Highlights & Summary

In Q2 2023:

**HUGE MILESTONE!**
32,5 million trees planted since inception!!
3,8 million trees planted this quarter.

**Product:** Platform map project Launched

**Operations:** Launched company-wide reporting

**Projects:** 11 project verification visits

**Growth:** Launch the outbound and Email mapping projects

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**Executive Summary**
by Maxime and Olivier co-CEOs

In Q2 2023, we made significant strides in our reforestation mission, planting 32,5 million trees since inception. Financially, we generated €850,991, with a -22% decrease compared to Q2 2022 globally, but remarkable 143% growth in our B2B self-service segment. B2C TN’s community revenue showed a 6% increase over Q2 2022. We affiliated with four new projects, conducted 11 project verification visits, and made strategic hires, including a Head of IT and two project managers. Technological advancements included site transition and the launch of the platform map project. Our communication efforts focused on campaign restructuring, social media growth, mapping emails, and Chatbot AI FSM for customer support. Internally, we improved B2B database segmentation, initiated the outbound project, and refined project management practices. Despite the world economic recession, we remain committed to investing in our projects and improving productivity.
Financial Summary

Funds generated: Monthly comparison YoY

Total funds generated
Q2 2023: €850,991
- 22% vs Q2 2022
+ 53% vs Q2 2021

B2B Self-service
Q2 2023: €138,589
+ 143% vs Q2 2022
+ 144% vs Q2 2021

B2C TN’s community
Q2 2023: €111,550
+ 6% vs Q2 2022
+ 4% vs Q2 2021
KEY METRICS

In Q2 2023:
- 3,781,908 trees planted
- 204,223 tonnes of CO2 compensated
- 1,260 hectares reforested

2023 YTD:
- 6,005,071 trees planted
- 324,274 tonnes of CO2 compensated
- 2,001 hectares reforested

Since inception:
- 32,430,115 trees planted
- 1,751,230 tonnes of CO2 compensated
- 10,807 hectares reforested

Funny fact!
If each tree we’ve planted were a dollar bill, we would have enough to build a tree-shaped building taller than the Empire State. Talk about growing wealth sustainably!
Reforestation Operational Summary

We have affiliated 4 new projects:

- Bosques de Agua, Argentina. Read our article [here](#).
- Agroforestry System, México. Read more [here](#).
- MBR (Mlola Biodiversity Restoration), Tanzania. Read our article [here](#).
- Geita Tree Plantation for Community, Tanzania. Read our article [here](#).

We conducted 11 project verification visits:

- Eden Reforestation Madagascar, Madagascar. Read our article [here](#).
- Bosques Yungas, Argentina. Read our article [here](#).
- Replanting the burnt Mkussu Forest, Tanzania. Read our article [here](#).
- Bore, Kenya. Read more [here](#).
- Mount Kenya Trust, Kenya. Read more [here](#).
- Save the Aberdare Forest, Kenya. Read more [here](#).
- Usambara Biodiversity Conservation, Tanzania. Read more [here](#).
- Plant to Stop Poverty, Tanzania. Read more [here](#).
- MBR (Mlola Biodiversity Restoration), Tanzania. Read more [here](#).
- Reforestation and Conservation, Portugal. Read more [here](#).
- Recover the Mediterranean Diversity, Spain. Read more [here](#).
Product Summary

Product & IT Team is growing!

- Hiring and creating an efficient team. IT team complete.
- 2 PM hired, starting in Q3 2023.
- Still missing more UX and QA

New cool features coming every month

- Finished the site transition to new design
- Platform map project Launched

Improving our documentation system

- Tech doc with Confluence started
Growth Summary

Communication and targeting improvements

- Restructuration of the campaign and newsletter with better segmentation system, splitting the campaigns by small, medium and big around planting habits concept.
  - We send out a newsletter every month with the calendar of the planting habits in progress.
  - We have launched 10 campaigns in this quarter with special highlight on:
    - A Legacy of Green: Environment Day and Its Unwavering Relevance. [Read more here.](#)
    - #EarthDay - No better day to plant a tree! [Read more here.](#)

- Social Media growth
  - Instagram +11%

- We have started the mapping emails project

- Our Customer Support department have launched the Chatbot AI FSM to give support to our community 24/7.

Launched our ‘Modus Operandi’ for project management
Through implementing team and employee level portfolios, we have kicked-off our project management philosophy, of delegating each project to a unique project owner.

Launched company-wide reporting
We have developed a global reporting system, ensuring that all project owners keep the rest of the company in the loop about the progress they are making in order to improve company-wide collaboration and transparency.

4-days week pilot
We launched a 4 days week pilot program. This exciting initiative aims to not only foster a healthier work-life balance but also to boost productivity and create a more sustainable workplace.

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Welcome to TNT!

Introducing new Tree-Nation Team joiners

Our team has hired 3 people in Q2 2023:

Sofia Celada
HR Manager

Xavier Hernandez
Head of Tech

Leon Henkel
Translation Management intern

We are always looking for people with unique skills to join us in our mission to save the planet.

Build your dream job in our Careers site.
PHOTO TOUR
New project!

Geita Tree Plantation for Community, Tanzania

This project was launched in the Geita region, where there is extreme poverty under the climate change effect, the main problem is due to the extraction of minerals from nature often creating imbalances, which adversely affect the environment. The aim of this project is to reduce poverty and conserve the environment among the community living in the Geita region directly by diversifying their income generation and promoting sustainable practices.

Read more and plant from €0.50 here.
PHOTO TOUR
Tanzania

New project!

MBR (Mlola Biodiversity Restoration), Tanzania

MBR is a strategic project which focuses on ecological preservation, biodiversity restoration, and dealing with the causes of climate change. Our project plan has a number of strategies to reach the intended goals like planting several species of trees to improve organisms' habitat and balance the atmospheric gases (CO2 & O2), not only that but also providing environmental education to the local communities to improve awareness.

Read more and plant from €0.60 here.
New project!

Agroforestry Systems, Mexico

With this project we seek to promote agroforestry systems so that they can provide ecosystem, agroecological and socioeconomic benefits and impacts to the participants of this call. The ecosystem benefits that are sought to be achieved through the implementation of this project are: the increase and protection of biodiversity, the improvement of water quality, the preservation of forests and the fight against desertification.

Read more and plant from €2.5 here.
PHOTO TOUR
Argentina

New project!

Bosques de Agua, Argentina

Bosques de Agua works in the reforestation of native highland forests, which play a vital role in the water cycle. The native tree that grows at these heights is the *Tabaquillo* (*Polylepis australis*). They are the ones that allow the mountain to become a great reservoir of water. From here their purpose was born: To cover the mountains with forests again! They are producing and planting 300,000 *tabaquillos* this 2023 and we aim to scale up to 500,000 next year 2024.

Read more and plant from €2.5 [here](#).
Phototour

Madagascar

Revitalizing Coastal Marsh Ecosystems through Mangrove Reforestation!

EDEN Reforestation Project, Madagascar

In April 2023, the Tree-Nation Reforestation Project team visited our local partner, Eden Madagascar for an annual onsite verification. Over the course of 2 days, John Bett (Tree-Nation Regional Manager for Africa) and Hugo Bitouzé (Tree-nation Head of Reforestation Projects) were on the ground, deep in the mangrove forest measuring trees, interviewing local communities alongside Eden local team. The primary aim of our visit was to assess the ongoing progress of the project, its effect on mangrove forest restoration, and the engagement with the local communities of Madagascar. Our journey led us to their planting site in Ankinao, where we witnessed good advancements, which will be elaborated in the forthcoming report.

Read the full [article](#) and plant from €0.25 [here](#).
Witnessing the Remarkable Transformation of Argentina's Yungas Forest!

Bosques Yungas Project, Argentina

In May 2023, our TN team embarked on a visit to the Bosques Yungas Project, nestled in the northern region of Argentina in Tucumán province. During one day, our team was on the ground and managed to visit the planting site and nurseries of the project. The main objective of the visit was to assess the ongoing progress of the project, its effect on the Yungas forests, and their engagement with the local communities. Our journey led us to visit the L5 planting site, which was planted in 2018.

Read the full article and plant from €9 here.
Visiting projects in Kenya!

**Bore, Kenya**
Bore plants with more than 3000 farmers and 220 schools. Due to arid and semi-arid climatic condition of the area, drought-resistant varieties are grown here. Read more and plant from €1 [here](#).

**Mount Kenya Trust, Kenya**
We visited the Upper Imenti forest restoration site, where over 46,000 trees were planted. Read more and plant from €2 [here](#).

**Save the Aberdare Forest, Kenya**
We went to Save Aberdare Forest Project in Nyeri Kenya and visited various project sites including tree nurseries and met the project management team. Read more and plant from €1 [here](#).

Blog articles coming soon.
PHOTO TOUR

Tanzania

Visiting Friends of Usambara in Tanzania!

Usambara Biodiversity Conservation, Tanzania

We visited two Mega Nurseries which has capacity of raising 18 million seedlings!

The ground is still very rough here ... we hiked for 4 hours to access some of the planting sites we checked out, but it was fun!

3,497,050 Trees funded
612,144,878 kg CO2 Compensated

Read more and plant from €0.50 here.
Visiting Reforestation and Conservation in Portugal!

In Pinhel, after a long waiting period until a set of essential conditions were met, the planting was finally carried out.

24,753 Trees funded
3,625,090 kg CO2 Compensated

Read more and plant from €2.5 [here].
Visiting Recover the Mediterranean Diversity in Spain!

Recover the Mediterranean Diversity, Spain

In April 2023, we went to Recover the Mediterranean Diversity in Granada, Spain. We visited together the SeedLab in Pitres, the different reforestation sites in Sierra Lujar and the town hall of Orgiva to meet with members of the municipal corporation.

37,096 Trees funded
3,365,661 kg CO2 Compensated

Blog article coming soon.
Thank you!

Together we have planted more than 29 million trees. Thank you for your continuous support in our mission to reforest the world!