



# Annual Report 2024





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# Highlights & Summary

**23** employees

**42.8** million trees planted since inception

**5.2** million trees planted in 2024

**€3** million in revenue

**52** active projects

**32** countries

**361,306.5** tons of CO<sub>2</sub> offset

## Executive Summary

by Maxime Renaudin, Founder & CEO

Our mission is ambitious: **1 trillion trees**. This means we haven't even reached 1% of our goal yet, which defines how we work. Achieving this requires a **strong foundation today**—one that will enable exponential growth in the years ahead. Our focus is on developing the **right tools, teams, and strategies to drive long-term impact**.

**2024 was a defining year**, as we sharpened our vision and laid the groundwork for three transformative environmental solutions:

- A **land and carbon management platform** to support environmental projects.
- A **social media ecosystem** that enables tree planting through engagement.
- An **Internet of Trees solution** that seamlessly integrates tree-planting into corporate operations.

To bring this vision to life, we established **clear feature roadmaps** for each platform and strengthened our internal capabilities. **We built our first in-house technology team and doubled the Growth department**, marking a major milestone in accelerating our mission. As a STEM-driven organization, our future growth will be fueled by **engineers and technical experts** dedicated to scaling our impact.

In parallel, we enhanced our **Environmental Department**, expanding our **certification framework** and integrating remote sensing into our vetting and verification processes. These improvements ensure that every affiliated project and planting site operates with the highest **transparency and accountability**.

Our roadmap to **1 trillion trees by 2050 is clear**—what we build today determines the scale of impact we achieve tomorrow.



# Community Growth & Engagement

In 2024, the total number of internal and external community members increased by 15%, reaching over 800,000. This growth helped sustain higher engagement across all platforms.

15% ▲

**Over 800.000 Users**

External Community: 68,000 Followers

## Engagement in 2024

**+400.000**

Tree Comments

**+150.000**

Tree Likes

**+240.000**

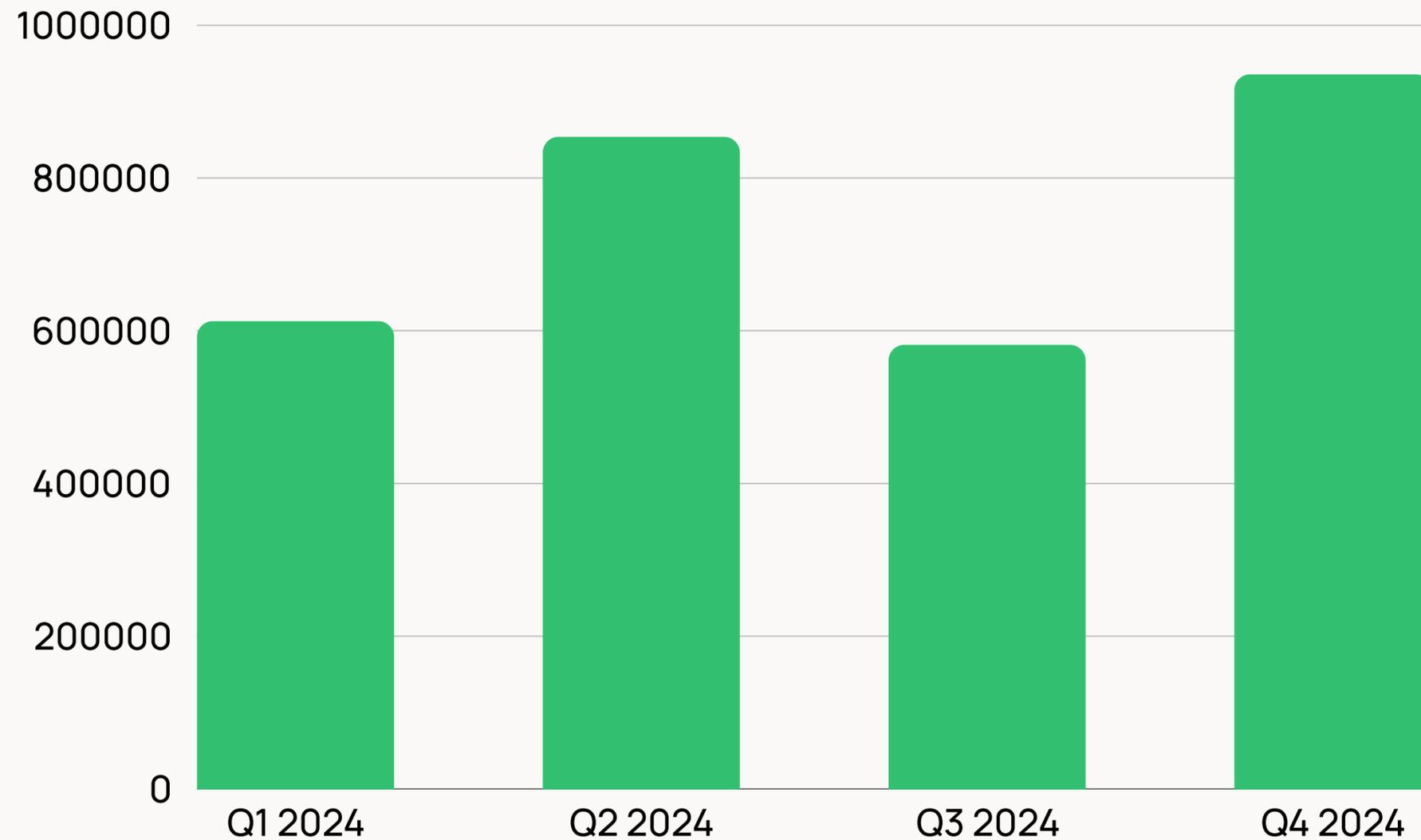
User Followers

★ **Trustpilot** 4,4 out of 166 Reviews



# Financial Summary

## Revenue generated from our sponsors



**Q1 2024:** €612,468

**Q2 2024:** €853,798

**Q3 2024:** €581,516

**Q4 2024:** €935,656

**Year 2024:** €2,983,437

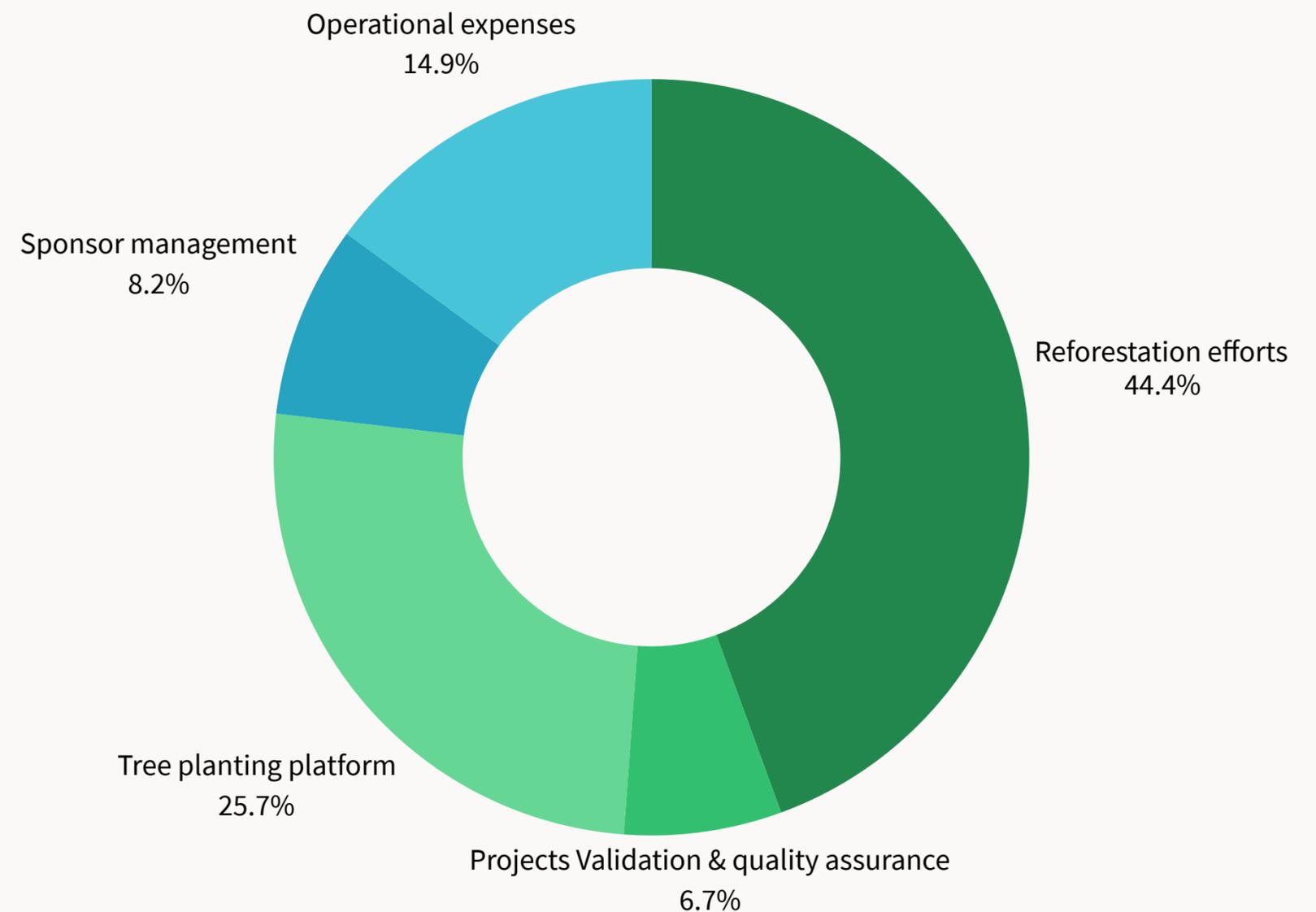


# Financial Summary

## Funds invested in our mission

**76.8%** of our total expenses, totaling **€3,048,709**, have been invested in tree planting, project integrity, and the platform that powers our global reforestation efforts.

- **Reforestation efforts:** Tree planting to restore ecosystems and support reforestation initiatives.
- **Projects Validation & quality assurance:** Project integrity through extensive onboarding, on-site assessments, monitoring, and compliance checks.
- **Tree planting Platform:** Technology to connect sponsors with projects, ensure traceability, and support scalability.
- **Sponsor management:** Sales and marketing efforts to strengthen partnerships and engagement.
- **Operational Expenses:** Administrative and logistical costs to sustain daily operations.





# Key Metrics

In Q4

**1,610,885**

trees planted

**105,862**

tonnes of CO2 compensated

**1,501.3**

hectares reforested

In 2024

**5,271,029**

trees planted

**361,306.5**

tonnes of CO2 compensated

**4,912.4**

hectares reforested

Since inception\*

**42,802,730**

trees planted

**4,711,029**

tonnes of CO2 compensated

**39,890.71**

hectares reforested



# Reforestation Operational Summary

## Our reach in 2024

**52** active reforestation projects.

**32** countries.

**+844** tree species planted.

**361,306.5** Tons of CO2 offset.

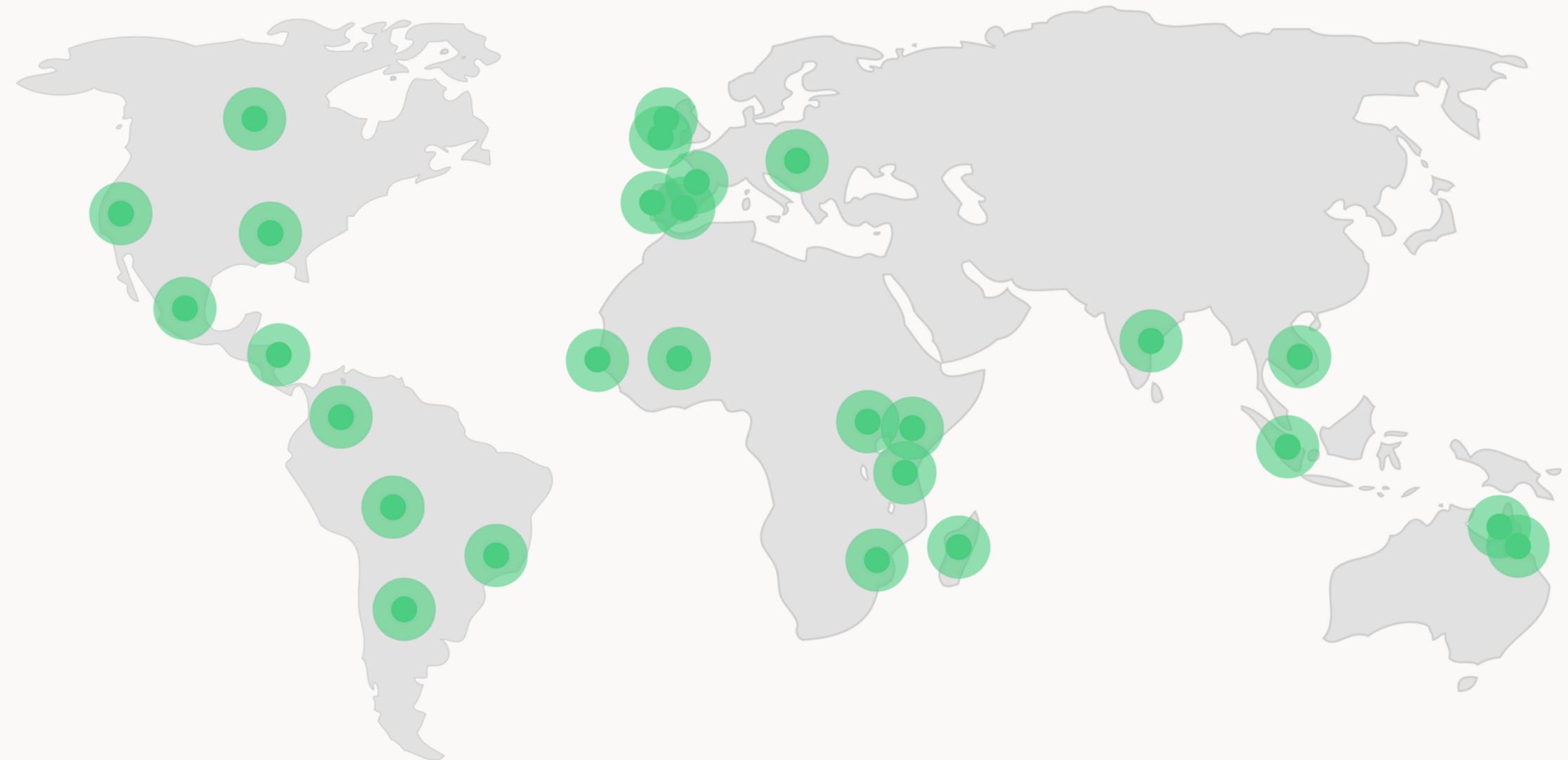
## New reforestation projects

### Preservation of the Mt. Elgon Ecosystem, Uganda

This project works with local farmers in the Mount Elgon region to restore forests and support sustainable livelihoods.

Learn more [here](#).

**Planting goal:** 230,000 trees





# Regional Highlights

In 2024, we planted over **5 million** trees in 6 regions: North and South America, Africa, Europe, Asia and Oceania, with a particular focus in 4 countries: **Kenya, Madagascar, Tanzania and Uganda.**

## Madagascar

Madagascar's unique ecosystems support incredible biodiversity, but deforestation and climate change threaten its forests and coastal habitats. Since 2019, we have planted 7 million mangrove trees, restoring habitats, strengthening climate resilience, and creating jobs for local communities.

## Kenya

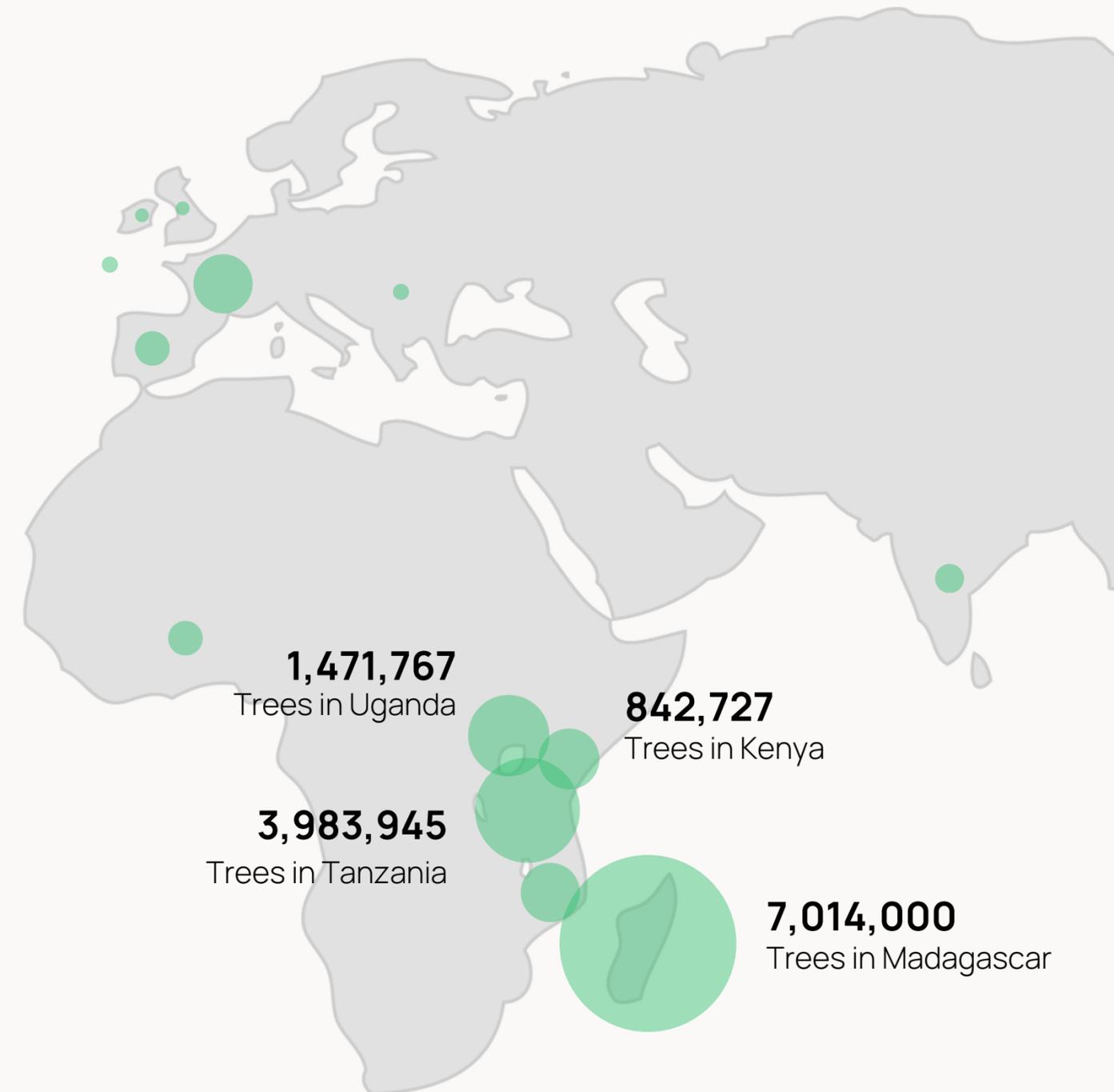
Kenya lost nearly 50% of its forests between 1980 and 2000, harming water sources and biodiversity. Since 2022, we have planted 842,727 trees through three reforestation projects, working with local farmers to restore land, boost productivity, support gender equality, and support livelihoods.

## Tanzania

Tanzania loses around 400,000 hectares of forest annually, impacting soil, water, and biodiversity. To help restore ecosystems, we have planted 3,983,945 trees, supporting reforestation, enhancing biodiversity, and creating sustainable income opportunities for communities.

## Uganda

Uganda has lost over a million hectares of forest in two decades due to agriculture, charcoal production, and population growth. To help restore ecosystems, we have planted 1,471,767 trees, involving local communities—women and men alike—while creating sustainable income opportunities.



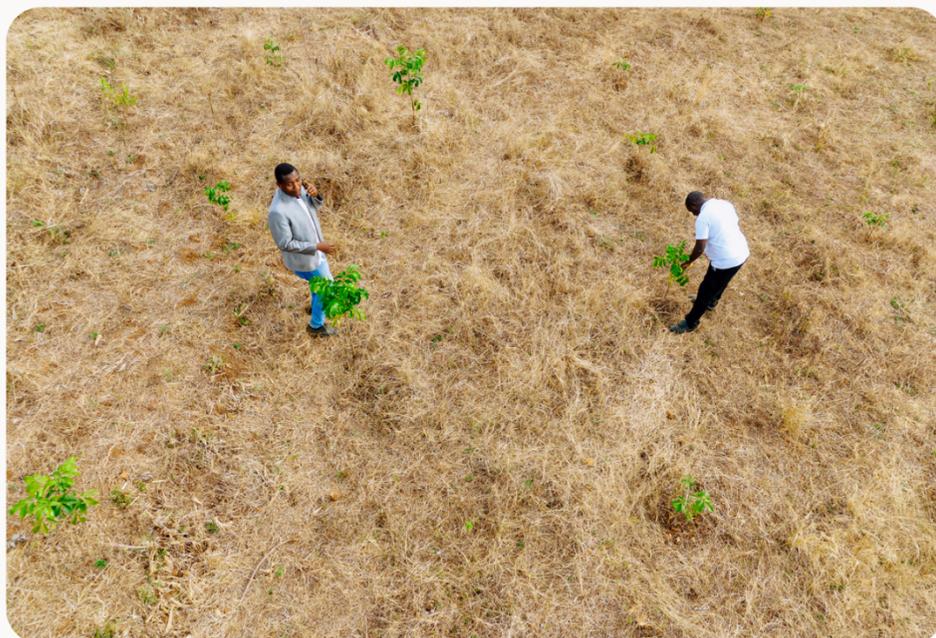
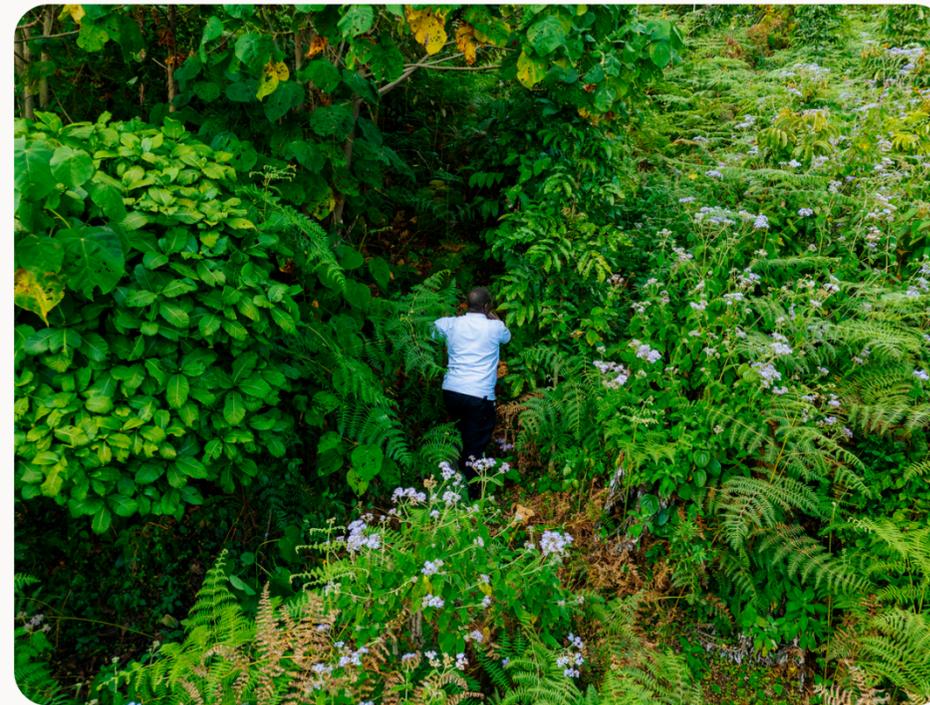


# Photo tour



# Photo tour

Our Field Visit to Tanzania



## Verification Visit

Mid 2024, we conducted a On-site Verification visit to our projects in Tanzania:

- [Usambara Biodiversity Conservation](#)
- [Plant to Stop Poverty](#)
- [Mlola Biodiversity Restoration](#)
- [Replanting the Burnt Mkusu Forest](#)

These visits were conducted to assess the progress of our tree planting efforts across various projects. On average, we confirmed an 80% tree survival rate, with steady growth and overall healthy development.

Each project shared its challenges in monitoring and maintenance, particularly in remote areas. However, teams have implemented key improvement measures to address these obstacles.

Additionally, we reviewed the diverse benefits these initiatives bring to local communities, reinforcing the broader impact of our restoration work.

Find out more [here](#).



# Photo tour

Bolivia



## Amazon Windshields

Committed to restoring the Bolivian Amazon Basin through innovative agroforestry. By planting tree windbreaks between agricultural fields, they promote sustainable farming without deforestation, increasing land productivity by 12%.

These windbreaks enrich the soil, protect crops, and create vital wildlife corridors, ensuring a balanced ecosystem. So far, 80,000 trees have been planted in Bolivia, with a growing number of local farmers adopting this approach to harmonize agriculture and reforestation

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



# Photo tour

Romania



## Climate Smart Forests, Transylvania

Restoring Transylvania's degraded forests, where deforestation and climate change have taken a toll. By reintroducing oak groves in the Ciuc Basin and establishing mixed forests in the Hășmaș Mountains, the project strengthens biodiversity, prevents soil erosion, and improves climate resilience.

These reforested areas restore wildlife habitats, support natural regeneration, and protect against extreme weather.

So far, **20,000 trees** have been planted, with continued efforts to safeguard one of Europe's last wild forest landscapes.

Read more and plant from €2.20 [here](#).



# Photo tour

Indonesia



## Community Reforestation in Java

Working across Java, Indonesia, this project strengthens both the environment and local communities through large-scale reforestation and education. By providing free high-value tree seedlings to farmers and promoting agroforestry, it enhances land productivity while ensuring economic stability.

Through sustainable forestry training, monitoring, and community engagement, farmers receive guidance on planting techniques, organic fertilization, and pest management. The project also tracks trees using a geo-mapping system, ensuring transparency and long-term survival.

So far, **50,000 trees** have been planted, with ongoing efforts to expand reforestation and empower more local farmers in the region.

Read more and plant from €1.30 [here](#).



# Photo tour

Kenya



## Bore

In Boré, Coastal Kenya, this project empowers local farmers to restore forests and build sustainable livelihoods. Organized as a cooperative, 3,000 farmers plant diverse tree species on their own land, ensuring community-driven conservation without monoculture plantations.

Through education, sustainable forestry training, and alternative livelihood programs, the initiative goes beyond tree planting, promoting women's empowerment and economic resilience. With 95% of workers being women, it fosters equal opportunities while strengthening local ecosystems.

So far, **528,879 trees** have been planted, with ongoing efforts to expand reforestation and support the Boré community in safeguarding their environment.

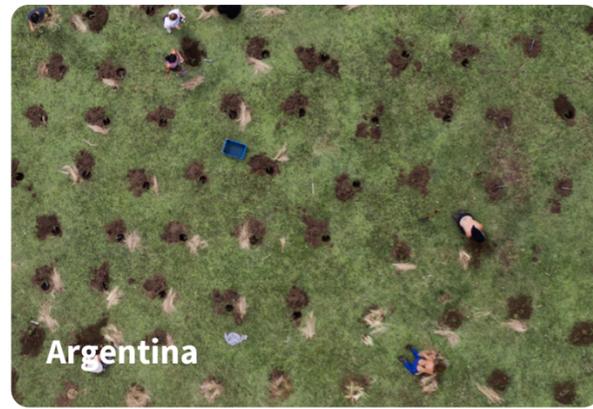
Read more and plant from €0.50 [here](#).



India



Brazil



Argentina



Bolivia



Colombia



Uganda



Nicaragua



Brazil



Tanzania



UK



Spain



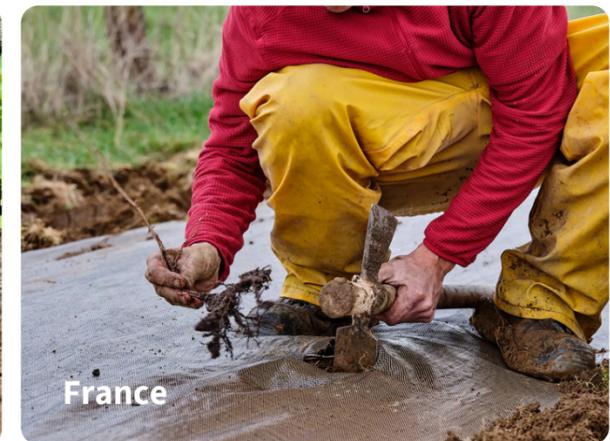
Spain



Argentina



Tanzania



France



Colombia



Australia



Peru



Romania



Ireland



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!