anyone to have an impact, every day"

**Julie Tucker**  
Treeapp Ambassador





# We must act **now**

In 2023, climate change is more alarming than ever. As the world's leading climate scientists deliver a final warning on the climate crisis in the latest IPCC (Intergovernmental Panel on Climate Change) report, the world is on the brink of **irrevocable ecological collapse**. Extreme weather caused by climate breakdown leads to heatwaves, droughts, floods, and losses in vital ecosystems all around the world. One major contributor to climate change is **deforestation**, which continues to accelerate due to human activities such as agriculture, mining, and urbanisation.

We still, however, have a chance of keeping the global temperature increase within the 1.5°C boundary and restoring ecosystems - but only if we act now. While the damage done to the environment cannot be fully reversed, we can mitigate some of the effects of climate change and revitalise the environment.

Our response to climate change is **tree planting**. Our projects help restore ecosystems and support biodiversity, help fight drought, provide economic support to local planting teams, and help reduce gender inequalities. This year, we continued to support our local planting teams around the world and partnered with numerous businesses aiming to incorporate sustainability to their solutions. We work together to ensure a **healthier and more sustainable future**.







# +2,400,000 trees planted

~1,562 hectares reforested

Equivalent to 3,700 football pitches!



## 24,000 workdays created

for local planter communities



## ~339,739 tonnes

CO2 absorbed\*



### 200+ Tree Species:

- Red Mangrove
- White Mangrove
- Acacia tree
- Walnut tree
- Grevillea
- Pine tree
- Olive tree
- Fig tree
- Lemon tree
- Orange tree
- Quenual tree



## 571,200 fruit & nut trees planted

to aid the subsistence farming of up to 572 families\*\*



## 13 countries



# Planting mangroves to protect the coasts

Mangroves support sustainable marine ecosystems, protect coastal areas from extreme weather conditions and help sequester carbon.



Lombok, Indonesia



# Heroes on the ground

We wouldn't have the impact we have today without the amazing work from our tree planting partners across the world, ensuring your trees are planted and looked after to **grow to maturity!**

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Guinea



Brazil



Burundi



Peru



Indonesia



Tanzania



Ethiopia



Madagascar



Mozambique



Nepal



Haiti



Kenya



# We bring tree planting home

In 2023, we opened our first entirely Treeapp-managed site in the UK!

## First steps

To identify areas that need our help the most, we conduct a **thorough analysis** of potential sites, accounting for factors such as soil type, fertility, moisture and much more!

## Scientific approach

Our forestry experts Daniel and Gabriel advise us on the best approaches to tree planting in the UK to ensure a high survival rate and plant **the right trees, in the right place**.



One of our tree planting expert **Daniel Fishburn**, PhD candidate in Ecology at Bangor University



An aspen sapling

## Native species only

Just like on our sites across the world, in the UK we plant a **native species** mix that is suitable to each specific site. Some species that we planted this year include aspen, crab apple, oak and willow.

Saplings planted in Dodford, Northamptonshire



Some of the Treeapp team on our Dodford site



Our newest UK site in Dorset



## What we achieved

In March 2023, we planted over **5,000 trees** in our Northampton site alone!

## Looking ahead

Over the next year, we aim to drastically increase our tree planting capacity and reforest the UK even more by planting tens of thousands of trees!



# Ensuring transparency

## Tracking our reforestation efforts on Restor

We continue to track our work on Restor, an open source platform developed by ETH Zurich and Google. As well as using satellite imagery, we take advantage of the new metrics calculated by Restor to track species richness, land cover, carbon stored in the soil and trees, and much more!



## Explaining our operations

We have updated our tree planting page to provide details on how our operations work. Starting with the explanation of our tree planting principles, we introduce our forestry experts, outline the partner selection process and provide details on each and every site where we plant our trees.

Interested in learning more? Check out our tree planting page [here](#)!

### How we choose our planting partners

Our due diligence process includes a **forestry board** who look at every aspect of the planting processes of potential partners

- 1 Trees must benefit the local communities in planting zones.
- 2 Contracts between landowners and local governments are a necessity and last 15+ years.
- 3 Financial statements & external audits are reviewed by Treeapp in detail.
- 4 Other factors such as access to sites, fencing and local seed providers are all closely evaluated. This enables us to have 85%+ of trees reaching maturity.



treeapp



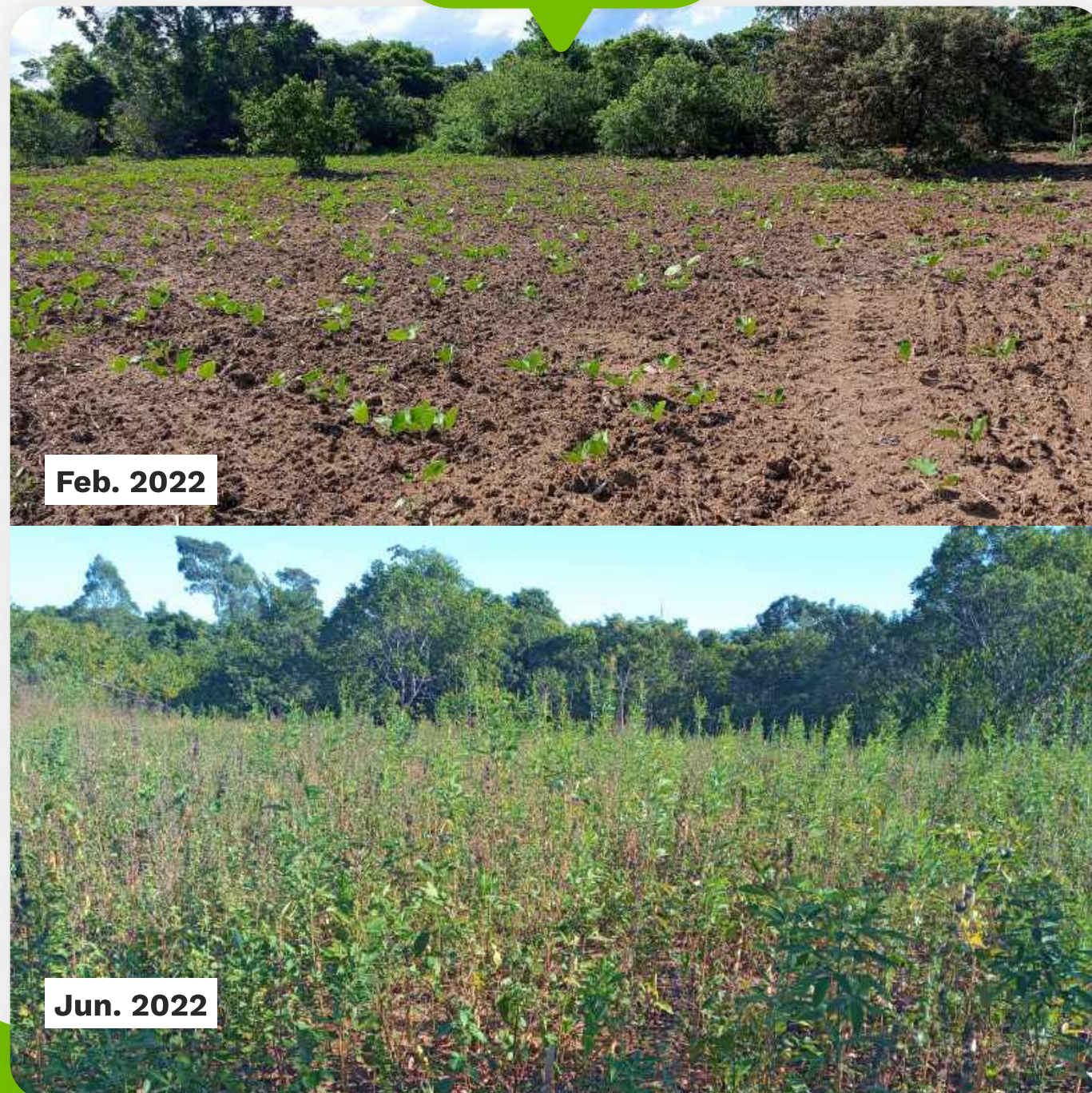
 **Brambang  
Indonesia**

Monitoring our sites via drone footage remains a crucial step in evaluating our success!



# Tree growth in pictures

🌱 Brazil



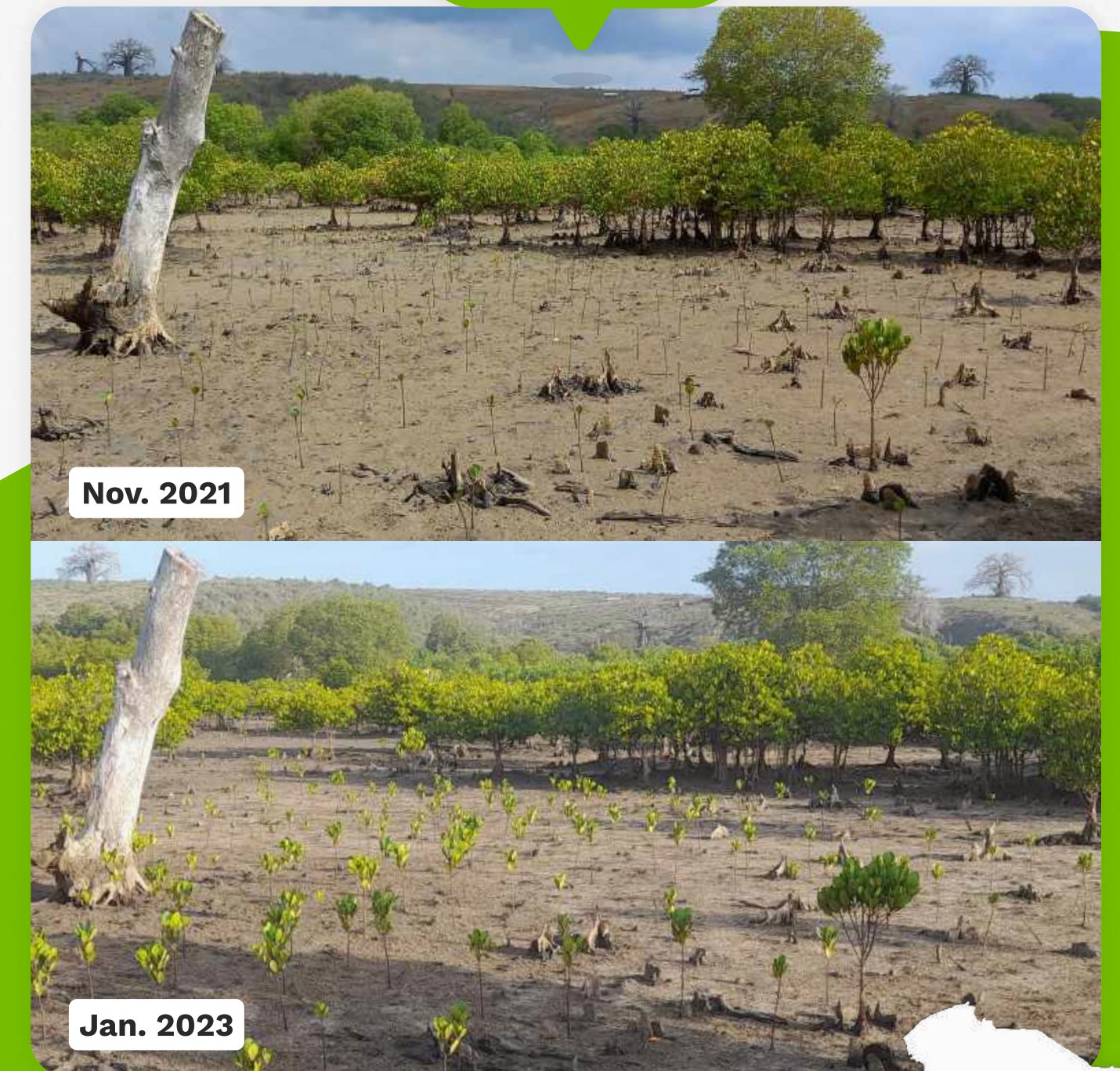
4-month progress

🌱 Guinea



3-year progress

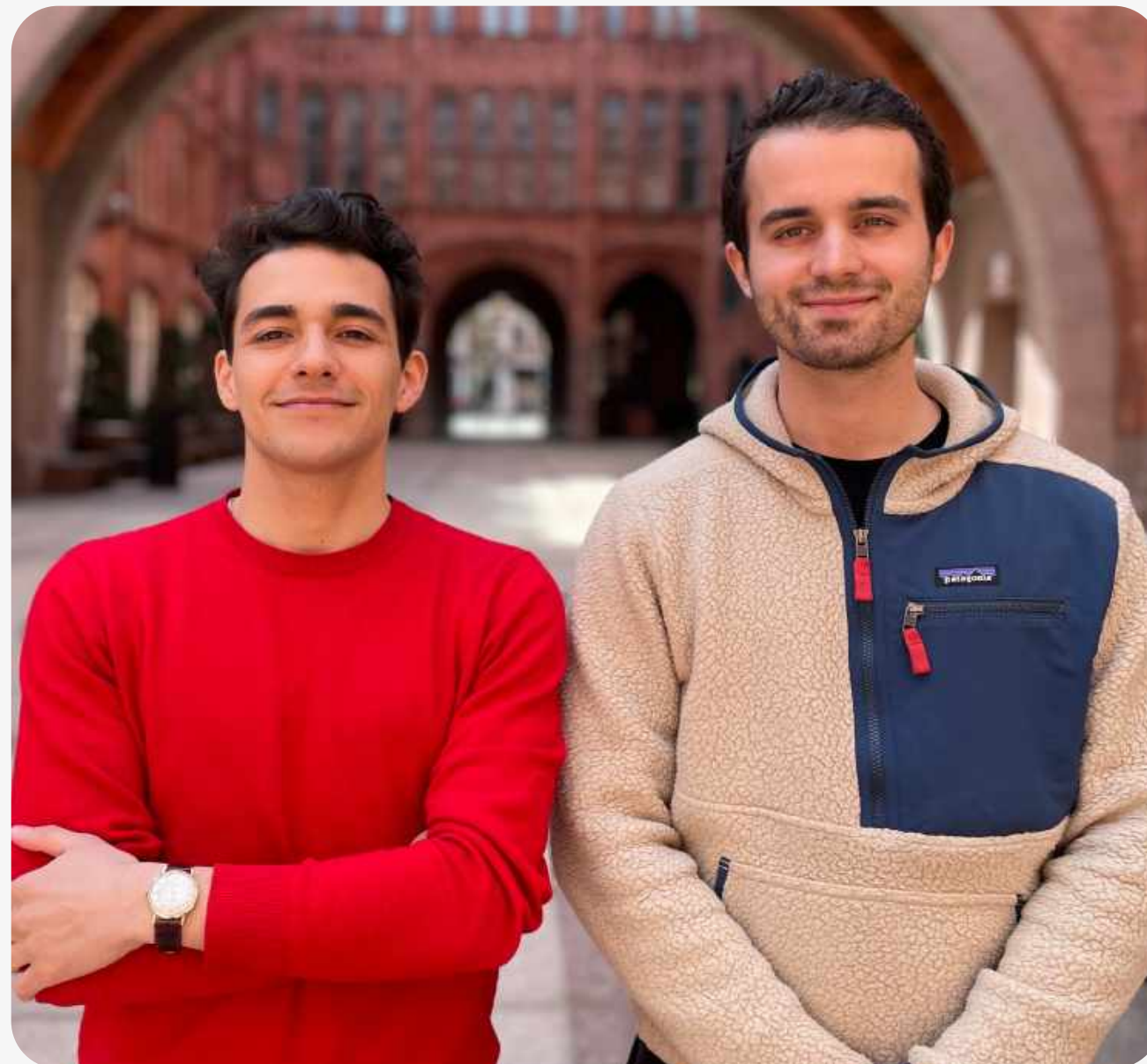
🌱 Kenya



14-month progress



# Achievements of the year



## Forbes

The Treeapp founders Jules Buker (left) & Godefroy Harito (right) were selected for the **Forbes 30 under 30** list for Social Impact in Europe.

## VIVA TECHNOLOGY

At Viva Technology, the biggest tech exhibition in Europe, Treeapp **won the Manpower Group Startups Pitch Award**. Treeapp was winner of the challenge: “Enabling sustainability for all”.



Treeapp won the **Lead2030 challenge for SDG15 - Life on Land**, by One Young World.



Treeapp is a **certified member of Social Enterprise UK**, an organisation leading the biggest network of social enterprises in the country.

## We are B Corp Certified

With a proud **101.1 points**, our company is recognized as a B Corp, always putting the planet first in everything we do! Most businesses complete this assessment with an average score of 80: achieving this certification with such a score reinforces our belief in being a force for good.



## Certified



Corporation

This company meets the highest standards of social and environmental impact





## Treeapp x The Economist

We're excited to be the official tree planting partner for The Economist! For their Sustainability Week event, Treeapp planted 1 tree for every delegate as well as 10 trees on behalf of every speaker, resulting in thousands of trees being planted in Tanzania!



Wild

allplants



L'OCCITANE  
EN PROVENCE



EDB:  
SINGAPORE



Cadent  
Your Gas Network

400+ partners  
help us grow our impact

PANGAIA

WIRED

Balfour Beatty

CREDIT SUISSE

The  
Economist



Ministry  
of Justice

L'ORÉAL



# Case Study - Partnership with dpd

## Planting a tree on behalf of any DPD app user who gets 5 all-electric deliveries

By first understanding DPD's operations, Treeapp integrated tree planting into DPD's business model: the number of trees planted is linked to the number of monthly electric vehicle deliveries completed.

### Results



Planted **110,000+ trees**



Enabled DPD to position themselves as a **brand committed to the environment**



Established DPD as a **sustainability pioneer within the logistics industry** in the UK

"DPD is proud to support Treeapp's global tree planting activities."

**Tim Jones**

Director of Marketing, Comms & Sustainability



**110,000+ trees planted!**

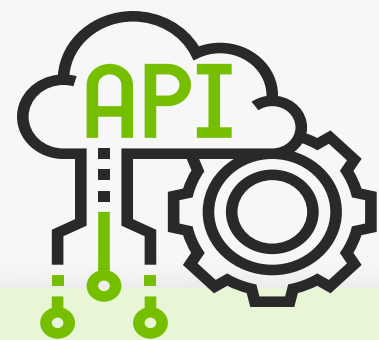
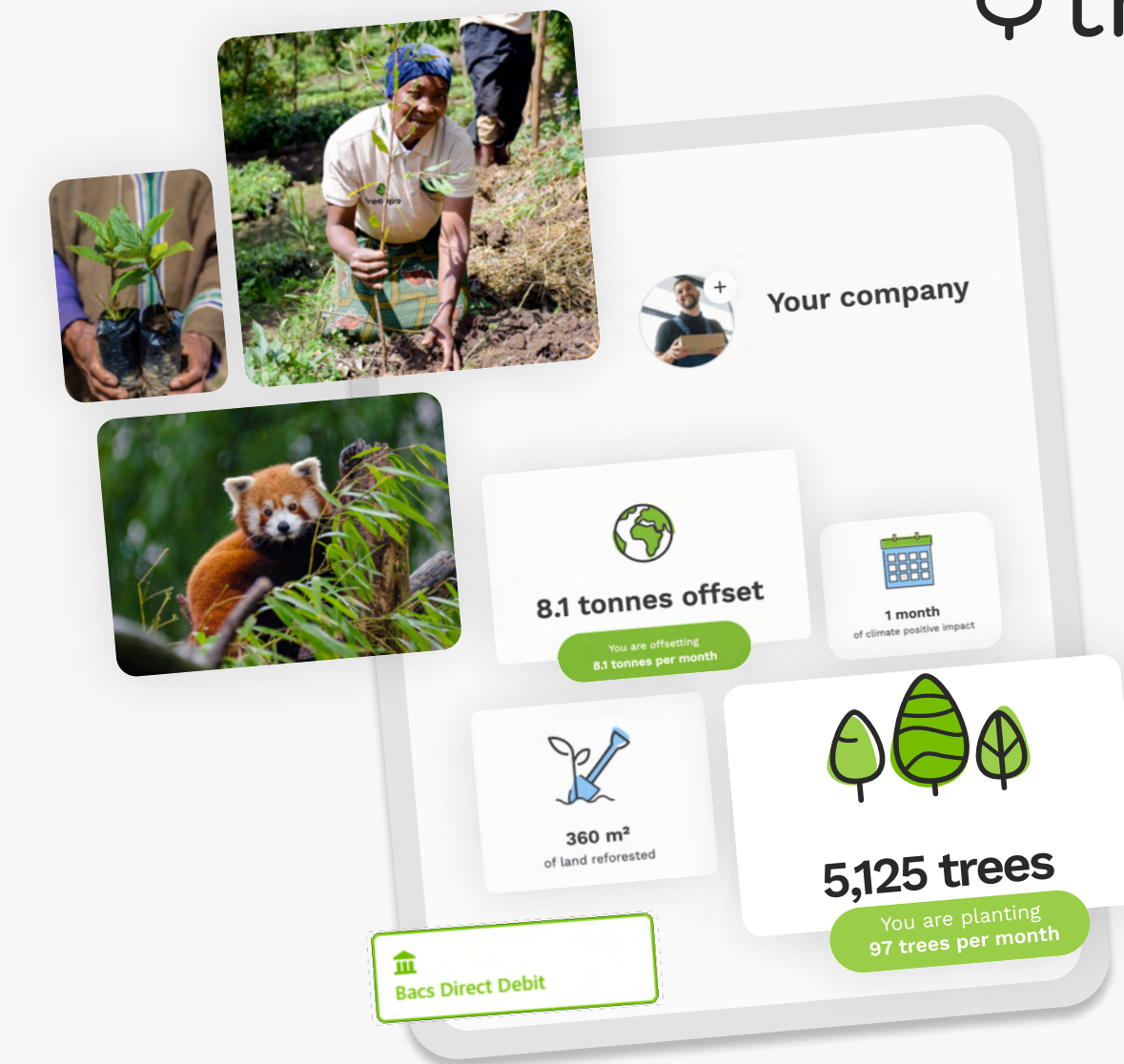


# New solutions for business

We've been busy launching new solutions to **enable any business to integrate tree planting** into their existing set-up and **drive engagement** with their customers, employees, and investors alike.

We've also made **improvements to the dashboard** every business has access to when they sign up. You can now create an account before committing to your trees or carbon credits, set up a Direct Debit to **manage payments more easily**, and add multiple subscriptions to your account.

Click [here](#) to learn more and get started!



## Tree Planting & Impact APIs

Automatically plant a tree for every order, every employee, every user, etc. and have the impact at your fingertips!

We launched our fully-customisable APIs to allow tree planting to be seamlessly integrated into any business.

Learn more [here](#).

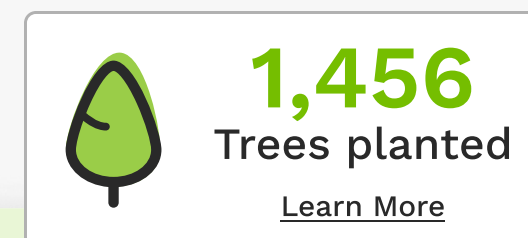


## No-code Integration for Your Business

Treeapp is now live on Zapier, compatible with 5,000+ services & systems (e.g. Stripe, Mailchimp, PayPal, Salesforce, etc.).

This version of our API allows you to integrate tree planting into your business in just a few clicks.

Learn more [here](#)



## Drive Engagement on Your Website

Our new tree counter widget is a visual way for Treeapp clients to demonstrate their commitment to the environment by displaying their tree count automatically.

Easily installed anywhere on the web - whether Shopify or a custom website.

Create or login to your Treeapp account and head to the '**Assets**' section to learn more.



# What our **users** say



**Treeapp**

Reviews 1,230 • Excellent



Google Play

4.8★

2.43K reviews ⓘ

50K+

Downloads



Treeapp

5.0 ★★★★★



“What's not to love?”

“A well spent 15 seconds or so of my day to try to make a small difference in a simple way”



Treeapp

★★★★★ 4.9 • 3.4K Ratings

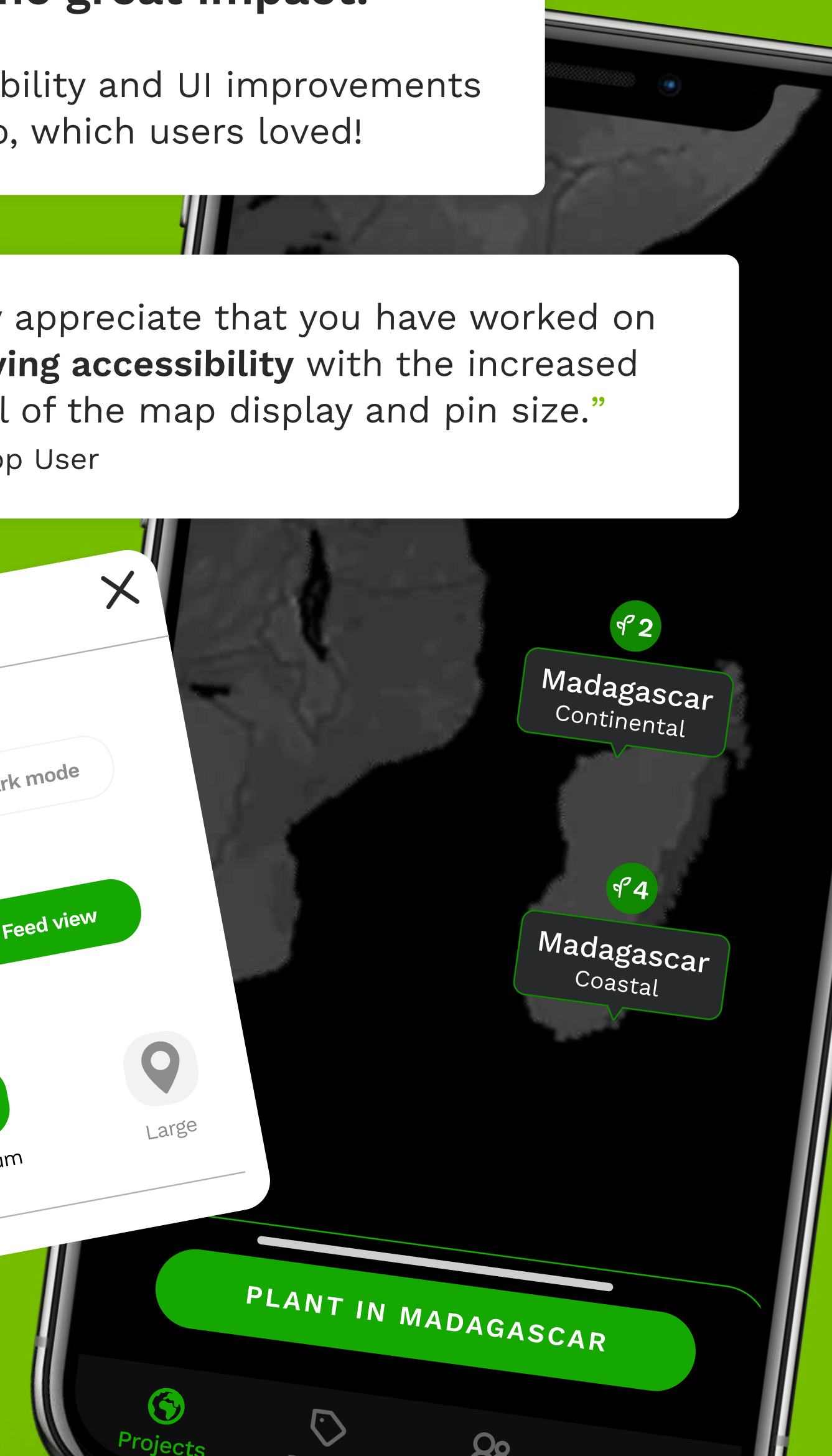
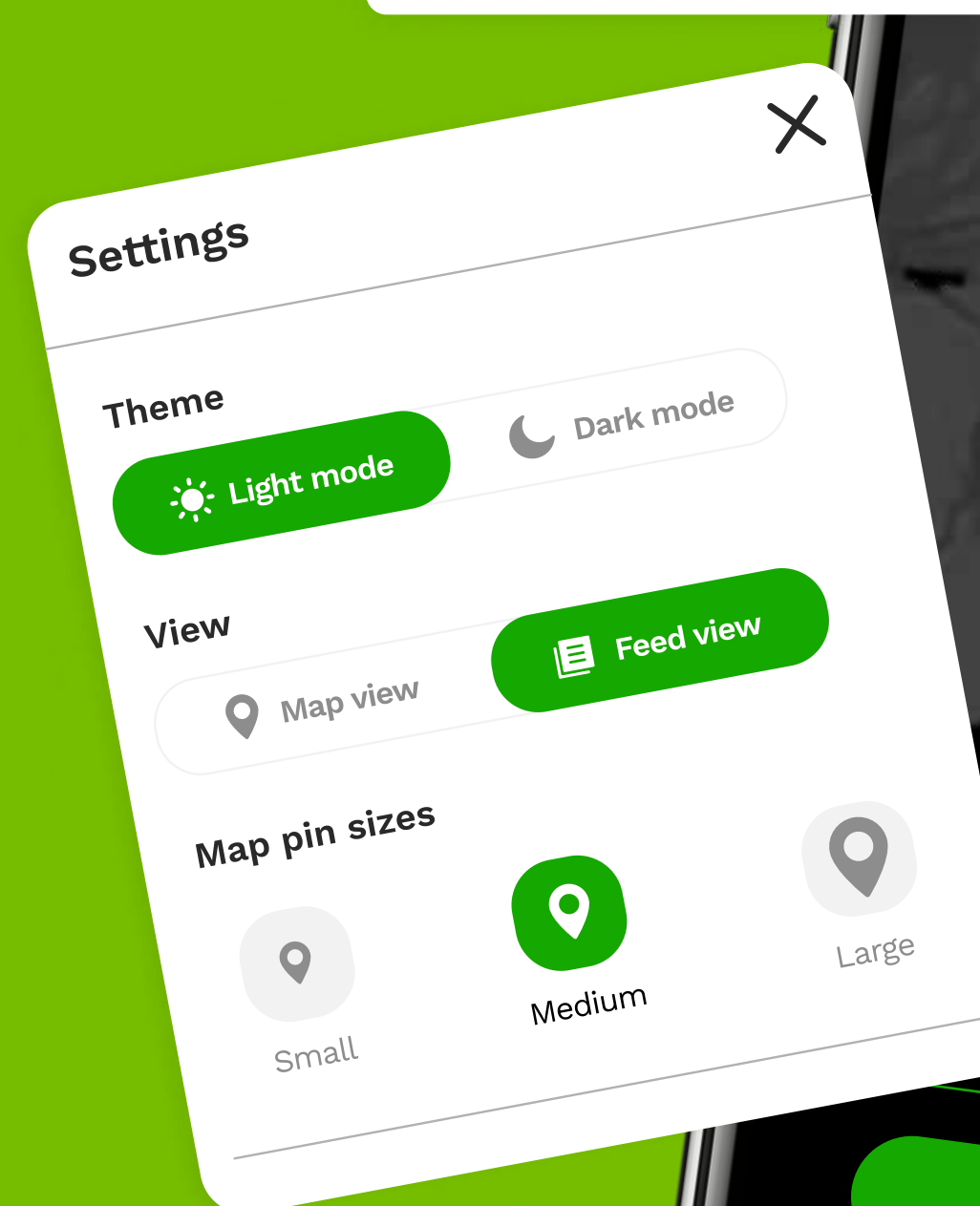


“**Excellent functionality**, with all the information that you'd want to know about the planting site and your impact readily available and easy to locate. It has quickly become part of my **daily routine** so easily.”

**New look, same great impact!**

We made accessibility and UI improvements to our mobile app, which users loved!

“I really appreciate that you have worked on **improving accessibility** with the increased control of the map display and pin size.”  
- Treeapp User





# Our highlights!

Teaching Year 3s the importance of trees!



Celebrating Earth Day on the streets of London



Winning a Startup Pitch Award at Vivatch



Becoming WIRED's official tree planting partner



Celebrating being one of the first 1,000 B Corps in the UK



Purchased over 1,400 books that benefited 600 students in Tanzania!



Dressing up as trees for National Tree Week!



Supporting the development of a solar panel project in Tanzania



Our team planting trees in our first UK site!







## Treeapp in Peru

Our local team continues reforesting the mountainous area of Cruz de Piedra in Peru. Trees benefit the environment and the local population by capturing carbon, stabilising the soil and preserving the water sources.



# Exciting goals for **the next 12 months!**

## Add new planting sites across the UK and the world

We are continuously expanding our planting sites in the UK to further grow our impact and also give our brand partners an opportunity to get their hands dirty by giving tree planting a go on our sites!

We are also looking to expand our planting sites globally.

## Develop carbon credit projects

We are conducting a feasibility study to develop carbon credits for our planting sites. The projects aim to restore degraded forest areas through reforestation of communal forests, agroforestry systems and management of native forests.



## Plant over 4 million trees

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



## New app features

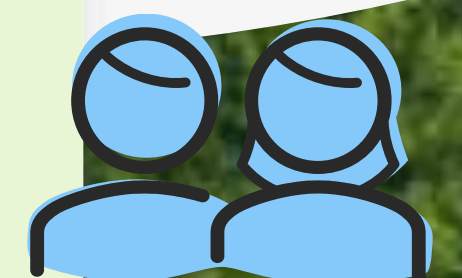
We are constantly listening to your feedback on our app. We're working on improving how we show you new brands, offering you the chance to compete with friends and exploring launching in more countries!



## New features for businesses

We will be focusing on improving our B2B solutions over the next 12 months to continue growing our reach & impact globally.

Expect to see more plug-ins for the likes of Shopify as well as more options within your Treeapp for Business account!







# treeapp

Download our app here



Write to us at [hello@thetreeapp.org](mailto:hello@thetreeapp.org)