



1TREETION
.org

Tali Orad, CEO
Planting with People for People



**TREES ARE PLANTED ALL OVER THE WORLD
BUT THEY DO NOT SURVIVE**



OTHER PLANTING ORGANIZATIONS



TREE AID

Trees Planted: 26MN

Focus areas: Drylands of Africa



ONE TREE PLANTED

Trees Planted: 91MN

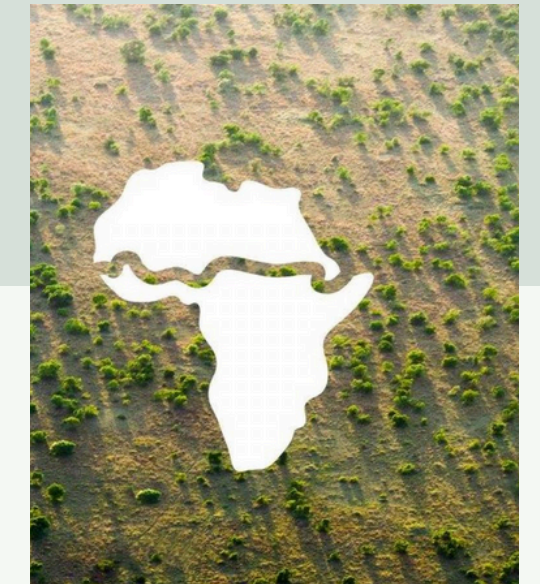
Focus areas: Global



TREES FOR THE FUTURE

Trees Planted: over 100MN

Focus areas: Subsaharan Africa



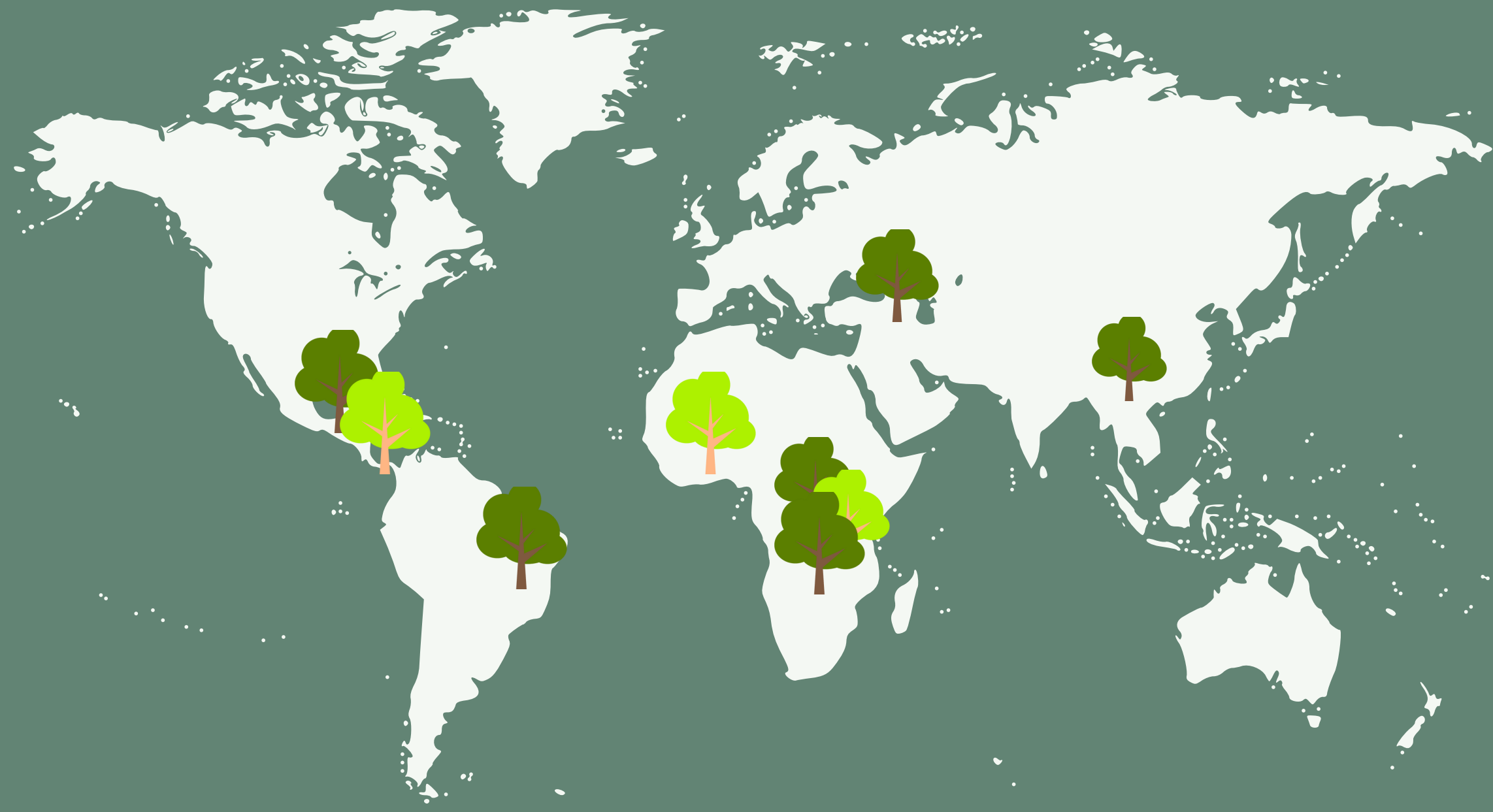
GGW

Trees Planted: 12 MN

Focus areas: Africa

80% SURVIVAL RATE

VS 19%* Globally



3 PEOPLE & 1 TREE





KENYA



GUATEMALA



TANZANIA

THE PROCESS

SO FAR

10 countries

12 communities

57 applications during 2022-24

Upcoming key projects:

Ukraine

Nicaragua

Tanzania

Greece

Project duration: 3 months

Project coordinator: Ms Msambwe Madiwa Hoza

Reporting period: Every after 3 Months

Location of planting: Mlongwema High School

GPS coordinates of planting: -4.6258, 38.42494

Project description:

Project Purpose:

The purpose of the project is to make contribution in sustainable conservation and management of the Mlola zone Forests reserve and water sources.

Goals:

The goal of the project is to enhance tree planting in villages adjacent to Forest reserves and conserve water sources so as to reduce pressure on the degradation of the natural resources whilst assured adequate Trees availability to communities adjacent to Usambara Mountains especially on Forest Nature reserve so as to encourage self-esteemed Tree planting habit among the communities while generating income for the schools hence improving living standards to the community.

The project aim is to: Grow, plant and guard large-scale reforestation projects, To prevent deforestation by alleviating extreme poverty through employment. Restore the environment through reforestation efforts, improving agriculture and carbon sequestration. Restore vital animal habitat, our Project has a goal to address the following under these topics whereby;

1. To address the issue of deforestation in Impact Program, focusing on the promotion of sustainable land management while also increasing the income of the communities that are dependent on farming. The project is addressing fruits trees on Agro-forestry community by eradicate and graduate them from

the program, addressing the promotion of low-carbon agriculture. About 2500 trees were planted in this pilot phase as water source but the goal is to plant millions



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This project is an

effective instrument to combat deforestation, global warming and readdress water shortage in Lushoto district. It also seeks to re-establish the link between Magamba natural resource management and nature as well as remove the people out of the old day practices that lead to loss of biodiversity. This project if given consideration will go a long way to stimulate tree planting, reforestation and encourage community actions against the phenomenon of climate change and then more importantly, restore hope in a population that for the past 20 years has witnessed a drastic drop in potable and destruction of the Magamba nature reserve.

The project involved 100 people where 8 of them were women whose main activities were taking care of trees on FoU trees nursery and loading trees to the truck. The remaining 92 people were youth where 63 were girls and 29 were boys whose task for these youths was unloading trees from the truck, digging holes, planting trees and finally taking care of the planted trees.

MORE OUTCOMES INCLUDING BUT NOT LIMITED TO:

ENVIRONMENT: Increase global tree cover, promote reforestation and appropriate tree cultivation; this will be archived through the planting exercise whereby at this pilot phase 2,500 tree seedlings planted. Trees planted in reforestation projects help to replace the lost forests. Trees planted in Agroforestry sequester atmospheric CO₂ while offering subsistence farmers nutritional and income generation benefits especially to the women around the mountains. Trees planted protect the Nature Reserve from poachers, maintaining biodiversity.

EDUCATION: foster an understanding of the amenity, ecological and economic value of trees. Classroom and practical sessions on tree nursery preparation and management. Students and women at the villages plant trees in the area to maintain biodiversity. Trees are sold to maintain sustainable school tree nurseries. Agroforestry tree products help subsistence women farmers improve nutrition and income.

LIVELIHOODS: Enable communities to develop (restore) sustainable and productive landscapes by tree cultivation through free distribution of tree species suitable for agroforestry especially Tree species natives to the Mountains.

CAPACITY BUILDING: Build capacity of women in the community organizations to advocate for and implement community-based forestry and agroforestry. Participants in school environmental clubs will be empowered with basic skills on tree nurseries establishment and management. Trees are marketable today so students can possibly start their own commercial tree nursery small business ventures when they are done with school, resulting in both greater agroforestry development and economic improvement. Project will help the Society reach toward its goal of planting 15 million trees which is Organization annual target starting in 2021

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The project also has an establishment of Green school program. "Green schools which aims to support teachers and the local and global importance of trees and forests

OUR CORE TEAM



FOUNDING DIRECTOR

Tali Orad is a serial entrepreneur, engineer, PMP, TEDx speaker, and changemaker.



TECHNICAL DIRECTOR

Leonardo F. Silva is a PhD student in Climate Change Policies and Sustainable Development at the University of Lisbon.



MARKETING DIRECTOR

Alexandra Rogozinski is a sustainability, business and NGO consultant. INCAE MBA Graduate. BSBA Marketing & Intl Relations.



COMMUNICATIONS STRATEGIST

Cassidy Seckman is a designer and communications strategist who empowers organizations to achieve their goals and drive meaningful change.



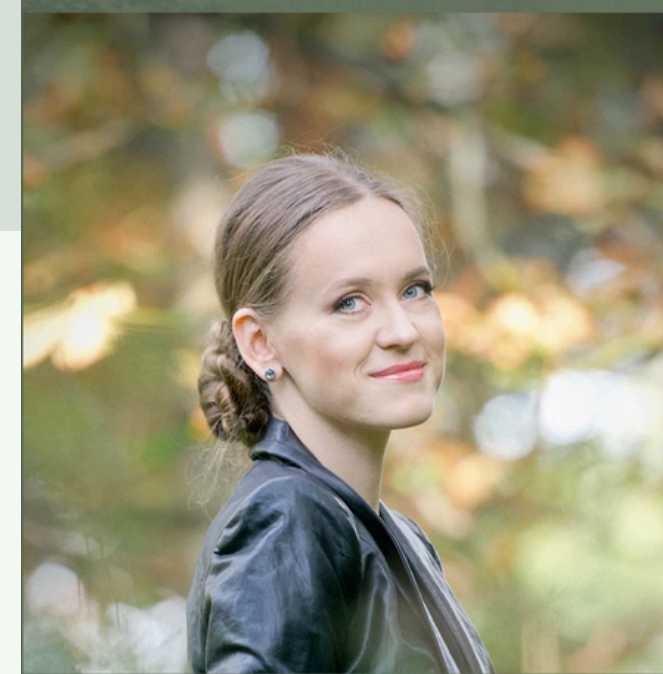
GOODWILL AMBASSADOR UNESCO

Hedva Ser is one of Europe's pioneers in using art to create social progress and Education for Peace. Famous for The Tree of Peace, which is a sculpture that brings together, in a web of knotted branches, soaring doves and the values of peace promoted by the United Nations.

OUR ADVISORS

The team of advisers varies between scientists, environmentalists, business personnel, and more

1treellion.org/ambassadors



TIMELINE

9/2019

1treellion established

2021



2023



UPCOMING



2020



2022



2024

Partnerships

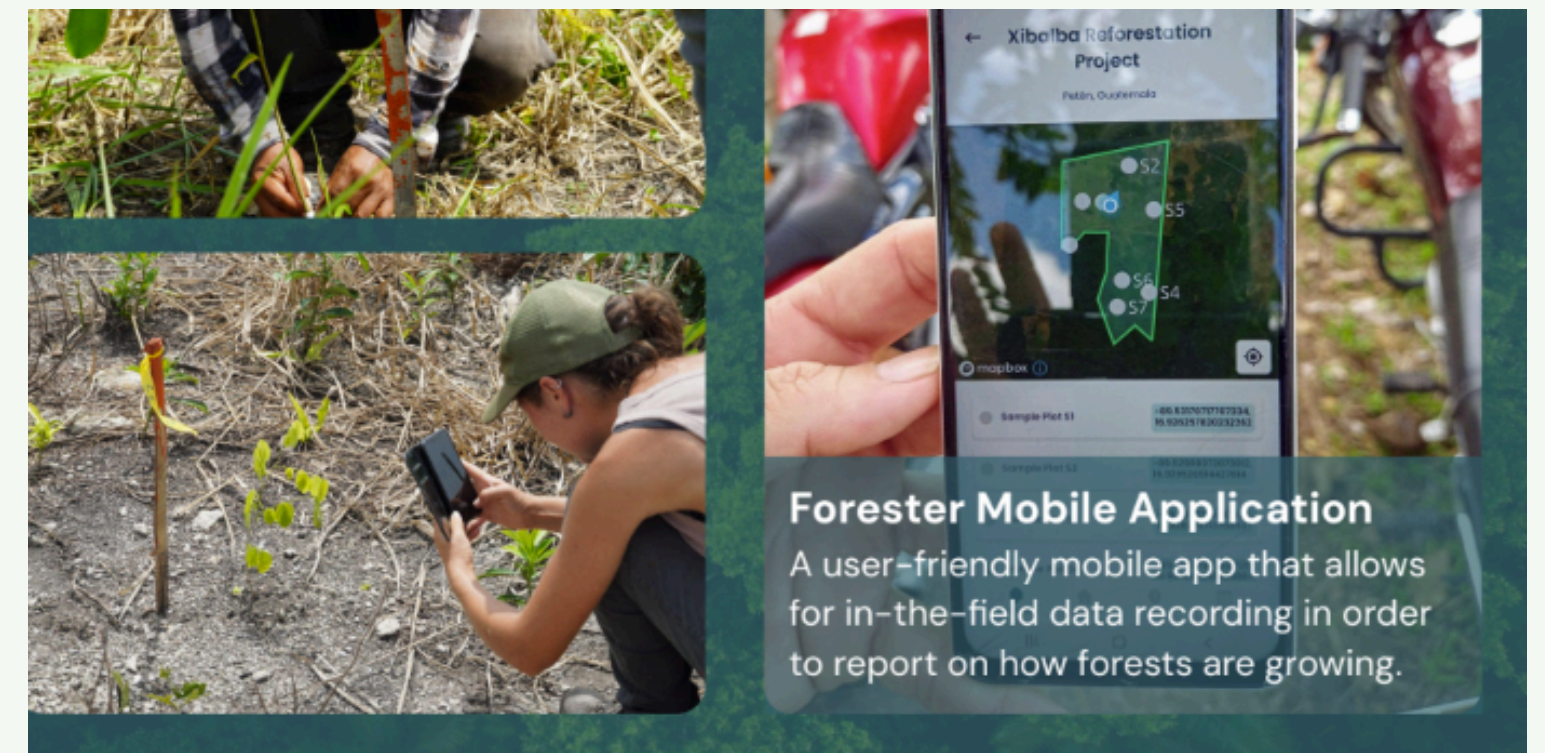
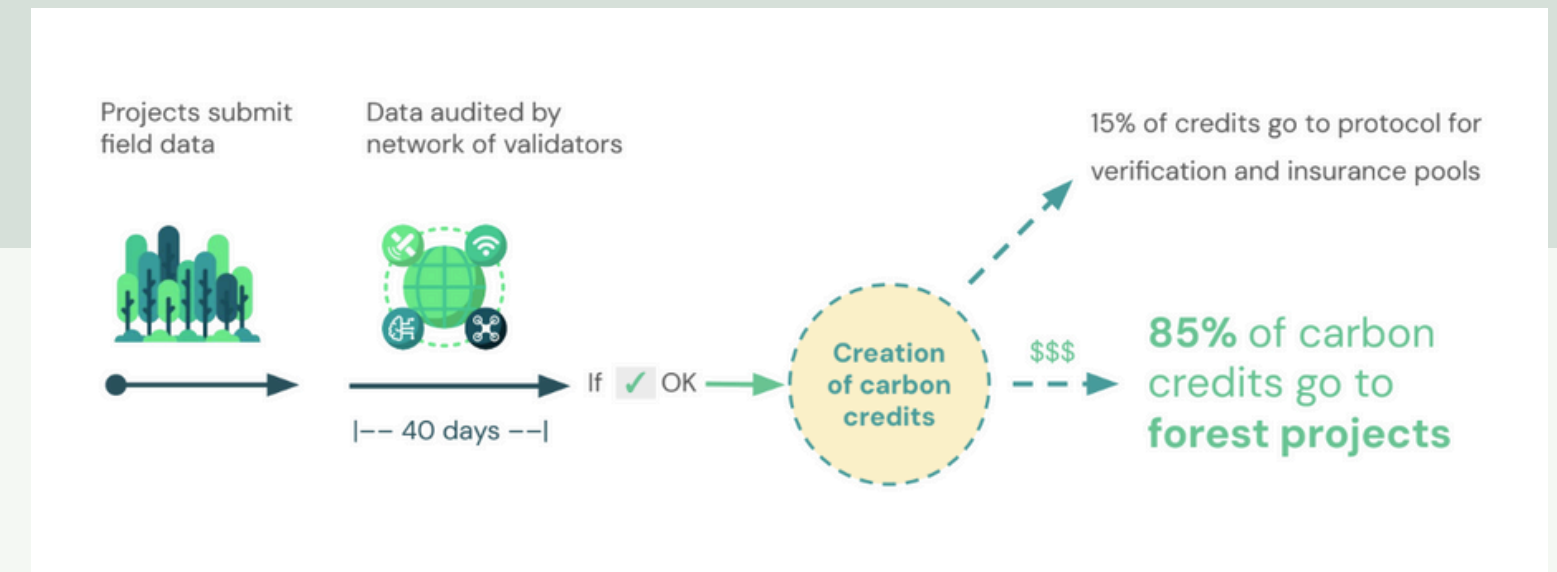


Thailand, Kenya, Republic of the Congo, Armenia, Tanzania, Guatemala, Uganda, Nicaragua, Brazil, Ghana

CARBON CREDITS

1treellion is partnering with Open Forest Protocol (OFP) a 3rd party provider to digitalize and simplify the monitoring process.

The project will be registered for carbon credits. Those credits go directly toward the project. Not to 1treellion or Planet, providing an incentive and income source to the community involved.



THE NUMBERS

TO DATE

80% tree survival rate across all projects

421% higher survival vs large-scale projects

\$1.12 average cost per survived tree as a result

60,000 people directly impacted

220,000+ indirectly impacted

12 communities

UKRAINE

50,000 trees

Documentation for future

21 jobs

1 village

7,000 villagers impacted

\$200,000 needed





UKRAINE PROJECT IN NUMBERS



Climate Impact

Forest restoration with 50,000 tree

Social Impact

21 jobs (half women) for 6+ years

Apx. 7000 villagers

School kids - educational program

All this is with the support of UNESCO Goodwill Ambassador for Cultural Diplomacy, Mrs. Hedva Ser



unesco

Hedva Ser
Goodwill Ambassador
for Cultural Diplomacy

TANZANIA- 5,500 TREES



Goal - sustainable conservation and management of the Mlola Forests Reserve and water sources.

- **Tree** Species: Makhamea lutea, Greveria robusta, Agrocapus, Lauvofia cafra, pines patula and cyprus
- 4.5 hectares
- Carbon sink - *121 metric tons per year
- increase in food production and soil fertility

People

- 100 people directly - 92 youth (63 girls / 29 boys)
- 60.000 indirectly
- Capacity-building sessions for the students at the school on agroforestry

* This calculation assumes an average carbon sequestration rate of 22 kg per tree per year for tropical trees

5 YEARS PLAN

SPRING
2025



\$200,000
50,000 trees

2026

ARMENIA, TANZANIA, UKRAINE



\$150,000
60,000 trees



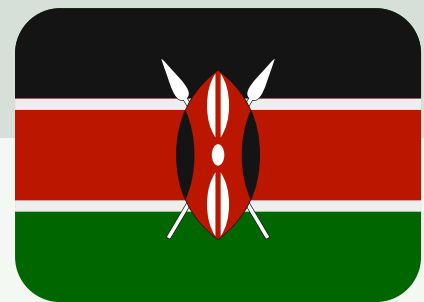
\$500,000
1MN trees



\$300,000
80,000 trees

2027

KENYA, NICARAGUA,
UKRAINE



\$1MN
300,000 trees

2028-9

ARGENTINA,
BRAZIL,
ECUADOR,
GHANA



\$3MN
1.5MN trees

THE ASK

WE ARE LOOKING FOR **\$200,000**
IN A DONATION TO SUPPORT UKRAINE



Thank you

TALI ORAD

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