Restoration Barometer
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Salesforce

2022 Pledge Implementation Progress Report

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2022 1T.ORG PLEDGE IMPLEMENTATION PROGRESS REPORT

Salesforce

100 million trees conserved, restored and grown by 2030

Reporting period

April 2020 – January 2022

Pledge status

Fully on track

Intervention locations

US, Tanzania, Scotland, England, Kenya, Australia, Peru, Denmark, Madagascar, Uganda, Canada, Zambia, Costa Rica, India and France

Progress summary

Salesforce has funded partners in more than 10 US states (California, Hawaii, Texas, Colorado, Montana, Indiana, Oregon, Kentucky, Alabama, Arizona, Rhode Island) and in 15 countries (US, Tanzania, Scotland, England, Kenya, Australia, Peru, Denmark, Madagascar, Uganda, Canada, Zambia, Costa Rica, India and France) to implement our restoration targets. We began our work by reviewing information on criteria and principles for good restoration and conservation practices, followed by a rubric we used to score projects.

Our main criteria were:

1. Socially responsible

2. Ecologically responsible

3. Additional

4. Long lasting

5. Robust monitoring

6. Ability to motivate others and scale

7. Budget transparency and value.

We solicited our first partners through two «traditional» requests for proposal (RFP) processes to solicit the best portfolio of tree projects according to the criteria outlined above – one RFP for US projects and one RFP for international projects. We then spent slightly more than US$ 5 million in philanthropic funds to support projects we felt were the best projects domestically and internationally.

We required all our partners to list their projects on https://trees.salesforce.com including basic information, and for almost all projects, geo-spatial data to create polygons where the interventions would occur and to allow us to monitor these interventions over time.

We believe the most important metrics are those that go beyond the number of trees, such as hectares restored, jobs created, CO2 sequestered, changes in ecosystem services. However, at the end of this reporting period, organisations have not had long enough to report on many of these metrics. We are aiming to provide more information during the 2023 Barometer reporting cycle

Other major milestones in FY 22 (up until 31 January 2022) include:

1. Throughout 2021, in collaboration with UpLink, we ran a total of six challenges, resulting in 81 winning cohort members, bringing our ecopreneurship community to over 100 members.

2. Launch of a US$ 100 million Ecosystem Restoration and Climate Justice Fund.

3. Supported the launch of the UN Decade on Ecosystem Restoration, rallying efforts to prevent, halt and reverse the degradation of ecosystems worldwide.

4. We supported the REPLANT Act in the US Congress to reforest 1.2 billion trees and create 49,000 jobs.

5. We launched a blue carbon programme aimed at conserving, protecting and restoring coastal and marine ecosystems.

6. We launched a Trailhead (on-line learning platform) Trees to Combat Climate Change.

Implementation method

Financial support

Ecosystems and restoration interventions concerned

Forests and woodlands:

Coasts and mangroves

Deserts and semi-deserts

Farmlands and mixed-use areas

Watershed protection and erosion control

Rivers, streams, lakes

Urban areas

Policies and strategies

Our corporate strategy for enabling restoration is to bring the full power of Salesforce to the Trillion Trees movement. This includes a wide range of work, from philanthropy in various manifestations, to our government affairs work, through partnerships such as 1t.org and others, to technology partnerships and nature accelerators. We do not have prescribed public policies and our strategy is evolving. We look forward to refining our corporate policies and strategies in close cooperation with 1t.org and our many partners.

Supporting documentation

• Information compiled by company staff

Funding

US$ 5 million, disbursed towards:

- Financing of implementing partner(s)

- Purchases of inputs, such as seeds or saplings

- Development or purchase of planning or monitoring tools

- Capacity building, such as awareness or training activities

- Donation of materials or technology

- Policy or technical expertise

- Staff-time

Our support takes many forms, depending on our partner and the specific work. In general, we can break our support into two types, general organisational support and project-specific support. For project specific work, we do ask organisations to report overtime on key tree planting, survival, monitoring and other data, as well as information related to Sustainable Development Goals (SDGs).

Supporting documentation

Most information for this reporting period can be found in the following three locations:

- Our FY22 Stakeholder Impact Report

- Our landing pages for our 100 million tree pledge

Monitoring Process

For the current reporting period through 31 January 2022, we ask most of our tree partner organisations to register essential project information including polygons where work will occur with Plant-for-the-Planet. As a new organisation with a new monitoring platform (TreeMapper), this is still a work in progress.

Salesforce is still evaluating other monitoring tools and systems to track restoration interventions. We also ask for annual reports from our tree planting partner organisations, and as noted elsewhere, for the first year we allowed groups to use their existing reporting frameworks to report to Salesforce, both to learn the diversity of reporting formats and to review these for what would be the best format or set of monitoring questions for future reporting periods.

Supporting documentation

- Information compiled by company staff

Area of land

Biodiversity

Salesforce is still deciding internally the best way to calculate the area being supported by our funds, we have not yet determined the best platform(s) to make this determination. As of now, we are still meeting and learning about various partners and platforms to determine what is likely to be the best tool(s) for this estimation. Most, though not all of, of the partners we support have uploaded polygons to our Tree Tracker (https://trees.salesforce.com) for the work our funds support, though this is highly variable in terms of its resolution and applicability to answering how much area we have supported due to the variable nature of projects we support.

In general, most of our projects are designed to have positive biodiversity impacts. Part of our scoring rubric focuses on native species, climate-resilience, biodiversity importance, habitat connectivity and other biodiversity metrics.

For the first year of reports from partners, we did not provide a prescriptive form or set of questions that every partner had to reply to. Our philosophy for the first year was to allow organisations to self-report on SDGs including biodiversity, and from the first year's reports, we would decide if and how to ask partners to report on biodiversity metrics.

Supporting documentation

• Information compiled by company staff

Supporting documentation

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Economy

Through our selection process of partner organisations, we place very high importance on social benefits, socially appropriate interventions, co-benefits, risk identification and mitigation, and robust local engagement. We seek to work with partners who can demonstrate best practices, locally and appropriately tailored to needs and opportunities.

Types of jobs supported

• Seasonal / occasional / casual

• Long-term

Benefiting stakeholders

• Professional and volunteer foresters, non-governmental organisation staff, field staff, many others

Supporting documentation
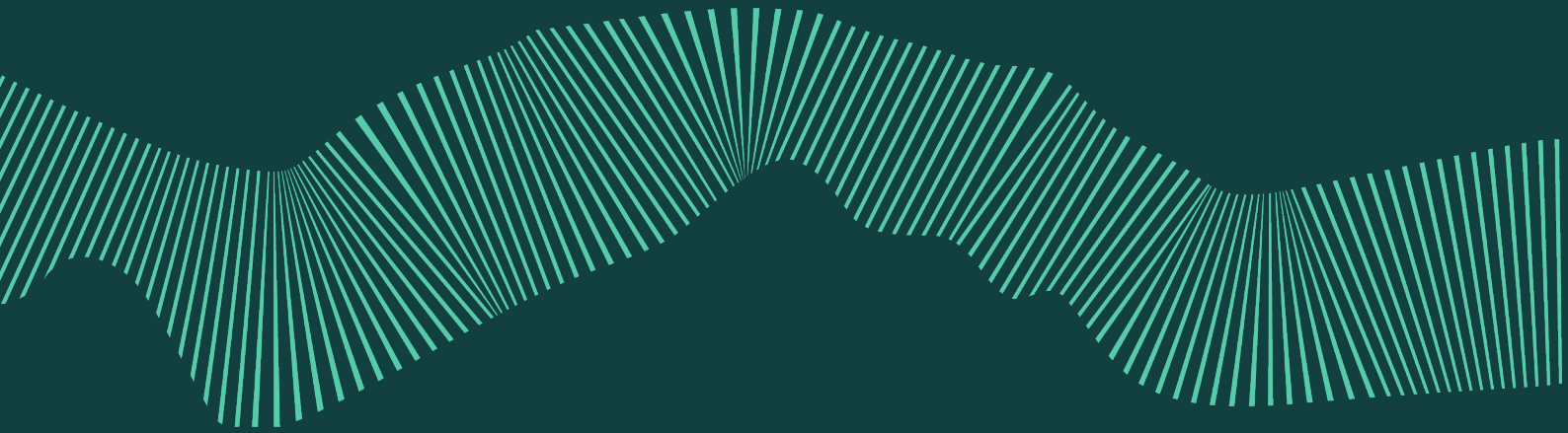
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