2025

Impact Report

veritree

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About Us

At veritree, we exist to accelerate the transition towards a restorative economy by bringing trust, transparency, and measurability to the world of nature-based solutions. To date, our partners have supported the planting of over 150 million trees and counting. Everyday, we work to establish confidence in nature-based solutions by building and deploying the tools to design, manage, and monitor planting through the entire lifecycle of a reforestation project. From mangroves to kelp, post-wildfire to rainforests, veritree is helping organizations across the globe connect with the world's best restoration projects and move from intention to measurable impact. Thank you for being a part of that journey.

Letter From Our Founders

We have been so fortunate to have experienced truly incredible growth over the last few years. In September, veritree was recognized as the 5th fastest growing company in Canada, by the Globe & Mail - something that is only possible thanks to the support of the businesses that choose to support verifiable nature-based impact, and our planting partners, who believe in a future where measurable, transparent reforestation is the norm.

Why that growth is particularly exciting is because of what it means for the planet. veritree's growth is directly linked to the number of trees we plant and the impact we have on our planet.

However, while the number of trees is exciting to celebrate, everyday we are reminded that the number is just the starting point. The tree is the input and, at veritree, what we are trying to achieve is long-term, verifiable outcomes. A healthy forest, improved biodiversity, sequestered carbon, cleaner water, and thriving communities are all the outcomes we can achieve when restoration is done right.

This past year we focused on turning commitment into clarity. Technology has made it possible to bring transparency and trust to restoration at scale; transforming what was once difficult to see into something visible, standardized, and grounded in real-world validation.

What we celebrate isn't only growth, but greater insight. We have taken significant strides in 2025 to rollout new forms of live data capture to provide an improving "pulse of the forest". Our ability to measure outcomes - ecosystem health, biodiversity, early signs of recovery or risk, community benefits, and more - has improved dramatically. These insights help guide restoration, both current and future, and give our partners a clearer view of the living systems they support.

Above all, this year has deepened our gratitude. Thank you for placing your trust in veritree, and for supporting restoration done with care, transparency, and integrity. We're honored to partner with you all in this essential work.

TREE PLANTER AT OUR PARTNER'S AGROFORESTRY SITE IN SENEGAL.

Derrick Emsley
CEO

David Luba
Head of Partnerships

Stephen Emsley
Head of Innovation & Implementation

B Corp Certified™

We're proud to announce that veritree has officially earned Certified B Corporation™ status, joining a global community of businesses using their power for good. Certified B Corporations are businesses that undergo the comprehensive B Impact™ Assessment (BIA) and meet high standards of social and environmental performance, transparency, and accountability. By certifying, companies legally embed this commitment into their governing documents, ensuring that their mission to create positive impact is protected over the long term.

Becoming a Certified B Corporation™ affirms our mission and holds us accountable to the same standards of transparency and integrity that we aim to bring to global restoration efforts. We pursued this certification not just to enhance our credibility, but to establish a clear framework for continuous improvement as we grow.

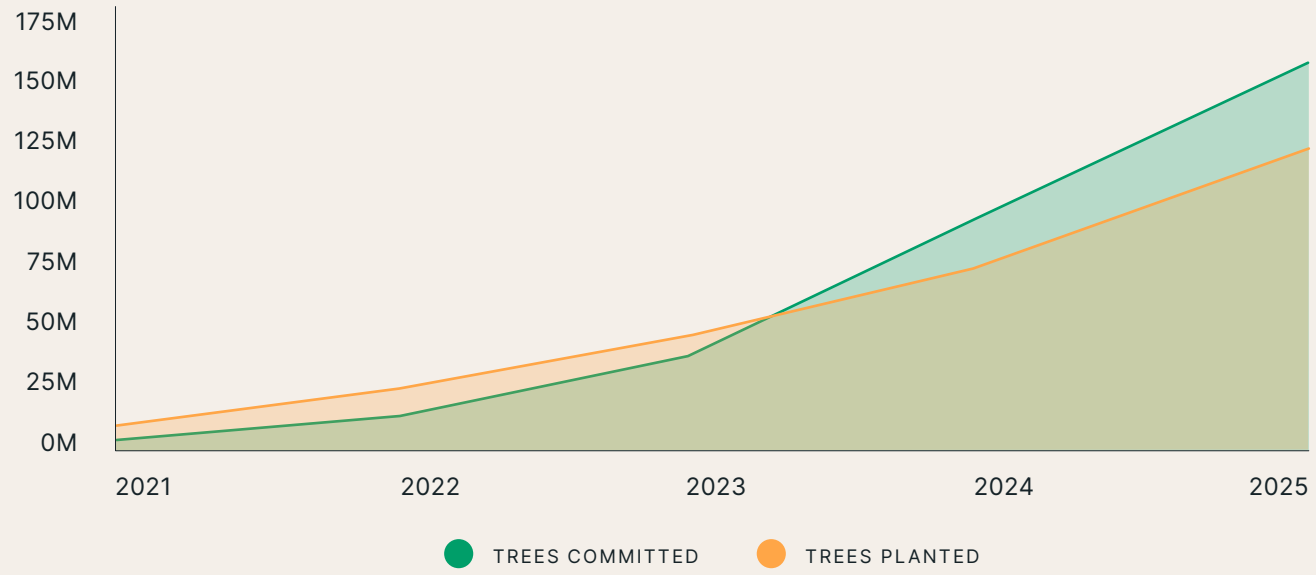
Our decision to become a Certified B Corporation™ reflects our belief that business should be a force for good. Certification allows us to:

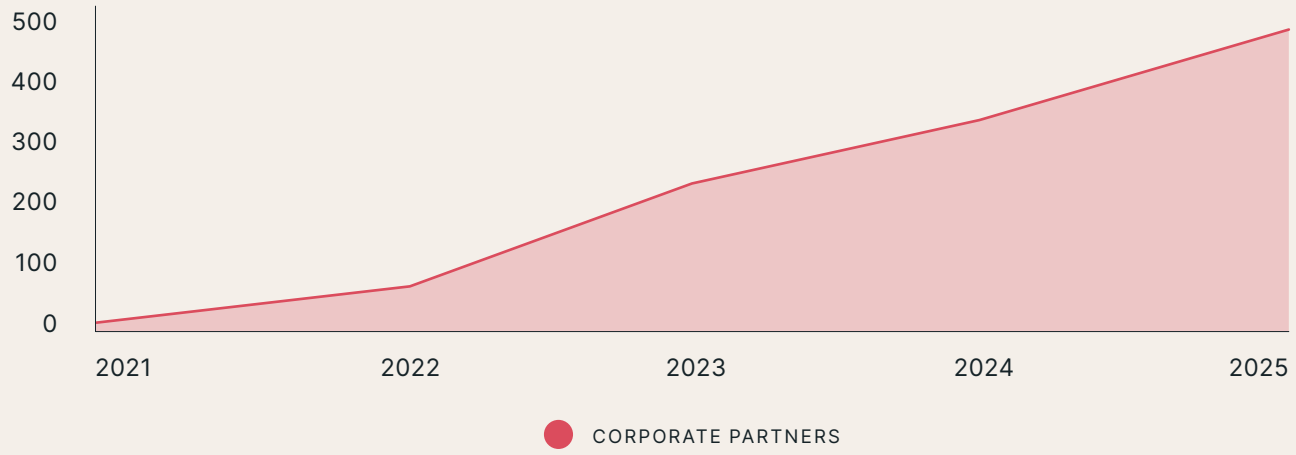
- Publicly demonstrate our commitment to people and the planet
- Align with like-minded organizations working toward systemic change
- Continuously identify and improve areas where we can have greater impact

As veritree grows, we are committed to ensuring that our core purpose remains intact: to make restoration transparent, scalable, measurable, and meaningful. Scaling impact comes with complexity, but the B Corp™ framework helps us stay grounded in our mission as we expand our reach and responsibilities.

Performance Evaluation

veritree is accelerating measurable nature restoration worldwide. As shown on the graphs below, our growing corporate partner community has collectively pledged more than 156 million trees to date. This momentum illustrates the power of verified climate action: from mangroves and kelp to wildfire reforestation, every commitment contributes to our goal of planting 1 billion trees by 2030 and embedding verified nature restoration into the operations of 100,000 businesses worldwide.





As we progress on our company goals, we continue to benchmark our performance with leading industry frameworks. Our B Corporation™ certification is not a one-and-done milestone – it is issued for three years, during which businesses must continue to meet or exceed these standards and prepare for recertification under increasingly robust frameworks. At the time of veritree's certification, companies were required to score at least 80 points on the B Impact Assessment, a rigorous evaluation of a company's impact across workers, communities, customers, governance, and the environment. veritree earned a score of 104.2, significantly surpassing the certification threshold and more than doubling the median score most companies achieve during the B Impact Assessment process. We recognize that moving forward the five impact categories have expanded to include Purpose & Stakeholder Governance, Fair Work, Justice, Equity, Diversity & Inclusion, Human Rights, Climate Action, Environmental Stewardship & Circularity, Government Affairs & Collective Action and we are committed to making progress across these categories.

Sustainable Development Goals Alignment

To better understand our contribution to global positive change, we have mapped our work against the Sustainable Development Goals (SDGs). This global framework outlines a shared vision for a more sustainable and inclusive future. The SDGs below reflect areas where our projects demonstrate alignment through environmental restoration, social impact, and community engagement.

No Poverty

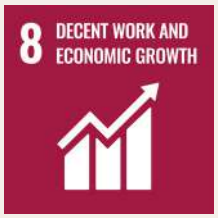
We work with partners who support economic opportunities for vulnerable and underserved communities, helping to strengthen long-term livelihoods. See more details here.

Zero Hunger

Our agroforestry projects boost food security, improve soil health, and strengthen local food systems. See more details here.

Gender Equality

Across partnerships, we promote practices that support women's participation, leadership, and access to tools and technology for greater empowerment. See more details here.



Decent Work and Economic Growth

We ensure fair, safe working conditions and create employment in rural regions through due diligence and restoration projects. See more details here and here.

Reduced Inequalities

We work with organizations that promote inclusive economic participation, supporting marginalized groups like single mothers and rural households. See more details here.

Sustainable Cities and Communities

Some of our projects restore green spaces in urban environments, contributing to more accessible, healthier, and climate-resilient areas. See more details here and here.

Climate Action

Our restoration strengthens resilience to climate-related risks by stabilizing soils, improving biodiversity, and supporting ecosystems. See more details here and here.

Life Below Water

We support kelp planting projects that help restore local coastal ecosystems and support ocean biodiversity. See more details here.

Life on Land

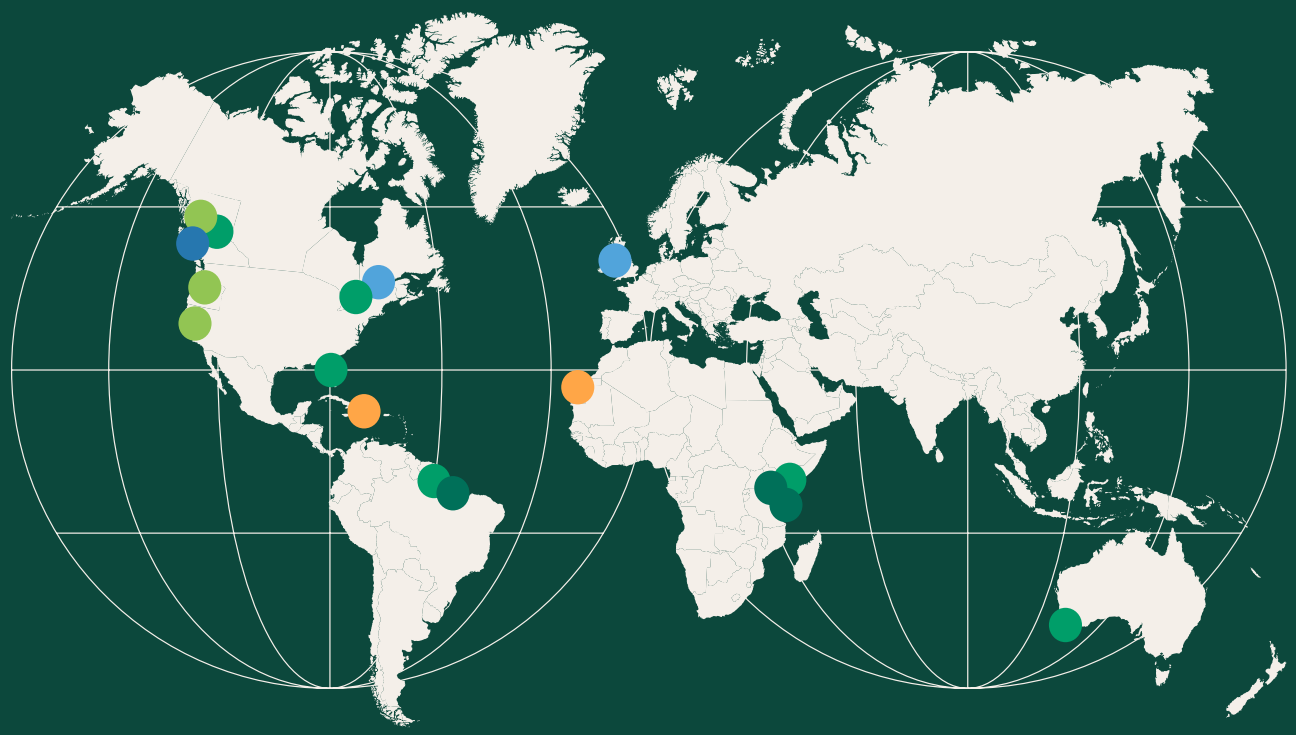
We restore degraded landscapes, improve ecosystem health, and promote sustainable land practices that boost biodiversity and resilience. See more details here.

Partnerships for the Goals

Our work is driven by collaboration with local organizations and communities committed to sustainable development and environmental stewardship. See more details here.

Our Collective Impact*

Powered by Unmatched Transparency



Agroforestry | Kelp | Mangrove | Post-Wildfire | Terrestrial | Urban

156.2M+
Trees Committed

113.8M+
Trees Planted & Verified

17.4K+
Hectares Restored

~26Mt
CO_2 to be Sequestered**

333.2K+
Total Pieces of Evidence Uploaded

56.7K+
Work Days Created

* Since inception. **Forecasted over the next 25 years.

Together, We Pledged

9,420,000+ Trees to Agroforestry Restoration

Agroforestry is a sustainable land management approach that combines the cultivation of trees or woody plants with agricultural crops or livestock on the same piece of land.

2.7M+ Planted in Senegal

1.2M+ Planted in Haiti

9,800+
Work Days Provided

1,500+
Hectares of forest area restored

~58,000t*
CO_2 to be sequestered over the tree's lifetime

24,100+
Unique pieces of evidence uploaded

84%
of leaders are women in Haiti

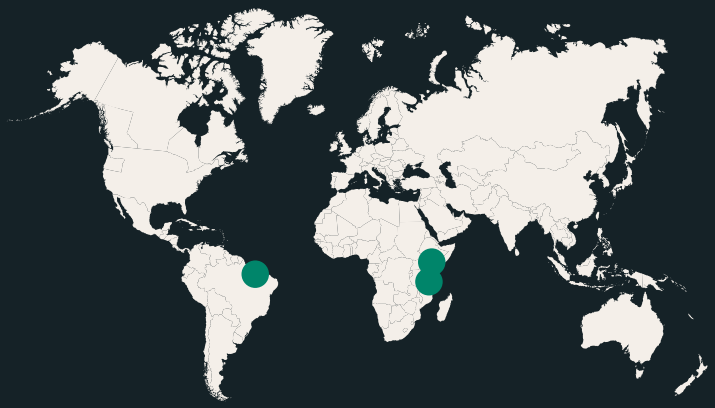
53%
more nitrogen is retained by agroforestry land than cropland (Source)

*Forecasted over the next 25 years.

Together, We Pledged

58,825,000+ Trees to Mangrove Restoration

Mangrove restoration is the process of revitalizing and reestablishing mangrove ecosystems in areas where they have been degraded or lost.



- **23.6M+ Planted in Kenya**
- **18.8M+ Planted in Tanzania**
- **1.6M+ Planted in Brazil**

11,200+
Work Days Provided

4,400+
Hectares of forest area restored

~10,900,000t*
CO_2 to be sequestered over the tree's lifetime

175,800+
Unique pieces of evidence uploaded

55%
of full-time staff members are women in Eastern Africa

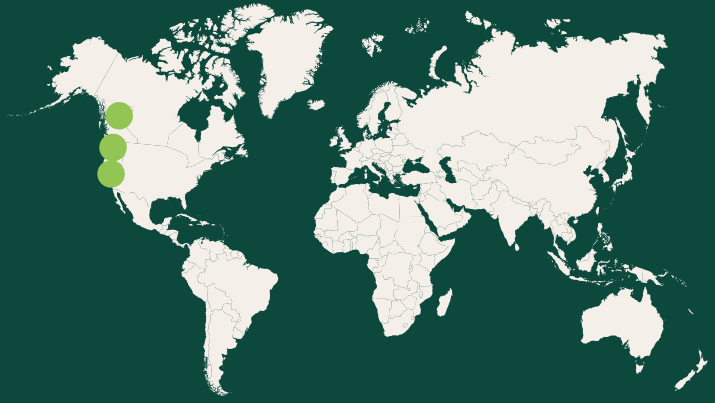
75%
of the world's tropical coastlines are covered by mangroves (Source)

*Forecasted over the next 25 years.

Together, We Pledged

465,000+ Trees to Post-Wildfire Restoration

Wildfires are rapidly reshaping North America. Restoring forests is critical to protect ecosystems, communities, and water, and build future resilience.



785K+ Planted in Canada

534K+ Planted in the USA

630+
Work Days Provided

1,000+
Hectares of forest area restored

~933,000t*
CO_2 to be sequestered over the tree's lifetime

2,700+
Unique pieces of evidence uploaded

Canada's 2023 wildfire season burned ~37 million acres and released ~647 million tonnes of carbon emissions (Source)

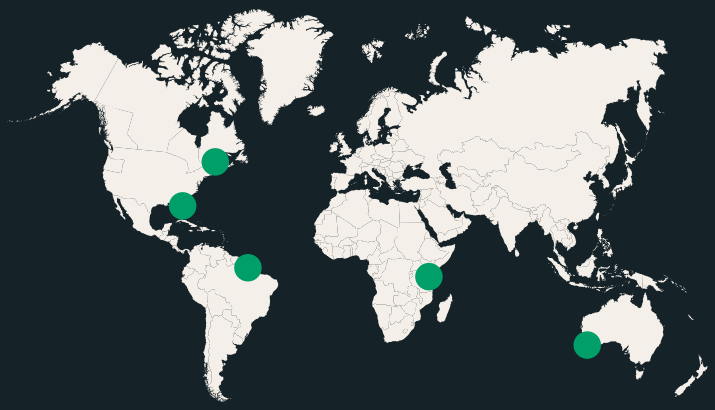
Smoke and pollution from extreme wildfire seasons are increasingly transported far beyond burn zones, affecting air quality and health across the continent (Source)

*Forecasted over the next 25 years.

Together, We Pledged

810,000+ Trees to Terrestrial Restoration

Terrestrial reforestation is an effort to restore and expand forested areas that have been depleted, degraded, or deforested.



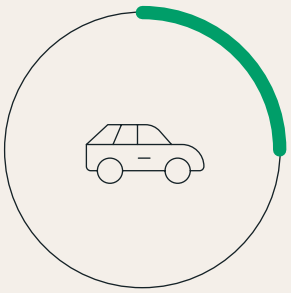
- **534K+ Planted in Kenya**
- **289K+ Planted in the USA**
- **86K+ Planted in Brazil**
- **7K Planted in Australia**

440+
Work Days Provided

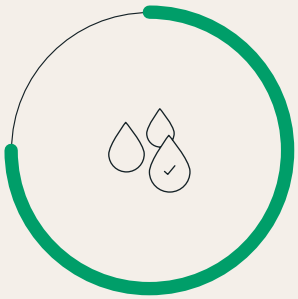
400+
Hectares of forest area restored

~433,000t*
CO_2 to be sequestered over the tree's lifetime

3,700+
Unique pieces of evidence uploaded



25%
of human carbon emissions are sequestered annually by terrestrial forests (Source)



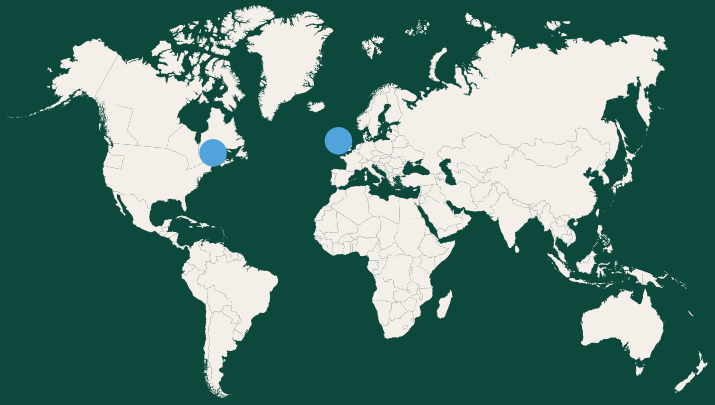
75%
of the world's freshwater resources are regulated by terrestrial forests (Source)

*Forecasted over the next 25 years.

Together, We Pledged

140,000+ Trees to Urban Restoration

Urban restoration is the intentional revitalization of degraded or neglected city spaces to strengthen ecosystems, improve local climate resilience, and create habitats for pollinators and wildlife.



90K Planted in Canada

3K+ Planted in the UK

40+
Work Days Provided

140+
Hectares of forest area restored

~47,000t*
CO_2 to be sequestered over the tree's lifetime

320+
Unique pieces of evidence uploaded

Up to 12 °C

reduction in peak air temperatures through shading and evapotranspiration (Source)

5-7%

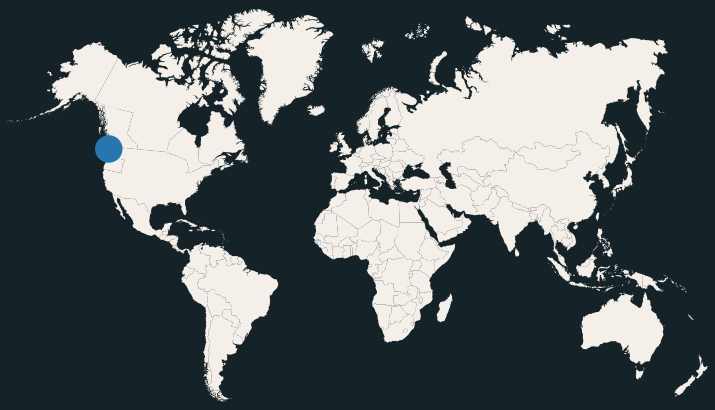
higher likelihood of residents reporting good mental health due to higher bird diversity and tree species richness in the area (Source)

*Forecasted over the next 25 years.

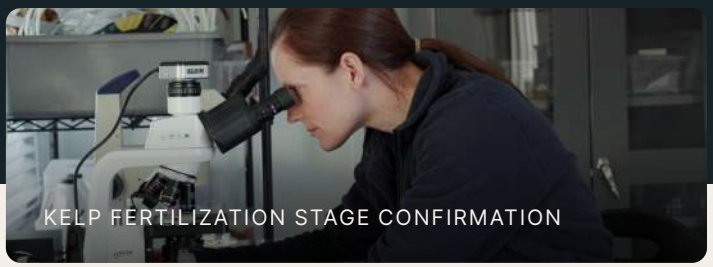
Together, We Pledged

1,675,000+ Kelp to Seaforestation

Seaforestation is an emerging conservation strategy focused on the restoration and cultivation of underwater seagrass and kelp forests in marine environments.



YOUNG NEREOCYSTIS SPOROPHYTES ARE TUMBLE CULTURED IN AN SBR



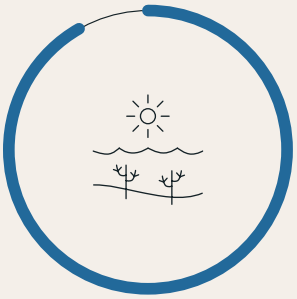
KELP FERTILIZATION STAGE CONFIRMATION

In combination with Industrial Plankton, Greenwave, Sea Forest Macro Algae, and the Indigenous-led United Kelp Cooperative, veritree has supported a sea forest hatchery and nursery development on the Sunshine Coast. This project expansion is designed to increase kelp survivability and long-term yields.

As part of this hatchery development, wild kelp spores were collected during the limited fall collection window and used to establish over 150 gametophyte cultures, creating a stable, multi-year kelp seed supply. These cultures were grown in controlled bioreactors and transferred to a purpose-built nursery, where seeded spools matured under filtered, UV-sterilized seawater.

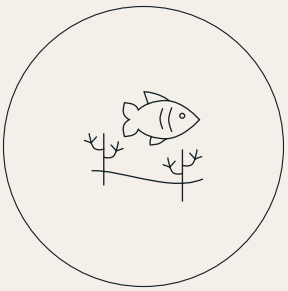
As our seaforestation partner, Kristina Long, explains "Having secure, stable, healthy access to seed throughout the year or growing period is a vital component of any farming business."

Due to kelp's strict seasonal planting window and the completion of the hatchery, kelp planting will be taking place in January 2026 under optimal ocean conditions.



90%

of light is blocked by kelp forests, creating shaded habitats that boost biodiversity (Source 1, Source 2)

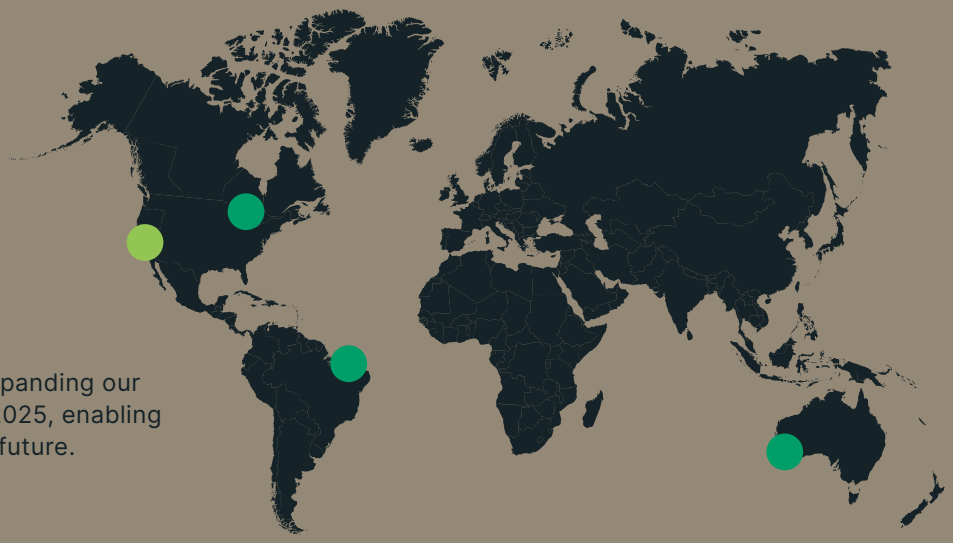


Kelp supports biodiversity with herring, salmon, northern abalone, and sea urchins being shown across our BC seaforestation sites

New Restoration Projects

We're excited to announce 4 new sites, expanding our global reach to 17 restoration projects in 2025, enabling us to drive global impact for a restorative future.

Explore All Planting Projects →



Michigan, USA

This large-scale restoration renews Michigan's red pine forests with resilient seedlings, enhancing carbon storage, supporting wildlife, and sustaining rural economies, for long-term forest health.

California, USA

After the 2013 Rim Fire, a multi-year effort replants diverse native trees to restore habitats and water quality, reduce wildfire risk, prevent shrub takeover, enhance carbon sequestration, and build resilient Sierra Nevada forests.

Maranhão, Brazil

This project will plant in the Pepital River basin, restoring Amazon-Cerrado zones, safeguarding aquifers, enhancing biodiversity, food security, and water resilience for 20,000 people and local ecosystems.

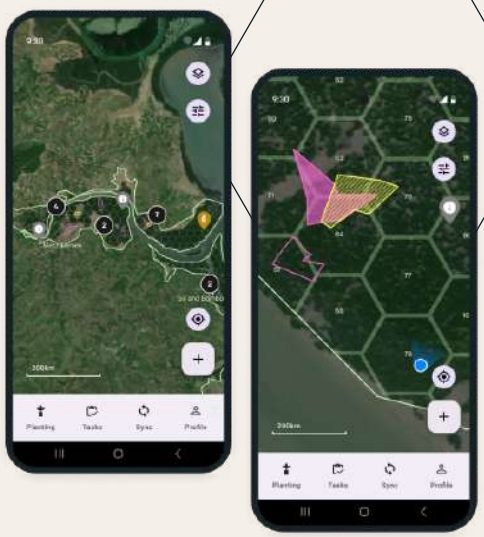
Western Australia

Once cleared and degraded, Western Australia's Chittering site is being restored with 20,000 native trees and shrubs, boosting biodiversity, reducing soil temperatures, expanding canopy, and reconnecting habitats for endangered species.

Our Technology Advancements

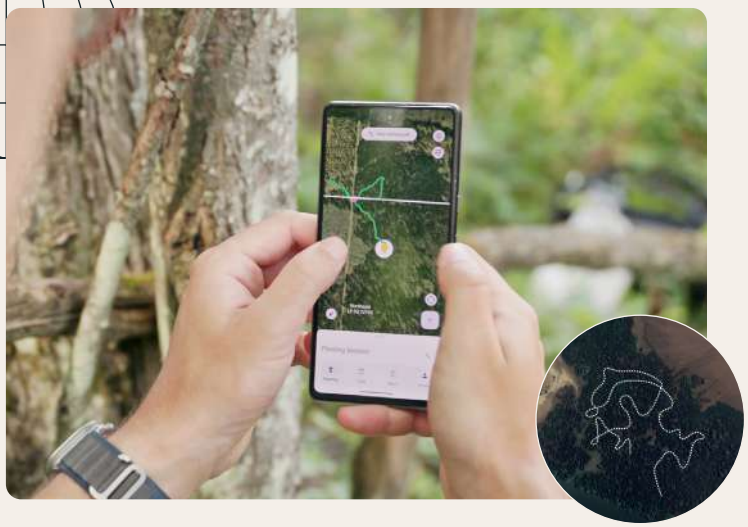
At veritree, we combine cutting-edge science and technology with the power of nature to make restoration smarter, scalable, and verifiable. From our own veritree app to collect ground truth data to AI-driven survivability insights, our tools ensure that trees are planted, monitored, measured, and contributing to long-term ecosystem resilience.

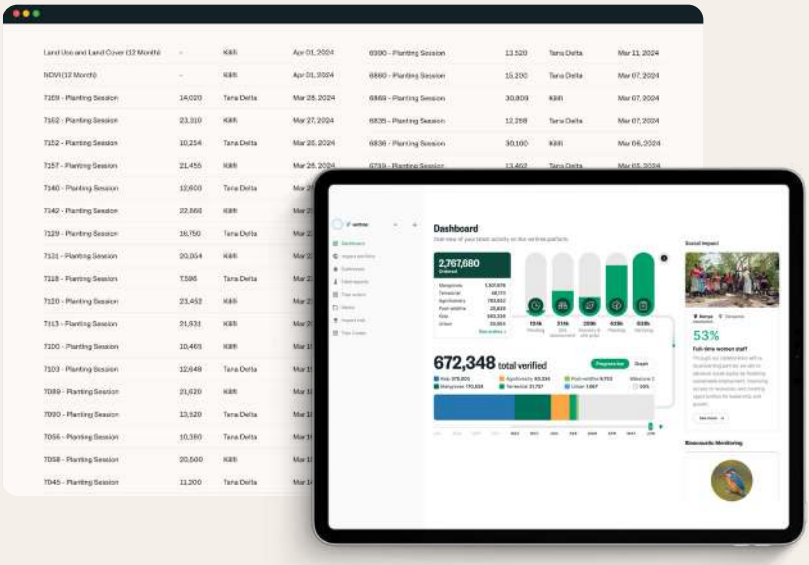
Explore Our Technology →



veritree App

The veritree app equips planters with a tool to collect verifiable, geotagged data. The app can be used to track planting sessions, conduct survival surveys, and collect socioeconomic surveys, even offline. Each session undergoes multi-step verification, ensuring accuracy from planting to monitoring. This ground-level evidence builds transparency and trust, connecting local restoration with global impact.



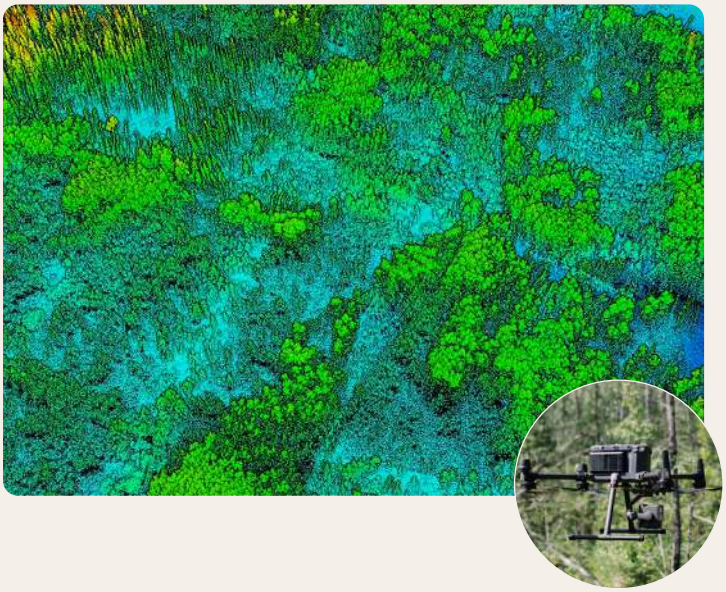


veritree Platform

The veritree Portal is the hub for monitoring, reporting, and verification process and a key tool for delivering transparency and accountability at scale. The platform allows planting partners to upload and view key evidence such as planting site polygons, forest type data and all field data from the veritree App. Corporate partners gain real-time access to planting sessions data, field reports and impact metrics, making it easy to track progress and report on results.

Smart Design

Smart Design is veritree's spatial planning engine that turns rich geospatial data into prioritized, implementable restoration plans. It uses a series of datasets such as satellite imagery, soil data, risk layers, and landcover datasets to identify degraded areas, assess flood and drought risk, and, for our East Africa mangrove sites, calculate water-intervention needs. The result is a priority map for every site, showing where to plant first, how much to plant, and what interventions are needed - so our forests grow smarter, faster, and stronger.

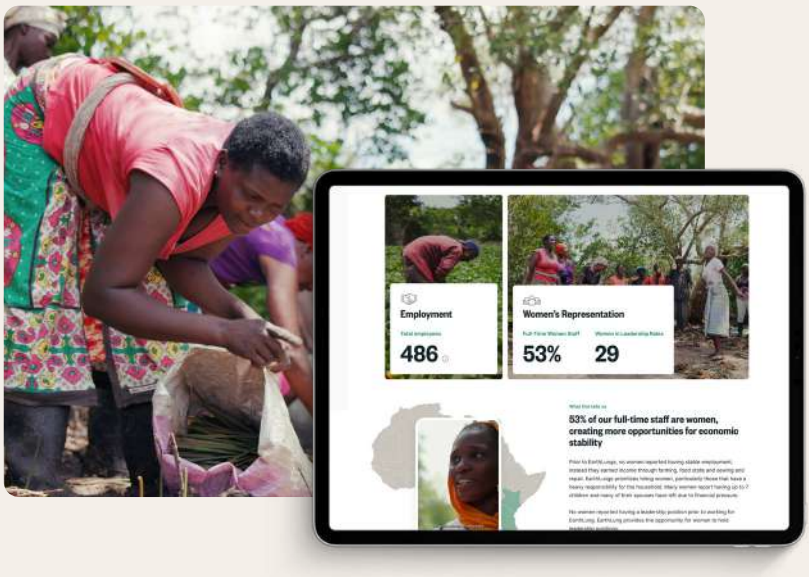


Sensors & Data Insights

veritree uses multiple layers of data to generate insights across restoration sites. Proprietary LiDAR (Light Detection and Ranging) data, satellite imagery, and environmental metrics, provide high-resolution views of terrain, vegetation, and ecosystem conditions to support planning, risk assessment, and long-term monitoring. Bioacoustic sensors and in-field cameras capture continuously updated, verifiable data, enabling remote, data-driven tracking of restoration progress.

AI Survivability Solution

veritree's Survivability AI combines cutting-edge technology with proven field practices to deliver accurate and scalable insights into tree survivability. Our multi-phase approach begins with field-based manual counts, expands with AI-powered image analysis, and will soon integrate multispectral data from our drones for large-scale, high-precision monitoring. By combining drone imagery, planting records, and field observations, this solution provides partners with verified survivability rates. The result is transparent, science-backed reporting that showcases the true value and impact of restoration efforts.

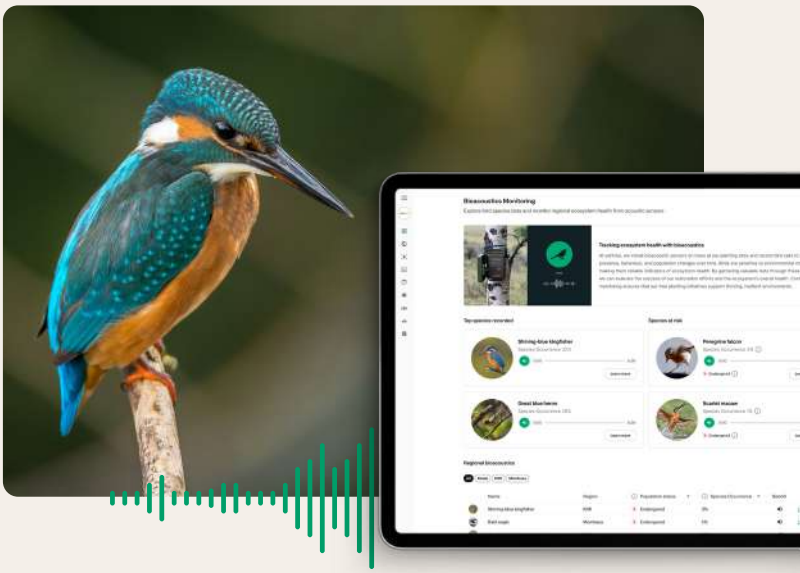


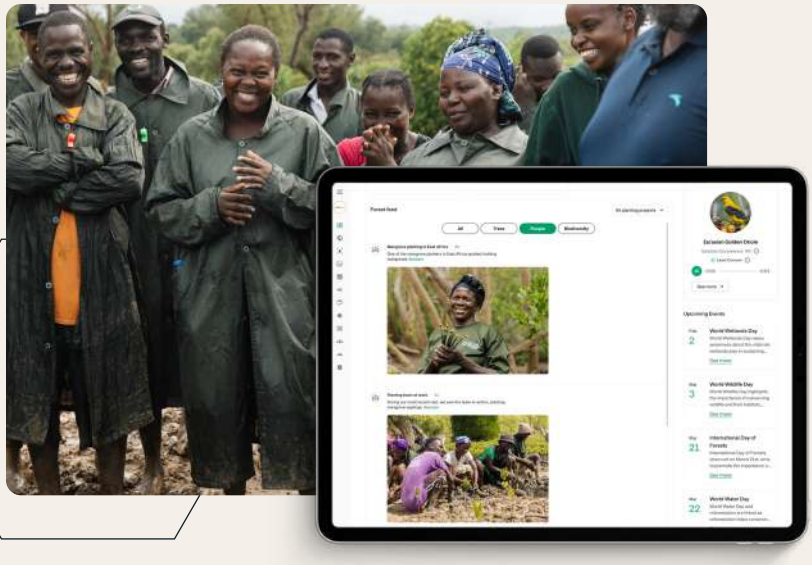
Social Impact Dashboard

Our Social Impact Dashboard enables partners to track and showcase the human side of restoration. The veritree App makes it seamless to capture data on employment, gender equity, and economic empowerment across project sites and the veritree Portal platform collates and organizes the collected data. By making social outcomes visible alongside ecological results, the dashboard helps partners share authentic, measurable stories about the impact their investment is creating for people as well as the planet.

Bioacoustics Dashboard

The Bioacoustics Dashboard provides the opportunity to track biodiversity at our restoration sites in Kenya and Alberta, with upcoming expansion across Canadian sites. By turning soundscapes into data, the dashboard shows which bird species are present, how active they are, and what their conservation status is. We deploy tree-mounted bioacoustic sensors and match recordings to a local species catalogue, using those insights to detect returning species, shifts in activity, and early signs of ecological recovery.





Forest Feed

Forest Feed delivers a stream of updates that keeps partners connected to their projects while trees are being planted and growing. This activity feed shares photos, videos, site assessments, and stories from the field, creating a consistent flow of content. Forest Feed helps partners engage their audiences, maintain excitement, and share authentic, timely updates about their role in restoration.

The People Behind the Restoration

Every thriving forest, mangrove, and seaforestation site begins with people. The success of veritree's projects is powered by dedicated local teams who bring restoration to life. From site foresters, farmers, and nursery managers to women's group leaders and monitoring coordinators, these individuals are helping rebuild ecosystems that enhance livelihoods, support wildlife, and strengthen community resilience.

Meet the people driving change on the ground.

Staying Home to Grow a Future

Watch Video →

In a rural community in southeastern Senegal, the veritree and Mother Trees' project is helping families enhance livelihoods through agroforestry.

Before the project began, Amadou Bibi Diallo often had to leave his village during the dry season to find work in the dangerous and exhausting gold industry, spending months away from his family just to make ends meet. Sometimes, Amadou would hear about his children being ill or having nothing to eat at home, being unable to help due to the distance. Today, he cultivates fruit trees that provide food and income for his household without having to be separated from his family.

"Thanks to the project, I cultivate guava, mango, and lemon. This lets me stay and work locally, so I don't have to go elsewhere anymore," Amadou shared. "Each harvest enabled us to sell part of the produce in order to purchase educational supplies for our children."

Now, his focus is on expanding opportunities for others in the community, especially women, so they can earn income year-round and keep their children in school. "My wish is that the women of the village receive assistance to engage extensively and profitably in large-scale vegetable cultivation," he said.

Amadou's story reflects how veritree's work in Senegal is helping restore not only land, but livelihoods, creating lasting roots of stability and hope.

"Each harvest enabled us to sell part of the produce in order to purchase educational supplies for our children."

Amadou Bibi Diallo
Project Coordinator, Samba Naar, Senegal

Rooted in Collaboration

Fatimata Binta Diallo
Savings Group Leader, Missira Bakawka, Senegal

Thanks to the support of our corporate partners and planting partner, Mother Trees, the agroforestry project is empowering women to lead the way in food security and financial independence.

As the leader of the women's savings group Xalaldi Fotti, Fatimata has seen how restoration can grow both livelihoods and confidence. Under Fatimata's leadership, seven women's groups now manage a shared garden that feeds dozens of families and sustains a growing local economy. "This year, we succeeded with the garden! This year brought us great joy," Fatimata said proudly.

Through the project's support, including new fencing, tools, and training, the women can now grow okra, cabbage, carrots, onions, and moringa, all right in their own village. "Today, I don't go to Salemata to get food. We have everything in our garden, we live from it, sell it, and enjoy it," she shared.

Fatimata's story shows how when women have access to the right resources, they can cultivate not only crops but confidence, collaboration, and real change.

Watch Video →

In the News & On the Stage

Together with our partners, veritree's mission and impact reached new audiences this year. From sustainability summits to innovation conferences, we've joined conversations around the world on how data, transparency, and collaboration can accelerate the global restoration movement.

Each event and dialogue has been an opportunity to share what's possible when organizations come together to invest in nature, and to learn from others leading the way.

The growing recognition of verified restoration reflects the collective effort behind it. We're honoured to see this work included among Canada's most purpose-driven and high-growth organizations.

In 2025, veritree ranked #7 in Deloitte's Technology Fast 50™, #5 on The Globe & Mail's Top Growing Companies list, and was named a Clean50 Award winner for our Smart Forest Reforestation system. Our CEO, Derrick Emsley, was also honoured in Business of Vancouver's Forty Under 40 and the MO 100 Impact Ranking for his leadership in driving measurable environmental change.

Supporting Student Researchers to

Enhance Restoration Initiatives

veritree invests directly in universities and student researchers to accelerate our goals of planting 1 billion trees by 2030 and embedding nature restoration into 100,000 businesses.

We achieve this through partnerships like Mitacs, a Canadian organization that connects businesses with academic researchers to drive innovation. This program allows us to directly fund student-led projects that strengthen our core mission: verifiable restoration and unlocking global investment in nature.

Our 2025 Research Projects:

University of Alberta

In partnership with the University of Alberta, we completed two research projects. The first focused on creating a biodiversity monitoring model by combining environmental DNA (eDNA) from soil with satellite-based hyperspectral imagery. This helped predict the presence of fungi and bacteria in both restored and degraded sites in Canada. The second project developed a carbon estimation model for mangroves in Kenya using drone-based LiDAR, ground-based forest inventory data, and satellite imagery to estimate carbon sequestration at the tree level across landscapes. (Published in Ecological Indicators).

University of British Columbia

With the University of British Columbia, veritree worked on two research projects. In the first, we developed a computer vision model to assess the survivability of mangrove trees using smartphone images collected through the veritree app. In the second, we explored the potential of biochar to qualify for carbon credits and created a standard operating procedure for our planting partners in East Africa who are interested in biochar production.

McGill University

In collaboration with McGill University, we co-developed a Python-based toolkit to support post-planting ecosystem monitoring. This tool combines satellite data, machine learning, and advanced statistical modelling to forecast ecosystem health, acting like a digital twin of nature to guide restoration planning.

veritree also started an additional two new Mitacs projects this year focused on developing a biodiversity monitoring framework and improving our approach to socioeconomic impact surveys.

Biodiversity Project

- Reviewing and refining biodiversity monitoring practices to improve our integrated sensor-based framework
- Integrating multi-source data to track ecosystem change accurately
- Building a standardized approach to measure and report biodiversity outcomes globally

Socioeconomic Project

- Conducting a literature review to identify effective ways to measure and communicate the social impact of restoration projects
- Updating our framework to better understand community well-being and resilience
- Strengthening survey methods for consistent social impact measurement across all sites

What We're Looking Forward to in 2026

In 2026, we're focused on scaling with integrity. This means turning the challenges of growth into opportunities. We are streamlining verification, enhancing transparency, and ensuring every tree planted translates into trusted, lasting impact.

Our technology remains the foundation of that trust. Advanced monitoring tools, AI survivability insights, and real-time sensors will make verification more efficient, accurate, and accessible for our partners.

We're also excited to evolve our platform to support new forms of verified impact. Stay tuned for developments that will help businesses meet their climate and nature goals with even greater confidence and clarity.

Thank You to Our Partners

Your partnership continues to be the foundation of everything we have achieved together, from planting trees to restoring ecosystems and creating opportunities for communities connected to these landscapes.

Thanks to your support, this past year has been one of growth and breakthroughs. We expanded into new restoration projects across the globe and reached a meaningful milestone by becoming a Certified B Corporation™, reinforcing our commitment to deliver transparency, verified impact, and partnerships built on genuine care for people and the planet. Along the way, we have also advanced collaborations with leading universities, contributing to peer-reviewed research on carbon estimation. These efforts, together with the launch of tools like the Social Impact Dashboard, Bioacoustics Dashboard, and AI Survivability Solution, are helping us set a new benchmark: making verified restoration the standard in reforestation.

Your belief in this mission continues to ripple outward, sparking change that goes beyond trees and into livelihoods, innovation, and climate solutions that last. From pioneering science with partners at multiple Canadian universities to raising Series A funding, we are building systems that ensure restoration is not only impactful today but sustainable for generations to come.

As we look ahead, we are filled with excitement by what is possible with you at our side. Together, we will continue to push boundaries, scale impact, and plant the seeds of a healthier future for people and the planet alike.

Thank you for being an essential part of this journey. We are honored to have you as our partner in this vital work.

The Future of Business is Restorative.

A Higher Standard Of Impact

veritree