



IMPACT REPORT



**EASTER 18-21 20
WEEKEND APR 25
BODHI KHAYA NATURE RETREAT**

ABOUT THIS REPORT

WELCOME TO OUR 2025 IMPACT REPORT!

This year, we are stepping up our game, and have made some historical moves. For the first time ever, we conducted a full-scale assessment of Reforest Fest's impact, from energy to the local economy.

At Greenpop, we are committed to growing our event to be the icon of sustainable festivals in South Africa, and we hope to do this through prioritising complete transparency with our reporting. This will keep us accountable to stick to our mission as an organisation and make a positive impact through our festival.

This report was pulled together through the tireless efforts of our crew, volunteers, audience, vendors and beyond. Everyone did their best to reduce their impact at the festival, contributing to longevity of the environment at large - a **great, big, green thank you to all!**



OUR VISION

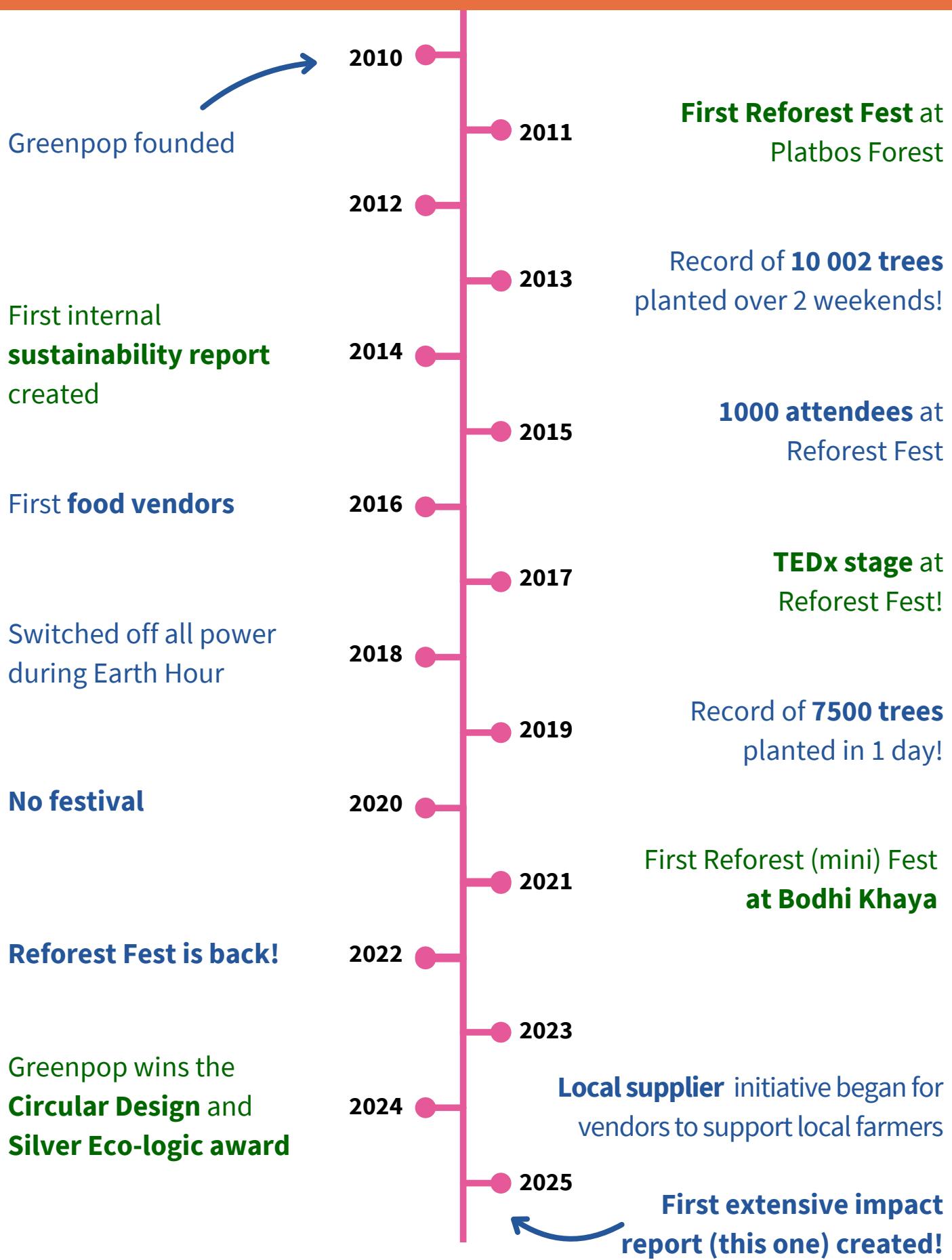
Reforest Fest envisions a vibrant and inclusive future where communities unite to restore and celebrate our natural world. Through immersive experiences combining arts, culture, and environmental action, we inspire collective responsibility and foster a sustainable legacy.

Our festival is a catalyst for ecological restoration and community empowerment, aiming to become a leading force in global reforestation efforts and environmental education and the most sustainable festival in Africa.

TOGETHER, WE PLANT THE SEEDS FOR A GREENER, MORE RESILIENT PLANET.



THE STORY SO FAR



THIS YEAR'S HIGHLIGHTS



Participants = **1,153**



Indigenous trees planted = **5,021**



Total hectares brought under restoration since 2011 = **62**



Workshops and activities = **70**



Artists performed = **15**



Vegetarian/vegan meals served = **8,300**



Partner organisations/brands worked with = **70**



Students, sponsored learners, and subsidised tickets = **113**



KM cycled, walked and ran to the event = **1,830**



KG waste diverted from landfill = **1,704**



KG of food waste was fed to pigs = **562**



KG of humanure turned into compost = **2,500**



SUSTAINABILITY INITIATIVES



WASTE

Petco in collaboration with Gooi and Regenize were the main supports in realising the limited waste at the festival:

- Sorting at source, allowing minimal waste to landfill
- NO single-use packaging used by vendors - all attendees must bring their own cutlery and containers
- We re-use the same glass jars each year from the bar
- Kombucha served on tap to reduce waste
- Composting toilets drastically reduce the impact on sewerage systems



WATER

Viva Con Agua lead the water conservation initiatives at the festival:

- Timed water heaters for showers
- Wash-up station for guests to use
- Hemporium and Better Earth contributed to limiting chemicals in our water systems by providing eco-friendly, biodegradable soap to the festival
- Composting toilets save 6L of water per flush!



ENERGY

Whilst our energy needs are not as high as the typical music festival, we try to minimise the amount of energy needed for the weekend

- We prioritised using LED bulbs and solar festoons from Litehouse to reduce energy needed to light up the festival
- Currently on the municipal grid, we are working to take Reforest Fest off-grid, to have a renewable supply for all of our energy needs.



SOCIAL & COMMUNITY

Reforest Fest would not be possible without our loyal attendees, and we are dedicated to making the festival accessible to everyone by

- Offering subsidised tickets available for anyone to apply for
- Prioritising collaborations with local community programmes to empower youth and musicians



SUSTAINABILITY INITIATIVES



FOOD

Our crew are sustained with three delicious, nutritious, plant-based meals each day, plus snacks in between.

- We aim to go completely dairy-free by 2026.
- All eggs on site are truly free-range, sourced from a local farm just 17km away (always choose organic over supermarket “free-range” or “happy” eggs).
- 20% of our produce is organic.
- 80% of our produce comes from within a 50-kilometre radius.
- All fresh, seasonal ingredients are supplied by 15 outstanding local farms.

We prioritise supporting local farmers and reducing transport emissions by sourcing food as locally as possible. Thanks to our vendors and suppliers for upholding our sustainability standards. [Click here to see more!](#)



TRANSPORT

Unlike many European nations, South Africa does not have widely accessible public transport for long-distance travel. We try to reduce our team and attendees' travel emissions by:

- Offering a shuttle service
- Engaging with carpool apps such as Lift Club
- Encouraging the alternative route of cycling, running and walking to the festival



MATERIALS

At the end of every Reforest Fest, the materials used are stored for the following year on-site and at Greenpop's EcoHub in Cape Town. They are repurposed and reused, minimising our need to buy more materials and contributing to a circular economy.



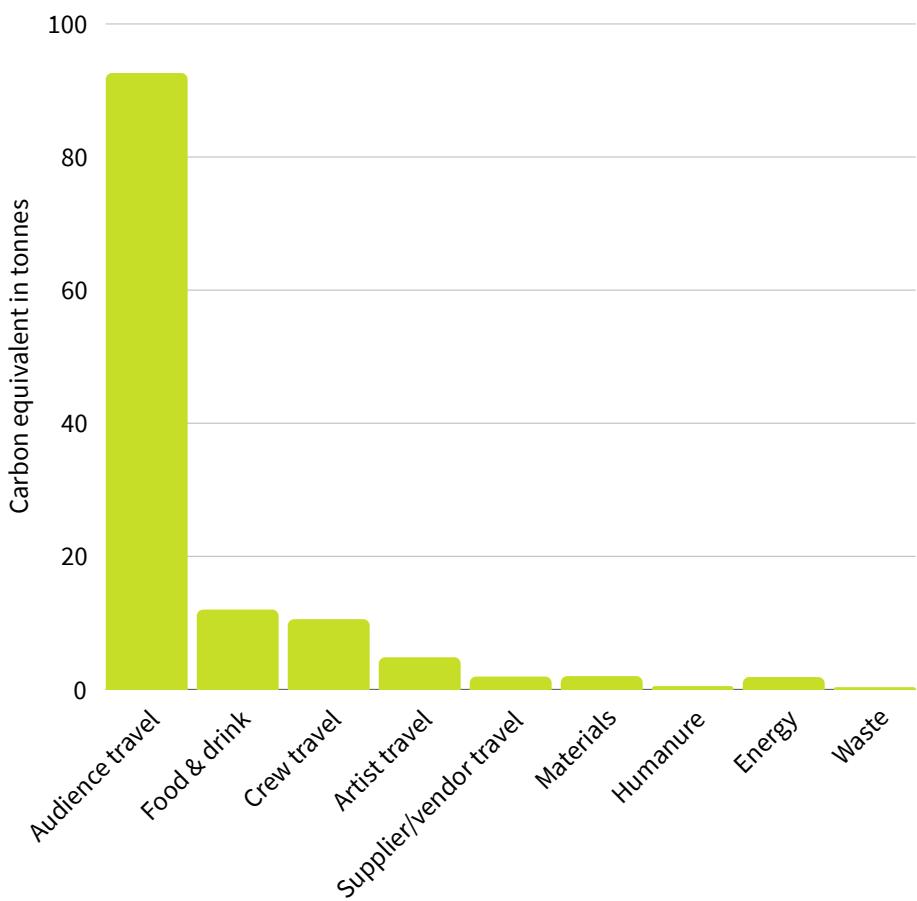
OUR IMPACT: AN OVERVIEW

Sustainability is not the goal, it is the bare minimum. We want to celebrate our festival's green achievements, but we also want to see where our faults lie so that we can continually improve in the years to come, so that our festival has the lowest possible impact.

CARBON FOOTPRINT

This year was the **first year** we were able to effectively measure our carbon footprint* to promote environmental responsibility and sustainability. By **actively** measuring and reducing the events emissions, we **pioneer greener practices** within the industry and align better with our environmental values.

*It is important to remember that "**carbon footprint**" is a term made up by fossil fuel companies to shift blame to the consumer. Here we are using it merely as a means of emissions calculation.



*CO₂e stands for "carbon dioxide equivalent." This term refers to the process of aggregating various greenhouse gases into a single unit, allowing for a comparison of their global warming potential.

**127
TONNES
CO₂e***

**21KG PER
PERSON
PER DAY**

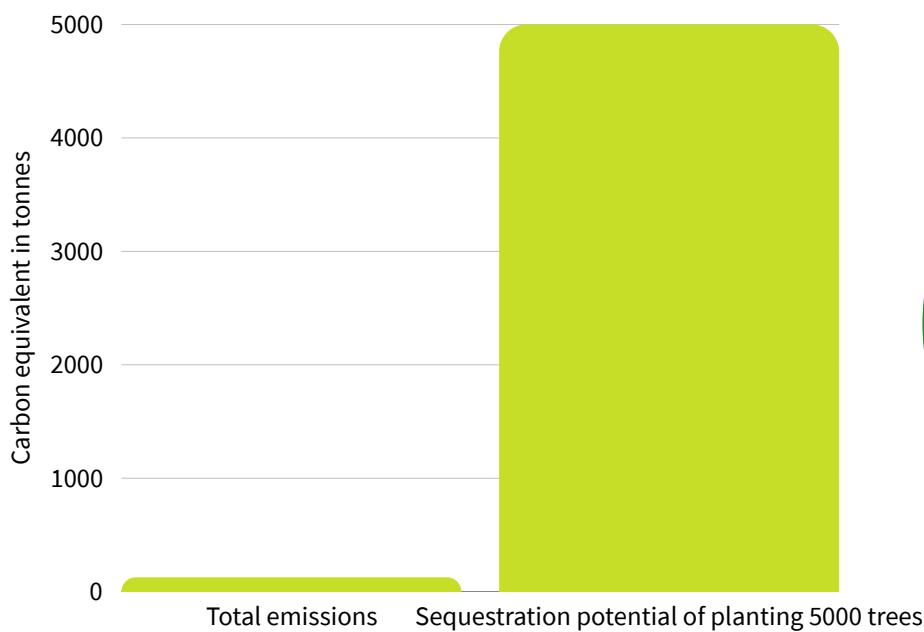
The average South African in 2023 emitted 18.2kg CO₂ equivalent a day.

So, why is this number so high?
This takes everything into account - all that it took to pull the festival off!

OUR IMPACT: AN OVERVIEW

CARBON FOOTPRINT

Luckily, this is a tree planting festival, and planting 5000 trees has an overall positive impact, making Reforest Fest **carbon negative** in comparison to the total emissions.



**ALL EMISSIONS
SEQUESTERED
BY THE TREES
PLANTED!**

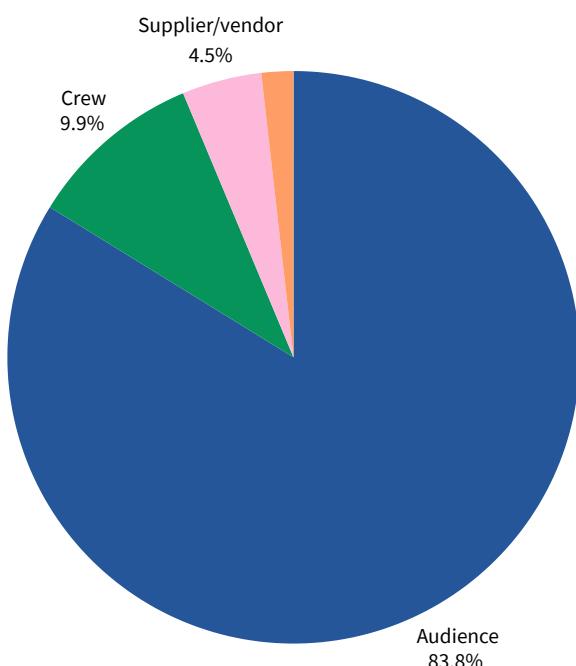
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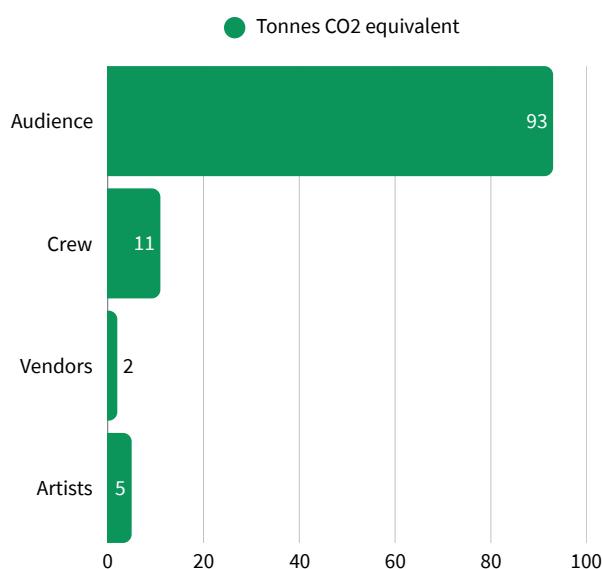
TRAVEL

TRAVEL EMISSIONS BREAKDOWN

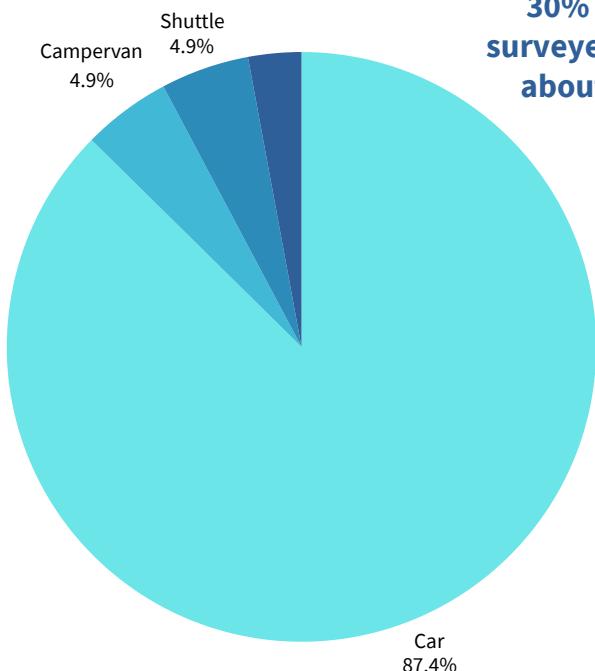
Travel emissions made up the **most** of Reforest Fest's carbon footprint, owing mostly to how far our attendees have to travel to get to the festival. This is typical of South African festivals, where our public transport systems are not available for long-distance travel. **Carpooling and shuttle services** are a start to solving this, but we need to collaborate as a community to make this solution efficient!



Carbon Equivalent of transport



How attendees travelled to Reforest Fest



30% of attendees surveyed did not know about the shuttle!

Next year we will have priority parking for all cars with 4+ people!

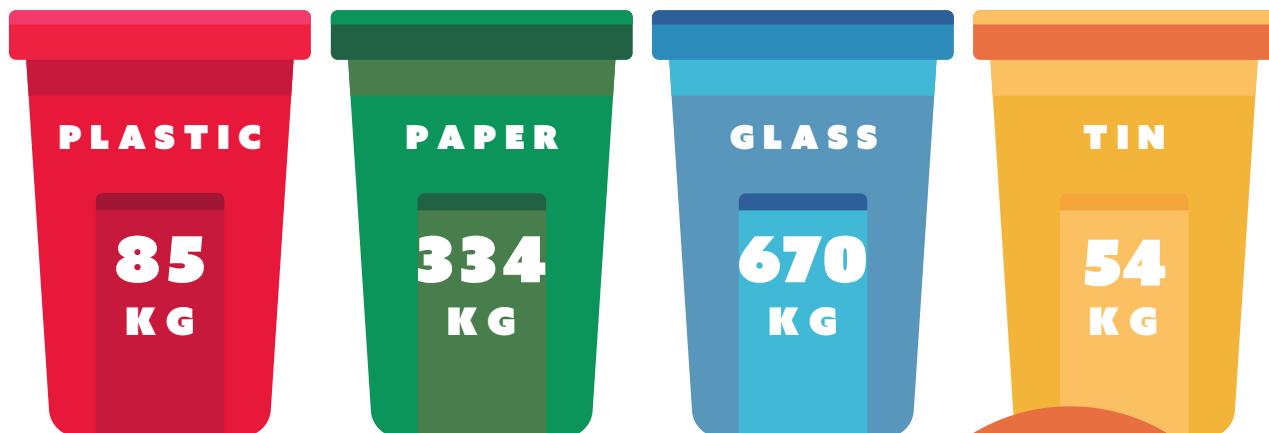
ONLY A THIRD OF CARS HAD 3+ PASSENGERS



WASTE

At Reforest Fest, we believe in a circular economy where resources are valued, waste is minimised, and materials are repurposed. Through waste separation, composting, compost toilets, and responsible recycling made possible by partnering with **Petco**, **Regenize** and **Gooi**, we're not only reducing our footprint but also inspiring long-term change beyond the event.

RECYCLING IN NUMBERS



562 KG
FOOD WASTE FED TO PIGS



2500 KG
HUMANURE CREATED

Humanure is the natural product from the composting loos, which can be used as fertilizer in the same way as manure!

1704 KG
DIVERTED
FROM
LANDFILL

ONLY
483 KG
TAKEN TO
LANDFILL



We won the Circular Design Challenge 2024 in the Organic Waste Category for our innovative humanure system at events.

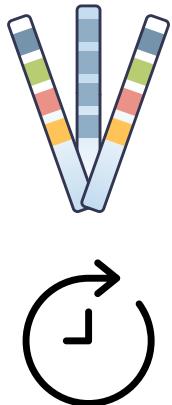
Through our recycling initiatives & ZERO single-use packaging policy for vendors:

1 tonne of CO₂ emissions was avoided & we saved **500 kgs** of waste that would have gone to landfill, including over 1000 single-use coffee cups!

WATER

TESTING

This year, we performed chemical and bacterial testing for the water in Bodhi Khaya's dam before the festival and at the end of the river after the festival. We did this to see if the water was safe to use for showers, and also to see what our impact was on the river system.



Before the festival, all results came showing that the water was safe to drink. Yay!

On the Tuesday after the festival, all results indicated that the water was safe to drink, however, traces of Ecoli and coliforms were present in the water sample, indicating one of the following scenarios:

- Bodhi Khaya's biogas system has a small leakage
- The river is open to the surrounding nature reserve, so this could be due to baboons, birds and other animals

Being trace amounts, this result is not cause for alarm, but it has been recommended that the water be tested again one month post-event.



Sample taken from the river downstream

USAGE

Unfortunately, water usage could not be determined for the entirety of Reforest Fest 2025:

- The only meter is situated on the system that pumps water from the dam to the showers (ie not the entire water system)
- This pump broke on Sunday, meaning that readings were limited

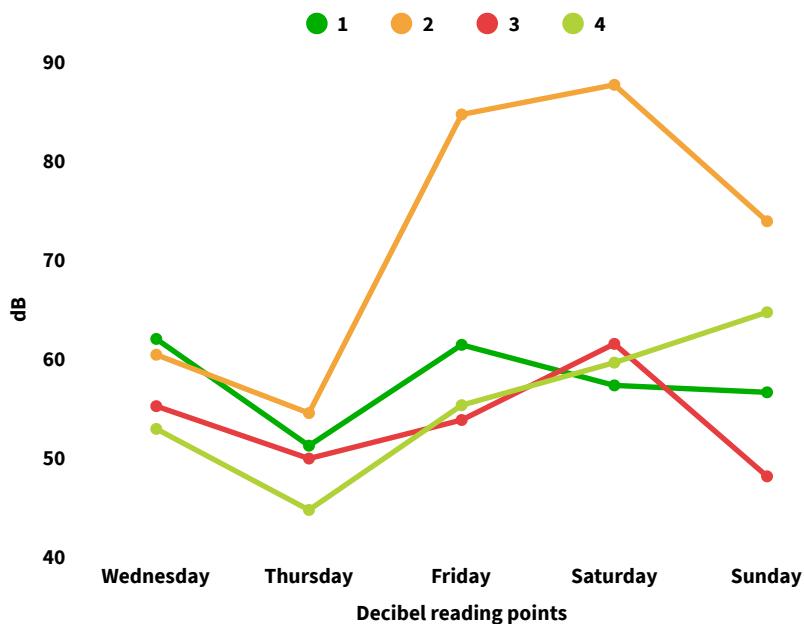
It has been recommended that a water meter be added to measure the water for the entire festival for next year.



NOISE

During the festival, **decibel (dB) readings** were taken each night around 20:00 to monitor **noise levels** generated by music and festival activities. Readings were collected at various points near the **Main Stage, Ubuntu Stage, and Secret Stage**, paying particular attention to how sound travelled across the site and into the surrounding forest.

How loud did we get?



Interpretation

dB level	Typical sound example
80 - 90	Live music, city traffic. Prolonged exposure can be uncomfortable.
60 - 70	Conversation, busy street. Noticeable but not disruptive.
40 - 50	Quiet classroom, moderate rainfall. Background noise.

While loudest near the stages, the data suggests that noise dissipates with distance, but low-frequency sounds (bass, drums) can travel farther and may affect both wildlife and offsite neighbours.



SPOTTED!

Click here to see the African Honey Badger coming to check out the festival

RECOMMENDATION:

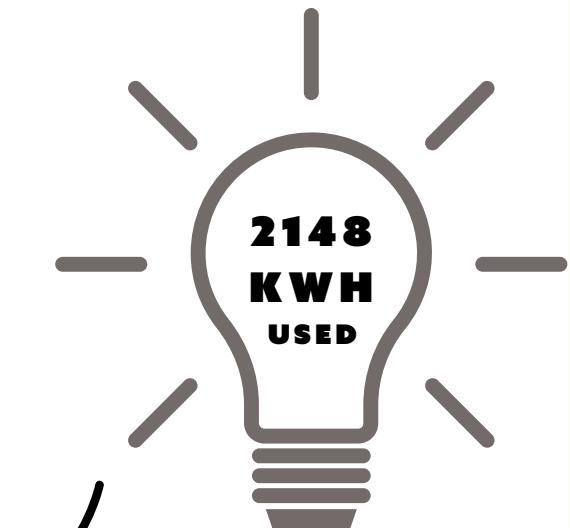
Have constant decibel readers active throughout the festival (including build) and include reading points that are offsite and in the forest.

ALWAYS GROWING

ENERGY

We use **mains municipal power** for the majority of the event, with a backup diesel generator in case of power outages. We're creating a plan to **take Reforest Fest off-grid**, through energy wheeling and solar power.

We're always keen for alternative solutions to using fossil fuels, so [please reach out if you have ideas.](#)



0.36 kWh/day per person
(Much lower than Cape Town's resident average of 4 kWh/day)

This is the electricity used for **Bodhi Khaya as a whole, from Thursday to Monday**



MATERIALS

We completed our first audit of the materials, down to the last screw, with the aim of reducing the amount of materials bought new in future years.

	Tools & Equipment	20 kg
	Construction Materials & Fixings	5064 kg
	Safety & PPE	18 kg
	Consumables	31 kg
	Plumbing & Water	21 kg
	Storage & Waste Management	10 kg
	Decor	5 kg

5167 KG
MATERIALS BOUGHT & DONATED

Most of this weight is from a donation of **wood** to build the stages, water points and benches!



FOOD & DRINK

We are proud to embrace a primarily plant-based menu at Reforest Fest, which is central to our sustainability goals and environmental mission. In 2025, our vendors served **5000** plant-based meals, and our team kitchen served **3300** plant-based meals, underscoring our commitment to reducing meat consumption as a vital step towards environmental sustainability.

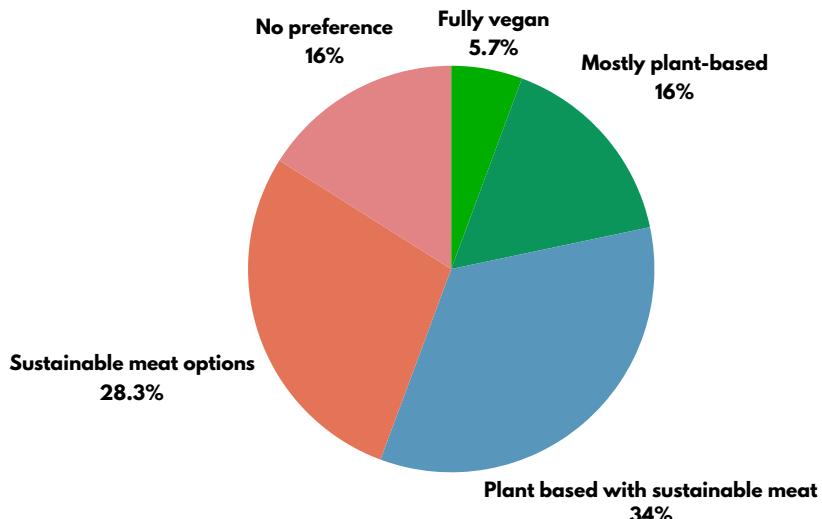
 **8300** PLANT BASED MEALS SERVED

Compared to serving **8300 meat-based meals**

(which **doubles** the GHG emissions in a South African context - this is equivalent to the annual emissions from driving 4 petrol cars for a year!)

12100
KGS
GHG EMISSIONS
SAVED
BY BEING
PLANT
BASED

Attendees surveyed would like Reforest Fest food to be



Attendees also rated the food vendors

2025 FOOD VENDOR RATINGS

Variety	★★★★★
Quality	★★★★★
Affordability	★★★★★

This year, we included a **Green Vendor award** to encourage our vendors to commit to sustainability

This year, the award went to: **Kolossal Foods**

The criteria were the following:

1. Adherence to the **single-use packaging rule**
2. Using over **80% local produce**
3. Sustainability practices **over and above** the guidelines

Kolossal Foods innovatively used solar to account for over 60% of their energy use, and used 100% local produce.



WHAT ABOUT THE TREES PLANTED?

**5021 TREES
PLANTED**

=

**5021 TONNES OF CO₂
SEQUESTERED OVER 100
YEARS**



This estimate assumes that **each tree** will sequester **1 tonne** of CO₂ in **100 years** of growth

So, whilst the emissions of the festival are not immediately offset, the **trees planted will sequester 50x the festival emissions** in their lifetimes

UNDER THE UILENKRAAL FOREST RESTORATION PROJECT SO FAR:

145,645 TREES PLANTED

12.28 HECTARES REFORESTED

50+ HECTARES OF PRIMARY FOREST CONSERVED

The Uilenkraal Forest Restoration Project is a collaborative initiative between Greenpop Foundation and Bodhi Khaya Nature Retreat, Blomeras, Platbos Forest Reserve, and Kleinbos dedicated to restoring and conserving Africa's southernmost indigenous forests. This project was launched in order to reduce the risk of severe wildfires in the Uilenkraal Valley and focuses on **reforesting degraded areas with indigenous trees, managing alien vegetation**, and maintaining firebreaks to safeguard the forest and its biodiversity.



Co-benefits of the Uilenkraal project:

- Biodiversity conservation through increasing habitat availability for forest-dependent species
- Increased soil stability and health
- Improved water regulation

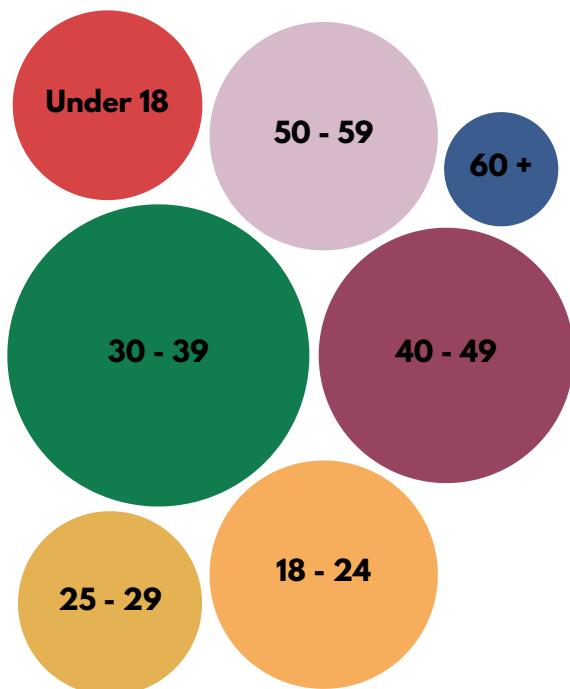
**CLICK HERE
TO LEARN
MORE ABOUT
GREENPOP'S
FORESTS
FOR LIFE
PROGRAMME!**



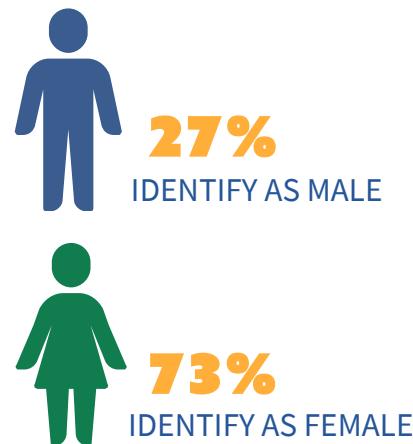
COMMUNITY

DEMOGRAPHICS

Age of attendees

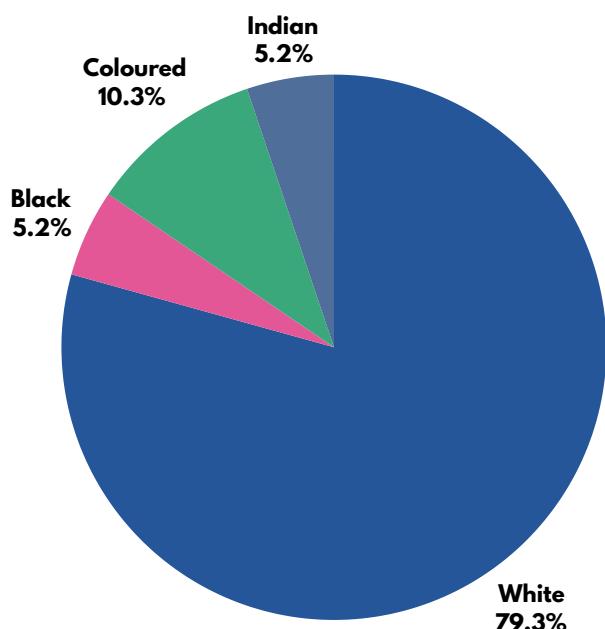


Gender of attendees surveyed



*No attendees surveyed reported identifying as non-binary

Race of attendees surveyed



Culture, wellness and diversity

60%
OF ATTENDEES VIEWED REFOREST FEST AS EXTREMELY DIVERSE

62%
OF ATTENDEES RATED REFOREST FEST AS A 10/10 LIFE EXPERIENCE

88%
SATISFACTION RATE FROM PARENTS REGARDING THE EXPERIENCE FOR KIDS

SOCIETY

Artists and facilitators



**No artists & facilitators surveyed reported identifying as non-binary*

Team and volunteers

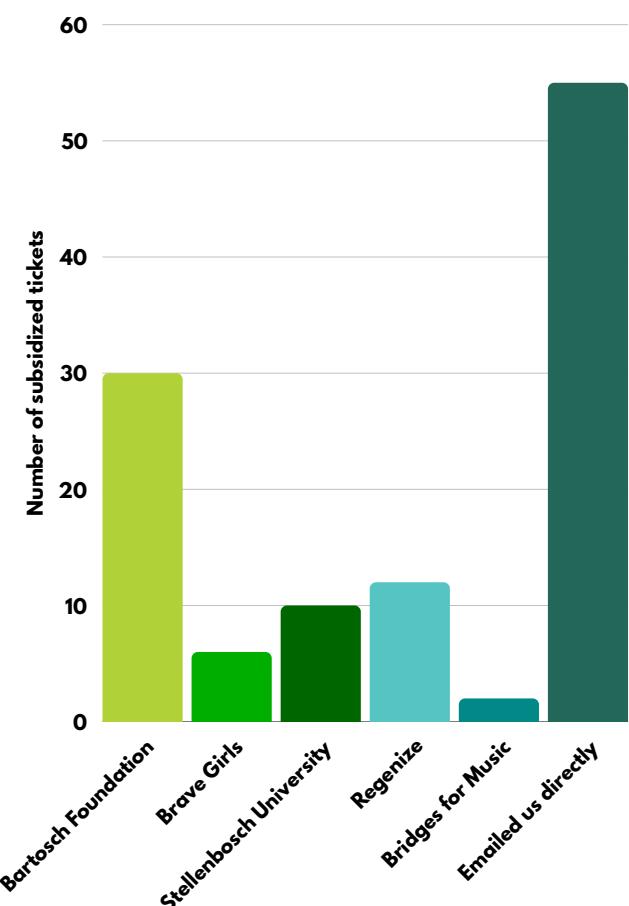


**No team & volunteers surveyed reported identifying as non-binary*

INCLUSIVITY

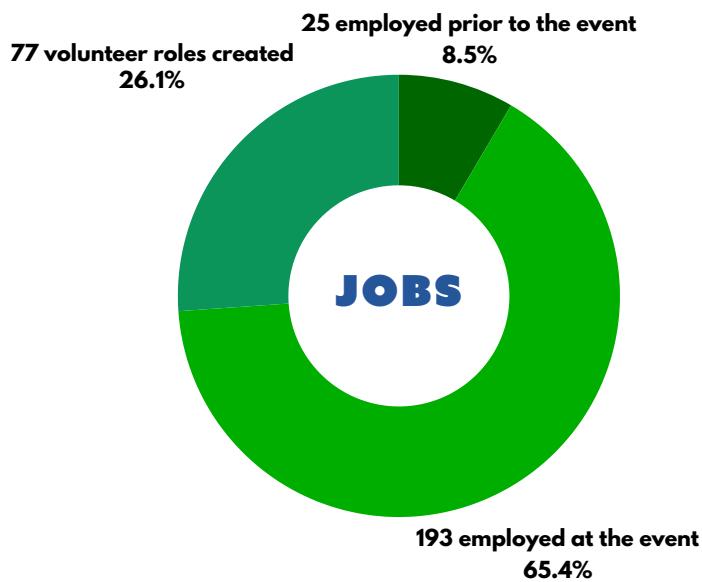
At Greenpop, we recognise that **festivals in South Africa are still unaffordable** for most of our citizens. We know that transport, ticket, and meal costs at Reforest Fest also act as **barriers** not only to entry, but for our eco-education and environmental awareness programmes as well. **This needs to change!**

Anyone can **request subsidized tickets via email** before the festival, and this year we made it possible for a **total of 113 people** to attend the festival, including: **youth** from Masiphumelele township in Cape Town, a group of **young aspiring conservationists** from Mitchell's Plain, **Brave Girls**, and **two women** who joined our Artist Liaison team, organising hospitality for our artists, musicians and facilitators all weekend, through a partnership Langa's Bridges for Music. Two other musical acts were sponsored to attend and perform at the event.

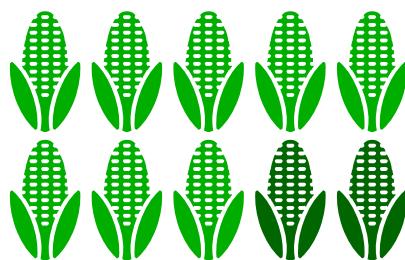


IMPACT ON THE LOCAL AREA

We aim to keep the local community in mind to create Reforest Fest each year, especially by bringing **income to local farmers, retailers, suppliers, management and labour teams**. Each year, we rely on the selfless dedication of time and energy by our **volunteers** for the success of the festival.

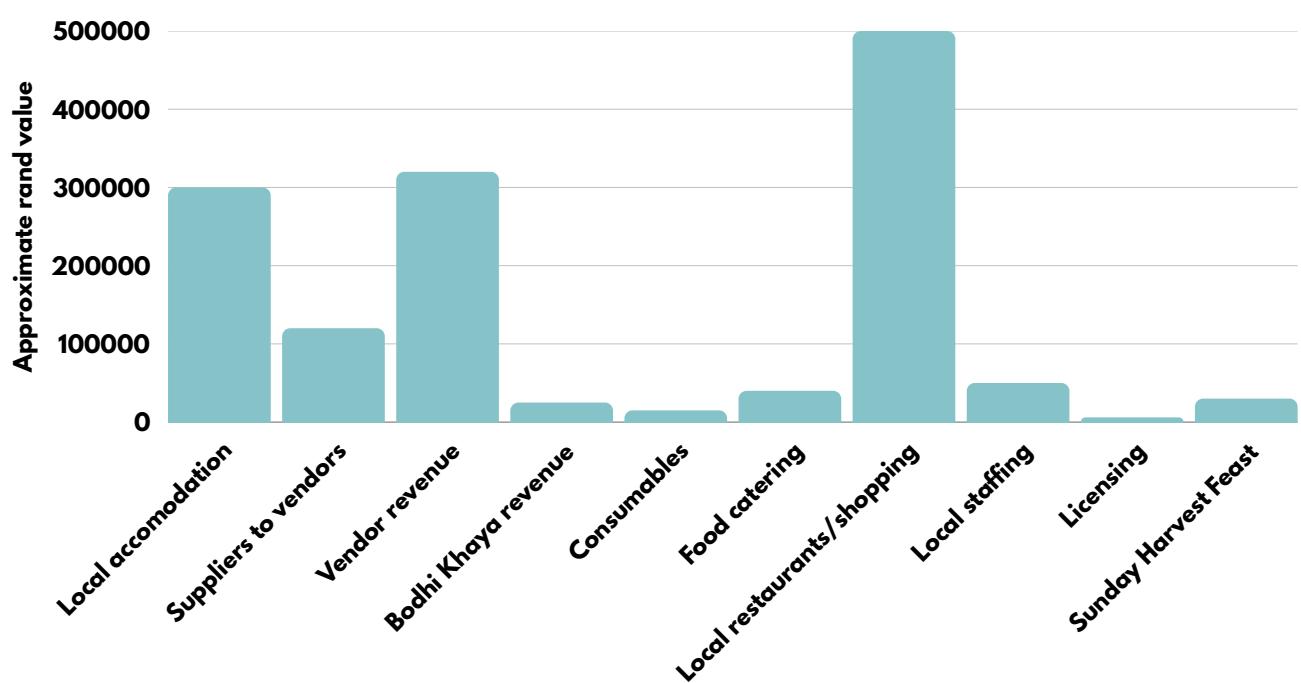


80%
**LOCAL PRODUCE
USED BY VENDORS**



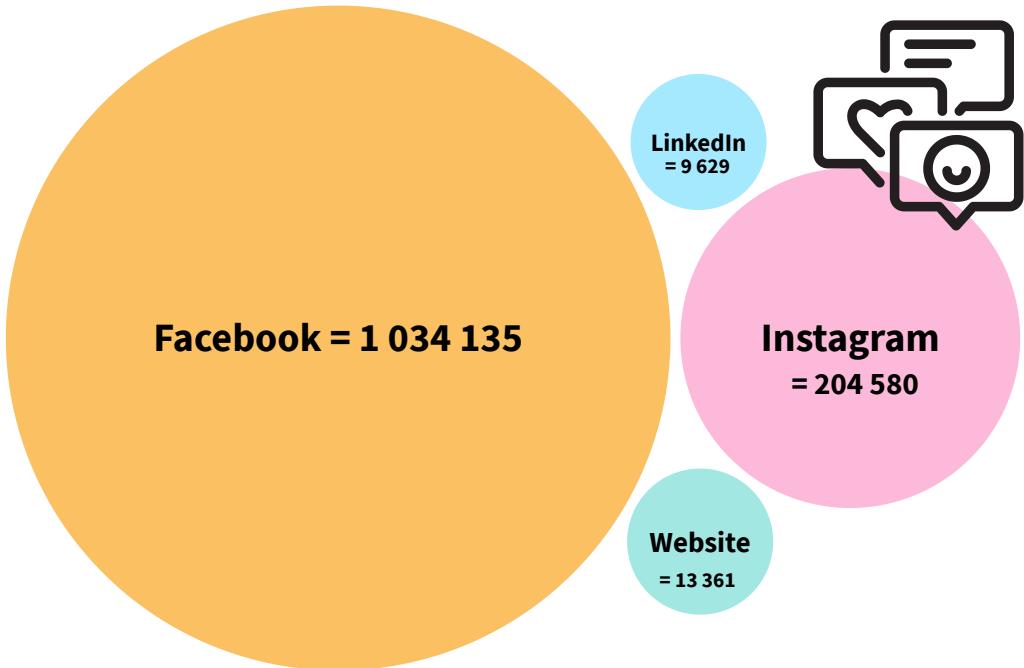
ECONOMIC IMPACT OF REFOREST FEST

Finding out exactly how Reforest Fest impacts the local area is a challenge, but from the information we do have, we can see that **approximately R1.5 million** is brought into the Overstrand area **during the festival**. This graph shows an estimation of how this is broken down:



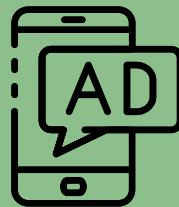
SOCIAL MEDIA

REACH: AUGUST '24 - APRIL '25



META ADS

Impressions: 1 818 307
Reach: 702 897
Link Clicks: 8 770



GOOGLE ADS

Impressions: 4 224
Click through rate: 19.01%
Clicks: 803

ENGAGEMENT RATE



FACEBOOK



INSTAGRAM

CONTENT
INTERACTIONS

12 139

9 982

LINK CLICKS

9 334

2 430

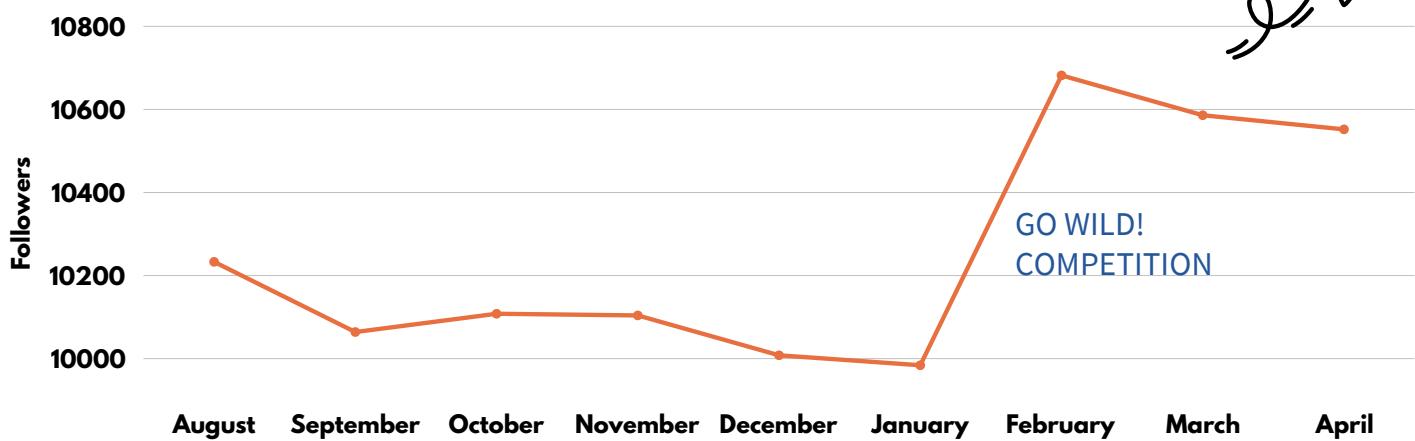
VIDEO VIEWS

1 802 527

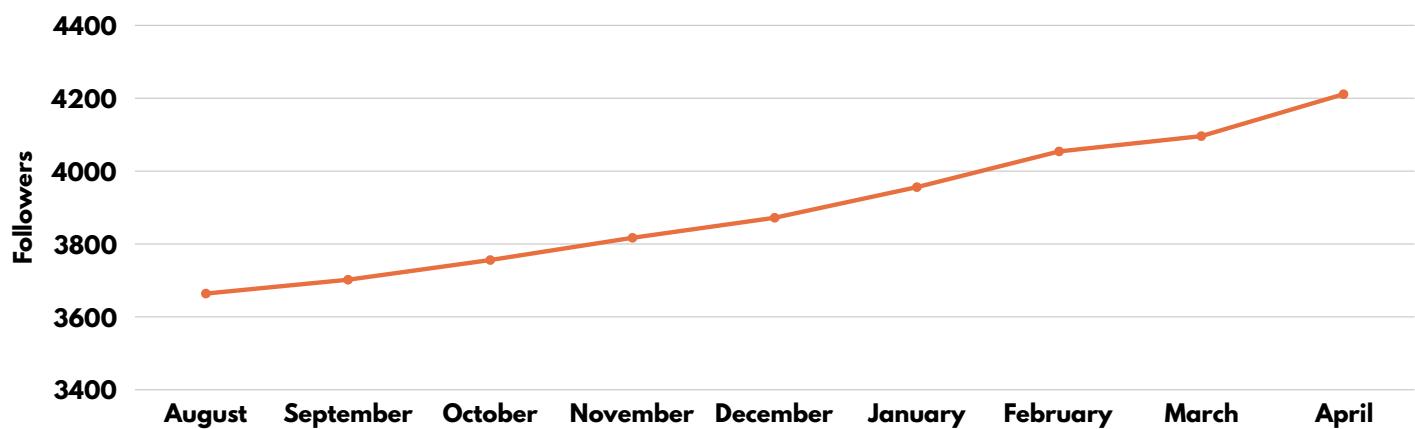
511 451

SOCIAL MEDIA

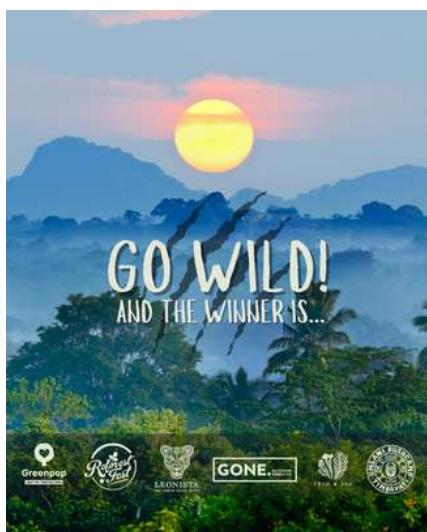
MAILING LIST SUBSCRIBERS



LINKEDIN



TOP COMPETITION



GO WILD!
6,457 IMPRESSIONS
7,088 ACTIONS
1,441 USERS (= EMAILS)
22.32% CONVERSION RATE

MEDIA

5.3MIL
ESTIMATED
COMBINED
REACH

R1.5MIL
ESTIMATED
COMBINED PR
VALUE

MEDIA MENTIONS



CLICK ON THE LOGOS
TO SEE MORE!



TOP ENGAGEMENTS

INSTAGRAM



Origin & Reforest Fest

Reach: 6 916
Interactions: 523
Views: 11 348

FACEBOOK



Eco-Logic Awards

Reach: 2630
Interactions: 137
Views: 3876

LINKEDIN



Festivals of Action

Reach: 50
Engagements: 815



WHAT YOU CAN DO

We strive to inspire everyone within our community and beyond—whether they're attendees, artists, crew, food traders, or suppliers—to actively make conscious decisions that positively impact their businesses or art. We **encouraged our attendees to assess their impact** and set tangible goals for improvement. This year, we collaborated with UNCCD to craft a comprehensive set of sustainability documents to spearhead this for other festival organisers worldwide. **We also encouraged our attendees to take the following steps during and after the festival:**



REFUSE

- Limit the amount of plastic brought
- Steer clear of disposable vapes—they end up everywhere, can't be recycled, and are highly damaging to the environment.
- Explore our on-site, zero-waste snack bar by NUDE Foods offering delicious treats.
- Bring essentials — pack a lunchbox or plate, and a cutlery set for enjoying the delectable meals from our fantastic plant-based vendors. There's plenty of water on site to rinse and reuse!

WASTE

- Compost organic waste. Bring a yoghurt container and empty it at the waste hubs in the organics bin.
- Carefully separate recyclables.
- Ensure recycling is clean to prevent contamination.



After the festival:

- Sign up for Gooi me
- On municipal collection day, put recyclables in a clear bag and leave it on top of your bin.
- Participate in kerbside projects, OR take recycling to a local drop-off site, OR support a local collection business (these can all be found on the PETCO website).
- Use your buying power to create change by demanding products containing recycled content and checking if the products you buy come in packaging that is recyclable in your area.
- Follow PETCO's Household Collection and Recycling Guide. [Click here for more!](#)

JOIN THE
GLOBAL
PLANT BASED
MOVEMENT!

Organisations such as **ProVeg** International have fantastic resources which make it easy to integrate more plant-based meals at home!

WHAT YOU CAN DO



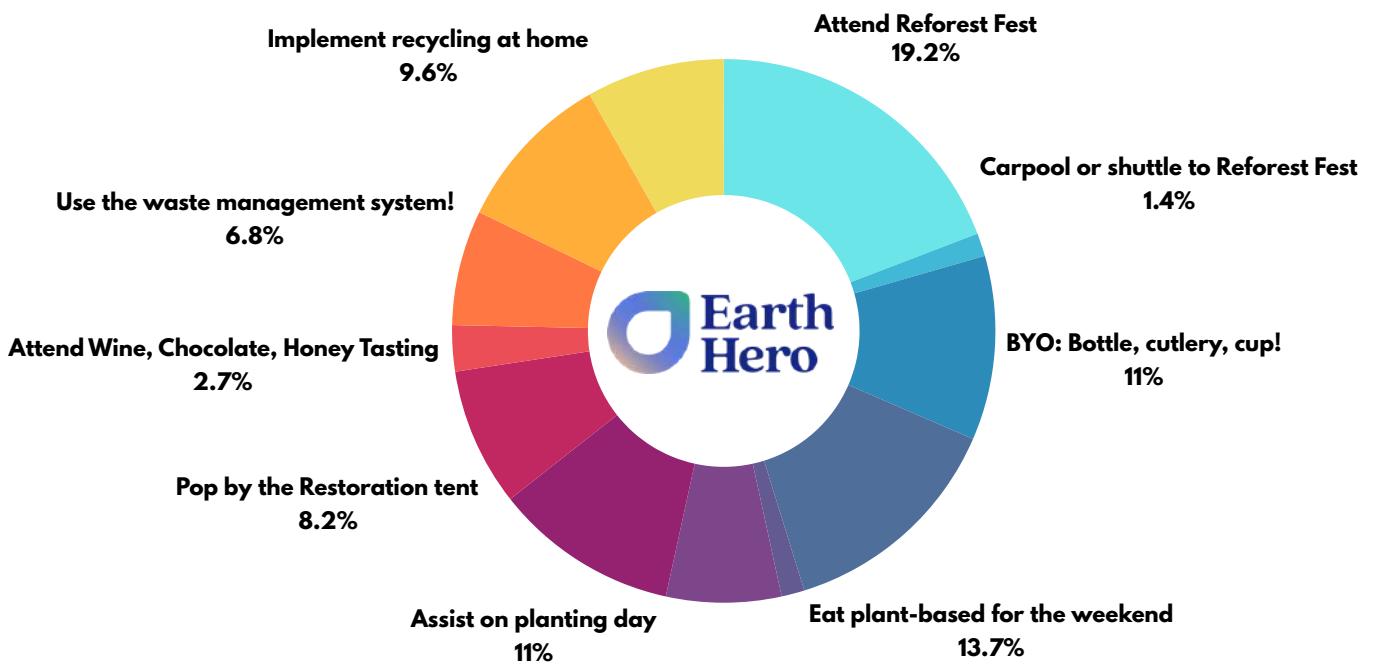
TRANSPORT

- Opt for our shuttle service and reduce travel emissions.
- Pack light and get ready to cosy up in vehicles—aiming for 4-5 people per car would be amazing if you're not getting the shuttle.
- Add a donation of a tree to your ticket cart to help offset your emissions, and we'll plant it in one of our restoration sites.

USE THE EARTH HERO APP

This year, we collaborated with Earth Hero to allow attendees to reduce their carbon footprint by attending the festival and completing various activities - logging this information on the app. Whilst this was not used widely in 2025, and we would love for more people to take part in this next year

THE PEOPLE THAT USED EARTH HERO REDUCED THEIR FOOTPRINT BY COMPLETING THESE ACTIONS:



WE ARE ALWAYS LOOKING TO IMPROVE AND GROW!

If you have any ideas, send us an email.



A BIG THANK YOU TO OUR PARTNERS & SPONSORS



TESTIMONIALS

“Every year, I return with a stiff body and a full heart. This is such a generous and beautiful festival. You set the scene for magic to happen, creating a safe and wholesome space for all to fall into a love frequency. Love for the planet, each other, and ourselves.”

Mel

“Thank you for the opportunity to spend a weekend with like-minded individuals who are passionate about nature. Not only talking about it but taking action through planting trees. The event was well organised, thought provoking and fun.”

Mariette

“Another unforgettable Reforest Fest experience! We've been attending Greenpop's Reforest Fest as a family since 2018, and it just keeps getting better. It's truly one of our favourite annual events-fun, meaningful, and beautifully organised... One of the things we love most is that we're not just having a great time-we're also contributing to something bigger by helping to replant indigenous forest. It's an experience that feeds the soul.”

Eilidh

