

Reviva Planet Green – Project Document

1. Overview

Reviva Planet Green is a Brazilian initiative focused on urban reforestation, climate action, and community engagement. Through the planting of native and fruit-bearing trees, we aim to reduce urban heat islands, improve air quality, capture carbon, and strengthen local resilience.

2. Mission & Vision

Mission: Restore urban ecosystems while empowering communities through environmental action.

Vision: Build greener, cooler, and more resilient cities aligned with UN SDGs 11 (Sustainable Cities), 13 (Climate Action), and 15 (Life on Land).

3. Problem Statement

Urban areas in Brazil are increasingly affected by heat islands, poor air quality, and lack of green infrastructure. Vulnerable communities are disproportionately impacted. While demand for reforestation is growing, operational limitations, especially transportation, significantly restrict scale and speed.

4. Our Solution

Reviva Planet Green operates through structured, community-driven reforestation programs. We combine technical planning, volunteer mobilization, and partnerships with public and private sectors to execute high-impact planting initiatives in urban environments.

5. Proven Impact

- +2,000 trees planted over the last 3 years
- +28,000 seedlings distributed to communities
- +60 reforestation actions executed
- Partnerships with +3 municipalities (public sector)
- +20 private companies engaged as supporters (ongoing or project-based)
- Active participation in climate and agro-related events and fairs
- Continuous growth in scale, visibility, and operational capacity

6. Operational Model

Our operations include site analysis, technical planting design, logistics planning, community engagement, and execution. Each planting follows defined spacing, soil preparation, and species selection to ensure long-term survival and impact.

7. Critical Need: Transportation

We previously operated with a pickup truck that was essential to our operations. However, due to limited financial resources, we were unable to sustain its costs, and the vehicle was repossessed.

Since then, we have continued our mission by relying on borrowed and rented vehicles, often facing delays, higher costs, and operational constraints. Despite these challenges, our team remains committed and continues to act with resilience and determination to expand our impact.

A dedicated vehicle is now critical to:

- Transport seedlings, tools, and equipment efficiently
- Enable faster response and execution
- Reduce operational costs
- Expand reach to new communities
- Support larger and more frequent planting initiatives

8. Budget Overview

- Pickup truck acquisition
- Fuel and maintenance
- Seedling logistics
- Operational support for field activities

9. Partnerships & Ecosystem

Our work is built on collaboration. We engage with municipalities, private companies, volunteers, and local communities to ensure that each initiative is impactful, scalable, and sustainable.

10. Conclusion

Reviva Planet Green has demonstrated consistent growth and real environmental and social impact. With the right logistical support, especially a dedicated vehicle, we can significantly increase our scale, efficiency, and long-term contribution to sustainable urban transformation.