

2024

Impact Report



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Letter From Our CEO

Just this past year, our partners have supported the planting of over 22 million trees across 5 countries, provided over 19,556 hours of work and restored over 3,600 hectares, an area the size of almost 9 Stanley Parks. To support that investment, we have launched projects in a diverse range of landscapes including Mangrove, Agroforestry, Kelp, Wildfire restoration, and more. We have built and deployed novel sensor technology, flown 100s of hours of drone mapping, built best-in-class geospatial models, collected well over 100k pieces of evidence (forms, photos, videos, survivability reports, etc.), and even launched a pollinate to protect program that will ensure the forests thrive for years to come. Also, in an effort to continue to drive better outcomes, identify challenges earlier, and deliver more high-value reports to our partners, we have deployed over 1.4 million lines of new code, integrated several new standards into our protocols, and launched numerous app improvements.

Working with nature is never easy. This is a process of rapid learning and continuous improvement, everyday. We believe that, when done right, restoration can be the most impactful force for good on our planet today. Nature connects people, it inspires action, it creates real, tangible impact and - in a time where we experience the effects of nature-loss more and more each and every day - every little bit helps.

As we look towards 2025, we are so grateful to all of our partners for their continued support and commitment to driving real, measurable impact through transparent restoration. This year, we will double the number of trees funded and planted, we will grow our portfolio of impact, continue offering best-in-class reporting and oversight, and together, we will continue to restore our planet.

With gratitude,

Derrick Emsley
Co-Founder & CEO

"When done right, restoration can be the most impactful force for good on our planet today."



We Committed

4,376,976 Trees to Agroforestry Restoration



447,165 Planted in Haiti



3,981,534 Planted in Senegal



1,771

Hectares of forest area restored



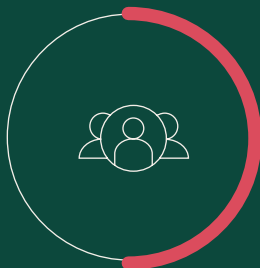
56,687

CO₂ to be sequestered over the trees' lifetime



3,780

Unique pieces of evidence uploaded



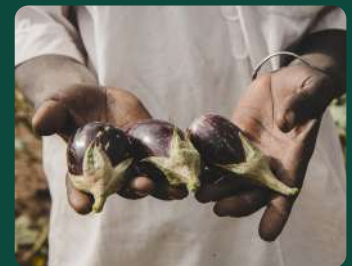
50% of Women

hold regional farming leadership roles in Senegal



60% of Women

are involved in savings and loan groups in Senegal



Agroforestry is a sustainable land management approach that combines the cultivation of trees or woody plants with agricultural crops or livestock on the same piece of land. **Scan the QR code to learn more.**



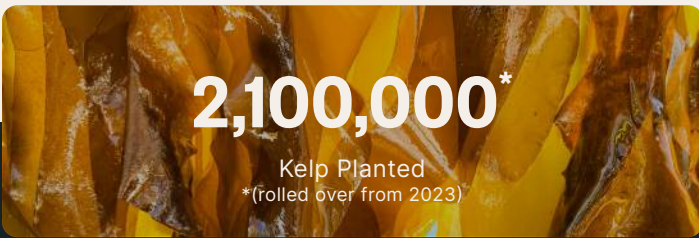


We Committed

1,784,210 Kelp to Seaforestation



 **2,100,000 Planted in Canada**



53

Hectares of ocean area restored



128,520

Pounds of kelp yielded



664

Unique pieces of evidence uploaded



25%

of marine species are supported by kelp



60%

of wave sizes can be reduced by kelp



Seaforestation is an emerging conservation strategy focused on the restoration and cultivation of underwater seagrass and kelp forests in marine environments. **Scan the QR code to learn more.**





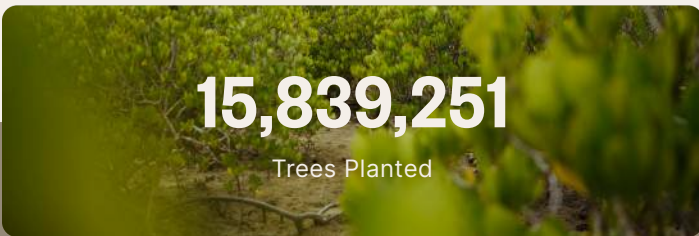


We Committed

45,656,465 Trees to Mangrove Restoration



 **15,543,060 Planted in Kenya**  **296,191 Planted in Tanzania**



15,839,251
Trees Planted



3,960
Work Days Provided



1,584

Hectares of forest
area restored



3,142,507

CO₂ to be sequestered
over the trees' lifetime



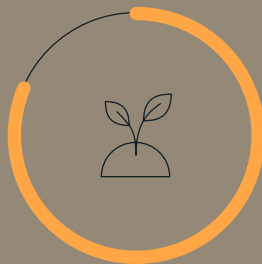
80,108

Unique pieces of
evidence uploaded



58%

of staff members are
women in Eastern Africa



80%

of tree nursery participants
are women in Eastern Africa



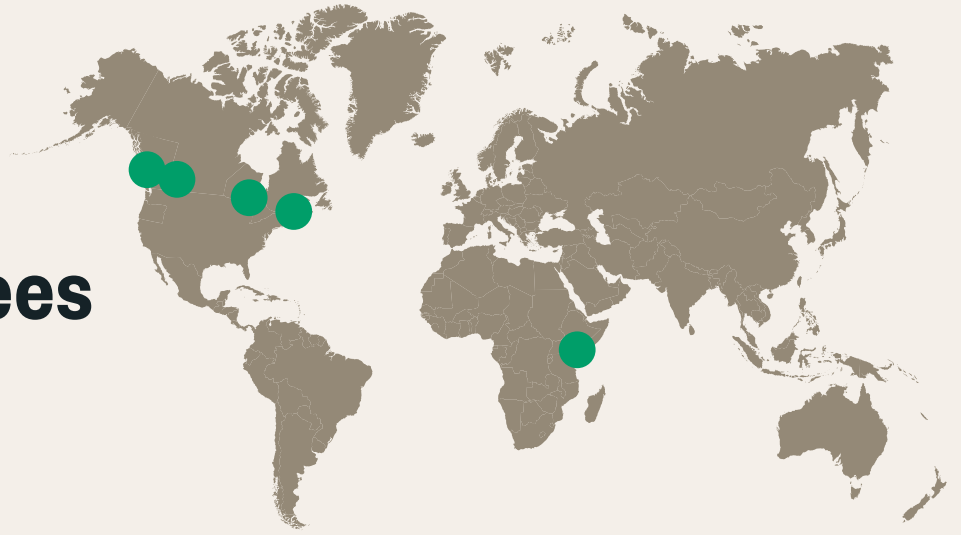
Mangrove restoration is the process of revitalizing and reestablishing mangrove ecosystems in areas where they have been degraded or lost. **Scan the QR code to learn more.**





We Committed

2,647,000 Trees to Terrestrial Restoration



260,211 Planted in Canada



262,208 Planted in Kenya



236

Hectares of forest area restored



251,390

CO₂ to be sequestered over the trees' lifetime



1,392

Unique pieces of evidence uploaded



Regulates 75%

of the world's freshwater resources



Protects 80%

of the world's biodiversity

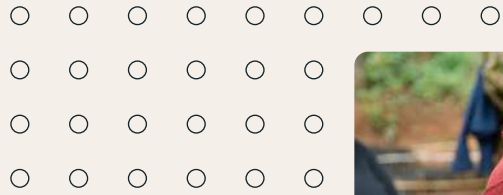


Terrestrial reforestation is an effort to restore and expand forested areas that have been depleted, degraded, or deforested. **Scan the QR code to learn more.**



Sustainable Development Goals

We've aligned our efforts with the Sustainable Development Goals (SDGs) to ensure we're driving meaningful, positive change. These global goals serve as a blueprint for a sustainable future, and we focus on 11 of the 17 SDGs where we can make the most significant impact on both the environment and community. Through the support and collaboration of our corporate partners, we are committed to advancing a sustainable planet, empowering communities, and building a thriving future for all.



No Poverty



Zero Hunger



Good Health and Well-Being



Gender Equality



Clean Water and Sanitation



Decent Work and Economic Growth



Reduced Inequalities



Sustainable Cities and Communities



Climate Action



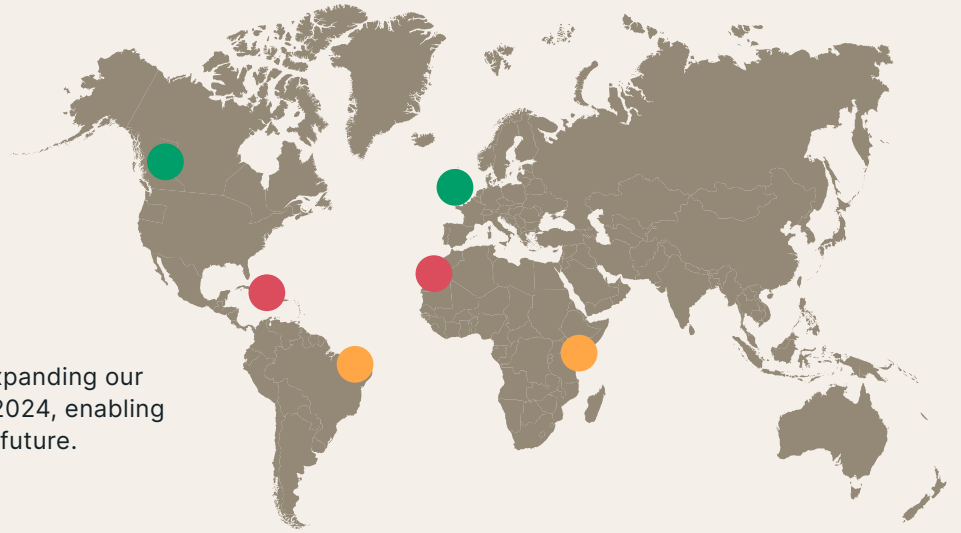
Life Below Water



Life on Land

New Restoration Projects

We're excited to announce 6 new sites, expanding our global reach to 12 restoration projects in 2024, enabling us to drive global impact for a restorative future.



[Explore All Planting Projects →](#)



Brazil

We're excited to launch our first South American project at the Primera Cruz Mangrove Site in Maranhão, Brazil. This effort supports local livelihoods, combats climate change, and preserves biodiversity by revitalizing habitats. By restoring mangroves, we're helping to protect the jaguar corridor and fostering a thriving ecosystem that benefits both wildlife and communities.



Senegal

We're restoring degraded land near the Ndankou and Patte Forests in Senegal, revitalizing the Gambia River Watershed through agroforestry. By combining sustainable practices with community-driven action, this effort enhances soil health, restores biodiversity, and empowers women to drive economic growth and build resilient, thriving communities.



Haiti

Haitian women are the backbone of their communities, with nearly half of households led by women. Through agroforestry and pollinator-friendly practices with local farmers, honey producers, and a women-led cooperative, veritree is revitalizing ecosystems, boosting food security, and supporting sustainable crops like coconuts and cashew nuts, while creating economic opportunities for women and communities.



Tanzania

We've expanded our mangrove restoration efforts to Tanzania, alongside our ongoing work in coastal Kenya. By restoring these forests, we're empowering communities to break the cycle of poverty. Revitalizing these biodiverse estuaries creates thriving fishing grounds, new income opportunities, and natural defenses against storms. Mangroves play a crucial role in carbon sequestration, helping to build a more sustainable future.



United Kingdom

We're thrilled to launch our first project in Europe in Southeast UK, near London. Once an industrial wasteland, this site is being transformed into a thriving woodland. By planting native species, we're restoring the landscape, improving soil health, capturing carbon, and creating new habitats for wildlife. This project will revive the area, providing environmental benefits and a space for the community to connect with nature.

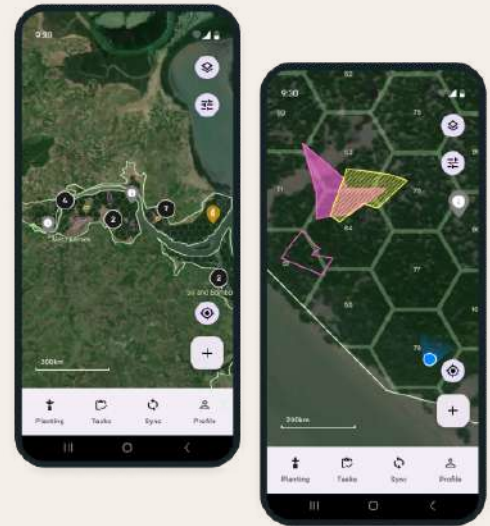


Sawle Lake, Canada

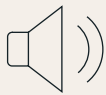
The Sawle Lake Smart Forest 2.0 in Alberta takes forest restoration to the next level. Building on lessons from our first smart forest, this project features an upgraded Ground-level Real Time Observation of Trees system (G.R.O.O.T.) with bioacoustic, soil, and climate sensors to monitor forest health in real-time. With Starlink connectivity, we collect data remotely, reducing site visits and improving efficiency. We also monitor wildfire risk to ensure proactive risk management.

Our Technology

At veritree, we're leveraging advanced technology to ensure restoration efforts are impactful, efficient, and scalable. This commitment led to the creation of the Smart Forest and Smart Forest Design — an innovative approach that enhances our pre-planting processes, revolutionizes monitoring, and supports forest recovery in even the most challenging conditions. Smart Forest Design was inspired by our planting partners who proposed a grid system for optimizing resources and planning. veritree's Smart Forest Design is incorporated into our vProtocols, setting the standard for reforestation planning, measurement, and monitoring.



[Explore Our Technology →](#)



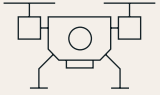
Bioacoustics

Bioacoustics is an innovative approach to assessing the health of local ecosystems and ensuring the effectiveness and sustainability of our restoration efforts. Installing bioacoustics monitors at the sites allows us to capture and analyze the sounds of wildlife, such as birds, to monitor species presence, abundance, and behaviour over time, giving us deeper insights into biodiversity and quality of the habitat restoration. Gathering real-time data without frequent site visits significantly enhances the efficiency of our monitoring efforts.



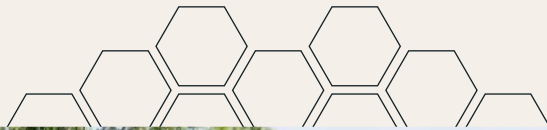
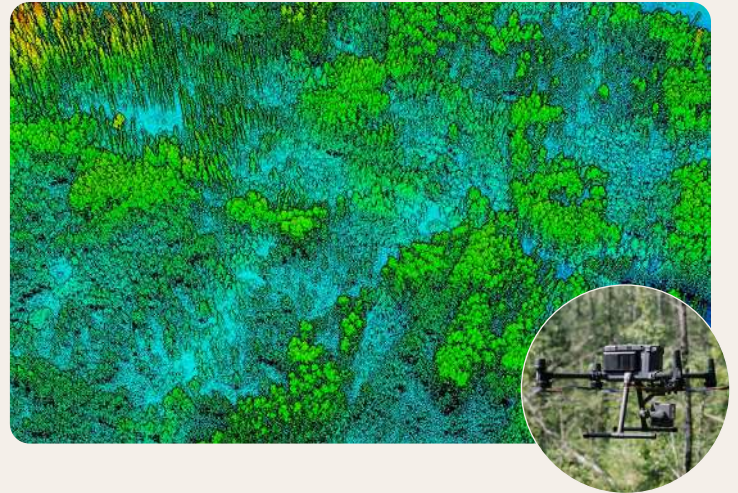
G.R.O.O.T.

Our cutting-edge technology platform, Ground-level Real-time Observations of Trees (G.R.O.O.T.), delivers real-time insights into tree health and growth by integrating with up to 30 sensors that track key factors like soil moisture, temperature, and light exposure. We call it a "Digital Twin" because it creates a virtual replica of the forest, allowing us to make smarter, data-driven decisions and ensure the ecosystem thrives through precise, real-time monitoring.



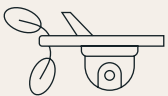
LiDar

LiDAR (Light Detection and Ranging) provides precise, 3D data on terrain, vegetation, and elevation, offering clearer insights than satellite imagery. Its ability to capture accurate information makes it ideal for restoration projects, helping to map and assess land more effectively for better planning and monitoring of ecosystem recovery.



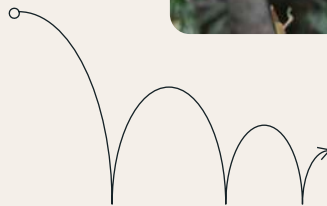
Survivability Reports

Tracking survivability is key to maximizing the impact of restoration efforts. veritree's innovative monitoring solutions, enhanced by 3D site capture technology powered by Luma AI, enable the creation of detailed, lifelike digital environments. We are then able to document planting sessions and provide accurate assessments of tree health. This approach helps drive carbon sequestration, biodiversity conservation, and community empowerment over time.



Trail Cameras

Through Tree Vision we use cutting-edge, in-field cameras to track changes to biodiversity. These cameras record time-lapse videos of changing seasons, tree growth and moving wildlife.



Sawle Lake: Our Smartest Forest

This past summer, veritree launched its most advanced Smart Forest at Sawle Lake, Alberta. Building on lessons from its first Smart Forest, this project integrates the upgraded G.R.O.O.T. system and SenseNet for real-time monitoring and wildfire risk management. To tackle remote site challenges, we leveraged Starlink satellite connectivity, enabling our G.R.O.O.T. system to collect data without frequent site visits. These innovations improve forest recovery and data collection, helping address wildfire and environmental challenges. The Sawle Lake project sets the stage for scalable, tech-driven reforestation solutions.



[Watch Video →](#)

Fast Facts



41,850

Trees planted



180

Hectares restored



1,724

Work days



~85%

Survivability rate*

Local Wildlife



Black Bear



Hare



Moose



White-Tailed Deer

*This rate is a calculated estimation.



Pollinate and Protect

In collaboration with EarthLungs, we've made significant strides in Kenya by integrating beekeeping into local communities, contributing to both environmental restoration and sustainable development. Through this initiative, beekeeping is proving to be more than just honey production; it's playing a crucial role in supporting pollination and reducing deforestation. By providing a profitable alternative to charcoal, the program incentivizes forest protection while creating new economic opportunities. The sale of honey, beeswax, and other by-products boosts local incomes, funds community projects, and creates jobs.

[Watch Video →](#)



From Trenches to Trees

In Kenya, our partner EarthLungs is leading the charge in mangrove restoration with an innovative trenching technique. By digging over 20 kilometers of strategic channels—2.5 feet deep and 4 feet wide—they've created optimal conditions for mangroves to thrive. These trenches balance salinity, prevent flooding, and safeguard sediment flows, addressing critical challenges in mangrove conservation. Beyond restoring ecosystems, this work empowers local communities with training and fair wages, demonstrating how innovation can drive both environmental and social impact.

[Watch Video →](#)





Donkeys on Duty

In Kenya, our newest (and most adorable) team members are donkeys! These four-legged legends are crushing it in the Kisumu region, hauling young saplings across the hilly landscapes of Old Bonjoge. Equipped with nature's original 4-wheel drive, they're unstoppable—and even know how to head home all on their own after a hard day's work. Their strength and smarts let our planters focus on planting trees instead of lugging them around. Who knew going green could be this fun and effective?

[Watch Video →](#)

The People Behind the Trees

Meet Fatuma in Kadzyuhoni, Kenya

[Watch Video →](#)



The success of veritree's restoration projects wouldn't be possible without the dedication of the on-the-ground team. From site foresters to monitoring and evaluation coordinators and planters, these individuals are working tirelessly to restore ecosystems and improve the lives of local communities.

Meet Fatuma, a site forester in Kadzyuhoni, who starts her day early, preparing her mostly female team for planting and monitoring activities. She ensures that everyone follows the correct procedures, making sure that every task is completed to the highest standard. Despite challenges such as limited resources and difficult terrain, Fatuma is driven by the belief that restoring these forests will bring long-term benefits to local communities.

"It's incredibly fulfilling to work with such a dedicated team, especially the women. They are incredibly hard-working and passionate about restoring their local environment."

Fatuma Mupa Ndegwa
Site Forester with EarthLungs



veritree in the News



veritree is grateful and proud to be a part of the restorative community, dedicated to giving back to our planet and fostering a sustainable future. This year, we have been fortunate to join forces with like-minded organizations and continue our journey of learning and collaboration. We have attended and participated as speakers at a range of influential events, including the ESG communications Summit, GreenBiz 2024, BLab 2024 Championship Retreat, ESG Communications Summit West, NYC Climate week, Bloom, Partnership Conference, COP16, and Sponsorship X. These opportunities have allowed us to share our mission, exchange insights, and strengthen our commitment to ecological restoration.

This year, veritree has been named a Foresight Canada's 2024 Cleantech 50 winner - one of the most investible cleantech ventures in Canada. We've also ranked 6th in the Companies-to-Watch Category of Deloitte's Technology Fast 50 Program, recognizing companies with exceptional potential and three-year revenue growth.

Deloitte.

Technology Fast 50 Program Winners

Combining technological innovation, entrepreneurship and rapid growth, these companies are making a difference in Canada's technology community. [Read full article.](#)

Forbes

How One Business Plans to Grow One Billion Trees in 10 Years

The true goal of veritree is to bring the life-changing impact of trees to life, because, more than anything, that's what tree planting is about – changing. [Read full article.](#)

causeartist

16 Protocol and Blockchain Ventures Impacting The World

Numerous ventures are harnessing blockchain technology to drive social impact and sustainability. [Read full article.](#)

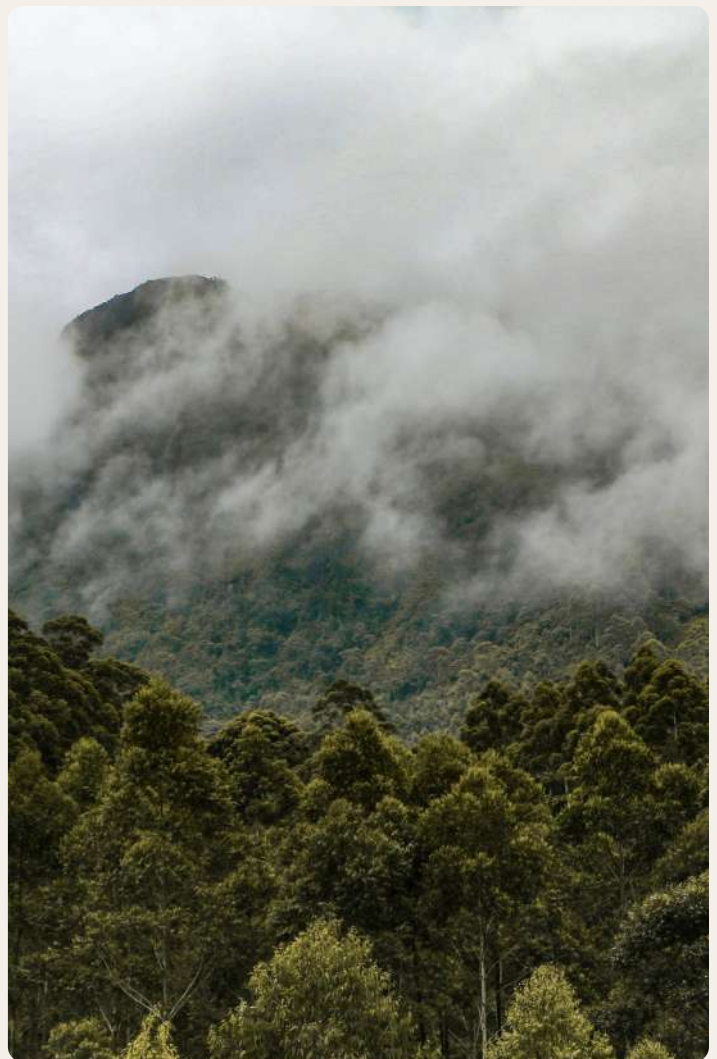


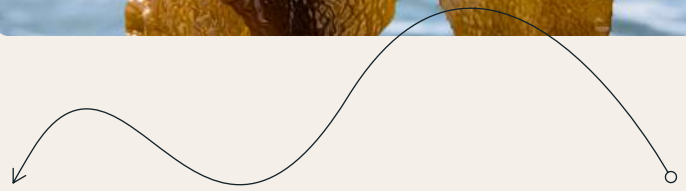
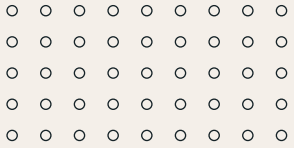
Verifying Ocean Climate Impacts Project

Canada's Ocean Supercluster launched the Verifying Ocean Climate Impacts Project to develop sustainable, scalable solutions for measuring kelp's impact on carbon fixation, biodiversity, and ocean health. [Read full article.](#)

What We're Looking Forward to in 2025

In 2025, veritree will advance groundbreaking initiatives in ecosystem restoration and measurement. We're excited to pilot ocean monitoring technology with Canada's Ocean Supercluster and Coastal Kelp Inc., exploring biodiversity, carbon, and ecosystem health at kelp restoration sites. Our blue carbon accounting model, tailored to mangrove ecosystems, will also debut, providing precise carbon sequestration estimates in Kenya. Thank you to our corporate partners for enabling these strides!





Thank You to Our Partners

Your partnership is the driving force behind everything we've been able to accomplish together, from planting trees to restoring ecosystems, and ultimately, reviving the planet and the people who depend on it.

Thanks to your unwavering support, we've achieved so much. Your contribution has been integral in breathing new life into forests across the globe. You've helped make it possible for us to leverage groundbreaking technology like LIDAR, bioacoustics, and smart forest design, ensuring that each project is more impactful and sustainable than ever.

Your belief in what we're doing has created a ripple effect, impacting not just the environment but the communities, too. Together, we've empowered people, sparked innovation, and shown that real, lasting change is possible. Our ability to monitor on-ground impact and

measure climate risks allows us to ensure these changes are sustainable for the long term. Thanks to your support, we are laying the groundwork for even greater impact in the future. We couldn't be more grateful for the role you've played in every success, big and small.

As we look ahead, we're filled with excitement and optimism knowing that, with you by our side, we can continue pushing boundaries, scaling our impact, and planting the seeds for a better future.

Thank you for being a driving force behind everything we do. We're honored to have you as a partner in this important work, and we can't wait to see what we'll accomplish together next.

The future is restorative.



**Higher
Standard
Of
Impact**