

ANNUAL
REPORT
GREENSTAND

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2020 OVERVIEW

2020 was a whirlwind of a year for Greenstand. When the COVID-19 pandemic began, **billions of lives changed**. In addition to public health concerns, communities that were already **poverty-stricken and vulnerable to climate change** faced disproportionate damages.

However, during lockdowns, many people chose to **make an impact** with their newfound free time.

Greenstand gained **dozens of new volunteers** throughout the year, which led to more structure in the organization and **more trees being tracked!** By the end of 2020, Greenstand had **2000 registered planters** and verified **500,000 tree photo captures** in the system.

Thank you to everyone who supported us in 2020!





Greenstand

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**.

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 tree planting to growing diverse and valuable forests**
- Greenstand has created an **ISO standard** for tree planting, growing, and reforestation value



David "Ezra" Jay, *Executive Director*

Ezra founded Greenstand after living in East Africa and seeing the realities of extreme poverty, deforestation, and a lack of accountability for existing tree planting projects. When he isn't reforesting the world, he loves exploring beautiful Alaska with his wife and kids.

PROGRAMS

Our activities with the World Bank and World Economic Forum brought us significant publicity in 2020! Some of our top achievements in the Programs division include:

- Successful deployment of the Treetracker in an urban setting
- Partnering with OpenMap Development Tanzania, which organizes industrial placement of mapping and monitoring tools throughout the country
- Creating partnerships with planting organizations in the Caribbean and Latin America for the first time



Sebastian Gaertner, VP Programs

Sebastian's understanding of the reforestation industry, ability to foster new partnerships, and software development skills have been incredibly valuable to Greenstand since its inception. Outside of work, he enjoys living a healthy, organic, lifestyle in the tropical forests of Tanzania.

PROJECT SPOTLIGHT: FREETOWN



#TransformFreetown is a sustainable development initiative spearheaded by Yvonne Aki-Sawyer, the Mayor of Freetown, Sierra Leone. The program's current focus is reforestation; by the end of 2021, the city of Freetown will have planted 1 million new trees! With funding from The World Bank, Greenstand was contracted to track all of those trees and help turn the city into #FreetownTheTreeTown. The Greenstand team is beyond honored to support Mayor Aki-Sawyer and the amazing people of Freetown!



OPERATIONS

In the summer of 2020, Greenstand received its first significant grant funding, thanks to generous awards from two organizations. The **Reforestation Accelerator** is a joint venture between multiple environmental organizations including **The Nature Conservancy** & the **World Resources Institute**. It seeks to support rapid reforestation efforts, the development of a forest economy, and global environmental credit trading. The **Comcast Innovation Fund** supports innovative technical research and open-source software development that can provide positive benefits to society. Greenstand was awarded an **Open Source Development Grant** to advance Treetracker functionality on edge networks.



Tabitha Kelly, *VP Operations*

Tabitha is Greenstand's point person for grant writing, fundraising, communications, and operations strategy. Her passion for restoring nature and unmatched work ethic keep Greenstand running smoothly. When she isn't "Greenstanding", you can find Tabi trekking through the red rock desert of southern Utah with her two dogs.

INDUSTRY PARTNERSHIPS



OpenMap Development Tanzania organizes industrial placement of GIS mapping software in Morogoro, Tanzania. As of 2020, the Treetracker platform is one of those tools, leading to a host of new East African planting organizations that use the Treetracker app!



In 2020, Greenstand participated in the **Conservation Finance Alliance Incubator**, which seeks out innovative ideas & solutions that have significant positive conservation impacts. Greenstand received mentorship from CFA's Executive Director, David Meyers, over 9 months to accelerate organizational development.



In the fall of 2020, Greenstand entered the **Trillion Trees Challenge**, an initiative by the **World Economic Forum** in support of the UN Decade on Ecosystem Restoration. Out of over 250 contributions, Greenstand was selected as a finalist and one of 20 members of the Trillion Trees Innovators Cohort, bringing us newfound publicity and partnerships!

ENGINEERING

The Greenstand engineering division can be best described as a **microservices enterprise**, with a handful of small teams tasked with very specific projects. Our engineers contribute to the **4 core components** of the **Treetracker platform**:

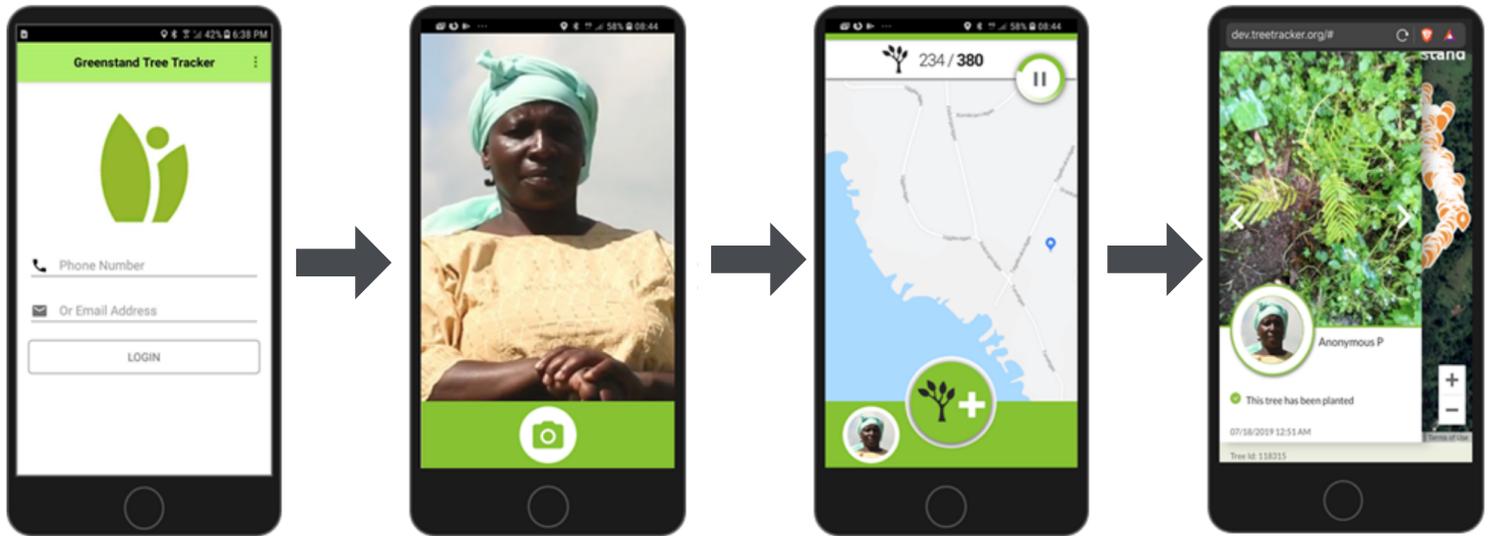
- The **Treetracker mobile app** used by tree growers to take geotagged photos of the trees they plant and care for over time.
- The **Web Map** and **Admin Panel** display verified trees on a GIS platform.
- The **Impact Wallet** enables investors and consumers to buy, sell, and trade **Impact Tokens**. This element of the technology ensures payment to the tree grower.
- The **Tree Value Matrix** defines the payment in terms of ecological impact. The greater the growth, the greater the compensation.



Zaven Arra, VP Engineering

Utilizing his combined background in environmental conservation and software development, Zaven leads dozens of engineering contributors in the progression of the Treetracker platform. In his free time, Zaven enjoys growing plants and listening to techno music.

TECH MILESTONES



By the end of 2020, Greenstand's dedicated engineers:

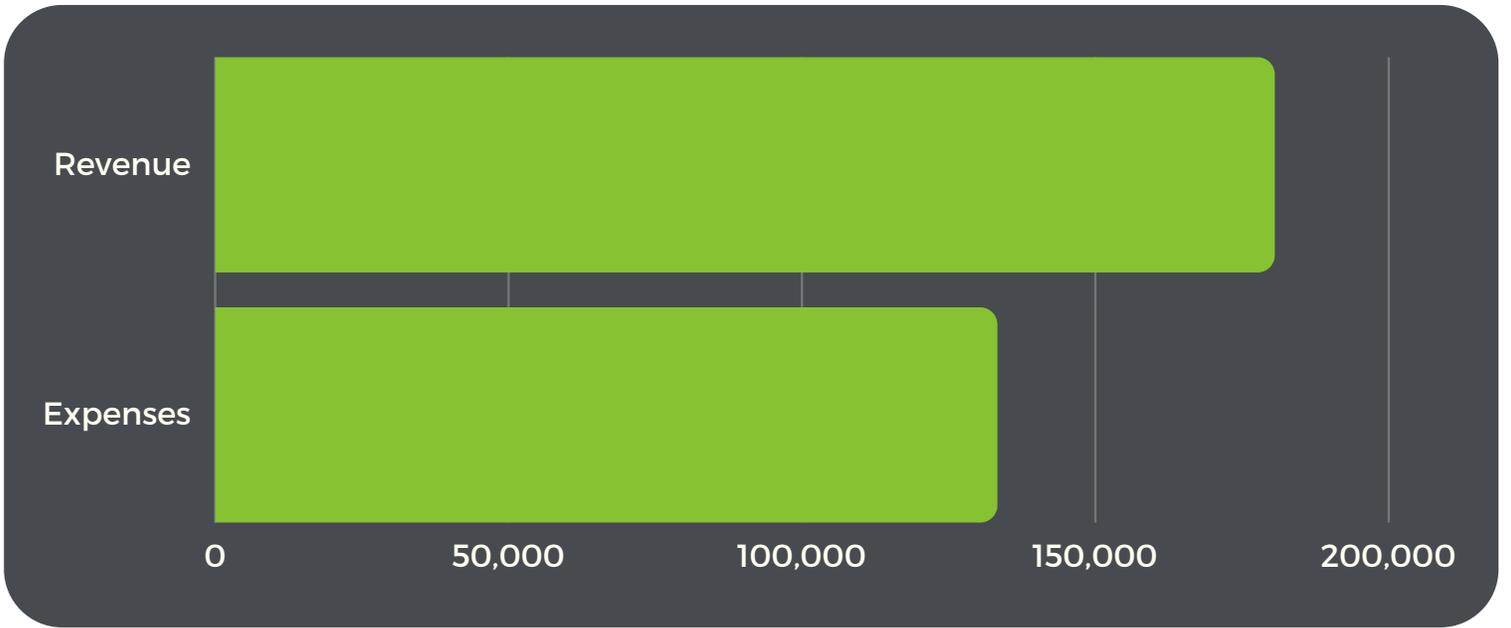
- **Improved Web Map loading speeds** and made the navigation process more intuitive through performance and usability improvements.
- Enhanced the **Admin Panel**, allowing for **improved capture verification**, which helps planting organizations to manage their project-specific data and access impact statistics.
- Improved **Treetracker app** location tracking and GPS accuracy overall, as well as the capture of other useful sensor data such as step counter and compass heading. Our new data pipeline **significantly decreased field upload times** and **increased upload stability**.

OUR CONTRIBUTORS



The open-source **Greenstand community** consists of hundreds of past and present volunteers, donors, and partners all over the world. Currently, we have a monthly average of **35 high performance contributors** telecommuting from **all over the world**. The majority of our contributors are based in the **United States, India, China,** and various nations in **East Africa**. Our contributors can be any age, from any educational or professional background, as long as they have **wifi** and a **willingness to learn while making a positive global impact!**

2020 FINANCIALS



THANK YOU!

2020 could not have been so successful without the support of our dedicated **contributors, funders, donors, and planting partners**. If you volunteered, donated, or partnered with Greenstand, we sincerely appreciate you. **We could never grow a global forest without you!**



Finally, we'd like to thank the very people the Treetracker was invented for: our **tree growers**. These stewards of our environment are taking the climate crisis into their own hands, restoring their own lands and providing ecosystem services that benefit all living things.