



Greenpop

JOIN THE TREEEVOLUTION

ANNUAL REPORT

2016

THANKS TO
YOU

71260 TREES
GIVE DAILY BENEFITS TO
342 COMMUNITIES
IN **2** COUNTRIES

PLANTING TREES, GREENING COMMUNITIES & ACTIVATING ENVIRONMENTAL STEWARDSHIP

THANK YOU!

We can probably agree that 2016 was a year of change and now, more than ever, it seems as though our planet is at a crossroads. The environmental destruction we have allowed for decades and the effects of our industries and consumer lifestyles become more evident daily. It's our responsibility to get active (not anxious), change the status quo and stand up for ways of life that support our planet, vulnerable communities and future generations.

At Greenpop, we aim to contribute to local environmental regeneration, but further, we aim to plant seeds of hope. This is only possible thanks to our donors. With your support, in 2016, we planted over 11000 trees and activated over 1000 environmental stewards across Southern Africa.

In 2016, Greenpop transitioned into 2 entities - the Greenpop Foundation, our non-profit organisation through which we plant trees, educate and green communities, and Greenpop Experiences, our events company that hosts festivals and camps with a focus on eco-awareness and active citizenship. Through our shared vision - a Treevolution - we aim to make green and sustainable living POPular and accessible for all. With your support, we know it is possible.

With deep gratitude and a commitment to continually deepening impact,

Misha Teasdale, Lauren O'Donnell & Jeremy Hewitt



Fruit tree grove at Sons of Thunder Community Farm in Livingstone.

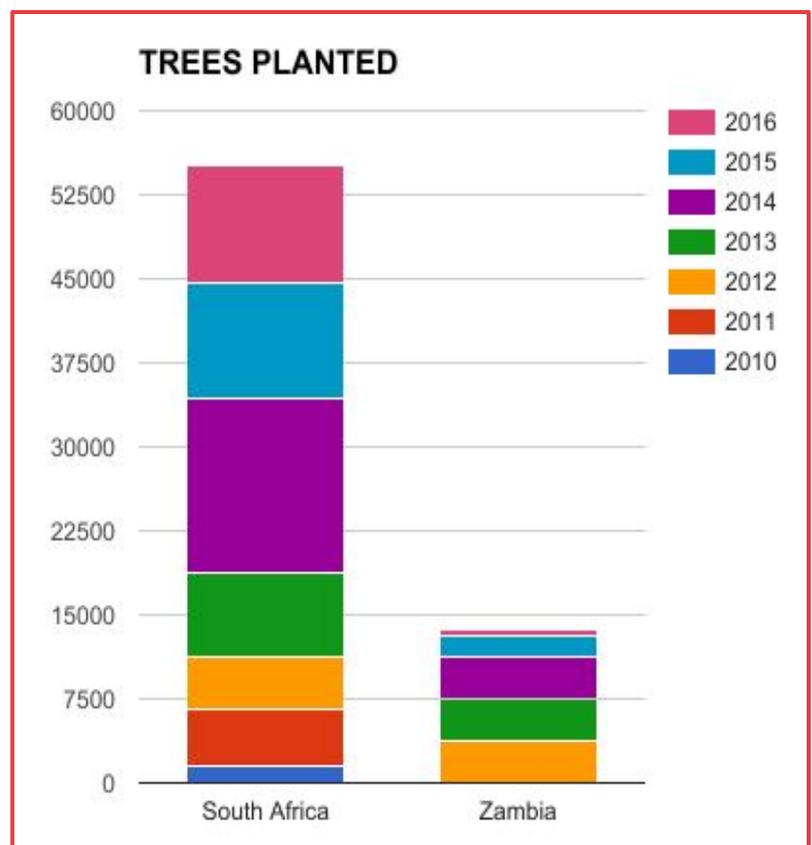
YOUR GIFTS PLANTED 11043 TREES IN SOUTHERN AFRICA.

Thanks to your generous donations, 11043 indigenous and fruit trees were planted in Southern Africa in 2016. This includes, 940 indigenous trees planted through urban greening programmes, 296 fruit trees planted with community farmer groups, and 9807 indigenous trees planted in protected reforestation sites. This brings the total number of trees planted in Greenpop projects up to 71260 over the last 6 years.

These trees provide daily environmental and social benefits, play a critical role in rehabilitating indigenous forest ecosystems, and contribute to greening (and cooling) urban spaces.



Indigenous tree being planted in the Platbos Reforestation Project.



YOUR GIFTS INCREASED TREE SURVIVAL RATE BY 7%

By funding skills development workshops and improved monitoring and support programmes, you helped improve the survival rate of trees planted in Greenpop's Urban Greening Programme by 7%.



Teachers and ground staff at a tree care workshop in Cape Town.

"This is a great learning experience for the children. They will learn something today that they will never forget; it is the lessons outside the classroom that stay with you. The children will leave a legacy at this school that they will tell their friends and children about."

*Jerome America
Vice-Principal, The Hague Primary*

"We, as Cars.co.za, are passionate about planting trees to protect our environment and so decided to work with Greenpop as their all-encompassing approach to planting trees speaks to our desire to give back to combat pollution caused by vehicles on the road as well as develop communities, benefit the environment at large and drive employment. With Greenpop, our tree planting has become a journey for Cars.co.za, and our followers, to watch the trees develop and make a positive impact on the environment."

*Bronwyn Bradley
HR Manager, Cars.co.za*

YOUR GIFTS TRAINED 1010 ENVIRONMENTAL STEWARDS

In Cape Town, your support helped train 800 people on the benefits and practicalities of tree planting and care.

In Livingstone, 67 community members directly benefited from training on permaculture at Sons of Thunder farming cooperative. An additional, 143 community members were upskilled through sustainability workshops focusing on asset based community development, farmer managed natural regeneration, bee-keeping, upcycling, environmentally sustainable building and eco-enterprise.



Female farmers at the Sons of Thunder Community Farm in Livingstone, Zambia.



BOS Ice Tea has planted 14 505 trees since 2010.



Trek for Trees team at the start of their Himalayan expedition.

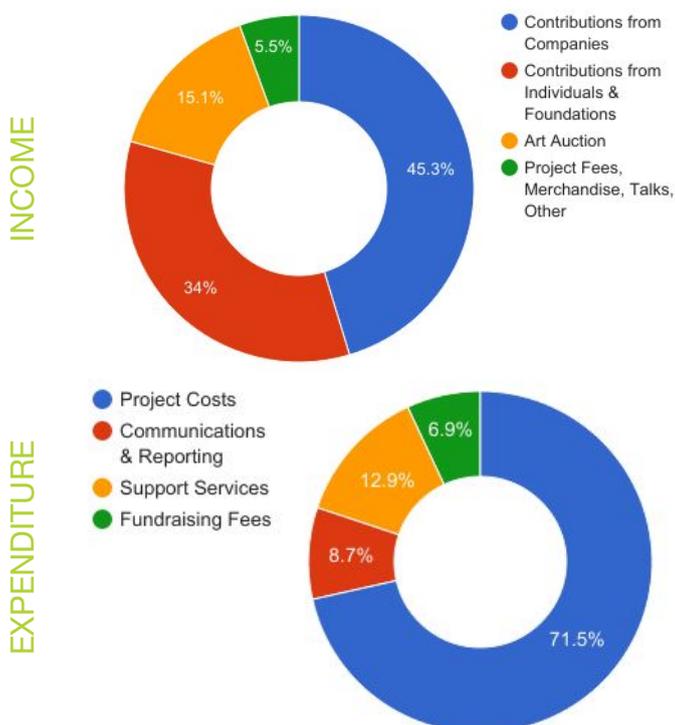
GENEROUS DONORS

Since BOS Ice Tea sold their first can in July 2010, they have committed to planting one tree for every 2000 cans or packs of BOS sold. In the words of their founder, Grant Rushmere, “We live in a time of consumerism and are acutely aware that consumer products put strain on the environment. What we are seeking to do with our tree planting is to assist in neutralising that effect. Our philosophy is to change from the inside, through action, and hopefully inspire others to do the same.”

INSPIRING ACTIVISTS

In 2016, Jim Harrington gathered a team of teachers from ReUnion yoga studio to form Trek for Trees. With a passion for education and the environment, the group turned their annual trip to India into a fundraising campaign for tree planting projects. After completing a challenging long distance hike and traverse across a glacier at 4,400 metres in the Himalayas, Trek for Trees raised funds for 305 trees to be planted in communities and forests that needed them!

FINANCIALS



* Note: This represents the full 2016 calendar year. The Greenpop Foundation NPC only started operating fully on 1 August 2016. Before this date, some projects were held in and overheads covered by our previous entity. Audited financial statements will be available on request by approximately September 2017.

A LOOK FORWARD

In 2017, Greenpop will continue to build on our previous work in an attempt to plant trees, green communities and activate environmental stewards.

Specifically, we plan to:

- Plant 1000 trees in urban sites.
- Plant 10000 trees in reforestation sites.
- Host 48 tree planting workshops.
- Host further skills development workshops to improve tree survival.
- Develop 6 community forest gardens in Livingstone.
- Host a series of eco-education workshops in Livingstone.
- Further develop our Eco-Education Hub in Cape Town.

For more information and ways to get involved, visit us at greenpop.org.