

# *Green Horizons*

THE GREENPOP FOUNDATION

**2021/22 YEAR IN REVIEW**



**Greenpop**

JOIN THE TREEVOLUTION

# Emerging...

from the global lockdown and the trying times of the COVID-19 pandemic, Greenpop had a gentle start to 2021.

Despite the challenges of the past year, we continued to nurture a range of innovative and impactful programs designed to foster environmental awareness and sustainable action. These initiatives covered various themes, from food security and plastic pollution to reforestation and community engagement.

We remained resolute in our mission to inspire positive change, both on a local and global scale, even amidst the complexities of the environmental and social landscape.



In 2021, we continued to work with our dedicated implementation partners to restore forest ecosystems in South Africa and Malawi.

The collaborative approach of our **Forests For Life** programme ensured that we were able to continue planting trees (25,060 trees, to be exact) in spite of lockdown restrictions.

Additionally, this year we took advantage of more time in our home offices to refine our impact assessment methods and develop our Monitoring and Evaluation field guide.

Drawing inspiration from the World Resource Institute's "Road to Restoration" framework, we designed a contextually based monitoring and evaluation process that emphasises the selection and measurement

of a range of indicators to determine the success of a forest restoration project. This M&E framework will ensure that we are able to more accurately and transparently report our impact in years to come.



This year also saw us celebrating notable achievements in our **Urban Greening** programme. In partnership with Communitree and Ingcungcu Sunbird Restoration, and funded by the Table Mountain Fund, we completed our Fynbos Corridor Collaboration project which saw us developing a strategic plan for consolidated off-reserve fynbos restoration in Cape Town, South Africa.

Simultaneously, our **Fynbos For the Future** project continued and saw us planting thousands of fynbos plants, nurturing the biodiversity of the Cape Floral Kingdom, and fostering a profound connection between people and nature within under-greened, marginalized communities.



The program reached 10 schools, as well as the Helderberg Hospital, and offered education and training on fynbos restoration while raising awareness about the urgent need to preserve the fynbos biome for future generations.

Just recently, we revamped our food gardening programme, **Family Food Gardens**, to teach adults rather than children how to grow their own food at home. In February 2022, we kicked off our first adult cohort in partnership with **Urban Harvest** and **Christel House South Africa**, funded by **Naked Insurance**. We are looking forward to seeing how this project enhances food security and empowers communities through sustainable urban agriculture education.





One of our most exciting developments of 2021 was the return of the [Eden Festival of Action](#). This annual event, centered around environmental restoration, welcomed volunteers from around the world, inviting them to actively engage in reforestation, conservation, and sustainable living projects on the Garden Route in South Africa. Participants contributed to tree planting, ecological restoration projects, eco-education workshops, and community upliftment endeavors.

The festival serves as a powerful catalyst for environmental transformation, motivating individuals to embrace their responsibility towards our planet and nurturing a sense of global citizenship among all who participate. We were so happy to have this event on our calendar once again.

Lastly, 2021/22 saw us step into an entirely new project space. Greenpop, in collaboration with Cooperative Innovations and [BAZ-ART](#), unveiled the [Museum of Plastic](#) virtual reality museum. The Museum of Plastic is a virtual, travelling exhibition that transports visitors into a future where single-use plastics have become museum relics instead of ocean pollutants.

This visionary initiative seeks to raise awareness about the environmental impact of plastic waste and encourages transformative change in behaviour. By engaging individuals through an immersive experience, the Museum of Plastic encourages them to rethink their plastic consumption habits and adopt sustainable alternatives.



All in all, 2021 felt like a step in the right direction. Emerging from the darkness of the Covid-19 pandemic, we adapted, collaborated, kept pursuing work worth doing. And in that, moved towards greener horizons.

A handwritten signature in black ink, appearing to read 'Misha Teasdale'.

**MISHA TEASDALE**  
**GREENPOP CEO**

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