Best Practices Award in Addressing Climate Change and Reducing Pollution
Application target developing and least developed countries

Title of the Best Practice / Research

Let's Green the Planet with Treedom

The Location of Best Practice Implementation

Country	Italy
City	Firenze
Project Website	

Personal Information

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The Category Applied for

Best Practices Award in Addressing Climate Change and Reducing Pollution

Focus Area

Application target developing and least developed countries

Project Summary

Treedom is the only platform that allows to plant a tree and follow it online, directly financing farmers around the world. Thanks to its web platform (ww.treedom.net) It sells a tree planting service, by directly financing cooperatives of farmers who then plant the trees and manage their upkeep. Farmers benefit from the plantation of trees creating an extra income or food security thanks to trees products. Local communities receive specific training on agroforestry techniques and infrastructures (greenhouses, water tanks, etc.). Every tree on Treedom is geo-localized, photographed and has its online page, it can be kept or virtually gifted. Thanks to these features, Treedom's tree engages people and at the same time, it represents a great communication and marketing tool for companies. Nowadays are involved more than 400.000 users and 2.000 business. Since 2010, more than 1 million trees have been planted in 16 countries involving 66.202 farmers and absorbing 340.000 tons of CO_2.

Project logo or Main Photo

Type of submission

Organization

Name of the Organization	Treedom srl
Location Of Organization	Italy
City/Town,Postal Code	Florence
Mailing Address	e.meconcelli@treedom.net
Phone Number	3297786989
Contact Person	Elisabetta Meconcelli
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Organization Website	https://www.treedom.net/en/
Type of Organization	Treedom srl

Financial Profile

Annual Budget	Partner Name	Year	Contribution Amount	Support Type
2903000.00	Treedom srl is funding the initiative bu the online adoption of trees by users and companies	2019	0.00	

Level of Activity

International

Key Dates

Date	Significance
2020-02-14	reached 1 million trees planted
2018-05-24	BCorp Honriee as Best of the World for Environment in 2018/2016/2015
2014-05-20	In 2014 Treedom received B Corp Certification, the most influential international standard as regards the environment and human communities
2010-04-10	Starting of the activities

Scope and Criteria

The project is expected to ensure integration of climate change measures into national, and regional policies, strategies and planning along with stakeholders participation in setting solutions.

The project is expected to use renewable energy, and reduce the usage of fossil fuels , and maximize the energy efficiency of buildings and transportation.

The project is expected to include methods, and mechanisms for raising capacity for effective climate change-related planning, management, and functioning environmental governance.

With Treedom, you finance farmers who want to plant trees, supporting their work in the early years when trees are not yet productive. Treedom provides farmers with the knowledge and technical support for planting and managing trees. Trees are photographed, geolocated and monitored by Treedom over time. Treedom directly finances small agroforestry projects throughout the territory. The philosophy is to establish sustainable ecosystems and allow thousands of farmers to support the initial costs of planting new trees, ensuring food autonomy and income opportunities over time. The project allows small rural communities to become aware of the causes and effects of climate change, information that often does not reach people in the Global South. Infact Treedom effort is to educate, training and monitoring rural communities in the realization of agroforestry projects. In fact, they are enabled to receive the necessary training to plan the management of their land through agroforestry systems. These mixed agricultural-forestry systems make it possible to absorb CO_2 emissions, reduce pressure on water resources, restoring land tenure and mitigating the effects of desertification. It also offers the possibility for corporate clients to plan and manage social corporate responsibility activities in a simple and transparent way, giving them the means to plan and communicate their environmental initiatives. This activities are not just limited to tree planting, but start from an evaluation of the environmental impact that the ckients want to have allowing them to calibrate the intervantion according their goal

The project is expected to include or add institutionalized disaster management policies and techniques related to climate change including education, and awareness-raising on all community levels.

The project is expected to find pollution and waste management methods and techniques from generation through prevention, reduction, recycling and reuse.

The project is expected to show significant reduction of all marine pollution, particularly from land-based activities, including marine debris and nutrient pollution.

The project is expected to offer solutions in conservation, restoration, and sustainable use of terrestrial, and inland freshwater ecosystems and their services.

The project is expected to offer solutions in combating desertification, restore degraded land and soil affected by desertification, drought and floods.

Every year, due to desertification, soil degradation and drought, 24 billion tonnes of fertile soil are lost in the world, with serious repercussions on the lives of millions of people. This is the alarm sounded by the Secretary-General of the United Nations, António Guterres, on the occasion of the World Day to Combat Desertification and Drought on 17 June. The mismanagement of land over the years has caused the degradation of an area twice the size of China. Treedom gives further impetus to reforestation, an extraordinary tool to combat desertification and soil erosion, through technology. Treedom is the only platform worldwide that allows consumers and corporations to plant and follow trees online, directly financing farmers around the world, since its birth Treedom has planted more than a million trees in 16 countries. Treedom directly finances small agroforestry projects throughout the territory. The philosophy is to realize sustainable ecosystems and allow thousands of farmers to support the initial costs of planting new trees, ensuring food autonomy and income opportunities over time. The realization of small agroforestry systems allows to make precise choices in relation to the specific characteristics and needs of each project area. The tree species planted are native or respect the biodiversity of the different territories. The agroforestry practice also integrates the planting of trees in an agricultural system, favoring the virtuous interaction between the different species and a sustainable use of resources and land. Finally, all trees absorb CO2 in the course of their growth, naturally generating a benefit for the entire planet. In arid zones, agroforestry practices help mitigate the consequences of irregular and unforeseen rainfall and of economic fluctuations; they do this through the regular and reliable supply of substitute products for man and livestock, reducing pressure on local resources and encouraging sustainable production.

The project is expected to include ways to achieve dissemination of essential knowledge, and raising awareness about sustainable lifestyle, and development,

Treedom sells a tree planting service, by directly financing cooperatives of farmers who plant the trees and manage their upkeep. In fact, the goal is not only to plant trees, but also to have them planted by those who need them the most, so that their communities can have the advantages of the local and social benefits triggered by agroforestry activities. Contributing to the planting of a tree is perceived, thanks to Treedom features, as a rewarding deed, both on an emotional and reputational level. Individuals and companies are proud of their trees and forests, as it is a clear demonstration of their commitment to help the environment. Treedom's core innovation consists of associating each tree to the user who has chosen to plant it, allowing the user to interact with it. Each tree has an online page, it is geolocated and photographed, it can help the user to offset CO2 emissions produced by various activities, it can be kept or virtually gifted to someone else. Thanks to these features, a tree from Treedom is engaging and can also become a communication and marketing tool for companies. Clients and donors are more focused on the quality and impact of their actions - and they also want to share and be involved in the solutions. This is why the sector is trending towards giving clients and donors the tools to check forestry activities (videos, photos, exact locations, external expert reports) and the implementation of engagement strategies (through marketing, digital marketing and gamification, for example). In the Global South Treedom is involving rural communities and smallholder farmers providing them with information on climate change and the agroforestry approach providing not only fundings but also training and infrastructure (greenhouses, cistern etc.). The message of Treedom, plant a Tree with a click and provide environmental and social benefit, is involving at the moment more than 406,00 users, 2,500 business and 67,000 farmers.

The project is expected to increase the motivation, and self-drive creation to lead attitude, and cultural community change, towards the required sustainable lifestyle.

Through its system, Treedom acts to make a change towards more sustainable lifestyles. From the point of view of the beneficiary communities and farmers, these are driven to take environmentally sustainable agricultural approaches such as agroforestry systems. Resulting in several benefits in terms of environment and social sustainability. For individual users, they are motivated to monitor their co2 emissions and compensate them through the planting of trees, they are also pushed to realize sustainable gifts and purchased through Treedom's trees instead of buy products that have an environmental impact. Companies can give a concrete and transparent response to consumers that are asking business to take greater environmental responsibility. Given the results obtained also in terms of reputation by businesses that have chosen Treedom services, many companies are encouraged to associate marketing campaigns with environmental actions by increasing funding for tree planting. The digital product - corresponding to real trees- developed by Treedom facilitates this operation for companies.

The project is expected to offer application of circular economy methodology (design out waste & pollution - keep products and materials in use – regenerate natural systems).

Narative

Innovative, leap-frogging, and affordable technological advancement use.

The innovation consists of associating each tree to a user who has chosen to plant it, allowing him to interact with it. Each tree has an online page updated, it is geolocalized and photographed, it can help users to absorb the CO2 they produced, can be kept or virtually gifted. Thanks to these features, Treedom's trees engage people and become a communication and marketing tool for companies, that bring a positive impact in rural communities. In fact, trees planted remain property of local farmers that can use fruits for their alimentation or generate an extra income. Farmers guarantee the caring of the tree and local environmental benefits from the planting of vegetation selected according to the farmer's needs and respecting local biodiversity. To do so Treedom is using simple ICT technology to manage its platform and GIS system to monitor and geotag its trees

Introduces a positive cultural change

Treedom transformed a good deed into a modern tool of communication & engagement. After being planted by local farmers, trees are geolocated & photographed, allowing users to follow them and receive updates and pictures. Treedom's trees are engaging and become marketing tools for global companies that pursue CSR objectives. Treedom developed a system with: *Transparency: offers a platform where clients can plant and check their trees, perceive that they are attributed to them. It supports the planting service while providing customers with photos and reports of projects. *Engagement & communication: Treedom's core innovation is linking each tree to the user who can gift it to demonstrate its environmental action. This allows customers to experience a great and durable degree of engagement. *Versatility: Treedom's offer is suitable for consumers & corporations, 2 synergistic markets that are nurtured by companies giving trees to their stakeholders bringing users into Treedom' community

Positive outcomes on sustainable development at either economic, environmental and social level

Treedom directly finances small agroforestry projects throughout the territory. The philosophy is to realize sustainable ecosystems and allow thousands of farmers to support the initial costs of planting new trees, ensuring food autonomy and income opportunities over time. Treedom finances projects in rural communities in the south of the world and also carries out projects with a strong social value in Italy. The first step is the training and financing of the communities involved in the projects, obtaining extraordinary results in terms of their own empowerment. The trees and their fruits belong to the farmers, allowing them to diversify and supplement their income and in some cases to launch micro-entrepreneurship initiatives. Financing the planting of new trees with Treedom serves to support the trees' care in the first years of their life, when they are not yet productive in terms of fruit.

Favors least developed human settlements, promotes gender equality and social inclusion

Potentially Treedom can serve worldwide all rural communities and socially useful realities that want to realize forest and agroforestry projects. At the moment it operates in 16 countries involving 67 thousand farmers, both in countries of the Global South and in Italy. In the first case, favoring farmers' cooperatives and NGOs and associations that promote ecological and sustainable development in the second case by financing associations and projects with a predominant social purpose. (Countries currently involved: Nepal, Kenya, Italy, Haiti, Cameroon, Malawi, Senegal, Burkina Faso, Argentina, Madagascar, Thailand, Tanzania, Colombia, Guatemala, Ghana, Ecuador). Treedom users also benefit from the possibility to contribute in an effective and transparent way to reforestation, as well as to increase their awareness of climate change and the adoption of ecologically and economically responsible behavior.

Aims to Improve quality of life in either developing or developed countries/communities

Up to date, we have planted 1.011.204 trees in 20 agroforestry projects (16 countries) involving 67,000 farmers. We have 398,422 consumers adopting trees, and 2.346 companies have built forests with Treedom. These numbers impact the absorption of CO2, estimated at 342.781,97 tons, and the mitigation of phenomena such as loss of habitat, desertification, soil deterioration. Socially, thousands of farmers in developing countries can plant fruit trees, guaranteeing food security and extra income. The SROI analysis of the Kisii project (Kenya) has stressed out how the social value that each tree brings can be estimated at 25$. Treedom has also impact on the rise of awareness on environmental issues, reforestation & biodiversity. On one side through the training of farmers involved in agroforestry projects and on the other through communication and marketing activities. Treedom message reaches its costumers but also a wide public on social networks with an audience of about 258,727 users

Demonstrates potential for transferability, adaptability, and replicability, including partnership models

The replicability of Treedom projects has been demonstrated by the growing numbers of beneficiaries, trees planted and clients. The model has been applied in 16 countries (Italy, Nepal, Kenya, Haiti, Colombia, etc.). The experience has shown us that our model is applicable in different contexts/countries mainly in developing countries, but with several experiences also in Italy, this is an indicator that disadvantaged communities could benefit from our model worldwide. From the side of the buyers has started an expansion in foreign markets, the attention of individuals/companies on the environment is increasing, we expect that more people will want to live the Treedom experience to be involved in a worldwide movement to fight climate change and reach sustainable development goals

Improving the ecological footprint.

Treedom's management is expecting to reach 13,379,000 trees planted for 2022, the impact of this dynamic will be the absorption of 4,020,122 tCO2 and the saving of 42,498,000 m2 fertile soil. Planting new trees will allow to: *increase CO2 offset, to fight climate change and the extreme consequences of the greenhouse effect; *fight deforestation and environmental damage; *support the preservation of biodiversity; *contrast soil erosion and desertification; *improve soil fertility; *stabilize the hydro-geological asset of the chosen project areas. The realization of small agroforestry systems allows making precise choices concerning the specific characteristics and needs of each project area. The tree species planted are native or respect the biodiversity of the different territories. The agroforestry practice also integrates the planting of trees in an agricultural system, favoring the virtuous interaction between the different species and sustainable use of resources and land.

Personal Attachments

Document Name	Document Summary	Attachment
Organization website		External link

Project Attachments

Document Name	Document Summary	Attachment
Project website		External link
Project Logo		00_Logo_Treedom_white_transparent_bkg.png

Other Attachments

Document Name	Document Summary	Attachment
Treedom World	Treedom finances agroforestry projects in rural communities in the South of the world and also carries out projects with a strong social value in Italy. Discover our World! **** activate subtitles****	Video link
Treedom Presentation	Treedom sustainable business model	Treedom Presentation (1).pdf
Agroforestry Project	Agroforestry Project	Agroforestry_Projects_2019 (1).pdf