

Impact Report 2023

regreener



UNITED NATIONS DECADE ON
ECOSYSTEM
RESTORATION
2021-2030



Hello & welcome!

To all our day one supporters, and to everyone else interested: welcome to the 2023 impact report! This report offers a deep dive into our impact and activities during last year. Expect engaging stories, strategy publications, expanded climate solutions, and more.

For those of you who might be in a bit of a hurry: please check out the short version of our impact summary on **page 5**.

We're immensely proud and grateful for the significant impact our community has made. We want to thank you for being part of this journey!

- Team Regreener



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Our core values

On 5 May 2021, Regreener launched its platform, offering climate solutions for businesses and individuals. We are a Sustainable Commercial Company, focussing on the biggest topic of our time: climate change. We are here to take meaningful, transparent climate action.

Our mission is to help realise as much green impact as we can, and we will focus on that goal above all else. We aim to bring a message of hope. Being part of the transition to a sustainable planet is important for all of us. Furthermore, we will be radically transparent, from the projects we choose and the impact we make to our financials.



Reliable

From our projects to the way we work with clients, our aim is to deliver quality, reliability, transparency and measurable impact.



Pragmatic

Climate change is a difficult topic; we do not want to make it any harder. Our impact solutions and way of working should be easy-to-understand.



Positive

We believe in the power of bringing our positive message forward: that we can turn this around!

Financials Summary

2023 - Financials

Allocation	€ Spent
Eden Reforestation Projects	€ 25.229,90
WeForest	€ 54.884,96
Rainforest Partnership	€ 17.769,23
Coral Guardian	€ 6.650,00
Plastic Oceans / Sungai Watch	€ 2.470,00
Carbon offset projects	€ 367.943,75
Other	€ 26.379,14
Total spent on projects	€ 501.326,98

Tree planting

16.8%

Rainforest protection

3.5%

Carbon offset projects

73.3%

Other climate projects

1.8%

Research & Development

3.9%

Payment services

0.3%

Our Impact Highlights



Tree planting



Emission
Removal



Emission
Reduction &
Removal



Rainforest
protection

Tree planting

346.534

total trees planted

Location
📍 Kenya
📍 Mozambique
📍 Zambia
📍 Desa'a
📍 Malawi
Total planted

Planted
86.100 trees
114.594 trees
52.711 trees
3.950 trees
4.962 trees
346.534 trees

Project photo's from the field:



Offsets

60.060



total tonnes of CO₂
compensated

Project photo's from the field:



Climate impact portfolio



Project criteria

At Regreener, our impact team, in consultation with our climate advisors, conducts in-depth analysis and due diligence to ensure all our project partners and climate projects are of the highest quality with broad long-term impact.

Each of our projects is selected and evaluated based on numerous of positive impacts and partner selection criteria that our partners must meet. Our tree planting projects include an assessment of the type of reforestation methods they use, plantation of varied and native species, risks of storm and fire hazards, the carbon sequestration rate, and the involvement of local communities.

We also closely monitor our projects, reviewing reports on planting and survival rates, utilizing satellite imaging for ongoing tree cover, and assessing co-benefits. For our certified climate projects, we conduct an analysis considering additional critical indicators such as additionality, permanence, geography, and highest possible Impact ratings.

Our detailed approach instills confidence that the projects we support are not only contributing to ecological restoration, ecosystem protection, or the energy transition but also generating other positive outcomes for the communities involved.



A track record in reducing or removing CO2 emissions



A positive impact on biodiversity



Social impact: creating jobs for local communities



Data transparency: our projects have real, measurable, and verifiable impact

Tree planting in Kenya & Mozambique

[Learn more about this project](#)

Regreener x Eden Reforestation Projects

Planted

181.666 trees

Our partner Eden Reforestation Projects has been working with local communities to replant and protect Kenya's forest systems since 2019. Within Kenya, they are planting afro-montane species including mangroves and coastal species. In Mozambique, we have been working to restore and reforest mangroves in the Maputo Bay area.



Growing forests in Zambia

[Learn more about this project](#)

Regreener x WeForest

Planted

32,500 trees

Zambia's Copperbelt is a deforestation hotspot. Together with our partner, we engage hundreds of smallholder farmers in the Luanshya district, providing them with training and tools to diversify their sources of income while they restore miombo woodlots on their farmlands.

The goal of the project is to conserve and restore the ecological integrity of forests and landscapes, engaging communities to implement and deliver lasting solutions for climate, nature, and people.



Protecting the Amazon rainforest in Ecuador

[Learn more about this project](#)

Regreener x Rainforest Partnership

Protected

6973 hectares of rainforest

Together with our partner Rainforest Partnership we protect and restore tropical forest through the social project 'Woman of the Rio Napo' in Ecuador. Local women protect 60,000 ha in one of the most biodiverse places in the world. The hectares we protect are not bought by our partner but, owned by locals or the government.



Removing plastic from Indonesian rivers

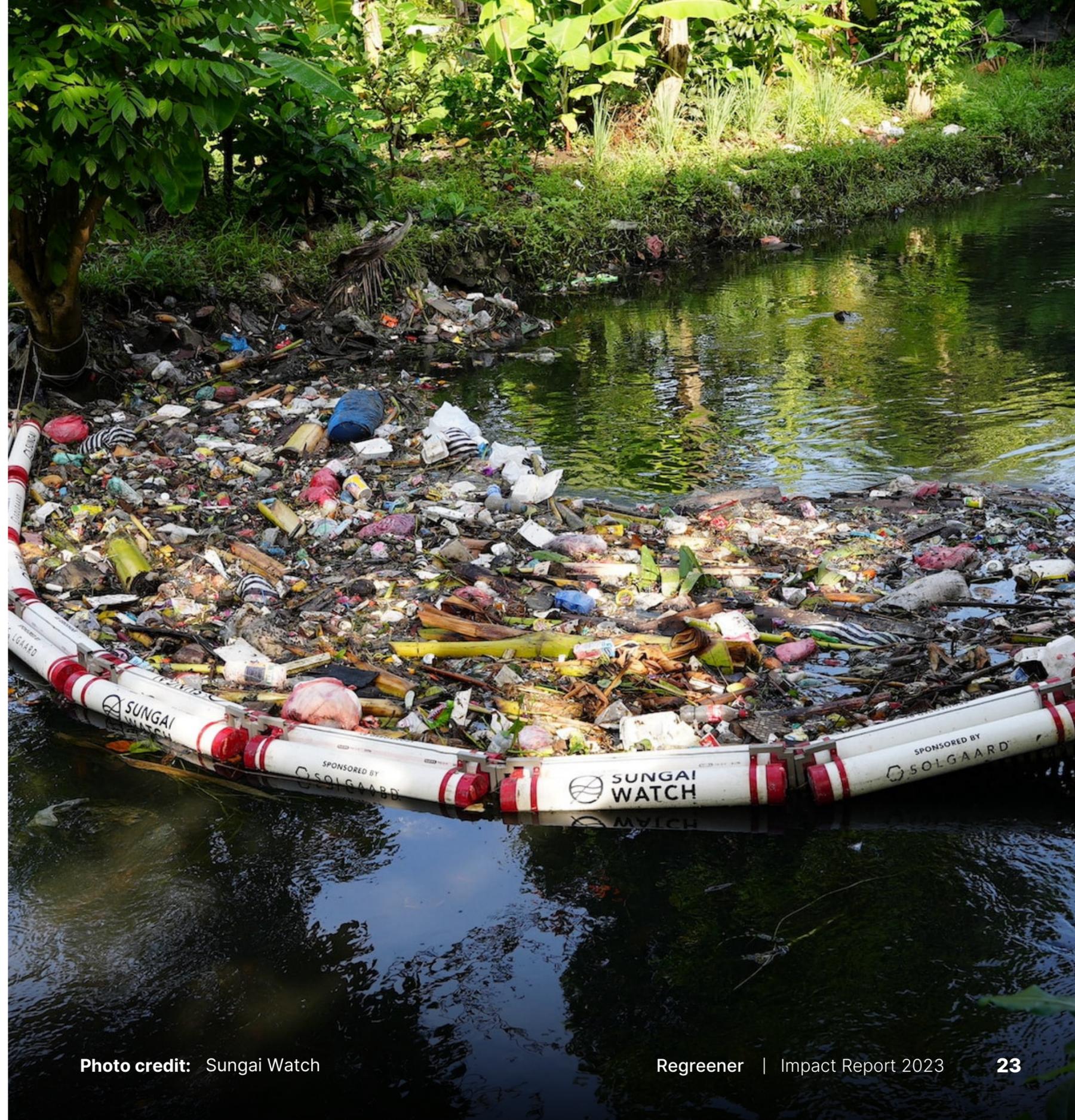
[Learn more about this project](#)

Regreener x Sungai Watch

Removed

247 kilograms of plastic

In collaboration with our partner, we are on a mission to protect and restore the world's rivers and oceans, starting in Indonesia. The project focuses on stopping plastic from going into the ocean and supporting simple technical solutions to mitigate plastic pollution from entering rivers in the first place. This includes installing cost-effective trash barriers in rivers and working upstream on cleaning open dumps that helps to prevent it entering the rivers.



Restoring and conserving Katingan Peatland in Indonesia

[Learn more about this project](#)

Regreener x Verified Carbon Standard

Removed

11.842 tonnes carbon

The Katingan Peatland Restoration and Conservation Project aims to protect and restore large areas of peatland and plant trees, providing sustainable income for locals and addressing climate change. The project preserves and improves CO2 storage and removal, stabilizes water flows, prevents peat fires, enriches soil nutrients, and ensures clean water availability.



- Climate impact portfolio - Our top projects



Photo credit: Verified Carbon Standard

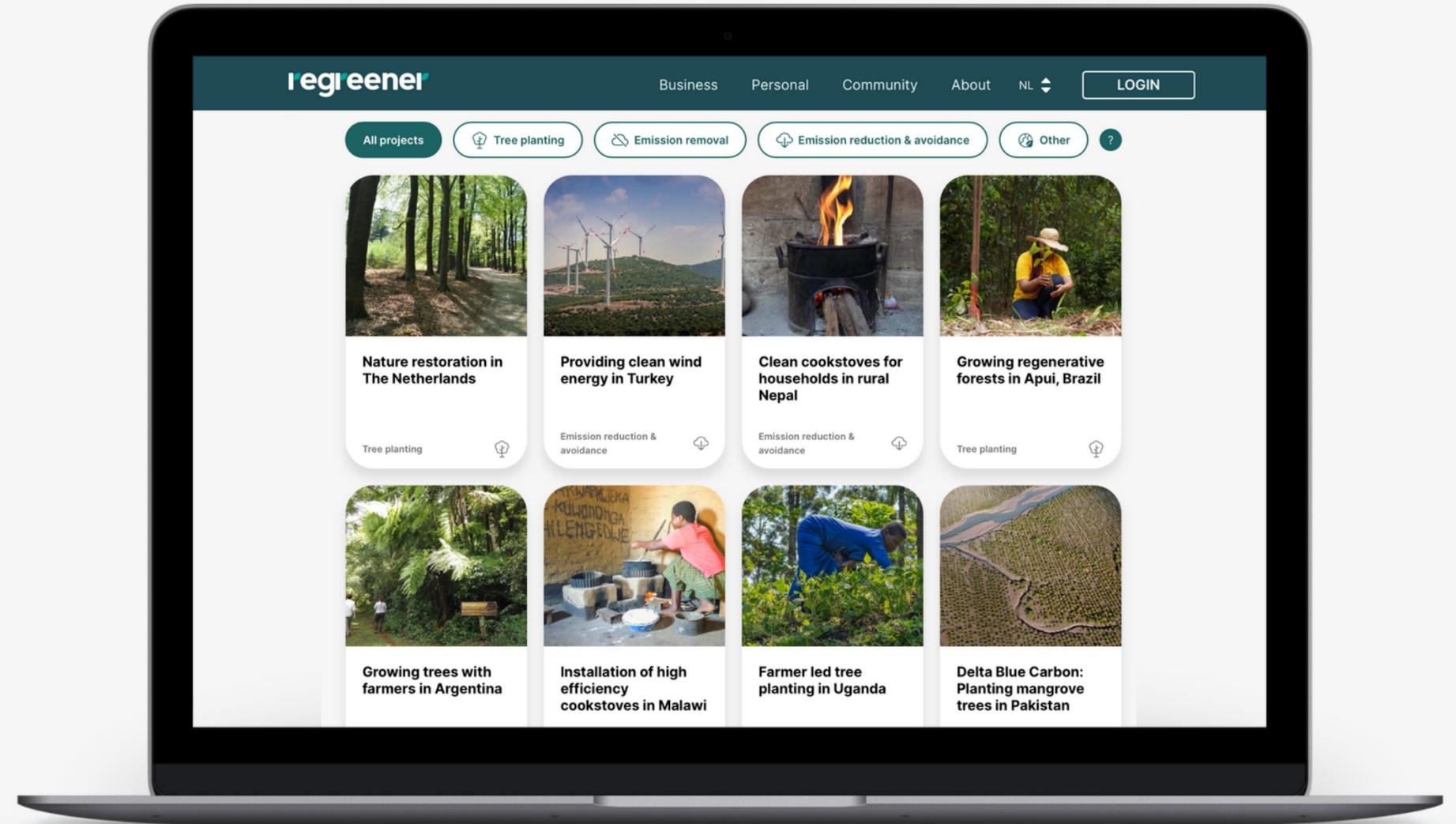


Another year with even more ways to make impact

We launched a brand new website this year!

With our website's improved interface, enriched features, and broader array of climate solutions, our latest platform enables you to maximise your impact even further.

Explore new features including...

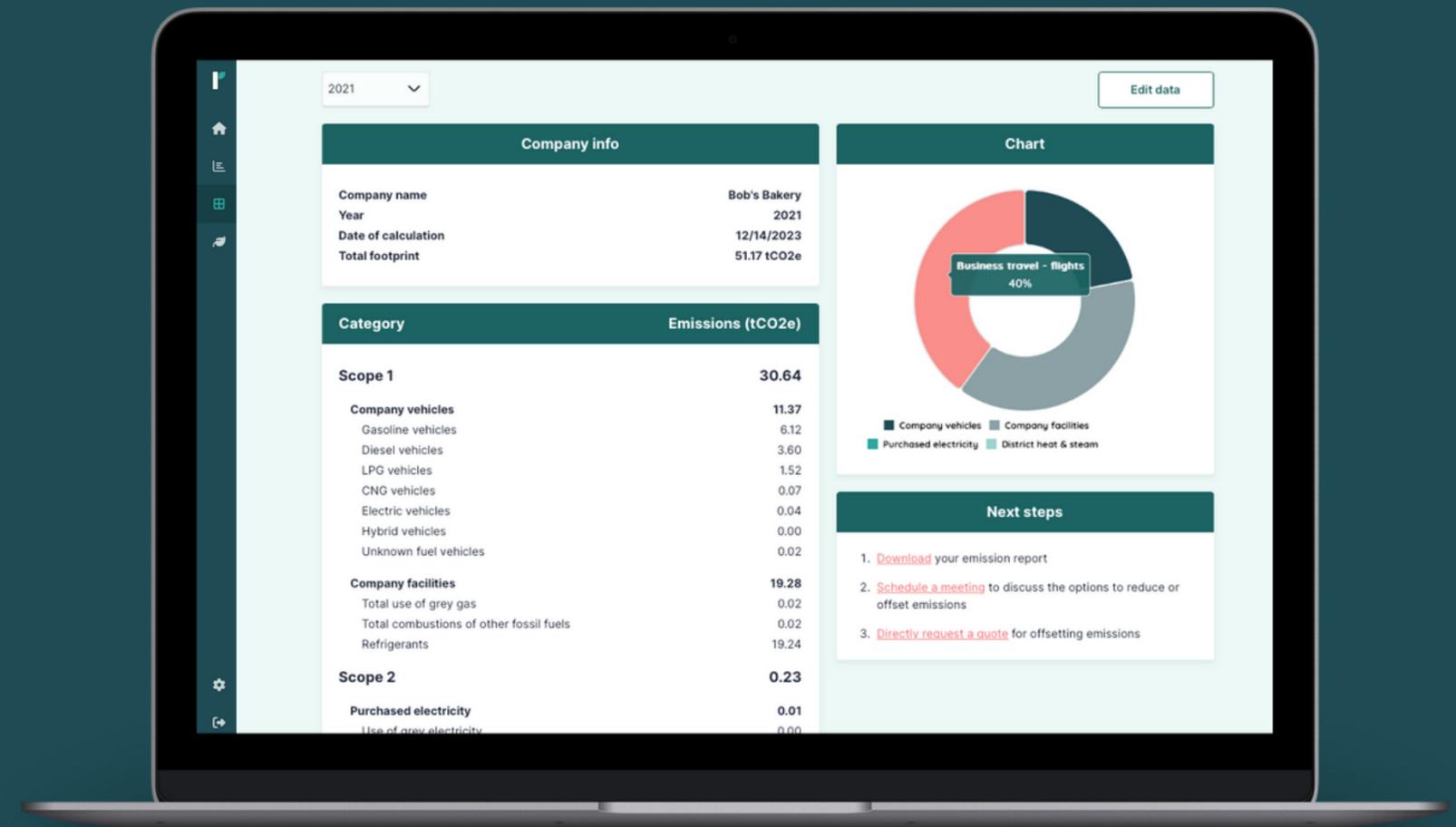


1. Carbon Calculator

Why calculate CO2 emissions? The European Union has set the goal of becoming climate neutral as a continent by 2050. In the context of legislation (such as the CSRD) and climate change awareness, more and more companies are mapping their emissions.

We believe that every company should have the opportunity to embark on the path of sustainability with ease. Gaining insight and understanding of emissions is the first step in reducing your company's environmental footprint.

Of course, calculating your emissions is only step 1. After that, it is important to analyze your emissions and form goals to reduce them. Learn more about our Calculator by reading [our blog](#).

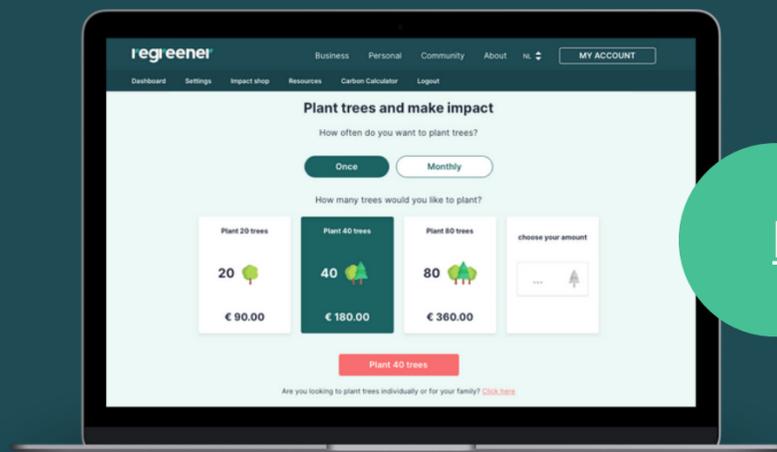


[Calculate your carbon footprint](#)

2. Plant a tree

Well over 50% of the world's forests have been cut down in the last 100 years.

To combat climate change and increase biodiversity, we need to protect our current forests, restore lost forests and plant new ones. That's why we plant trees in the Netherlands and abroad. Will you help us?

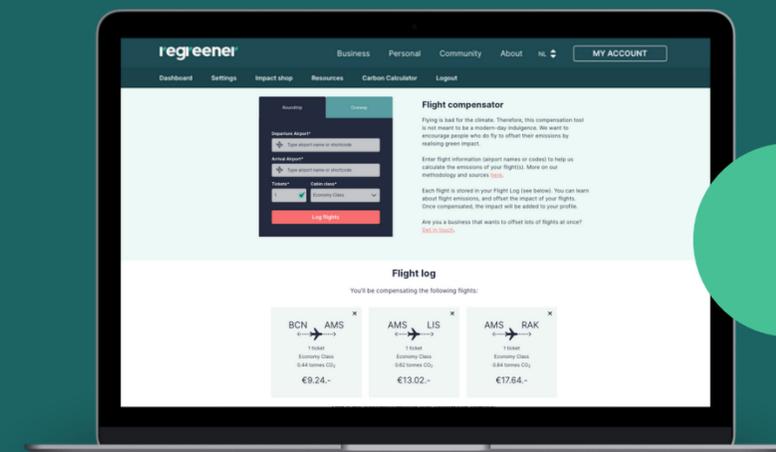


Plant or gift trees

3. Flight compensator

Flying is bad for the climate and we want to encourage everyone to fly as little as possible.

Therefore, this compensation tool is not meant to be a modern-day indulgence. We want to motivate people who do fly to offset their emissions by realising green impact. With our tool, you can take responsibility for your travel emissions in a trustworthy way.



Compensate your flights

Education & thought leadership



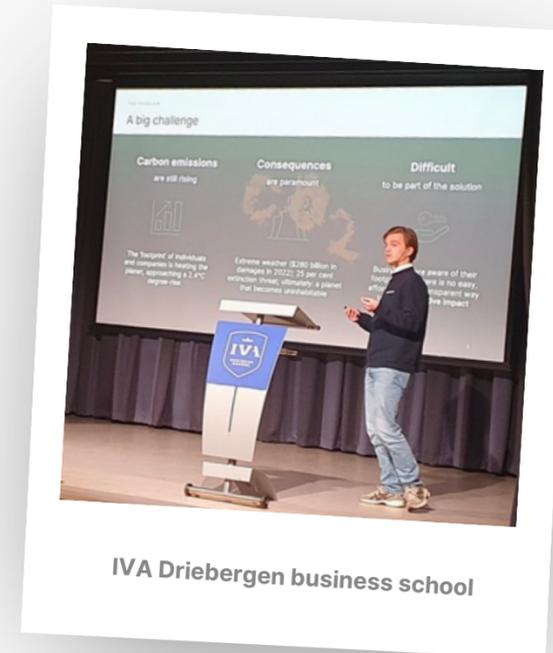
Sharing knowledge

Throughout this year, we initiated our first endeavors aimed at reshaping businesses and society, with a specific focus on education and sustainability leadership.

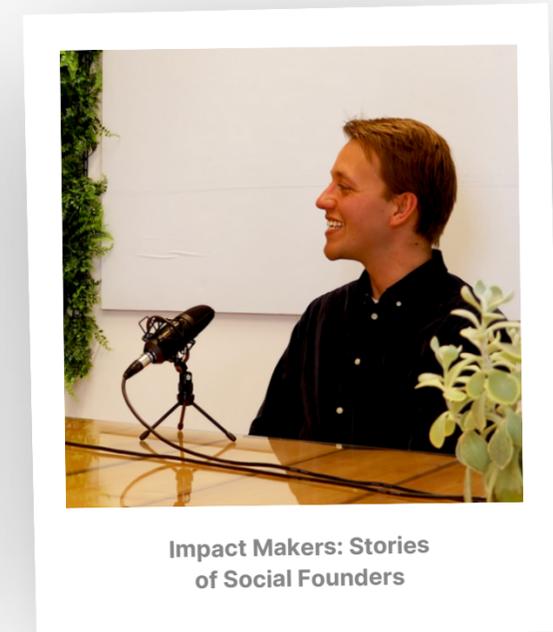
At the beginning of 2023, our Co-Founder Job van Hooijdonk became a **speaker** at the Sprekershuys, utilizing his experience as a sustainable entrepreneur in his lectures, covering topics such as entrepreneurship (with a focus on sustainability), sustainability, tree planting, and greenwashing.

In October 3rd of 2023, our Head of Climate Impact, Boris Bekkering, and Joost Walterbos, co-founder of Hedgehog Company, hosted the '**Navigating Sustainability in Business**' webinar with over 150 attendees. We also published our first **Ebook** this year, aiming to support companies as they create a future proof business strategy.

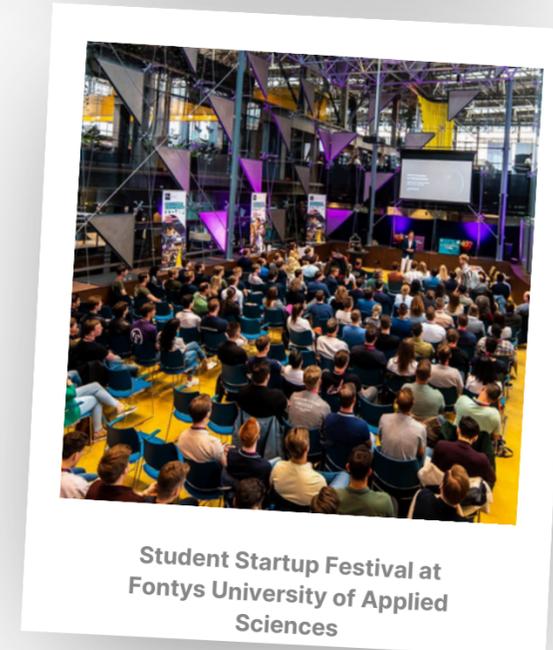
Efforts like these allow us to exchange knowledge with fellow sustainability leaders and engage with organizations and communities in person.



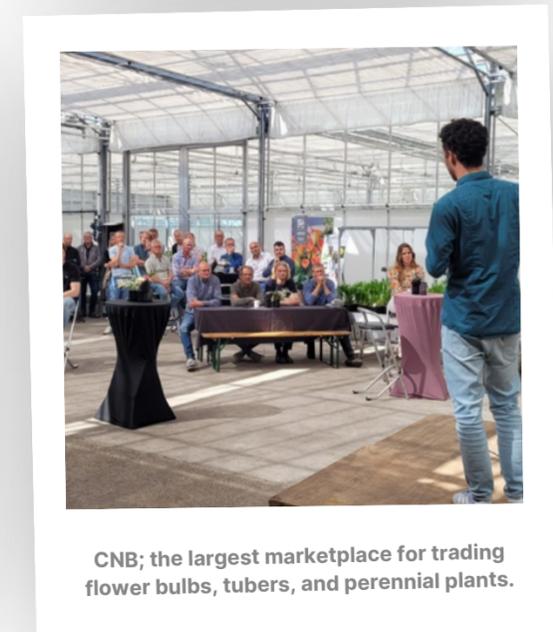
IVA Driebergen business school



Impact Makers: Stories of Social Founders



Student Startup Festival at Fontys University of Applied Sciences



CNB; the largest marketplace for trading flower bulbs, tubers, and perennial plants.



Webinar: Navigating Sustainability in Business

This webinar focused on three main topics:

1. How to introduce sustainability in your organization
2. The latest developments in sustainability for businesses
3. The current challenges in data collection

The webinar featured two speakers: Anna Ahrenberg, Brand and Sustainability Lead at CCV, and Marijke Frielink, Sustainability Manager at Antea Group Nederland.

[Watch the webinar](#)



EBOOK: Becoming future proof

We recognise that sustainability will become a crucial part of a 'future proof business strategy'. This ebook sheds light on this important topic by covering 4 main chapters:

1. Why sustainability is crucial for a future-proof workforce
2. Sustainable brand recognition; creating green marketing value
3. How sustainability increases business value
4. Communicating on impact; best practices

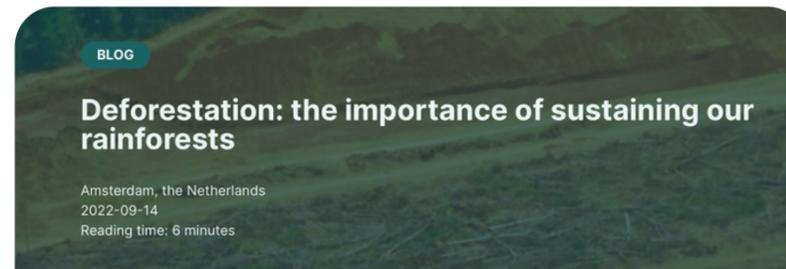
[Download EBOOK](#)

In our effort to raise awareness, we have curated two insightful blogs that delve into the significance of our (rain)forests.

The first, "Deforestation: the importance of sustaining our rainforests," delves into the devastating effects of deforestation, its primary causes, and actionable solutions to stop its progression.

The second blog, "Why growing forests is awesome," champions reforestation and afforestation efforts as effective tools against climate change, highlighting benefits such as carbon sequestration and biodiversity preservation. Our blog also explores the key differences between growing and planting trees.

Deforestation: the importance of sustaining our rainforests



Deforestation refers to the - mainly human-caused - global decline of forests to an extent that negatively impacts our climate, natural ecosystems and biodiversity. Usually deforestation takes place to free up land for something that otherwise provides economic value. However, deforestation can also be caused by natural disasters such as forest fires. Most (95% to be exact) of global deforestation takes place in tropical rainforests, which is of particular concern since these forests are home to the most biodiversity in the world. Unfortunately, an estimated 17% of the Amazon rainforest has been cleared in the past 50 years and, according to the UN Food and Agriculture Organization (FAO), an average of 10 million hectares of forest is cleared each year (Hamlett, 2022).

The Food and Agriculture Organization of the United Nations says deforestation is the second largest cause of climate change (the largest being the burning of fossil fuels). In fact, deforestation is responsible for nearly 20% of greenhouse gas emissions (S. Derouin, 2022)



Mona Finke
Marketeer

CATEGORIES

Regreener Climate news
Deforestation

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Why are forests so important?
The main causes of deforestation
Effects of deforestation
How can we stop deforestation?

[Read our blog](#)

Why growing forests is awesome



In 2016, a record of 29.7 million hectares of forest disappeared. That's 290,000 square kilometers. Well over [50% of the world's forests have been cut down](#) in the last 100 years. A lot of the deforestation took place in third world countries.

Globally, one fifth of the Earth's land area (more than 2 billion hectares) are degraded, an area nearly the size of India and the Russian Federation combined. Land degradation is undermining the well-being of some 3.2 billion people, driving species to extinction and intensifying climate change. Can we fix this? Of course we can (you're visiting HAPPY Eco News after all!). I believe it can be done by [planting a lot of trees](#), if we do this the right way.

Is planting trees as good for the Earth as everyone says? Well, let's be clear: I don't believe we will save our planet by just planting trees. Of course, a major turnaround (in both thinking and doing) is needed to save our planet. We need to [reduce emissions](#) and maybe even adjust a lot of the systems that are currently in place. However, I do



Job van Hooijdonk
Co-Founder

CATEGORIES

Regreener Business
Tree planting Reforestation

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Planting trees
Benefits of growing forests
Conclusion

[Read our blog](#)

Thank you!

for taking the time to explore our impact report. Your interest and engagement are truly appreciated as we strive to make a positive difference in the world.

For any questions or remarks, contact us via

info@regreener.earth

or head to our [FAQ's](#) for more information.

Did our impact report spark your interest? If you're keen on making climate impact with your business, don't hesitate to reach out to us through our contact form via our [Business page](#)

We look forward to continuing our journey towards meaningful impact, and we invite you to join us every step of the way.

A photograph of a coffee nursery. The foreground and middle ground are filled with rows of young coffee plants, each growing in a black plastic bag. The plants have dark green, glossy leaves and are spaced out in neat rows. The background is slightly blurred, showing more rows of plants and some taller trees, suggesting an outdoor nursery setting. The lighting is natural, highlighting the texture of the leaves and the soil in the bags.

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