

# WE PLANT TREES

*AN INTRODUCTION TO*

*REFORESTATION WITH*



**ONETREEPLANTED**





# ONETREEPLANTED

**MAKES IT SIMPLE TO PLANT TREES**

One Tree Planted is a 501(c)(3) non-profit environmental organization with a focus on global reforestation. In 2022, we planted over 52 million trees through 327 projects in 74 countries – doubling our impact across the board. This year, in collaboration with our business and planting partners, we have reached the incredible milestone of 100 Million trees planted since our founding in 2014 – and we're just getting started!

All of our planting projects contribute to the 6 Pillars of Reforestation.

**OFFICIAL PARTNER OF**



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030

**PARTNERED WITH**



WORLD  
RESOURCES  
INSTITUTE





# WE SUPPORT GLOBAL PROJECTS

One Tree Planted works with local planting partners in more than 80 countries, in diverse ecosystems. Tree planting is undertaken for the benefit of forest restoration, biodiversity conservation, carbon sequestration, agroforestry, or other community benefits.

You get to choose which projects to support in alignment with your preferred areas of impact, and sustainable development goals!

## FOREST FIRE RECOVERY

- 📍 Trinity County, CA
- 🌲 Planting 98,000 trees
- 🛠️ Forest Fire Restoration



## RESTORING ECOSYSTEMS

- 📍 The Andes, South America
- 🌲 Planting over 1 M trees
- 🛠️ Watersheds, Biodiversity



## COFFEE AGROFORESTRY

- 📍 Karnataka, India
- 🌲 Planting 100,000 trees
- 🛠️ Community, Watershed





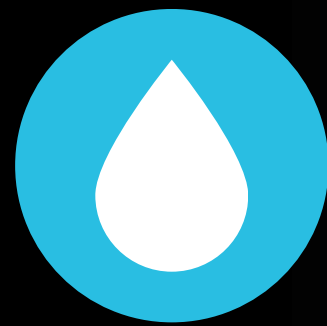
# WE CREATE IMPACT

At One Tree Planted we focus on the 6 Pillars of Reforestation. These pillars are the foundation of why planting trees is so significant for the environment.



## AIR

Trees absorb harmful pollutants through their leaves and bark, and release clean oxygen for us to breathe.



## WATER

They play a key role in capturing rainwater, filtering and removing pollutants and slowing down the water's absorption into the soil.



## BIODIVERSITY

A single tree can be home to hundreds of species of insect, fungi, moss, mammals, and plants!



## SOCIAL IMPACT

Reforestation helps create jobs and provides nutritious food and steady income to small farmers via agroforestry.



## HEALTH

Trees help reduce stress and anxiety, which improves our overall health. They also shade us from harmful UV rays, and are key ingredients in 25% of all medicines.



## CLIMATE

Trees help cool the planet by absorbing harmful greenhouse gases like carbon dioxide — they also help regulate temperature and reduce heat by creating shade.





# REFORESTATION IMPACTS ALL 17 SDGs

From creating jobs and reducing hunger to improving gender equality, cleaning air and water, absorbing carbon, protecting life on land and water, and more, trees and tree planting can address all 17 sustainable development goals.

## SUSTAINABLE DEVELOPMENT GOALS





# OUR **PROCESS**

From seedling to sapling to mature tree, our talented team works together with our vetted planting partners to deliver quality projects and bring your impact to life!





## HOW IT WORKS

# OUR MODEL

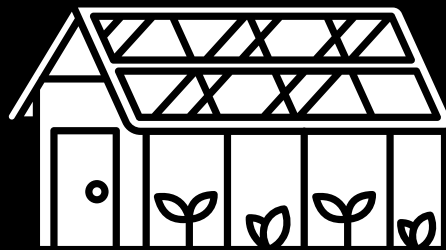
Tree costs vary based on region, partner, and unique overall objective of a reforestation project. No matter what your donation is, the projects you fund will always support every step of the process of restoring healthy and thriving forests. The typical donation supports the following activities:



**SITE IS  
PREPARED**

**PHASE 1**

Land prep  
& weeding



**TREES ARE  
GROWN**

**PHASE 2**

Saplings nurtured  
in nursery



**TREES ARE  
PLANTED**

**PHASE 3**

Transport  
& planting



**TREES ARE  
MAINTAINED  
& MONITORED**

**PHASE 4**

Impact reports  
& operations



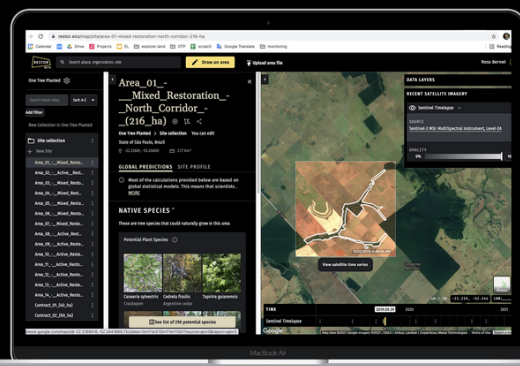


# ASSESSING IMPACT WITH **MRV**

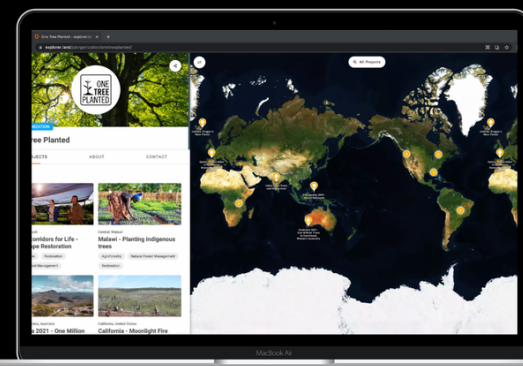
## MONITORING, REPORTING, & VERIFICATION

One Tree Planted strives for quality monitoring for every project, with transparent and timely information as well as updates using a range of state-of-the-art technologies. Our current standard high quality monitoring includes:

### SATELLITE MONITORING



### GEOTAGGED PHOTOS



**LEARN MORE ABOUT OUR DRONE MONITORING [HERE](#)**

In 2023, One Tree Planted's MRV program will continue to build capacity measuring co-benefit metrics, advancing our drone program, and establishing data infrastructure through partnership portals.



**PROJECT HIGHLIGHT**

# MONARCH REGION REFORESTATION

**500,000 TREES PLANTED IN 2022**

This project plants native trees in Michoacán to focus on two kinds of restoration – farmland conversion and forest restoration. Taking place in the mountainous region of the monarch's winter habitat, planting trees here will:

- reduce pressure on relict forest created by demand for wood,
- create migratory rest stops for the monarchs as they journey to and from Mexico (a buffer zone),
- protect and enhance monarch habitat; protect forest microclimates; and help prevent desertification of the region,
- sequester carbon, reduce erosion, restore springs, and improve air quality, and teach sustainable forestry practices to local communities!





**PROJECT HIGHLIGHT**

# THAILAND HILLTRIBES

**375,000 TREES PLANTED**

In a remote region near the border of Myanmar, woven into the very fabric of northern Thailand's rugged hill country, live a group of marginalized ethnic minorities. Commonly referred to as the hilltribes, many are refugees of civil strife in Myanmar and have been in Thailand for generations — but often aren't recognized as citizens.

In 2022, our partners undertook an ambitious effort: to empower approximately 1,139 members of the hilltribe communities to plant 375,000 more trees and restore 90,900 hectares of land within the Nam Kohk, Hoi Lui, and Mae Na Wong watersheds. The trees were planted on common and private lands in partnership with local authorities to improve food security, enhance livelihoods, and boost biodiversity.







**TOGETHER,**  
*PLANTING A* **FOREST**



ONETREEPLANTED