THE GREENPOP FOUNDATION NPC

ORGANISATIONAL PROFILE

Greenpop
JOIN THE TRE EVOLUTION
The Greenpop Foundation NPC is an award-winning registered non-profit organisation (NPO#: 151-411 NPO; PBO#: 930050622) headquartered in Cape Town, South Africa.

We work to restore ecosystems and empower environmental stewards through forest restoration, urban greening and environmental awareness projects across Sub-Saharan Africa.

Greenpop was founded in 2010 and has since planted over 235,000 trees and inspired over 350,000 active citizens across South Africa, Zambia, Malawi, and Tanzania.
<table>
<thead>
<tr>
<th>TEAM MEMBER</th>
<th>TITLE</th>
<th>AREAS OF EXPERTISE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISHA TEASDALE</td>
<td>EXECUTIVE DIRECTOR</td>
<td>EVENT PRODUCTION &amp; CREATIVE STORYTELLING</td>
</tr>
<tr>
<td>LAUREN TEASDALE</td>
<td>MANAGING DIRECTOR</td>
<td>FINANCIAL MANAGEMENT</td>
</tr>
<tr>
<td>ZOE GAULD-ANGEYLUCI</td>
<td>PROGRAMME DIRECTOR</td>
<td>SUSTAINABLE DEVELOPMENT</td>
</tr>
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<td>DEON LOUW</td>
<td>PROJECT MANAGER</td>
<td>EDUCATION &amp; URBAN NATURE</td>
</tr>
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<td>JAMES LISTER</td>
<td>PROJECT MANAGER</td>
<td>CLIMATE CHANGE</td>
</tr>
<tr>
<td>CHRIS NASH</td>
<td>PROJECT MANAGER</td>
<td>ECOSYSTEM RESTORATION</td>
</tr>
</tbody>
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CONTRACTING FOR EXTERNAL PROJECTS

OUR SKILLS & SERVICE OFFERINGS
At Greenpop, we believe in the power of collaboration and offer our services to other impact organisations. These include:

**PROJECT MANAGEMENT**

Greenpop has 14 years of experience running environmental projects and events (for 1000+ people) in Sub-Saharan Africa. We are experts in the following:

- Environmental / social project development, management, and implementation
- Festival / event production and management
- Stakeholder engagement
- Monitoring and evaluation

**EDUCATION**

Environmental education sits at the core of Greenpop’s work. We are able to offer the following services:

- Curriculum design and facilitation
- Online/print/video campaigns
- Curation and facilitation of educational activations and events
- Customised, innovative educational programmes/content to suit your objectives.

**COMMUNICATIONS**

Telling authentic and meaningful stories about environmental/development work is our speciality. We are able to offer the following services:

- Campaign creation
- Social media
- Website design and SEO
- Creative writing
- Graphic design
- Visual storytelling
- Filmmaking
In March 2021, Greenpop was contracted by WWF South Africa to develop and implement a groundwater awareness campaign in primary schools in Cape Town. This project was part of the Table Mountain Water Source Partnership, funded by the Embassy of Denmark in South Africa.

NOTEWORTHY CONTRACT
WWF-SA: Groundwater Awareness Campaign
In 2020, Greenpop was contracted by IUCN Urban Alliance, to gather case studies from around the world showcasing urban nature, conservation and resilience to feature on two online portals: Panorama Solutions and the IUCN’s Urban Alliance website.
NOTEWORTHY CONTRACT
UN Environment Assembly Side Events

In 2022, Greenpop’s Executive Director, Misha Teasdale was contracted by the UN Environment Program to coordinate all of the official Side Events for UNEA 5.2 in Nairobi, Kenya.
INTERNAL PROGRAMME

FOREST RESTORATION
Forests provide vital services to both people and the planet, bolstering livelihoods, providing clean air and water, conserving biodiversity and responding to climate change.
How we work

We focus on long-term, hands-on relationships to support the protection and restoration of indigenous forests. We plant trees in four types of projects: forest and woodland restoration, homestead tree planting, woodlots and orchards, and agroforestry.
We cannot plant trees without communities.

As a South African organisation, Greenpop is acutely aware of the complex challenges associated with indigenous forest management in Sub-Saharan Africa. As such, we design our projects with a pro-community stance that recognises the local threats to reforestation success, identifies local community needs, and incorporates solutions that benefit both forests and people.

In addition to putting trees in the ground, we reduce threats to restored areas by providing locally relevant, project-specific support services. Each tree planted comes with complementary activities including alien clearing, forest by-law development, natural resource management, climate change adaptation, community nurseries, and alternative livelihoods training to ensure the sustainable management of our forests.
We have projects across Sub-Saharan Africa.

Forests for Life has partners and sites in the following locations:

- Overberg, South Africa
- Garden Route, South Africa
- Eastern Cape, South Africa
- Livingstone, Zambia
- Mulanje, Malawi
- Magombera, Tanzania
PROJECT SPOTLIGHT
Heartlands Forest Restoration Project

Through our Heartlands Forest Restoration Project, we planted 6,300 trees to restore 1.95 hectares of forest land destroyed during the Knysna Fires in 2018.
PROJECT SPOTLIGHT
Livingstone Sustainable Landscapes Project

Through our Livingstone Sustainable Landscapes Project we implemented multiple interventions in and around Livingstone, Zambia including planting 3000 citrus trees (below) at a community farm which is now a productive orchard.
PROJECT SPOTLIGHT
Mulanje Landscape Restoration Project

A collaboration with the Mulanje Mission Hospital, this project aims to improve land management at a village level in the Mulanje Districts in the Southern Region of Malawi. Project interventions include forest restoration, agroforestry, community training in natural resource management, improved cookstove and livestock distribution, and capacity building in alternative livelihoods such as beekeeping.
INTERNATIONAL PROGRAMME

URBAN GREENING
Green urban spaces are an essential part of ecological and social well-being. They regulate urban temperature, clean the air, provide food, create habitats for wildlife, and increase urban residents’ sense of pride of place, community, and home.
How We Work

We work with schools, hospitals, and other community organisations to plant food and indigenous gardens, run engaging gardening days for corporates and communities, support teachers, and build the capacity of groundskeepers.
We have been greening urban spaces since 2010.

- 23,083 trees planted
- 12,112 indigenous plants planted
- 350+ sites
- 3,490 square metres of Fynbos garden installed
- 10 food gardens/forests planted
- 31,000 people involved
- 36 public murals painted (including 6 virtual reality murals)
PROJECT SPOTLIGHT

Bhongolethu Urban Greening Project

In collaboration with The Big Food Drive and Urban Harvest, the Bhongolethu Urban Greening Project built a vegetable garden and complementary indigenous garden which now feeds 200 children per day at Bhongolethu Primary School.
PROJECT SPOTLIGHT

Strandfontein Urban Greening Project

The Strandfontein Urban Greening Project built an indigenous fynbos garden and outdoor classroom, provided environmental education to a marginalised community, and contributed towards a biodiversity corridor across the urban landscape.
PROJECT SPOTLIGHT

Fynbos Corridor Collaboration Project

Funded by the Table Mountain Fund, this project saw 3 urban greening organisations (Greenpop, Ingcungcu, and Communitree) collaborate with various government and civil society stakeholders to develop strategic guidelines for coordinated fynbos rehabilitation in Cape Town.
We believe that awareness is the foundation for environmental stewardship. As they say: Knowledge is power, whether tackling the climate crisis, reversing ecosystem degradation, or combatting pollution and unsustainable natural resource use.
Our environmental awareness projects are varied — from restoration festivals, to public art, to virtual reality museums — but all have the same goals: to educate and inspire, to celebrate a culture of activism, and to make sustainability popular.
PROJECT SPOTLIGHT

Museum of Plastic

The Museum of Plastic is a virtual reality museum set in 2121 which aims to tell a new story about how plastics were eradicated over the last century. The project worked with young South African artists to create murals in real life and VR about our relation to plastics. Launched at COP26, the VR experience included four museum wings on environment, history, industry and science.
Together with Propertuity, Art Africa and Chava Alheit Art Projects, and funded by UNESCO-IFPC, this project created “Conservation Conversation Corners” in Livingstone and Johannesburg. Here disused public corners in each city were transformed using public participation, art, public seating, sculpture and indigenous plants, turning each space into a place of connection and of conversation around the incredible biodiversity that makes each city unique and special.
We have been hosting impact events at scale since 2011.

- 11000+ Attendees to date
- 1000+ Workshops in sustainable action
- 22276 kg of waste diverted from landfill
- 220 Musical performances
- 400+ Pieces of digital, print, radio & TV media
- 50000+ Trees planted
- 140 Representation from countries globally
PROJECT SPOTLIGHT

Reforest Fest

Reforest Fest is an annual restoration celebration that brings hundreds of people together to plant thousands of trees while enjoying a celebration like no other. Where creativity meets participation, this event includes a diverse array of entertainment (live music, theatre, interactive art), educational talks and workshops, and many opportunities for attendees to get active for the planet.
We'd love to hear from you!
For any questions or queries contact:

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