



Paying people to grow new trees
in their own communities



Greenstand

Creating a greener, richer world

How do we
equitably employ
last mile
restoration
champions to
grow a trillion
trees?



Fairtree has **cracked the code** for supporting individuals and small groups as tree-growing champions in their own communities



Mobile tracking

All our growers use the TreeTracker app to upload images of new trees that they planted/manage. Once those images are reviewed, the grower gets paid.



Mobile payments

We use mobile banking systems to send money to growers. We pay out on a per tree basis with >80% going direct to growers

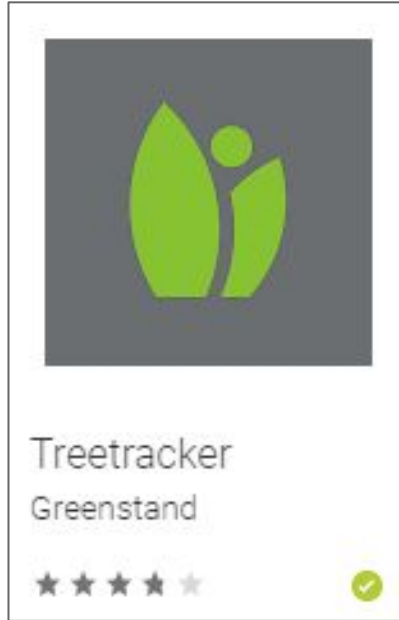


Grassroots management

We recruit and train new growers remotely through a network of community-based change agents.



The technology is ready to go...



We have the ability to photograph and geotag trees anywhere in the world.

We are working with our partners at Greenstand to link tree data with mobile money payments.

But the on-the-ground side of managing tree projects **has yet to catch up** with the technology.

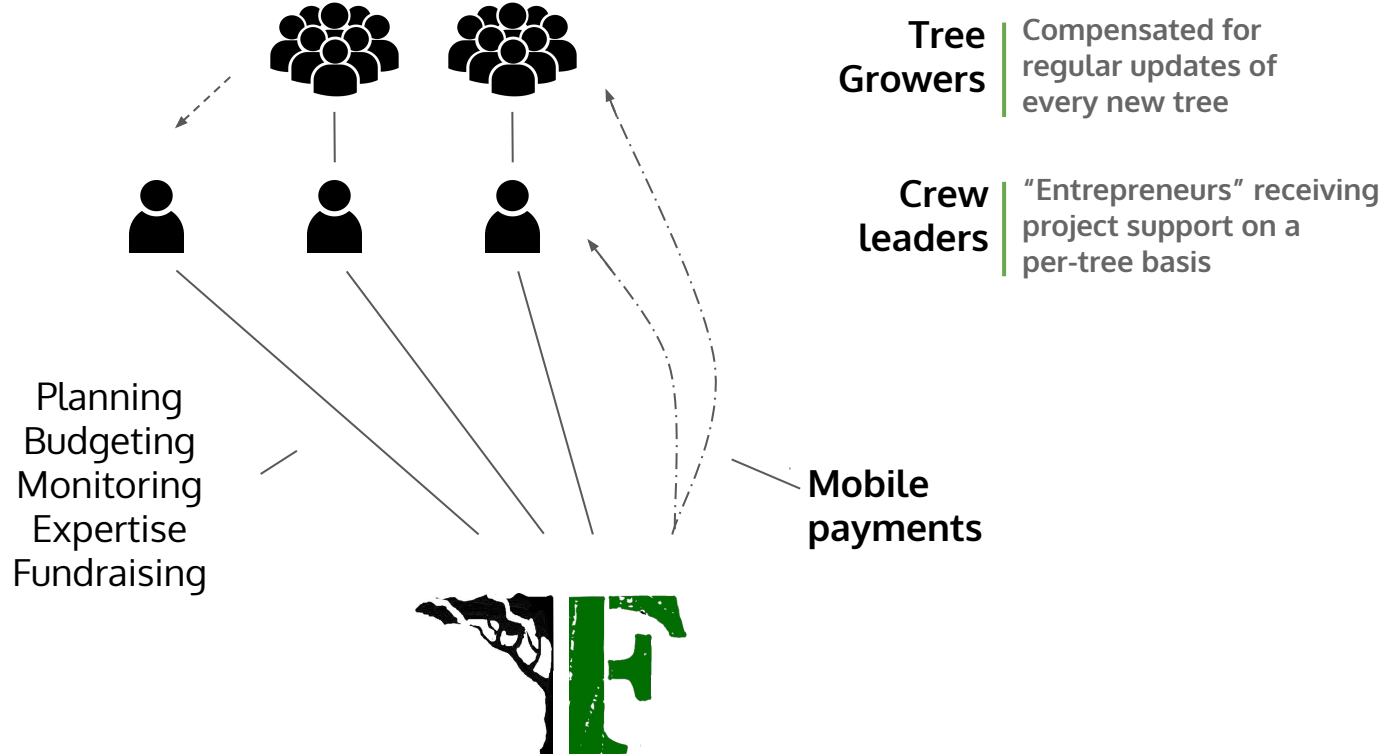


...Now we need a
new kind of
tree-growing
organization to use it.

What has been missing is a
tree-growing organization that is
built specifically around using
geotagging and mobile money
apps to **find, monitor and support**
last mile tree growers.



Simple **outgrower** support structure

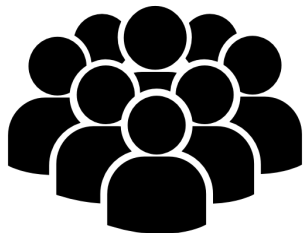


In-country payment and support network

- Fairtree **saves money** by establishing in-country networks for sending payments to growers on a regular basis.
- Fairtree receives and records confirmation of every payment.
- These networks also provide technical support to crew leaders within that country.



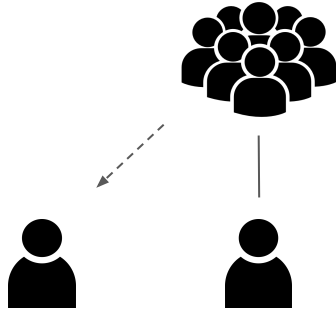
Grower **autonomy**



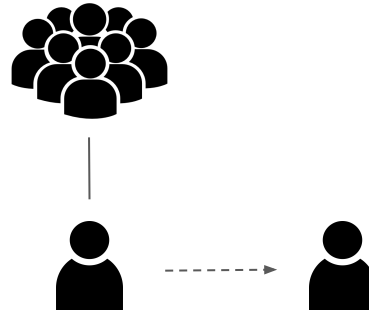
Farmers already know how to grow trees.

- Crew leaders create and manage their projects as **entrepreneurs**.
- Crew leaders and growers determine what to grow, how to grow it and where to grow it - **because they know best**.
- Professional guidance for tree selection, propagation, care and organizational management are **fully provided, but not imposed**.
- Beforehand, Fairtree works with the crew leaders to determine fair prices and appropriate parameters (i.e. best species).
- As long as the growers submit tree photos that match these specifications, they will continue to receive timely and proportional payment for their work.

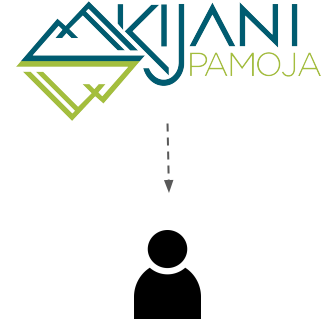
Organic recruitment



New crew-leaders are promoted from within the pool of growers...



...or find us via word of mouth...



...or come to us through a partner's engagement campaign.

Suddenly, thousands of new tree
growers are a text away

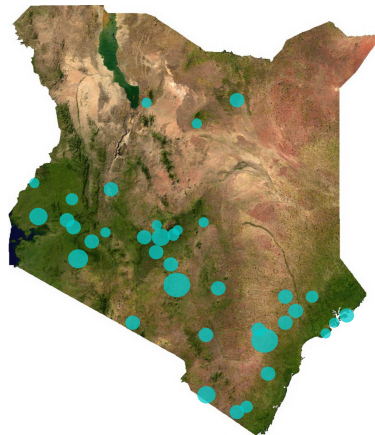


We seed projects in **unexpected** places

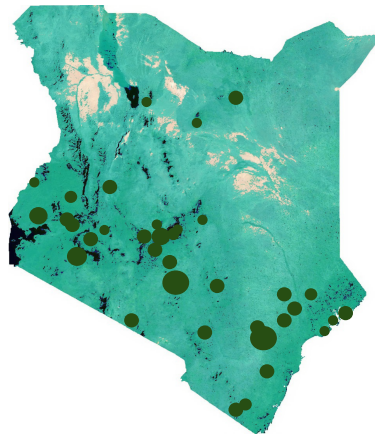
Fairtree growers fill in the gaps between traditional, top-down tree planting projects.

Within our countries of operation, we can work wherever there are people who want to plant and manage new trees.

Imagine how many would-be restoration champions have gone underserved or overlooked.



Where **other** tree planting orgs work in Kenya



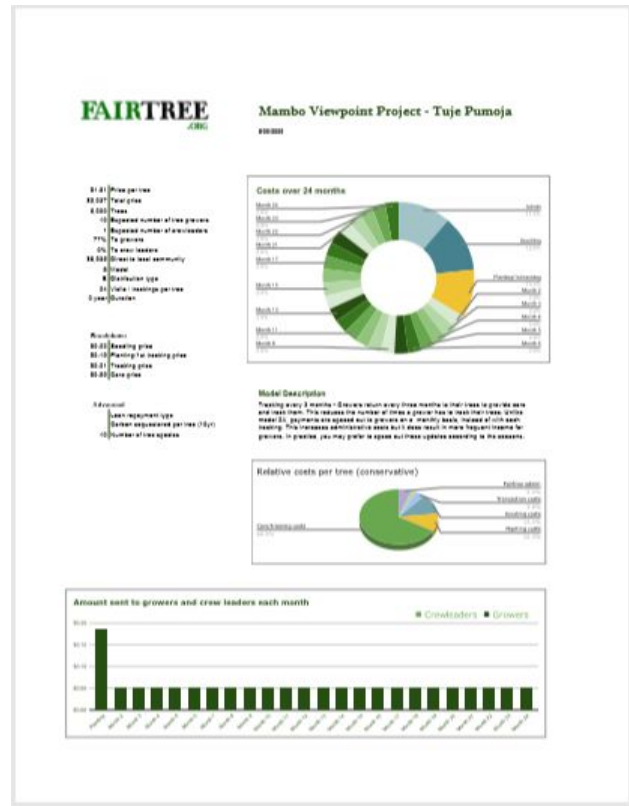
Where **Fairtree** works in Kenya



Fairtree helps **other** tree planting organizations

While we do directly support individual growers and small projects, other established tree-planting organizations are using Fairtree's models and tools to modernize and streamline their operations.

There is no need to waste time and funds reinventing the same wheel.



Fairtree's core **tools** and services

	Individuals	Established community -based organizations	Larger organizations & initiatives
Process/model consulting	✓	✓	✓
Technology assistance	✓	✓	✓
Payments to growers	✓	✓	✓
Maps/photos/records	✓	✓	✓
Budget/project planning	✓	✓	As needed
Entrepreneurial resources	✓	As needed	
Recruiting/training	✓	As needed	As needed
Fundraising	✓	As needed	As needed
Silvicultural know-how	✓	As needed	
Coalition/campaign building	✓	✓	✓



New tree growers are doubling their monthly income using this customized model.



Lebasha, newest tree champion

He is a pastoralist in Northern Kenya who, despite his concerns about local deforestation, could not afford to spend his time engaging in restoration work.

Since becoming a grower with Fairtree, Lebasha's opportunity costs are reduced and he can get paid to improve his community, while setting his own hours and restoration goals.

Lebasha has been recruiting others to help him grow thousands of critical acacia trees around his remote community, and he's used his extra earnings to invest in water improvement projects for his village.



Fairtree **in action:** opening up FMNR to tree-planting funds

Farmer managed natural regeneration (FMNR) of trees from stumps and shrubs is gaining recognition as one of the most rapid, cheap and effective reforestation methods available.

However, unlike trees planted from nursed seedlings, FMNR trees are established *en situ*, with no distribution point so there are no outgoing trees to be counted.

Without a mobile tracking system it is nearly impossible to verify how many new trees are grown from FMNR.



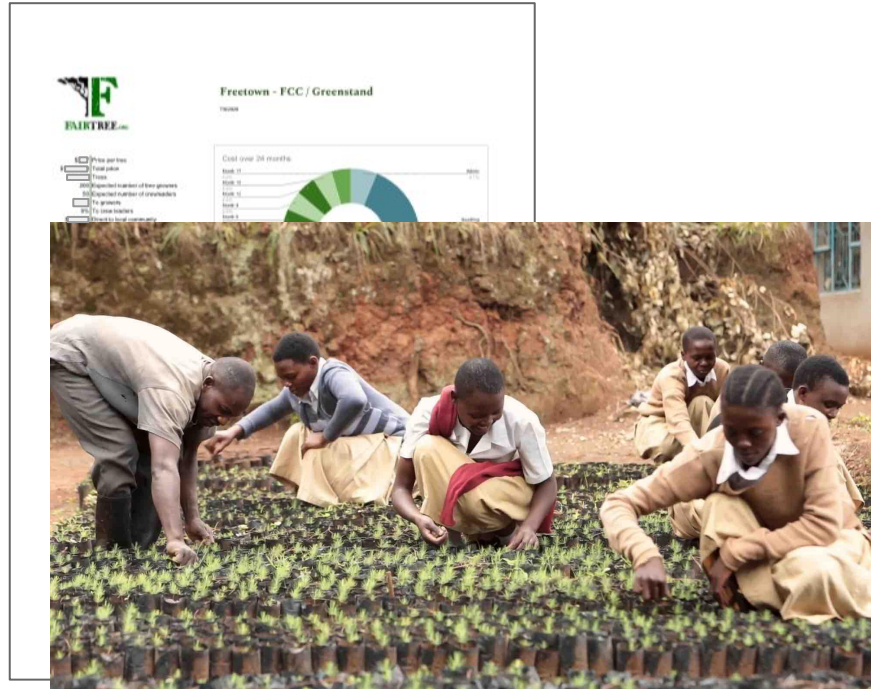
Fairtree **in action**: more than one way to grow a tree

Fairtree was founded to tackle exactly this kind of problem: how can an organization verify and incentivise people to regenerate trees at a large scale? How can we tap into the global appetite for planting trees, and use it to fund **growing** trees instead?

Fairtree changes the question from “how many trees did you plant?” to “**how many new trees did you establish?**” and “**how many are still thriving?**” This shift allows for a wide range of reforestation methods and sets the stage for grower innovation.



Greenstand and FT **in action:** 1,000,000 trees in Sierra Leone



As part of a joint project with Greenstand, the Freetown City Council, the Environmental Foundation for Africa and the World Bank, Fairtree's monitoring and tracking models are being used to determine the optimal strategy for tracking and paying people to grow 1,000,000 urban and mangrove trees, with planting starting in July 2020.

Greenstand / Fairtree in the **press**

"Mobilizing millions of new tree champions along the last mile is imperative if we are to achieve the bold targets set out by the 1 Trillion Trees initiative and the UN Decade on Ecosystem Restoration."

<https://www.unenvironment.org/news-and-stories/story/harnessing-tech-employ-last-mile-tree-planters-covid-19-world>

