



Restoration Barometer

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tentree

2022 Pledge Implementation Progress Report

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2022 1T.ORG PLEDGE IMPLEMENTATION PROGRESS REPORT

tentree

tentree's 1 Billion Global Tree Pledge

Reporting period

2021-2022

Pledge status

On track

Progress summary

In 2022, tentree worked with 10 planting partners in nine countries including Kenya, Indonesia, Nepal, Madagascar, Tanzania, Senegal, USA, Canada and Peru. In total, between January 2022 and November 2022, tentree planted 21,739,030 trees. Final numbers (in December 2022) are still being collected. Planting in December includes implementation in Kenya, Indonesia and Canada (kelp). The restoration portfolio includes a mixture of mangroves, terrestrial reforestation, agroforestry and kelp. tentree is working with veritree to monitor survival rates over time. Estimated impact regarding carbon, work hours and other indicators are being verified with planting partners. Areas that have been restored within identified polygons are being calculated. As of November 2022, tentree has planted a total of 93,303,631 trees (including kelp).

We are gathering the data through veritree and standardising these metrics going forward. Our planting partners currently do not have standardised approaches to this, so we are creating a veritree standard in order to monitor pre-planting, planting events and impact measurement related to ecosystem services and human well-being. The veritree framework for monitoring has undergone peer review in 2022 and is being finalised for 2023.



Implementation method

- tentree plants trees for every item of clothing sold. Every year, we work with partners to create a portfolio of different planting projects. In 2022, tentree partnered with Trees for the Future, Plant with Purpose, Replant, Oceanwise, Eden Reforestation Projects, American Forests, Global Forest Generation, Kapok Regenerative Agroforestry Foundation and Vasudha Swaraj (to support planting in Pratibha Syntex cotton fields).
- tentree also enables on-the-ground restoration through our own operations or supply chains
- In terms of providing financial support: We are working with our factories to create regenerative agriculture in our cotton fields and also working with planting partners to finance restoration with the roll out of veritree.

Ecosystems and restoration interventions concerned

Coasts and mangroves

- Planting of mangroves
- Planting of kelp

Farmlands and mixed-use areas

- Improving land management
- Agroforestry

Forests and woodlands

- Planting/seeding/natural regeneration of buffers (mixed stands of native species)
- Silviculture
- Post-fire reforestation via erosion control, mulching, planting, etc.
- Agroforestry/silvopastoral systems
- Watershed protection and erosion control



Technical planning

We are creating a veritree standard that identifies the data taxonomy that is needed pre-planting, the planting event and impact measurement. The impact measurement is adapted from on the Road to Restoration guide by FAO & WRI. Creating accurate baselines is key.

We recognise that planting trees is a process towards a goal rather than being the goal itself. Therefore, we work with partners to understand their data and their goals for each project. We have created a framework of standard metrics and optional metrics and opportunities to plug into different ecosystem services and constituents of well-being.

Ecosystem restoration principles considered

1

Contribute to the UN Sustainable Development Goals and the goals of the Rio Conventions.

2

Promote inclusive and participatory governance, social fairness and equity from the start and throughout the process and outcomes.

3

Include a continuum of restorative activities.

4

Aim to achieve the highest level of recovery for biodiversity, ecosystem health and integrity, and human well-being.

5

Address the direct and indirect causes of ecosystem degradation.

6

Incorporate all types of knowledge and promote their exchange and integration throughout the process.

8

Tailor to the local ecological, cultural and socioeconomic contexts, while considering the larger landscape or seascape.

9

Include monitoring, evaluation and adaptive management throughout and beyond the lifetime of the project or programme.

10

Build on policies and measures that promote its long-term progress, fostering replication and scaling-up.

Supporting documentation

- [WRI Report: The Road to Restoration](#)

Monitoring Process

Tool used: **veritree**

We are working with a number of organisations to integrate data into the operating system in order to accurately monitor above ground carbon, yield, biodiversity, water, soil, energy and multiple social indicators. We are collaborating with a number of experts to ensure accurate quantification of carbon, biodiversity and other impact goals. We are unable to share the integrations at this time.

Metrics monitored

Restoration intervention progress

Area under restoration

Effects on biodiversity

Effects on climate

Effects on people

Supporting documentation

- [veritree](#)

Area of land

At present we are collecting this data to make sure it is accurate from the date of the inception of the pledge. Since veritree was initiated in 2021 across many sites, the data is not complete using the same methodology as for sites where tentree had existing partners prior to 2021.

Supporting documentation

- Information compiled by company staff





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