



THE GREENPOP FOUNDATION

FORESTS FOR LIFE

A close-up photograph of a tree branch covered in vibrant green moss. The branch is thick and textured, with the moss growing in dense, tufted patches. The background is a soft-focus forest with various shades of green foliage and tree trunks, creating a sense of depth and a natural, serene atmosphere.

Why Forests?

Forests provide vital services to both people and the planet, bolstering livelihoods, providing clean air and water, conserving biodiversity and responding to climate change.

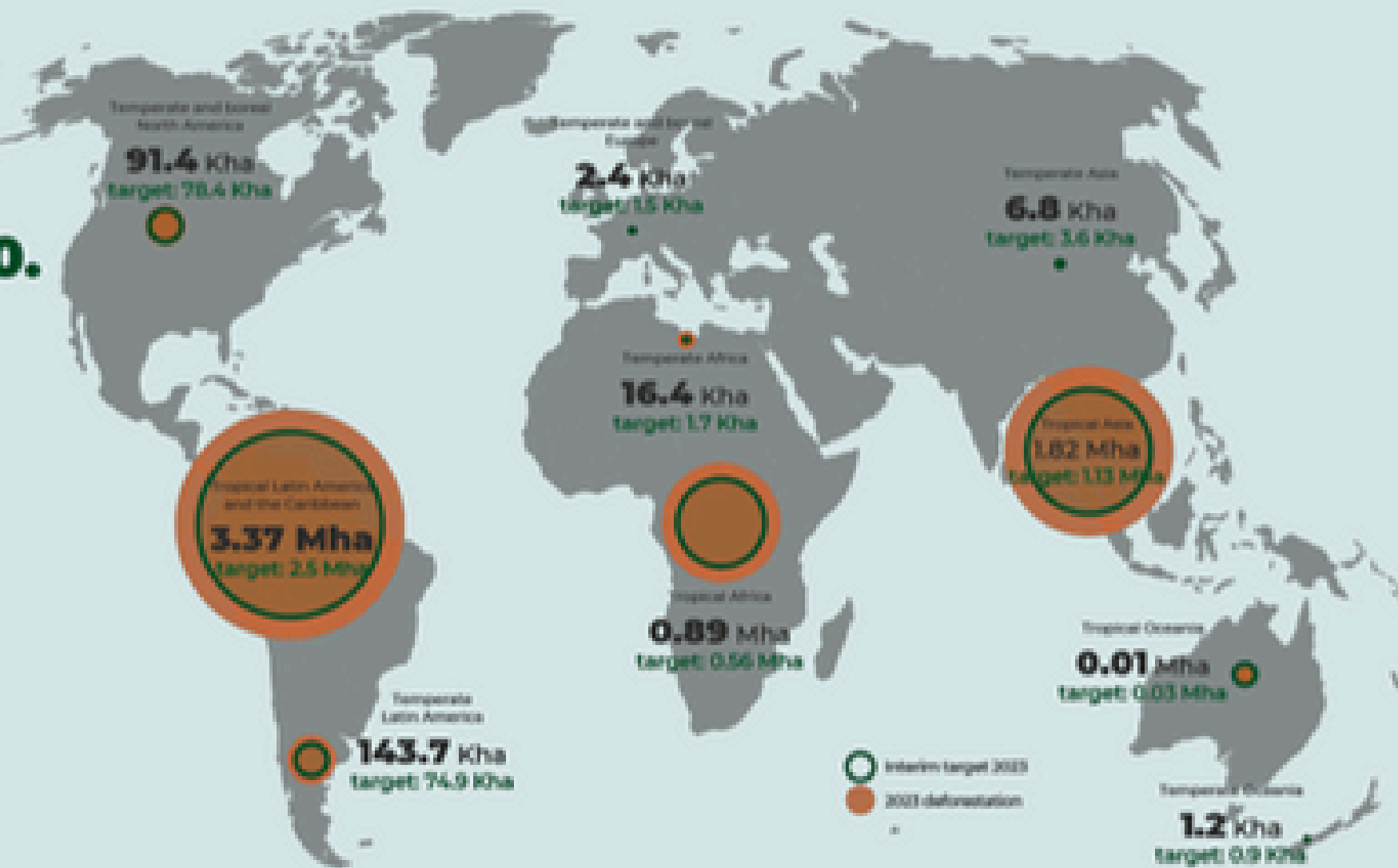
THE WORLD IS OFF TRACK TO ELIMINATE DEFORESTATION BY 2030.

6.3 million hectares deforested in 2023

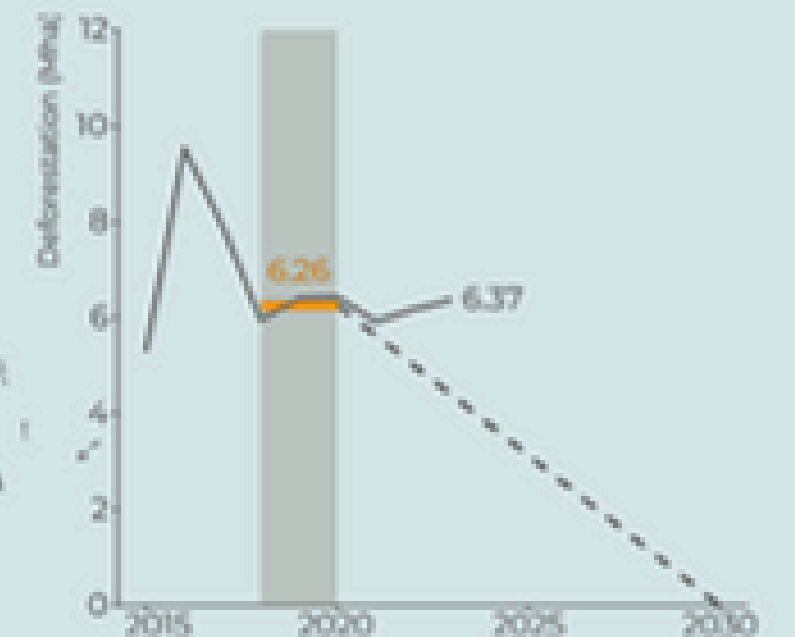
exceeding by 45% the amount of deforestation that would have kept the world on track to eliminate deforestation in 2030.

3.7 million hectares of humid tropical primary forest loss

exceeding by 38% the amount of primary forest loss that would have kept the world on track to eliminate their destruction in 2030.



3.8 billion metric tons of carbon dioxide equivalent in 2023 would make deforestation the fourth-highest emitter after China, the U.S., and India.



FROM: FOREST DECLARATION ASSESSMENT PARTNERS. (2024). FORESTS UNDER FIRE: TRACKING PROGRESS ON 2030 FOREST GOALS. CLIMATE FOCUS (COORDINATOR AND EDITOR). ACCESSIBLE AT WWW.FORESTDECLARATION.ORG.



But hope is not lost

Large-scale forest restoration is needed to meet the Sustainable Development Goals and to prevent, halt and reverse the loss of biodiversity.

Why Trees?

When developing a cohesive project covering multiple countries in Sub-Saharan Africa, **tree planting is the most comprehensive approach that can accommodate a wide diversity of ecological systems, habitats, social and political frameworks, and funding modalities.** Tree planting is easily understood, familiar in many contexts and is the ultimate ‘Chameleon’ project, adapting to local contexts, needs and opportunities.

It usually doesn't require specialised equipment and can often take advantage of local knowledge, experience and industry in implementation and maintenance. In addition to providing important ecosystem services and capturing carbon, trees can support local sustainable livelihoods, food security and protection from extreme weather events.



How we work

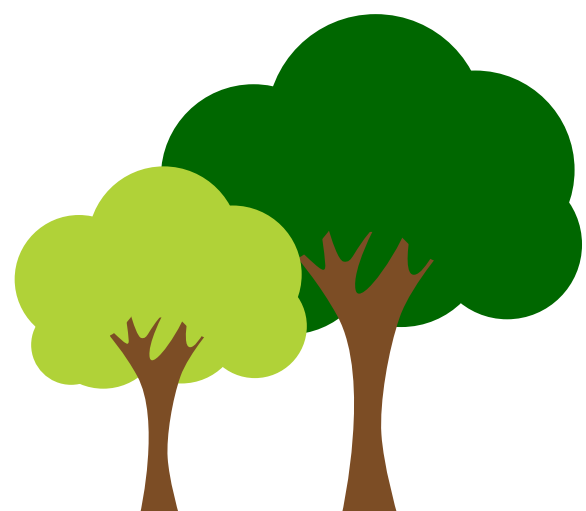
We focus on long-term, hands-on relationships to support the protection and restoration of indigenous systems. We don't use "seed bombs", monoculture planting, drone planting or invasive species.



FORESTS FOR LIFE

PROGRAMME OVERVIEW

We plant trees in 4 types of projects:



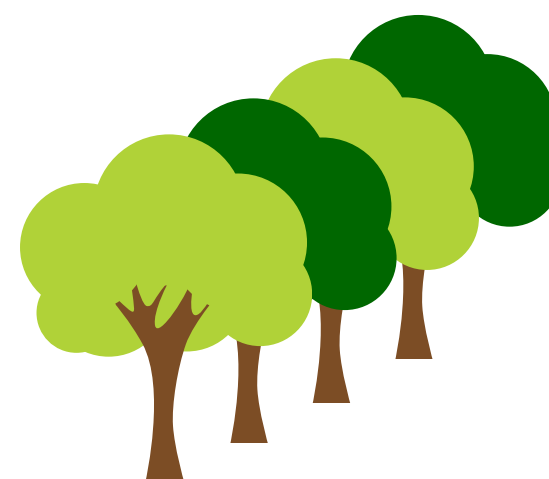
FOREST & WOODLAND RESTORATION

RESTORING CATCHMENTS,
HABITATS & BIODIVERSITY



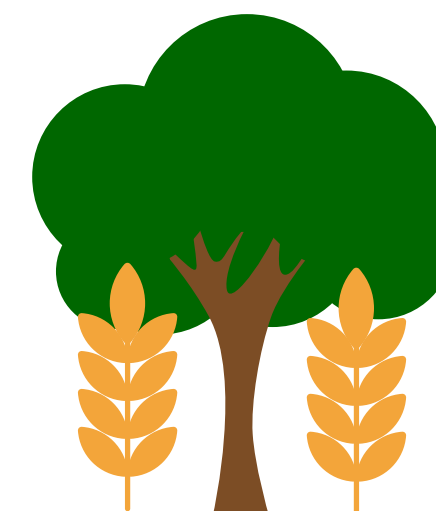
HOMESTEAD TREE PLANTING

PROVIDING PROTECTION
AGAINST THE WEATHER



WOODLOTS & ORCHARDS

GROWING SUSTAINABLE
FOOD, WOOD & INCOME



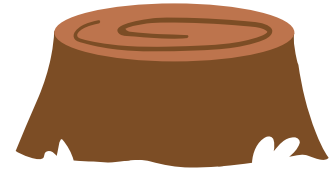
AGROFORESTRY

IMPROVING SOIL
FERTILITY & CROP YIELDS

We cannot plant trees without communities.

As a South African organisation, Greenpop is acutely aware of the complex challenges associated with indigenous forest management in Sub-Saharan Africa. As such, we design our projects with a pro-community stance that recognises the local threats to reforestation success, identifies local community needs, and **incorporates solutions that benefit both forests and people.**

In addition to putting trees in the ground, we reduce threats to restored areas by providing locally relevant, project-specific support services. Each tree planted comes with complementary activities including **alien clearing, forest by-law development, catchment management** and **erosion control, climate change adaptation**, and **alternative livelihoods training** to ensure the sustainable management of our forests.



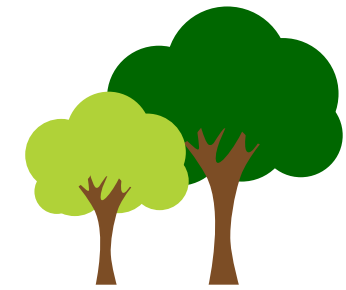
ALIEN VEGETATION CLEARING

REDUCING FIRE RISK &
INCREASING WATER
PROVISIONING



FOREST BY-LAW DEVELOPMENT

REDUCING THE RISK OF
UNSUSTAINABLE FOREST
USE



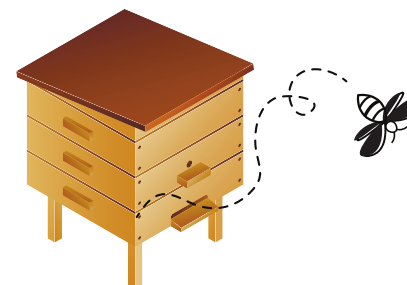
NATURAL RESOURCE MANAGEMENT

INCREASING SUSTAINABLE
MANAGEMENT OF RIVERS,
SOILS & FORESTS



CLIMATE CHANGE ADAPTATION

INCREASING RESILIENCE
TO EXTREME WEATHER
AND CLIMATIC SHIFTS



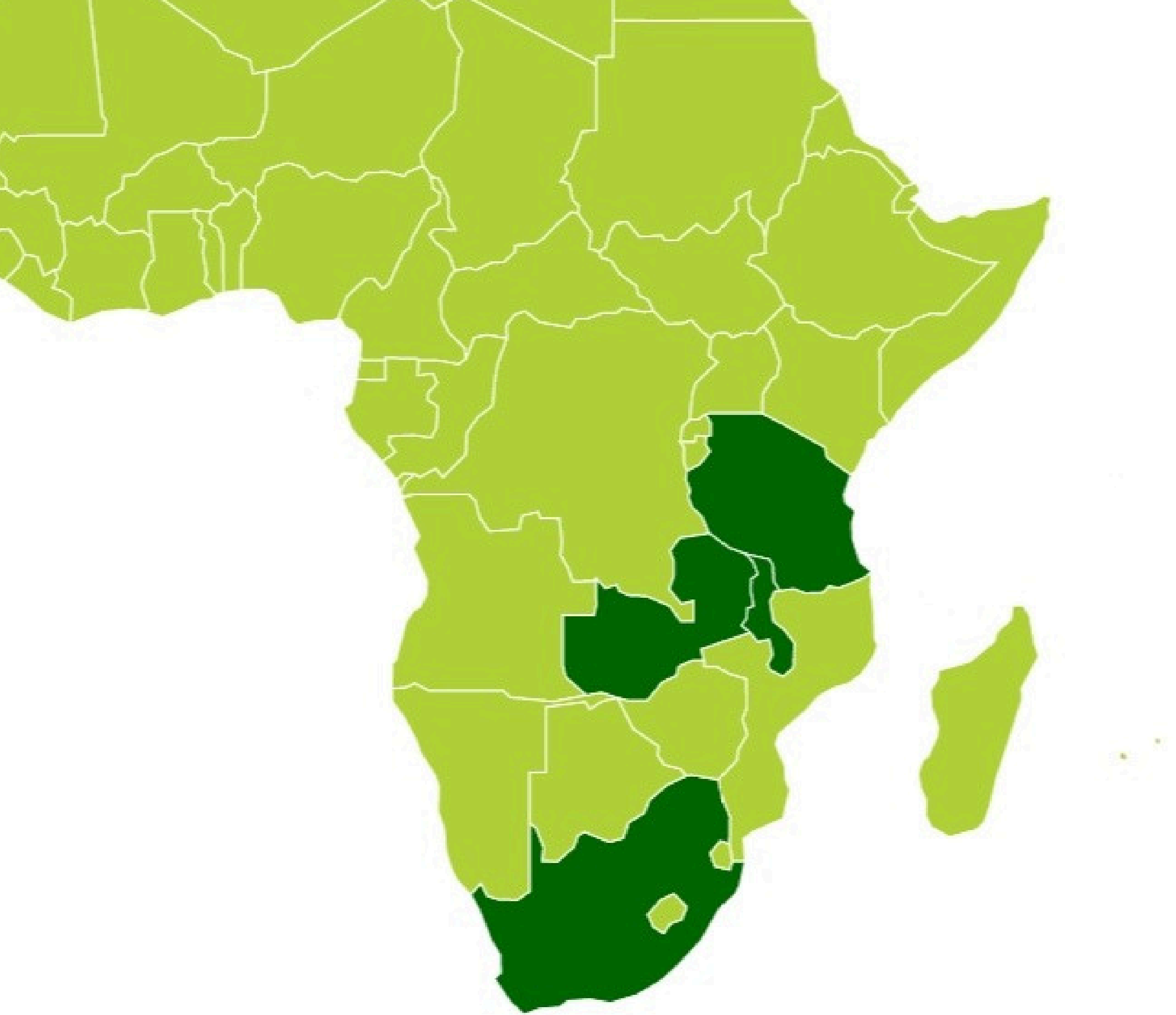
ALTERNATIVE LIVELIHOODS

INCREASING INCOME
FROM NON-TIMBER
FOREST PRODUCTS



COMMUNITY NURSERIES

PROVIDING INCOME &
PROJECT OWNERSHIP TO
COMMUNITIES



We have projects across Sub-Saharan Africa.

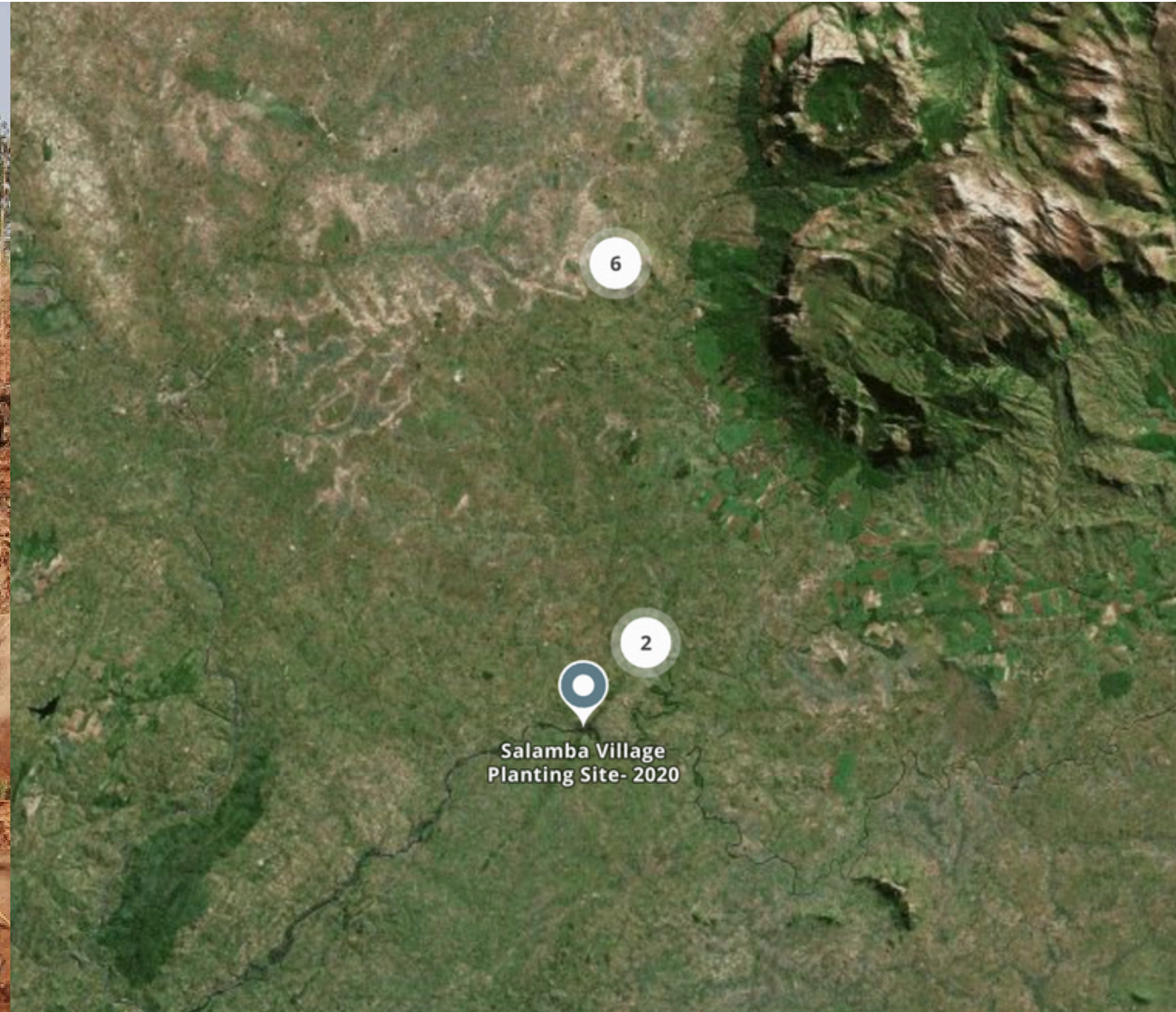
Forests for Life has partners and sites in the following locations:

- Overberg, South Africa
- Garden Route, South Africa
- Eastern Cape, South Africa
- Livingstone, Zambia
- Mulanje, Malawi
- Magombera, Tanzania

Check them out on explorer.land.

PROJECT SPOTLIGHTS

Mulanje Landscape Restoration Project (MLW)



Mulanje Landscape Restoration Project

**31,000
TREES
PLANTED**

**10
VILLAGES**

**3,000
BENEFICIARIES**

**60 GOATS TO 4
COMMUNITY BASED
NATURAL RESOURCES
MANAGEMENT COMMITTEES**

46

**HECTARES
OF FOREST
RESTORED**

30

**HECTARES
CONVERTED TO
AGROFORESTRY**



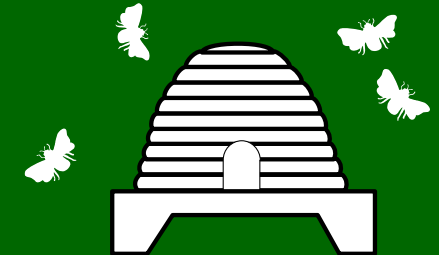
10

**COMMUNITY
TREE NURSERIES
BUILT**



1,637

**COMMUNITY
MEMBERS
TRAINED IN
ALTERNATIVE
COOKSTOVE
USE**

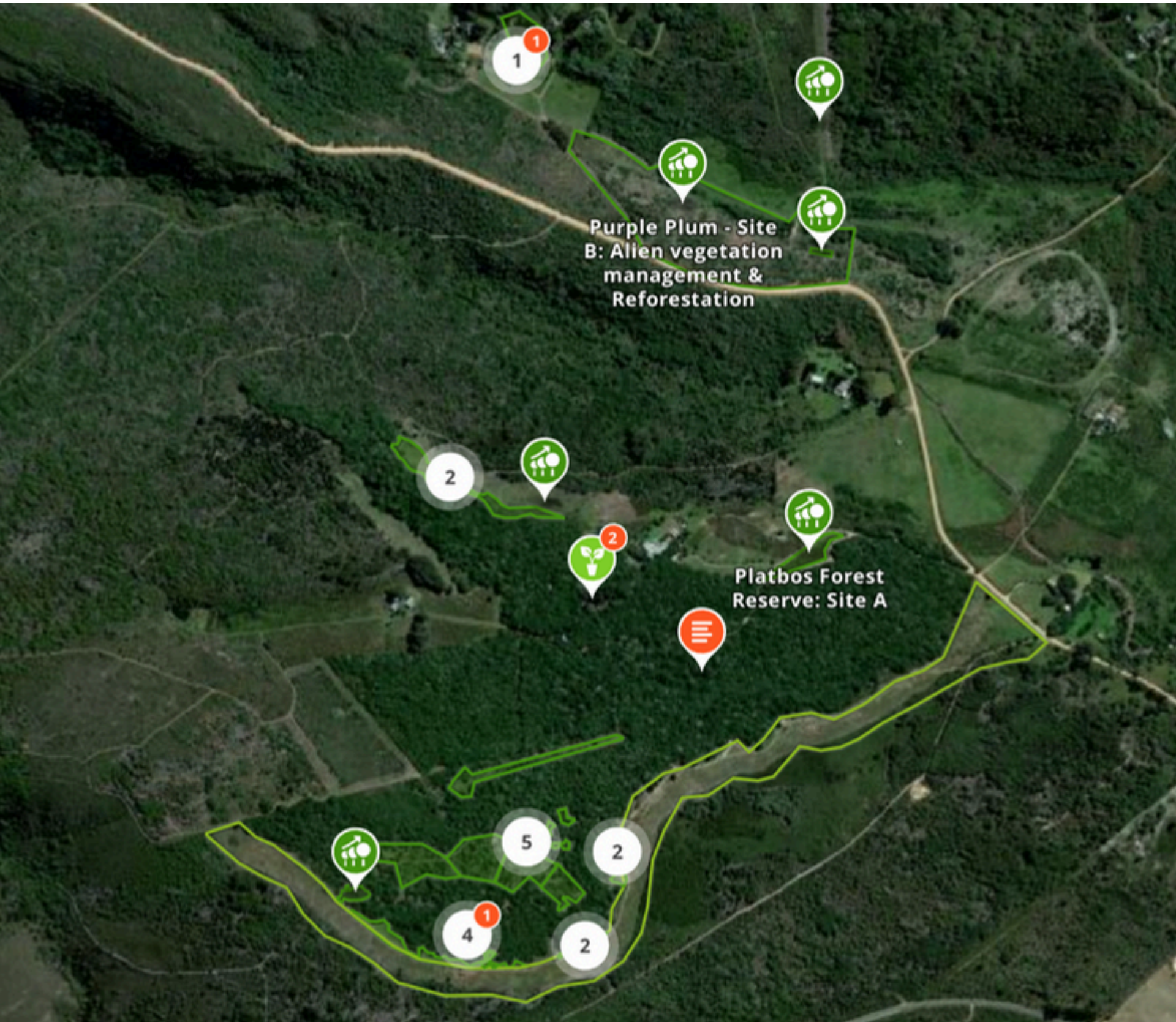


655

**COMMUNITY
MEMBERS
TRAINED IN
BEEKEEPING
AND PROVIDED
WITH
EQUIPMENT**



Uilenkraal Forest Restoration Project (RSA)



Uilenkraal Forest Restoration Project



150,00

TREES PLANTED



62

**HECTARES OF
FOREST UNDER
ACTIVE
RESTORATION**



32

**INDIGENOUS
TREE SPECIES
PLANTED**



Mistbelt Habitat Restoration Project

Project Overview

A collaboration between the Cape Parrot Project (CPP), a project of the Wild Bird Trust, and the Greenpop Foundation, the Mistbelt Habitat Restoration Project aims to improve land management and restore indigenous forests near Hogsback, South Africa. The Cape Parrot Project aims to conserve the endangered, South African endemic, the Cape Parrot, through research, increasing habitat availability through restoration, and community involvement. Since 2019, in collaboration with the Greenpop Foundation, this project has placed **36 hectares of protected Mistbelt forest land under active restoration and planted 18,500 trees.**



COMMUNITY ENGAGEMENT

The Cape Parrot Project (CPP) partners with communities to restore forest habitat. The CPP does this by supporting local community members through **establishment of woman-led community tree nurseries**, through which they grow tree seedlings which they then buy back from the community for restoration work. Together with members of these local communities, the CPP plants these seedlings back into appropriate degraded forest habitat. Through this, they strengthen local social-ecological resilience through creating livelihood opportunities in local communities that are dependent on a healthy ecosystem and their surrounding indigenous forest. The project also engages with schools in the nearby local communities for education drives for children to be agents of positive environmental change and increase appreciation for the indigenous forests and all the species that call these forests home.



WOMEN LED RESTORATION

The CPP team is a female driven team, with most of the permanent management staff being women. Their community work focuses on empowering women in local communities through the establishment of tree nurseries, as well as employing local women during alien vegetation management activities. Through community engagement and capacity building, their impact is broad, and their relations with the community resting at the core of their interventions.



Mistbelt Habitat Restoration Project

18,500

TREES PLANTED
WITH CPP

107

INCREASE IN AVERAGE
NUMBER OF CAPE PARROTS
OBSERVED SINCE 2020

19.5

HECTARES
OF FOREST
UNDER ACTIVE
RESTORATION

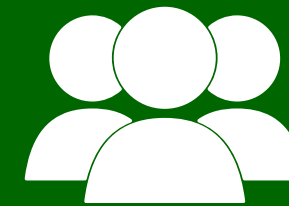
12

COMMUNITY
MEMBERS
EMPLOYED



3

COMMUNITY
TREE NURSERIES
BUILT /
SUPPORTED



43

COMMUNITY
NURSERY
GROWERS
SUPPORTED



23

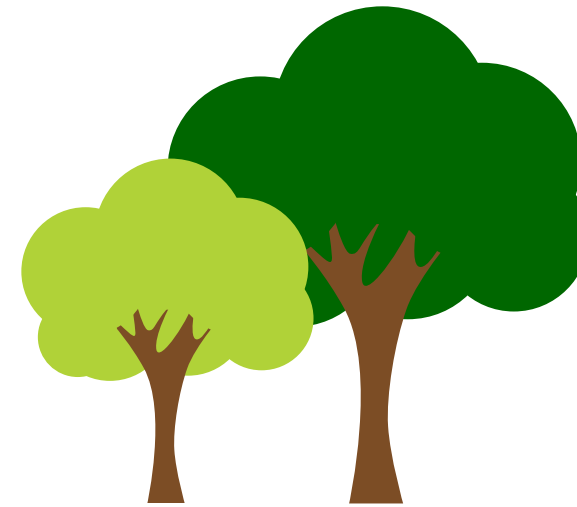
INDIGENOUS
TREE SPECIES
PLANTED





FORESTS FOR LIFE
PROGRAMME IMPACT

We have been planting trees since 2010.



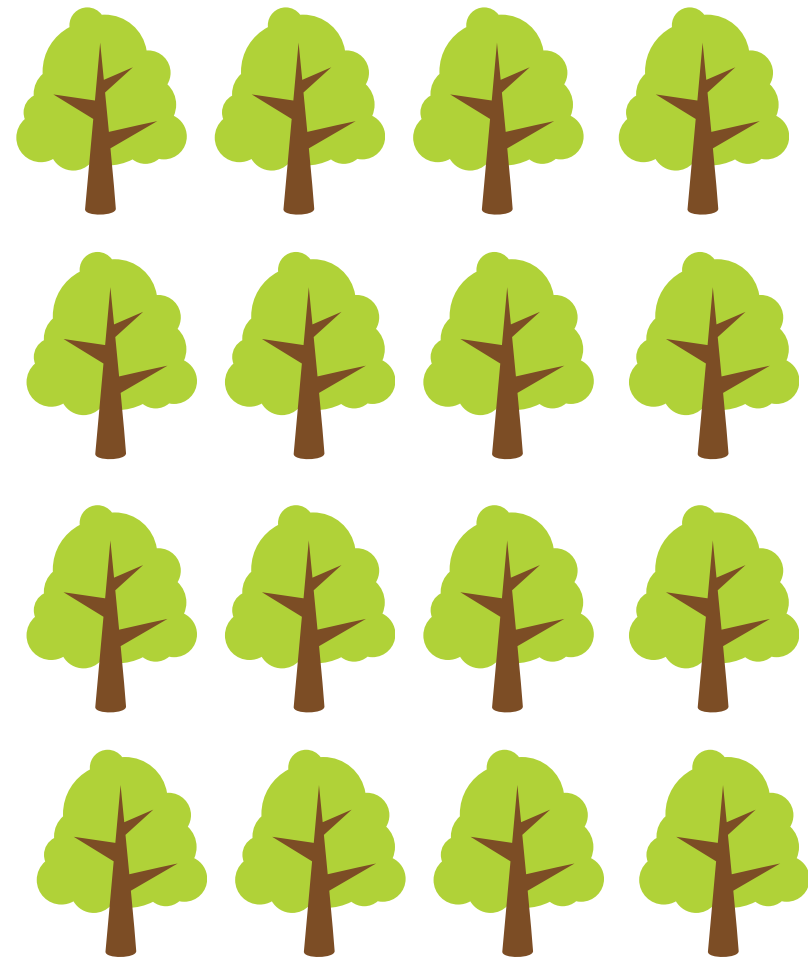
253 000

TREES PLANTED IN FOREST COMMUNITIES
ACROSS SUB SAHARAN AFRICA



Forest ecosystems are important to gender equality because they **provide essential resources for women's livelihoods** while also contributing to sustainable development, climate change mitigation, and biodiversity conservation.

Our next reforestation milestone is to double our number of trees planted to 500,000!



Sequester
approximately 37
million kilograms of
carbon

Improve the lives of
more than 5,000
people

500 hectares of
degraded forests
ecosystems restored.

Support local
community nurseries
and tree growers



FORESTS FOR LIFE
PROJECT COSTS

1 Tree = 8.50 USD / 150 ZAR



42%	DIRECT EXPENSES	Trees, planting materials, tools, nursery management, land preparation and alien clearing, alternative livelihood training for communities
28%	PROJECT MANAGEMENT	Project management, concept development, best practice methodologies
20%	MONITORING & REPORTING	Monitoring, data collection, analysis, training, report writing
10%	OVERHEADS	Support services, administration



**FOR THE
PLANET®**

– ENVIRONMENTAL PARTNER –

RETURN ON INVESTMENT

- As of 2023, Greenpop is a **registered 1% for the Planet environmental partner!** This means that, as a Greenpop donor, YOU can now also join their global network of businesses and environmental organizations working together to support people and the planet.
- **We are a registered NPO and PBO.** This means that we can send you S18A Tax Certificates for any donations that you make to our work.
- Since 2010, we have grown a **large local and international audience.** All significant donors and partners get added to our website, and many will get celebrated with our audience on various platforms.
- Significant donors and partners gain access to Greenpop's **Partner Resource Pack**, which includes user-friendly reports, content, and updates for easy sharing with your audience.



THE GREENPOP FOUNDATION

The Greenpop Foundation NPC is a leading environmental non-profit organisation (NPO#: 151-411 NPO; PBO#: 930050622) based in Cape Town, South Africa.

We are on a mission to educate for action.

From getting our hands dirty running local projects to consulting for global organisations, we turn ideas into impact.

Greenpop was founded in 2010 and has since worked across Sub-Saharan Africa and empowered thousands of people around the world to get active (not anxious) about the future of our planet.



GET INVOLVED

We'd love to hear from you!

For any questions or queries contact:

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