



Restoration Barometer

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Aspiration

2022 Pledge Implementation Progress Report

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2022 1T.ORG PLEDGE IMPLEMENTATION PROGRESS REPORT

Aspiration

1 billion trees for climate, ecosystem and community impact

Reporting period

January 2021 – December 2021

Pledge status

Fully on track

Intervention locations

Kenya, Mozambique, Madagascar, Honduras



Progress summary

By the end of the 2021 calendar year, Aspiration reforestation partners planted 39,694,995 trees across Kenya, Mozambique, Madagascar and Honduras and funded an additional 10 million trees to be planted the following year. Reforestation partners follow ecosystem restoration best practices as outlined by Preferred by Nature and USAID. All trees are native to the habitats in which they are planted, and the reforestation partners go through a rigorous assessment process at each new planting site to determine tree species, reforestation approach and nursery establishment. After trees are planted all sites are monitored regularly by reforestation partners to track tree growth and health, identify any threats to sites and conduct maintenance as needed in the planting areas.

At the start of the reporting period, there were six planting sites in the portfolio, and by December 2021, Aspiration doubled the number of planting sites in its portfolio for a total of 20,047 hectares under restoration. Aspiration's reforestation projects support local communities through employment and income generation, and by the end of the reporting period, over 950 community members are employed on average each month across all reforestation sites. In most projects, over 50% of employed community members are women, and their employment contributes to their overall household income.

Ongoing challenges include seed acquisition and storage, and Aspiration is working with its reforestation partners to explore new approaches to seed sourcing and storage to enable a more consistent and reliable source of native seeds to supply project nurseries.



Implementation method

Financial support to:

- [Eden Reforestation Projects](#)
- [One Tree Planted](#)
- [Arbor Day Foundation](#)

Ecosystems and restoration interventions concerned

Coasts and mangroves:

Planting of mangroves

Forests and woodlands:

Planted forests and woodlots



Funding

US\$ 4,956,456 disbursed to:

- **Financing of implementing partner(s)**

By providing financial support to our reforestation partners, Aspiration enabled the planting of over 39 million trees and the restoration of over 20,000 hectares. Reforestation funding supports Aspiration's financial services goals by enabling customers to plant trees with their debit or credit card transactions through the Plant Your Change programme.

Supporting documentation

- [Aspiration Impact](#)



Monitoring Process

- WRI and FAO Road to Restoration Monitoring Framework
- Remote sensing GIS software tool called Lens from Upstream Tech
- Site visit data collection tools designed to collect environmental, socioeconomic and project management, governance and operational data

Tree growth, survival, health and other factors are measured regularly by reforestation partners to ensure planted trees are successfully growing. Where possible, other indicators are also measured such as soil composition, water quality, wildlife presence and overall biodiversity to allow reforestation partners to evaluate the restoration project's impact on the entire ecosystem.

Aspiration uses remote sensing and data modelling to track tree growth, vegetation change, develop carbon estimates and also watch for habitat degradation, natural disasters or other changes in the landscape through the analysis of satellite imagery.

Aspiration conducts site visits to a number of planting sites annually to verify tree plantings and evaluate the health, growth and survival of reforested areas. Interviews with project staff and community members also take place to evaluate effectiveness of project management, community engagement and co-benefits as well as identify any challenges or risks that might affect the project.

Metrics monitored

Restoration intervention progress

Land cover change

Area under restoration

Effects on climate

Effects on people

Financial flows to restoration activities

Supporting documentation

- [Tree Planting Details - Impact and Partners](#)

Area of land

20,047 hectares under restoration

The restoration interventions utilised by Aspiration's reforestation partners follow ecosystem restoration best practises as outlined by Preferred by Nature and USAID, which include planting of the native species listed below. Projects achieve high survival rates with an average of 80.1% for terrestrial forests and 81.35% for mangrove forests.

Average planting densities and species by forest type:

- **Afromontane, cloud forest and tropical:** 2,500 trees/ha (Juniperus procera, Warburgia ugandensis, Croton megalocarpus, Olea Africana, mixed pine oak forest, Pinus oocarpa)
- **Mangrove:** 10,000 – 20,000 trees/ha (grey mangrove – Avicennia marina, red mangrove – Rhizophora mucronata, spurred mangrove – Ceriops tagal, large-leafed orange mangrove – Bruguiera gymnorrhiza)
- **Miombo:** 1,100 trees/ha (Brachustegia spp.)

Supporting documentation

- Reforestation partner reporting



Climate

433,753 million metric tonnes of CO₂

Estimation method

Estimate based on CO₂ sequestration rates from the following peer-reviewed sources and analysis of reforestation portfolio:

- Bernal, B., Murray, L.T. & Pearson, T.R.H. Global carbon dioxide removal rates from forest landscape restoration activities. Carbon Balance Manage 13, 22 (2018). <https://cbmjournal.biomedcentral.com/articles/10.1186/s13021-018-0110-8>
- Salmo III SG, Malapit V, Garcia MCA, Pagkalinawan HM. Establishing rates of carbon sequestration in mangroves from an earthquake uplift event. Biol. Lett. 15: 20180799 (2019) royalsocietypublishing.org/doi/10.1098/rsbl.2018.0799

Supporting documentation

- [Aspiration's Vision for a Climate and Nature Positive World](#)

Economy

Over 950 community members are employed on average each month across all reforestation sites.

Types of jobs supported

- Seasonal / occasional / casual
- Long-term

Benefitting stakeholders

- Local communities

Aspiration funds reforestation organisations that engage and employ local communities in the projects. Community members are hired to collect seeds, care for seedlings in the nurseries, plant and monitor trees, and as forest guards to protect reforested areas. In most projects, over 50% of employed community members are women, and their employment contributes to their overall household income.

Supporting documentation

- Restoration partner reporting



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