



# treeapp

## Impact Report 2026



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# A word from our founders

As we reflect on the past year, **the urgency of climate action continues to grow.** Around the world, communities are experiencing the accelerating impacts of climate change, from record temperatures and devastating wildfires to biodiversity loss and shifting ecosystems. Forests remain one of our planet's most powerful natural allies in tackling these challenges, yet they continue to disappear at alarming rates.

Despite this, we are incredibly proud of what the Treeapp community has achieved together. This year we reached a major milestone: **7 million trees planted** across more than **20 countries worldwide.** Each tree represents a step towards restoring ecosystems, supporting biodiversity and creating fair-wage opportunities for local communities involved in our projects.

2025 also marked an exciting step in our journey as **we launched the Treeapp app in France,** bringing our mission to a new audience. Building on this momentum, in **2026 we expanded the app across Europe,** making it even easier for individuals to support global reforestation directly from their phones.

We're also proud to have successfully **recertified with B Corp,** increasing our B Impact Score to 123.8, a 22.5% increase from 101.1 in 2021, placing Treeapp well above the certification threshold and among the highest-impact B Corps globally.

While we're proud of how far we've come, our mission is only just beginning. With millions of trees already planted and many more to come, we remain **focused on scaling our impact,** restoring ecosystems where they are needed most, and making climate action accessible to everyone.

To our global community of businesses, app users, local planting teams - **thank you for being part of this journey.** Together, we are proving that collective action can restore forests, protect biodiversity, and build a more resilient planet for generations to come.



Godefroy Harito and Jules Buker  
Treeapp Co-Founders

# The power of trees: environmental impact

## **ABSORB CARBON DIOXIDE**

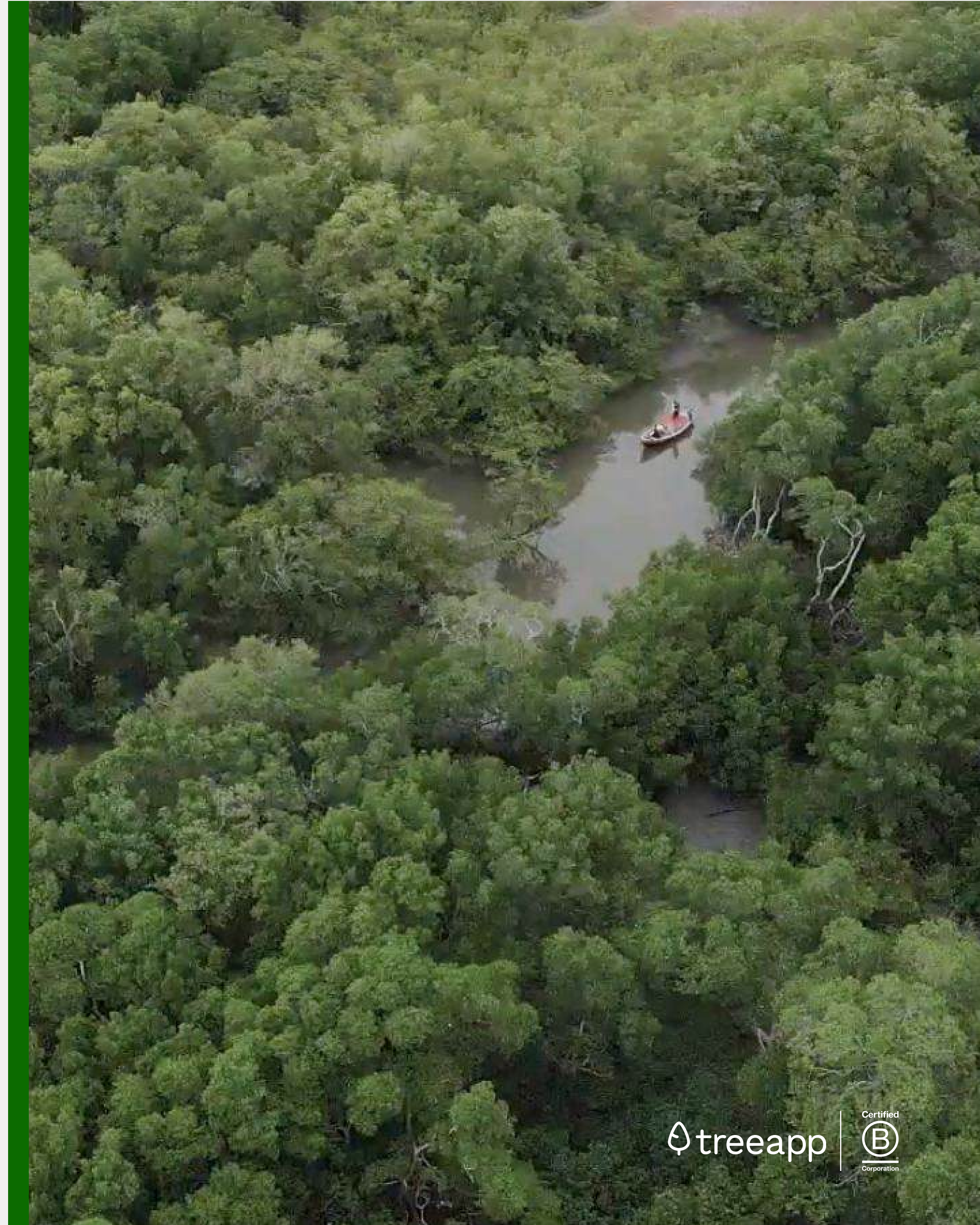
Through photosynthesis, trees absorb carbon dioxide and emit oxygen, playing a vital role in mitigating the impacts of climate change. On average, a tree can absorb 109kg of CO<sub>2</sub> over its lifetime - and at scale, reforestation represents one of the most cost-effective natural climate solutions available. As global temperatures continue to rise, the carbon sequestration potential of trees has never been more critical.

## **STABILISE AND REHABILITATE SOIL**

Trees are a powerful agent for soil restoration, increasing microbial activity, fixing essential nutrients, and encouraging the decomposition of organic matter back into the ground. Healthy soil is the foundation of food security and resilient ecosystems - and tree planting is one of the most effective ways to reverse the damage caused by erosion and land degradation. Over time, this creates the conditions for long-term agricultural and ecological recovery.

## **BOOSTS BIODIVERSITY**

Planting a diverse range of tree species creates thriving habitats where wildlife can feed and shelter. Mixed and varied forests provide structural diversity that attracts a greater range of species - from insects and birds to larger mammals. In a world facing an unprecedented biodiversity crisis, every tree planted is a step towards restoring the natural ecosystems our planet depends on.





# The power of trees: social impact

## **PROMOTE SUSTAINABLE COMMUNITIES**

Tree planting strengthens communities by creating shared stewardship, local participation, and community-led restoration. Beyond environmental gains, reforestation improves social and economic conditions through better access to knowledge, skills, and opportunities. By working with local planting teams, our projects build more resilient, inclusive and sustainable communities worldwide.

## **ENCOURAGE EDUCATION**

Trees turn restoration into a hands-on learning opportunity, helping all ages understand ecosystems, climate action and conservation in practice. From Lombok primary schools supporting mangrove education, to building Forest Schools in the UK and university research, this practical approach strengthens environmental awareness and future community skills.

## **REPRESENT INDIGENOUS KNOWLEDGE**

Working with Indigenous communities ensures tree planting reflects local knowledge, traditional stewardship and community-led restoration. This boosts community support, legitimacy for marginalised groups and environmental outcomes. In mangrove and forest projects, Indigenous knowledge links ecological work to lived experience, cultural continuity and sustainable land management.

# The power of trees: economic impact

## DIVERSIFY FARMERS' INCOME

Integrating tree planting into arable land improves soil health, increases crop yield and provides shelter for surrounding crops - directly boosting the incomes of the local farmers we work with. A key part of our approach is strategic planting of fruit and nut trees, which provide communities with harvestable produce that can be sold at local markets, creating a reliable and self-sustaining source of income.

## PROVIDE JOBS AND SUPPORT FOR WOMEN

Treeapp has created over 70,000 workdays across our global planting sites, providing sustainable employment across tree nursery preparation, planting activities and post-planting monitoring. Many of our projects place women at the heart of operations; in Nepal and Ethiopia, trained women lead teams of 50+ planters, receiving both business and conservation training alongside a reliable income.

## PROVIDE ECOSYSTEM SERVICES

Trees provide a wide range of ecosystem services - from clean air and flood protection to improved soil quality and food security - with a direct and measurable impact on the communities living alongside our planting sites. In coastal areas, our mangrove planting mitigates flooding on homes and livelihoods, while in the UK alone, trees are estimated to be worth £383 billion in benefits to public health and climate mitigation.



# Our impact in numbers

# 7,000,000 TREES PLANTED

**450+**  
species planted



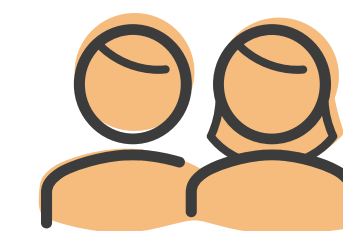
≈22 species on avg.  
per location

**763,000**  
tonnes CO<sub>2</sub> absorbed\*



≈1,142,200+ flights:  
London to New York

**70,000**  
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



# Aligning our projects with UN SDGs

Each of our planting projects is designed to align with the **UN Sustainable Development Goals (SDGs)**, addressing the specific environmental and social challenges of its location. Below are a selection of examples highlighting the impact our projects deliver.



## Tanzania

### Supporting studies

Our projects work closely with community groups and schools to deliver agroforestry initiatives, providing hands-on learning opportunities that build environmental awareness and practical skills.



## Ethiopia

### Financial independence for women

In Ethiopia, our projects empower women through access to bank accounts and financial literacy training, supporting greater independence and long-term economic security.



## Burundi

### Plastic-free tree nursery management

Seedling bags are made from banana peels to create plastic-free tree nurseries, reducing waste and promoting more sustainable production practices.



## Indonesia

### Mitigating climate change

Mangroves are highly effective at absorbing carbon in both biomass and soil. Mangrove restoration enhances carbon absorption, while volunteer planting days increase education around climate action.



## Brazil

### Supporting coastal ecosystems

Mangrove restoration in Maranhão strengthens one of the world's largest continuous mangrove systems, enhancing coastal resilience and creating vital nursery habitats for fish and marine species.



## Haiti

### Collective action

In the midst of economic and political conflict, tree planting in Île à Vache supports community-led restoration, creating opportunities for self-sufficiency and greater stability.



## UK

### Habitat recovery

Restoring British landscapes through a mix of native tree planting, creating biodiverse habitats that support wildlife, enhance soil health and strengthen ecological recovery for the long term.



## Kenya

### Planting fruit trees

We plant fruit trees such as avocado, tomato, and orange, providing local communities with a reliable source of produce while supporting long-term food security and sustainability.



## Ecuador

### Uniting for conservation

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

# Our newest site in the **Philippines**

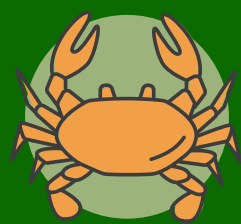
## Our newest planting site located in Davao Oriental, Philippines

The Philippines, a large and diverse country with over 36,000 km of coastline, faces growing environmental threats from flooding, typhoons, and rising sea levels. Combined with deforestation and land degradation, these risks continue to harm its natural environment.

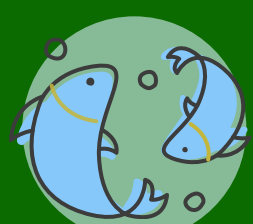
We're proud to be working in the Philippines to support tree planting along some of the most vulnerable coastlines. Our focus in Davao Oriental centres on mangrove restoration, planting a variety of species to rebuild habitats and reduce the impacts of overfishing.

In addition to our planting, we support the recovery and recycling of plastic debris found on planting sites, where the recycled material is used to make furniture for the local schools.

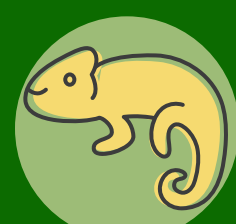
### Species supported:



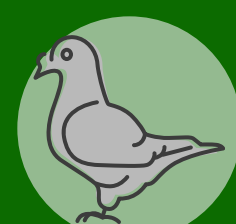
Mangrove crab



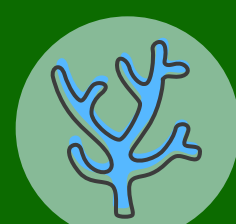
Fusilier Fish



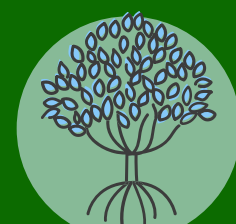
Water monitor



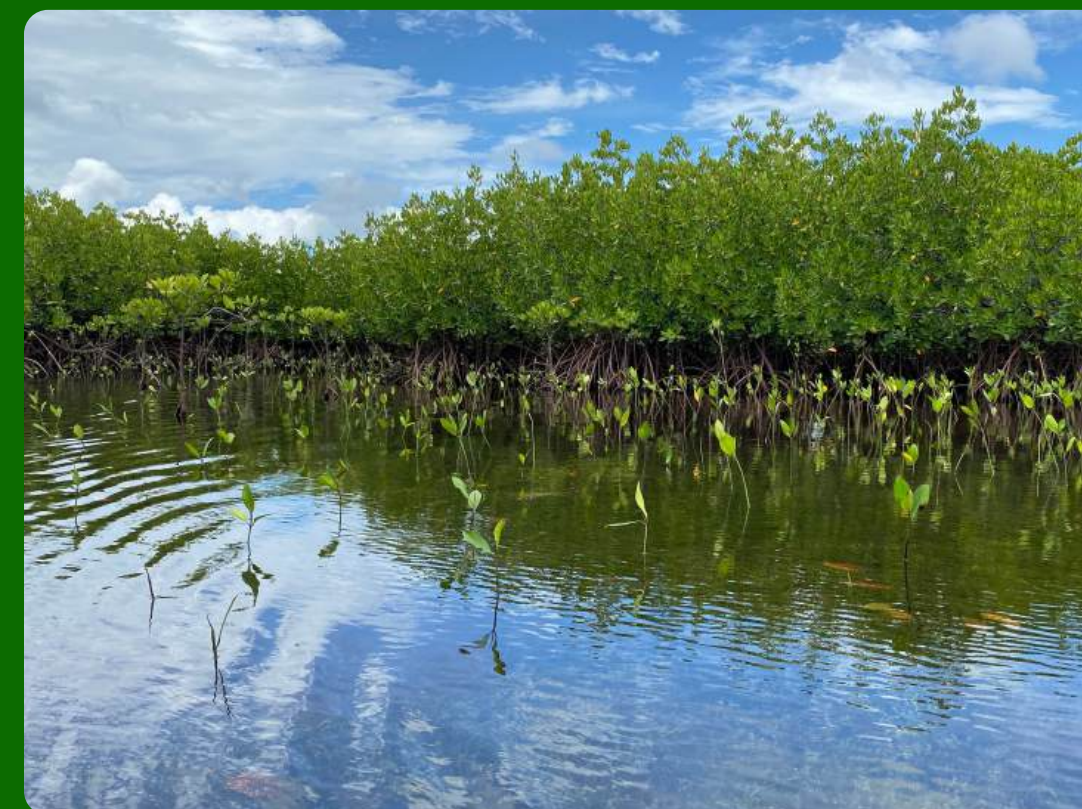
Island Thrush



Local Coral



Mangrove tree



# Growing our impact at home!

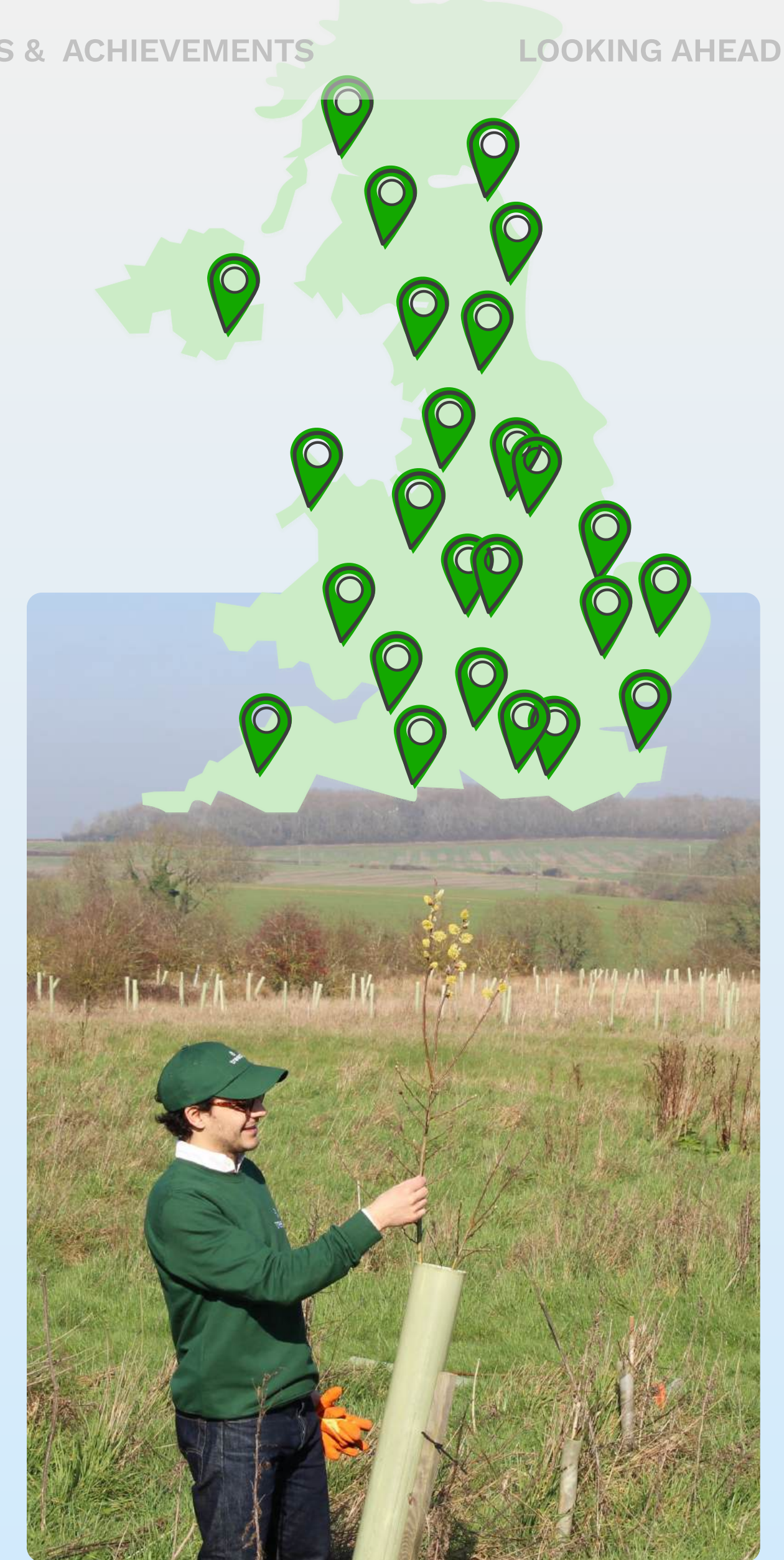
Treeapp operates across **100+ planting sites** in the UK, aligning each project with SDGs!

The UK's woodland cover is estimated at just 13%, well below the European average of 38%, and around 90% of existing woodlands are believed to be in poor condition. Intensive agriculture, urbanisation and the growing impacts of climate change continue to worsen this picture.

At Treeapp, we're proud to be driving local impact and change, from shelterbelt restoration in Scotland to beaver habitat recovery in Sussex. Our commitment is simple: to plant the right tree, in the right place, at the right time.

We're working to build climate-resilient woodlands by selecting species suited to a changing environment, helping forests withstand drought, maintain healthy soil moisture and thrive for generations to come.

## 35+ native or non-invasive species are planted:



# Planting trees in Derbyshire, UK

This project takes place in Derbyshire, a county known for its dramatic landscapes, rich industrial heritage, and growing network of rewilding and conservation projects. Located near Derby, the site sits within a region where agricultural land meets industrial infrastructure, creating both challenges and opportunities for landscape restoration. By reintroducing trees and hedgerows, this project helps bridge these environments by **supporting local wildlife, improving air quality**, and enhancing the experience for visitors and local communities alike. Derbyshire's diverse terrain makes it particularly suitable for mixed planting, allowing broadleaf and conifer species to establish varied, resilient woodland structures.

Working with a local charity that provides affordable outdoor education camps, this project will see the planting of **13 different tree species** across the site, transforming degraded farmland into a future woodland designed for both people and nature. The planting will serve multiple purposes: creating a natural screen between the camp and a nearby power station, establishing new hedgerows along pathways to form wildlife corridors, and enriching the landscape for outdoor learning and recreation. Native species will bring structure and diversity to the site. Over time, this new woodland will provide vital habitat for birds, insects, and small mammals - while also offering an inspiring, **nature-rich environment for generations of young people to explore and learn from.**



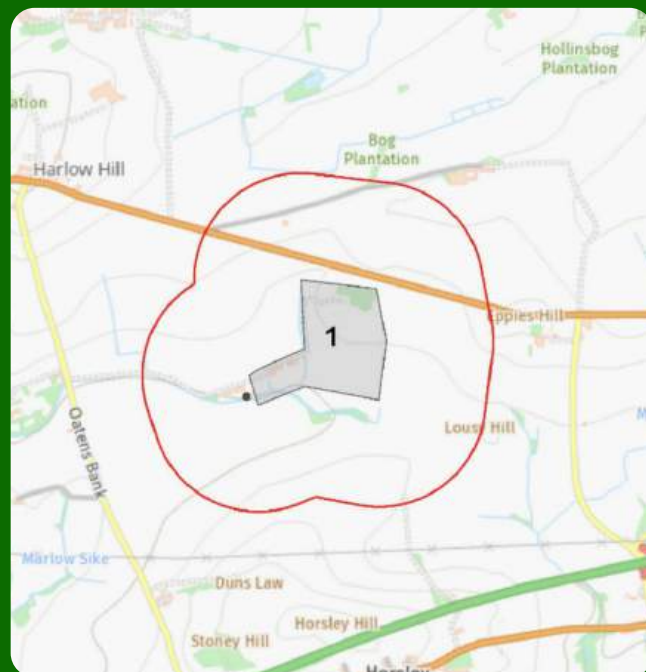
Jem Hudson, Land Owner

# Ensuring transparency

We prioritise transparency at every stage of our planting operations, from **careful site planning** to **ongoing monitoring** that ensures the **long-term success** of our reforestation projects.

## COMPREHENSIVE SITE ASSESSMENTS

The local planting teams assess each site's natural regeneration potential, gathering key ecological data including rainfall patterns, soil moisture, erosion risk and wildlife assessments. Alongside this, we use remote sensing and geospatial analysis to understand broader landscape patterns and changes over time - ensuring the right trees are planted in the right place.



LIS Soil Report, UK



Satellite Mapping, Brazil



## PLANTING WITH LOCAL EXPERTISE

Reforestation methods are tailored to each ecosystem, ranging from sapling planting and direct sowing to mangrove restoration and assisted natural regeneration. Local teams and communities play a central role in native species selection, nursery management and planting activities, ensuring effective implementation while supporting local livelihoods.

## MAINTENANCE & REPORTING

Projects are monitored using a combination of satellite imagery, drone footage and on-the-ground assessments, with local teams tracking survival rates, vegetation growth and carrying out maintenance such as managing competing vegetation and replacing underperforming seedlings. Teams also assess risks including invasive species and pests, ensuring the long-term success of each restoration project.



Lombok, Indonesia

# Tree growth over time

## Paraiba, Brazil

The planting in Brazil uses direct sowing, a technique known as 'Muvaca', where over 20 different tree seeds are sown into wildlife corridors, providing habitats for animals such as the endangered Blond Capuchin Monkey.



March 2023



April 2025

## Brambang, Indonesia

Following mangrove restoration across various sites in Lombok, Indonesia, our local team is monitoring the growth of the trees, with estimated survival rates in Brambang are 98.2%.



March 2023



Dec 2025

## Northampton, UK

Our planting in Northampton has taken place on degraded agricultural land that was previously a landfill, and has transformed the site into a new biodiverse woodland.



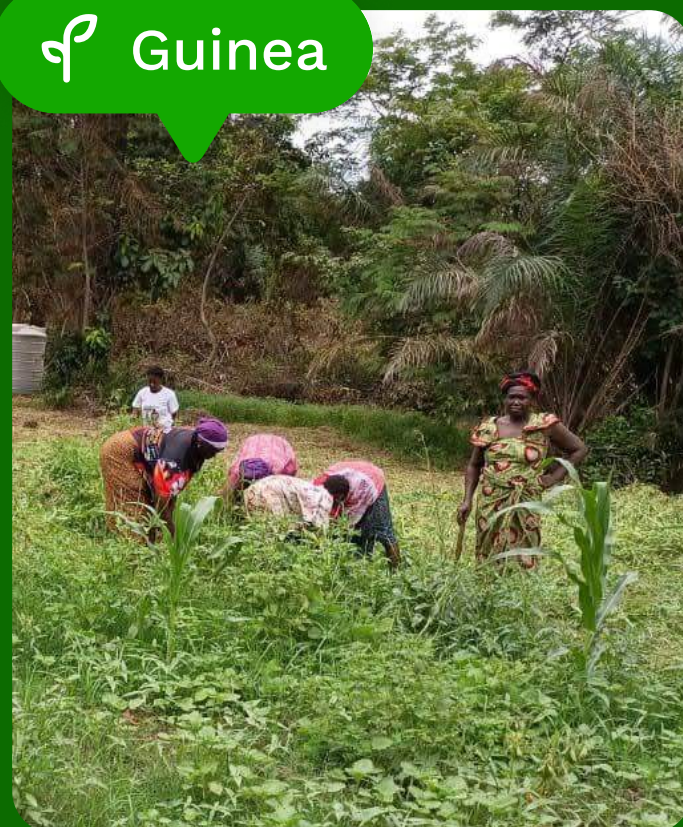
Sept 2022



March 2026

# Heroes on the ground!

🌱 Guinea



🌱 Nepal



🌱 Haiti



🌱 Peru



🌱 Indonesia



🌱 Burundi



🌱 Tanzania



🌱 Kenya



🌱 Ecuador



🌱 Brazil



🌱 Ethiopia

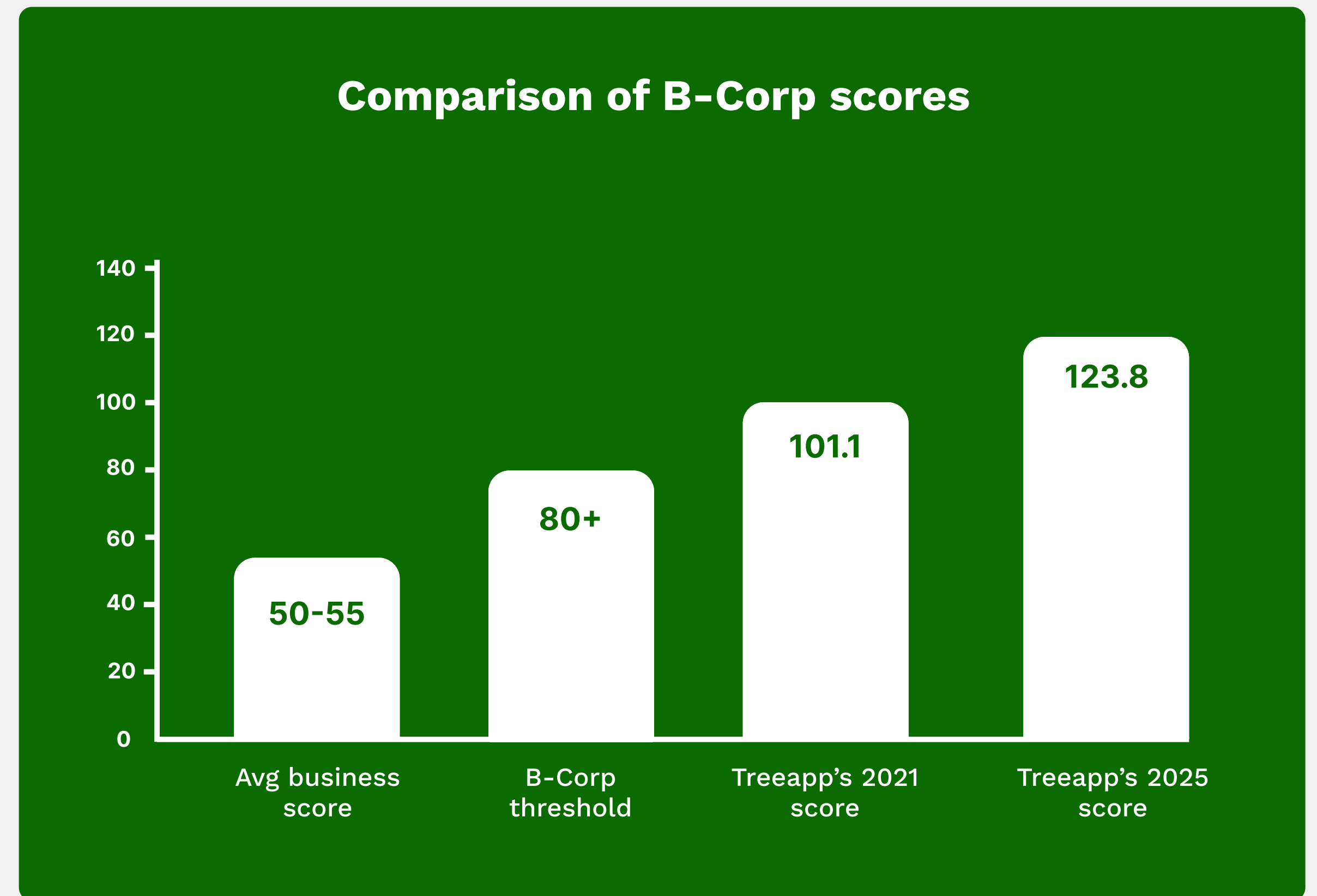
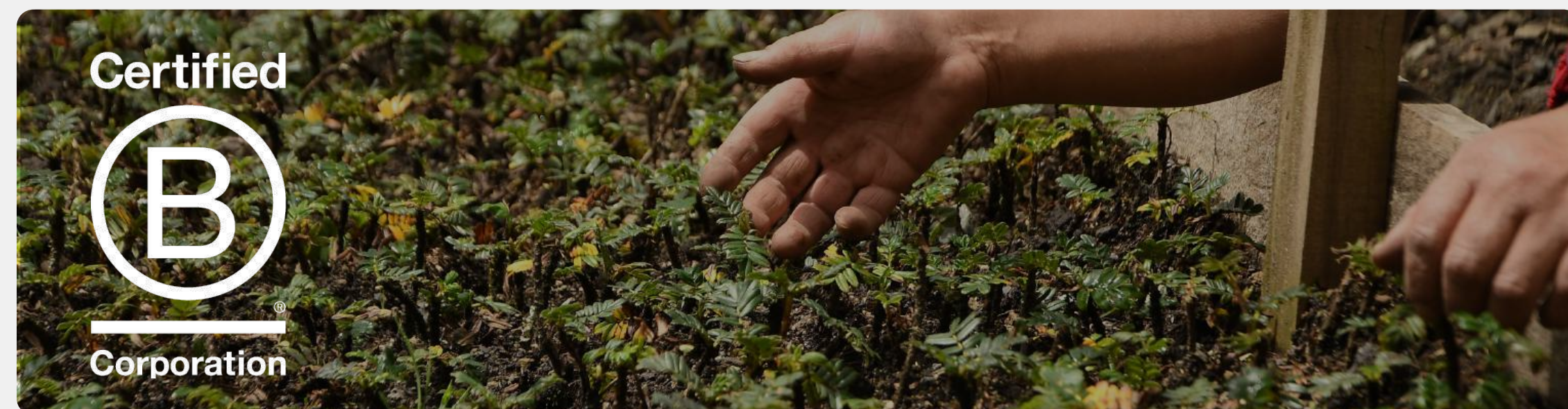


# Our B-Corp recertification

We are proud to not only recertify as a B-Corp, but also to increase our score by **22.5%**, with a total score of 123.8.

What does being a B-Corp actually mean? It is a certification businesses attain to demonstrate their strong ethical foundation, their commitment to social and environmental performance across their full operations and to champion all stakeholders - including communities, customers, workers and the planet.

Treeapp's B-Corp score is rooted in our responsible, methodological and community-led approach to reforestation across the world, where we prioritise tree planting in harmony with the people and the planet. But it's not just about tree planting - Treeapp has also been recognised for its excellence of operations across its customers, workers, governance structures and transparency in our operations.





2,000+ partners  
growing forests

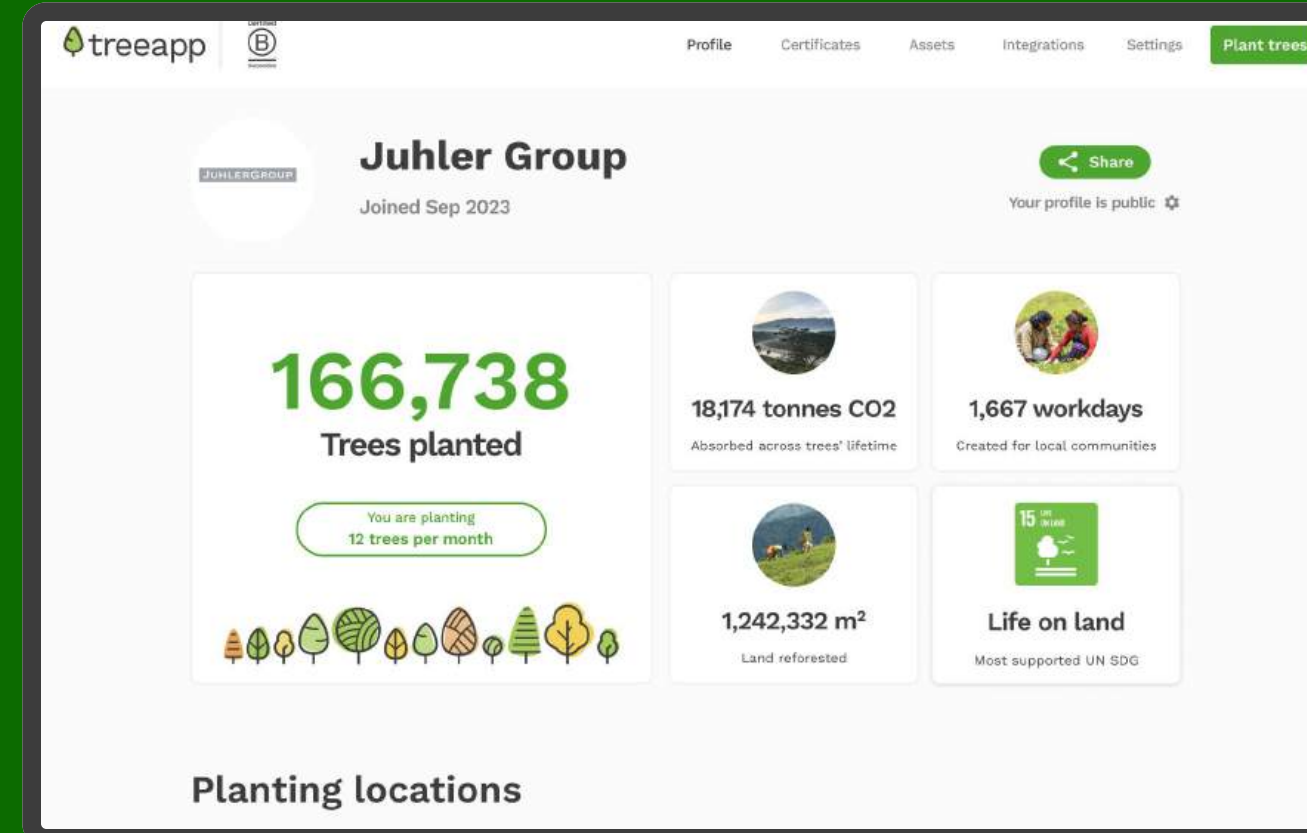
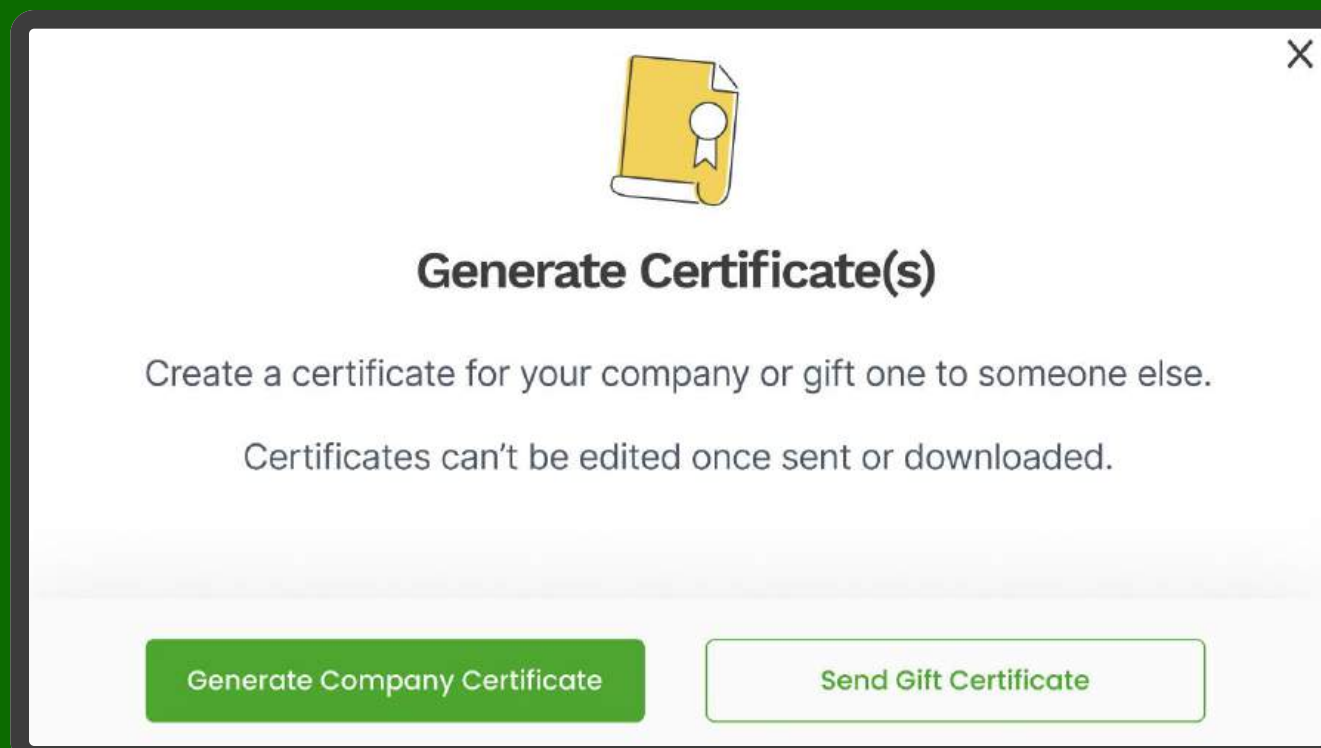


# Helping businesses grow their impact

Businesses use Treeapp's tools to plant trees, track their impact, and share their sustainability story.

## GIFT TREES TO OTHERS

Dedicate trees to employees, customers or partners and send personalised planting certificates that bring others into your reforestation journey. Whether used as a sustainable alternative to traditional corporate gifts, a way to celebrate a milestone, or a meaningful thank-you to a client, gifted trees create a lasting and tangible connection to real-world impact - with every certificate linked to a certified planting project.



## SHAREABLE IMPACT PAGES

Your own branded page showcasing your impact that can be shared publicly with stakeholders, clients and teams. From trees planted and CO2 absorbed to hectares restored and workdays created, your impact page brings your sustainability story to life in a clear and compelling format - making it easy to communicate your environmental commitments with transparency and pride.

## GROWING REFERRALS

We launched business referrals to help companies grow their impact by inviting others to join Treeapp. When a referred business signs up and plants trees, both are rewarded with 25 trees - expanding our community and accelerating reforestation at scale. It's a simple but powerful way for our partners to champion sustainability within their own networks, turning every business relationship into an opportunity to drive meaningful environmental change.



# Pubity Group's **private forest**

Pubity Group are planting **40,000 trees** to **celebrate community** on social media!

## GOALS

**Celebrating community:** To mark reaching 40 million followers on Instagram, Pubity committed to planting 40,000 trees - turning a major digital milestone into real-world climate action.

**Restoring high altitude ecosystems:** Pubity chose to support the planting of Polylepis trees in the Ecuadorian Andes, which form the highest altitude forests in the world. With a significant portion of Pubity's following based in South America, this location felt like a natural fit - connecting their community to a restoration project in their own backyard.

## IMPACT

**Environmental impact:** This project helps restore degraded land in one of the world's most unique ecosystems, supporting 125 bird species and a wide range of wildlife through the planting of native trees.

**Social impact:** The project is carried out in partnership with local indigenous communities, creating meaningful employment for planting teams involved in nursery management, planting and long-term monitoring - ensuring the benefits of restoration extend well beyond the trees themselves.



# Veolia's global impact

Veolia Labwater solutions are rewarding **employee innovation**.

## GOALS

**Recognising employee innovation:** Veolia Labwater solutions launched its partnership with Treeapp to reward employees who generate innovative ideas - linking internal recognition directly to positive environmental action and reinforcing a culture where sustainability and innovation go hand in hand.

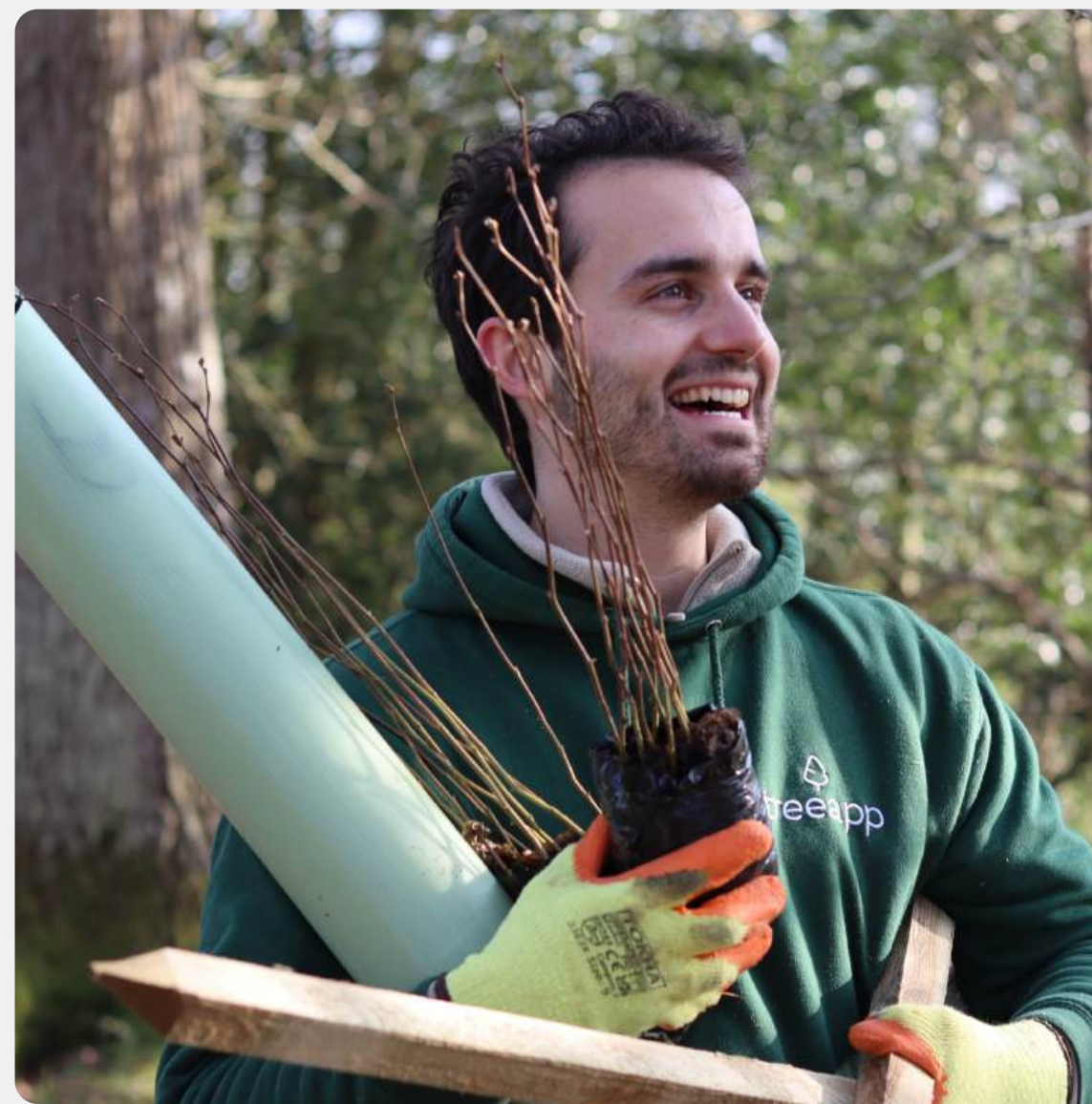
**Global planting for greatest need:** Through their GreenUp programme, trees are planted both in the UK and globally where restoration is needed most. This initiative directly supports Veolia's Labwater solutions core mission of ecological transformation, contributing to decarbonisation, improved air quality and biodiversity restoration at a global scale.

## IMPACT

**Environmental impact:** By planting native, non-invasive species in high-need regions, they are helping restore biodiversity, improve air quality and support decarbonisation - directly contributing to several UN Sustainable Development Goals and reinforcing their environmental expertise in action.

**Social impact:** These projects create local jobs in planting regions, providing sustainable income through nursery management, planting and forest restoration. Since the partnership began in January 2024, Veolia Labwater solutions' efforts have reached and positively impacted communities across multiple countries worldwide.





# Join us for corporate tree planting

Treeapp's Planting Days are a chance for partners to support the tree planting process first-hand with their teams. Held at sites across the country, they provide the opportunity for partners to come together and **make a tangible environmental impact in person**. Under the guidance of our expert team, we teach the essential practical skills needed to carry out the tree planting, as well as providing an insight into site design, species selection and the biodiversity benefits of the trees being planted.

Beyond the environmental impact, Planting Days highlight the wider social benefits of tree planting, **supporting local community groups and boosting biodiversity** in areas that need it most. It provides a great chance for team members to come together, bond outside of the usual office environment, and demonstrate a shared commitment to making a real difference.

Whether you're looking for a meaningful team away day or a way to bring your sustainability commitments to life, a Treeapp Planting Day offers an experience that goes far beyond the ordinary.

Interested? Reach out to [hello@thetreeapp.org](mailto:hello@thetreeapp.org) to book your spot!

# Empowering our app community

Turning tree planting into a daily habit and giving every user the tools to understand, track and grow their real-world impact.

## IMPACT CALCULATOR

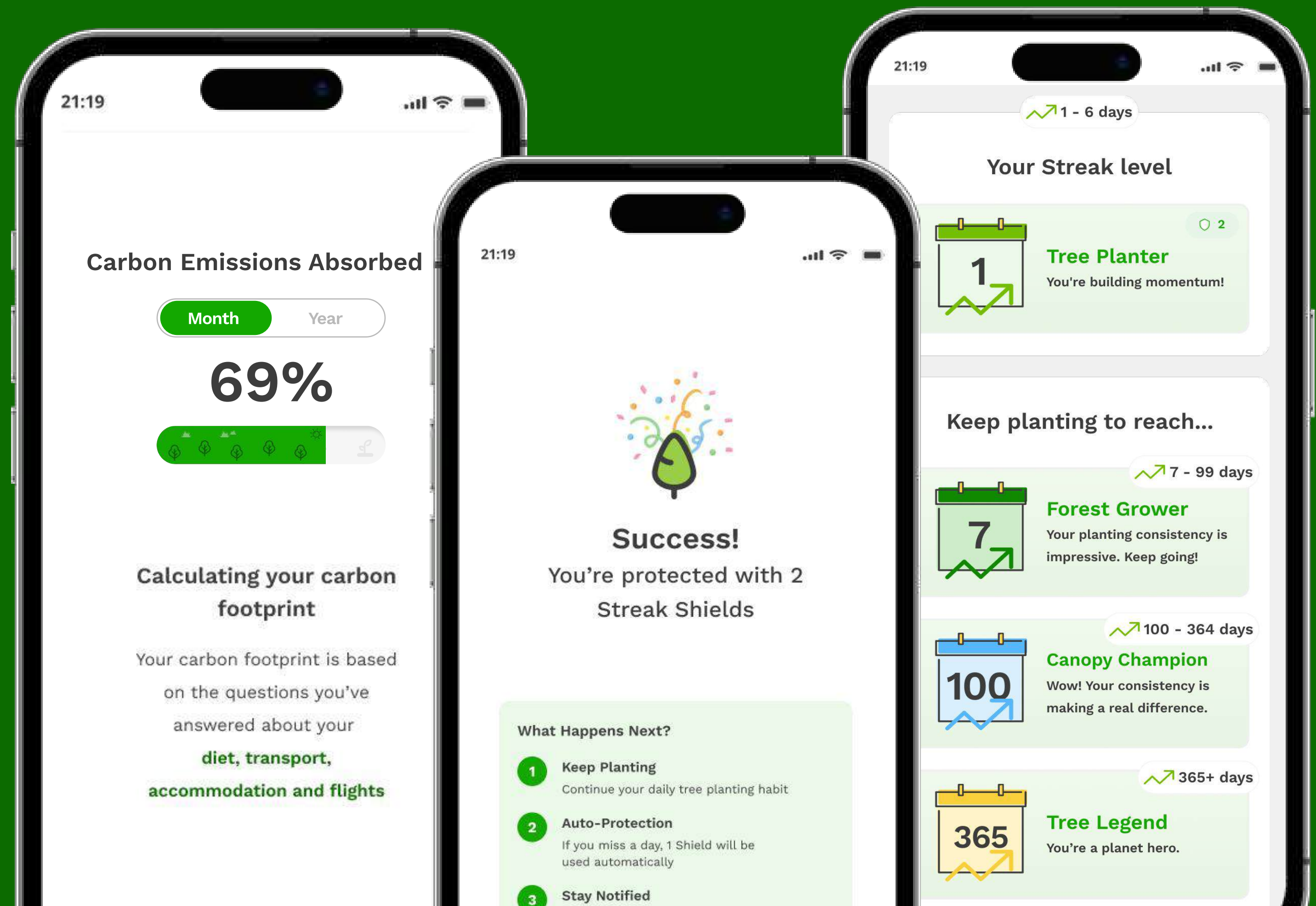
Ever wondered what your personal carbon footprint actually looks like? Our new impact calculator lets users measure their environmental impact based on their diet, transport, accommodation and flights - and see exactly how their trees are helping to balance it.

## STREAK SHIELDS

Life gets busy and we don't want that to cost you your streak. Streak Shields allow users to protect their planting streak on days that get away from them, ensuring that long-term commitment isn't undone by a single missed day. Because building a habit takes time, and every streak is worth protecting.

## STREAK LEVELS

The more you plant, the more you grow. Our new streak levels reward users for building a consistent daily planting habit, with four tiers to climb. Each level reflects a genuine and growing commitment to reforestation.



# App expansion across Europe!!

Treeapp has expanded the availability of the app across Europe, opening up free tree planting to millions of new users and moving closer to our vision of making climate action truly accessible.

## 30+ EUROPEAN COUNTRIES

Treeapp is now accessible across most of Europe, from Iceland to Malta - this expansion marks a significant milestone in our mission to make climate action borderless, ensuring that wherever you are in Europe, contributing to global reforestation is never more than a minute away.

## THOUSANDS OF NEW USERS

Our European expansion has already brought thousands of new users into the Treeapp community, each planting trees and taking daily climate action. Every new user represents another voice, another habit and another step towards the kind of collective action that makes a genuine difference to our planet's future.

## MAKING PLANTING ACCESSIBLE

More users across Europe can now watch ads, fund trees and build daily planting streaks - growing both our community and our global impact. By removing financial and geographic barriers to climate action, we're proving that meaningful environmental impact doesn't have to be complicated, costly or out of reach.



# Team highlights



Sustainability Live's tree planting partner



Team planting day



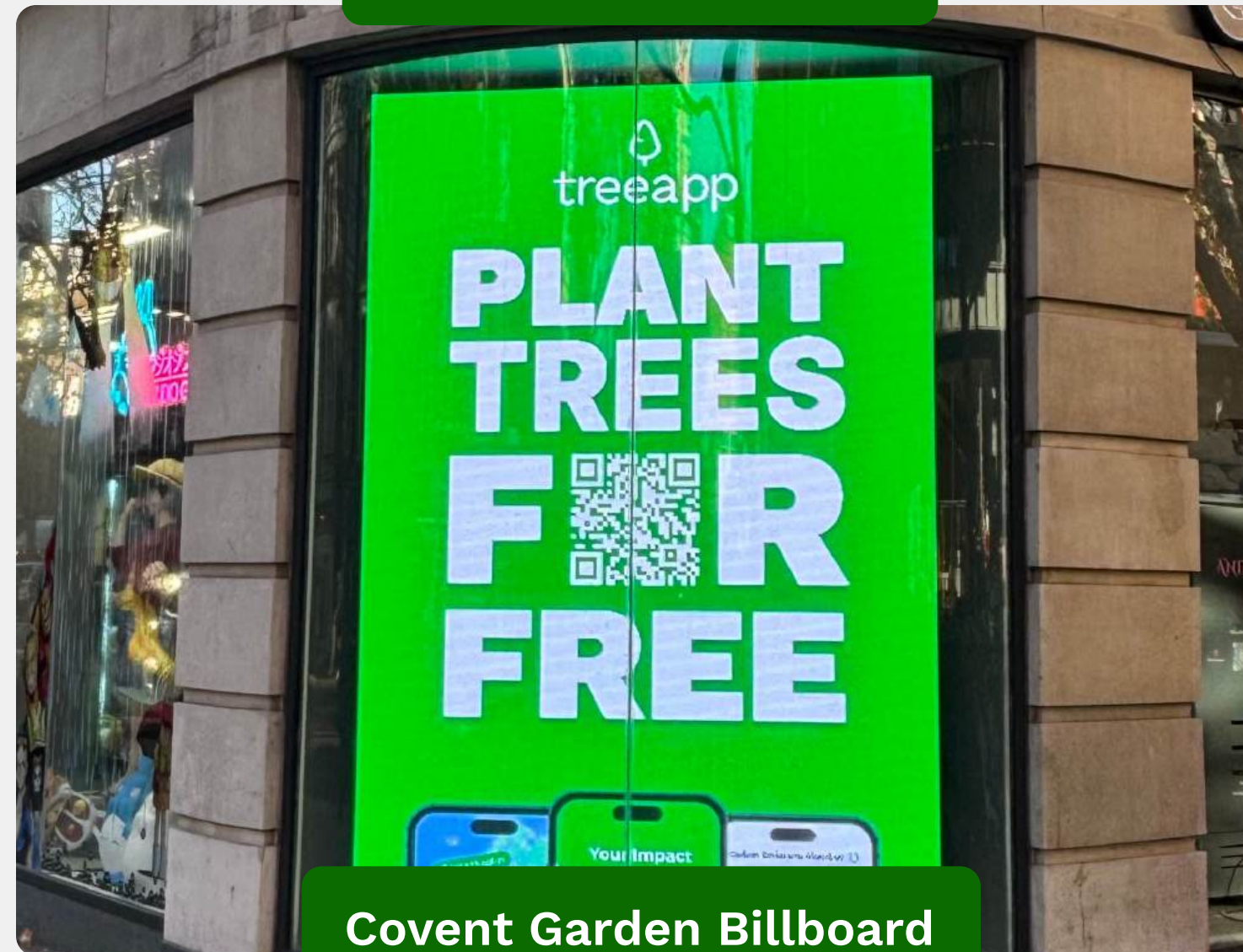
7 million trees planted



Reset Connect's planting partner



The Economist's planting partner



Covent Garden Billboard



Startups' 100 winner

# Our goals for the next 12 months

This year, we're focused on expanding our reach, growing our partnerships, and planting more trees than ever before.

## Last year, we wanted to...



### Expand into New European Markets

The Treeapp mobile app is now available in 30+ EU countries



### Grow our corporate network to 2,000 Partners

We are now working with over 2,000 businesses

## This year...



### Plant in 2 new countries

Our goal is to expand into two new planting locations - entering new biomes and bringing reforestation to the areas that need it most.



### Grow our corporate network to 2,500 Partners

Every tree we plant is made possible by the businesses that choose to act - and growing our partner network is central to scaling our impact.



### Plant 9+ million trees

Building on our biggest year yet, we're aiming to reach over 9 million trees planted in 2026/2027.

# A big thank you from Treeapp

*Tree planting remains one of the most effective ways to fight climate change, capturing and storing atmospheric carbon through natural sequestration. Beyond its environmental benefits, each of our projects **supports local communities** by providing workdays through planting, maintenance and long-term monitoring - creating livelihoods that extend far beyond the trees themselves.*

*At a time when biodiversity loss is accelerating worldwide, your contribution is helping restore balance. Treeapp has now planted more than **450 native or non-invasive tree species** globally, strengthening ecosystems, rebuilding habitats and supporting wildlife to flourish once more.*

*Thanks to the continued support of our app users and partners, Treeapp has now planted over **7 million trees** across more than **20 countries** - contributing to ecosystem restoration, community livelihoods and climate action on a truly global scale. This impact is only possible because of you.*

*Your commitment plays a vital role in driving this mission forward. From everyone at Treeapp, thank you for being part of this journey - we look forward to creating an **even greater impact together in 2026/2027.***





# treeapp

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

Certified



Corporation



**FOR THE PLANET**  
- ENVIRONMENTAL PARTNER -



Social  
Enterprise UK



1t.org



UNITED NATIONS DECADE ON  
**ECOSYSTEM RESTORATION**  
2021-2030

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