



tree-nation

# Annual Report 2022

February 2023





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# Highlights & Summary

**Updating our mission to 1 trillion trees.**

**Hiring 15 new employees in 2022.**

**Successfully completing our IT refactoring.**

**27 Million trees planted since inception,  
12,9 million just last year (48%).**

**5 Millions € of revenue in 2022, an increase  
of 64% from last year.**

**Started building our global company  
management software to manage all our  
operations seamlessly.**

## Executive Summary

by Maxime Renaudin, Founder & Co- CEO

2022 was a very intense yet successful year. We started the year with the idea to double our figures, as foolish as it seems. And despite the Ukraine crisis and general macroeconomic sobering mood we managed to increase by 64% our revenue. Our tree count increased by 12,9 million trees this year.

2022 was a transitional year with a change of focus. Our service model being quite successful, our attention moved to our growth and hiring talent.

Increasing our team also allowed us to improve our service, our response time and quality all over the board. But our team didn't grow as fast as our sponsor list. Despite being a great problem to have, our team made a gigantic effort to make sure our sponsors could receive a great standard of service.

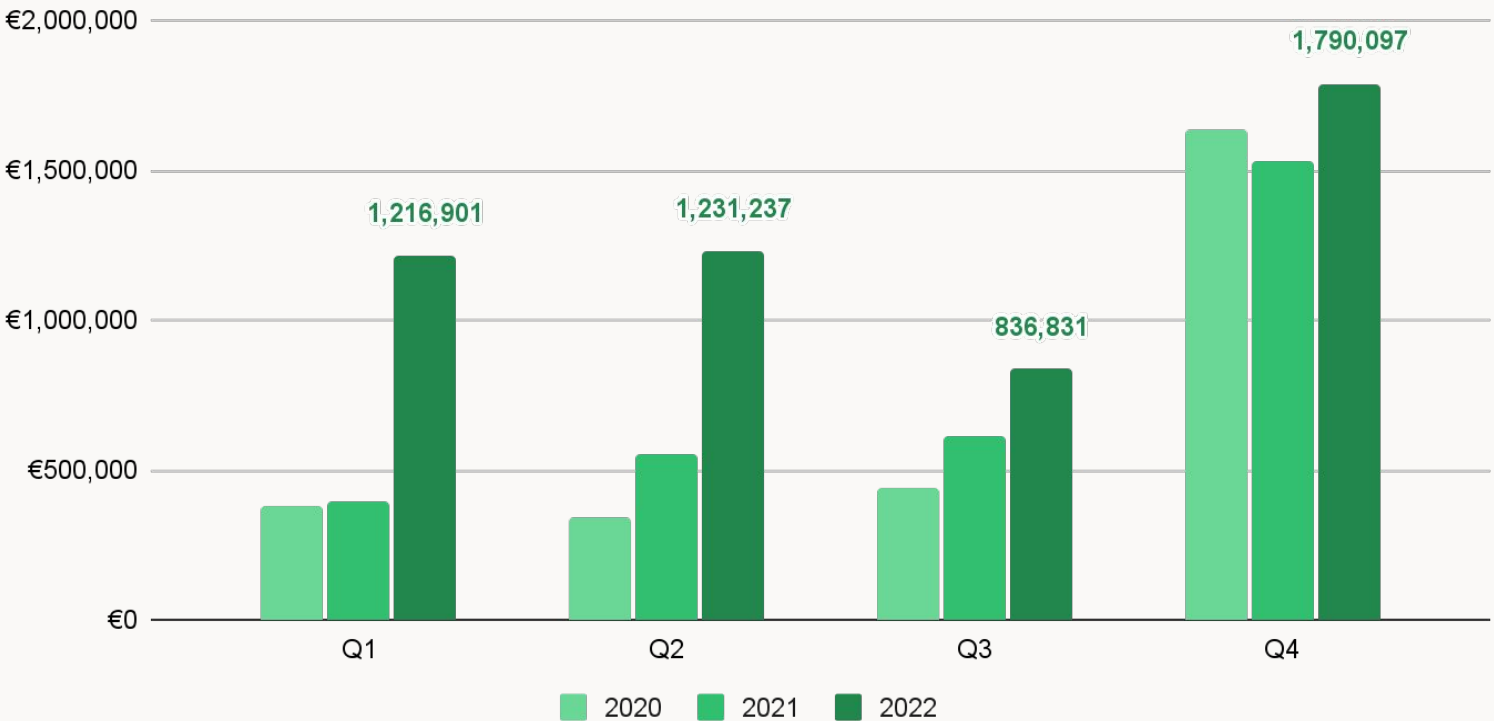
We ended up the year with a team of 22, more motivated than ever and convinced that, thanks to our amazing Tree-Nation community of sponsors, we can reach our [1 trillion trees mission](#) by 2050.

As expected, updates on climate change continue to worsen. Most nations are falling far behind schedule in meeting their commitments to limit emissions to 1.5°C above pre-industrial levels. It is clear that individuals and businesses must take action, rather than relying solely on politicians' promises. The fate of our planet and humanity rests on all of us.



# Financial Summary

## Funds generated: Quarterly comparison YoY



## Total funds generated

**Q4 2022:** €1,790,097

**Year 2022:** €5,075,066

+ **64%** vs 2021

+ **81%** vs 2020

**Funds generated by Companies:** 84.7%

Q4 2022: €1,614,664

Year 2022: €4,303,592

**Funds generated by Citizens:** 15.3%

Q4 2022: €175,434

Year 2022: €771,474



# Financial Summary

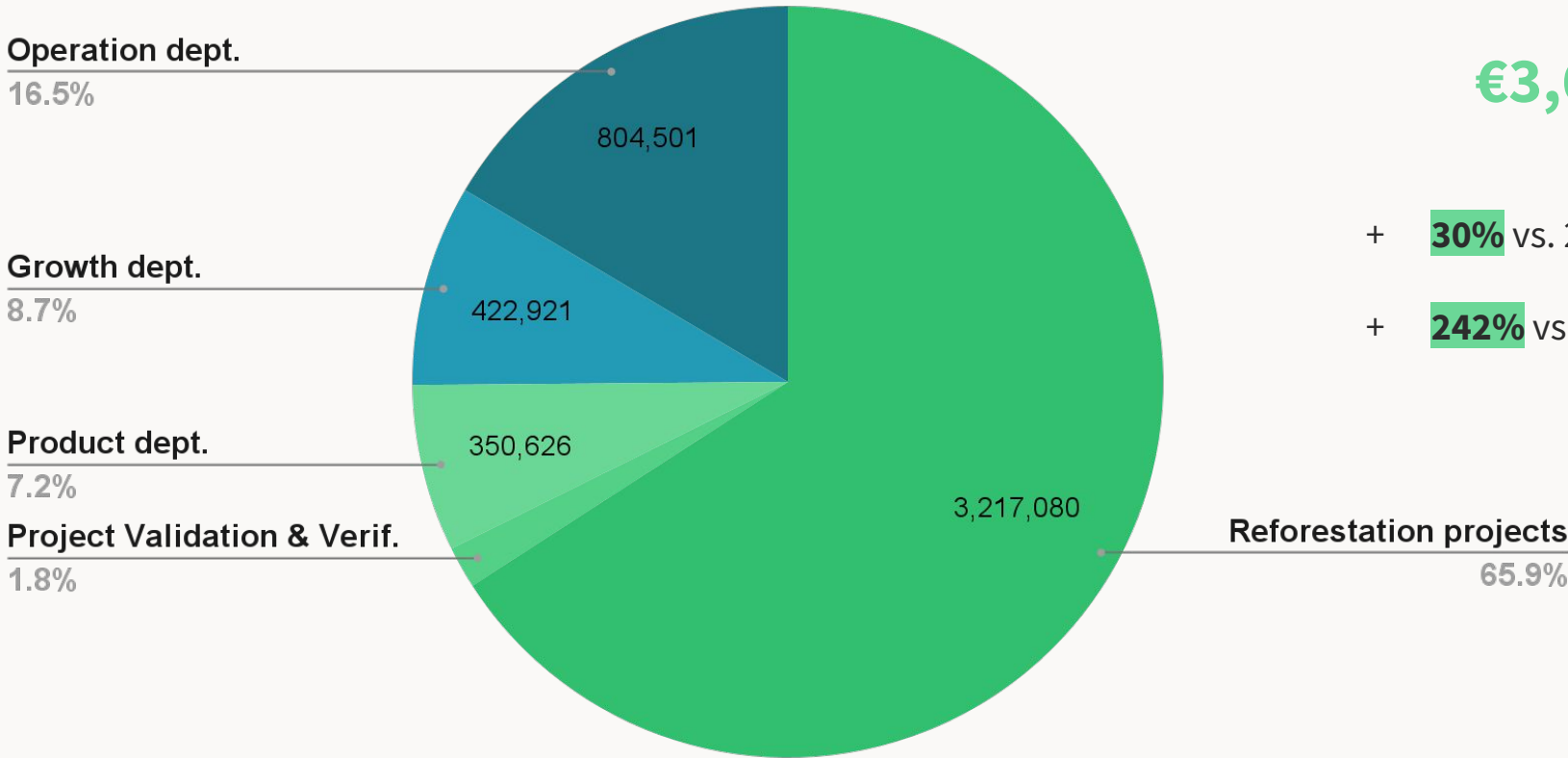
## Funds invested in our mission

75% invested in our mission

€3,655,920

+ 30% vs. 2021 (€2,806,492)

+ 242% vs. 2020 (€1,067,705)





# KEY METRICS

KEY METRICS

In Q4:

**3,982,196**  
trees planted

**215,039**  
tonnes of CO2 compensated

**1,327**  
hectares reforested

In 2022:

**12,554,574**  
trees planted

**677,947**  
tonnes of CO2 compensated

**4,185**  
hectares reforested

Since inception:

**27,302,641**  
trees planted

**1,474,343**  
tonnes of CO2 compensated

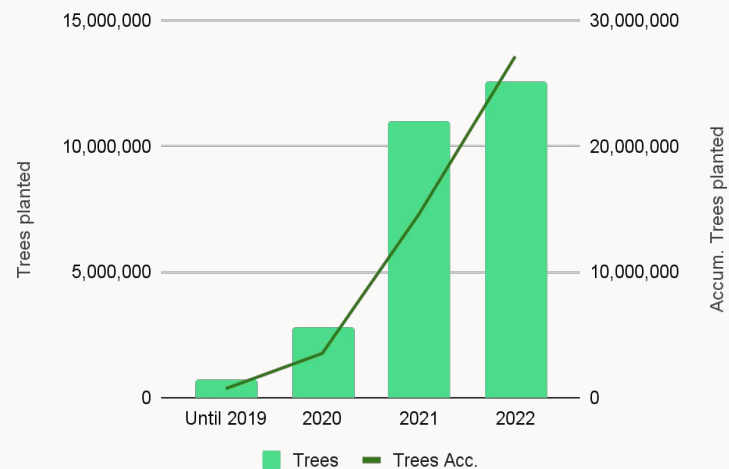
**9,100**  
hectares reforested



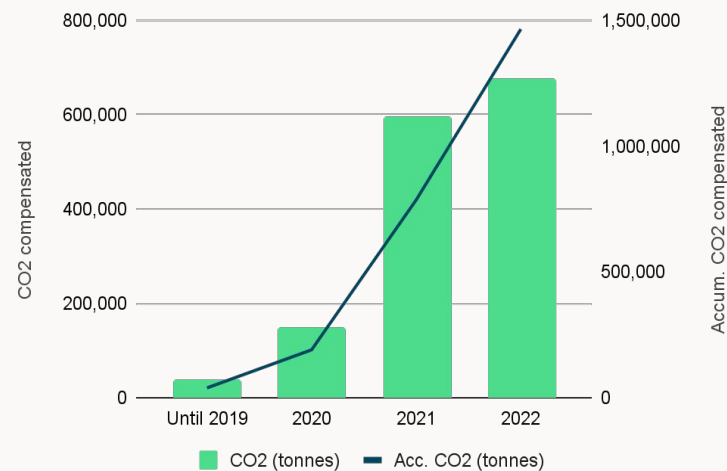
# KEY METRICS - Annual figures

## KEY METRICS

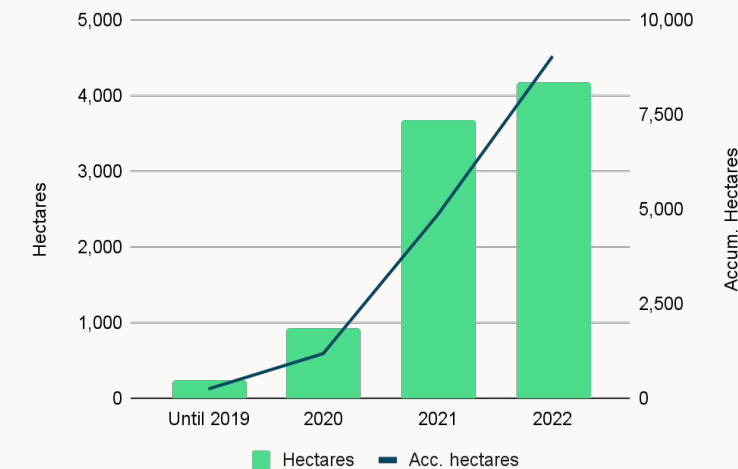
Trees planted



Tonnes of CO2 Compensated



Hectares reforested



Total trees planted in 2022:

**12,554,574**

+ **11%** vs. 2021 (11,324,080)  
+ **470%** vs. 2020 ( 2,203,503)

Total CO2 (tonnes) compensated in 2022:

**677,947 tonnes**

+ vs. 2021 (595,317 tonnes)  
+ vs. 2020 (151,293 tonnes)

Total Hectares reforested in 2022:

**4,185 ha**

+ vs. 2021 (3,675 ha)  
+ vs. 2020 (934 ha)



# Reforestation Operational Summary

## New organizational structure: Regional Project Managers in the regions

TN project team is expanding by having project managers based in the countries, to support our partners in the development and monitoring of their projects.

- Eastern Africa
- South America
- Asia

Check-out our projects map [here](#).

## TN visited 2 of our projects in Q4

- Mini-forests in Public Schools (Brasil)
- Agroforesterie et Boisement (France)

Check-out the project in France [here](#).

## Improved verification methodology: VQS (Verification Quality Score)

After completing our verification process, each project is given an individual score we call VQS (Verification Quality Score). This score reflects how well a project has performed on our verification checklist, and all scores will be published online.

Read our article about it [here](#).







# Product Summary

## Finished refactor

In 2021 and 2022, we underwent a significant refactoring of our code that lasted nearly two years! This hindered our ability to release new features regularly. The refactor however allowed us to update our platform to recent and stable versions of PHP, Laravel, Vue.js. We also updated our servers versions and moved to a multi server architecture in order to separate our API, webhooks and widgets from the website. We are pleased that this undertaking is now behind us, enabling us to fully focus on our product roadmap.

## A new design

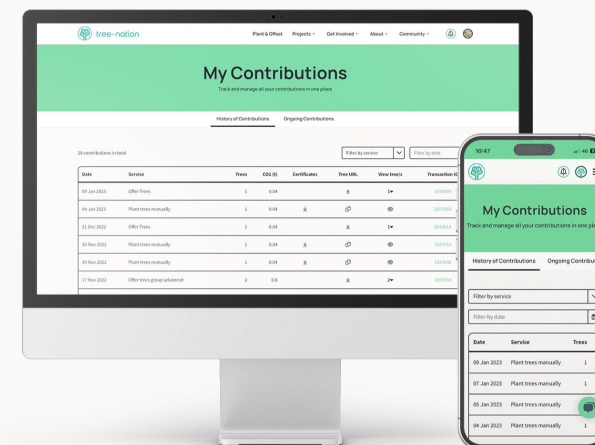
We made a complete redesign of our platform, including our logo. We started by releasing the logo and then proceeded to release this new design, using the occasion of the refactor to switch everything at once.

Read our article about it [here](#)

## New My Contributions page

We introduced a new version of the "My Contributions" page, which allows users to easily view information about their tree purchases. The page also allows users to quickly retrieve URLs to send tree-gifts and view stats about their gifts deliveries. The new page is now well adapted to volume planting orders.

Read our article about it [here](#)





# Growth Summary

### QR Code

In Q4 we launch a new service for companies for allowed them to implement a streamlined system for end-users to access their tree-gift via a singular URL, which can be utilized in offline settings, embedded in QR codes, or distributed through a unified marketing email campaign.

Read our article about it [here](#).

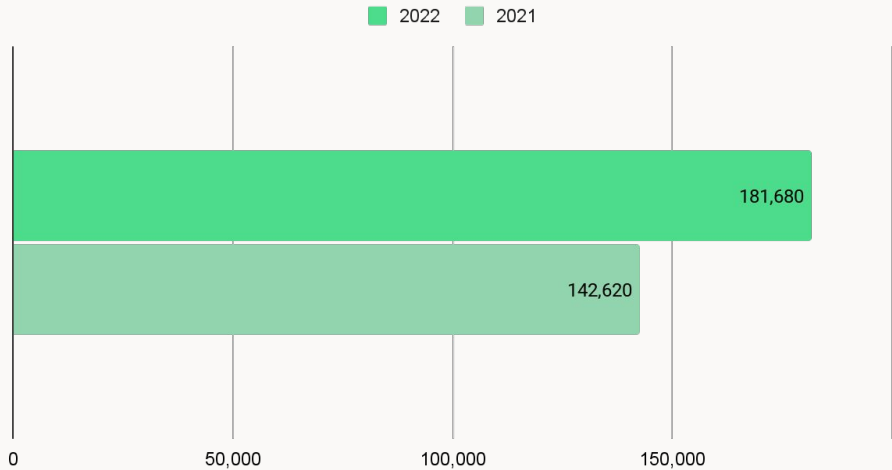
### Monday.com IOT (Internet of Trees) integration

The Tree-Nation app - by [AVISI App](#) - now integrates with monday.com, a popular project management platform. This integration allows companies to connect their success to the success of the environment. By simply connecting their monday.com account to the Tree-Nation app, businesses can now easily and effectively contribute to the fight against climate change without any disruptions to their daily processes.

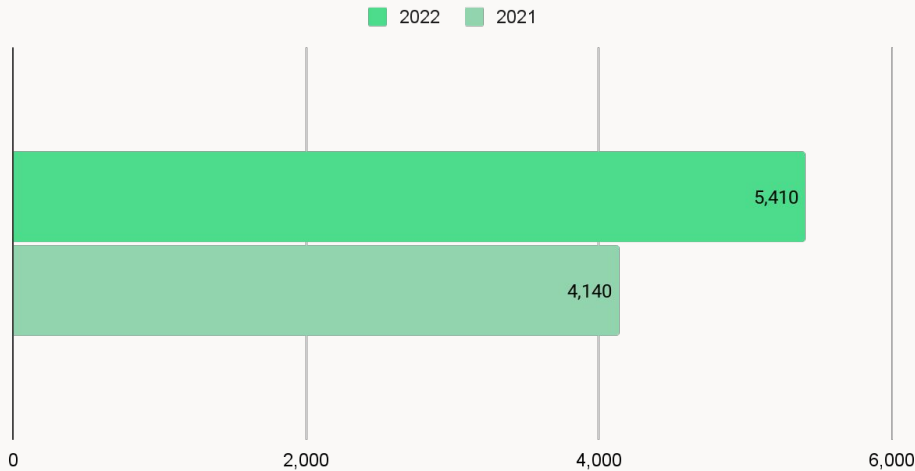
This powerful new tool makes it easy for companies' teams to track and measure their impact on the environment in real-time. We believe this is a major step forward for businesses looking to take action on climate change.

Read more [here](#).

New B2C customers



New B2B customers





# Operations Summary

## Centralizing Root System

We laid the foundation for our operational Root System, by digitalizing all of our day-to-day operations, and setting up Asana as our central company management tool.

## Structuring Departments

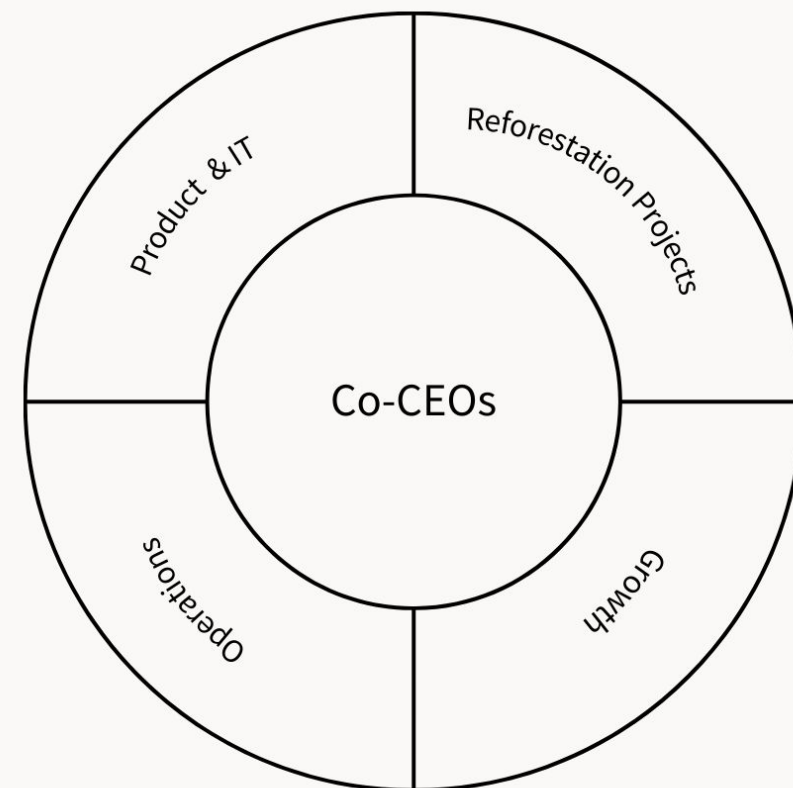
We change our organizational structure to a circular org chart, which we believe will promote collaboration, transparency, and innovation within our company. This new structure will encourage communication and teamwork, breaking down traditional hierarchical barriers and promoting a more open and collaborative work environment. We structured the company into 4 departments, Product & IT, Growth, Reforestation Projects and Operations.

## Internal Information System

We defined our system for managing all our company information indefinitely through the concept of Playbooks, Catalogs & Backlog Asana projects.

## Day-to-day Operations System

We defined our system for managing day-to-day tasks with Production Lines, Sprints and Tickets.





# TNT (Tree-Nation Team) Summary - part 1

## **Becoming the best employer in the world**

We believe that to achieve our reforestation mission we need to be an exceptional company. Not just related to tree planting but everywhere. This means seeking to do the right thing in every department. When it comes to our team, we want to be the best employer in the world. This is our goal and even though this may be a long road (as there are so many great companies out there) we will keep improving our team conditions to achieve it.

## **Improved salary every year**

We are still a very tiny entity and even though our salaries are at market value already, we pledge to improve them every year.

## **Adding more employee benefits**

In 2022, we have added the following benefits:

- Flexible hours
- Paid project visits during holidays
- Memorable team buildings
- Half day Fridays all year!





# TNT (Tree-Nation Team) Summary - part 2

## A new office space

As we grew our team ended up split into 2 offices. We finally corrected that by moving into a beautiful large office space that can fit everyone.

## Tree-Nation survey:

In an effort to ensure that our expanding team members feel heard and valued, Tree-Nation has launched its first internal survey. This survey will be conducted on a quarterly basis and will be anonymous in order to encourage open and honest feedback. The survey will focus on the following key areas:

- Belief in the company's purpose and mission to plant 1 trillion trees by 2050
- Perception of the meaningfulness of work
- Satisfaction with company culture and connectivity with coworkers
- Evaluation of recent team building activities
- Interest in potential additional employee benefits.





# PHOTO TOUR



# PHOTO TOUR

Tanzania

Photo tour



## Usambara Biodiversity Conservation, Tanzania

Preserving Biodiversity in the Eastern Arc Mountains rain forest is the primary goal of this project. Additionally, key issues to be addressed are reversing the serious deforestation around Forest Nature Reserve, a critical need for woods and construction materials, the need for environmental conservation education, and extreme poverty alleviation through agroforestry.

3,036,406 Trees funded  
530,652,333 kg CO2 Compensated

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

## Plant to Stop Poverty, Tanzania

The Plant to Stop Poverty project uses an incorporated approach to advise and help peasantry communities in rural areas to practice agroforestry to fight against prevailing poverty and climate change effects. This method of food and income guarantees security while forests are restored and protected through tree planting. We have previous experience planting more than 140.000 trees in other projects in different districts.

109,244 Trees funded  
49,846,625 kg CO2 Compensated

Read more and plant from €0.30 [here](#).





# PHOTO TOUR

Kenya



Bore, Kenya

## Bore, Kenya

Lots of recent research indicates clearly that we need to conserve our vulnerable tropical forests if we are to have any hope of stopping complete and irreversible Climate Breakdown. Since 2007, this unique project has been working closely with ordinary Kenyan subsistence farmers to find ways to help them grow new food and timber crops that improve biodiversity and reduce the stress on their threatened and critically important tropical forest.

234,114 Trees funded  
64,201,243 kg CO2 Compensated

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

## Mount Kenya Trust, Kenya

The Mount Kenya Trust plants trees around Africa's 2nd. highest mountain - Mount Kenya, surrounded by a vast, protected series of indigenous forests. We have planted almost 2.000.000 trees over 20 years and are seeking now support for a new project to plant around 200.000 trees at Upper Imenti Forest which has been deforested and degraded over many years. The area represents an ancient and important wet-season elephant habitat and refuge.

825,550 Trees funded  
122,260,300 kg CO2 Compensated

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





# PHOTO TOUR

Brazil

Photo tour



## Reforest the Amazon Basin, Brazil

The Rondonia state is the main target for illegal Amazon logging. This project is dedicated to the reforestation of these deforestation areas. Last planting season we planted over 70,000 trees and continue planting now more than 30,000 trees, thus contributing to combating climate change, biodiversity loss, and other environmental damage.

70,288 Trees funded  
17,659,647 kg CO2 Compensated

Read more and plant from €3 [here](#).

## Reforest the Mata Atlântica, Brazil

Bringing back the green of the Atlantic Forest (Mata Atlântica)! The Atlantic Forest in southeastern Brazil is one of the most endangered and biodiverse biomes in the world. Through environmental education programs, public policies, native tree seedling production and ecological restoration, Copaíba brings back the Atlantic forest!

54,818 Trees funded  
11,880,300 kg CO2 Compensated

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



# PHOTO TOUR

France

Photo tour



*Agroforesterie et Boisement, France*

## **Restauration Forêts dégradées, France**

The French forest is affected by various degradations which cause important ravages (insects, fires, diseases, droughts, etc). These phenomena are progressing all over France and are impacting the forest in a significant way. To maintain the French forest in good condition, forest owners reforest their plots while diversifying the stands for better resilience.

139,210 Trees funded  
31,058,730 kg CO2 Compensated

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

## **Agroforesterie et Boisement, France**

The project converts agricultural fields into agroforestry systems (combining agriculture with forestry on the same land), and reforests former agricultural fields not cultivated anymore. Our agroforestry and reforestation activities help to transform the current unsustainable agricultural practices, with many benefits for nature & local farmers: less use of pesticides & fertilizers, less erosion, more biodiversity, CO2 offset, better health.

122,433 Trees funded  
16,686,270 kg CO2 Compensated

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





# PHOTO TOUR

USA

Photo tour



## National Forest Recovery, USA

The mission of the USDA Forest Service is to sustain the health, diversity, and productivity of the Nation's 155 Forests and 20 Grasslands (area of 193 mill. acres) to meet the needs of present and future generations. The project supports the recovery from wildfires and spruce budworm infestation (with tree mortality up to 60-80% in some areas), re-establishes the seed source for future regeneration and improves resilience to future infestation.

133,782 Trees funded of 200,000  
24,673,540 kg CO2 Compensated

Read more and plant from €1,50 [here](#).

## Wildfire Recovery in California, USA

The Angeles National Forest is located within an hour's drive for more than 20 million people who live in the Greater Los Angeles area, and provides a wealth of recreation opportunities. This project will re-establish mixed conifers lost to the 2020 Lake Fire. Some of the planting sites run along the Pacific Crest Trail and others are adjacent to California spotted owl habitat.

50,105 Trees funded of 100,000  
8,165,300 kg CO2 Compensated

Read more and plant from €1,50 [here](#).

National Forest Recovery, USA





tree-nation

# Thank you!

Together we have planted more than 28 million trees.  
Thank you for your continuous support in our mission to reforest the world!