



Greenstand

2019 ANNUAL REPORT

THE FIRST THREE YEARS

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EXECUTIVE DIRECTOR
EZRA JAY



Greenstand,

I've fasted for days yet I've never truly understood what it means to be hungry. I've only witnessed it as an outsider watching the behavior of people who don't have food. For millions of smallholders farmers, when the rains don't come at the anticipated time, their crops don't grow. They don't have a back up plan or savings account or even a meal every day. Cutting down trees to sell as firewood or charcoal is often the only option for survival.

Reversing that cycle, using the act of growing forests, turning environmental restoration into a source of income for those who struggle with hunger - this is what we are here to do. Creating a reliable income, a natural climate solution that works for the people who need it most is the most powerful tool we have to counter climate change.

In 2019, we went from an idea to a minimum viable product. We proved it economically feasible for projects to track their trees and we turned the early stages of tree growth into monthly cash payments, doubling incomes for our tree growers. And we did so in a manner that can scale massively. Our journey forward requires perfecting the answer to two specific questions:

What is the relative value of each tree's growth?

Has the correct entity been initially rewarded for that value?

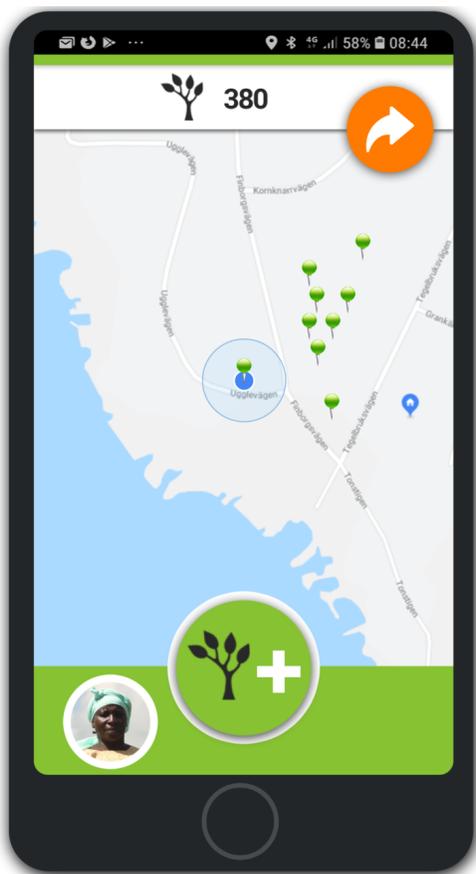
Once we have these answers, we will have a framework that can feed people and re-green the face of our planet.

A deep thank you to all who have contributed. And a reminder that saving the world should be fun, stress-free, and done in good health. We are all in this together.

Sincerely,

David "Ezra" Jay
Executive Director

THE TREETRACKER



The Treetracker app allows for easy verification of trees that have been planted, their periodic growth, and directly links the planter that is responsible for their survival. We provide tree tracking at the individual level, allowing users to identify trees based on species, location, food production potential, and more. By using a simple and efficient tree tracking system, our users can quantify their ecological and social impact with just a few taps.

Tree growers simply snap a geotagged photo of their tree when they first plant it and allow the capture to sync to the cloud. Greenstand verifies the existence of the tree and pays the grower for their stewardship. This process is repeated periodically to track the tree's growth over time and create a direct chain of custody.



**STEP 1:
PLANT A TREE**



**STEP 2:
TAKE A PHOTO**



**STEP 3:
GET PAID**

OUR MISSION

Greenstand's mission is to create a **global, open-source marketplace** to digitally track and **compensate farmers** for growing individually managed trees to **support reforestation** and **alleviate poverty**.

Our goal is to create a **self-sustaining restoration platform** that connects local communities in developing countries with socially- and environmentally-concerned global citizens. Restoration efforts are informed, and adjusted, based on the results of basic ecological research.

We aim to enable communities to become stewards of their land while providing opportunities for gainful employment.



We envision a world where...

- Once-disenfranchised people can support themselves and their families through afforestation and participate in the global environmental credit market
- The global paradigm has shifted from planting and forgetting trees to **growing diverse and valuable forests**
- All individuals, organizations, and donors growing trees can track and trade their **ecological impact**
- Greenstand has created an **International Organization of Standards (ISO)** standard for tree planting, growing, and reforestation value
- We can verify and watch **trillions of trees** grow around the globe

THE FIRST 3 YEARS

2017

In 2017, we initiated our first payment to tree growers. By the end of this first year, Greenstand had already verified **4,510** newly planted trees.

2018

In 2018, we proved that tracking trees is a feasible fundraising tool. We surpassed 100,000 trees verified across the entire platform. In 2018 alone, Greenstand verified **56,488** newly planted trees.

2019

In 2019, we began wrapping up our East Africa pilot program, which demonstrated that the Treetracker platform is technologically viable and scalable. Over **159,840** newly planted trees were verified in 2019.

PROJECT SPOTLIGHT

KASIKI HAI PILOT



In 2019, the Treetracker was tested in a joint venture by **Justdiggit**, **LEAD Foundation**, and **Kasiki Hai** as part of the **Regreening Dodoma Program**.

The Treetracker was used to track **4,455 trees across 4 villages** in the Dodoma region of Tanzania. Participating tree growers **enjoyed using the app** and would be **willing to train other farmers** to use it.





A HISTORY OF GREENSTAND

OUR IMPACT

159,840

trees planted

23

village coordinators compensated

From 2015 to 2019, Greenstand verified almost 200,000 newly planted trees across the globe. Twenty-three rural Village Coordinators have been compensated for their efforts. This supplementary income has **kept food on the table** for families living in poverty, **sent children to school**, and helped support **community development** in some of the most remote areas in the world.

Trees are an essential tool in the fight against climate change. They are vital in helping humans **adapt** to the realities of the climate crisis and **mitigate** further damage. Some co-benefits of trees include:



Shade & cooler temperatures



Groundwater recharge & filtration



Food & habitats for wildlife & pollinators



Sequestration of atmospheric carbon



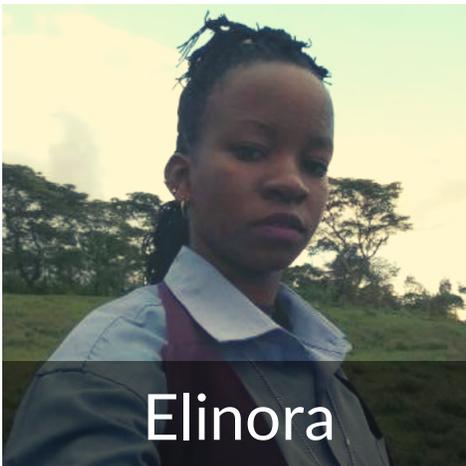
Healthy soil & habitat for plants

GROWER STORIES



Nasiyan is a single mother of three. She lives with hearing and visual impairments that affect her ability to make a living by traditional means. Before she began planting and tracking trees, she and her family survived off of less than \$1/day (USD). Now, she has more than doubled her monthly income and can afford to send her sons to school because of her acts of environmental stewardship.

Lucy and her children survive by growing food on a small plot of land in the semi-desert. As the leader of her local women's group, Lucy has inspired her friends and neighbors to plant trees with her. As a Village Coordinator, Lucy manages Treetracker phones and facilitates payments for her entire village. Her group is now getting paid on a monthly basis to grow their trees as they undertake invaluable ecological work.

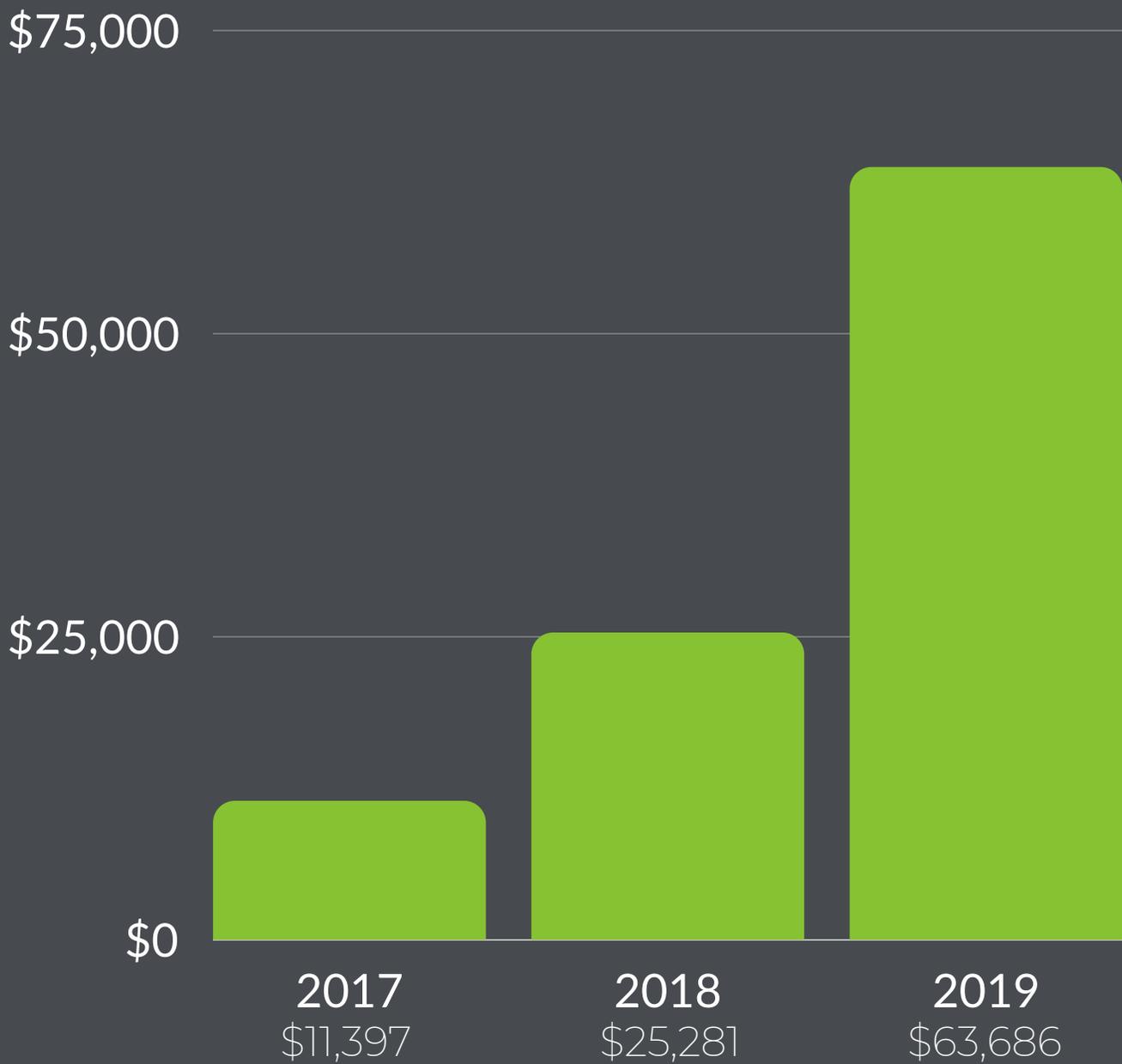


Elinora was 17 years old when she began using the Treetracker app to earn extra cash. She planted croton trees, a drought-resistant species indigenous to East Africa. Croton nuts are often used for biofuel— an essential resource when other forms of fuel are unavailable. By planting and tracking these incredibly valuable trees, Elinora earned enough money to send herself to university.

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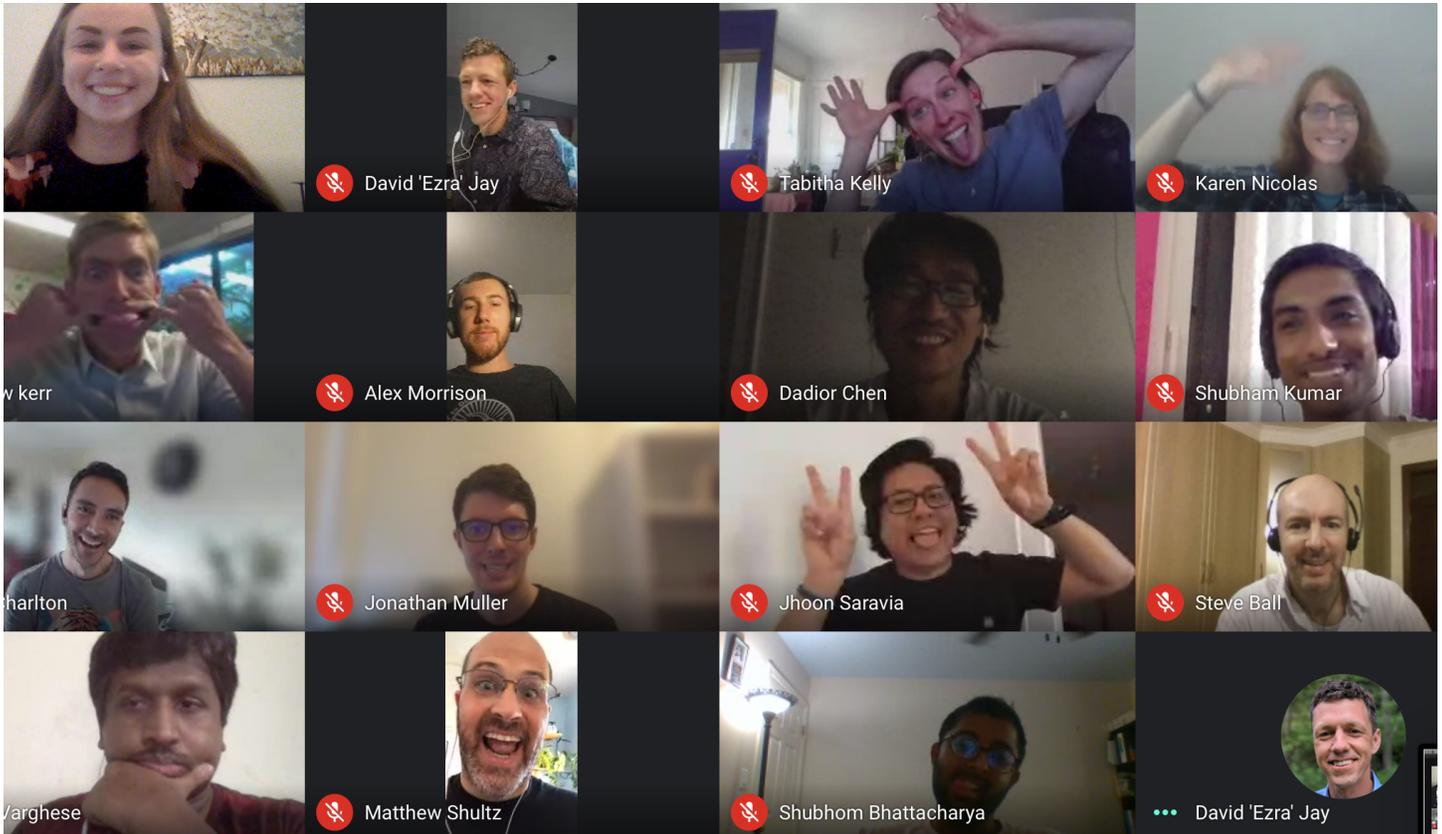
EXPENSES

As a predominately volunteer-based organization, we have managed to keep our project and operational costs to a minimum. As Greenstand continues to scale and expand, our need for full-time team members, expertise and funding will increase.



THANK YOU!

to our donors, partners, board members, and, of course, our dedicated contributors who are responsible for building the Treetracker innovation!



Greenstand

Growing a global forest takes a village,
and ours is growing every single day.

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