



# Impact Report 2020

Two stylized leaves, one dark green and one light green, are positioned to the right of the title.

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In accordance with the regulations on Benefit  
Corporations. L. 28-12-2015 no. 208  
Financial Year 2020

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# Letter to stakeholders

Dear Stakeholders,

*For the first time, Treedom presents its own Impact Report. It is a document that talks about our business in a way that is only apparently new for us, since the impact of our business is something that we have always communicated. Isn't making a young tree germinate, handing it over to those who will care for it until it becomes a fully grown tree, perhaps tens of metres tall and capable of producing hundreds of kilos of fruit every year, a perfect representation of the concept known as "impact"? A positive change that takes place over time, multiplying its benefits and its value.*

*all these years, we have always been convinced of the impact of our work and today we are delighted to start measuring it and giving an account of it to all of you who have made and continue to make this possible. It took us 10 years to plant our first million trees. It took just over a year to reach the second million. These simple figures alone tell the story of the growth we are experiencing. It is an exciting moment that we are sharing with a community that now numbers almost 800,000 people and more than 5,000 companies that have planted their trees with Treedom.*

*Our journey has only just begun, however, and we still have great challenges ahead of us. Although we have succeeded in establishing a brand in Italy that is a benchmark for green commitment and we are an important player in Germany, in many other European countries Treedom is taking its first steps.*

*Growing in new European markets and growing in our planting operations, expanding the scope of our work to include activities such as the introduction of beekeeping into our projects, are two avenues to be taken in parallel. To involve more and more people in making a greener and fairer world.*

A handwritten signature in black ink, which appears to read "Federico Garcea". The signature is stylized and includes a small tree-like flourish at the end.

**Federico Garcea**  
(CEO & Founder)

# 1. Our identity

## 1.1 About us

Treedom is the first platform in the world that allows individuals and companies to plant trees online and follow the story of the project they will create, financing and supporting small agroforestry projects in collaboration with NGOs, local cooperatives and farming communities in many countries around the world.

Since its foundation in Florence in 2010, more than 1,800,000 trees have been planted in Africa, Latin America, Asia and Italy. All trees are planted directly by local farmers and help produce environmental, social and economic benefits.

After being planted, each tree is geolocated and photographed individually, allowing users to view their own tree and receive updates and photos from the project they are part of. Thanks to these features, Treedom's trees are engaging and can also become marketing and communication tools for a growing number of global companies pursuing Corporate Social Responsibility (CSR) objectives.

Treedom directly finances small agroforestry projects, spread throughout the territory. The philosophy is to create sustainable ecosystems and enable thousands of farmers to meet the initial costs of planting new trees, ensuring food sovereignty and income opportunities over time.

Today, we are a Benefit Corporation. In fact, in 2020, we changed our Articles of Association from S.r.l. to Benefit Corporation S.r.l. This is the natural continuation of a path that has seen us, for more than 10 years, combine entrepreneurial activity with environmental and social sustainability.



## 1.2 Mission, vision, values

Treedom wants to allow everyone to contribute to the well-being of the planet in a simple, transparent and fun way.

Treedom's mission is to generate social and environmental benefits through the promotion of agroforestry projects involving the planting of new trees directly by farmers or small cooperatives of farmers, i.e. those who are most in need of the social and local benefits that can be obtained through tree planting activities.

### Every tree in the right way!

We believe that throwing 100 seeds in a field does not mean planting 100 trees. And we believe that intensively planting a single species is not a sustainable or biodiversity-friendly choice.

We believe that communities of people living in a given place are the best caretakers of trees, so we support them financially and help them to plant and grow trees on their land. The trees will benefit them, the place where they live and the whole planet.

We believe in the bond that, through trees and thanks to Treedom, can be created between distant people.

We believe that each and every one of us must make an effort to reduce our CO<sup>2</sup> emissions, and in doing so we can also help to absorb them by planting trees.

We believe that we can make this planet greener. And we want to do it in the right way.

## Treedom's values

### *Human rights*

Treedom respects human rights and the rights of workers, who must be guaranteed a safe and healthy workplace. Treedom champions the protection of the right to childhood and the consequent protection against child exploitation.

### *Democracy, participation, empowerment*

Treedom does not discriminate on the basis of ethnic origin, gender, religion, sexual orientation, disability and age, neither among project proponents/participants nor among its staff. Treedom also aims to make ever more inclusive choices and to support those who demonstrate that they are implementing agroforestry projects that are as participatory and inclusive of the local population as possible. Our projects are open to anyone who embraces the values of the company's Code of Ethics and are carried out with the aim of initiating a process of social empowerment among participants and the population.

### *Protection of the environment and biodiversity*

Treedom's mission is focused on protecting the environment, combating deforestation, combating the anthropogenic greenhouse effect, combating and mitigating climate change, combating the loss of biodiversity, desertification and hydrogeological instability. Being environmentally irreproachable and protecting biodiversity in all its forms is a fundamental criterion and a distinctive feature of Treedom's work.

### *Diversity and opportunity*

Treedom sees diversity as a value, which is why it has also sought to create funding opportunities for micro- and small-scale planting projects, with the aim of including organisations that would otherwise often be excluded from the market and from major lenders.

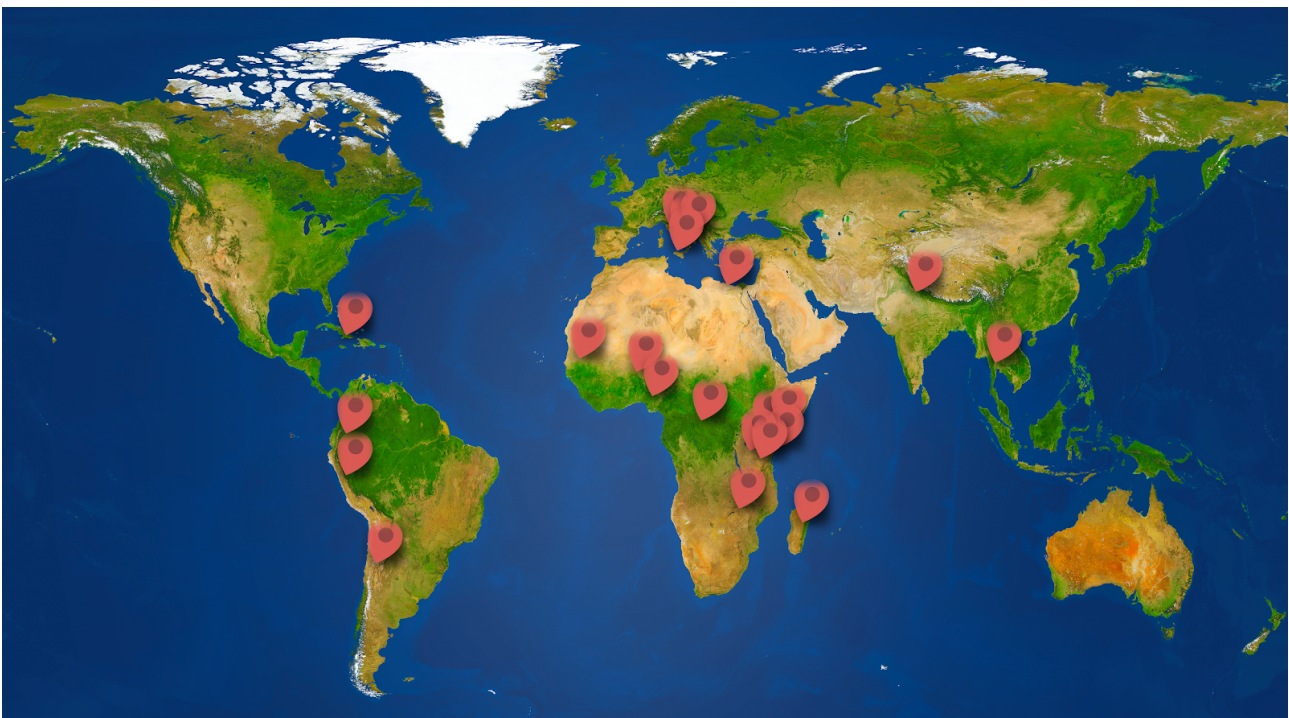
When selecting projects to support, Treedom positively evaluates small-scale projects, not discriminating on the basis of location and size of the projects.

### *Project quality*

The agro-forestry projects promoted by Treedom must be transparent and meet the criteria of reality, additionality, permanence and sustainability, as detailed in the operating principles.

## **1.3 Where we operate**

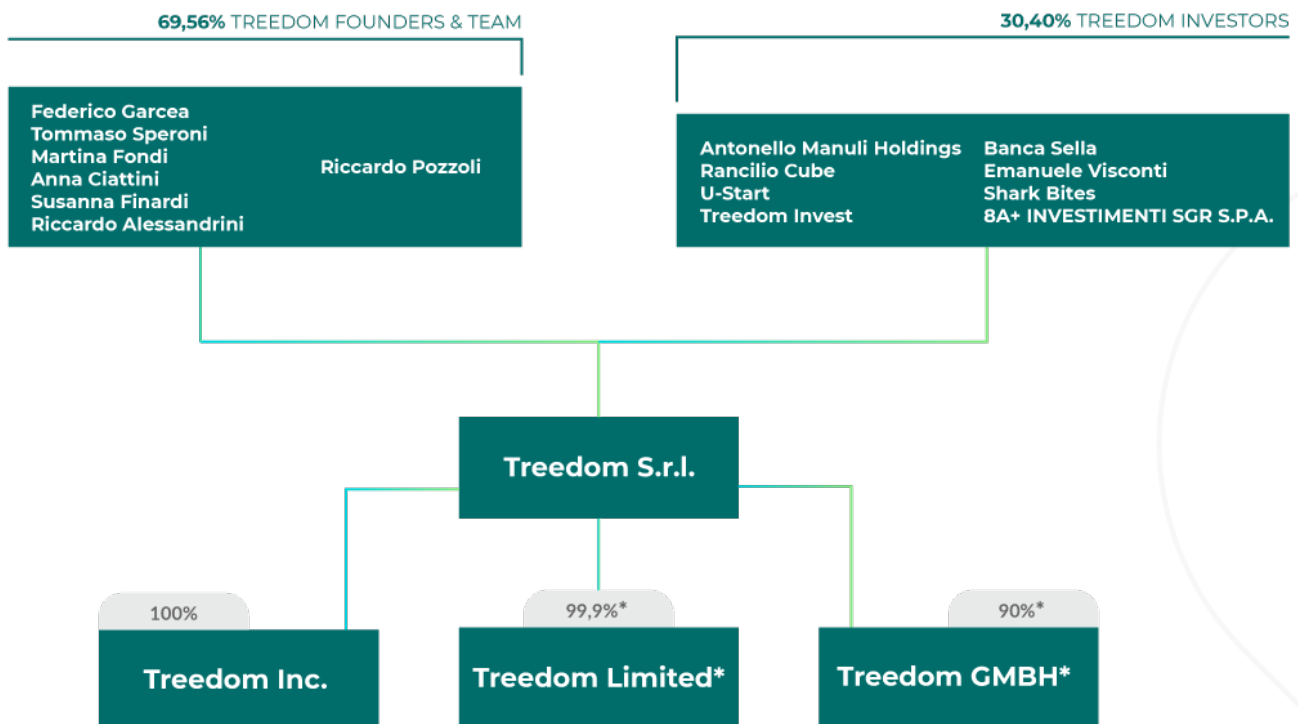
In 2020, Treedom financed 29 agroforestry projects in 12 countries: Kenya, Cameroon, Haiti, Nepal, Tanzania, Madagascar, Ecuador, Honduras, Ghana, Guatemala, Colombia and Italy. Treedom currently has two operating offices: the main headquarters in Florence and one in Munich.



## 1.4 The organisational structure

Treedom is a limited liability company and benefit corporation, overseen and managed by Federico Garcea as CEO and supported by a group of experienced managers (Martina Fondi, Susanna Finardi, Costanza Mosi and Valerio Manzo). The team (with an average age of 35) includes 45 other members (8 are also partners). The head office is in Florence, Italy, and there is an active sales subsidiary in Munich, Germany.

The company is registered with the Florence Chamber of Commerce and is controlled by 10 founders/employees (69.56%) and by a group of 30 investors (30.40%). In February 2016, Treedom was registered with the Chamber of Commerce as an innovative SME, thus being able to benefit from some tax breaks. Treedom S.r.l. owns three companies: Treedom GMBH, based in Germany, Treedom Inc, based in the state of California and --Treedom Limited, based in Nairobi, Kenya.



# 1.5 Treedom's numbers in 2020

## In 2020, Treedom:

- Planted more than 650,000 trees,
- helping to absorb over 150,500 tons of CO<sup>2</sup>,
- supporting some 40,400 small farmers and beneficiaries in 12 countries.

## Of the 12 countries in which we operate, those that received the largest number of trees are:

- Kenya, more than 240,000
- Cameroon, more than 200,000
- Madagascar, more than 60,000

## In the past year, 24 new tree species were planted, the most common of which being:

- Cocoa
- Coffee
- Avocado

## The Treedom community also experienced an exceptional increase, with

- +289,891 new users (+80% vs 2019)
- +2,325 business customers (+110% vs 2019)
- 22% of the trees were bought as gifts.



Treedom's social media presence reflects its spread, with the company's followers increasing to 149,301 on Facebook and 155,631 on Instagram. The website was visited by 4,004,348 users, 60% of whom were from Italy and 40% from foreign countries (GR-UK-ES-FR-US).

In what was undoubtedly a difficult year due to the Covid-19 health emergency, the company's commitment was not only to ensure the safety of its employees and partners, but also to respect and fulfil the commitments made to rural communities and organisations involved in agroforestry projects.

## 2. The Sustainability Plan

In this chapter, we report how Treedom pursues in its routine operations the objectives of the UN Global Compact and the UN Sustainable Development Goals expressed in the 2030 Agenda. In addition, we report on the international standards included in our Benefit Corporation articles of association that are relevant for impact assessment.

### 2.1 What a Benefit Corporation means and our commitment

In 2020, Treedom became a Benefit Corporation; a new legal status for companies, introduced in Italy with Law no. 208 of 28 December 2015 (see Law 28-12-2015 no. 208, paragraphs 376-384), which guarantees a basis for aligning the mission and creating shared value in the long term.

Companies that adopt this status also undertake to set out in their Articles of Association specific objectives of common benefit for the community and the environment. They also undertake to draw up and make public an annual report on the actions carried out to move towards meeting these objectives, using a third-party standard such as B Impact Assessment, GRI, ISO 26000 or others as a reference. The objectives set out in the Treedom Articles of Association are as follows:

*“... **Common benefit 1** Treedom’s mission is to generate social and environmental benefits through the promotion of agroforestry projects involving the planting of new trees directly by farmers or small cooperatives of farmers, i.e. those who are most in need of the social and local benefits that can be obtained through tree planting activities.*

***Common benefit 2** Carry out training activities in the beneficiary communities involved.*

***Common benefit 3** Promotion and dissemination of environmentally and socially sustainable economic and social models and systems.*

***Common benefit 4** Treedom promotes innovative and sustainable agronomic practices, aimed at safeguarding environmental heritage.*

***Common benefit 5** Treedom carries out research activities in pursuit of the corporate purpose.*

***Common benefit 6** Treedom works to contribute to the achievement of the 17 Sustainable Development Goals (SDGs) set by the United Nations Development Programme to end poverty, protect the planet and ensure prosperity for all as part of a new agenda for sustainable development. Specifically, Treedom’s activities contribute to the achievement of the following objectives:*

- 1. End all forms of poverty in the world;*
- 2. End hunger, achieve food security, improve nutrition and promote sustainable agriculture;*
- 4. Provide quality, equitable and inclusive education, and opportunities for learning for all;*
- 5. Achieve gender equality and empower all women and girls;*
- 8. Promote sustained, inclusive and sustainable economic growth, productive employment and decent work for all;*
- 9. Build a resilient infrastructure and promote innovation and fair, responsible and sustainable industrialisation;*

- 10. *Reduce inequality within and between nations;*
- 12. *Ensure sustainable production and consumption models;*
- 13. *Promote action, at all levels, to combat climate change;*
- 15. *Protect, restore and promote sustainable use of terrestrial ecosystems;*
- 17. *Strengthen the means for implementing and renewing the global partnership for sustainable development.”*

## **2.2 The 10 Principles of the UN Global Compact and the Sustainable Development Goals (SDGs)**

Since 2012, Treedom has been a member of the United Nations Global Compact, an international network in the business sector that encourages companies around the world to adopt sustainable policies and respect corporate social responsibility and to make public the results of actions undertaken. It is a framework that brings together ten principles in the areas of human rights, labour, environmental sustainability and anti-corruption.

Alongside this tool, in 2015, the UN General Assembly launched the 2030 Agenda, which recognises the close link between human well-being, the health of natural systems and the presence of common challenges for all countries. The strategy identified 17 interlinked Sustainable Development Goals (SDGs) that address economic and social development issues such as poverty, hunger, the right to health and education, access to water and energy, jobs, inclusive and sustainable economic growth, climate change and environmental protection, urbanisation, patterns of production and consumption, social and gender equality, justice and peace.

Treedom has found in the Global Compact an ethical and strategic point of reference on how to act and in the SDGs concrete objectives and areas of action to pursue together with all the actors in its community.

## Act Responsibly



LABOUR



HUMAN RIGHTS



ENVIRONMENT



ANTI-CORRUPTION

+

## Find Opportunities



Below we outline the relationship between these international instruments, and highlight the Sustainable Development Goals (SDGs) that Treedom has an impact on through its work.

10 Principles of the UN Global Compact	Macro Areas	SDGs	Treedom Articles of Association
X Businesses are committed to fighting corruption in all its forms, including extortion and bribery.	Economy	<p>8 Decent work and economic growth</p> <p>9 Industry, innovation and infrastructure</p> <p>10 Reduced inequalities</p> <p>11 Sustainable cities and communities</p> <p>12 Responsible consumption and production</p> <p>16 Peace, justice and strong institutions</p> <p>17 Partnerships for the goals</p>	Common benefit 1-2-3-4-5-6



ANTI-CORRUPTION



10 Principles of the UN Global Compact	Macro Areas	SDGs	Treedom Articles of Association
<p><b>I</b> Businesses are required to promote and respect universally recognised human rights within their sphere of influence; and to</p> <p><b>II</b> ensure that they are not complicit in human rights abuses, even indirectly.</p> <p><b>III</b> support the freedom of association of workers and recognise the right to collective bargaining;</p> <p><b>IV</b> the elimination of all forms of forced and compulsory labour;</p> <p><b>V</b> the effective elimination of child labour;</p> <p><b>VI</b> the elimination of all forms of discrimination in respect of employment and occupation.</p>	Company	<p><b>1</b> No poverty</p> <p><b>2</b> Zero hunger</p> <p><b>3</b> Good health and well-being</p> <p><b>4</b> Quality education</p> <p><b>5</b> Gender equality</p> <p><b>8</b> Decent work and economic growth</p> <p><b>10</b> Reduced inequalities</p> <p><b>16</b> Peace, justice and strong institutions</p> <p><b>17</b> Partnerships for the goals</p>	Common benefit 1-2-4-6



LABOUR



HUMAN RIGHTS

10 Principles of the UN Global Compact	Macro Areas	SDGs	Treedom Articles of Association
<p><b>VII</b> Businesses are required to support a preventive approach to environmental challenges; to</p> <p><b>VIII</b> undertake initiatives that promote greater environmental responsibility; and to</p> <p><b>IX</b> encourage the development and diffusion of environmentally friendly technologies</p>	Environment	<p><b>2</b> Zero hunger</p> <p><b>6</b> Clean water and sanitation</p> <p><b>7</b> Clean and accessible energy</p> <p><b>13</b> Climate change</p> <p><b>14</b> Life below water</p> <p><b>15</b> Life on earth</p> <p><b>17</b> Partnerships for the goals</p>	Common benefit 1-3-4-6



## ENVIRONMENT

## 2.3 Reference standards for the assessment: BIA Standards

The B Impact Assessment (BIA) is a free and confidential platform designed to help measure and manage the positive impact of companies on their workers, the community, customers and the environment. The BIA assesses the impact of both the company's day-to-day operations and its business model and operations. B Impact Assessment questions are determined by company size, industry and market, with around 200 questions in total. The content of the B Impact Assessment is overseen by B Lab's independent Standards Advisory Council.

Assessment areas:

**The B Corp assessment is organized across five stakeholder impact areas**



The responses to the B Impact Assessment result in a total numerical score to qualify for B Corp certification. B Corp certification requires a minimum verified total score of 80 in all impact areas. Treedom scored 122.40/200 in its latest BIA, outperforming the global corporate average. (Results: <https://bcorporation.net/directory/treedom>)

The BIA management platform also offers a specific assessment to evaluate corporate impact on the SDGs called **SDG Action Manager**.

Developed in collaboration with B Lab, SDG Action Manager is a *web based* impact management solution that enables companies to take action on the Sustainable Development Goals up to 2030.

The SDG Action Manager brings together B Lab's impact assessment, the ten principles of the UN Global Compact and the Sustainable Development Goals to enable meaningful corporate action through dynamic self-assessment, benchmarking and improvement.

Treedom currently has a verified baseline score of 72.7%.

## 2.4 Sustainability certifications

Below are the company's sustainability certifications for its processes and products.



### **B CORP** - [website](#)

Treedom is part of the Certified B Corporations, the network of companies that stand out for their high environmental and social performance.



### **FSC®** - [website](#)

The FSC cares for forests and the people and wildlife that call them home FSC® C139550 - [www.fsc.org](http://www.fsc.org) Treedom has achieved the FSC® Chain of Custody certification for its gadgets. A further commitment to offering the best products to our customers.



### **Global Compact** - [website](#)

Treedom adheres to the United Nations Global Compact, the largest strategic corporate citizenship initiative in the world.



### **GIIRS** - [website](#)

The performance score assigned to Treedom by the Global Impact Investing Rating System (GIIRS), an audit system that rigorously and transparently calculates the environmental and social performance of companies, is positive.



## 3. Assessment report

Italian legislation requires Benefit Corporations to draw up a report which provides an account and assessment of the impact generated by the company's activities, and which includes the following areas of analysis.

**Corporate governance**, to assess the overall mission, ethics, accountability and transparency of the company through the integration of social and environmental objectives into employee performance reviews, impact reporting and transparency, stakeholder engagement and more;

**Workers**, to assess the company's contribution to the economic, physical, professional and social well-being of our employees;

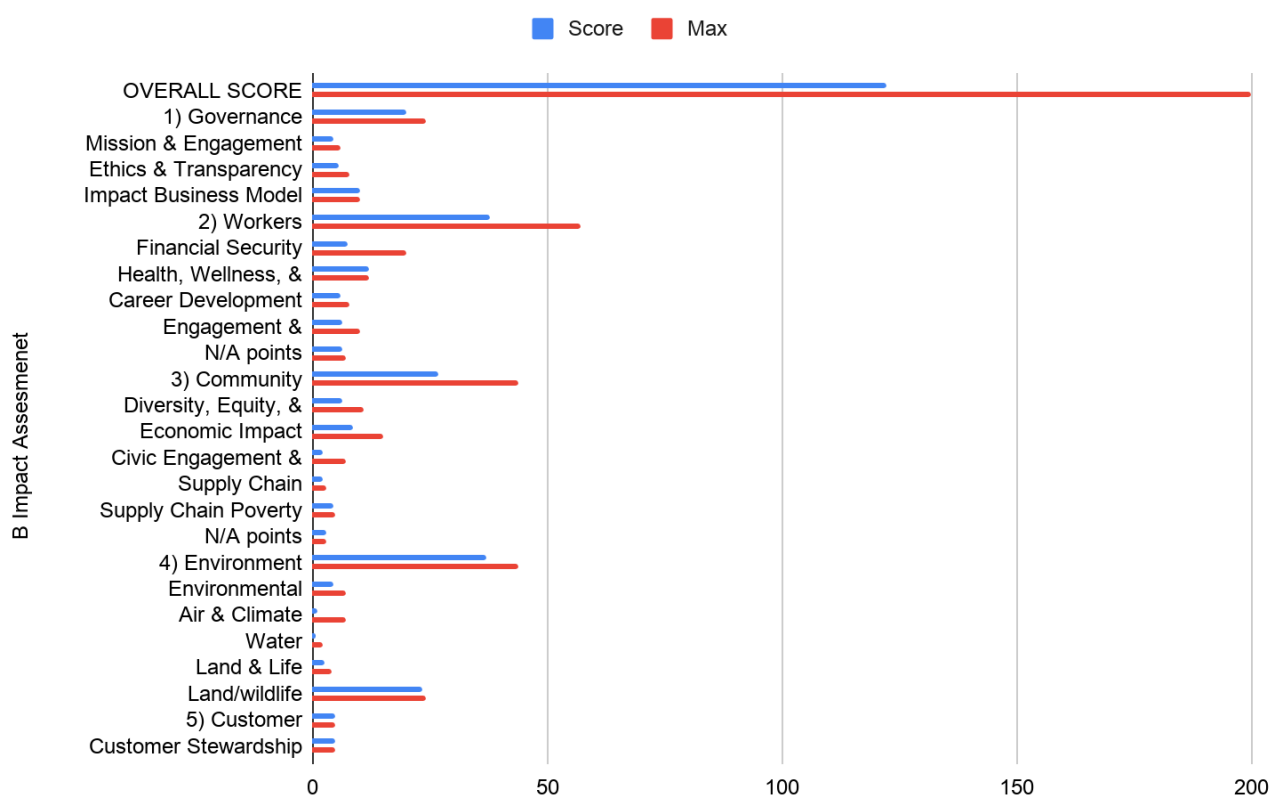
**Community**, to assess Treedom's impact on the external communities in which it operates, covering topics such as diversity, economic impact, civic engagement and supply chain impact;

**Environment**, to assess the company's overall environmental management, including how Treedom identifies and manages overall environmental impacts, its management of air and climate issues, water sustainability and impacts on land and life.

In order to be consistent with the standard BIA we have also considered an additional area of analysis.

**Customers**, to assess the value of the company to our direct customers and consumers of our services, covering various topics including ethical and positive marketing, quality assurance and assurance of products and services, data privacy, data security.

## Score e Max



Treedom's commitment to the environment and its innovative and sustainable business model are now well known; in this section, we want to provide concrete examples of actions of common benefit that the company carries out in other equally important areas.

## 3.1 Focus: Treedom and its employees

*"Treedom pays close attention to its employees because it seeks to make the office a place to live, first and foremost, where everyone can find their place and be themselves. Moreover, if we want a greener, fairer and more beautiful world, we have to start from where we work; that is why Treedom is a house with a garden. That is because it wants to maintain a daily link with nature, its inspirational muse."*

With this in mind, 2020 saw two major actions to benefit its employees, the first being the move to new premises and the second the implementation of a company welfare plan.



## Treedom's house

In the last two years, the Treedom team has grown a lot, more than doubling in 2020.

There was therefore a practical need to find a more spacious location to accommodate employees.

The choice was far from trivial and considerable attention was paid to elements that represented the company and, above all, considered the well-being of its employees.



surrounded by greenery, where emphasis has been placed on social spaces that employees can use even outside working hours.

The large garden and the nature-related activities carried out in it (beekeeping, vegetable gardens, olive harvesting) are further elements of social interaction and well-being.

A balance has also been found between direct contact with nature and reconciling employees' living needs, so the headquarters is located in a residential area of Florence, is easily accessible by public transport and has parking for cars and bicycles.

## Corporate welfare

In 2020, Treedom launched a company welfare service for all its employees, in addition to a performance-based system of benefits and economic incentives. Accordingly, it set up a dedicated welfare portal with a view to offering services to support the needs of its employees and their families. Each staff member, regardless of their role, received a monetary credit that can be spent on the eudaimon.it platform.

On this portal, there are numerous services and products that workers can benefit from by using their available Welfare Credit. These include:

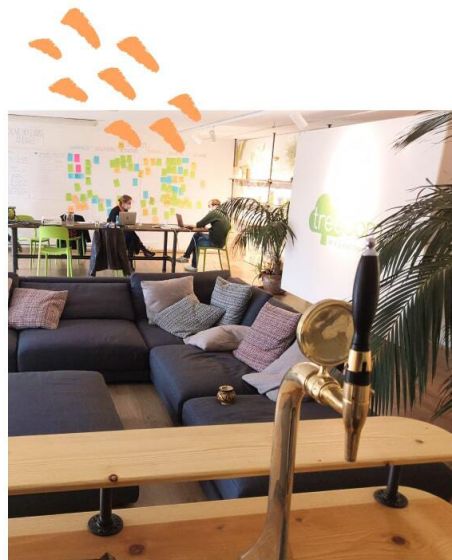
**Family** - request the reimbursement of expenses incurred for the health care of elderly family members, public transport or assistance to elderly or disabled family members.

**Children and Education** - obtain reimbursement of expenses incurred for children's education, babysitting services or enrolment in online training and further education courses.

**Health** - book medical check-ups at special rates, get subscriptions to gyms and fitness centres or take online courses on nutrition and wellness.

**Benefits** - Obtain vouchers to use on the main online platforms and in participating shops, choose to have the interest paid on your home mortgage refunded or make an additional payment to your pension fund.

**Leisure** - Use the Welfare Credit for your leisure and cultural activities.





## 3.2 Focus: Treedom and its environmental impact

As a service company, the material inputs used by Treedom are limited to necessary office supplies.

However, working in the field of environmental consulting, we know that even a small organisation can significantly reduce its environmental impact through small gestures. We therefore have an environmental policy based on the principles of green procurement and energy saving.

Furthermore, in 2020, Treedom changed its headquarters and increased its employees, which entailed calibrating and analysing its consumption.

### Resources used

As explained above, the resources used consist exclusively of the supplies necessary for carrying out office activities. Specifically, in 2020, Treedom consumed:

Services and raw materials	Unit of measurement	Total	kg CO <sub>2</sub> e
Water	m <sup>3</sup>	943,00	324,39
Gas	sm <sup>3</sup>	1.563,00	3.086,93
Electricity	kWh	10.127,00	4.400,18
Paper	Reams	31,00	91,68
Toner	Unit	4,00	59,36

## Impact on the environment

Treedom's CO<sup>2</sup> emissions are calculated for each year of activity using the same methodology with which we calculate the carbon footprint of our customers. Below is a calculation of the emissions released into the atmosphere from our activities in 2020.

Sector	Tn CO <sup>2</sup> e
Services and raw materials	7,9625385
Web & email traffic	28,113318
Transport of people	21,4527059
Transport of goods	31,28707058
Total	88,81563298

## Environmental impact mitigation

In order to reduce the environmental impact of our activity, we take the following measures: we only buy recycled paper, we recycle 100% of the waste we produce, we use energy-saving lights and we pay great attention to the food products consumed in the office: we prefer to buy zero miles or fair trade products. Furthermore, as an environmental consultancy offering the possibility of offsetting emissions, we set a “good example” and annually offset our own carbon footprint.

This year, in addition to the operations of Treedom Srl SB we have considered (through an estimate) the CO<sup>2</sup> produced by our foreign offices and the management by the originators:

	Tn CO <sup>2</sup> e (e)
Munich (DE) office operations	4,441
31 agroforestry projects	34,100

Total: 127.356633 Tn CO<sup>2</sup>e (e)

To offset these emissions, we planted 1,500 trees planted in Kenya, Tanzania, Cameroon, Madagascar, offsetting total CO<sup>2</sup>: 127,525 kg.

The trees can be seen at the following [link](#).

### 3.3 Focus: Treedom and the SDGs

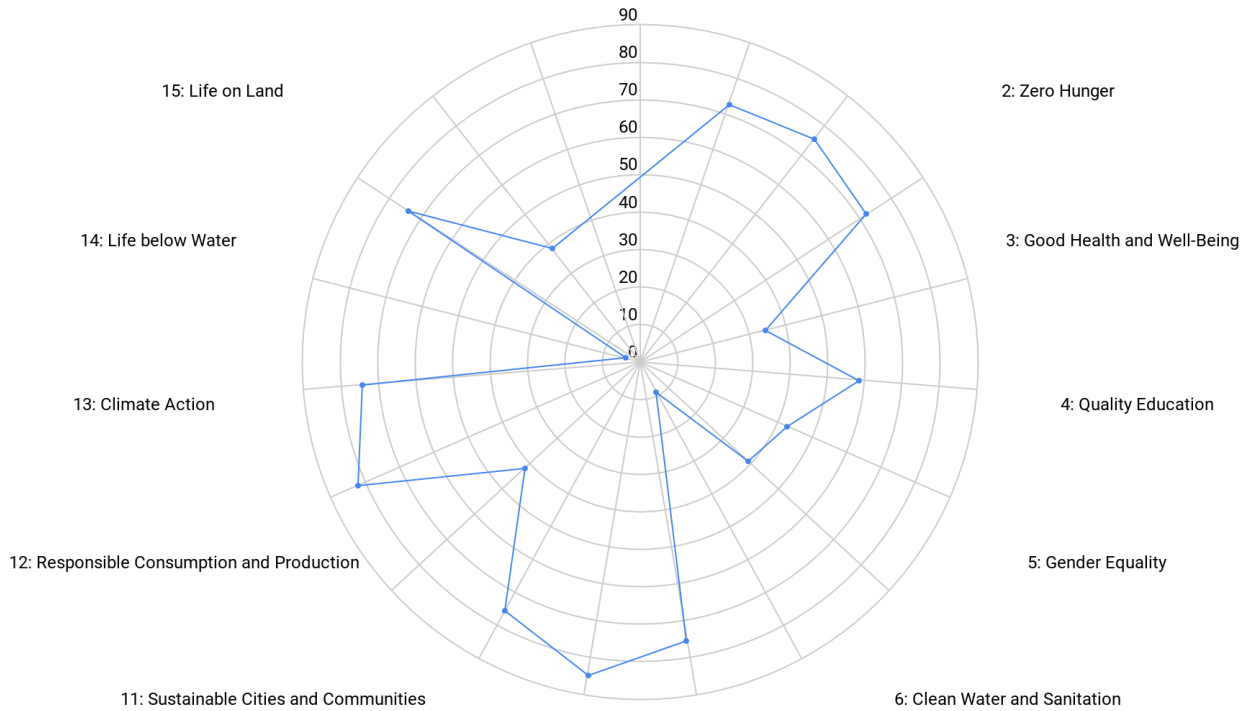
In its Articles of Association, Treedom also makes specific reference to the Sustainable Development Goals (SDGs), for which we report the overall impact and a detailed breakdown of the actions carried out with particular reference to the impact of the SDGs (common benefit 6) on the rural communities benefiting from Treedom projects. Using the SDGs Manager Tool, we assessed the company's impact in relation to each goal.

Score based on SDG Manager rispetto a SDGs

16: Peace, Justice and Strong Institutions

SDGs / Score based on SDG Manager

1: No Poverty



Treedom's tree planting activities in Asia, Africa, South America and Italy contribute significantly to addressing 10 of the global challenges to ensure a sustainable future. The types of impact that agroforestry projects have on communities are outlined below.

## 1 NO POVERTY



**1. No poverty:** the fruit produced by the trees is the property of the project beneficiaries who can sell them and generate extra income for their families. By funding the start-up of agroforestry projects, Treedom gives farmers the opportunity to build or improve their business, improving their economic status.

## 2 ZERO HUNGER



**2. Zero hunger:** the fruit produced by the trees is the property of the beneficiary farmers who can use it for food. The agroforestry system provides a wider variety of produce than monoculture (e.g. maize), which has become widespread in many developing countries; this approach improves the quantity of food and the quality of nutrients in the diets of farmers and rural communities. Furthermore, with the training provided, communities will adopt agroforestry and cultivation techniques (e.g. grafting), expanding their capacity to produce quality food.





## 4 QUALITY EDUCATION



**4. Quality education:** Through its training activities, Treedom provides education on environmental issues, sustainable development, agroforestry techniques and ICT skills (e.g. on the use of GPS) to rural communities, regardless of their level of education, gender and age. A community that knows more about the environment, climate change and sustainable development is a guarantee of project quality. Furthermore, the theoretical and practical skills are valuable for the personal and professional development of each beneficiary beyond their role in Treedom projects.

## 5 GENDER EQUALITY



**5. Gender equality:** In its projects, Treedom encourages the participation of women in all stages, selecting them as the first target beneficiaries. This provides them with the right resources to start their own agroforestry activities (training and trees) and advance their role as entrepreneurs and leaders within their communities.

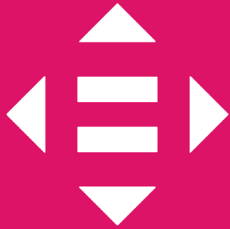
## 8 DECENT WORK AND ECONOMIC GROWTH



**8. Decent work and economic growth:** Treedom enables small farmers and rural cooperatives to start agroforestry activities at no cost; on the one hand, this allows them to expand their activities and improve their income and quality of life. On the other hand, it is an incentive for them to work on their land and in their communities and to carry out their activities as farmers with dignity and profit.



## 10 REDUCED INEQUALITIES



**10. Reduced inequalities:** through its activities, Treedom involves local communities both as final beneficiaries and as local project managers and technicians. This approach makes it possible to bring economic wealth, training and job opportunities to even the most disadvantaged areas. Furthermore, Treedom's projects are open indiscriminately to all genders, ages, levels of education and social status. Finally, the financing of tree-planting activities by small farmers' cooperatives or local NGOs helps to overcome existing prejudices in access to credit/ financial institutions, allowing small farmers fair access to finance for agricultural activities. With this approach, Treedom contributes to reducing inequalities within communities, between small rural communities and more developed areas within the countries where it operates.

## 12 RESPONSIBLE CONSUMPTION AND PRODUCTION



**12. Responsible consumption and production:** Treedom encourages consumers and companies that buy its trees to adopt sustainable consumption models. At the same time, it encourages small local farmers to apply agroforestry production systems that are more sustainable and have less impact on the environment.



**13. Climate action:** the activities carried out in 2020 resulted in the planting of more than 650,000 trees, trees with about 40,400 small farmers and beneficiaries in 12 countries. This approach led to the absorption of more than 15,500 tonnes of CO<sup>2</sup>. Furthermore, Treedom is committed both in its projects and with its customers, employees and stakeholders to promote sustainable behaviour.



**15. Life on land:** the activities carried out to improve the ecosystems in which we operate. Our project areas must benefit as a whole from the initiatives we implement. The selection of species to be planted is determined by the needs of local communities and local biodiversity. Native plant species are favoured so as not to pose a threat to the local flora and fauna.



## 17 PARTNERSHIPS FOR THE GOALS

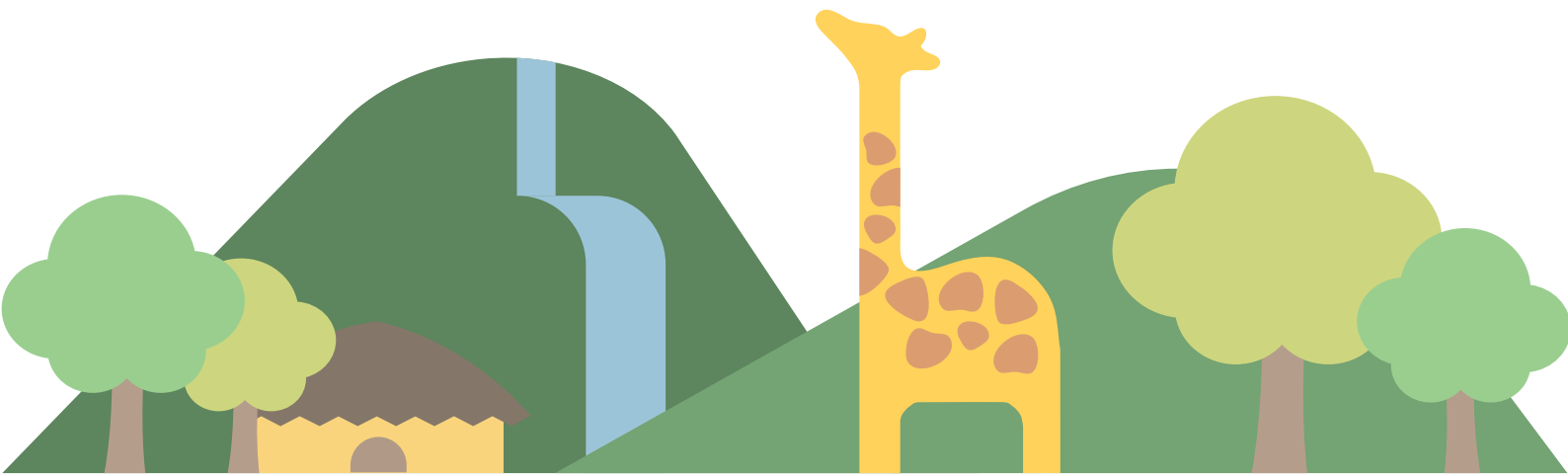


**17. Partnerships for the goals:** through its work, Treedom brings together different actors under a single goal: sustainable economic, environmental and social development. In economically more advanced countries and communities, Treedom connects with individuals and companies to involve them in the purchase of a tree to make a sustainable purchase and offset their CO<sup>2</sup> emissions. Connecting with companies is essential because they use Treedom to carry out corporate social responsibility activities for their customers and employees. For its agroforestry activities, Treedom builds partnerships with local cooperatives of farmers, NGOs and local authorities to assess real needs and ensure efficient fieldwork. The goal is to involve the whole community at all levels.

**In this process, Treedom serves as a link between different players: individuals, companies, rural communities, the non-profit sector, local authorities and public bodies.**



### **3.4 An example of an agroforestry project. Treedom in Ghana**



Ghana's low-lying, sandy coastline overlooks the Gulf of Guinea, while the interior is characterised by plains and low hills (the country's highest peak is Mount Afadjato, at just 885 metres). Straddling the Equator and characterised by a tropical climate, Ghana, particularly the north of the country, is affected by the advancing Sahara Desert and drought caused by the Harmattan, the wind that periodically blows in from that direction.



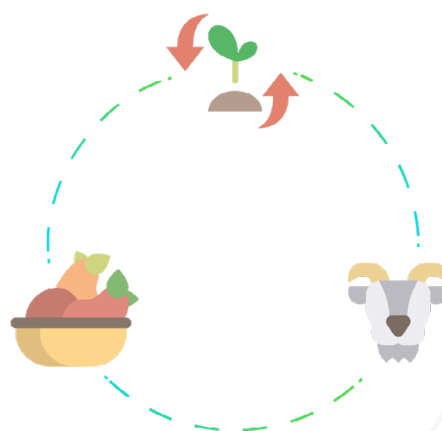
Treedom's work focuses on the northern region of the Daka River. The population of this area is heavily dependent on natural resources and inevitably tends to exploit them intensively, risking worsening their condition in the long term. Treedom's project aims first and foremost to strengthen the local ecosystem and at the same time offer food and income supplementation opportunities to local communities.

There are various types of agroforestry systems, with the most common in **GHANA** being:

## Agro-Silvo-Pastoral System

This system frequently involves interaction between **annual crops, forest crops and animals**.

Treedom projects seek to introduce **fruit species that are well suited to the semi-arid climate within this agroforestry system**.



### Function of trees in this system:



- Productive: income and food
- Protective: wind protection

### How the trees are arranged:



- Trees along the edges of the crops
- Trees in alternating rows

The trees we give the farmers are species grafted to be productive after the first 3 years.

In GHANA, a Cashew tree is capable of bearing fruit, over a 7-year productive life, for a total profit of around US\$20.



### 10 Cashew trees

can therefore generate estimated earnings of around US\$200.



### 100 Cashew trees

can therefore generate estimated earnings of around US\$2,000.



### In 2018

per capita GDP in Ghana was of 2.202 US Dollars.



Bear in mind that the trees will continue to bear fruit well beyond their tenth year of life.

## Oxygen

A resource for the whole planet.

Each tree absorbs CO<sub>2</sub> from the atmosphere, making its own contribution to a planet that is not only greener but also healthier.



In our projects in GHANA we have planted

**27.990**  
Trees



that will be able to absorb

**25.537**  
tonnes of CO<sub>2</sub> from the atmosphere.





## 4. Objectives for 2021

The Impact Assessment Report is not a static document but the story of a journey that began with Treedom's adhesion to the Global Compact in 2012, evolved with the B Corp certification in 2014, made a further leap with the transformation of its Statute into a Benefit Corporation, and is still ongoing.

With this in mind, on the basis of the first 2020 report, we want to set new targets for 2021. While continuing to work in all the areas we mentioned in the previous chapters in the new year, we want to focus on two aspects:

- 1. Methodology:** in 2021, we aim to improve the system for monitoring and assessing our impact in order to provide more and more detail and information about our activities in accordance with the principles of effectiveness and transparency.
- 2. Gender equality:** in light of the first objective, we want to place special emphasis on measuring our impact for gender equality among both Treedom staff and beneficiaries. Among our staff, we will improve internal policies for greater attention and awareness of gender dynamics within our working groups. In our agroforestry operations and in relation to the beneficiaries, we will undertake to carry out at least 2 agroforestry projects with a specific focus on gender equality. The goal is not only to carry out one-off actions, but to generate internal methodologies that permanently promote and foster gender equality in the company, among its suppliers and project beneficiaries.