

RESILIENCE IN DIVERSITY

The Greenpop Foundation
2017/18 YEAR IN REVIEW



In 2017,

... Greenpop celebrated our 7th birthday!

Our first 7-years were characterised by intense learning, risk-taking, adventure, passion, and dedication. We leapt into the environmental space with gung-ho energy and a radical commitment to positive environmentalism. Over the years, we tried various programmes and approaches to environmental change. Many worked well. Some failed and pushed us to adapt.

In the same span of time, we also saw the climate (literally) and the environmental sector (practically) change substantially. From droughts to temperature shifts to technological advancements, it is more clear than ever that the only constant on our beautiful planet is change.

So, within a sector whose role it is to respond to these shifting sands, today's environmental organisations are required to be resilient, to diversify, and to make like Mother Nature and adapt.

In 2017, that is precisely what we did.

With the help of our innovative team and strategic partners, we have grown from being a fun-loving Capetonian tree-planting group to an organisation that runs contextually relevant environmental projects across Sub-Saharan Africa. Our staff has grown in terms of qualifications, experience, and knowledge. Our work has grown to include a diversity of approaches to regenerating our planet (and her people); reforestation, urban greening, environmental art, climate

change adaptation, nature-based solutions, conservation farming, and environmental education.

This year saw Greenpop embarking on an exciting collaborative landscapes-based climate adaptation project in the smallholder tea industry in Malawi. We laid the foundation for our new Fynbos for the Future programme which will utilise a multi-partner approach to plant interactive fynbos gardens at 15 schools in Cape Town, connect biodiversity corridors, and reconnect young people with nature. And we collaborated with incredible artists to create conversation-starting murals with conservation themes in Livingstone and Johannesburg.

These exciting new projects, coupled with



our ongoing tree planting work, have created significant resilience within our organisation. They also have reinforced the value of a multipronged approach to tackling the environmental challenges of our time.

However, while these approaches are appropriate for our current challenges, we know that adaptation and agility need to remain cornerstones of our organisation. That's why, in 2017, we drafted an Adaptive Strategy for Greenpop 2020. Rather than setting plans in stone based on our current knowledge (it's clear that what we know can change in a matter of weeks), we aimed to set a direction and prioritise resilience. There is no time within the environmental movement to be shaken by change.

For our team, increasing the diversity of our work has re-instilled a vigour to keep going. While we may not be a start-up organisation anymore, we are determined to hold onto our grit, passion, and horsepower.

We look now towards a new chapter of practising how to better live in harmony with nature. We don't just want *sustainability*; we believe nature and people can *thrive* together and that collective action can make that goal a reality.

In the words of Paul Hawkins, author of *Blessed Unrest*, "From billion-dollar nonprofits to single-person dot.causes... [environmental] groups collectively comprise the largest movement on earth,

a movement that has no name, leader, or location, and that has gone largely ignored by politicians and the media. Like nature itself, it is organizing from the bottom up, in every city, town, and culture, and is emerging to be an extraordinary and creative expression of people's needs worldwide."

Greenpop continues to strive to play a valuable and resilient part in this inspiring movement. Here's to another year of positive environmentalism.

With love,

Lauren Teasdale
Co-Founder & Managing Director



OUR WORK

WHAT WE ACCOMPLISHED TOGETHER



Expanding Forests

10,800 trees

2 forest ecosystems

1 country

Through our reforestation projects in South Africa, Greenpop aims to work with passionate forest custodians to restore and expand ecosystems in protected areas, provide habitats for critical species, and increase access to forest ecosystem services.





Platbos Reforestation Project

In 2017, we planted 7,500 saplings in the Platbos Forest Reserve and, for the first time, began rehabilitating neighbouring degraded land outside of the current forest boundary. The trees planted bring our total in the Platbos Forest up to 42,345. Our monitoring results show a 55% survival rate which is positive considering that only a 30% survival rate is required to create a closed canopy over the next 50 years. Cape Leopard have also been seen returning to the forest.



Hogsback Reforestation Project

In 2017, we returned to the Amatole Forests in Hogsback to plant 3,300 trees, re-establish vital water-ways, stabilise the soil, provide habitat for local fauna such as the endangered Cape Parrot, and assist in the vegetative regeneration of the area. In total, we have planted 9,921 trees in this forest to date and managed to maintain <10% alien species cover.

Greening Cities

1,079 trees

1200 people involved

78 community sites

2 countries

Through our urban greening projects in South Africa and Zambia, we aim to inspire an urban future where nature and ecosystem services are abundant and both accessible to, and co-managed by, an active and inspired citizenry. We're doing this by greening under-greened schools with indigenous vegetation and running eco-education workshops.





Cape Town Urban Greening

In Cape Town, we ran 71 plant day activations and eco-education workshops at schools during which 996 trees were planted. We also laid the foundations for our new urban greening programme - Fynbos for the Future - which will move away from tree planting and deepen and expand the programme into a whole new realm of indigenous water-wise fynbos planting.



Livingstone Urban Greening

In Livingstone, we ran 7 eco-education programmes at schools, during which 7 tree planting, 7 waste education and 7 seed germination workshops were completed. 36 indigenous trees and 53 fruit trees were planted at the schools during the tree planting workshops, 64 eco-bricks were made during the waste education workshops and 85 seeds were planted in self-watering plant containers, which students made out of plastic bottles during the seed germination workshops.

Art for Awareness

2 murals

70 people involved

2 urban sites

2 countries

This year, Greenpop, with funding from **UNESCO-IFPC** was able to undertake our dream of an art and environment project called “Conservation Conversation Corners”. Disused public corners in Livingstone, Zambia and Johannesburg, South Africa were transformed using public participation, art, upcycling, public seating, sculpture and indigenous plants.





Trees for Bees

In Livingstone, a bare corner near the Zambian tourism board was chosen for our mural. The artwork set out to highlight the interdependence between bees and forest conservation, and the role bees play in the pollination of 90% of plants and vegetables, being essential to our very survival. Through these works, we give thanks to these creatures and hope to spark conversations around their importance in our daily lives.



Freedom by Nature

Johannesburg is one of the largest man-made forests in the world, featuring magnificent birdlife and rich biodiversity, it is also a city with one of the highest crime rates in the country. In this city of bars, walls and fences the artists ask: "Where do we truly feel free?" The main theme across the 45 m2 mural in the heart of Maboneng involved birds, which were synonymous with freedom for many local community members.

Mobilising Communities

14 workshops

203 people involved

10 communities

2 countries

Through our community-oriented projects in Zambia and Malawi, Greenpop is on a mission to protect, conserve and increase ecosystem services and biodiversity, empowering environmental stewards across Sub-Saharan Africa and reconnecting people to the biosphere of which they are apart.





Beekeeping

In Livingstone, Greenpop ran beekeeping workshops as part of our Forests for Life programme which aims to conserve the Miombo Woodlands, improve sustainable forest management, and alleviate poverty. During the workshops, 75 participants from 3 communities built 18 hives and were trained in forest beekeeping.



Asset-Based Community Development

We ran Asset-Based Community Development (ABCD) workshops with 75 participants from 3 communities in Livingstone. ABCD is an asset-based rather than needs-based development approach, which focuses on using the pre-existing strengths and opportunities of communities to help them achieve their developmental goals.

Farmer-Managed Natural Regeneration

We ran Farmer-Managed Natural Regeneration (FMNR) workshops with 75 participants from 3 communities in Livingstone. These workshops aim to re-grow woodlands through improved management and pruning. This is one of the most effective methods of forest and woodland regeneration.



Conservation Farming

We returned to Sons of Thunder farming cooperative in Livingstone to plant one new food forest, 278 Moringa trees in their plantation, and 278 citrus trees in their orchard. We also conducted maintenance on previously planted trees and food forests. This project is improving nutrition for 6 communities at Sons of Thunder.





Climate Change Adaptation

With funding from **UTZ/Rainforest Alliance**, this year, Greenpop embarked on a new project in Malawi; The Tea Landscapes Adaptation Project.

This project is focused on building the capacity of smallholder farmers in Thyolo and Mulanje to manage their environment and adapt to the changes projected to occur in Malawi's tea-growing areas due to climate change. The project aims to facilitate the development of landscape adaptation plans, with various activities related to sustainable natural resource management; to provide training on good agricultural practices and alternative livelihoods; as well as strengthen smallholders' voices and capacity in influencing the policy processes and decisions that affect their daily lives.

It has been a pleasure to collaborate with Malawi-based NGOs, Action for Environment & Sustainability (AfES) and the Center for Environmental Policy and Advocacy (CEPA) on this project.





OUR NEWS

2017 HIGHLIGHTS

MARCH 2017

Reforest Fest

We returned to the Platbos Forest Reserve to host our 7th annual Reforest Fest. Over 2 weekends, we came together with **1180 of our closest friends** to plant **8,000 trees**, get our hands dirty, dance in the sunshine, enjoy plant-based meals, recycle, upcycle, compost, eco-brick, stretch our bodies and our minds, celebrated nature and humanity, cooperate, collaborate and create change. We really dug it.



JUNE/JULY 2017

Festival of Action

We headed up to Livingstone, Zambia to host our 6th annual Festival of Action. During **3 weeks** on the ground, we worked with **250 active citizens** to carry out impactful environmental work, learn from experts and each other, and change our worlds.

And to top it all off, our **88 Trees for Fees fundraisers raised R490,670 from 757 donors** to fund tree planting across Southern Africa and attended the event at a discount or free.



SEPTEMBER 2017

Got Bush?

In response to Cape Town's severe drought, we took Arbor Month as an opportunity to celebrate indigenous water-wise plants and raise funds for fynbos rehabilitation. We did this through our "Got Bush?" campaign which featured **18 women bearing it all for fynbos**.

Through this campaign, **we raised R145,000** which will be used to fund interactive fynbos gardens at under-greened schools in Cape Town.



OCTOBER 2017

Green Village

For the fourth year in a row, Greenpop returned to one of South Africa's favourite festivals, Rocking the Daisies to host the **solar-powered Green Village**. Our space featured an array of exhibitors and activations, a stellar lineup of African performers, a Fry Family Food Co. plant-based burger bar, TEDxCapeTown talks and a variety of activities and installations **aimed at raising environmental awareness** amongst attendees.



NOVEMBER 2017

Eden Roadtrip

Following the devastating wildfires that wreaked havoc on large areas of the Eden District, we went on a scouting mission to see how we could assist in rebuilding. Over 10 days, we met with local landowners, schools, organisations, and government officials and initiated valuable partnerships that would allow us to help in regreening the Garden Route in 2018.



AUGUST 2017 & JANUARY/FEBRUARY 2018

School Camps

We hosted three high school camps for **Reddam High School** and **St. George's Grammar School**. The students enjoyed a jam-packed programme of hikes, tree planting and eco-workshops. They were also able to get their hands dirty (and their feet wet) conducting river surveys with Living Labs. In the evening, dance-offs, movies and quiz nights kept everyone engaged and inspired.



OUR SUPPORTERS



We wouldn't exist without our supporters. Everything we do is made possible because of their generosity, enthusiasm, and dedication.

They donate online, start fundraisers, run races, volunteer at events, and even get their companies involved to help us do what we do.

2071 people*

*Includes online and offline donations, monthly giving, and gift trees. Does not include plant day donors, pledge donors, in-kind donors, or event attendees.

R460 average donation size

TOP FUNDRAISERS

R25,003

1. Lesley Brentley

Lesley travelled all the way from the UK to Livingstone to attend the Zambia Festival of Action and really left her mark by joining the Trees for Fees programme, reaching out to family and friends, and raising £1,553 (R25,003). Simply TREEmendous

R20,000

2. Greenpop Tree Run

During his internship at Greenpop, Zack chose to go above and beyond by running the Sanlam Cape Town Marathon to fundraise for our work. He ended up being unable to run but still raised R20,000. That's a win from where we stand.

R18,015

3. Trees for our Future

When Abby, a high school student from Cape Town, decided to attend the Zambia Festival of Action, she was committed to making a lasting impact. She joined the Trees for Fees campaign, activated her community, and was able to raise R18,015.

CORPORATE DONORS

R1,127,400

41 Pledge Partners

Our 41 pledge partners generously gave monthly or quarterly and consistently supported our work.

TOP DONORS

1. Investec
2. BOS Ice Tea
3. Cabinetworks

R335,500

25 Plant Day Donors

Our 25 plant day donors brought their teams (a total of 500 amazing people) to green urban schools.

TOP DONORS

1. Retroviral
2. Prodigy Finance
3. DHL Express

R36,200

10 In-Kind Donors

In-kind donations allowed Greenpop to utilise a higher percentage of donations to run and expand our projects.

TOP DONORS

1. Meltwater
2. Just Trees
3. Reliance

A close-up photograph of a person's hands holding a large mound of dark brown soil. The soil is rich and appears to contain many roots and small green plants. The person's hands are visible at the top and right sides of the frame. The background is a blurred green, suggesting an outdoor setting. The text "OUR FINANCIALS" is overlaid in white, stylized, handwritten font across the middle of the image.

OUR FINANCIALS

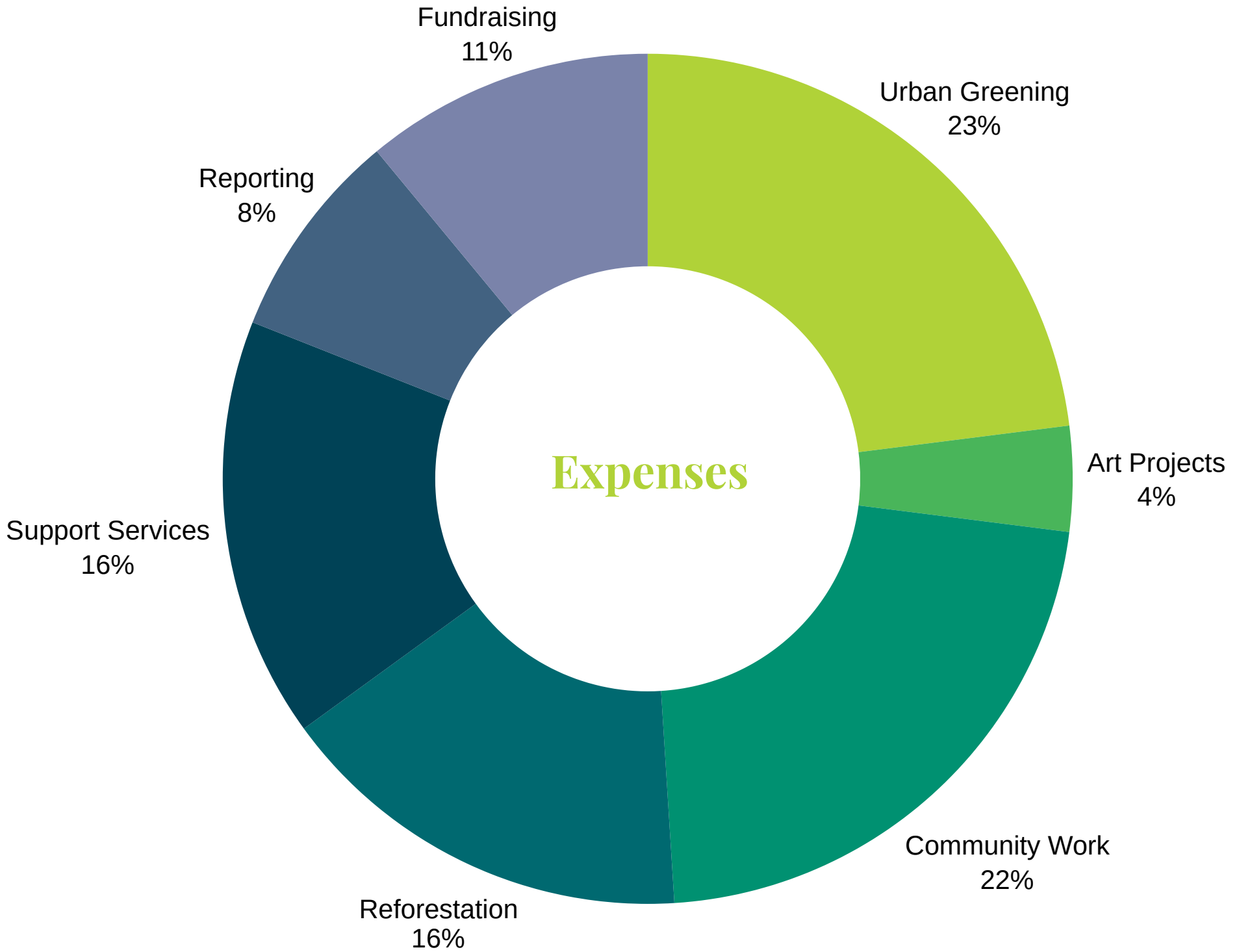
R3.4 Million

total raised
in 2017/18

R1,061,000 individuals

R1,923,000 companies

R416,000 foundations



We kept Greenpop running efficiently with the support of the following people.

OUR BOARD

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**Outgoing in 2017/18*



Greenpop

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Our full 2017/18 audited financial statements are available [here](#).