

QUARTERLY DONOR UPDATE: CELEBRATING YOUR IMPACT



Q1 2026

Hello, Amazing Supporters!

We're excited to share our latest adventures with you, keep you well informed, and provide you with some engaging content that you can use to showcase your partnership with us and your commitment to getting 'Active and Not Anxious' for the future of our planet. We hope you find it both informative and inspiring!



**SOME HIGHLIGHTS FROM DECEMBER 2025 -
FEBRUARY 2026)**

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INTRODUCTION

Greetings to all of our wonderful partners and supporters,

The Greenpop team have been busy kicking off the year with big plans for all of our new projects. Between the run-up to Reforest Fest 2026 and the launch of our beautiful new website, it has been a high-energy start to the year. We are particularly excited about the new site, as it will help us better tell our stories and showcase our impact for all of our donors.

As some of you may know, we are also currently working on our new ESG Impact Report, which we are super excited about! We know this will be a major help in expressing the stories of our projects to you, your board, shareholders, and customers. I cannot wait to share this with you.

Additionally, **we are in the final stretch of completing our Annual Project Reports.** These will be packed with all the latest statistics and updates from 2025, allowing you to see exactly where your investment has gone.

In the meantime, here are some brief updates. You can click through to the specific projects that you support to take a closer look.

Stay informed and inspired!

We look forward to seeing some of you in the forest in two weeks.

Best,
Michaela

Click to check out the new site if you haven't yet browsed it

The screenshot shows the Greenpop website interface. At the top left is the Greenpop logo with the tagline 'Join the Reforestation'. The navigation menu includes 'About Us', 'Our Projects', and 'Reforest Fest', each with a dropdown arrow. On the right are 'Take Action' and 'Donate' buttons. Below the navigation is a section with four impact statistics:

Icon	Value	Description
Tree icon	165	hectares brought under restoration.
Flower icon	500	urban community spaces greened.
Event icon	40	sustainable events hosted.
Megaphone icon	100	thousand people educated.

Below the statistics is a banner with the text 'Ready to be part of the solution?' and 'Join us and make a tangible difference. Your actions, no matter how small, are a vital part of a global effort to heal our planet for future generations.' A 'Get Involved' button is located at the bottom of the banner.

SOME UPDATES FROM THE FORESTS FOR LIFE PROGRAMME

AN UPDATE FROM: UILENKRAAL FOREST RESTORATION PROJECT

Recently, some of our team spent some time in the Uilenkraal Valley, as part of a **disturbance response and land management session**. When drastic changes to the landscape occur, like the recent Uilenkraal Fires, acting quickly to mitigate damage is a must. This work forms a vital part of our Forests For Life project, ensuring the long-term health and resilience of our local ecosystems.

The team focused on managing the aftermath of the recent fires in the area that triggered the growth of many invasive tree saplings. Our primary task was the painstakingly slow removal (by hand!) of invasive alien vegetation that aggressively re-emerged due to fire-stimulated seed banks.

- **Target Species:** We successfully removed a mix of **Port Jackson (*Acacia saligna*)** and **Rooikrans (*Acacia cyclops*)**.
- **Strategic Timing:** We targeted these invasive individuals while they were still young. At this stage, they are much easier to hand-pull, preventing them from becoming the dense, costly, and labour-intensive infestations they grow into as they age.
- **Restoration Continuity:** This effort is a continuation of our long-term commitment to this landscape, managing the natural response to disturbance in areas where we have previously performed intensive alien vegetation removal.

Looking Ahead: Prep for Reforest Fest

This proactive clearing serves as essential pre-emptive preparation for the upcoming Reforest Fest, where we plant trees on this exact mountainside. By cleaning out the site now, we are:

- Minimising future labour and costs.
- Ensuring the site is in optimal condition for our restoration planting.
- Maintaining the integrity of our past restoration work.

Full project report coming soon.



Each of these sets of purple frilly leaves is one Port Jackson tree. These needed to be slowly, and gently, hand picked from the mountainside to ensure no root was left behind that would re-sprout. These ranged in size from 3 - 15cm tall.

FORESTS FOR LIFE PROGRAMME

AN UPDATE FROM: MULANJE LANDSCAPE RESTORATION PROJECT

Some 2025 Impact Highlights

- 3,400 trees planted across the landscape.
- 13 communities actively engaged in restoration activities.
- Over 10 hectares of land now under active restoration management.

Field Assessment and Community Progress

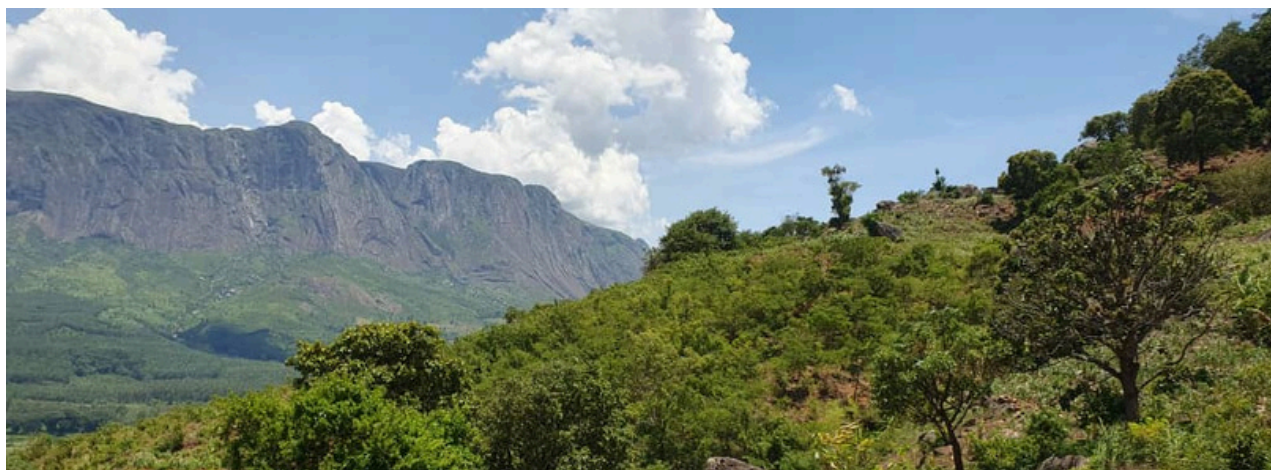
In August 2025, Greenpop and Mulanje Mission Hospital (MMH) conducted a bioregional mapping field trip to evaluate project sites and deepen our understanding of the Mulanje landscape. While the region faces significant environmental and economic pressures, our visits to villages involved in restoration since 2019 revealed powerful examples of resilience.

- **Salamba Village:** Having graduated from MMH's livelihoods programme, Salamba has established a women-led cooperative of 150 members. They have restored 5 km of riverbank, integrated beehives and banana plantations, and launched a savings and loans scheme that supports diversified agricultural investment.
- **Kangoma Village:** This community has successfully restored a 4–6 km forest corridor. Residents noted that these trees provided a critical buffer during recent cyclones, reducing damage. Their success is underpinned by strict local bylaws and income generated through beekeeping.
- **Regional Growth:** Encouraging progress in agroforestry and erosion control was also noted in Mazwika, Malamvula, and Kando villages, despite the ongoing challenges of climate change.

Co-creating a Strategic Vision

On 11 August 2025, we hosted a Multi-Stakeholder Bioregional Strategy Workshop with 45 participants, including representatives from MMH, MMCT, WeForest, the Department of Forestry, and local Traditional Authorities.

The workshop culminated in a shared vision for a “Beautiful Mulanje.” This strategy focuses on maintaining healthy forests and clean rivers while fostering climate-resilient livelihoods. Participants mapped out critical risks—specifically deforestation, soil erosion, and water scarcity—and identified collaborative ways to address them.



SOME UPDATES FROM THE LIVING LANDSCAPES PROGRAMME

The Philippi Village Living Landscapes project

- Philippi, Cape Town
- In partnership with Philippi Village

It has been a rewarding quarter at Philippi Village. While we've paused planting to focus on site health, we've hit major milestones: completing the Thembu Play Park obstacle course and breaking ground on our new 220m² nursery. Beyond infrastructure, our team has grown through new professional maintenance training and an educational trip to Green Point Park, further transforming the site into a vibrant community hub.

 [Click here to read a more detailed report.](#)



The Stellenbosch Provincial Hospital Living Landscapes project

- Stellenbosch
- In partnership with Stellenbosch Hospital & Stellenbosch University

The last quarter focused on the transition from planting to structural sustainability. The sprint at the end of December even saw the final installation of many important phase 1 elements.

[Click here to read a more detailed report.](#)



The RAD Living Landscapes project

- Lavender Hill, Cape Town
- In partnership with the Rise Above Development Centre (RAD)

While limited funds have meant limited movement in this project this quarter, on 19 February, the project completed a significant resource delivery of compost and mulch to RAD, allowing for critical investment in soil health and water retention.

[Click here to read a more detailed report.](#)



SOME UPDATES FROM THE LIVING LANDSCAPES PROGRAMME

The Alex Water Warriors Living Landscapes project

- Alexander, Johannesburg
- In partnership with the Alex Water Warriors NPC

The Alex Water Warriors project in Gauteng is evolving from a restoration site into a functional community space. This quarter, the project hosted an indigenous medicinal plant workshop to share traditional knowledge and encourage local stewardship. With the riverbanks showing improved stability and the local team managing daily maintenance, we are now preparing for a site expansion further along the Jukskei River corridor.

 [Click here to read a more detailed report.](#)



The Go Green Go Clean Living Landscapes project

- Eldorado Park, Johannesburg
- In partnership with Go Green Go Clean

The Go Green Go Clean (GGGC) project in Eldorado Park continues to evolve into a multifunctional social hub. This quarter, despite limited Greenpop funding to continue the greening progress, the team introduced regular outdoor film screenings and artistic elements, shifting the space from a daytime garden into a collective community venue. Ongoing maintenance and plans for solar lighting ensure the site remains a safe, well-utilised asset for local residents.

[Click here to read a more detailed report.](#)



HEINEKEN GREEN ZONES

Through our **Heineken®** Green Zones (HGZ) project, Greenpop is hard at work creating 10 dynamic green community spaces across South Africa. These hubs are designed not only to restore ecological health but also to uplift and empower local residents, fostering a real sense of community well-being.

2025 concluded with the successful launch of our final five Heineken Green Zones. Over the past two years, Greenpop has partnered with 10 inspirational grassroots organizations across South Africa's major cities to transform their community spaces into vibrant urban green zones.

Designed by our in-house landscape architect, these zones feature infrastructure upgrades, biodiversity gardens, recreational spaces, and art installations. In 2026, we are transitioning from physical implementation to capacity building through our hybrid program, "Community-Based Strategies for Lasting Change," where all 10 partners will share knowledge and deepen their impact.

2025 Year-End Recap:

- **Speaklife Youth Movement | Soshanguve, Tshwane**

A safe haven for youth centred around an ancient Marula tree! We installed a perimeter fence, an outdoor deck/stage, and a rainwater-harvesting roof for an outdoor classroom. The site features a co-created mural on a new storage container and gardens filled with fruit, nuts, and medicinal plants.

- **Faith and Hope Foundation | Ga Rankuwa, Tshwane**

Led by "Woman of the Year" Faith Subeki, this agri-eco-education hub now features a nursery, a 12m container, and Ga Rankuwa's first syntropic agroforestry site. This high-density planting system improves food security and soil health while training the next generation of land stewards.



HEINEKEN GREEN ZONES

- **Suthani Farm | Alexandra, Johannesburg**

Honouring the legacy of the late Mam Violet, this urban farm continues to mentor young farmers. In collaboration with the City of Joburg, we added a processing container, an epic amphitheatre under shade sails, and new irrigation. Grassy recreational spaces now host community events and picnics.



- **Ndoni Beautiful Seeds | Johannesburg**

This mental health and psychosocial support organisation operates out of Lenin Gardens. We established circular healing gardens for food and medicine, alongside circular shade structures, eco-toilets, and a dedicated security outpost to ensure a safe space for those in distress.



- **Inanda Adventure Park | Inanda, eThekweni**

Located on the Inanda Dam shoreline, this hub supports local clubs and NGOs. In 2026, the park will host a national IDC project, employing 100 community members for invasive vegetation management and environmental clean-ups.



Looking Ahead: 2026 & The Greenpop Academy

This year marks the launch of the Greenpop Academy, an emerging ed-tech space designed to make regenerative learning accessible across Southern Africa. By bringing all 10 Heineken Green Zone partners together in a "Community of Practice," we are ensuring that these green zones remain catalysts for long-term, community-led sustainable development.





A NOTE ON REFOREST FEST 2026

For those who may be confused about this Reforest Fest we keep speaking of, let me help break it down!

Reforest Fest is Greenpop's flagship event, a vibrant, four-day immersive experience where environmental stewardship meets a celebration of life.

Since 2011, this gathering has transformed into a dynamic movement that blends arts, culture, and music with active reforestation. It's more than a festival; it's a living model for a sustainable future, designed to move us from climate anxiety to climate agency through the simple, powerful act of planting trees.

Our origin story

Reforest Fest was born from a vision to create a platform for ecological change that people actually wanted to be involved with. What started as a tree planting weekend with friends has evolved into Africa's premier restoration festival.

We believe that the mission of restoration should be as joyful as the music on stage. Through a facilitated planting experience, interactive workshops, art installations, and live performances, **we foster a deep, lasting connection to nature and community.**

After all, this is where our name came from!

Green

"Green" embodied our core purpose: fostering positive environmental action, nurturing our planet and cultivating a sustainable future. It spoke to the hands-on work and the visible difference we make.



Pop

"Pop" spoke to pop culture. We aimed to make environmentalism genuinely popular – especially as we engaged with young people. We worked to make environmental care a natural part of everyday life.

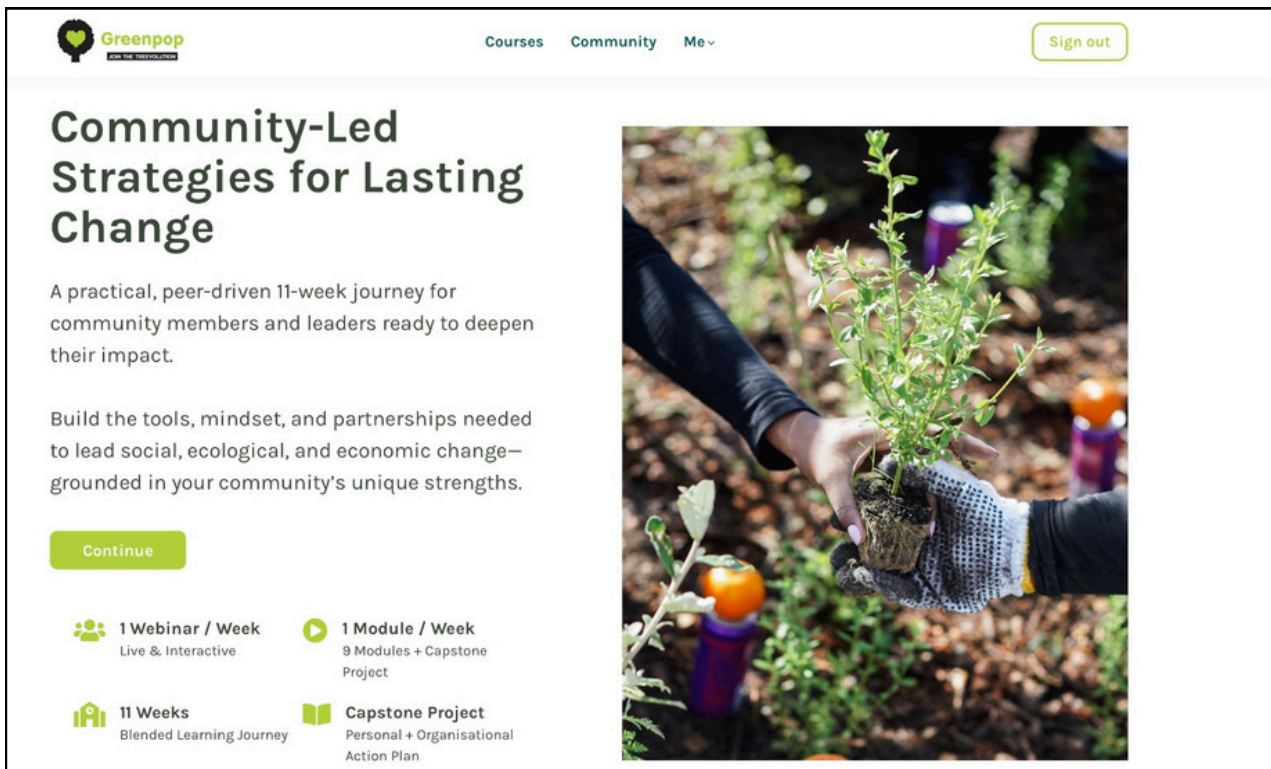
As a Greenpop donor, you are always invited to join us at Reforest Fest! It's a great opportunity to get your staff or media team into the field to see our Forests for Life work firsthand.

We'll see some of you in a few days, and hope to see more of you next time!

CLICK HERE TO SEE OUR INCREDIBLE LINEUP



SOME UPDATES FROM OUR EDUCATION WORK



The screenshot shows the Greenpop Academy website interface. At the top, there is a navigation bar with 'Courses', 'Community', and 'Me' links, and a 'Sign out' button. The main content area features the course title 'Community-Led Strategies for Lasting Change' in a large, bold font. Below the title is a brief description: 'A practical, peer-driven 11-week journey for community members and leaders ready to deepen their impact.' This is followed by another line of text: 'Build the tools, mindset, and partnerships needed to lead social, ecological, and economic change—grounded in your community's unique strengths.' A green 'Continue' button is positioned below the text. To the right of the text is a photograph of hands holding a small green seedling in a garden. Below the 'Continue' button, there are four icons representing course details: '1 Webinar / Week Live & Interactive', '1 Module / Week 9 Modules + Capstone Project', '11 Weeks Blended Learning Journey', and 'Capstone Project Personal + Organisational Action Plan'.

The **Greenpop Academy** is a digital learning hub designed to deliver “education-for-action” through accessible, online courses hosted on a dedicated platform. It combines knowledge sharing, storytelling, and practical training to help participants create tangible environmental and social impact in their own communities.

The pilot programme, **Community-Led Strategies for Lasting Change**, is an 11-week blended learning journey for community and organisational leaders. Participants complete weekly self-paced modules alongside live, interactive webinars, applying tools such as systems mapping, asset mapping, and stakeholder engagement in their own contexts. The experience culminates in a Capstone Project – a Personal and Organisational Action Plan – ensuring that learning translates into clear, practical strategies for sustainable impact.



We’ve just launched our Orientation Module, with Module 1: Regenerative Leadership, and we look forward to a strong community of practice emanating from this first cohort, which consists of **60 learners** altogether from the 10 Heineken Green Zone sites and has been opened up to a few other NGOs! We can’t wait to see how this course unfolds! Stay tuned.

Read more about our education and awareness work here.



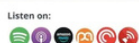
SOME UPDATES FROM OUR TEAM



With special guest:

Misha Teasdale
Co-founder & CEO
of **Greenpop**

and CTQ Managing
Partner **Byron Douglas**



New podcast alert:

While this technically wasn't recorded in this reporting quarter, it's too good not to include! Misha, our co-founder and CEO, recently sat down with the CTQ Podcast to celebrate International Day of Forests.

Tune into this powerful conversation to explore:

- Nature as essential infrastructure
- Strategic landscapes and forest restoration
- How each of us can contribute to meaningful environmental change. ➡ [Listen here](#)

Welcome to a new Greenpopper!

We are also delighted to welcome a new member to the Greenpop team. Ashraf Sirkhoth has joined us to lead our landscape maintenance services and will also be working across our Urban Greening programme under Imraan's guidance. Ashraf is a highly skilled and passionate Horticulturist, Permaculture Designer, and facilitator... "green fingers" personified!



He has already been on the ground daily supporting Imraan with greening maintenance and training & capacity building for the local teams. We are thrilled to have his expertise on board as we expand our work in regenerative landscape design and implementation.



Autumn
MARCH - MAY

SURGE

As autumn arrives, we'll be in **Surge** mode. This is our time to capitalize on the momentum of the new financial year, update our 5-year plan, and finalize annual contracting for our urban greening and forest restoration projects. April brings our Reforest Fest, a true celebration of our collective efforts. This season is all about hustle, growth, and laying strong groundwork.

Fun fact: At Greenpop, we choose to view our year through the lens of four distinct seasons. This approach allows us to acknowledge the natural ebbs and flows of our work, making space for both the necessary periods of slowdown and the intense bursts of activity that our team experiences.

As autumn begins in the Cape, we move into the Autumn quarter of our year. This season is characterised by a marked speeding up; it is a time for refining our strategies and powering forward to harness the high energy we generated at the start of the year. While the landscape around us begins to settle, our team is gearing up to ensure our impact continues to grow throughout the year!

..... Share the Love!

We've prepared a collection of social-ready snippets just for you! Feel free to personalise and share these on your social media platforms to celebrate your partnership (if you want to):

Social post 1: (for new partners)

Exciting news! [Organisation's Name] is proud to have partnered with Greenpop in [Year]! This means we are now officially a part of the #Treevolution!

[Optional: Describe your partnership here as accurately as possible. Eg- 'we plant 3 trees for every product we sell'].

We're so excited to be making an impact in [Year].

[Optional: Add an image from our Resource Pack here]

Social Post 2: (highlight your 2025 trees - showcase your annual certificate)

We're thrilled to announce that in 2025, we planted [x] trees with Greenpop, bringing our total tree count to date to [x] trees. Join us in celebrating this amazing milestone and check out more about Greenpop's impactful work on their website: <https://greenpop.org/>

[Optional: Add the Greenpop logo]

[Optional: #Greenpop #ForestRestoration #JoinTheTreevolution #LandscapeRestoration]

Social Post 3 (Knowledge Share):

At [Company Name], we believe in protecting the ecosystems that sustain us. That's why we're excited to share this episode from the International Podcastthon!

Join Misha Teasdale (@Greenpop) and Byron Douglas (CTQ) as they discuss why nature is the most important infrastructure we have and how we can all contribute to meaningful environmental change. Tune in here: <https://lnkd.in/dKw6FRB5>

Together, we can ensure these forests thrive for generations to come. For more ways to get your team involved, check out greenpop.org.

#Sustainability #ForestsforLife #Greenpop #LandscapeRestoration

SHARE THE LOVE!

SOME #HASHTAGS THAT YOU MIGHT LIKE TO USE IN YOUR POSTS TO INCREASE VISIBILITY:

#Greenpop

#ForestsForLife

#LivingLandscapes

#Treevolution

#Greenpopsa

#ForestRestoration

#UrbanGreening

#LoveNature

#Reforestation

#CapeTown

#SouthAfrica

#ReforestFest2026

CONNECT WITH US

Don't forget to tag us in your posts! We love seeing your stories and posts about Greenpop. Here are our social media handles:



- Facebook: www.facebook.com/Greenpop
- Twitter: [@Greenpop](https://twitter.com/Greenpop)
- Instagram: [@GreenpopSA](https://www.instagram.com/GreenpopSA)
- LinkedIn: [@Greenpop](https://www.linkedin.com/company/Greenpop)

GET IN TOUCH

Thank you for your unwavering support. We hope this update brightens your day and reinforces the incredible impact you're making. Stay tuned for more adventures in the world of Greenpop!

With heartfelt gratitude,
The Greenpop Team

P.S. Feel free to reach out if you have any questions or if there's anything specific you'd like to know.

For major partnership queries, You can email Michaela on michaela@greenpop.org

For Tree Certificates and details about your pledge, email Dominique at dominique@greenpop.org.

