



tree-nation

Quarterly Report Q2 2023

July 2023





Index

| | |
|--|---------------------------|
| Highlights & Summary | <u>3</u> |
| Financial Summary | <u>4</u> |
| Key metrics | <u>5</u> |
| Reforestation Operational Summary | <u>6</u> |
| Product Summary | <u>7</u> |
| Growth Summary | <u>8</u> |
| Operation Summary | <u>9</u> |
| Photo tour | <u>11</u> |



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

Executive Summary

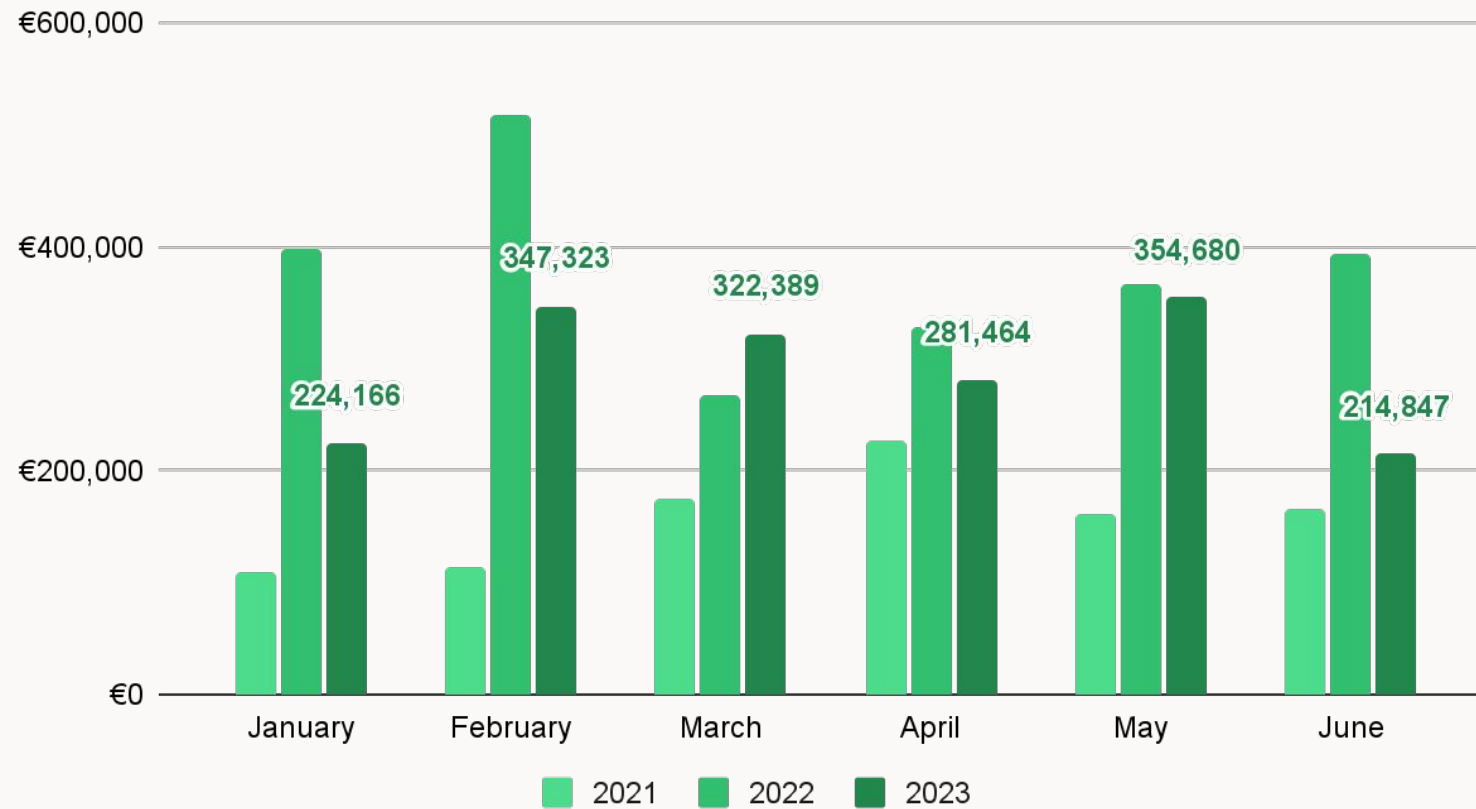
by Maxime and Olivier co-CEOs

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

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!

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



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 Mkusu 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

| # | User story title | User story description | Priority | Notes |
|---|---|--|--------------|--|
| 1 | Facebook Integration  JIRA MDT-13 | A user wants to sign up via Facebook | MUST HAVE | <ul style="list-style-type: none">• We will need to talk to Cassie Owens about this one.• There has also been some research done on this (see Facebook integration prototype) |
| 2 | Activity Stream  JIRA MDT-14 | A user wants to view the latest updates via the mobile dashboard so that they can get a better understanding of what is in place | MUST HAVE | |
| 3 | Post Updates  JIRA MDT-15 | A user wants to be able to post status updates on the go | MUST HAVE | The key things we will need to support: <ul style="list-style-type: none">• Text status updates• Mentions• Support for images• Smart embedding for things like YouTube videos etc.. |
| 4 | API  JIRA MDT-16 | A developer wants to integrate with the mobile app so that they can embed the activity stream on their website | SHOULD HA... | <ul style="list-style-type: none">• We should chat to Team Dyno as they did something similar. |



Growth Summary

Communication and targeting improvements

- Restructuration of the campaign and newsletter with better segmentation sistem, 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.
- B2B database segmentation. Simplifying industries + adding Segmentation level + grouping by planting habits.





Operations Summary

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.

| Name | Setup stage | Next milestone | Mission value | Work style | Management difficulty |
|---|----------------------|----------------|---------------|-----------------|-----------------------|
| ▼ Maintenance | | | | | |
| Operations Backlog Essentials! Private · 9 overdue tasks | N/A | Maintenance | Big win | Collaborative | Easy |
| Operations Ticket Prod. Lines & Tickets | N/A | Maintenance | Normal | Collaborative | Easy |
| Operations Playbook Asana Operations | 6) Quality | Maintenance | Important | High Focus Solo | Difficult |
| Operations Backlog Team Training Operations | 00) Kick-off meeting | Maintenance | Important | High Focus Solo | Difficult |
| Operations Catalog Slack Map Operations | N/A | Maintenance | Low | Low Focus Solo | Easy |
| ▼ March | | | | | |
| Marketing Backlog Women's Day 2023 Marketing | N/A | March | Normal | High Focus Solo | Easy |
| Marketing Backlog DiaDelPadre / FestaDelPa Marketing | N/A | March | Normal | High Focus Solo | Easy |
| Marketing Backlog St.Patrick's Day 2023 Marketing | N/A | March | Normal | High Focus Solo | Easy |



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



PHOTO TOUR

Tanzania

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

Photo tour



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](#).



PHOTO TOUR

Mexico

Photo tour



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

Photo tour



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](#).



PHOTO TOUR

Madagascar

Photo tour



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](#).



PHOTO TOUR

Argentina

Photo tour



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](#).



PHOTO TOUR

Kenya

Photo tour



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

Photo tour



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](#).



PHOTO TOUR

Portugal

Photo tour



Visiting Reforestation and Conservation in Portugal!

Reforestation and Conservation, 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](#).



PHOTO TOUR

Spain

Photo tour



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*.



tree-nation

Thank you!

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