treeapp

Impact Report 2025

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1% FOR THE PLANET – ENVIRONMENTAL PARTNER –

Social Enterprise UK

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UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

Contents

A word from our founders

As we step into 2025, the urgency of **our mission has never been clearer.** The world continues to grapple with the far-reaching impacts of climate change, including record-breaking heatwaves, devastating wildfires, rising sea levels, prolonged droughts, loss of biodiversity, and increasingly severe extreme weather events. All stark reminders of the accelerating climate crisis happening right in front of us. Forests are disappearing at alarming rates, leaving vulnerable communities even more exposed to environmental and economic instability. The urgency for bold climate action is higher than ever.

In the face of these challenges, we are incredibly proud of what we achieved over the last year. We reached a major milestone - planting over 5 million trees and expanded our impact across 20 countries, **restoring vital ecosystems** and **supporting local communities** worldwide. We also launched our location selector, giving our corporate partners the power to choose exactly where their trees are planted, further personalising and strengthening their connection to global reforestation efforts. Additionally, we joined forces with the **UN Decade on Ecosystem Restoration,** reinforcing our commitment to large-scale environmental recovery.

This year, we're excited to take our mission even further by expanding our app and our reforestation efforts into France. Our priority remains the long-term success of every project, ensuring the **highest possible tree survivability and ecosystem impact**. We're committed to scaling our impact, planting millions more trees in the regions that need them most, and accelerating progress in the global fight against climate change.

Our journey is far from over, and we're incredibly grateful to everyone who's been part of this movement. From our app users who support tree planting daily by simply watching an ad, to our business partners who have integrated reforestation into their operations - your contributions make a real difference. Together, we will continue **restoring forests, protecting biodiversity, and building a more resilient planet** for generations to come. Let's make 2025 a year of bold action and meaningful impact.

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

The triple planetary crisis

The Triple Planetary Crisis brings together three connected environmental challenges, all requiring urgent action from us all.

Climate Change

HEAT WAVES AND DROUGHTS

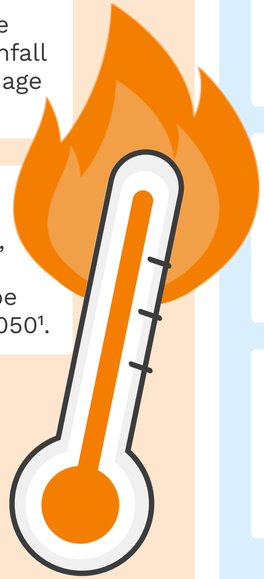
Heatwaves occur more frequently with climate change. Higher temperatures and a lack of rainfall creates risks to human health, as well as damage to local environments.

DECREASED CROP YIELDS

Higher temperatures lead to lower crop yields, due to suboptimal growing conditions. It is estimated that global food production could be reduced by 3-12% due to climate change by 2050[1].

HIGHER RATES OF FLOODING

Climate change leads to more frequent extreme weather events, which can bring increased floods and storms across the world.



HOW CAN TREES HELP?

Trees, through the photosynthesis process, absorb carbon dioxide, making them a powerful and natural method of sequestrating carbon dioxide from the atmosphere, slowing the effects of climate change.

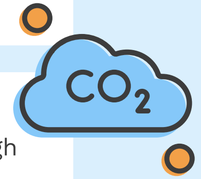
Pollution

AIR POLLUTION

Activities such as burning fossil fuels, wildfires and driving cars can release air pollution into the atmosphere.

OCEAN POLLUTION

Our oceans are becoming contaminated by waste products, plastics, chemicals, and agricultural run-off. An estimated 11 million metric tonnes of plastic waste enters the ocean each year[2].



SOIL POLLUTION

When land has become contaminated through industrial activities the soil is less able to support their natural ecosystems, due to chemical imbalances.

HOW CAN TREES HELP?

Trees can fight air pollution by capturing harmful pollutants on their leaves. They are able to reduce soil erosion and off-run of pollutants, and trigger the breakdown of organic matter.

Biodiversity Loss

SPECIES EXTINCTION

Species extinction is accelerated by a number of human-driven factors, including exploitation from hunting and habitat destruction. It is estimated that 1 million animal and plant species are currently at risk of extinction[3].

HABITAT DESTRUCTION

Habitat destruction results in an inability to support the species that live there. Habitat destruction is a major driver of biodiversity loss, as it reduces the availability of food, shelter, and breeding grounds for wildlife.

INVASIVE SPECIES

Invasive species outcompete native species for resources, leading to a decline in natural biodiversity. This process is accelerated through introduction of non-native species into different biomes.

HOW CAN TREES HELP?

Planting a diverse mixture of tree species not only increases biodiversity through planting, but fosters healthier habitats, providing a space for birds, mammals and funghi to thrive!

1. Global vulnerability of crop yields to climate change, Wing et al. 2021
2. From Pollution to Solution: A global assessment of marine litter and plastic pollution., UNEP, 2021
3. Global Assessment Report on Biodiversity and Ecosystem Services, UN IPBES, 2019

Our impact in numbers...

5,500,000 TREES PLANTED

20
countries supported

≈400 species planted

599,500
tonnes CO_2 absorbed*

≈897,455 return flights London-New York

55,000
workdays created

For local communities and farmers

*Academic researchers have studied the tree species planted across these sites and provided a conservative estimate of the carbon the trees will absorb over their lifetime, both above and below ground. This estimate accounts for factors such as species variation, survival rates, biomass, and carbon absorption capacities.

Planting across the world

United Kingdom

Germany

France

Spain

Greece

Nepal

United States

Haiti

Guinea

UAE

Ethiopia

Kenya

Tanzania

Indonesia

Brazil

Ecuador

Peru

Burundi

Madagascar

Mozambique

Aligning our projects with the UN SDGs

Each of our planting projects is carefully selected to align with specific **UN Sustainable Development Goals (SDGs)** and to tackle the unique environmental and social challenges of its location. Here are a few examples of the SDGs our projects support:

1 NO POVERTY

Ethiopia

Reducing poverty rates

The local tree nurseries employ community members, offering stable income and reducing poverty.

5 GENDER EQUALITY

Nepal

Job security for women

The planting sites in Nepal are managed by women who lead teams of 50+ planters.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

Burundi

Plastic-free tree nursery management

Seedling bags are made from banana peels in order to establish plastic-free tree nurseries.

15 LIFE ON LAND

USA

Revitalising degraded forest

Our planting supports ecosystem restoration, boosting biodiversity and aiding recovery from disease.

2 ZERO HUNGER

Kenya

Planting fruit trees

We plant fruit trees like avocado, tomato, and orange, providing local communities with sustainable produce.

6 CLEAN WATER AND SANITATION

Spain

Addressing water scarcity

By planting in a drought-prone region, the trees' roots encourage water retention within the soil.

13 CLIMATE ACTION

Madagascar

Mitigating climate change

As well as reducing highly-pollutant wildfires, planting mangroves and other species will increase carbon absorption.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS

Haiti

Collective action

In the midst of economic and political conflict, tree planting offers opportunities for collective action to improve social and ecological welfare.

4 QUALITY EDUCATION

Indonesia

Supporting studies

Our work provides opportunities for local primary schools to learn about reforestation.

8 DECENT WORK AND ECONOMIC GROWTH

Peru

Income for present and future generations.

Sustainable agriculture and ecotourism create long-term income opportunities.

14 LIFE BELOW WATER

Mozambique

Supporting river deltas

Mangrove planting in Mozambique enhances local marine habitats and supports native fish species.

17 PARTNERSHIPS FOR THE GOALS

Ecuador

Uniting for conservation

We work with local NGOs, conservation groups, education groups and community organisations to carry out our tree planting.

Planting site in Athens, Greece

As climate change intensifies, Greece faces growing threats from extreme weather events like **droughts and wildfires**. The 2023 wildfires in Attica highlighted the devastating impact these disasters have on ecosystems, destroying not only forests but also a wide range of native plant life.

Treeapp's planting is located just outside Athens in Paiania, on a former dumping ground now being transformed into a thriving green space. In partnership with local NGOs, volunteers, and businesses, an approximate **10ha of land** will be reforested by the local planting teams. This effort will **improve soil health and soil fertility**, a crucial step in combating desertification.

By planting **climate-resilient trees** such as Carob and Cypress, which are more resistant to fire, we're helping to strengthen the landscape against future environmental challenges. This initiative marks a critical step in revitalising Greece's natural forests and building climate resilience from the ground up.

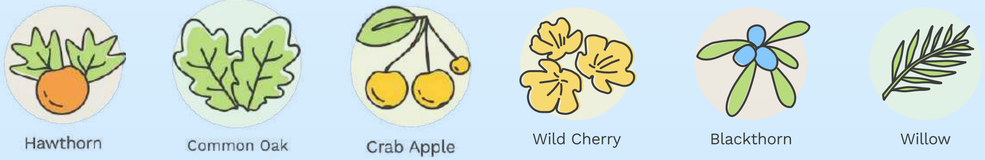
Planting in the United Kingdom

Treeapp plants across **30+ planting sites** in the UK, aligning each project with SDGs!

The UK has a vast range of ecosystems, from the towering Scottish Highlands to the leafy woodlands of England, home to species like the lapwing and hedgehog. The UK has lost up to 70% of its ancient woodlands[1], which is devastating for native wildlife habitats and long-term carbon stores.

Our planting aims to restore woodland in the UK, with a focus on boosting biodiversity, creating wildlife corridors, and reducing habitat fragmentation. We plant a diverse mix of native and non-invasive species, with each species chosen based on an in-depth site environmental analysis.

20+ native and non-invasive species were planted:



1. State of the UK's Woods and Trees, The Woodland Trust, 2021

Planting in West Sussex

Working with **charities** in the UK

“Southdown Way Caravan and Camping Park is run by The Sussex Lantern, ***a charity dedicated to supporting rehabilitation and individuals with disabilities****. The campsite plays an important role in this mission, offering people with disabilities the chance to enjoy the outdoors and learn about the value of biodiversity in the UK.*

Thanks to Treeapp's support, we’ve been able to plant hedgerows that not only enhance privacy for those who need it but also ***attract more wildlife and bird species to the site****. Working with the Treeapp team has been an absolute pleasure. The process has been* ***smooth, insightful, and efficient.*** *We couldn’t have achieved the level of privacy we now offer without their help.”*

Gloria Hill, Land Owner

Ensuring transparency: preparing

We ensure transparency from the very beginning, starting with site **preparation** and **planning.**

Site assessment

COMPREHENSIVE SITE ASSESSMENT

Our local planting teams conduct a thorough evaluation of each planting site to assess its natural regeneration potential. This helps us determine the most effective reforestation strategies, ensuring maximum ecological impact and long-term sustainability.

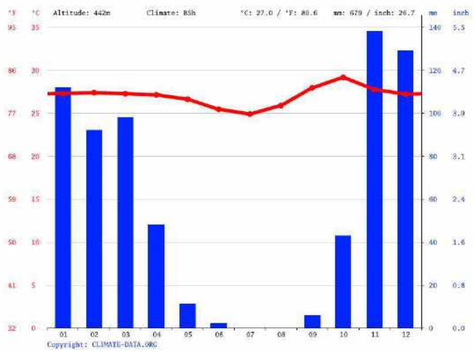
REMOTE & AERIAL MONITORING

Our local planting teams often provide drone imagery, offering a bird's-eye view of the reforestation areas. This allows us to accurately assess the planting site size, monitor changes over time, and track restoration progress.

GATHERING ECOLOGICAL DATA

We gather critical ecological data to inform our restoration plans. This can include precipitation and rainfall patterns, soil analysis, slope gradient, erosion risk and wind velocity, to ensure optimal growing conditions.

Aerial footage - Paraiba, Brazil, Apr. 2024



Monthly precipitation averages across the Bom Jesus de Lapa region, Brazil[1]

Nursery and site preparation

THE LOCAL TEAM ROLE PRE-PLANTING

Before planting begins, local teams create the right conditions for healthy tree growth by preparing the soil and managing invasive species. Planting areas are then carefully marked out to ensure optimal spacing and ecosystem balance. Works include:

- Collecting native seeds for planting and propagation
- Preparing seedbeds and dig planting holes
- Growing strong saplings in controlled conditions before replanting in the field

1. Monthly precipitation averages across the Bom Jesus de Lapa region, Brazil

Ensuring transparency: planting

The local team then carries out planting operations to **maximise tree survival** and **long-term project success.**

Tailored Methods & Science-Backed Strategies

SCIENCE-BACKED TREE PLANTING STRATEGIES

We combine ecological expertise with local knowledge to ensure long-term success. Careful planning, like optimising tree spacing and density prevents overcrowding, promotes healthy growth, and improves overall forest resilience.

TAILORED APPROACHES FOR EACH ECOSYSTEM

We tailor our reforestation methods to suit different landscapes, ensuring effective and resilient forest recovery:

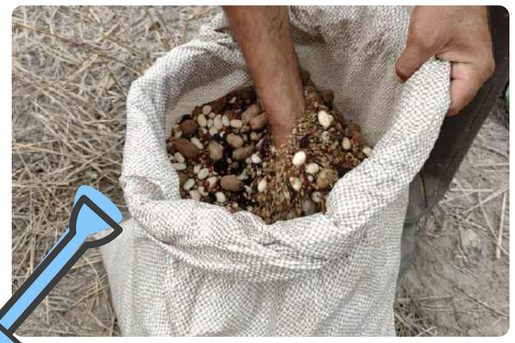
Sapling planting: Planting young trees in degraded areas.

Direct sowing: Planting seeds directly into the soil to support natural regeneration

Mangrove restoration: Planting propagules in coastal mudflats to rebuild vital mangrove ecosystems.

Assisted natural regeneration: Supporting and accelerating the natural recovery of forests.

Mangrove propagules being sorted for planting in Haiti - Nov. 2024



The Muvuca being prepared for direct sowing in Brazil - Nov. 2024

Logistics and community involvement

THE LOCAL TEAM ROLE PRE-PLANTING

Transporting seedlings from nurseries to planting sites – using vehicles or manual carrying to ensure the seedlings arrive in optimal condition for transplantation.

Local community engagement – training local communities to carry out planting activities, equipping them with the skills needed to plant and maintain trees, while also generating economic benefits. For example, in Indonesia, school children have the chance to learn about agroecology!

Ensuring transparency: monitoring

Ongoing **monitoring and maintenance** are essential for ensuring the long-term success of our reforestation efforts.

Satellite analysis & remote monitoring

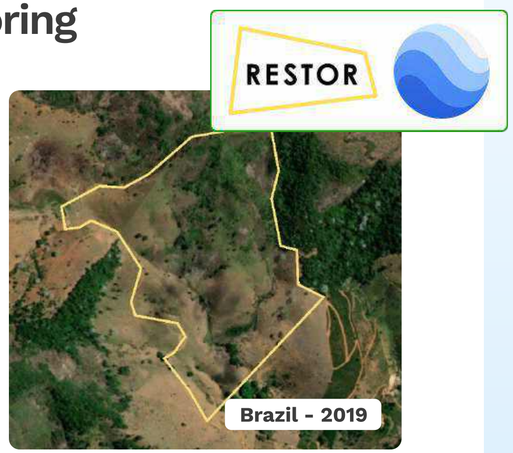
In the early years, when young trees and seedlings are most vulnerable, monitoring and maintenance are essential. Using satellite imagery, on-the-ground assessments, and community involvement, we closely track growth and address potential threats to forest regeneration.

SATELLITE IMAGERY

We leverage advanced satellite imagery and mapping tools, like Restor and Google Earth, to assess reforestation progress, track ecosystem recovery and vegetation expansion over time.

COMPREHENSIVE REPORTING

The local planting teams share regular photo updates and planting reports which will include survival rates, species analysis, wildlife spotted in the area, allowing us to monitor tree development and detect any issues.



Active maintenance and tree care

MAINTENANCE TECHNIQUES

Vegetation control: using manual clearing methods and machinery to remove fast-growing grasses and weeds, reducing competition for nutrients and water.

Seedling replacement & Care: replacing underperforming or dead saplings, applying fertilisers, and ensuring adequate water supply, particularly during dry seasons.

Degradation & pest management: regular assessments for threats such as: invasive species that hinder native tree growth and human disturbances like illegal logging, land use conflicts, or accidental damage.

Tree growth gallery

Jodhipur, Nepal

The Nepalese planting team has been committed to reforesting the bank of the Babai river. These images show the growth at our Jodhipur site.

14 LIFE BELOW WATER
13 CLIMATE ACTION
15 LIFE ON LAND

Ile a Vache, Haiti

Planting mangrove trees along the coastlines protects low-lying areas from storms. They also provide crucial habitats for wildlife and sequester significant amounts of carbon.

1 NO POVERTY
16 PEACE, JUSTICE AND STRONG INSTITUTIONS
2 ZERO HUNGER

Kent, United Kingdom

Planting a dense, mixed-species hedgerow creates a welcome habitat for birds and small mammals as well as providing shelter from the wind.

6 CLEAN WATER AND SANITATION
13 CLIMATE ACTION
15 LIFE ON LAND

Heroes on the ground

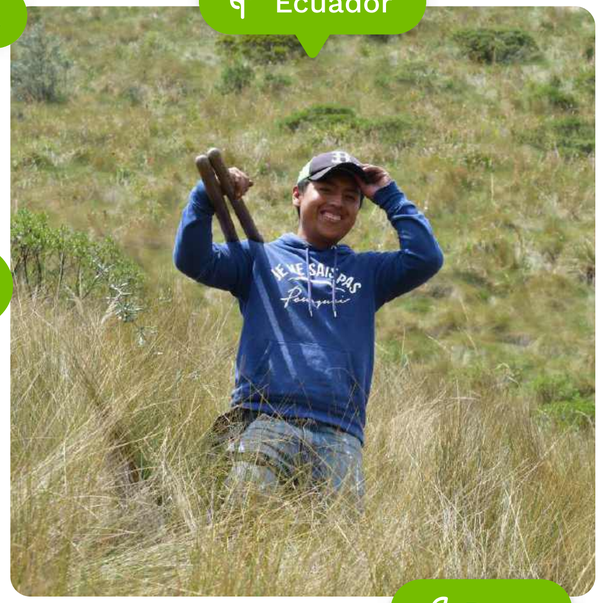
Ecuador

Burundi

Haiti

Tanzania

Ecuador



Indonesia

Brazil

Madagascar

Nepal

Guinea

Mozambique

Peru

Some local partners

1,500+ partners
having an impact

Tree planting for business

Businesses worldwide can make an impact with our online tools - and so can you!

Location selector

NEW FEATURE

Choose where your trees are planted and make a difference in one of 16 countries, each with unique environmental, social, and wildlife benefits.

Tree planting automation

Automatically plant a tree for every order, every employee, every user, etc. through our API or no-code integration

Track & Share Your Impact

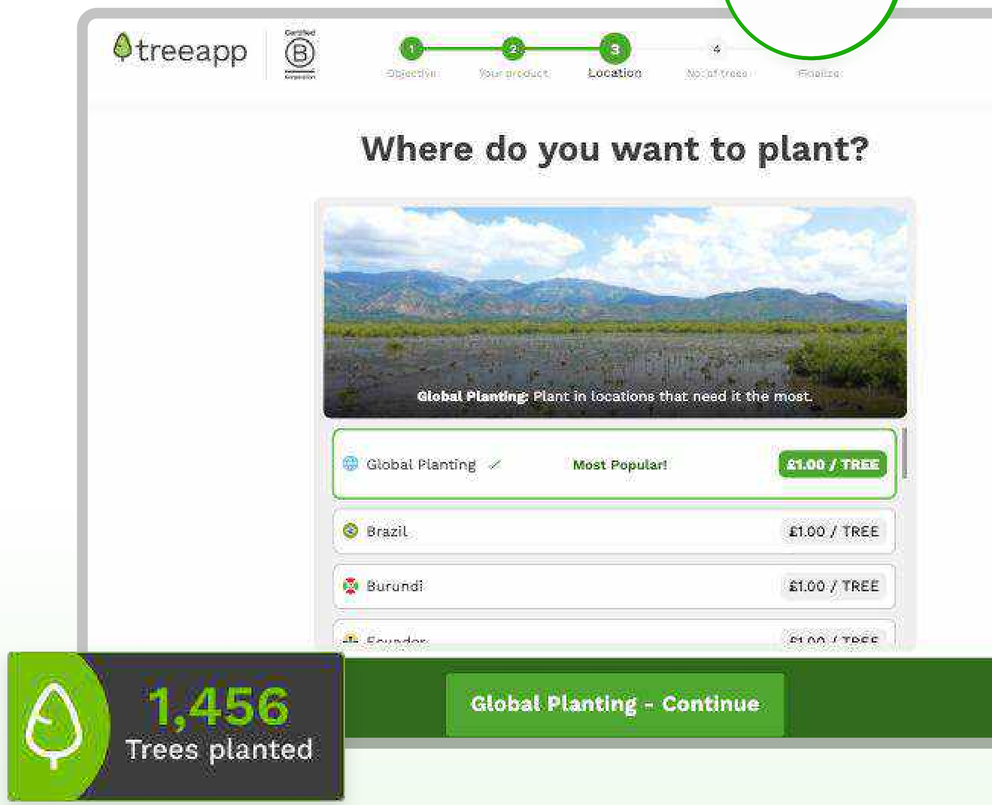
Track your impact metrics - Access number of trees planted, CO2 absorbed, workdays created and m² land reforested

Tree counter widget - A visual way for you to demonstrate your commitment to the environment, easily installed on your website.

"Planting trees with Treeapp for our wagamama team has been a tremendous success. Treeapp's efforts in ecosystem restoration perfectly align with our commitment to giving back."

John Conyers
Culture Lead, Wagamana

wagamama



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Case study: Bird & Blend Tea

Bird & Blend **plant 1 tree for every cup of tea & Tea Advent Calendar** sold in Lombok, Indonesia!

Bird & Blend's goals:

1. **Maximising Carbon Sequestration:** Mangroves are the most effective coastal ecosystem for capturing carbon on Earth, which what led Bird & Blend to chose a coastal site in Lombok, Indonesia.[1]

2. **Involve Their Customers in Climate Action:** Bird & Blend wanted every purchase to make a difference.

Results

Environmental Impact: Indonesia has seen massive mangrove loss over the years, which affects marine life and contributes to erosion and climate instability. Bird & Blend's mangroves are helping to restore this precious ecosystem, creating homes for local wildlife like mangrove crab and butterfly fish and absorbing tons of CO^2 in the process.

Economic Impact: Mangroves act as a natural barrier against coastal flooding, which means fewer homes and farms impacted by storms. They also create jobs, from nursery work to ongoing maintenance, providing income for families in the area.

*"We were inspired by Treeapp's **transparent** approach, their dedication to **local impact**, and their willingness to share the whole story, from the seedlings in the nursery to the thriving forests they become.."*

Georgina Webb
Brand Partnerships Manager at Bird & Blend

1. Blue carbon and the role of mangroves in carbon sequestration: Its mechanisms, estimation, human impacts and conservation strategies for economic incentives

In person tree planting days

A chance for our partners to make a **real difference** in person with Treeapp!

Treeapp's Tree Planting Days give partners the chance to visit our planting sites, learn essential tree planting skills, and understand the environmental benefits of reforestation. These days also offer valuable opportunities to connect with local communities and see first-hand the social impact of the trees planted.

*"The Treeapp team were very friendly and I can tell they have a **real passion for what they do**. It was a pleasure to see the real life impact of the work"*

*"I had a really enjoyable day in which I **learned, laughed** and **worked hard** at the same time. If I get the opportunity to attend again then I will."*

TRITON WATSON FARLEY & WILLIAMS ACRISURE MARKERSTUDY GROUP CAUDALÍE IDSGROUP AGILE DEVELOPMENT & INTEGRATION Luxoft A DXC Technology Company

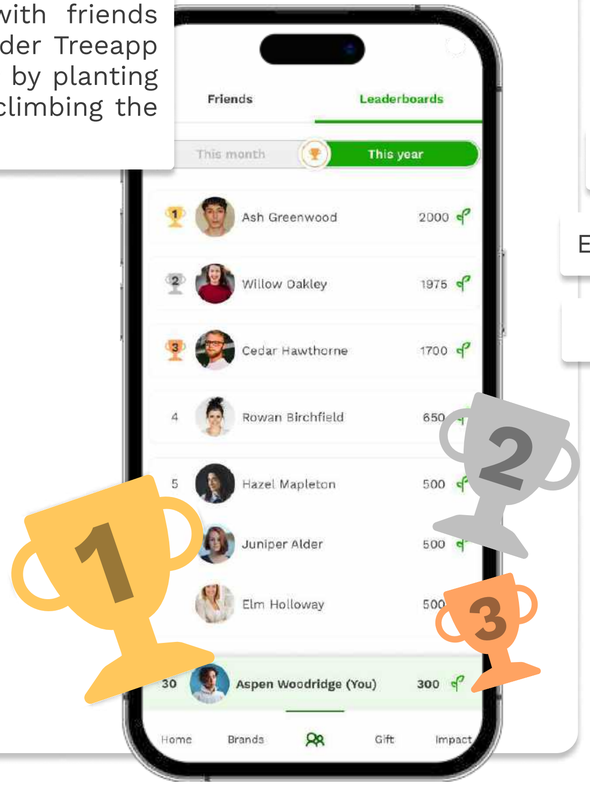
Growing our app community

Our users are the driving force behind Treeapp, and we're committed to keeping them engaged with innovative new features!

Leaderboards!

NEW FEATURE

Compete with friends and the wider Treeapp community by planting trees and climbing the ranks.



Referral incentives!

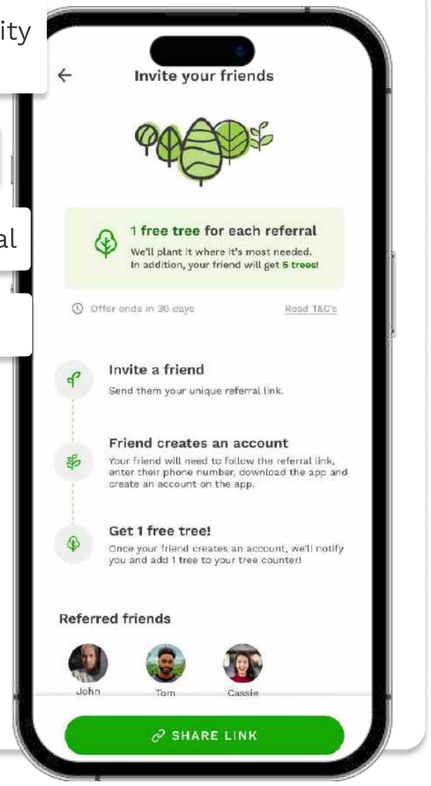
NEW FEATURE

Help grow our community and get rewarded!

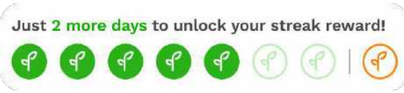
Invite friends to join Treeapp

Earn a free tree for every referral

More referals = bigger impact



Longest streak!

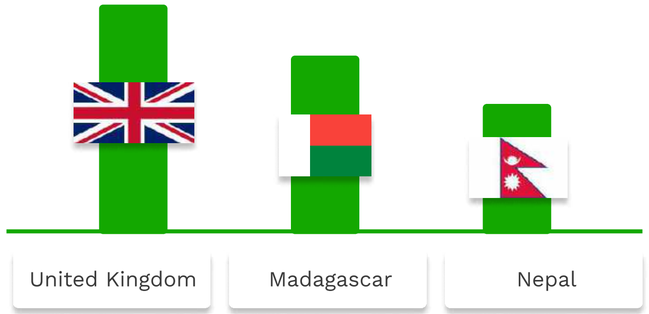


Our longest planting streak from a Treeapp user....

1,760 days!

That's over 4+ years!!!

Most loved planting locations!



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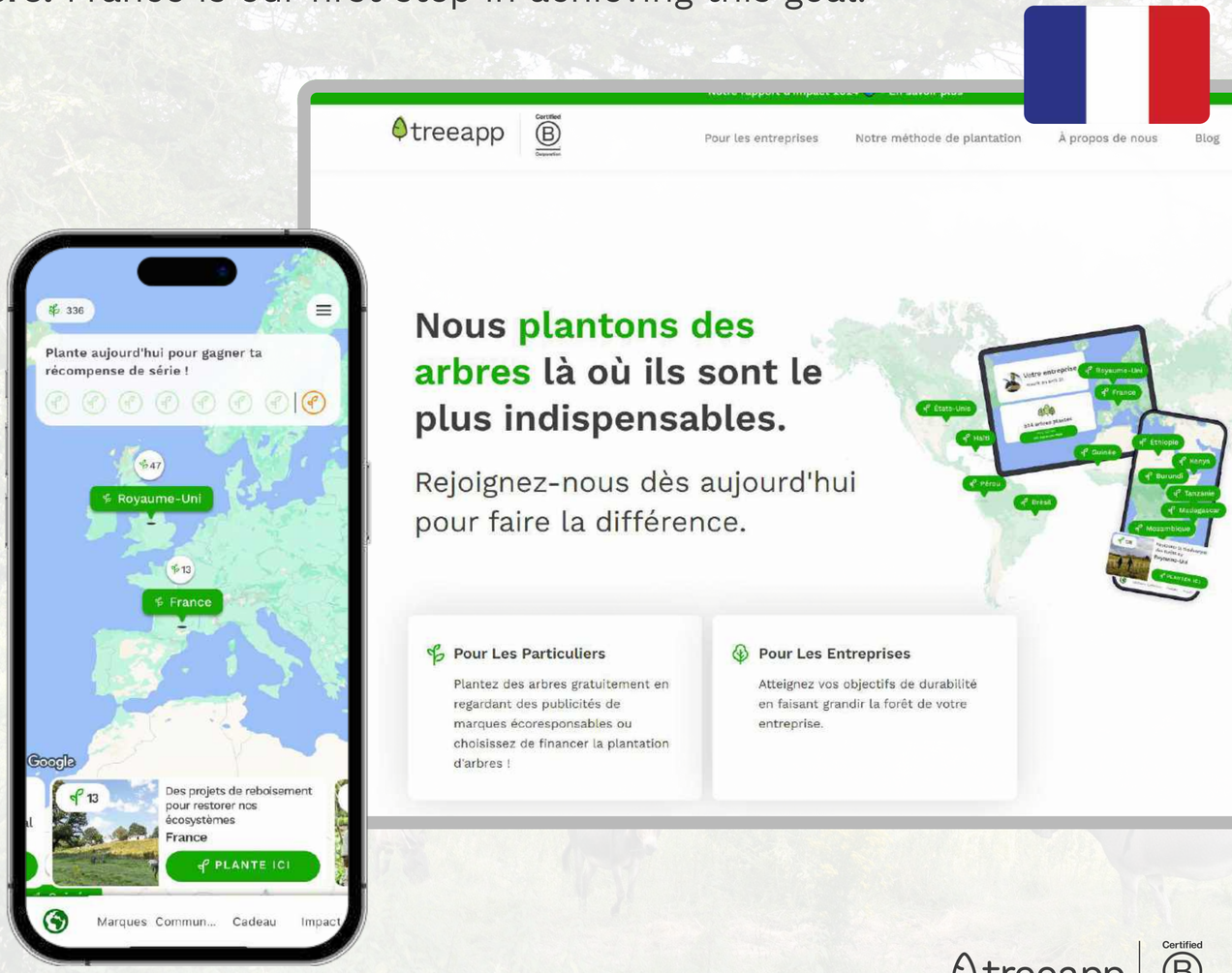
We've launched in France!

Treeapp's mission is to enable **anyone to have an impact, anywhere.** France is our first step in achieving this goal!

France is home to an incredibly rich range of ecosystems, sheltering species like the Eurasian lynx and the European otter. However, its landscapes face ongoing pressures from **habitat fragmentation, land use changes, and forest degradation** - threatening biodiversity and weakening ecosystem resilience.

We've fully **localised our website and mobile app**, making Treeapp available in the French App Store and Google Play Store! We now offer **3 planting sites** across France, ready for our B2B partners to support this season. App users can also take daily climate action by planting trees in France, helping to restore **natural habitats, strengthen biodiversity, and fight climate change.**



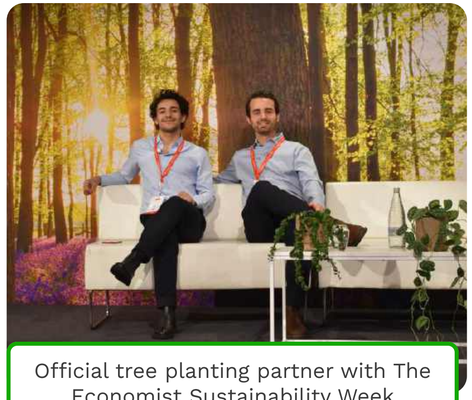
Projects in France support the following SDG's:

1. Land-system change Global deforestation leading the planet into a zone of uncertainty

Team highlights

Took over a phone booth in Covent Garden to promote Green Friday

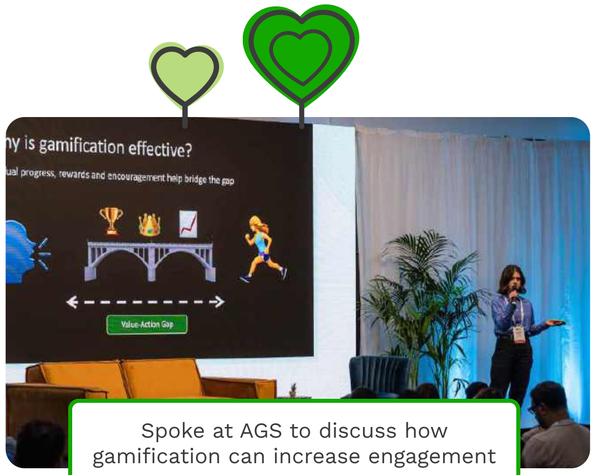
Featured in ‘Made at WeWork’ campaign & spoke at their launch event



Official tree planting partner with The Economist Sustainability Week

Hit a major milestone of 5 million trees planted!

Partnered with incredible events like Sustainability Live and Reset Connect



Spoke at AGS to discuss how gamification can increase engagement

Our UK-based Treeapp team visited Kent and planted 600+ trees in just 2 days!

Treeapp’s latest certification

UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

In 2024, Treeapp became part of the UN Decade on Ecosystem Restoration, recognising our efforts to support the recovery of ecosystems that have been degraded or destroyed. The UN Decade is a rallying call for the protection and revival of ecosystems all around the world. Only with healthy ecosystems can we enhance people’s livelihoods, counteract climate change, and stop the collapse of biodiversity.

The UN Decade runs from 2021 to 2030, which is also the deadline for the Sustainable Development Goals and the timeline scientists have identified as the last chance to prevent catastrophic climate change. Each of our projects is deliberately structured to produce environmental and social co-benefits and aligns with at least one of the UN Sustainable Development Goals (SDGs).

Exciting goals for the next 12 months

Last year, we wanted to...

- ☑ **Expand our planting across Europe**
- ☑ **Enhance our remote sensing tools**
- ☑ **Launch new exciting app features**

This year...

Expand into New European Markets

We're looking to launch Treeapp in 2 additional European countries within the next 12 months, helping us scale our environmental impact and reach new communities of users and partners.

Plant in 25+ Countries Worldwide

We're broadening our global footprint by planting in over 25 countries, ensuring our projects support diverse ecosystems and communities most affected by deforestation.

Grow Our Corporate Network to 2,000 Partners

We aim to reach 2,000 partners, enabling us to significantly scale our reforestation impact through wider collaboration and long-term sustainability commitments.

Contact us here

Write to us at hello@thetreeapp.org

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