



tree-nation

Annual Report 2023





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Highlights & Summary

- **From 22 to 26 employees**
- **38.8 Million trees planted since inception, 10.8 million just last year**
- **4 Millions € in turnover**
- **Expanded to 77 affiliated reforestation projects globally, with 53 active projects**
- **Planted 10.8 million trees across 30 countries**
- **Offset 582,000 tons of CO₂, contributing to global reforestation and climate resilience**

Executive Summary

by Maxime Renaudin, Founder & CEO

2023 was a pivotal year for Tree-Nation, marked by substantial growth and strategic investments. We generated €4.1 million in revenue, with 83% coming from corporate partners and 17% from individual supporters. Over the year, we onboarded 17 new reforestation projects, bringing our total to 77 since inception, and planted 10.8 million trees across 30 countries. This effort offset 582,000 tons of CO₂, significantly contributing to climate resilience and biodiversity restoration.

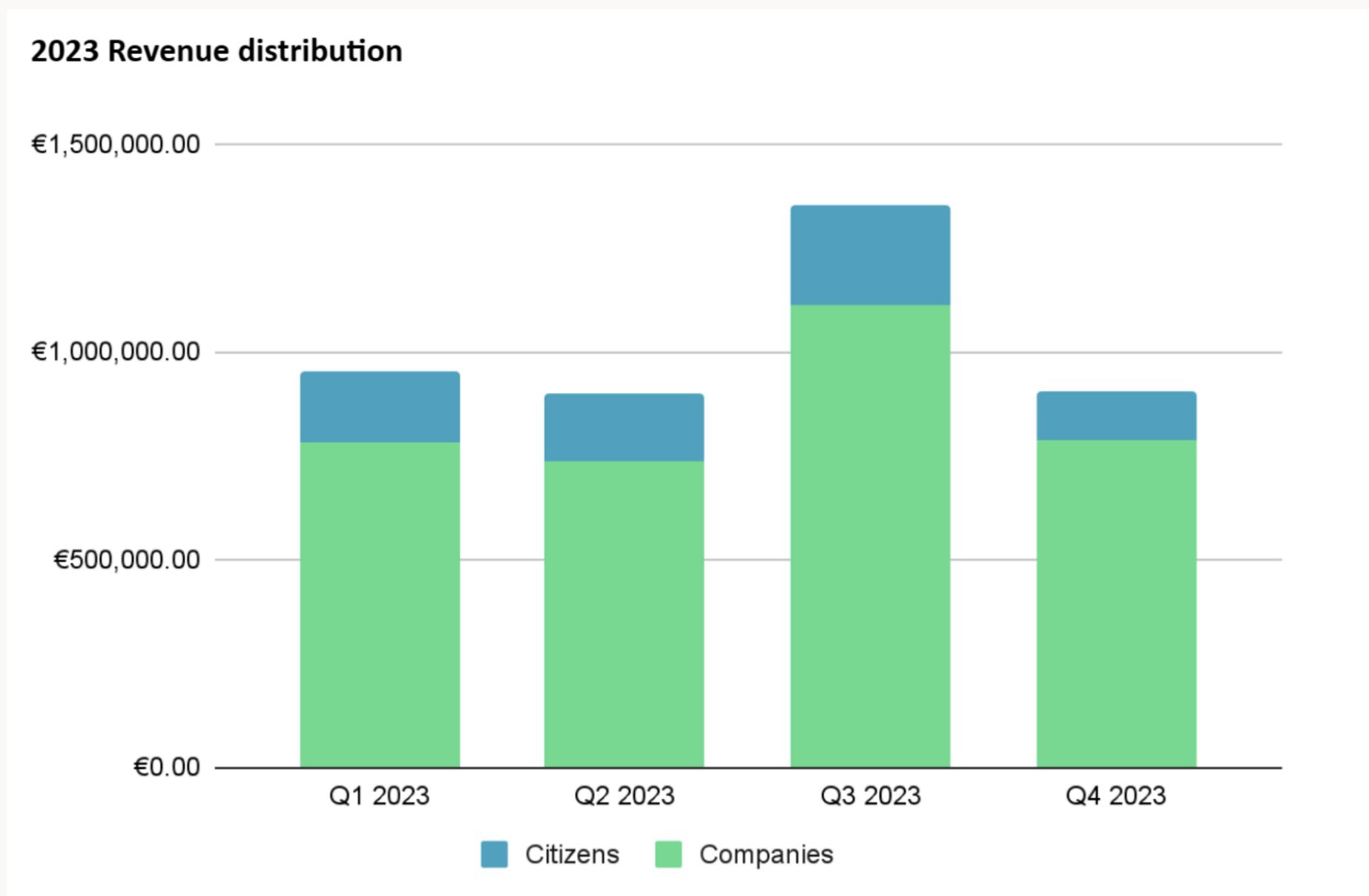
We also made key investments to ensure our long-term success. By migrating our Product & Tech team in-house, we enhanced our execution speed and transparency, allowing us to improve our tree-tracking capabilities and verification processes. Additionally, we began funding trees in advance, securing exclusive planting sites and improving forecasting for our reforestation partners. These decisions have strengthened our ability to scale our mission and ensure the long-term viability of our projects.

Looking ahead, we are more equipped than ever to continue expanding our reforestation efforts, with the goal of achieving our 1 trillion trees mission. Through careful strategic planning and a commitment to operational excellence, we are confident that Tree-Nation will continue to play a pivotal role in addressing the global climate crisis, restoring ecosystems, and supporting local communities worldwide.



Financial Summary

Funds generated from our sponsors



Total funds generated

Q4 2023: €905,147

Year 2023: €4,109,738

Funds generated by Companies: 83.2%

Q4 2023: €787,086

Year 2023: €3,420,880

Funds generated by Citizens:

16.8%

Q4 2023: €118,061

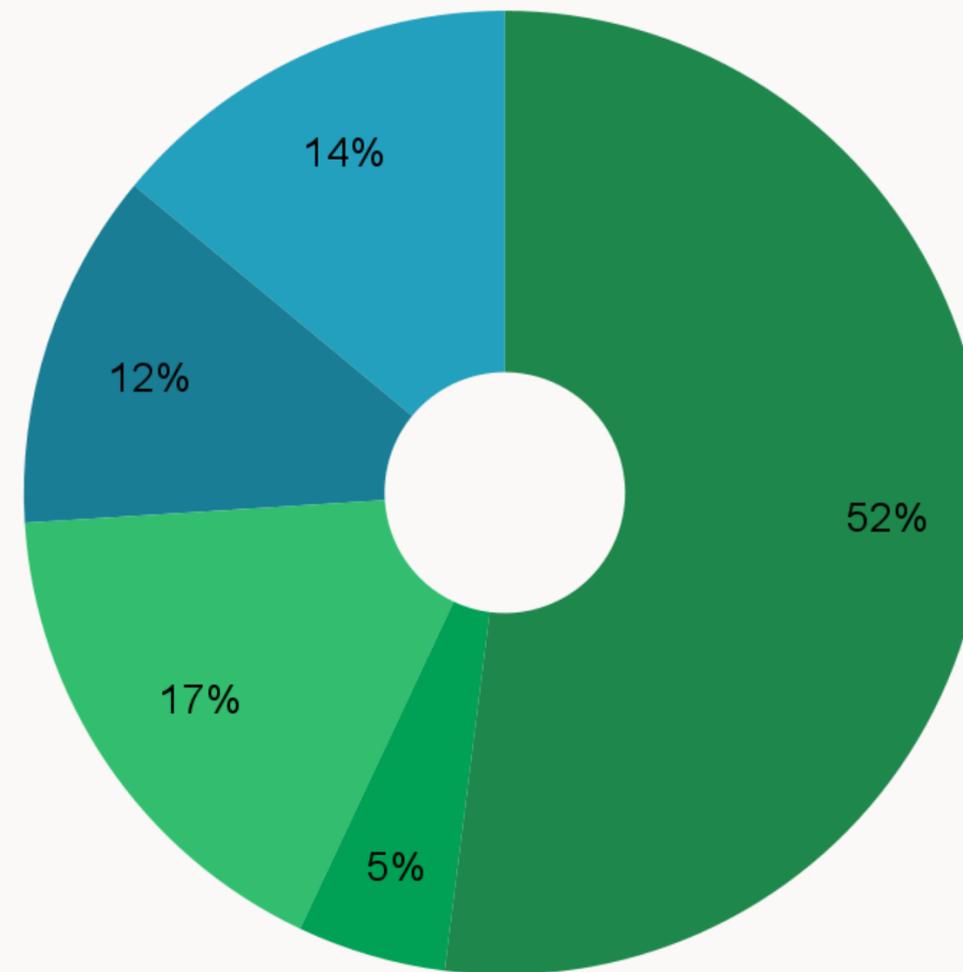
Year 2023: €688,858



Financial Summary

Funds invested in our mission

- Reforestation and CO2 offset efforts
- Projects Validation and verification
- Platform development
- Growth
- Operational costs



74% invested in our mission

€3,829,676

- **1%** vs. 2022 (€3,655,920)
- **36%** vs. 2021 (€2,806,492)



Key Metrics

In Q4

2,747,166

trees planted

148,345

tonnes of CO2 compensated

916

hectares reforested

In 2023

10,774,603

trees planted

581,821

tonnes of CO2 compensated

3,592

hectares reforested

Since inception

37,898,504

trees planted

2,046,492

tonnes of CO2 compensated

12,633

hectares reforested



Reforestation Operational Summary

New Reforestation projects

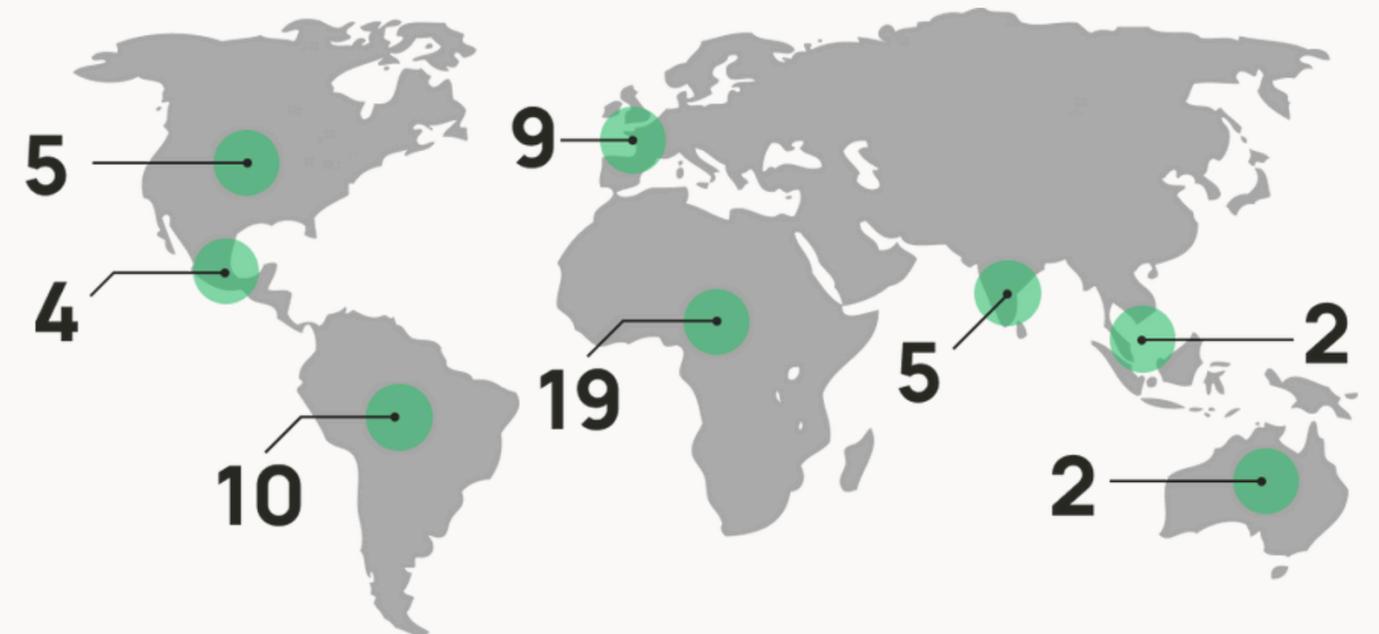
- **Kenya:** We are thrilled to announce a groundbreaking reforestation project in Kenya, where we are supporting the plantation of **1,300,000 trees**. Read our article about it [here](#).
- **Mexico:** Our main spot is Tepelmeme in Oaxaca's Mixteca Region, which has been profoundly affected by deforestation from illegal logging and agricultural expansion and is now facing harsher weather patterns. The mission is to bring back the lost forests and support the local communities. Read our article about it [here](#).
- **Canada:** We're excited to launch the Boreal Forest Habitat Restoration project in Manitoba, aiming to rejuvenate the boreal forests in Western and Central Canada. This is our first initiative in Canada, and it specifically targets areas impacted by wildfires and pest infestation, focusing on reforestation in often neglected regions. Read our article about it [here](#).
- **Romania:** A groundbreaking initiative by the local team, centered on ecological restoration and bolstering forests against climate change. Romania's untouched forests, essential to European biodiversity, cover varied climatic zones and are sanctuaries for countless species. Read our article about it [here](#).
- **Indonesia:** This project aims to rejuvenate the environment and uplift local farmers, by joining tree planting and environmental education. Read our article about it [here](#).
- **Uganda:** Uganda has witnessed over a million hectares of tree cover vanish in the past two decades, equating to nearly a third of the country's total, bringing a progressive deterioration of the quality of life of the people, especially the farmers. The objective is to rejuvenate these lands and support farmers in engaging in more sustainable practices, which will increase the land's quality and bolster income opportunities for the local population. Read our article about it [here](#).
- **Tanzania:** Despite its natural beauty, it has seen the detrimental impacts of decades of unsustainable agricultural practices, leading to degraded lands, nutrient-depleted food systems, and farming families struggling to meet even their most basic needs. With the Forest Garden approach, the local communities have a new opportunity to improve their quality of life while simultaneously restoring the land and promoting reforestation. Read our article about it [here](#).



Regional Highlights

In 2023, we planted a total of 10,799,079 trees across 30 different countries, with a significant focus on Madagascar, Tanzania, Nepal, Mozambique, and Senegal.

- **Madagascar** is home to some of the world's most unique and endangered species. Reforestation here helps restore the biodiversity of the coastlines, the principal barriers that prevent erosion, storm surges, and tsunamis, and the critical habitat for various species, including fish, birds, and invertebrates.
- **Tanzania** faces severe deforestation, which threatens its rich biodiversity and the livelihoods of local communities. Planting trees here is crucial for maintaining soil fertility, preventing erosion, and ensuring sustainable agricultural practices.
- **Nepal** is particularly vulnerable to the impacts of climate change, including landslides and flooding. Reforestation in Nepal helps stabilize the land, protect water resources, and improve resilience against natural disasters.
- **Mozambique** has vast areas of degraded land, and reforestation efforts are essential for restoring these lands. For their restoration, the local population depends on them for food and water. Recovering the forests here means improving the quality of life and supporting the livelihoods of rural communities.
- **Senegal** is part of the Sahel region, which is prone to desertification, putting at risk not only the forests but the local agricultural activities. Planting trees here is vital for combating desertification, improving soil quality, and generating livelihoods and sustainable agricultural practices.





Strategic Investments

Investing in future growth and efficiency

Last year, we made transformative decisions to ensure Tree-Nation's long-term success. With our focus on our 1 trillion trees mission, we prepared a change of administrative structure, which took effect in early 2024, and continued to build a highly committed and talented team.

While 2023 was a year of transformation, we anticipate reaping the benefits of these changes in 2024 and beyond. Notably, our Product & Tech team started a migration to be fully in-house, leading to significant improvements in our execution speed. We expect further gains in 2024 as we continue to refactor our code and optimize our processes.

We also started funding trees in advance, securing exclusive planting sites for Tree-Nation's community with most of our reforestation partners. This approach has significantly enhanced our verification processes, providing greater accuracy and transparency, and offering forecasting reliability for our reforestation partners, enabling us to continue planting at scale, even in uncertain times.

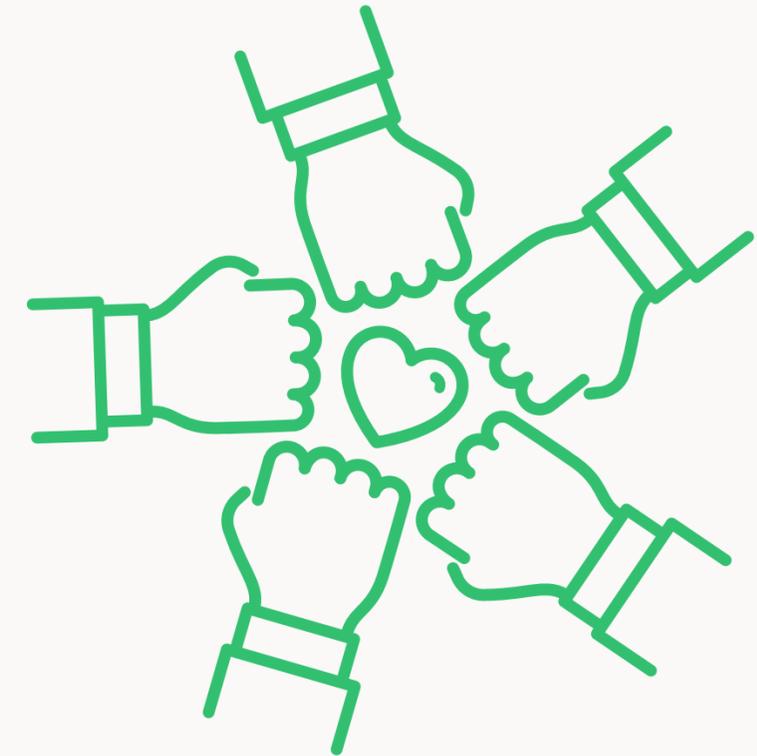


Photo tour



Photo tour

Argentina



Bosques de Agua is dedicated to the reforestation of high-altitude Native Forests in the Sierra Grandes region in order to restore the Pampa de Achala watershed and its biodiversity.

One of the native trees that grow at these heights is the Tabaquillo (*Polylepis Australis*). Its forests form among the clouds and provide highly valuable environmental and socioeconomic services, such as the protection of water sources, erosion control, and regulation of the microclimate and habitat for numerous species.

Read more and plant from €2,5 [here](#).



Photo tour

India



Trees for Tigers focuses on planting trees around the Similipal National Park in Odisha, India, aiming to restore fragmented forest corridors between the Similipal and Satkosia Tiger Reserves. These areas have been impacted by mining, human habitation, and infrastructure development. Similipal is a UNESCO-recognized biosphere reserve, home to endangered species, including rare melanistic tigers, first identified in 2007.

The project promotes the restoration of primary forests to maintain ecological balance, improve micro-climates, and reduce human-wildlife conflict by providing more food for herbivores. It also aims to support the local economy by generating employment, particularly for women, and offering sustainable access to forest resources.

Read more and plant from €1,40 [here](#).



Photo tour

Nicaragua



CommuniTree works with smallholder farmers in Nicaragua to grow trees alongside their existing farming practices. It has grown to become the largest reforestation initiative in the country and has been featured by the UN and EU for its best practices in reforestation.

Certified as a Plan Vivo project in 2010, the project now works with more than 4,200 farmers across Nicaragua. Together, they have planted over 25 million trees across 14,000+ hectares of land, helping to restore ecosystems and sequester 4.3m tCO₂ from the atmosphere.

The project ensures the durability of impacts created by helping farmers obtain short, medium and long term value from their forests. In the short term, benefit comes from the sale of high integrity carbon removals, with farmers receiving 60% of carbon revenue. In the medium and long term, farmers are connected to sustainable forest value chains. This makes restoring forests a viable and attractive land-use option, incentivizing farmers to grow trees and keep those trees in the ground.

Read more and plant from €13 [here](#).



Photo tour

Spain

Phot



Alvelal - Spain

AlVelAl is an initiative promoted mainly by a group of farmers, livestock breeders, companies and institutions that in one way or another are linked to this part of the southeast of the peninsula. The main objective is to show by example that it is possible to produce food that not only involves a change in the use of synthetic chemical inputs, but that it is possible to do so while improving the quality of the soil and the associated biodiversity.

To this end, we have the unconditional support of the Commonland Foundation, with which we are committed to implementing the 4Returns 3Zones model.

This involves not only implementing Regenerative Agriculture techniques in agricultural areas, but also making improvements in the natural area of the farms, obtaining a return on the social and economic investment.

Read more and plant from €6.50 [here](#).



Photo tour

Kenya

Photo tour



Save the Aberdare Forest is a tree planting project in Kenya's Upper Tana Catchment area, part of the Aberdare ecosystem, was launched in 2007 to combat environmental degradation and forest destruction. The project aims to support local communities by improving livelihoods and promoting sustainable management of natural resources. Managed by a committee of local organizations, the project has 2,500 members across 20 community groups, who manage tree nurseries and care for planted trees.

Since 2012, the project has expanded its focus to include sustainable agriculture, clean cooking technologies, and water harvesting. It also works with schools, planting over 200,000 trees through environmental clubs. The long-term goal is to plant over 1 million trees annually, distribute 200,000 clean stoves, and improve the livelihoods of the Nyeri county community, which has over 248,000 households.

Read more and plant from €1 [here](#).



tree-nation

Thank you!

Together we have planted more than 40 million trees.
Thank you for your continuous support in our mission to reforest the world!