



a citizen solution to climate change



On the way to work, Project Tumacoco, Colombia

PROJECTS 2019



Plant for schools, Educational program in Bore, Kenya.

WHAT IS TREE-NATION?

The simplest way for citizens and companies to plant trees around the world.

Welcome to the planting community!

Planters, companies and world citizens team-up on Tree-Nation to develop high standards reforestation projects in order to fight climate change, deforestation and help local economies.

Our mission: to reforest the world

This means to fight against deforestation and to revert its effects on the world's climates, to bring sustainable development to communities and preserve the biodiversity for all species (fauna and flora) whose existences are intrinsically bound to the forests.

What we do

Tree-Nation manages reforestation programs in collaboration with local team of planters. Our main focus is on tropical zones as they host the vast majority of terrestrial biodiversity and unfortunately also where deforestation is the most critical.

Tree-Nation also develops communication tools aimed to provide maximum transparency and direct contact. In this context, we have created the virtual tree that allows tracking the growth of the tree planted. In this way, companies can materialize their support while sharing with their professional environment in an interactive and original manner.

WHY WE SHOULD PLANT TREES

Planting trees is essential for our planet.

Not as an aim in itself but simply because trees address some of the most threatening issues our generation is facing: **Pollution, Species Extinction, Climate Change, Desertification, Deforestation, Floods, Poverty, Malnutrition and even Deadly Viruses.** For many of these problems, planting trees is a critical part of the solution.

In other words, the world has yet to understand how important trees are.

What are the links between forests and climate change?

Trees absorb carbon dioxide in the atmosphere and act as vital “carbon sinks”. The world’s forests store 238 gigatonnes (Gt) of carbon dioxide in their biomass alone, while the total carbon contained in biomass, deadwood, litter and soil is roughly 50% more than the carbon present in the atmosphere. Source: UNEP

The loss of natural forests across the world has a greater impact on global greenhouse emissions than the entire transport sector. Curbing deforestation is thus a cost-effective way of reducing emissions.

But also, in the race against irreversible and irreparable changes, planting trees helps slowing down the Climate Change process, which buys us more time transit to more sustainable habits.

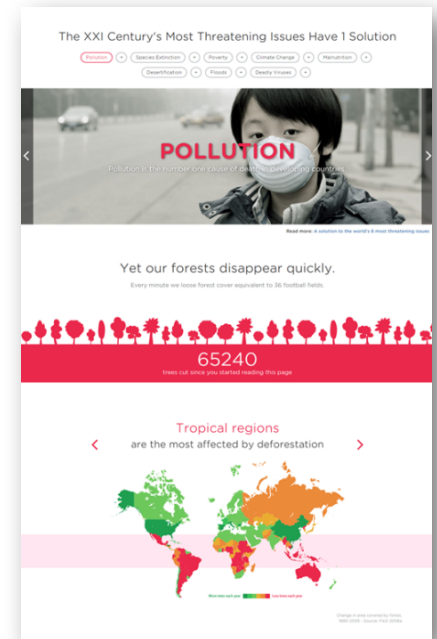
What are the current world deforestation rates?

The world population currently stands at 7,5 billion people. It is projected to reach 9 billion by 2042. The expansion of agricultural and industrial needs, population growth, poverty, landlessness and consumer demand are the major driving forces behind deforestation. World deforestation is primarily the result of the conversion of forest land to agricultural land. Global wood removals amounted to 3.1 billion cubic meters in 2005.

It is estimated that over half of forest loss in Africa is due to the removal of fuel wood. There has been an increase in forest land in Europe, but at a moderate pace. Asia, which posted a net loss in the 90s, recorded a net gain from 2000-2005, primarily owing to the large-scale forestation pursued in China.

Deforestation is continuing at an alarming rate across the world: 13 million hectares of forest land disappear every year, an area equivalent to the size of Greece or Nicaragua. Africa and South America have witnessed the largest net loss of forests.

Forest planting and the natural expansion of forests have substantially helped to reduce the net loss of forests. The net change in forested land in the 2000-2005 period was estimated at 7.3 million hectares a year (an area around the size of Sierra Leone or Panama), down from 8.9 million hectares a year for 1990-2000. Source: UNEP



Learn more:

<https://info.tree-nation.com/the-challenge>

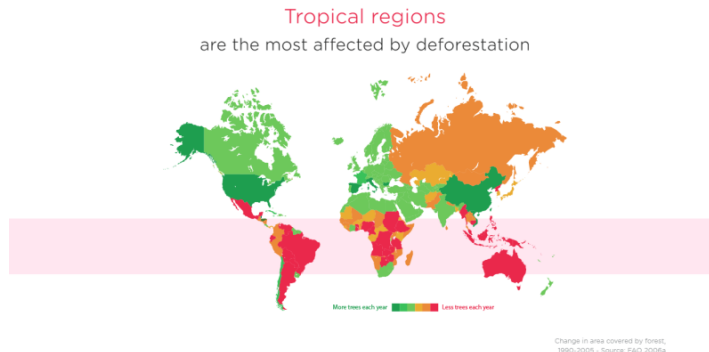
SUSTAINABLE DEVELOPMENT GOALS

Tree planting meets with most of the United Nation's Sustainable Development Goals.



FINDING THE GOOD PROJECT

Where are trees most needed?



Tree-Nation offers reforestation projects in many part of the globe, including Europe, but our focus is first on tropical zone.

It's nearly always positive to plant trees, so that's why we also offer some projects in Europe. Yet our main mission is to fight Climate Change and Deforestation, and for this the tropical zone is the best answer.

So, if your focus is Climate Change and offsetting CO₂, we would recommend planting in the tropics. Trees there grow much faster so they capture CO₂ faster. This is where heavy deforestation is happening and also where 85% of our terrestrial biodiversity is threatened, with many species on the brink of extinction.

Learn more: <https://tree-nation.com/forum/topic/5010-where-trees-are-most-needed>

Price of a project

Price may vary greatly depending of the project location, species planted, type of planting system and also the scale of the project.

Trees, Offsets or Certified offsets?

Not all projects are focused on offsetting CO₂ or are independently certified and that's OK. (See why [p. 21](#))

When calibrating your campaign it is important to define if your focus is to pledge to simply plant trees for your customers (for example in a 1 product = 1 tree campaign) or Offset CO₂ emissions. And will you need a certification for those offsets?

At Tree-Nation we are proud to offer a very large variety of projects. Each project is unique and has specific goals such as fighting desertification, fauna conservation, food security and much more! In this document we made a selection for you based on the information provided. But we have many more project options: <https://tree-nation.com/projects>

So if you have any doubt, ask us!

Learn more: <https://tree-nation.com/forum/topic/3889-how-to-select-a-project-and-species>

DISCOVER THE PROJECTS

Each planting project is unique: fighting a specific cause and with its own objectives. All projects are mainly about reforestation but there are more interesting activities going on in the field:



Reforestation/Afforestation

Project type involving establishment of forests on areas with low or without forest cover. CO2 offsets occur primarily through sequestering additional carbon in new tree biomass and and/or soil.



Agroforestry

Project type where land is managed using intermingled agricultural and forestry strategies. CO2 offsets occur primarily through sequestering additional carbon in new tree biomass and/or soil and reducing carbon emissions compared to usual agricultural practices.



CO2 Compensation

Planting projects marked with this symbol have perfect characteristics for carbon offsetting.



Fauna Preservation

Projects involving the preservation of animals, often endangered by the loss of their natural habitat. The species of trees planted serve as habitat for those animals.



Scientific Research

Planting projects who can receive funding intended for scientific research.



Infrastructures

Some infrastructure projects are developed on the plantations.



Ecotourism

Planting projects who can accommodate people under ecotourism programs.



Student Internships

Projects welcoming science students on the plantations in the context of internship.

AGROFORESTRY IN FRANCE

Project summary

The project's main goal is to modify typical agricultural fields into agroforestry systems, which consist of combining agriculture with forestry on the same land. With so many benefits, agroforestry enables to shift from the dramatic unsustainable agricultural practices currently used in all developed countries. Allowing to reduce the use of chemicals (pesticides, fertilizer) will improve biodiversity and bring potential health benefits to local farmers for their reduced exposure to those toxic products.

Main objectives

- Reduced need for toxic chemicals (insecticides, herbicides, fertilizer etc.)
- Improved Biodiversity
- Restored soil fertility for food crops
- Sustainable agricultural practices
- Drought resistance & adaptation to climate change
- Corridors between habitats for the local fauna

The project in figures

Trees planted: **New project**

Project period: **2019 - ONGOING**

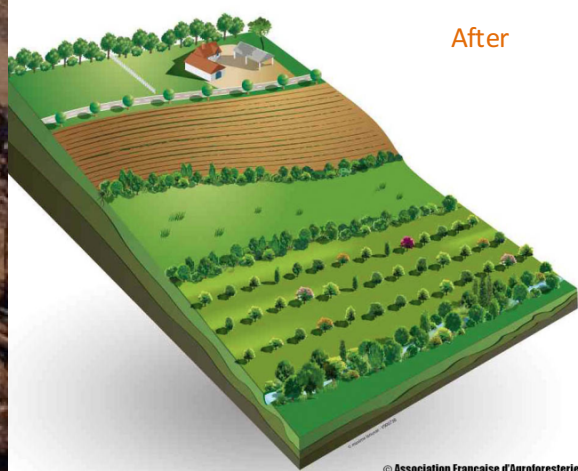
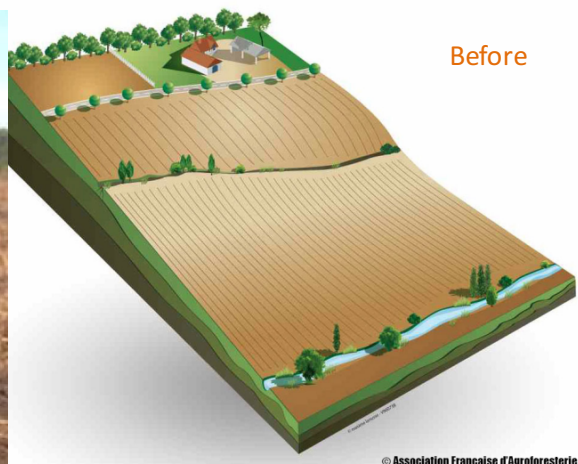
Environnement
Social development
Economic development



Main activities



Project certification



AGROFORESTRY IN FRANCE

Project description

This project consist in planting trees within fields used for agriculture crops. Sufficiently spaced away so tractors can still be used.

Today's modern agriculture practices are not sustainable. Based on the extensive use of chemicals, biodiversity is threatened. Among them pollinators (bees) and other insects that would otherwise benefit the crops are dying or fleeing.

Agriculture consist of crop fields emptied of any trees. Industrialization and the appearance of large tractors only made it worse. Yet trees play an essential role for an efficient ecosystem, restoring the soil, regaining nutrients, cleaning water and hosting wildlife.

But also, trees can act as natural pesticides and fertilizer so it can help remove farmers dependence on those products and bring radical benefits to the ecosystem.

Known since the 70's, agroforestry hasn't spread due to the lack of awareness, expertise and financial assistance. This is why Tree-Nation is well positioned to help.

The lesser dependence on costly chemicals and the more diverse farm outputs (including production of fruits, nuts, etc.) will improve farmers' economic conditions. More productive, less costly and more resilient, agroforestry benefits farmers as well as the environment!

Plantation location

Agroforestry consist in adding a low density of trees (to allow tractors to tend to the crops) so this large volume project will include many fields and locations in France.

Among them:

Chaignay (21)

Region: Bourgogne-Franche-Comté
Planned: 5,419 trees



Plantation locations

Diénay (21)

Region: Bourgogne-Franche-Comté
Planned: 3,792 trees

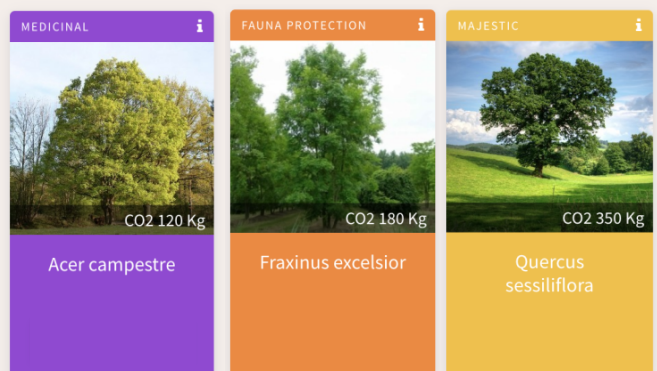
Grez Neuville (49)

Region: Pays de la Loire
Planned: 21,500 trees

Sainte Montaine (18)

Région: Centre Val de Loire
Planned: 32,000 trees

Prominent species in the project



Project news

<https://tree-nation.com/projects/agroforestry-in-france/updates>

LA PEDREGOZA, COLOMBIA

Project summary

This afforestation and reforestation project is located in the Orinoco River basin of Colombia. The plantation is designed to provide long-term economic sustainability for the adjacent natural reserve, dedicated to the conservation of local flora & fauna.

Main objectives

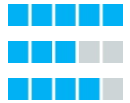
- Fight deforestation
- Offset CO2 emissions
- Protect fauna and flora
- Socio-economic development
- Improve soils
- To protect the Natural Reserve

The project in figures

Trees planted: **1,011,000**

Project period: **2011 - ONGOING**

Environment
Social development
Economic development



Main activities



Certification of the project



LA PEDREGOZA, COLOMBIA

Project description

Colombia is blessed with an estimated 8% of the planet's terrestrial biodiversity. The conservation and preservation of that biodiversity is a huge responsibility.

La Pedregoza was founded by a Canadian family in early 2007. Development of the plantation required sizable investments in infrastructure, such as workers' housing, running water and sanitation, storage areas for tools, equipment and composts, wells, irrigation systems for the tree nursery and modern farm equipment. Numerous transportation issues had to be overcome for supplies and for worker safety. The result has been permanent employment for 6 staff and seasonal employment for up to 40 workers. Tropical tree planting started in 2008, and has continued every year since, with the project now crossing the 1 million trees planted.

Plantation locations

1- The Amazonia Reforestation project is a 3,000 hectare tropical tree plantation located in the Orinoco River basin of Colombia. The plantation contains deciduous trees, native tree species, fruit trees, nut trees producing oil for the local economic and social development.

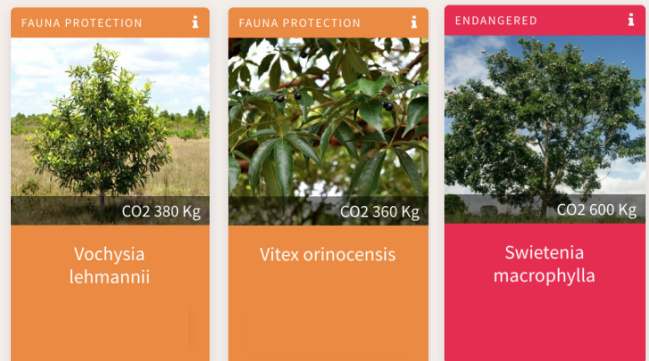
2- The Reserva Natural La Pedregoza is a protected area set aside for the conservation and preservation of flora and fauna in the Orinoco River basin of Vichada, Colombia. Founded in 2010 and formally registered with Colombia's RESNATUR as a conservation area on January 1, 2011. It is now also affiliated with Colombia's national parks system. The founders have implemented a number of programs in the area, such as a native tree seed collection and propagation program to preserve tree species endangered from past reckless logging. The natural reserve operates a number of important programs such as turtle rescue (now in its third year), science and student support programs, and local tropical education.



Eco-Tourism

Since a few years back, Dexter and his team have progressively built the infrastructure to welcome Eco-Tourists to La Pedregoza. In March 2015 it was officially opened as Tree-Nation's first eco-tourism project. Welcome!

Prominent species in the project



Full species list:
<https://tree-nation.com/projects/la-pedregoza/species>

Project news

<https://tree-nation.com/projects/la-pedregoza/updates>



LIMAY, NICARAGUA

Project summary

A community-based reforestation initiative that regroups small-scale farming families to develop ecosystem services for the voluntary carbon market. Participants reforest and maintain under-utilized portions of their land in exchange for payments for ecosystem services.

Main objectives

- Protect the forests
- Livelihood improvement
- Protect the watershed
- Preserve biodiversity
- Create alternative biomass sources

The project in figures

Trees planted: **1,605,000**

Project period: **2012 - ONGOING**

Environment
Social development
Economic development



Main activities



Project certification



Plan Vivo



LIMAY, NICARAGUA

Project description

Between 2005 and 2010, Nicaragua lost an average of 70,000 hectares of forest per year (FAO, 2010). The establishment of tree plantations can play an important role in helping to meet energy demands while providing a productive use of marginal lands.

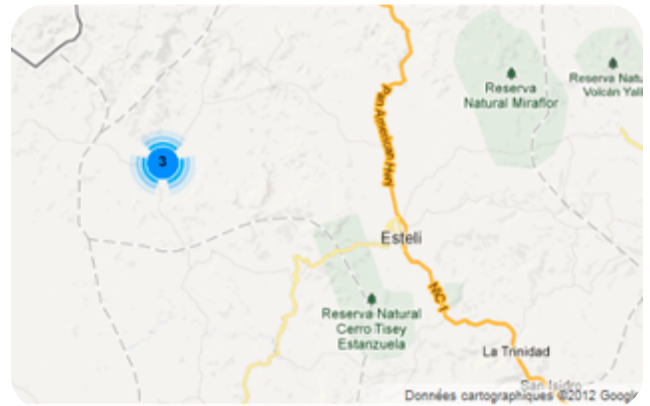
The Limay, Nicaragua Project regroups participating small-scale farming families to reforest and maintain under-utilized portions of their land in exchange for payments for ecosystem services. Through better land-use management and more sustainable use of forest resources, the project increases the forest cover of the nearby watershed and improves the quality of life of San Juan de Limay residents.

The project makes sure to address the causes of deforestation, ensures direct, ongoing community involvement, and provides financial benefits for participants throughout the project.

Began in 2008, the project received its Plan Vivo certification early 2011. Since 2008, participating farmers have planted more than a million trees. It joined Tree-Nation in 2012.

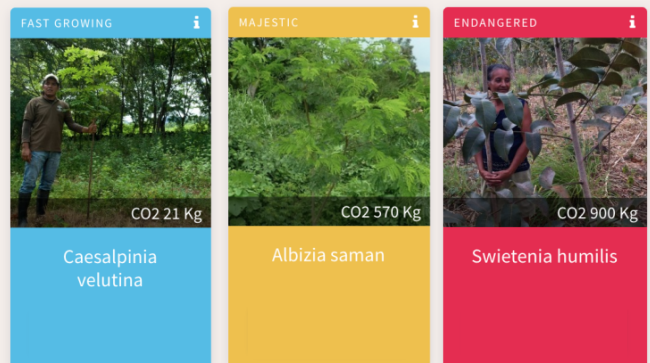
Plantation locations

La Grecia: There are currently seven farming families from the community of La Grecia participating in the Limay, Nicaragua reforestation project. La Grecia situated about 5 km from the nearest town of San Juan de Limay. In 2011 these seven farmers joined the project and worked with our community technicians to identify underutilized areas of their land that are eligible for the project. They received interest-free advanced payments to allow them hire help from the community when necessary. These farmers now receive regular ecosystem service payments for keeping their trees healthy and happy.



Parsila: From the community of Parsila, thirteen farming families have planted over 34,530 trees. They now receive regular ecosystem service payments for taking care of their trees and have earned over \$8,050 to date.

Prominent species in the project



Full species list: <https://tree-nation.com/projects/limay/species>

Project news

<https://tree-nation.com/projects/limay/updates>



YAWANAWA COMMUNITY, BRAZIL

Project summary

The Yawanawa project focuses on land regeneration, nutritious food production and on creating a sustainable economy for the indigenous community. The project aims to create income generating opportunities for its locals through the promotion of Yawanawa culture.

Main objectives

- Land regeneration
- Sustainable economy
- Nutritional diversity
- Natural craft materials

Environment



Social development



Economic development



The project in figures

Trees planted: **New project**

Project period: **2019 - ONGOING**

Main activities



Project description

Yawanawa indigenous community is composed by 7 villages, Matrinchã, Amparo, Yawarani, Seven Stars, Tiburcio, Escondido and Mutum, all located along the Gregory River, deep in the Amazon jungle.

The Sociocultural Association of Yawanawa, a representative body of the Yawanawa indigenous people, 2008 Equator Prize Winner, is leading the project to conserve its territory and promote the Yawanawa culture.

Fruit tree planting will provide nutritional food to the communities but also an alternative to plastic materials the community buys to create traditional crafts. Through the sustainable extraction of planted trees fruits, such as urucum and açai, locals can generate income from hand-made jewellery, dyes for cosmetic and other crafts.



Plantation location

The project currently has one nursery set up in Escondido village. Trees are being planted in two villages, Escondido and 7 Estrellas.

Prominent species in the project

NUTRITIONAL 	NUTRITIONAL 	MEDICINAL 
		
CO2 150 Kg	CO2 280 Kg	CO2 150 Kg
Bixa orellana	Euterpe oleracea	Psychotria viridis

Full species list: <https://tree-nation.com/projects/yawanawa/species>

Project news

<https://tree-nation.com/projects/yawanawa/updates>



COPAIBA, BRAZIL

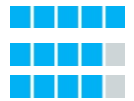
Project summary

The project focus on the conservation and restoration of the Brazilian Atlantic Forest. The Atlantic forest, considered a biodiversity hotspot, is one of the most endangered biomes in the world; due to human occupation only 8% of its original area remains. Through environmental education programs, public policies, native tree seedling production and ecological restoration, Copaiba brings back the Atlantic forest.

Main objectives

- Atlantic forests ecological restoration
- Biodiversity conservation
- Watershed recovery
- Environmental education and community development
- Reproduction of endangered plant species

Environment
Social development
Economic development



The project in figures

Trees planted: 580,000

Project period: 1999 - ONGOING

Main activities



Project description

A woman lead initiative to restore the Atlantic Forest around the Peixe and Camanducaia river basins, devastated in the past by coffee growing, pasture and annual crops.

The project works through environmental education programs, public policies, native tree seedling production and ecological restoration. Forest restoration activities are based on partnerships with rural landowners who want to restore their areas, about 200 farmers have been involved.

In addition to the recovery of degraded areas, the project is empowering gender equality, all tree nursery workers are local women, and spreading environmental awareness with activities carried out with schools from the region.



Plantation location

Copaiba's protect area

The main goal for this location is to enrich and restore the area using endangered and native plants. Is in this protected area where the project develops its environmental education activities.

Sítio do Erivelto

Restoration of the fragmented forest with the goal to increase biodiversity; the choice of the tree species to be planted was made to attract endemic birdlife.

Epicentro Dalva

Recovered land through the planting of native trees focused on sustainable agroforestry production.

Prominent species in the project

<p>FAST GROWING</p>  <p>CO2 150 Kg</p> <p>Inga laurina</p>	<p>ENDANGERED</p>  <p>CO2 150 Kg</p> <p>Araucaria angustifolia</p>	<p>MAJESTIC</p>  <p>CO2 150 Kg</p> <p>Cassia ferruginea</p>
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Full species list: <https://tree-nation.com/projects/copaiba-brazil/species>

Project news

<https://tree-nation.com/projects/copaiba-brazil/updates>



EDEN PROJECTS, MADAGASCAR

Project summary

Eden Project mission is to employ impoverished local villagers to restore highly degraded mangrove forest. The project provides support to local communities to plant and manage mangrove forests on community land surrounding the village, offers long-term employment to local communities and livelihood improvements while protecting the important biodiversity that rely of mangrove forests to survive.

Main objectives

- Restore mangrove estuaries
- Livelihood improvement
- Avoid land erosion
- Preserve biodiversity

Environment



Social development



Economic development



The project in figures

Trees planted: 16 000 000

Project period: 2007 - ONGOING

Main activities



Project description

The project began in response to the large-scale deforestation and degradation of mangrove forest caused from charcoal production and wood collection for cooking, construction and other purposes. More than 90% of Madagascar's original forests have been destroyed, they are home to over 200,000 species of plants and animals that don't exist anywhere else in the world.

The destruction of these forests poses a threat to endemic fauna, water availability, flooding and erosion control and soil nutrition, resulting in a massive problem for local communities' livelihood.

Eden provides training and financial support to the local community to collect mangrove propagules, develop nurseries, and strategically plant millions of mangrove trees.



Prominent species in the project



Full species list: <https://tree-nation.com/projects/eden-reforestation-madagascar/species>

Plantation location

Villamatsa

The restoration taking place in the community lands surrounding the Villamatsa village, lowland mangrove forest located on the farthest western point of Madagascar near Cape St. Andre.

Project news

<https://tree-nation.com/projects/eden-reforestation-madagascar/updates>



BORE, KENYA

Project summary

This unique project works closely with ordinary Kenyan subsistence farmers to find ways to help them grow new food crops that reduce the stress on their forest. The implementation of a community water supply and irrigation system and the provision of computers and internet community in a local school are some other examples of how this project helps local communities.

Main objectives

- Avoid deforestation
- Create alternative food and medicine sources
- Offset CO2 levels
- Raising environmental awareness

The project in figures

Trees planted: **150,000**

Project period: **2012 - ONGOING**

Environment



Social development



Economic development



Main activities



Partners of the project



BORE, KENYA

Project description

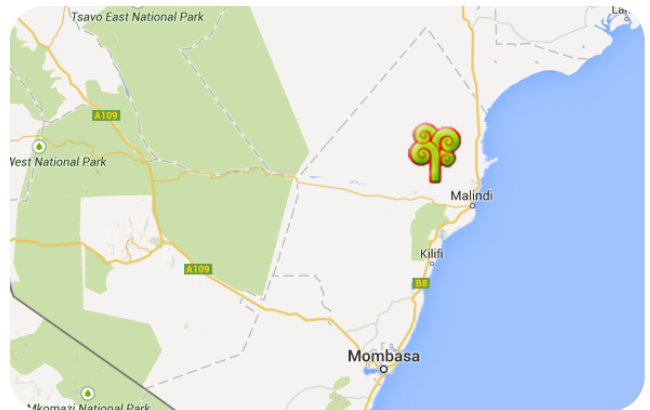
Since its inception, this project has grown into a unique community forestry initiative that aims to help the people of Bore in Kenya's Coastal Province find sustainable ways to conserve their existing tropical forest. 300 participating members are organised into a co-operative that work together to plant the trees and implement other associated development projects. A 15 members management committee, led by Project Manager - Alex Katana, co-ordinates all aspects of local project development and ensures that all sectors of the community are fully engaged and that decision making is democratic. Our learning from 5 years experience in this rural subsistence community is that tree planting is more likely to be successful if it is conducted as part of an overall community based sustainable development strategy so in recent years the scope of the scheme has widened beyond trees to include education, womens rights and the development of alternative livelihoods. The project has an annual target plant of 50,000 trees of 6 species. All of which reduce deforestation and benefit the entire, 5000 strong community in a variety of other ways.

Plantation locations

Bore Singwaya is located in the northern part of the Bore project and represents the longest established part of the overall project. It comprises around 70 participating farming families and their shambas. It has its own co-operatively run tree nursery.

Bore Koromi

On highland that drops down to the seasonal river that runs through the center of the community, this is a fairly wet land that can sustain all the project tree species. The condition of this forest location is essential in the availability of water to the community and in preventing floods.

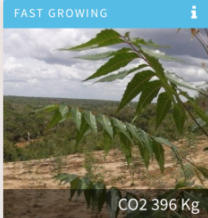

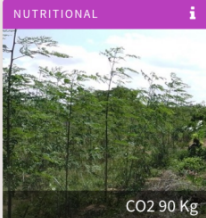


Bore Gonge is located to the South of the project, on a relatively drier area. Drought resistant species are the majority of planted trees, thanks to the effort of over 60 farming families.

This plantation includes the Kundeni Primary School who are an integral part of the project. The school has its own tree nursery which the children help with.

They also help to irrigate the trees whilst they are young. Kundeni also has its own planting shamba and any trees sponsored here raise funds for the school which desperately needs help to improve its buildings and for buying educational materials for the children.

Prominent species in the project

FAST GROWING	AGROFORESTRY	NUTRITIONAL
		
CO2 396 Kg	CO2 270 Kg	CO2 90 Kg
Azadirachta indica	Casuarina equisetifolia	Moringa oleifera

Full species list: <https://tree-nation.com/projects/bore/species>

Project news

<https://tree-nation.com/projects/bore/updates>



CO2 AND CERTIFICATION

Tree-Nation combines its own set of tools complemented with third-party verification and certification standards to meet the highest CO2 offset requirements.



OUR TRACEABILITY TOOLS

Tree-Nation provides a set of tools on its platform made to improve transparency and the traceability of the planted trees.



Frequent online updates in each dedicated project section on the Tree-Nation platform. Include photographs of the trees, plantation and local teams.



Online public tree planting data ledger per species and per planting site for each project.



Live species stock management so that funding match planting capacity.



Public and transparent Question/Answer channel opened with each local planter.



Public projects reviews by local and international forestry experts.



Tree-Nation online tree certificate, signed by the project responsible.



Independent third-party verifications and certifications, from the most recognized and respected certification standards. Certificate issuance.

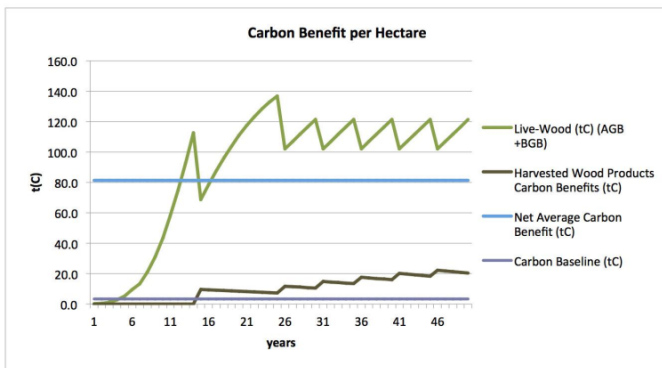


Measurements for CO2 certification, La Pedregoza, Colombia

OUR CO2 OFFSET METHODOLOGY


Each tree species on Tree-Nation is linked to a certain amount of CO2 offset.

CO2 offset values are always estimations, even when certified. Many factors influence the amount of CO2 a tree can absorb and the resulting carbon it will capture: the species, its variety but also the region and climate where it's planted, and multiple other factors.



CO2 sequestration per hectare

Caraipa llanorum
Saladillo rojo, Saladillo, Saladillo Colorado... [see more](#)



Lifetime CO2 offset	440 Kg
Yearly CO2 offset	22 Kg / year
CO2 offset period	0 years - 20 years
Productivity period	0 years - 30 years
Average natural life span	50 years

CO2 sequestration per tree and species

In the forestry sector, usually carbon sequestration is calculated per hectare. At Tree-Nation we have developed our own methodology to provide a CO2 value per unique tree so that we can link your support to both CO2 and trees.

For each species in a specific project we take into account the type of climate of the region, tree height, trunk diameter, growth pattern (fast or slow growing) and a CO2 period for the tree. For this CO2 period we consider most carbon is captured in the growth period of a tree. This growth period can last 10 to 35 years depending of the species. For our calculation we only consider this period and we cap it at 20 years so no carbon after 20 years is accounted.

When available we contrast our values with existing certification calculations and with results from scientific literature for similar system and species and adjust if needed.

Our estimates are meant to be cautious and by design slightly lower than real figures so that our clients can claim the offsetted values with peace of mind.

BENEFITS AND CONSTRAINTS OF A CERTIFICATION

Tree-Nation manages both certified plantation projects and non-certified plantation projects.

Why certify

Third-party CO₂ and forest management certifications add a second layer of guarantee, external to Tree-Nation, for maximum transparency. They create standards that help reforestation projects receive economical support from large scale partners.

Certification limits

Despite their obvious benefit, CO₂ certifications are also very complex and costly processes that need years to setup and demand a lot of extra work for the planter. For this reason, a CO₂ certification only makes sense for very large-scale, CO₂ focused projects. Quite often, it's simply not the focus of a project: trees have many benefits other than carbon sequestration, as a source of nutrition, medicine or improving the soil productivity and fighting desertification and deforestation. Also many certifications are industry oriented and are not focused on native tree species.

At Tree-Nation, to pursue our mission to reforest the world, we are also working with non-certified projects, that usually don't have the scale, purpose or economical resources to go through a certification process. Those projects represent the vast majority of the reforestation sector and we believe a lot of small-scale projects bring many benefits in terms of adaptability, biodiversity range and economical reach for local populations. Therefore those projects are well worthy of our support.

By helping those projects in their early stage, we also help them reach the scale to, eventually, seek a certification at a later stage of development.

Example of non-certified project benefits

- A project fighting desertification will not be efficient at offsetting CO₂ but will excel at improving food security and land restoration.
- A small scale project will be well suited to increase biodiversity, increase tree cover or protect endangered species while providing solutions adapted and tuned to a specific area and population.
- Most European projects usually are not CO₂ certified since this is not their main benefit (trees grow slowly and so capture carbon slowly), yet they can revert some of the damages our landscapes suffered due to industrialization.

VOLUNTARY CARBON MARKETS

Offsets purchase in the Voluntary Carbon Market

Various leading companies around the world are becoming increasingly aware of their greenhouse gas (GHG) emissions and are setting their GHG emissions reduction targets. When reduction measures can't be achieved, companies meet their goal by offsetting the emissions they can't reduce.

The purchase of offsets from the voluntary carbon markets is a quick and cost effective natural climate solution to reduce global CO2 emissions.

Offsets transactions are carried out in transparent authorized registry systems, which assign each offset a unique serial number. Offsets from our carbon certified projects are listed on the Markit™ Environmental registry and on the APX VCS Registry.



After purchase offsets are retired on the registry in the name of the end buyer, who can then claim the offset's impact.

In order to ensure the same offset cannot be sold twice, the name of the party in whose name the offset was retired, used standard, unique serial number and name of the project who issued the offset are listed in the registry for each retired offset.

PLAN VIVO CO2 CERTIFICATION



The Plan Vivo system is a framework based on using sustainable land by communities in developing countries. Plan Vivo projects and programs deliver long-term carbon storage and other local benefits such as biodiversity and poverty reduction. The system includes a « Plan Vivo Standard » which sets out criteria that each project must respect regarding carbon, subsistence, and ecosystems. Projects are recorded by the Plan Vivo Foundation which provides independent validation performed according to the standards.

Plan Vivo System provides a mechanism for communities in developing countries to access funding ecosystemic services. Funds are the catalyst for community action, they serve to strengthen the capacity of communities to protect, restore, and improve the natural and productive ecosystems on which they depend on and they also provide general public goods.

The issuance of these benefits is described by the Plan Vivo certification – A service certification for the environment representing the long-term sequestration of one ton of CO₂ adds to environmental and social benefits:

- Conservation of biodiversity through the expansion and strengthening of protected areas and species.
- Poverty reduction and development of sustainable livelihoods through sustainable agriculture and the creation of micro-enterprise.
- Provision of sustainable bioenergy.
- Adaptation of natural ecosystems to climate change (Critical watershed protection, soil stabilization, regional microclimate regulation).

Our Plan Vivo certified projects:

- LIMAY, NICARAGUA
- ARBOLIVIA, BOLIVIA



ECOCERT CERTIFICATION



Project control and verification by the independent organization ECOCERT for 10 years after planting. ECOCERT is internationally recognized for forest certification and certification of organic crops.

Please note ECOCERT is not certifying the CO2 offsets generated by the project, only that the trees have been planted with sustainable forest management practices.

Project verified by ECOCERT:

- AGROFORESTRY IN FRANCE

This certification is optional and includes an extra cost per tree.

CLIENT REFERENCES

We accompany numerous companies, from small startups to international corporations, in their shift towards a more sustainable future.

984




companies are changing the world

Join as a company

<https://tree-nation.com/organizations>

THEY ENTRUSTED US WITH THEIR TREES

We are very honored by the trust and loyalty we received from some of the best brands on the planet.

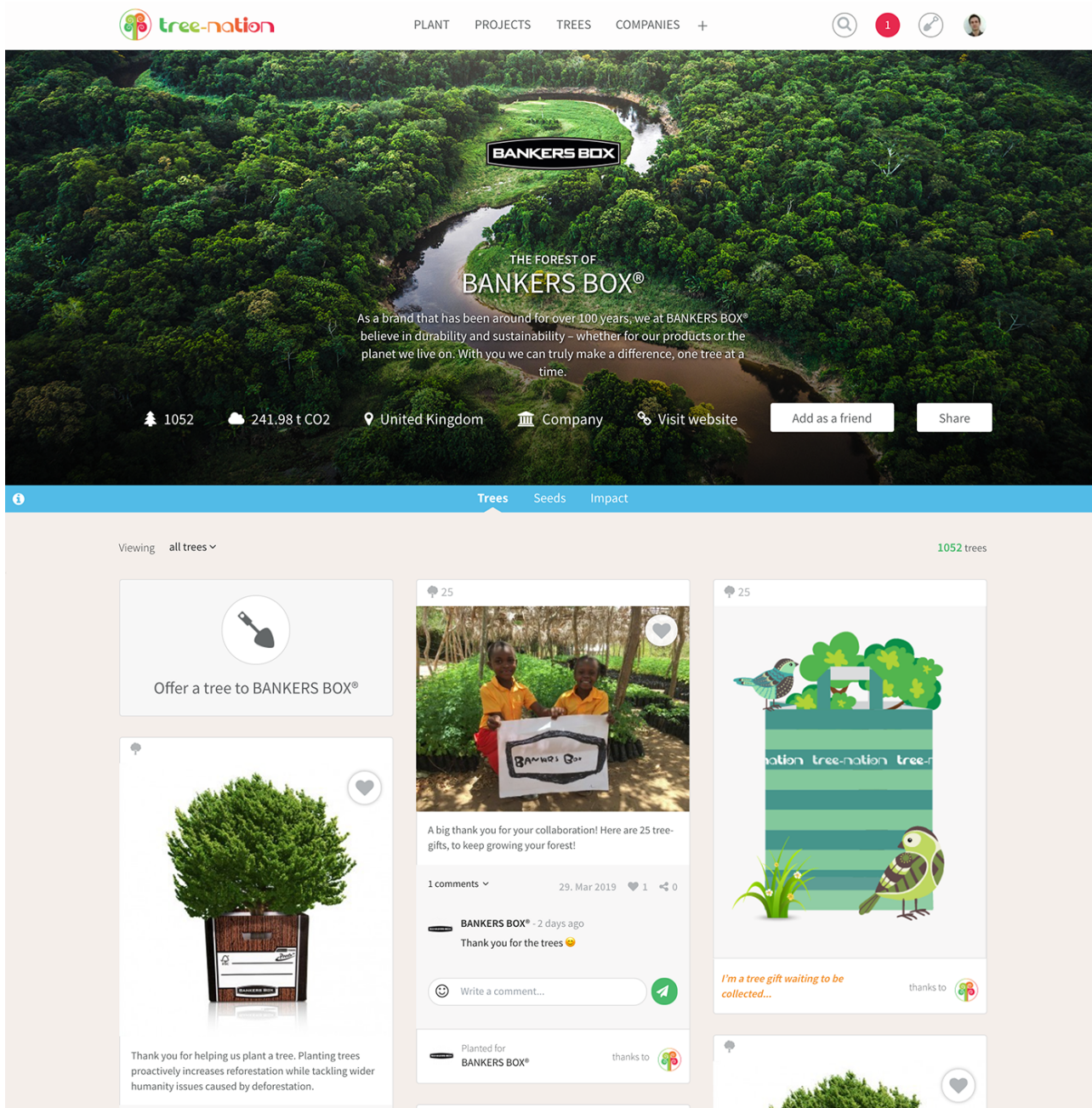
			
			
			
			
			

CASE STUDY

1 registration form = 1 tree

Bankers Box rewards a tree for every client who register on their website. Form filling has never been so motivating!

<https://tree-nation.com/profile/bankers-box>



tree-nation

PLANT PROJECTS TREES COMPANIES +

1052 241.98 t CO2 United Kingdom Company Visit website Add as a friend Share

Trees Seeds Impact

Viewing all trees 1052 trees

Offer a tree to BANKERS BOX®

Thank you for helping us plant a tree. Planting trees proactively increases reforestation while tackling wider humanity issues caused by deforestation.

25

A big thank you for your collaboration! Here are 25 tree-gifts, to keep growing your forest!

1 comments 29. Mar 2019 1 0

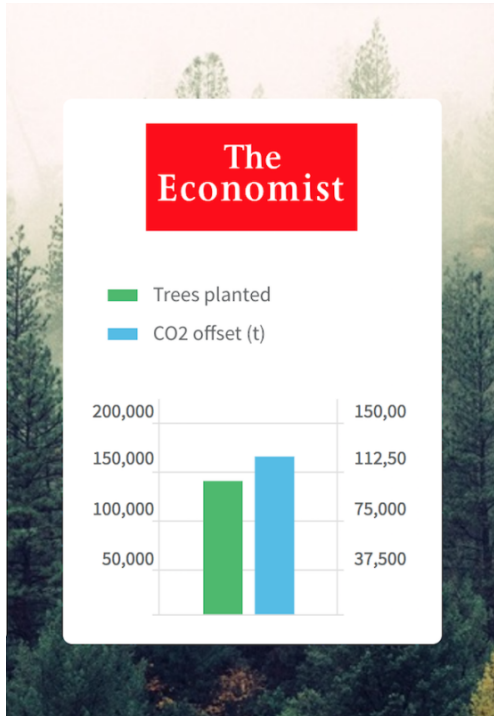
BANKERS BOX® - 2 days ago
Thank you for the trees 😊

Write a comment...

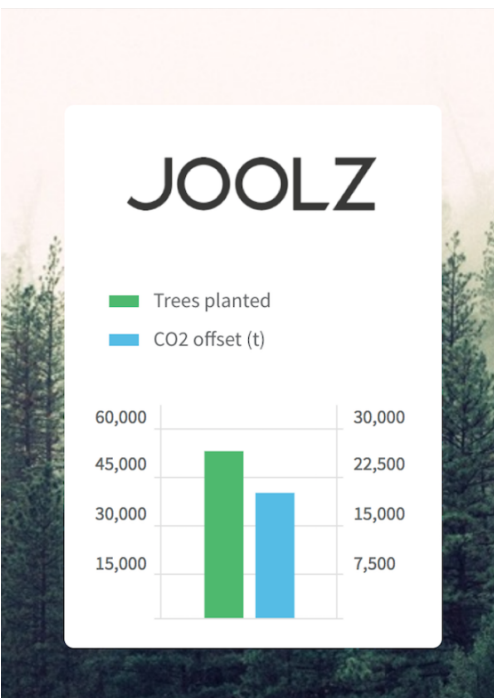
Planted for BANKERS BOX® thanks to

I'm a tree gift waiting to be collected... thanks to

EXAMPLE OF FORESTS



<https://tree-nation.com/forest/the-economist>



<https://tree-nation.com/forest/joolz>

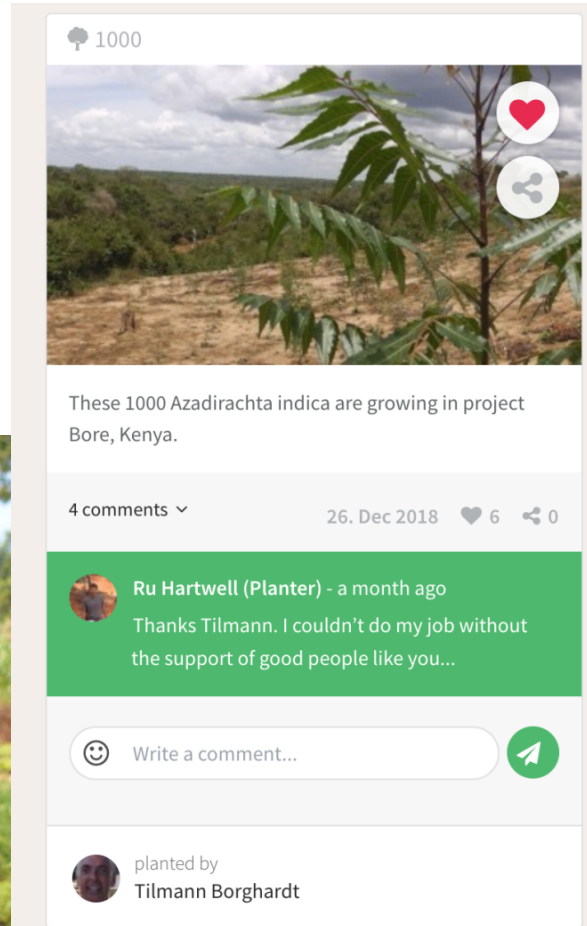


THANKS FROM THE FIELD

It's quite common for any user who just planted/was offered a tree to receive a Thanks comment or even a personalized photo from the field.
A comment from the local team goes a long way to make its tree tangible to your customer.



Bihija Adam, Tree nursery specialist, Usambara, Tanzania



OUR PLATFORM SERVICES

Tree-Nation is also the biggest worldwide reforestation platform, with more than 50 reforestation projects, engaging +100,000 citizens and close to 1000 companies with their customers & employees in planting trees and offsetting their CO2.

We provide a complete ecosystem of online tools around your trees.

Your reforestation project tools

Your forest tools

Your communication tools

Don't miss our presentation dedicated to those services:

https://drive.google.com/open?id=14zPLOxZC_B6Cd96LYtRJ5o5r4Vb1Gi6z

Extract from our Services presentation:

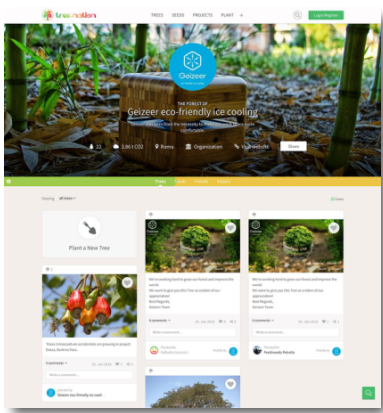
https://drive.google.com/open?id=14zPLOxZC_B6Cd96LYtRJ5o5r4Vb1Gi6z

Your forest tools

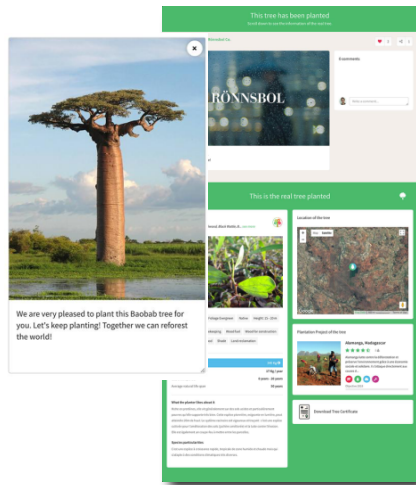
Tree-Nation provides a complete ecosystem of online tools around your trees. We seek to provide the best tree-planting experience for your employees or customers.

As a company you will have your forest and be able to offer tree-gifts to your customers. Each tree has it's own URL in order to link it directly to your customers and make your action more tangible.

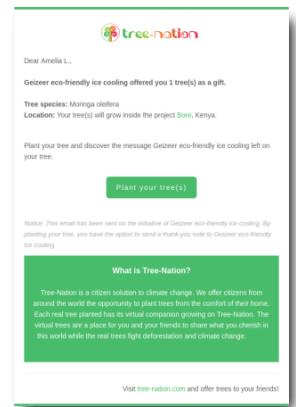
Your forest Ecosystem:



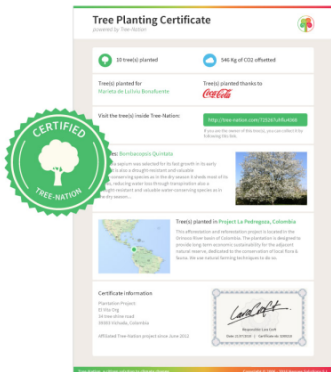
Your brand forest



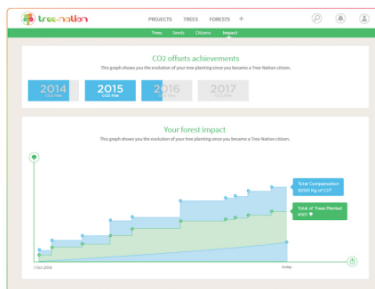
Your trees



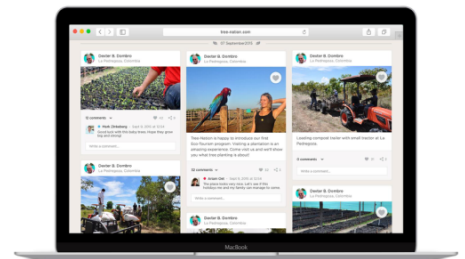
Gift-sending



Tree certificates



CO2 offset impact stats



News from the field

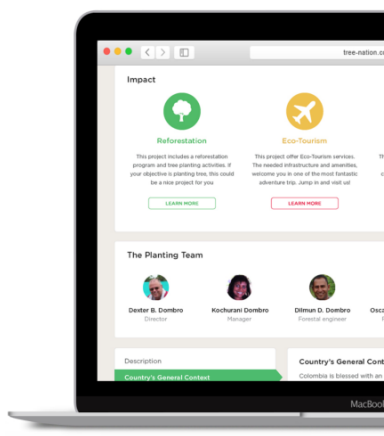
Extract from our Services presentation:

https://drive.google.com/open?id=14zPLOxZC_B6Cd96LYtRJ5o5r4Vb1Gi6z

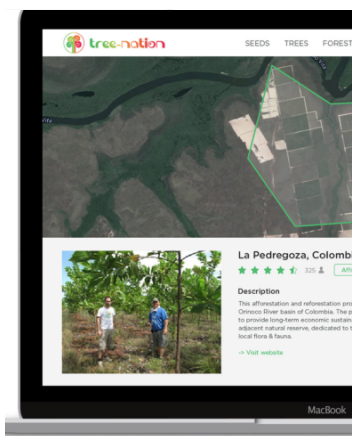
Your reforestation project tools

With Tree-Nation you can plant trees everywhere, even in the most remote locations. But what is truly unique is that, at all times, you will know who is planting your trees, where they are located and how they are being planted.

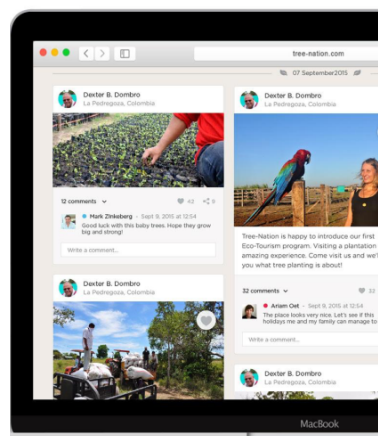
The most comprehensive information about your trees:



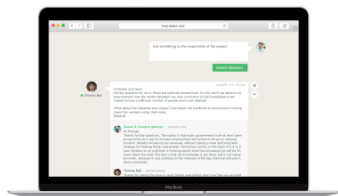
Detailed info



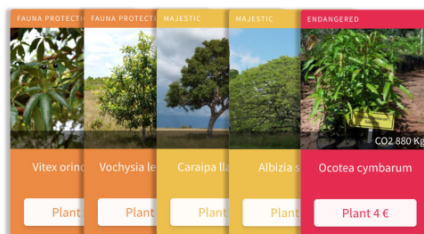
Precise locations



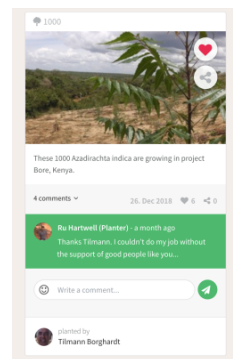
Frequent updates



Direct communication with local planters



+300 species with their detailed file



Thanks from the field

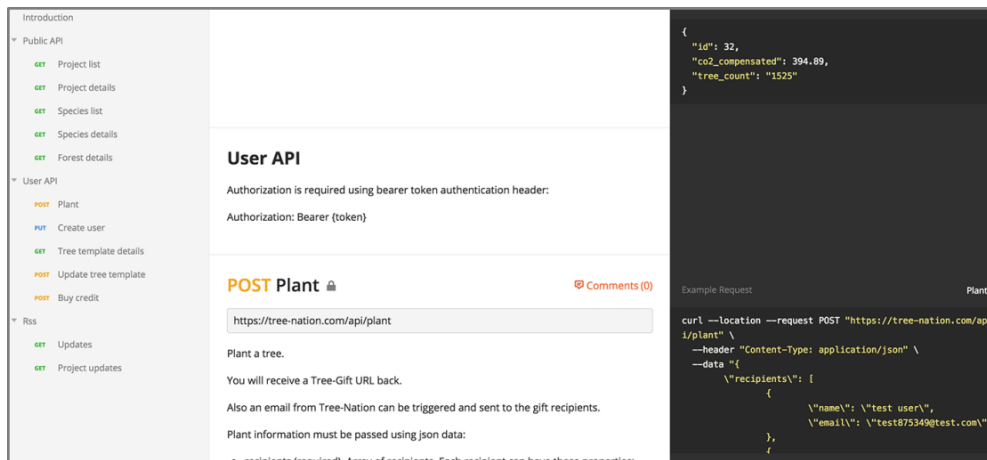
INTEGRATION AND AUTOMATION



Tree-Nation developed its own API and can also use webhooks (from your own platform or from third-party apps you use). This allows us to offer you a complete integration of your trees with your existing processes.

For example, the API allows you to:

- trigger a tree planting order automatically (and return the URL of the tree-gift to the customer)
- create a forest for a B2B customer
- consult available species and live available planting capacity for each species
- RSS feed of project updates to integrate in your content system.



The screenshot shows the API documentation for the 'POST Plant' endpoint. On the left is a navigation menu with categories like 'Public API', 'User API', and 'Rss'. The main content area is titled 'User API' and includes an authorization note: 'Authorization is required using bearer token authentication header: Authorization: Bearer (token)'. Below this is the 'POST Plant' endpoint with a URL input field containing 'https://tree-nation.com/api/plant'. The description states: 'Plant a tree. You will receive a Tree-Gift URL back. Also an email from Tree-Nation can be triggered and sent to the gift recipients. Plant information must be passed using json data: recipients (required): Array of recipients. Each recipient can have these properties:'. On the right, there is a 'Plant' section with an 'Example Request' showing a JSON payload: { 'id': 32, 'co2_compensated': 394.89, 'tree_count': '1525' }. Below the request is a 'curl' command: curl --location --request POST 'https://tree-nation.com/api/plant' \ --header 'Content-Type: application/json' \ --data '{ "recipients": [{ "name": "test user", "email": "test187334@test.com" }] }'.

Case study:



Sociable is an Employee Communications and Advocacy Platform. In their platforms employees of their corporate clients earn points for their actions. Clients can now transform those points into trees and greatly increase the motivation and participation of the users. At the same time each corporate client gets their branded forest, allowing them a simple and quick way to get involved for the climate.

THANK YOU!

Tree-Nation will be very proud to count your company as a partner.

As a business you can play a key role in the fight against deforestation and climate change. We hope to have the opportunity to plant with you and contribute together to a better environment.

Maxime Renaudin
Tree-Nation Founder & CEO
max@tree-nation.com
+34 931 620 033



Tree-Nation nursery, Bonkougou, Niger

