



treeapp

Impact Report 2024

Certified



Corporation

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# A word from **our founders**

As we reflect on the past year, we are filled with a mix of emotions. On our 4th anniversary, we look back to a journey filled with challenges, from navigating climatic disruptions to facing the devastation of wildfires and harsh tropical rains. Yet, amidst these trials, we persevered. We continued our mission of planting trees across the globe, **spanning 17 countries**.

Despite the hurdles, our commitment to climate change has remained intact. We plant where it's needed the most, supporting communities that are most vulnerable to the impacts of deforestation and climate change. We are proud to be **recognised for our efforts**, holding certifications as a B Corp, being part of the United Nations' Global Compact programme, as well as becoming an approved environmental partner of 1% for the Planet.

One of our proudest achievements in this past year was to be recognised by the World Economic Forum, winning their 1 Trillion Trees Challenge. This truly celebrates Treeapp's mission of **making a tangible impact** in the world.

As we look ahead to 2024, we are filled with excitement and optimism. We wish everyone a happy Earth Day and eagerly anticipate **expanding our impact on an international scale**. Together, let's continue to nurture and protect our planet for generations to come.



Godefroy Harito (left) & Jules Buker (right),  
**Treeapp Co-Founders**

# The climate emergency

## Causes

Climate change is predominately driven by human activities, which release greenhouse gases into the atmosphere at a substantial rate. These **emissions trap heat**, contributing to global warming and altering Earth's climate systems.

Examples of the causes include:

### FOSSIL FUELS

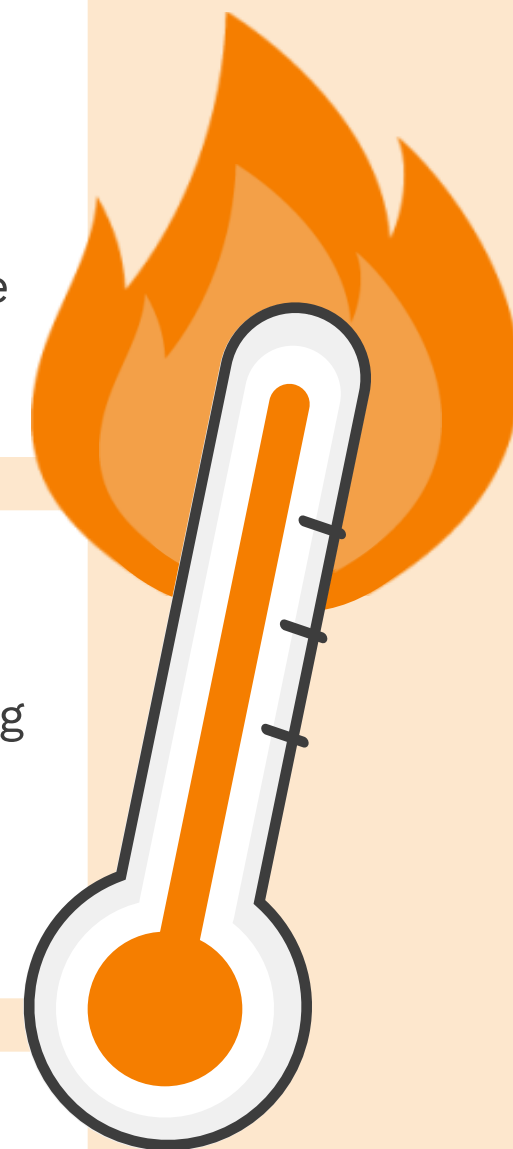
The burning of fossil fuels, for energy, transport, and other purposes, is the largest greenhouse gas emitter. It accounts for >75% of global greenhouse gas emissions and nearly 90% of all carbon dioxide emissions<sup>1</sup>.

### DEFORESTATION

Each year, approximately 12 million hectares of forest are destroyed. Cutting down or burning trees releases accumulated carbon dioxide, previously absorbed by plants, back into the atmosphere<sup>1</sup>.

### AGRICULTURE

Practices like livestock farming and fertiliser use release significant methane and nitrous oxide



## Impact

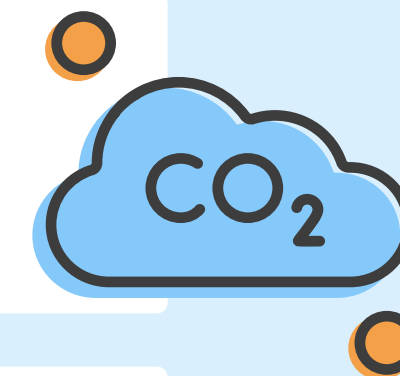
Climate change impacts are vast and varied, affecting ecosystems, human health, and economies worldwide. **Close to 50% of the global population** already live in areas that are very susceptible to climate change<sup>2</sup>. Examples of the impacts include:

### SEA LEVEL RISE

Accelerated by the melting of polar ice caps and glaciers, the global mean sea level is rising at about 3.4 millimeters per year<sup>3</sup>, leading to increased flooding and erosion in coastal regions.

### TEMPERATURE EXTREMES

Rising temperatures cause more severe heatwaves, impacting agriculture, human health and ecosystems.



### OCEAN ACIDIFICATION

Increased CO<sub>2</sub> levels cause oceans to become more acidic, harming marine life, particularly shellfish and coral reefs. Ocean acidity has risen by about 25% from pre-industrial levels, reaching unprecedented levels in over two million years<sup>4</sup>.

## Reforestation efforts

There is no perfect system currently out there to reverse global warming alone. We all need to reduce our carbon footprint and better respect mother nature. At Treeapp, we decided to focus on **tree planting solutions**. Examples of the benefits include:

### SUPPORTING BIODIVERSITY

Plants provide habitats and food for a wide range of species, playing a crucial role in maintaining diverse ecosystems.

### SOIL STABILITY

Trees help hold soil together with their roots, which reduces erosion.

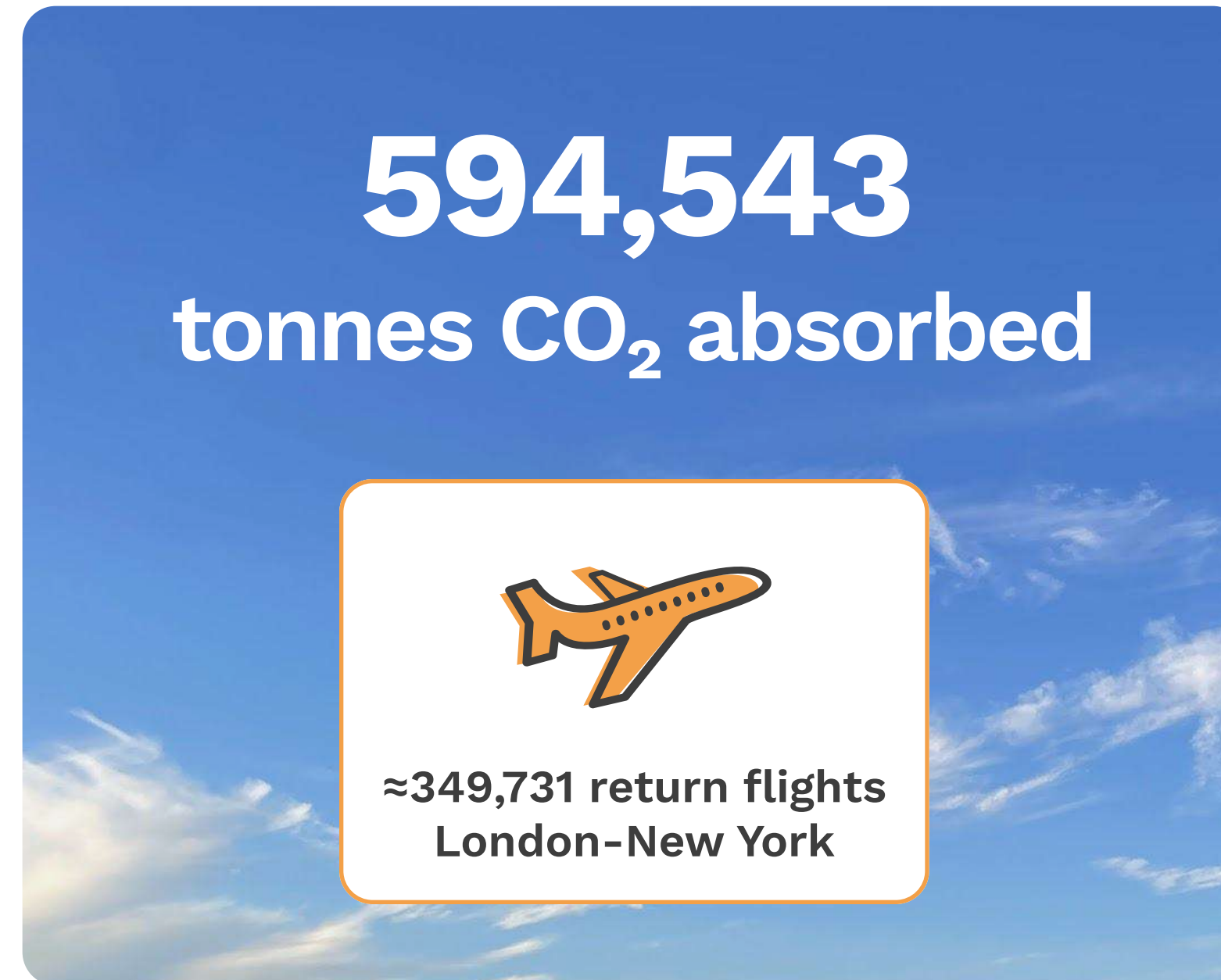
### CARBON SEQUESTRATION

Trees capture carbon dioxide from the atmosphere and store it in their wood, leaves, and the soil.

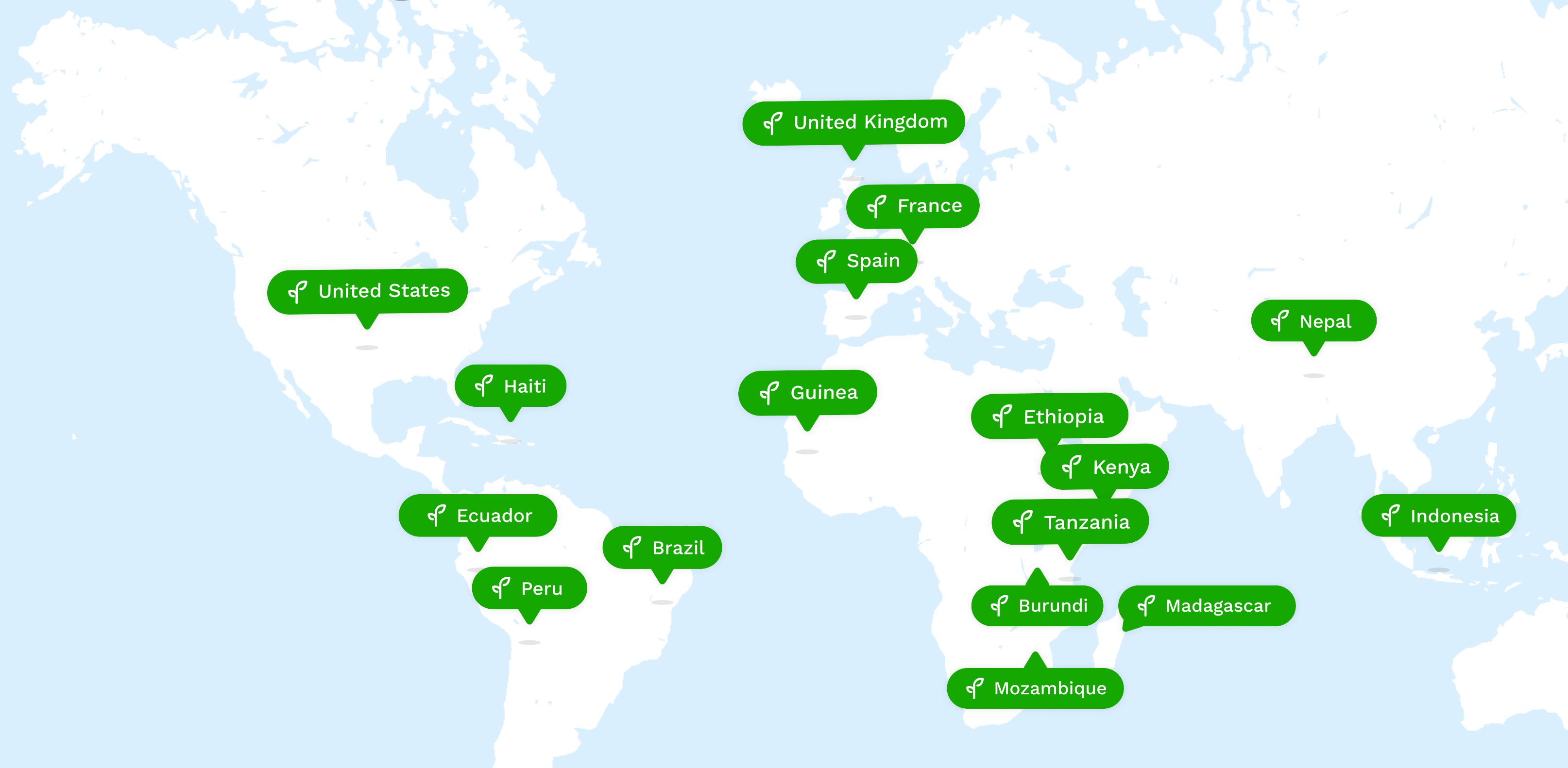


# Our **impact** in numbers...

# 4,200,000 TREES



# Planting across the world



## United Nations Global Goals

Treeapp is a proud member of the UN Global Compact. The planting activities conducted achieve the below United Nations' Sustainable Development Goals.



United Nations  
Global Compact



SUSTAINABLE  
DEVELOPMENT GOALS

<p><b>1</b> NO POVERTY</p>	<p><b>Ethiopia</b> <b>Reduce poverty among communities</b> Trees are planted by women-led groups in order to provide employment opportunities in a patriarchal society.</p>	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p>	<p><b>Burundi</b> <b>Sustainably manage forests</b> Seedling bags are made from banana peels in order to establish plastic-free tree nurseries.</p>
<p><b>6</b> CLEAN WATER AND SANITATION</p>	<p><b>Madagascar</b> <b>Reduce the risk of future droughts</b> Madagascar has experienced year-long droughts. Planting trees increases the moisture in the air and hence rainfall in the region.</p>	<p><b>13</b> CLIMATE ACTION</p>	<p><b>Guinea</b> <b>Planting trees to increase carbon sequestration.</b> Guinean woodlands mitigate the effects of global warming as they absorb and store large amounts of carbon.</p>
<p><b>10</b> REDUCED INEQUALITIES</p>	<p><b>Kenya</b> <b>Improve local livelihoods</b> By helping run local tree nurseries and planting trees, communities are empowered with sustainable resources and skills.</p>	<p><b>14</b> LIFE BELOW WATER</p>	<p><b>Indonesia</b> <b>Provide shelter for sea life</b> Mangrove trees are planted in water to restore coral reefs and seabeds which are vital for aquatic wildlife.</p>
<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p>	<p><b>United Kingdom</b> <b>Bring communities together</b> Many of the planting activities in the United Kingdom aim at bringing together communities for rekindling native woodlands through planting initiatives</p>	<p><b>15</b> LIFE ON LAND</p>	<p><b>Ecuador</b> <b>Protect endangered bird species</b> Trees are planted in key bird and biodiversity conservation areas to support local bird species.</p>

### Some local partners

Whether it's through community support, tree planting, monitoring, or any kind of aid – our work wouldn't be possible without our amazing local teams and partners. To all of you across the world helping to do good for our planet, thank you for your hard work.





Planting site in Aquin, **Haiti**

## Our new Haiti partner

Haiti is currently navigating through **significant political and economic challenges**, placing immense strain on communities across the nation.

Amidst these challenges, it's crucial for us to extend our unwavering support to the resilient people of Haiti and the local partners who are tirelessly working to uplift their communities.

We are delighted to support the Fondation Bonne Recolte and Harvest Craft to **reforest Haiti through mangrove and agroforestry planting**. Mangroves are incredibly important to protect coastal populations by reducing erosion and reducing impacts of extreme storms. Mangroves also sequester high amounts of carbon, having a sequestration rate 10x greater than mature tropical forests annually!

# Heroes on the ground

Across the globe, we collaborate with countless heroes whose contributions are invaluable to our mission. From seed collection to scientific research and tree monitoring, each individual plays a vital role in our activities.

## Ruhama Getachun

### General manager

Integrated Women Development Association



In collaboration with Green Ethiopia and local community groups and leaders, we embark on afforestation endeavours with a special focus on **women's empowerment**.

With input from Ruhama Getachun and other female leaders in the community who have a deep understanding of the unique obstacles women face in Ethiopia, our projects are intentionally crafted to empower women in a multitude of impactful ways.

In Shebedino, Ethiopia, we work with the indigenous Sidama people to uplift a community marginalised since the 19th century, particularly its women, who often lack opportunities for self-sufficiency.

Our initiatives are specifically designed to open up avenues for women to generate income through engagements in nursery management, tree planting, and the essential aftercare of these green spaces. Achieving **financial autonomy** is a key step in elevating the status of women within their families and the wider community.

Our commitment extends to fostering women's participation in leadership roles within our projects. This initiative is designed to empower women to assume positions of influence, where they can make pivotal decisions, spearhead initiatives, and serve as inspirational figures for the younger generation of girls.

## Daniel Fishburn

### Tropical forests expert & PhD candidate in ecology

Bangor University



Treeapp benefits significantly from the forestry expertise of Daniel Fishburn, a PhD candidate in ecology with a background in tropical forestry. Daniel's research focus on **soil carbon and nutrient cycling** in response to climate change provides valuable insights for our tree planting initiatives.

Daniel plays a key role in selecting the appropriate methodologies, species, and refining monitoring processes across our diverse sites. His understanding of how global soils respond to climate change is essential for predicting changes in carbon stocks and informing management practices to enhance **soil health and carbon sequestration** rates.

When assessing the viability of a new planting site, Daniel examines various factors including soil type, drainage, nutrient status, pollution levels, local plant community composition, and anthropogenic features such as historical and archaeological aspects.

Daniel's expertise is indispensable in ensuring that our planting efforts are conducted in suitable locations. Healthy soil is fundamental for the success of forests, and Daniel's blend of **scientific knowledge and practical experience** contributes significantly to our mission of combating climate change through tree planting.

## Raja Aditya

### Senior scientist

SORCE



Raja, originally from Bengkulu, Sumatra, brings extensive experience and a **deep connection** to our mangrove project in Lombok, Indonesia. Since completing his master's of marine science in 2016, Raja has been in the field of conservation, witnessing firsthand the profound impact mangrove projects have on both wildlife and the local communities.

“These unique ecosystems serve as vital habitats and provide essential functions such as food and nursery grounds for marine organisms. Additionally, they act as natural barriers, protecting coastal communities from the devastating effects of tsunamis, storms, and erosion while also supporting local livelihoods through activities like food supply and ecotourism.”

Since the project's inception, Raja and the SORCE team have observed numerous **positive community impacts**, notably an increase in engagement from school children and university students. By integrating the project into their curriculum, SORCE has witnessed heightened enthusiasm among students during every interaction—an uplifting reminder of the project's role in educating future generations about the importance of mangroves.



# Our UK planting sites

During the 2023/24 planting season, we planted 17,195 saplings at 10 UK sites!

## Choosing tree species

Collaborating closely with landowners and forestry experts, we identify optimal tree species aligning with the owner's vision and the area. We also ensure high-quality, UK native tree planting by sourcing trees from Plant Healthy certified nurseries.

## Soil analysis

The UK has a wide variety of soil types. By using open-source resources such as LandIS and Government-operated platforms, we can identify soil types at each site. This enables us to select suitable tree species that will thrive for each area.

## Manchester

“We are so grateful to Treeapp for planting trees, helping to develop an environmental campus.”

**Pauline McKendrick**  
Director of Operations at NTC, Manchester

## Northampton

Godefroy and Jules with the landowner in Northampton!



## Dorset

“The native trees planted with Treeapp will help encourage greater nature and wildlife in our beautiful town”

**Clare Young**  
Landowner



## Hampshire



## Brighton



## Berwickshire

“Thanks to Treeapp’s storm-resilient approach to tree planting, we are reforesting more robustly since the devastation of Storm Arwen”

**Ronnie Dale**  
Landowner



## Manchester



## Sheffield



## Norfolk



## Kent

“These trees will reduce visual distractions and create an outdoor learning space in forestry for special needs children.”

**Diarmuid Molloy**  
Fundraiser of Foreland Field Charity





## Planting in **Scotland** after Storm Arwen



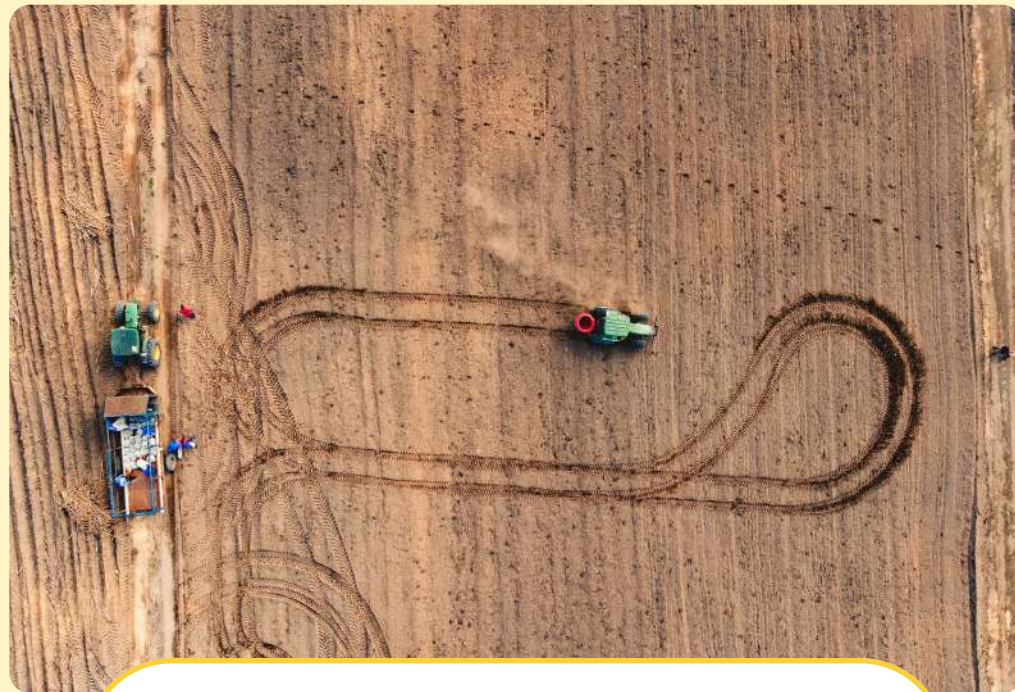
**Ronnie Dale**

### A word from the **landowner**

“Standing here amidst what was once a large forested area, sadly in 2021 Storm Arwen reduced thousands of well-established forested areas, which were used as much needed shelter belts for my stock. However, I can look forward at last. Thanks to Treeapp’s storm-resilient approach to tree planting, we are reforesting more robustly since the devastation of Storm Arwen, which marks a new, resilient beginning for our land. Due to my age I may not reap the fruits of their labour, however as custodian of this land I am eternally grateful to them, as will be the next generation. Their professionalism and due diligence to the project has been a true inspiration. Thank you all.”

# Ensuring transparency

## Before planting



Soil preparation on our site in Brazil, Paraiba state



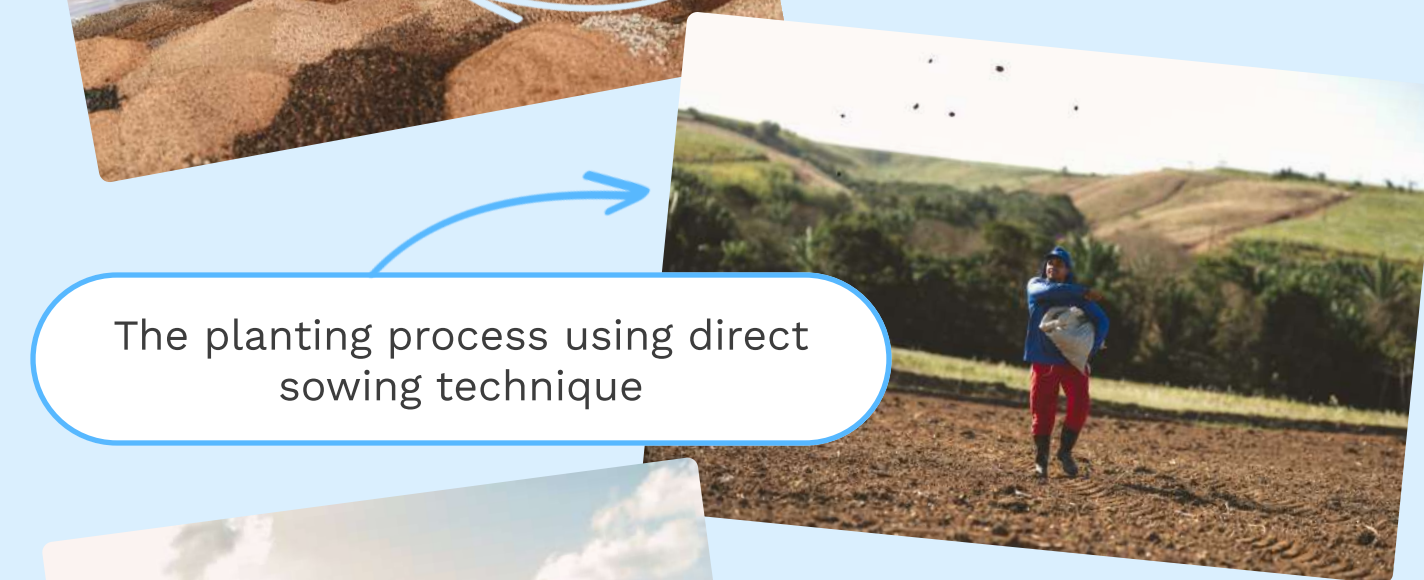
Our planting partners provide **drone footage** that gives us a bird's-eye view of the tree planting sites. This footage helps us assess the size of the planting area and track our progress.

## During planting

Our partners keep us updated with **photos** and **detailed reports** of our tree planting initiatives. Take, for instance, the incredible photos shared by Cegan, spotlighting the tree planting efforts in Paraiba state using the direct sowing technique to restore a wildlife corridor.



Seed Muvuca, a mix of seeds of the native species and green fertilisers



The planting process using direct sowing technique

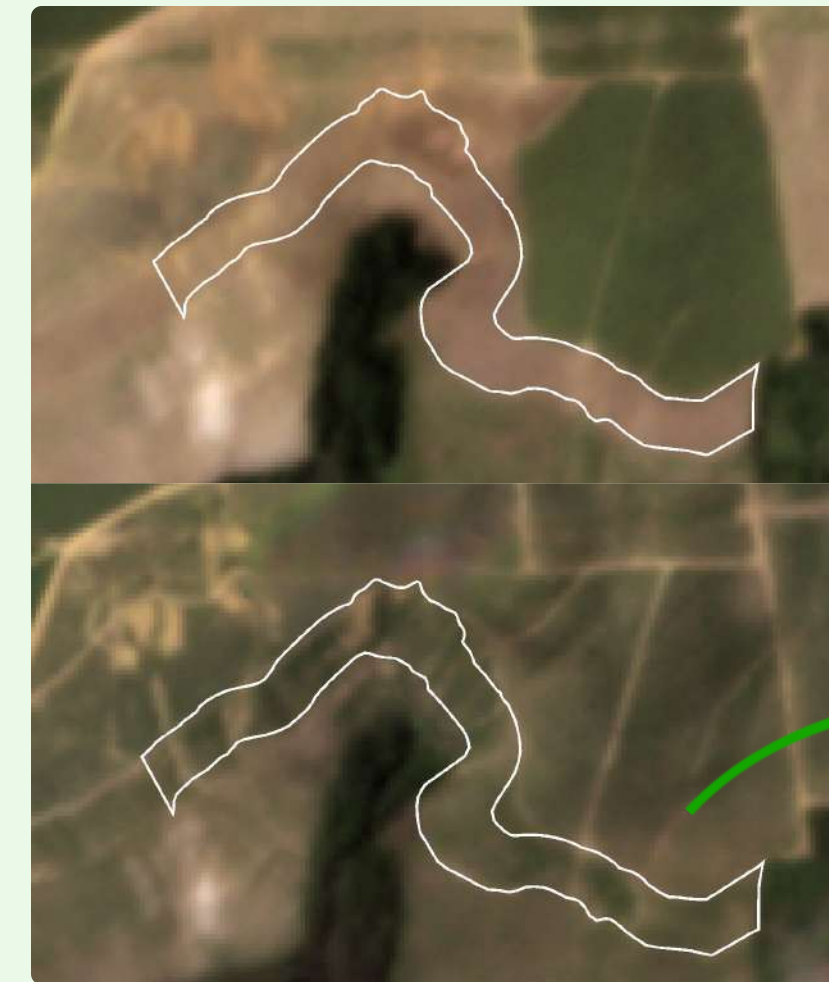


5 hectares of land were reforested and **10,000 trees** planted

## After planting

By leveraging **satellite imagery** from Restor, Google Earth, and Living Atlas, we gain insights into the progress of our tree growth. In Brazil, for instance, we observe a consistent expansion of green vegetation on the ground, signalling healthy growth of our newly planted trees.

Furthermore, our planting partners provide photos showcasing the development of the trees, allowing us to monitor their growth.



Seedling growth August 2023-January 2024

We are excited to see our trees grow even more, capturing even more CO2 and providing countless environmental benefits to local wildlife. We are keeping a close watch on our progress with the assistance of local planting teams and independent data sources, ensuring that our trees continue to thrive.

RESTOR



# Tree growth gallery

## Siung, Indonesia

Our Indonesian partner has been committed to mangrove reforestation. These images show the growth at our Siung site, in Lombok.



## Gulemakeda, Ethiopia

This effort by our women-led, local team helped transform a dry river into a functional waterway with a fruit tree orchard, complemented by a small dam for irrigation.



## Norfolk, United Kingdom

Once an agricultural field, it is now a reforestation project! These trees will provide many benefits, from soil recovery to promoting wildlife.



*allbirds*

wagamama



The Economist

Deloitte.

1,000+ partners  
making a difference

sanofi



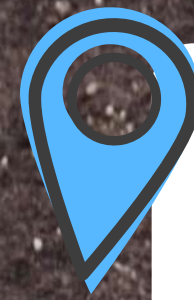
Ministry of Justice

Wild

L'ORÉAL

L'OCCITANE  
EN PROVENCE





## Treeapp x Brighton & Hove Albion F.C. in Ecuador

We're thrilled to be helping Brighton & Hove Albion with their tree-planting scheme. Their MyAlbion+ members were given the opportunity to choose to plant 5 trees instead of receiving their membership goodie pack. This has resulted in over 19,000 trees being planted in a deforested region in Ecuador, restoring natural habitats for many endangered bird species.



“Working with Treeapp has enabled our fans to make a meaningful contribution to global biodiversity and community development. There are lots of important considerations with a tree planting project and Treeapp’s expertise has ensured that the project not only benefits local wildlife but also has a positive impact on education and economic development in a community represented in our playing squad.”

**Tom Harris**  
Sustainability Manager, Brighton & Hove Albion

# They've helped us plant trees!

**We host tree planting events for our partners.  
Join us with your team to help us plant trees!**

Experienced foresters lead the activities, teaching the basics of tree planting and ecological benefits, while always prioritising safety. These experiences showed the attendees the importance of tree planting, as well as the practical skills needed to successfully carry it out.



“Generally I thought the day was excellent, really well organised from start to finish and definitely felt like we had a super productive day.”



“Really great day which puts the large number of trees we have supported into context - the trees really make a difference to a landscape and environment.”



“I think you smashed it. I got everything I wanted to get out of the day. Thank you!”



“Very wholesome day. Great to spend time with other work colleagues outside of the office and help the environment.”

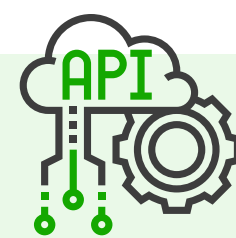


# Business innovations

Thousands of businesses make an impact with our online tools - and so can you!

- Get access to your business dashboard and watch your impact grow.
- Meaningful impact statistics, assets from our planting sites, and a host of other features will make your sustainability journey with us even easier.
- Choose a plan now or decide later, it's free to create an account.

## Tree planting API



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

## Tree counter widget



A visual way for you to demonstrate your commitment to the environment. Easily installed anywhere on your website.

## No-code integration

Integrate tree planting into your business in just a few clicks with 5,000+ services & systems (e.g. Stripe, Mailchimp, PayPal, Salesforce, etc.)



## honest

“Treeapp provides us with expert knowledge, access to vast global tree planting projects plus their **unique API solution** that enables us to work with them as efficiently and accurately as possible.

Working with Treeapp gives us great peace of mind that our tree planting efforts are being handled with care and in conjunction with amazing global projects. **We couldn't have asked for a better tree planting partner**, and we look forward to continuing our work with them in the future.”

**Fiona Egan**  
Head of People & Impact at Honest Mobile



## ECOSEND

“Thanks to Treeapp's APIs we're able to **fund reforestation, plant trees, and change lives** every time our customers send emails with us. Not only this, but we can report on the impact we're having, helping to educate and inspire our growing customer base all around the world.

We're excited to build further on our partnership with Treeapp over the next year to continue to **raise the bar for climate conscious software** and digital experiences.”

**James Gill**  
Founder at EcoSend

## Geo Green Power

“We're delighted about our partnership with Treeapp! Their platform has been a **game-changer** for our Corporate Social Responsibility (CSR) initiatives, and we're thrilled with how it's enhancing our website.”

**Michael Oxley**  
Marketing manager at Geo Green Power



# What our users say



Reviews 1,337 • Excellent  
★★★★★ 4.9  
✓ VERIFIED COMPANY

“Inspirational...

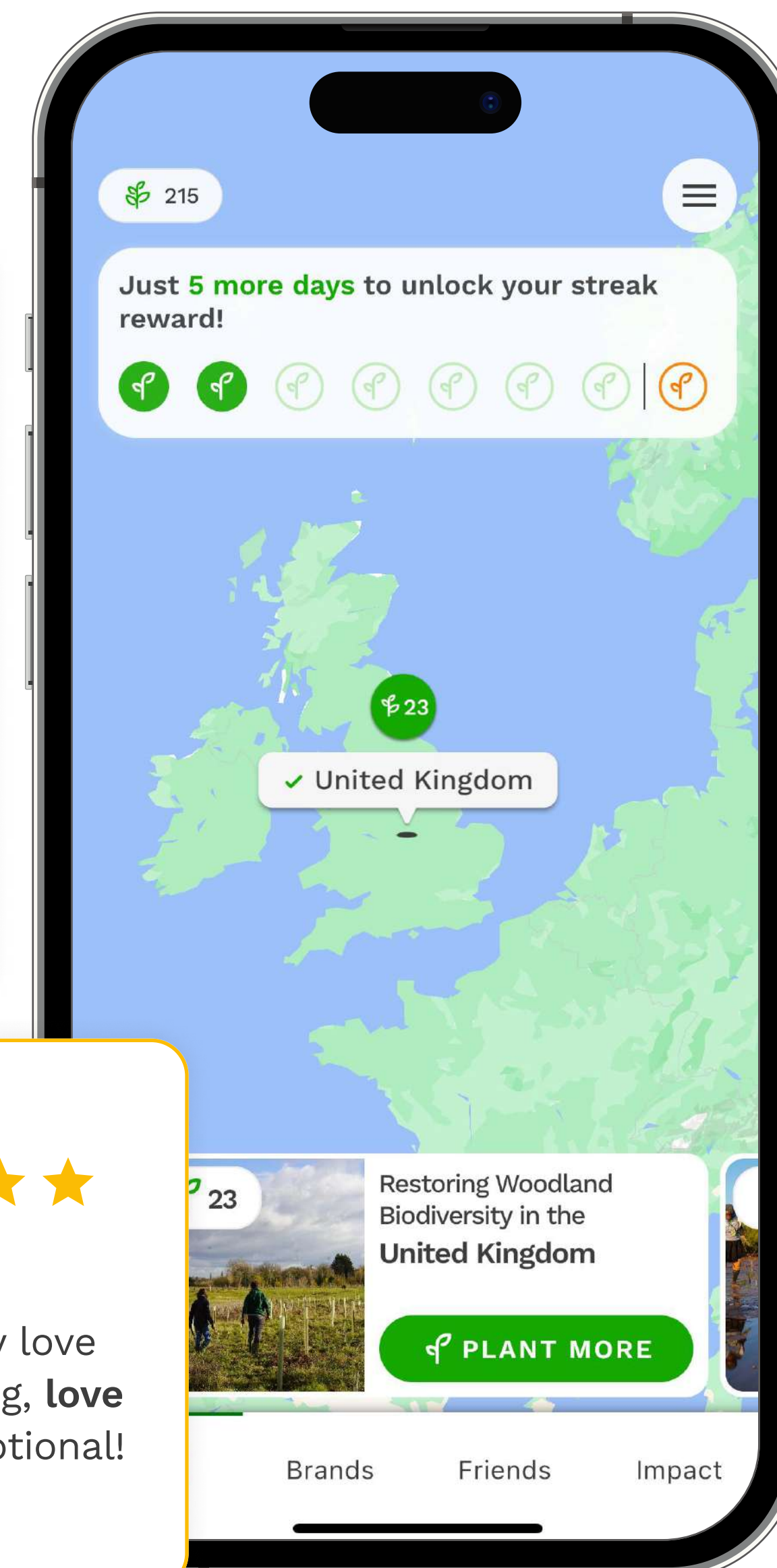
...the projects they are helping towards are sincerely inspirational and it is **heartwarming** to see photos of various tree projects clearly **making a tangible difference** to the various people who work in these tree nurseries.”



## Treeapp

★★★★★ 4.9 • 3.6K Ratings

“**Brilliant app and features.** Great app, super clear and easy to use with details on projects and the inbuilt advertising has (unusually) been really useful to help replace some consumer products around the house with more eco friendly quality alternatives.”



## Treeapp

4.9 ★★★★★



## Google Play

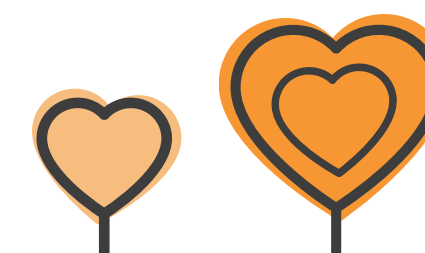
4.7★  
2K reviews

50K+  
Downloads



“One of my favourite apps! **Such a beautiful habit and use of a mobile phone.** Really love everything about it. You can choose which project to support, aesthetically pleasing, **love the streak feature** which increases motivation even more and the support is exceptional! Thank you!”

# Our highlights



Being the official tree planting partner for The Economist Impact: Countdown to COP28



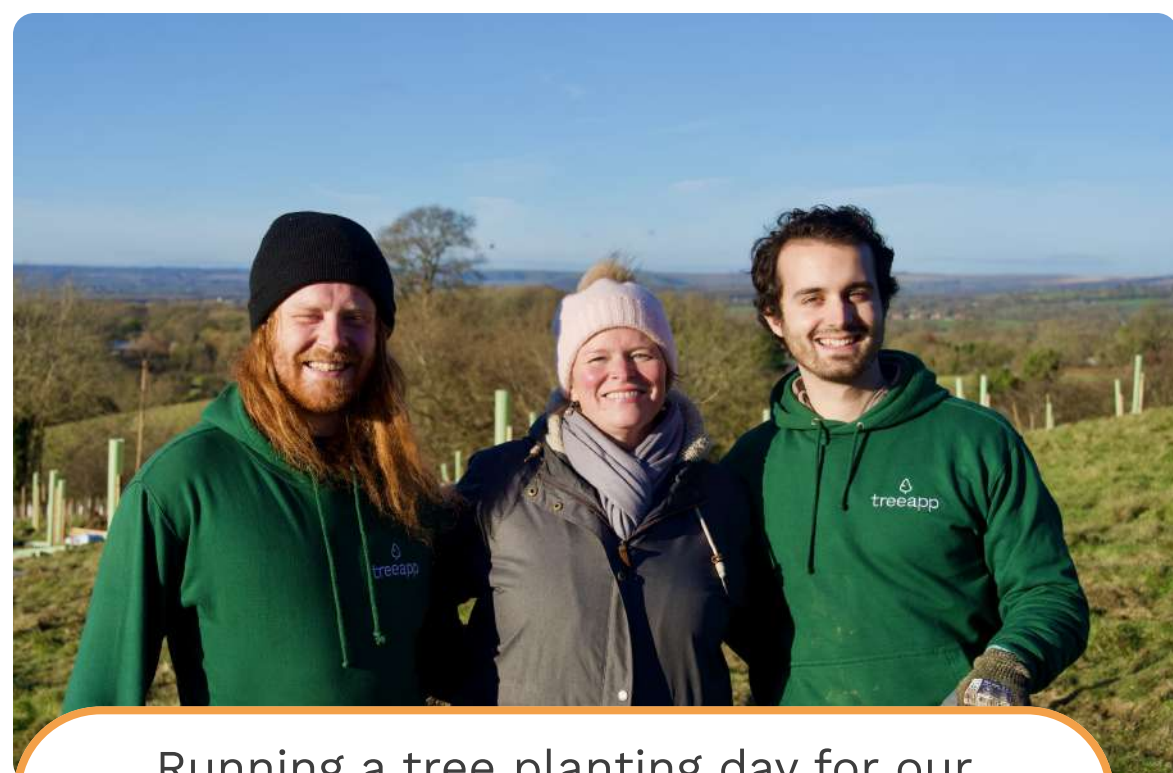
Treeapp team planting day in Northampton, UK



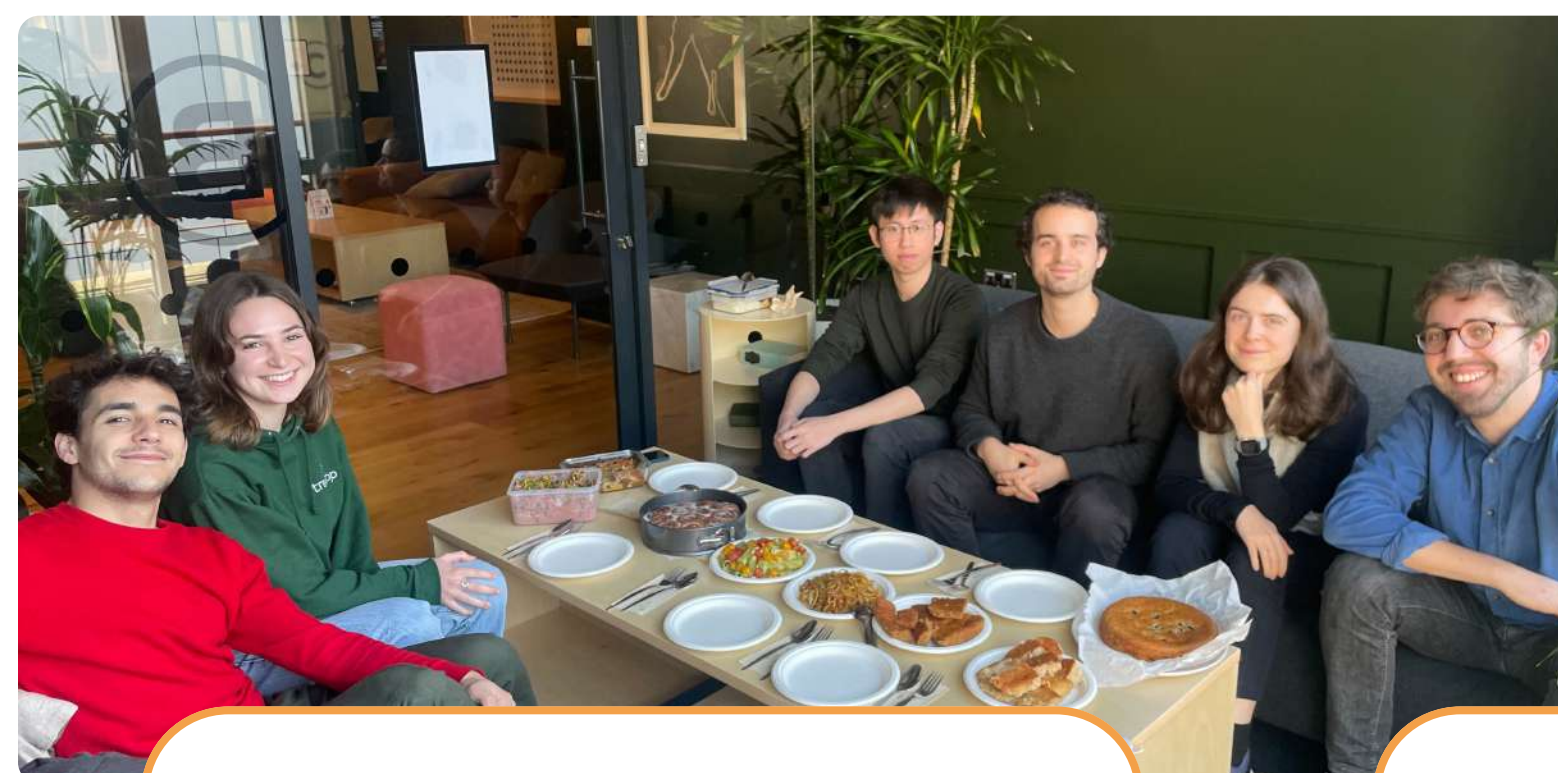
International Treeapp team members joined us in the London office



Being the official tree planting partner for The Economist Impact: Sustainability Week



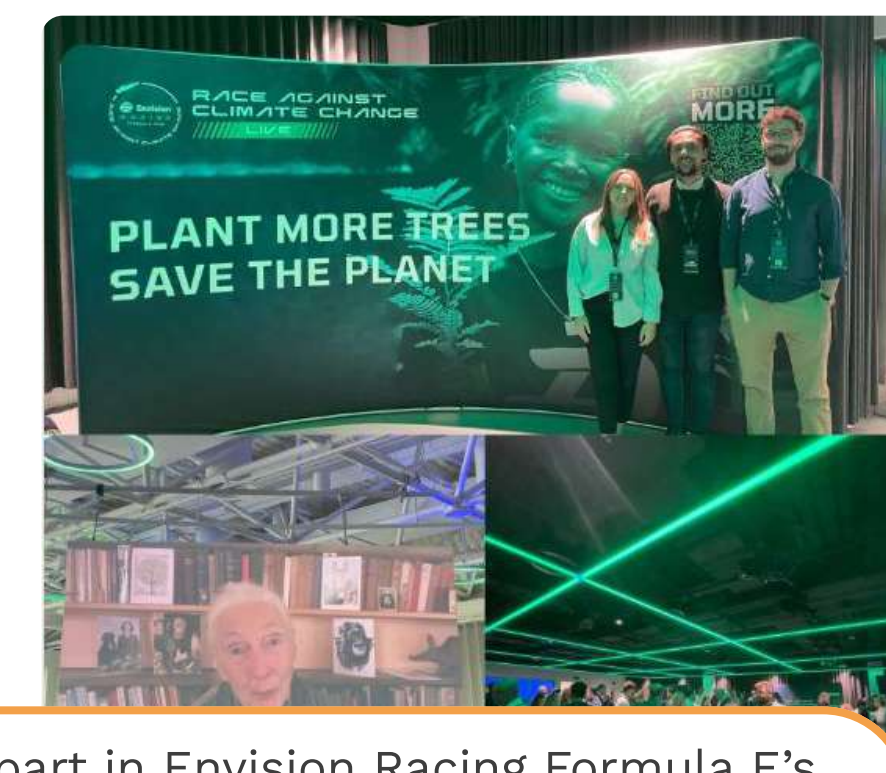
Running a tree planting day for our corporate partners in Dorset, UK



Sharing amazing food for Veganuary



Celebrating B Corp Month!



Taking part in Envision Racing Formula E's Race Against Climate Change event

# Achievements of the year

400  1,000+

## Brand partners

Treeapp has achieved remarkable growth, expanding our brand partnerships to 1,000+ in under a year!

## Notable recent partnerships

*allbirds*

 **OVO** energy

**ODDBOX**

**wren**  
KITCHENS

klaviyo

wagamama

## Certifications and achievements



Treeapp became an approved **environmental partner** of 1% for the Planet!



Treeapp won **The Trillion Trees: Restoration at Scale** Challenge, recognised by Uplink, World Economic Forum.



**United Nations**  
Global Compact

Treeapp joined the United Nations Global Compact, **the world's largest** corporate sustainability initiative.



Treeapp was selected to be a part of the **Grow London Cohort** by London & Partners! This programme is endorsed by the Mayor of London.

# Exciting goals for the next 12 months

Last year, we wanted to...



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



**Plant over 4 million trees**



**Launch new features for partners**

This year...



**Expand our planting across Europe**

Due to increasing demand, we are looking forward to launch our planting services across more European locations.



**Enhance our remote sensing tools**

We are constantly looking to enhance our due diligence. To get better visibility and control of all the planting sites, even the most remote ones, we're exploring different new remote sensing tools that will help towards that goal.



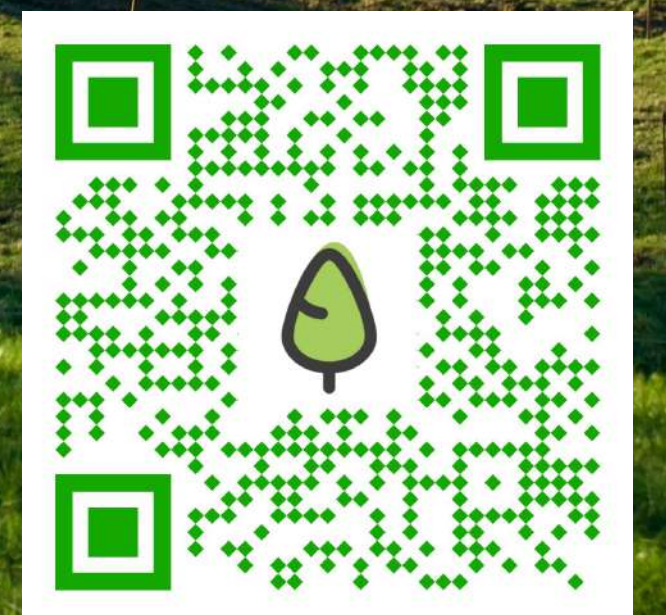
**Launch new exciting app features**

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!



# treeapp

Contact us here!



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

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