

Company Report

bnetwork





Treedom Report for

bnetwork

29 January 2026

OVERVIEW



1

Forests



2

Countries



7

Species



200

Trees



4,859 m²

Tree cover gain



47,125 kg

Absorbed CO₂

The trees

Trees are essential for our planet: they absorb CO₂, improve air quality, protect biodiversity, and support local communities. Planting trees means investing in a greener, healthier future, helping to combat climate change and ensuring ecological balance.

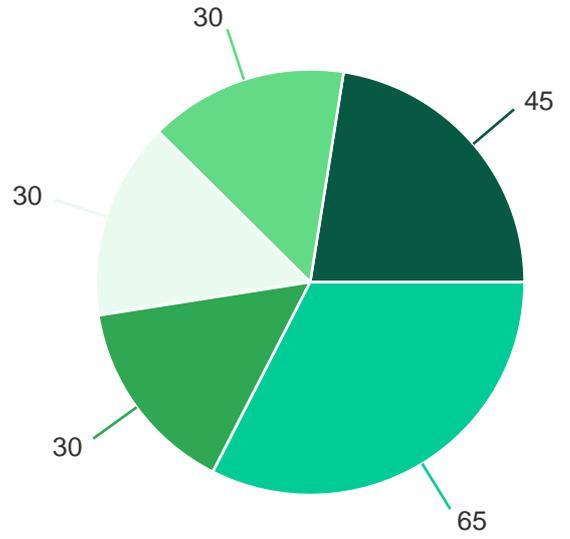
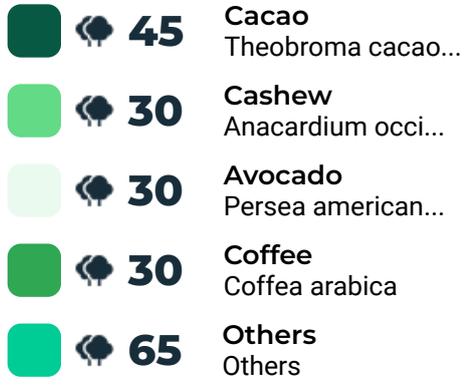


Species

200
Trees

Common name	Scientific name	Quantity	Species at risk ¹
 Cashew	<i>Anacardium occidentale</i>	30	—
 Avocado	<i>Persea americana</i>	30	—
 Cacao	<i>Theobroma cacao</i>	45	—
 Coffee	<i>Coffea arabica</i>	30	✓
 Grevillea	<i>Grevillea robusta</i>	15	—
 Lemon	<i>Citrus limon</i>	20	—
 Moringa	<i>Moringa oleifera</i>	30	—

¹ More details on species at risk of extinction and methodology available at the dedicated page of the Treadm website - <https://bit.ly/3YBqtBC>





Countries

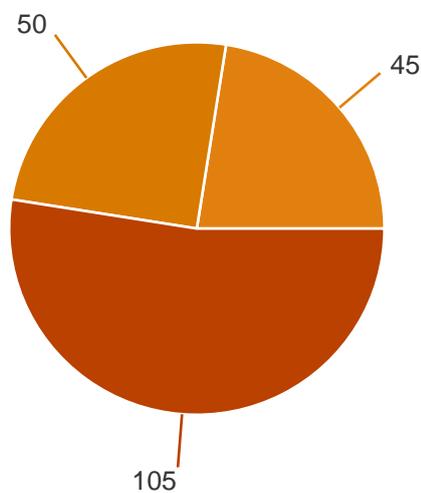
4,859 m²

Tree cover gain¹

2

Countries

Each project we undertake is unique, driven by a common principle: creating lasting environmental and social benefits. In every country, we plant trees and work with local communities to enhance quality of life and protect our planet. With the support of bnetwork, we're changing the world, one tree at a time. See how our projects are making a difference, country by country.



-  **45** Tanzania
Arusha Region
-  **50** Tanzania
Arusha Region
-  **105** Colombia
Santa Marta, Si...

¹ The methodology used to define "tree cover gain" is described on the dedicated page of the Treadom website - <https://bit.ly/3CaLSzy>

Country Name	Region	Number of trees
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Tanzania

Arusha Region

45

Arusha Region

50



Colombia

Santa Marta, Sierra Nevada Region 105



Tanzania

1,565 m²

Tree cover gain

95

Trees



Located in a strategic point on the east coast of the African continent, the territory of present-day Tanzania has been for centuries the crossroads of a series of trades, exchanges and connections between the Arab, Persian and Bantu worlds. In particular, the island of Zanzibar acquired a growing centrality, until it became an important sultanate linked to that of Oman.

Today Tanzania is a country with a vast territory, three times larger than Italy, and rich in some of the most beautiful naturalistic corners of Africa. In the north-east, the territory is mainly mountainous and it is there that the Kilimanjaro is found, the highest and most famous peak of the continent. Still in the north, but on the western side, the Great Lakes region begins. That's where Lake Victoria and Lake Tanganyika are located, respectively the largest and the deepest in Africa. But perhaps the most incredible attraction that Tanzania has to offer the world are its natural parks. The Serengeti National Park, the famous Ngorongoro, the Selous reserve, the Mikumi park and the park of the Gombe Stream, small but of great importance.

The district of Rombo is one of the seven districts of the Kilimanjaro region and contains a large portion of the Kilimanjaro National Park. The project aims to decrease the exploitation of water resources and improve environmental quality by offering productive activities such as fruit production and beekeeping, but implemented with a low use of water and soil.

The project also intends to promote and disseminate an appropriate behavior with respect to the use of water, practicing reforestation of areas surrounding traditional water sources and proposing activities that generate an alternative income capable of motivating farmers to change land use and towards a less intense exploitation of natural resources such as beekeeping, an extremely profitable activity compatible with the natural forest associations in the area.



Colombia

3,294 m²

Tree cover gain

105

Trees



Treedom's project in Colombia will be launched in collaboration with Environomica and is part of the larger SFEC initiative (Sustainable Livelihoods and Forest Ecosystem). This aims to achieve ambitious objectives, to improve the environmental and social conditions of the intervention area and its inhabitants. Among the various partners involved in the implementation of the SFEC are important names such as WWF Italy and the Global Heritage Fund, which is directly involved given the archaeological importance of the area. The area, in fact, is located in the indigenous reserve on the slopes of the Sierra Nevada of Santa Marta, in the north of the country, and is next to the archaeological site of Ciudad Perdida.

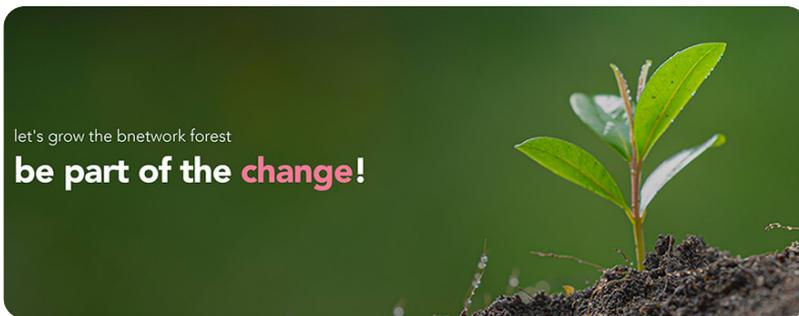
Thanks to the availability of four local forest nurseries for the production of seedlings of tall trees, cacao and other fruit trees, Treedom was able to select many typical species suitable to grow in the climatic conditions of the area. These include, for example: the Pink Cedar, the Guayaba, the Guanàbana and the Criollo Cacao (a typical species of the area, capable of offering sustainable income to the farmers given the ease of sale on local markets).



Company Forests

1
Forests

bnetwork forest



Trees planted
200

Keepers
117

Benefits

The trees we plant do much more than absorb CO₂; they also provide tangible economic benefits to local communities. Our carefully selected projects improve food security, generate income, and protect biodiversity, creating a positive impact on both the environment and people.

Food Security

Before the advent of specialized monoculture, the rule of agriculture was different species sharing the same land. This allowed positive interaction, for example, between horticultural and tree species. Not only that, but it allowed for diversification of available food sources. Planting trees on land dedicated to agriculture is at the heart of our work and allows precisely for better food security for farmers and their families.

555
kg / year

Supported SDGs



Cashew 392 kg/year

Lemon 163 kg/year



kg/year

kg/year

¹ The methodology used to calculate fruit production for the "Food Security" impact is described on the dedicated page of the Treadm website - <https://bit.ly/48ld5eZ>



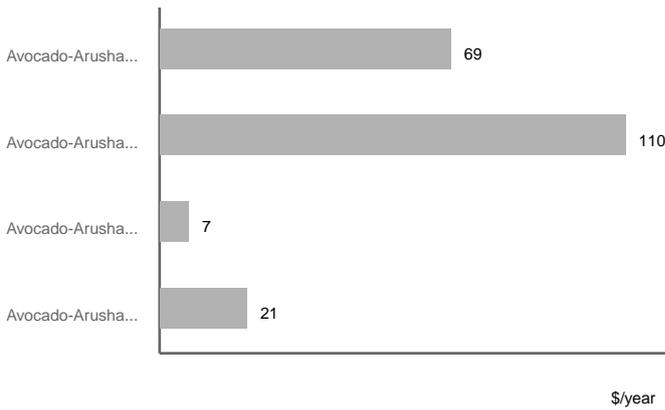
Economic Development

Planting trees promotes economic development because their fruits can be sold, generating income for local communities. This additional income can also be reinvested in education and training, creating a virtuous circle that promotes economic growth and well-being.

Supported SDGs

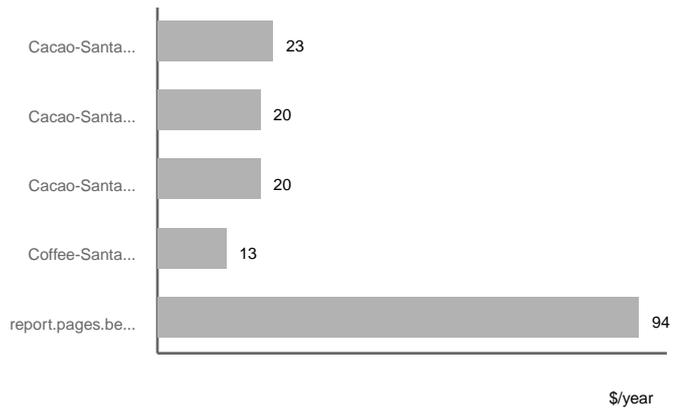


Tanzania



Total economic growth: **206 \$/year**
 Per capita income: **1,211 \$/year**

Colombia



Total economic growth: **171 \$/year**
 Per capita income: **6,980 \$/year**

¹ The methodology used to calculate the income from fruit sales for the "Economic Growth" impact is described on the dedicated page of the Treadom website - <https://bit.ly/4f9TsJm>

Biodiversity

Trees create habitats for numerous species, contribute to soil fertility, and improve air and water quality. By planting a variety of species, you mimic nature, provide shelter and food for insects and animals, and promote ecological balance.

7

Species

Supported SDGs



Species at risk: 1

Species at risk of extinction in the wild. The IUCN Red List (International Union for Conservation of Nature) is a global inventory assessing the conservation status of animal, fungal, and plant species. Divided into nine categories, ranging from Not Evaluated to Extinct, it is based on information about range, population size, habitat, current threats, and conservation actions taken to mitigate them.



Cashew

Cashew (*Anacardium occidentale*)

The Cashew tree, scientifically known as Anacardium occidentale, is an evergreen tree belonging to the Anacardiaceae family. Native to Brazil, it is now cultivated in tropical regions worldwide, including India, Vietnam, Nigeria, and the Philippines. This tree is renowned for its edible seeds, known as cashews, and the false fruit called the cashew apple.

Botanical characteristics

The Cashew tree can grow up to a height of 14 meters, but dwarf cultivars, which reach a maximum height of 6 meters, are preferred for their higher productivity and faster maturation. The tree has a broad, dome-shaped canopy with low, sometimes irregular branches. The leaves are arranged in a spiral, coriaceous in texture, elliptic to obovate in shape, and measure 4 to 22 cm in length and 2 to 15 cm in width. The flowers are produced in terminal panicles, up to 26 cm long, and are initially green, turning reddish over time. Flowering occurs in two distinct seasons in regions with two dry seasons.

Fruit and propagation

The fruit of the Cashew tree is an accessory fruit known as the cashew apple, a swollen peduncle that is yellow or red in color. The true fruit is the kidney-shaped seed attached to the base of the apple, commonly known as the cashew nut. The seeds are enclosed in a hard shell containing caustic oils that must be carefully removed before consumption. Propagation is done by seed or grafting. Seeds begin to germinate about three weeks after planting, and the plant starts producing fruit between the third and fourth year. The tree's extensive root system allows it to withstand drought conditions well, making it suitable for various agroforestry practices.

Uses and benefits

Cashews are widely consumed as a snack and used in many culinary recipes. They can be processed into cashew butter or used as a base for sauces and curries. The cashew apple, rich in vitamin C, can be eaten fresh, processed into juices, jams, or distilled to produce alcoholic beverages. Beyond food uses, the Cashew tree has numerous industrial applications. The seed shell produces a caustic liquid used in the manufacture of lubricants, paints, and waterproofing materials. The tree's wood, durable and resilient, is used for making furniture and light structures.

Economic and environmental importance

The Cashew tree is a crop of great economic importance in producing countries, providing livelihoods for millions of small-scale farmers. It is known to improve soil fertility due to its ability to fix nitrogen and produce humus. It is often intercropped with crops like maize and coconut to enhance yield and soil quality. The cashew industry represents a significant source of income, with global nut production exceeding 4 million tons in 2019. Sustainable cultivation and responsible resource management are crucial for maintaining ecological balance and improving the living conditions of farming communities.



Avocado

Avocado (*Persea americana*)

The avocado, scientifically known as Persea americana, is an evergreen tree belonging to the Lauraceae family. Native to the mountainous regions of Mexico and Central America, it is now widely cultivated in tropical and subtropical areas around the world for its nutritious and versatile fruits.

Botanical characteristics

The avocado is a medium-sized tree that can reach a height of 9-20 meters, though cultivated trees are often pruned to maintain a height of 5-8 meters to facilitate harvesting. The leaves are large, oval or elliptical, and alternately arranged on the branches. They are dark green and glossy, with a length ranging from 10 to 25 cm. Avocado flowers are small, greenish-yellow, and grow in clusters. They exhibit a unique protogynous dichogamy, where the female and male flowers of the same plant mature at different times, reducing self-pollination and promoting genetic diversity.

Cultivation and harvesting

Avocado thrives in warm, humid climates, preferring temperatures between 15 and 29 degrees Celsius. It is sensitive to frost and requires well-drained soils rich in organic matter. The plant is relatively drought-tolerant once established, but young trees require regular irrigation. Pruning is essential to maintain a good canopy shape and to allow light penetration and air circulation. Harvesting typically begins 3 to 4 years after planting, with significant production occurring around the sixth year. The fruits do not ripen on the tree and must be harvested when they reach an appropriate size. They ripen at room temperature in 7-10 days.

Uses and benefits of the fruit

The avocado fruit is a drupe with a green or brown skin, buttery green-yellow flesh, and a large central seed. It is highly nutritious, rich in monounsaturated fats, vitamins K, E, B5, B6, and C, as well as potassium. The avocado is renowned for its health benefits, including support for heart health, promotion of digestion, and improvement of skin health. In addition to being consumed fresh, avocado is used in numerous culinary preparations such as guacamole, salads, sandwiches, and sauces. The flesh can be processed into oils used both in cooking and in cosmetics for its emollient and nourishing properties.

Economic and environmental importance

The avocado is a crop of great economic value in many tropical regions, particularly in Mexico, the world's leading producer. However, the increasing demand has raised environmental concerns, including water consumption, deforestation, and loss of biodiversity. Sustainable farming practices are therefore crucial to minimizing environmental impact. Avocado trees also contribute to soil stabilization thanks to their extensive root systems, which help prevent erosion. This aspect makes them an ecological choice for reforestation and conservation agriculture.



Cacao

Cacao (*Theobroma cacao*)

Cacao, scientifically known as Theobroma cacao, is a plant native to the tropical regions of Central and South America. Belonging to the Malvaceae family, this plant is famous for its seeds, commonly called cocoa beans, which are the primary raw material for chocolate production.

Botanical characteristics

Cacao is a small evergreen tree that can reach a height of about 4-8 meters. The leaves are long, oblong, dark green, and glossy. Cacao flowers are small, white or pink, and grow directly on the trunk and main branches in a phenomenon known as cauliflory. The plant flowers year-round, but fruit production varies seasonally. The cacao fruits, called pods, are large, elongated capsules that contain 20 to 60 seeds surrounded by a sweet, mucilaginous pulp. The pods vary in color from yellow to red to purple, depending on the variety and stage of ripeness.

Cultivation and harvesting

Cacao grows best in warm, humid climates with consistent temperatures between 21 and 32 degrees Celsius and abundant annual rainfall. It requires rich, well-drained soil and moderate shade to protect young plants from intense sunlight. Harvesting cacao pods is a manual process that requires care and precision to avoid damaging the flowers and immature fruits. After harvesting, the cocoa beans are extracted from the pods, fermented to enhance flavor, and then sun-dried.

Uses and chocolate production

Cocoa beans are the foundation of chocolate production. After drying, the beans are roasted to develop their characteristic aroma, then ground into cocoa mass. This mass can be further processed to separate cocoa butter from cocoa powder, both essential ingredients in the production of various types of chocolate and other food products. In addition to chocolate, cocoa beans are also used to produce traditional beverages like hot cocoa, and in cosmetic and pharmaceutical applications due to their antioxidant and nourishing properties.

Economic and social importance

Cacao is an economically important crop for many tropical countries, particularly in West Africa, Latin America, and parts of Asia. Cacao cultivation provides livelihoods for millions of farmers and their families. However, the cacao industry faces several challenges, including deforestation, plant diseases, poor working conditions, and price volatility. In recent years, efforts have been made to promote sustainable farming practices and improve the living conditions of farmers through fair trade initiatives and certification programs.



Coffee

Species at risk

Coffee (*Coffea arabica*)

Coffee, scientifically known as Coffea arabica, is one of the most cultivated species of the coffee plant, accounting for approximately 60-70% of global coffee production. Native to the mountainous regions of Ethiopia, this plant has become a crucial crop in many tropical areas around the world.

Botanical characteristics

Coffea arabica is an evergreen shrub that can grow to a height of about 2-5 meters. The leaves are opposite, glossy, and dark green. Coffee flowers are small, white, and fragrant, similar to jasmine flowers. They bloom abundantly after rains, and their sweet fragrance fills the air of coffee plantations. The fruits of the plant, known as coffee cherries, are round berries that turn from green to bright red or yellow when ripe. Each cherry typically contains two seeds, known as coffee beans. In rare cases, a cherry may contain only one seed, called a peaberry.

Cultivation and harvesting

Arabica coffee grows best in tropical climates with moderate temperatures between 15 and 24 degrees Celsius and abundant rainfall throughout the year. It prefers altitudes between 600 and 2,000 meters above sea level, where the cool air helps develop a more complex flavor in the beans. Harvesting coffee cherries is primarily a manual process, requiring careful attention to pick only fully ripe fruits. This method, known as "picking," ensures higher quality compared to mechanical harvesting, which does not distinguish between ripe and unripe fruits.

Coffee production process

After harvesting, coffee cherries must be processed quickly to prevent unwanted fermentation. There are two main processing methods: the dry method and the wet method. In the dry method, the cherries are sun-dried and then hulled to extract the beans. In the wet method, the cherries are pulped, fermented, and washed to remove the mucilage before drying. Once dried, the green coffee beans are roasted to develop their characteristic aroma. Roasting is both an art and a science, varying in temperature and duration, which significantly influences the final flavor of the coffee.

Economic and social importance

Coffee is one of the most important global commodities, providing livelihoods for millions of small farmers in producing countries such as Brazil, Colombia, Ethiopia, and Vietnam. The coffee industry has a significant economic and social impact, supporting local and international economies. However, the coffee industry faces significant challenges, including climate change, plant diseases, price fluctuations, and poor working conditions. In recent years, numerous initiatives have emerged to promote sustainable farming practices and improve farmers' living conditions, such as fair trade and sustainability certifications.



Grevillea

Grevillea (Grevillea robusta)

Grevillea robusta, commonly known as “Silky Oak,” is an evergreen tree belonging to the Proteaceae family. Native to the coastal regions of eastern Australia, it is known for its rapid growth and spectacular inflorescences.

Botanical characteristics

Grevillea robusta is a medium-sized tree that can reach a height of 18 to 35 meters, with a straight trunk and a pyramidal crown when young, which becomes broader with age. The bark is dark and deeply fissured, while the young branches are covered with a fine silvery hair. The leaves are compound, ranging from 15 to 30 cm in length, and divided into 11-31 narrow, pointed lobes. Young leaves are tomentose and silvery in color, while mature leaves are green and glossy on the upper side and lighter underneath.

Cultivation and uses

Grevillea robusta prefers warm, sunny climates and thrives in well-drained soils rich in organic matter. It is a drought-resistant species, but young trees require regular watering. It is commonly planted as an ornamental tree in gardens and along streets, but it is also used in agroforestry as a windbreak and to improve soil quality through humus formation. The wood of *Grevillea robusta* is valued for its silky texture and yellow-brown color, and it is used in the manufacture of furniture, musical instruments, and marquetry. The leaves have traditional medicinal uses, such as in China where they are used to treat minor cuts.

Ecological importance and conservation

The tree plays an important role in the ecosystem, providing food and habitat for many species of birds and insects. However, some species of *Grevillea* are threatened by habitat loss and competition with invasive species. Conservation programs and sustainable cultivation are essential to protect these unique species and promote biodiversity.



Lemon

Lemon (*Citrus limon*)

The Lemon, scientifically known as Citrus limon, is an evergreen tree belonging to the Rutaceae family. Native to Asia, particularly India and the surrounding areas of Southeast Asia, the lemon is now cultivated in many tropical and subtropical regions around the world, including the United States, Italy, Spain, Greece, Turkey, and Argentina.

Botanical characteristics

The Lemon tree is a small tree that can reach a height of 3 to 6 meters. It has a dense, rounded canopy, with branches that may bear thorns. The leaves are oval, leathery, and glossy, dark green in color. The flowers are white with purplish tints on the outside, fragrant, and can grow in small clusters or individually. The lemon fruit is an elliptical berry, generally yellow when ripe. The peel is thick and rough, rich in essential oils. The pulp is divided into segments and contains highly acidic juice, known for its high vitamin C content and other antioxidants. Some lemon varieties, such as the "Meyer," have a thinner peel and a sweeter flavor.

Cultivation and propagation

Lemon trees prefer warm, sunny climates and grow best in well-drained, slightly acidic soils. They are sensitive to frost, so in colder regions, they are often grown in pots and moved indoors during winter. Propagation is done by grafting, cuttings, or layering. Lemon trees begin to bear fruit between 3 and 5 years of age and can continue to produce fruit for over 50 years.

Uses and benefits of the fruit

Lemons are widely used in cooking for their juice, zest, and pulp. Lemon juice is a key ingredient in many recipes, used to dress salads, marinate meat and fish, prepare refreshing drinks, and make desserts. Grated lemon peel, known as zest, is used to flavor both sweet and savory dishes. In addition to culinary uses, lemons have numerous medicinal applications. They are known for their antioxidant, anti-inflammatory, and antimicrobial properties. Lemon juice is used to relieve sore throats, digestive issues, and to disinfect minor cuts. Essential oils extracted from the peel are used in the production of perfumes, cosmetics, and cleaning products.

Economic and environmental importance

Lemon is an economically important crop in many regions of the world. Its cultivation provides income for millions of farmers and agricultural workers. Additionally, lemons play a significant role in the food, pharmaceutical, and cosmetic industries. From an environmental perspective, lemon trees can contribute to soil stabilization and water conservation due to their deep roots. However, intensive cultivation requires sustainable management to prevent the overuse of pesticides and chemical fertilizers, which can have negative environmental impacts.



Moringa

Moringa (Moringa oleifera)

Moringa oleifera, commonly known as the “horseradish tree” or “drumstick tree,” is a fast-growing deciduous plant belonging to the Moringaceae family. Native to the foothills of the Himalayas in India and Bangladesh, it is now cultivated in many tropical and subtropical regions around the world, including Africa, Asia, Latin America, and the Caribbean. This tree is renowned for its numerous nutritional and medicinal properties, earning it the name “miracle tree”.

Botanical characteristics

Moringa oleifera can reach a height of 10 to 12 meters, with a trunk diameter of about 45 cm. The bark is grayish-white and surrounded by thick cork, while young branches are purplish or whitish-green and hairy. The leaves are compound, tripinnate, 30 to 60 cm long, and bright green in color. Moringa flowers are hermaphroditic, fragrant, and yellowish-white, with thin, veined petals. They grow in pendulous or spreading clusters that can reach a length of 10-25 cm. Flowering begins within the first six months of planting and can occur year-round in regions with consistent temperatures and regular rainfall.

Cultivation and propagation

Moringa thrives in warm climates with temperatures between 25 and 30 degrees Celsius and is highly drought-tolerant. It prefers well-drained, sandy or loamy soils with a neutral pH. The plant is resilient and grows rapidly, adapting well even in low-rainfall conditions. Propagation is by seed or cuttings. Young plants can be harvested for leaves as early as 60 days after planting, and up to seven times a year. However, the fruits do not appear in the first year, and full productivity is reached within the second or third year.

Uses and benefits

Moringa leaves are extremely nutritious, containing high levels of vitamins A, C, and B, minerals such as iron, calcium, and potassium, proteins, and antioxidants. They are consumed fresh in salads, cooked in soups and stews, or dried and ground into powder for dietary supplements. The seeds can be roasted and eaten like nuts, and the extracted oil is used for culinary and cosmetic purposes due to its antioxidant and anti-inflammatory properties. In traditional medicine, every part of the *Moringa* tree is used to treat various conditions, from infections to chronic diseases. Modern scientific studies confirm *Moringa*'s antidiabetic, anticancer, anti-inflammatory, and antioxidant properties.

Economic and environmental importance

Moringa is of great economic importance, especially in rural areas where it is a vital source of nutrition, medicine, and income. The plant improves soil fertility, acts as a windbreak, and helps prevent soil erosion. It is also used as fodder for livestock and as a shade plant in agroforestry systems.

Climate

Every tree, in the course of its life, absorbs CO₂ from the atmosphere, fixing it in its woody parts. The effects of this activity are all the greater the longer trees are enabled to grow and live. Today we know that the excessive concentration of CO₂ in the atmosphere is one of the main causes of global warming, which, trees can help counteract in the most natural way possible.

47,125 kg
of absorbed CO₂

Supported SDGs



How CO₂ Storage in Plants Happens.

Plants, through the process of photosynthesis, absorb carbon dioxide (CO₂) from the atmosphere. Here is an overview of how this fundamental process occurs:

1. Photosynthesis

During photosynthesis, tree leaves absorb sunlight. Using the energy of light, plants convert CO₂ and water into glucose (a sugar that serves as an energy source) and oxygen, which is released into the atmosphere.

2. Biomass accumulation

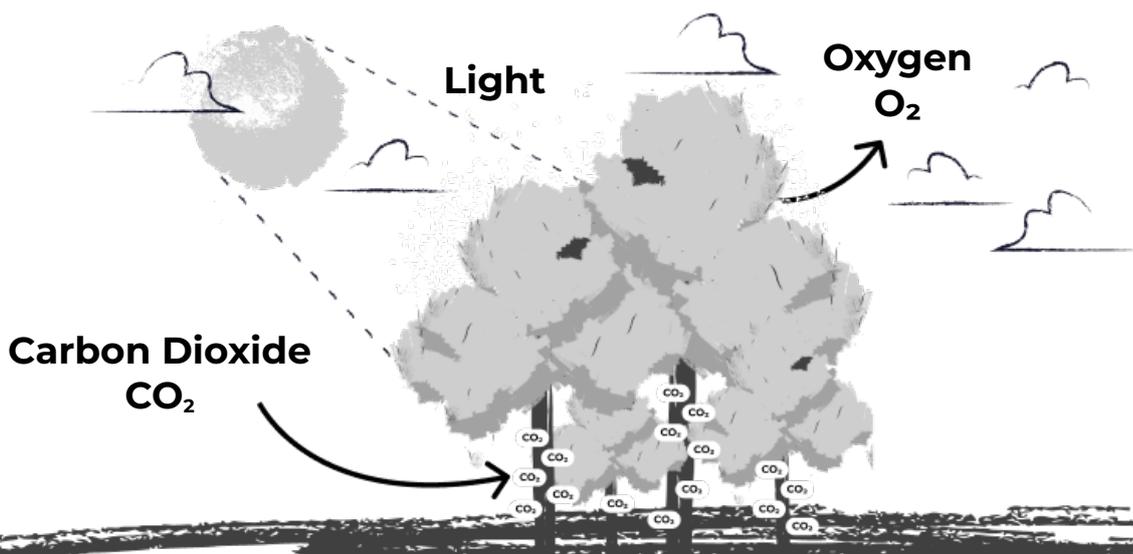
Carbon derived from CO₂ is incorporated into plant tissues, such as leaves, trunks, roots and branches. This process is known as biomass accumulation.

3. Growth and carbon sequestration

As the tree grows, it continues to accumulate carbon in its structure. Older and larger trees contain more biomass and therefore more carbon than young trees.

4. Soil Interaction

Some of the CO₂ absorbed by plants is transferred to the soil through roots and the decomposition of organic matter. This further contributes to the storage of carbon in the soil, which can be trapped for long periods of time.



How is the amount of CO₂ absorbed by trees calculated?

Allometric equations

A tree, during its growth, stores carbon, removing carbon dioxide (CO₂) from the atmosphere and transforming it into biomass through the process of photosynthesis. A widely recognized method for quantifying the CO₂ stored through this process, therefore, consists in considering the Total Biomass (BT) of the tree at a given time and evaluating how much of it is composed of carbon.

47%

Average percentage of the dry weight of the biomass is carbon

According to the Intergovernmental Panel on Climate Change (IPCC), the carbon content in tree biomass is on average 47% of the dry biomass. The molar mass of carbon (C) is 12 g/mol while the molar mass of carbon dioxide (CO₂) is 44 g/mol, therefore, for every gram of carbon we have 44/12=3.67 g of CO₂. Following this logic, to quantify the CO₂ stored in the roots, trunk and branches of the tree, the BT must be multiplied by 0.47 and by 3.67.

How to calculate CO₂ stored in roots, trunk and branches

$$CO_2 = \frac{47}{100} (BT \cdot 3,67)$$

So, the only data that remains to be calculated is the BT of Treadom trees. For this very purpose, we resorted to allometric equations of the planted species. Allometric equations consist of mathematical models that allow us to estimate the biomass or volume of the tree, based on its most easily measured dimensions (such as stem diameter or height). In collaboration with researchers at the University of Milan (Department of Agricultural and Environmental Sciences - Production, Land, Agroenergy), allometric equations of planted species were collected, updated and expanded in order to create a computational model that would allow us to estimate the BT of our trees once they reach 20 and 40 cm stem diameter at breast height. The calculation is done ex ante and referred to a certain period of time.

Therefore, the assumption is adopted that the tree will remain alive and grow at a rate similar to that expected throughout the period under consideration. In addition, to ensure that the total CO₂ absorbed is calculated according to the precautionary principle, extra plantings are carried out in addition to replacements for natural mortality.



Social Inclusion

In our projects we try to develop the potential of communities by putting economic resources, tree power and our know-how at their service. In this way we can initiate profound changes. We work with communities that sometimes face more or less overt discrimination. Gender, ethnic, social or other types of discrimination. The goal is to overcome all prejudice and make a contribution for long-term changes.

Supported SDGs



For a world that is not only greener, but fairer

Agroforestry projects have a positive impact not only on the environment but also on social inclusion, primarily involving local populations. In developing countries, through tree planting and management, people find opportunities for economic and social growth. Women, who often have limited access to the job market, play a crucial role. By participating in these projects, they gain skills and economic independence, becoming key actors in their communities' development.

Similarly, our projects in Italy provide opportunities for inclusion for people with disabilities or former inmates, offering them work and training paths. This approach not only supports sustainable development but also creates a strong social impact, improving the lives of the vulnerable, fostering social cohesion, and offering a path to redemption through work tied to the environment.

Treedom impact measurement

The impact measurement of Treedom's projects, validated by B Corp certifications and dedicated studies, demonstrates concrete benefits for the environment and communities, enhancing sustainability, income, and biodiversity.



Treedom B Corp Certification

To measure the impact of our activities, we use the Benefit Impact Assessment, the same standard used for B Corp certification. Since 2014, Treedom has been one of the first companies in Europe and Italy to adopt this methodology.

The B Impact Assessment (BIA) is a free and confidential platform that helps companies measure and manage their positive impact on workers, communities, customers, and the environment.

Treedom has achieved a score of 121.1, significantly higher than the average score of 50.9 for companies completing the assessment.

Treedom B Corp Score

GOVERNANCE	WORKERS	COMMUNITY	ENVIRONMENT	CUSTOMERS
20.1	38	26.9	32.5	4.7
TOTAL	122.4			



- 122.4 - Treedom's overall B Impact score
- 80 - qualifies for B Corp certification
- 50.9 - Median score of companies completing the assessment

Previous overall B Impact scores

2016 Overall B Impact Score **107.1**

2014 Overall B Impact Score **114.9**

Benefit Corporation

For over fourteen years, Treedom has been combining business activity with environmental and social sustainability. For these reasons, Treedom 2020 has acquired the legal status of a Benefit Society. A new legal form of business that ensures the basis for the creation of shared value in the long run. The Benefit Society (SB) is a recognized corporate form that combines a profit-making purpose with an additional purpose represented by one or more social goals.

The three pillars of a Benefit Society are: purpose, accountability, and transparency.



Purpose

The commitment to create a positive impact on society and the environment, promoting favorable conditions for the prosperity of both.



Responsibility

Include the company's impact on society and the environment in strategic planning, considering all stakeholders involved.



Transparency

Communicate and report annually on the results achieved and future objectives to all stakeholders.

Altis Impact Analysis

In 2022, we decided to conduct a further analysis to assess the global impact of Treedom’s agroforestry projects. With the support of ALTIS - Università Cattolica, we developed a model for monitoring and measuring the impact of these projects, aiming to determine how and to what extent they affect the involved stakeholders.



Measuring impact involves evaluating the effects generated by an organization’s activities on the territory and the community, through a quantification of the relative importance that stakeholders attribute to the changes experienced in their lives due to the organization’s work. To carry out this impact measurement, three countries – Kenya, Madagascar, and Nepal – and their associated projects have been selected. This approach allows for the examination of diverse dynamics and cultures, which are representative of the full range of Treedom’s active projects.

ALTIS project countries



Kenya



Madagascar



Nepal

Through open-ended interviews it was possible to investigate the relationships and effects of Treedom’s projects on both the staff of Treedom’s partners and the farmers involved in the projects, identifying:

- Distinctive characteristics of Treedom’s activities and relationships;
- Perception of the effects generated by Treedom’s activities;
- Possible contribution of actors outside Treedom to the generation of the effects identified above;
- Potential risks and negative impacts.

Legal status and memberships

In 2020, Treadm became a Benefit Corporation: an Italian legal status that pursues social and environmental benefits in addition to profit. To maximize its positive impact, Treadm is part of several international networks that work every day to make this world a better place.

Our certifications



Certified B Corp

since June 2014

Since 2014, Treadm has been a part of the Certified B Corporations, a network of companies distinguished by their high environmental and social performance.

Network and partners



AICS partners



Solar Impulse Foundation Members



Signatories of Terra Carta



Members of Leaders for Climate Action

Acknowledgements

Treadm's commitment to improving the well-being of the environment and people has been recognized over the years by many prestigious awards.

Awards



United Nations Best Small Business Competition

July 2021

Treadm was honored among the best small and medium-sized enterprises (SMEs) around the world transforming food systems for a better tomorrow.



2021 Real Leaders Impact Awards

January 2021

Annual global ranking of positive impact companies driving positive social impact across all major sectors of the economy.

Pledges



UN Global Compact

May 2012

The UN Global Compact is a voluntary initiative based on the membership of CEOs committed to sustainability.



UN Climate Neutral Now

June 2021

Launched by the UNFCCC secretariat to convince as many actors as possible to take climate action.



The Climate Pledge

August 2021

Network of companies and organizations committed to achieving zero emissions before 2040



Our Impacts Reports

In 2020, Treadom produced its first Impact Report, a document that measures and communicates in detail the effects of our activities. This type of reporting aligns with our long-standing commitment to assessing and sharing the impact of our initiatives. Below, you can find the Impact Reports for each year.



Scan the QR code or click "Download" to see our impact budgets.



 **Download**

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