

A photograph of a field of pink flowers, likely heather, at sunset. The sun is low on the horizon, creating a warm, golden glow over the scene. The flowers are in sharp focus in the foreground, while the background is softly blurred.

# SUNRISE, SUNSET

THE GREENPOP FOUNDATION  
2022/23 YEAR IN REVIEW



# LETTER FROM OUR PROGRAMME DIRECTOR

I recently had the great privilege of being able to drive across South Africa from my home in Cape Town to visit family in Kwa-Zulu Natal. I was travelling with my husband and two young daughters so the trip included many early departures to try to get some kilometres behind us before the little ones awoke for the day.

Each morning, I watched the sun rise over the shrublands of the Cape Floral Kingdom or the deserts of the Succulent Karoo or the grasslands of the Highveld or the woodlands of the Drakensberg. And each evening, after the girls were tucked into their beds, I watched the sun pierce through the pink and orange clouds and eventually dip beyond the horizon. Sunrise, sunset. Sunrise, sunset.

These experiences led me to reflect on the consistent and predictable impermanence of

life. Regardless of how steadfast a situation may appear (be that the march of climate change or the persistence of a particular social or political problem), with time the status quo can shift, the seasons will change, the sun will rise and set.

At Greenpop, 2022/23 was a year of endings and new beginnings. After 10 inspiring years in Zambia and South Africa, we hosted our final Festival of Action. We also closed off our Fynbos for the Future project, Kraaibosch Forest Restoration project, Museum of Plastic project, Groundwater Awareness Campaign, and our involvement in GLFx Cape Town. Although these projects have come to an end we remain inspired by their enduring impact which we have detailed in our various final project reports.

And, as usually happens, with endings came



new beginnings. We developed our new urban greening project in Cape Town: Gardens for Good. We dove into tree planting best practice through our Arbor Month awareness campaign, and Lauren (our Managing Director) and I both got pregnant with our second babies.

As we watched the sun set on the 2022/23 financial year, we were filled with immense gratitude for our generous donors, passionate volunteers, and talented team. We look forward to navigating whatever the new dawn brings, together.

A handwritten signature in black ink, which appears to read 'Zoë Gauld-Angelucci'. The signature is fluid and cursive.

**ZOË GAULD-ANGELUCCI**  
PROGRAMME DIRECTOR

ANNUAL REPORT 2022/23

# OUR VISION

**A TREEvolution - a world where people  
and nature thrive together**



ANNUAL REPORT 2022/23

# OUR BELIEFS

We believe in  
(re)connecting  
people with our  
planet.

We believe in  
getting active (not  
anxious) about the  
future of our planet.

We believe that  
changing the world  
is fun.

We believe in  
making greening  
popular.



ANNUAL REPORT 2022/23

## WHERE DO WE WORK?

Greenpop has projects across Sub-Saharan Africa. We currently have active projects in the following locations:

- Cape Town, WC, South Africa
- Overberg, WC, South Africa
- Garden Route, WC, South Africa
- Hogsback, EC, South Africa
- Mulanje, Malawi

And closed projects in the following locations:

- Livingstone, Zambia
- Magombera, Tanzania

ANNUAL REPORT 2022/23

# OUR WORK



**FOREST  
RESTORATION**



**URBAN  
GREENING**



**FOOD  
GARDENING**



**ENVIRONMENTAL  
AWARENESS**

THE GREENPOP FOUNDATION

# FOREST RESTORATION

34,300 trees

4 forest restoration projects

2 countries

Through our reforestation projects in Sub-Saharan Africa, Greenpop works with passionate forest custodians to restore and expand ecosystems in degraded forest areas, provide habitats for critical species, and increase access to forest ecosystem services.



## FOREST RESTORATION

# UILENKRAAL FOREST RESTORATION PROJECT

A collaboration between Tree Liberation Front, Platbos Conservation Trust, Bodhi Khaya Nature Retreat and the Greenpop Foundation, the Uilenkraal Forest Restoration Project aims to improve land management in the Uilenkraal Valley just outside of Gansbaai, Western Cape, South Africa.

Since 2011, the project has restored ~12 ha of degraded forest patches at the Platbos Forest Reserve and Bodhi Khaya. The 20,000 trees planted in 2022 bring the total number of trees planted in the project to 100,645.



In addition to tree planting, our forest restoration methods in Uilenkraal include alien vegetation management and natural forest regeneration management.

The observed and assumed outcomes of this project have been climate change mitigation, improved soil quality and stability, increased species biodiversity, decreased alien invasive vegetation, and increased community income. In the future, we aim to scale this project to support landscape-scale restoration across the Uilenkraal Valley.



This project falls within the Walker Bay Fynbos Conservancy, a collection of landowners who promote the conservation of the natural and cultural diversity of the Cape Floral Kingdom in the Walker Bay area through cooperative partnerships. Our project further enhances regional conservation efforts to create, protect and preserve habitat and biodiversity.



[READ OUR LATEST PROJECT REPORT](#)



## FOREST RESTORATION

# MULANJE LANDSCAPE RESTORATION PROJECT

A collaboration between The Greenpop Foundation and the Mulanje Mission Hospital, the Mulanje Landscape Restoration Project is working to improve land management at a village level in the Mulanje Districts in the Southern Region of Malawi.

The project has focused on restoring land through natural regeneration management, and, where needed, active planting of indigenous tree seedlings. In 2022, 12,000 trees were planted as part of our project

activities, bringing our total up to 22,000 trees planted in this project.

In addition to forest restoration, the project also promotes sustainable forest use through the continued management of community tree nurseries as well as community training on community-based natural resource management, improved cookstove technology, and forest beekeeping.

The measured project outcomes for this

project are:

increased forest growth, quality and density, improved soil and water management, increased species biodiversity and protection, increased income, increased participation in restoration activities, increased honey yields, increased use of sustainable cookstoves and decreased need for wood fuel collection.



[READ OUR LATEST PROJECT REPORT](#)



## FOREST RESTORATION

# KRAAIBOSCH FOREST RESTORATION PROJECT

A collaboration between the Pachamama Projects NPC and the Greenpop Foundation, the Kraaibosch Forest Restoration Project aimed to improve land management at Pachamama Forest Retreat near Knysna, South Africa.

Between 2020 and 2022, the Kraaibosch Forest Restoration Project worked to restore degraded land on the edge of the indigenous Knysna forests. The vision was the full restoration and regeneration of the indigenous forests, focusing on degraded

forest edges, riparian zones, and land affected by wildfires in the buffer zone of the Garden Route National Park in the Kraaibosch region, Western Cape.

Over its duration, this project restored 0.53 hectares of forest land and planted 4,500 trees. The project's main interventions included alien invasive plant management, natural regeneration management, soil conservation practices, and, where needed, active planting of indigenous, locally grown tree seedlings.

By improving forest land use, this project assisted in providing several ecosystem services for the local community including climate change mitigation, improved soil stability, increased species biodiversity, and decreased fire risk. This project was drawn to a close at the end of 2022.



[READ OUR FINAL PROJECT REPORT](#)



FOREST RESTORATION

# KHOINANIA FOREST RESTORATION PROJECT

A collaboration between Khoinania Farm and Greenpop Foundation, the Khoinania Forest Restoration Project aims to restore degraded areas of previously forested land adjacent to the Tsitsikamma National Park in Nature's Valley, South Africa.

Since 2019, the Khoinania Forest Restoration Project has restored 1.65 ha of previously alien-invaded land through alien invasive plant management, natural regeneration management, and, where needed, active planting of additional

indigenous tree seedlings adjacent to the Tsitsikamma forest edge. In 2022, 800 trees were planted which takes the total planted in the project up to 3,720 trees.

These land management activities are effective in extending the forest edge and suppressing the re-emergence of invasive species. Supplemental interventions align with the adaptive management approach to restoration employed here, ensuring long-term success of restoration sites even when faced with unforeseen circumstances acting

as barriers to restoration success.

By improving forest land use, through alien vegetation clearing and active restoration, this project will assist in providing several ecosystem services to the local landscape including climate change mitigation, improved soil stability, increased tree species diversity and improvements in forest quality and density.



[READ OUR LATEST PROJECT REPORT](#)



THE GREENPOP FOUNDATION

## URBAN GREENING

**3,698** fynbos plants

**10** fynbos gardens

**555** learners inspired

Through our urban greening projects in South Africa, Greenpop is on a mission to inspire an urban future where abundant natural spaces are both accessible and co-managed by an active and inspired citizenry. We aim to provide green spaces and environmental education to marginalised communities and create biodiversity corridors across urban landscapes.



*Photo by Juliette Bisset*

## URBAN GREENING

# FYNBOS FOR THE FUTURE

After 5 years of implementation, Greenpop's Fynbos for the Future project came to a close at the end of 2022.

Building on our previous urban greening work, this project was based on a vision of a green urban future where biodiversity is valued, accessible, and protected by an engaged and active citizenry. It was designed in conjunction with the Fynbos Corridor Collaboration, funded by the Table Mountain Fund, which saw Greenpop contributing towards the creation of a city-wide strategy for off-reserve fynbos



conservation and restoration in Cape Town

Fynbos for the Future sought to not only reconnect biodiversity corridors but also to reconnect the public, especially youth living in marginalised communities, with their natural heritage.

Over 5 years of implementation, Fynbos for the Future saw Greenpop install interactive fynbos learning spaces in 10 under-greened schools and educate thousands of students and community members in the effective management and conservation of fynbos.



Looking back, the project made significant strides towards achieving its objectives. It contributed towards upholding ecosystem services for the greater Cape Town urban area, increased access to green spaces in under-greened communities, increased ecological linkages between natural spaces, and contributed to the broader effort of biodiversity conservation in Cape Town.



[READ OUR FINAL PROJECT REPORT](#)



THE GREENPOP FOUNDATION

## FOOD GARDENING

2 training cohorts

33 family food garden pods distributed

33 people trained

Through our food gardening projects, Greenpop collaborates with other experienced organisations to equip individuals and communities in urban areas with knowledge, skills and resources to be able to sustainably grow their own food throughout the year.



*Photo by Juliette Bisset*

## FOOD GARDENING

# FAMILY FOOD GARDENS

The Family Food Gardens project, a collaboration between The Greenpop Foundation and Urban Harvest, aims to make home food gardening, and the benefits thereof, accessible within all communities.

Through in-person and digital training and the distribution of Family Food Garden Pods, participants are equipped with the knowledge, resources and community to be able to actively participate in growing their own food at home. As a result, they are able

to enjoy benefits including increased access to and consumption of fresh produce, increased household income through produce sales, decreased grocery bills, decreased household waste through composting, increased community connection, and improved quality of life and well-being.

In 2022, Greenpop and Urban Harvest ran two cohorts of our Family Food Gardens project. The first was with a group of 20 parents of learners from Christel House

South Africa, funded by Naked Insurance. The second group was organised in collaboration with the South African Food and Farming Trust and consisted of a group of 13 community members from Langa, funded by the JDC. We were very pleased to see positive outcomes from both groups.

[READ OUR CHRISTEL HOUSE REPORT](#)

[READ OUR LANGA REPORT](#)



THE GREENPOP FOUNDATION

# ENVIRONMENTAL AWARENESS

6 murals

3 events

3 campaigns

Through our environmental awareness projects we collaborate with other outstanding organisations to create positive, educational, and inspiring campaigns and experiences. These varied and wide-ranging projects all aim to contribute towards a greater appreciation for and stewardship of our natural assets.



## ENVIRONMENTAL AWARENESS

# REFOREST FEST

Reforest Fest is Greenpop's flagship tree planting event and in 2022 it was hosted at the breathtaking Bodhi Khaya Nature Retreat, nestled in the Overberg region. Our annual restoration celebration combines the joy of tree planting with captivating entertainment of live music, DJ's and theatre.

Over and above this, thousands of trees are planted during the weekend, enlightening workshops, food experiences, and talks given.

Each year, between 5,000 and 10,000 indigenous trees are planted contributing to our Uilenkraal Forest Restoration Project, actively restoring degraded forest patches within the Platbos Forest Reserve and Bodhi Khaya Nature Retreat.

In 2022:

- 5064 indigenous trees were planted!
- 700 activists, team, facilitators, musicians, partners and guest speakers came together get active for the planet
- 30 sponsored students joined the event



- 124 full bin bags recycled, & saved from landfill, 22 buckets of organic waste composted and 33 eco-bricks made
- 18 musical performances
- 6 theatrical performances
- Plus 60 other workshops, talks, guided walks, activities & ceremonies
- 50 partners & sponsors involved

[READ OUR EVENT REPORT](#)



ENVIRONMENTAL AWARENESS

## EDEN FESTIVAL OF ACTION

Ten years of action, ten years of laughter, ten years of community. In 2022, we wrapped up our 10th and final Festival of Action and are feeling nostalgic and reminiscent, whilst also overjoyed and thankful.

We are so grateful for the past 10 years of our Festival of Action. From its roots in Zambia, to Wild Spirit Lodge, our hearts are filled with all of the incredible memories made, the connections fostered and the

impact we made – together! Thank you for being a part of the journey!

Hosted in the Garden Route 2022, we made great impact, inspired more people and built a stronger community of change-makers than ever before:

- 1650 trees were planted
- Over 3300 plant-based meals were served
- Alien vegetation was cleared



- A beach clean-up took place at Nature's Valley beach, collecting 1568 microplastics & other plastic waste
- 11 Scholarship students from the local community participated in the event
- Over 45 talks, workshops, and activities hosted by experts

[READ OUR FINAL EVENT REPORT](#)

## ENVIRONMENTAL AWARENESS

# REDDAM SCHOOL CAMP

Greenpop hosted an environmental school camp for 143 students from Reddam House at Mizpah Youth Camp in the Kogelberg in September 2022.

After significant wildfires in the area, it was a topical time to be teaching the students from Reddam House Constantia about topics such as biodiversity and species loss, climate change and the need for fire to regenerate fynbos.

Our in-house entomologist's insect monitoring workshop went down a treat and the students were captivated at the chance to learn practically about their creepy-crawly friends.

We ate delightful vegetarian food, taught the students why we recycle and how to tread a little more lightly on the planet. We hope they take these lessons with them as they return home.

*"The most useful thing I learned at camp was the importance of preserving the environment and the need to protect our plants. I also learned about the variety of animals and plants. I now have a different view on the environment and know how to protect things in it."*

*Anonymous student on the camp*



ENVIRONMENTAL AWARENESS

## MUSEUM OF PLASTIC 2121

Imagine a world where single-use plastics are a thing of the past, and instead of floating around in our oceans, or literally the surface of our planet, they will only be found in museums. This is the hope which fuelled the idea of the virtual Museum of Plastic 2121.

In 2021, the Museum was co-created by Greenpop, urban art organisation Baz-Art, and UK immersive technology studio Cooperative Innovations. It combined pixels and paint, the physical with the virtual.



Brought to you in full Virtual Reality, the museum was set against the backdrop of 6 murals in South Africa by Cheeky Observer, Ellena Lourens, Dirty Native, Silas Ras Moetse, Wayne BKS, and Mernette Swartz, who painted real-world plastic-pollution-themed murals, together with 3D paintings for the museums. During the course of the project, Baz-Art trained the artists to sculpt and paint for Virtual Reality (VR), and their VR creations are a unique, immersive experience that is not to be missed on this platform.



MUSEUM OF  
PLASTIC  
2121

In 2022, we released a 10-minute trailer for the Museum of Plastic, produced by Schalk Hanekom, which takes viewers through the journey of making this virtual reality experience come to life. The vibrant artworks by the artists involved, showcase the hope behind the project and encourage us to take action where we are, to help make single-use plastics a thing of the past.

[WATCH THE MOP TRAILER](#)



## ENVIRONMENTAL AWARENESS

# GLFx CAPE TOWN

GLFx Cape Town is part of the GLFx Community, an initiative of the Global Landscapes Forum. It is comprised of a consortium of local organisations working across diverse landscapes, multiple communities and a range of specialisations and disciplines. This includes representatives from academia, NGOs, civil society and grassroots organisations. The chapter intends to offer a holistic and well-coordinated programme of events and project activities, while promoting collaboration in the sector locally,

amplifying the work of existing organisations and leveraging established audiences and networks.

Institutional members of GLFx Cape Town include the Greenpop Foundation, African Climate and Development Initiative (ACDI), Conservation South Africa, Living Lands, ReWild Africa, the Beach Co-op, African Climate Reality Project (ACRP) and the Sustainability Institute (SI).

In 2022, GLFx Cape Town supported several

member activities including the Greenpop Eden Festival of Action and the book launch of Cape Wild Foods: A Cooks Guide. Additionally, we hosted a GLF Africa Webinar series (From landscape to table, food systems in perspective) and ran an ongoing communications campaign.

Facing non-renewal of funding, and limited capacity by the partner organisations to continue to run the chapter in a volunteer basis, we made the sad decision in late 2022 to put the chapter into hiatus.



ENVIRONMENTAL AWARENESS

# GROUNDWATER AWARENESS CAMPAIGN

In March 2021, Greenpop collaborated with the team from WWF South Africa to develop and implement a groundwater awareness campaign in schools. This programme is part of the Table Mountain Water Source Partnership, funded by the Embassy of Denmark in South Africa.

The programme aims to shed some much needed light on the groundwater situation in the Western Cape, which received huge amounts of attention following the effects of the 2018 drought as communities search

elsewhere for water availability.

The WWF Groundwater Awareness campaign aimed to: create and spread awareness creatively and engagingly within our primary schools in Cape Town, continue having a positive impact on the environmental education practices in South African schools and educate students on the importance of groundwater and aquifers.

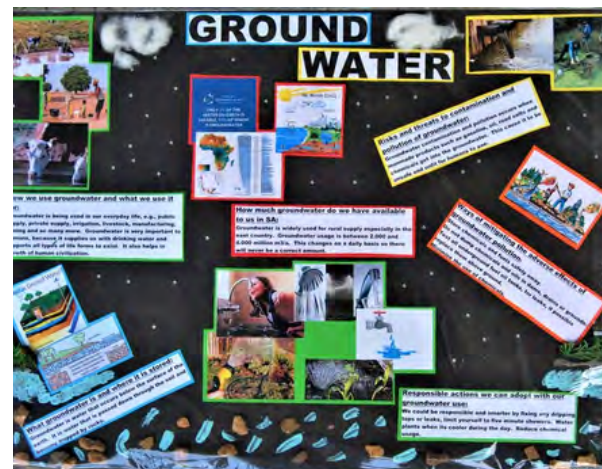
These aims were achieved through an awareness campaign that consists of: Multi-

media Lesson Plans, a Poster Competition and an Educational Field Trip.

In 2022, a series of video billboards were added to this campaign. The videos ran on digital billboards at petrol stations across the Western Cape for the months of February to April 2022 and reached an estimated 185,000 people. This addition to the campaign was generously sponsored by Tractor Outdoor.



Design inspired by Lami-ah Solomons, Grade 5 learner at Kannemeyer Primary School.



## ENVIRONMENTAL AWARENESS

# ARBOR MONTH CAMPAIGN: A TREE IS MORE THAN A NUMBER

In 2010, Greenpop started with a simple goal, to plant 1,000 trees during Arbor Month in under-greened urban areas of Cape Town. In the years that followed, we went from focusing on schoolyards in Cape Town to forest patches in the Western Cape, to forest landscapes across Sub-Saharan Africa. 12 years later, we are close to having planted a total of 200,000 trees in degraded forests, community orchards, and urban spaces in South Africa, Malawi, Tanzania and Zambia. While we are proud of reaching this 200,000 trees milestone, we also firmly

believe that it is time to stop concentrating on counting trees and rather shift the focus to making trees count.

In order to build the world envisioned in the Sustainable Development Goals, building healthy landscapes must be the foundation. It is from this basis that increasingly ambitious tree planting targets (in the millions, billions, and trillions) have been set by international organisations, governments, companies, and NGOs alike. However, these targets, while inspiring, do

not paint a holistic picture of what is needed to restore forest ecosystems for the benefit of both local communities and landscapes. We, as humanity, are now so focused on counting trees that we may be losing sight of the bigger picture. We literally can't see the forest for the trees.

In arbor month 2022, we shed light on the ways in which we don't just count trees but also make trees count within our projects.

[VIEW THE CAMPAIGN](#)



## ENVIRONMENTAL AWARENESS

# SPRING CAMPAIGN

Out of all six floral kingdoms, the Cape Floral Region is the smallest one and still, it showcases the highest level of endemism and biodiversity.

Fynbos is a diverse, fascinating biome! With over 9600 species of plants, it can be overwhelming to know where to start when planting a fynbos garden.

Our 2022 Spring Campaign aimed to bring attention to this unique biome, and spread awareness on how people could help ensure its protection and survival.

We sat down with our Urban Greening Manager, Deon, to talk about how best to start a fynbos garden, as well as the many benefits of planting fynbos.

In addition to equipping our audience with information on how to start their own fynbos gardens at home, the campaign, which ran for the full month of September, also included information on our Fynbos for the Future project and its impact in Cape Town.

[VIEW THE CAMPAIGN](#)



## ENVIRONMENTAL AWARENESS

# PSHB CAMPAIGN

The Polyphagous Shot Hole Borer beetle poses a significant threat to South Africa's trees. Since arriving in South Africa in 2017, the PSHB has been responsible for the deaths of thousands of trees across the country.

In 2022, we ran an awareness campaign to help educate our audience about PSHB and what they can do to stop the spread of this

invasive species.

The beetle carries a fungus which kills trees. The PSHB penetrates host trees through the bark, into the wood. Entrance holes can be seen having brown stains around, due to the fungus it carries. Other signs of entry are visible through the presence of small heaps of sawdust, "bleeding", noodles, stains or sap-flow.

Tree-killing insects like the PSHB can lurk in trees or on firewood. It is imperative that we stop the spread by monitoring trees in our yards and local areas, and report sightings to a registered arborist or the Cape Town Invasive Species Unit:

Tel: 021 444 2357

Email: [invasive.species@capetown.go](mailto:invasive.species@capetown.go)

[VIEW THE CAMPAIGN](#)



ANNUAL REPORT 2022/23

# OUR SUPPORTERS



OUR SUPPORTERS

## CORPORATE DONORS

**Our top 10 corporate partners contributed R2,646,827.00 (38% of our total revenue)**

**Our generous in-kind donors allowed us to utilise a higher percentage of donations to make impact.**

### TOP CORPORATE DONORS:

1. DHL Express
2. ARC Store
3. Bos Ice Tea
4. Investec
5. Naked Financial Technology (Pty)
6. Capital International Group
7. Boland Wingerde Internasionaal (Pty) Ltd
8. Zuid HVAC & Process Engineering
9. Wellness Warehouse
10. Go2Africa

### TOP IN-KIND DONORS:

1. ARLA Consulting Landscape Architects
2. Reliance
3. Poleyard
4. Just Trees
5. Krige Tree
6. Afrilandscapes
7. Tiger Wheel and Tyre
8. Lasher Tools
9. Sustainable.co.za
10. Fynbos Life

## FOUNDATION CONTRIBUTIONS

**Our foundation partners worked with Greenpop in various ways to support our work and operations to a total of R1,599,610.35 (23% of total revenue)**

### TOP FOUNDATION PARTNERS:

1. **The Belron Foundation** contributed to Greenpop's unrestricted funds.
2. The **United Nations Environment Program (UNEP)** contracted our CEO to project manage the UNEA5.2 side events.
3. The **SA Urban Food and Farming Trust** worked with Greenpop to collaboratively deliver a 12-month Family Food Garden course to 12 participants in Langa.
4. **Plant for The planet** raised international funds on Greenpop's behalf for trees planted in Southern Africa.

OUR SUPPORTERS

## INDIVIDUAL FUNDRAISERS

**R38,278**

**Karthik & Karisham Kara**

Karthik and Karisham are a brother/sister duo with a strong belief in doing what they can to better the world we live in. Through a successful online campaign including an incredible youtube video, the duo raised R38,278 and received two tickets to the Eden Festival of Action 2022. Well done!

**R12,322**

**Anthony Stone**

Anthony Stone is a man on a mission to walk around the world and plant trees as he goes. As his maiden voyage, he walked 200km from Hout Bay to Reforest Fest 2022 and raised R12,322 towards our tree planting programmes along the way!

**R11,862**

**Justin de Beer**

Justin de Beer successfully raised R11,862 that went directly to trees and gained him a free spot at the Eden Festival of Action 2022.

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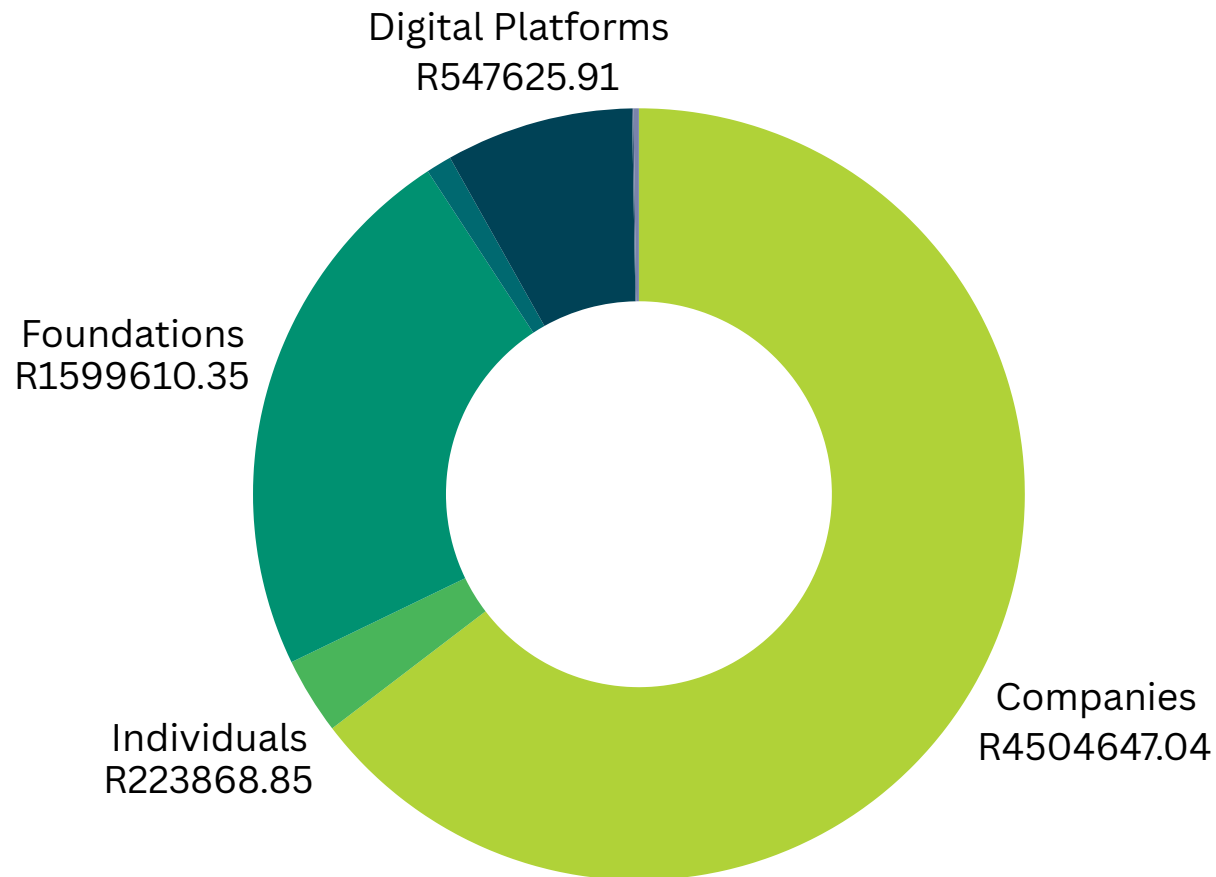
# OUR FINANCIALS



OUR FINANCIALS  
INCOME

# 7 Million Rand

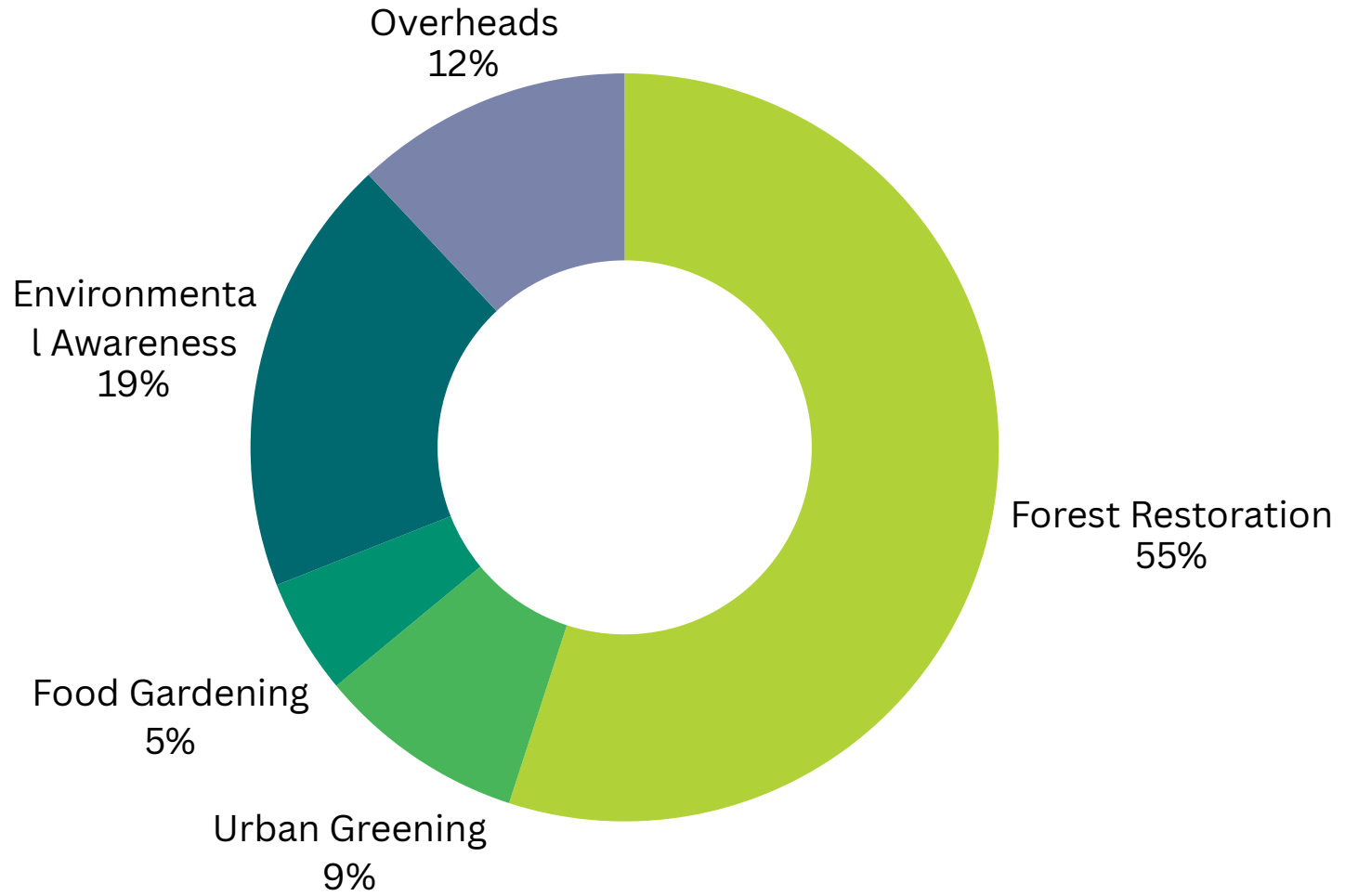
total raised  
in 2022/23



[\\*View our audited financial statement here.](#)

OUR FINANCIALS

**EXPENSES**



[\\*View our audited financial statement here.](#)

ANNUAL REPORT 2022/23

# OUR TEAM



## OUR BOARD

Eitan Stern  
Jeremy Hewitt  
Lauren Teasdale

## OUR DIRECTORS

Lauren Teasdale  
Misha Teasdale

## OUR STAFF

Bongile Galo  
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Raeesa Cassim  
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