



Holding the line, together

2025/2026 Year in Review



Greenpop

JOIN THE TREEEVOLUTION

Letter from Misha Teasdale

Impact Director and Co-Founder

Hello Beautiful People. Misha here, one of the co-founders and directors of the Greenpop Foundation. I write this letter with huge amounts of pride in the work we do, and deep respect for the team and communities that make it possible.

2025 was a year shaped significantly by fire. In October 2025, fires swept through the Uilenkraal Valley - across fynbos, through neighbouring properties, and eventually into the forests Greenpop and our local partners have been restoring for 16 years. Through all of this, only a handful of young trees were lost. What held the line was 15 years of consistent landscape management - reducing fuel loads, maintaining firebreaks, attending to the land as something alive. In those weeks our communities came together, raising funds and making something significant happen under pressure. Together we helped protect our 162,645 planted trees across this valley, and beyond that, a relic forest at the tip of Africa. **More on page 6.**

Our world is filled with charismatic creatures, and although they all matter to Earth's web of life, we humans are almost always drawn to the bigger ones, the brighter ones, the ones that make the most noise. The Cape Parrot is one of those creatures. There are approximately 1,800 left in the wild, every one of them dependent on a shrinking ribbon of Mistbelt forest near Hogsback. Raising two boys has turned me into a twitcher. Scoring over who spots the most unique and colourful birds on our morning walks has been one of the most joyous parts of my adult life - and it has given me a new way of seeing the landscapes we work in. Through our Forests for Life programme, our partners in the Amathole are building the resilient backbone those birds depend on, supporting 44 local community members growing indigenous trees and clearing invasives. This past year, 180 Cape Parrot sightings were recorded across those forests - each one proof that patient, slow work is building something real. **More on page 8.**



In Johannesburg, a project in Eldorado Park started because a father lost his daughter - a little girl who died playing on a pavement that should have been safe. His response was to create green spaces where children could play, feel they belonged, and be safe. Go Green Go Clean pioneered that in Eldies, and since our intervention there as part of our Heineken Green Zone partnership, this space has been used weekly for gatherings, weddings, and ceremonies. People are coming, celebrating, making the space their own - for the first time having somewhere in their neighbourhood where they feel safe to be together. That is what green space is supposed to do. [More on page 17.](#)

If you want to change the world, you need to start a culture of wanting to change the world. That belief is what Festivals of Action were built on - over 15 years and across four continents. At Reforest Fest 2025, we believe we delivered our finest edition yet - 1,153 people in the Overberg, 5,021 trees planted, 70 workshops and activities. In collaboration with the UNCCD, 10 restoration practitioners selected from over 200 applicants came to experience a Festival of Action from the inside and begin learning how to take the concept home. This idea is gaining real momentum. [More on page 22.](#)

Building resilience takes planning. It takes being comfortable in community, with every roleplayer who deserves a seat at the table - and those stakeholders reach well beyond people. They are the animals, the plants, the weather systems, the slow accumulation of soil and season - everything that makes these ecosystems feel alive. Our team is small. The work continues to be far-reaching. Despite the fires, the line holds, because people showed up and the landscape was ready for them. Resilience does not announce itself. It accumulates.

In 2025, none of this would have happened without our beautiful team: Lauren, Zoë, Chris, Callum, James, Deon, Imraan, Ashraf, Rafael, Claudia, Quanta, Nicola, Michaela, Dominique, Jacqui, Jessie, Nicholas, Ephraim, Irene and Sophie. And none of it happens without you.

Thank you.



Where we work

Greenpop has projects across Sub-Saharan Africa

Active projects

We currently have active projects in the following locations:

- Cape Town, WC, South Africa
- Overberg, WC, South Africa
- Stellenbosch, WC, South Africa
- Johannesburg, Gauteng, South Africa
- Pretoria, Gauteng, South Africa
- Durban, KZN, South Africa
- Hogsback, EC, South Africa
- Mulanje, Malawi

Closed projects

And closed projects in the following locations:

- Garden Route, WC, South Africa
- Livingstone, Zambia
- Magombera, Tanzania



Our Work

Translating optimistic environmentalism into tangible action

Every project, partnership, and decision is guided by hope and creativity, ensuring we continuously contribute to a thriving, resilient planet. Through dedicated collaboration and hands-on action, we drive tangible environmental change across four key focus areas:

Landscape restoration

We restore and protect ecosystems across Sub-Saharan Africa. Using a bioregional approach, we weave together ecological restoration and sustainable development to heal both people and the planet.



Urban greening

We turn grey spaces green. By implementing Nature-based Solutions (NbS), we reclaim urban landscapes to improve climate resilience and dismantle the "green divide" in our cities.



Events

We link "Green" with "Pop". Our immersive festivals and action days are designed to turn eco-anxiety into agency, (re)connecting people with the planet through collective effort.



Education and awareness

We build environmental literacy. Using creative and engaging pedagogical methods, we empower a new generation of environmental leaders to move from awareness to action.



Landscape Restoration

Forests For Life Programme

Through our Forests for Life programme 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. Since 2011:



2011

Inception



4

Countries



291K

Trees planted



15

Partners

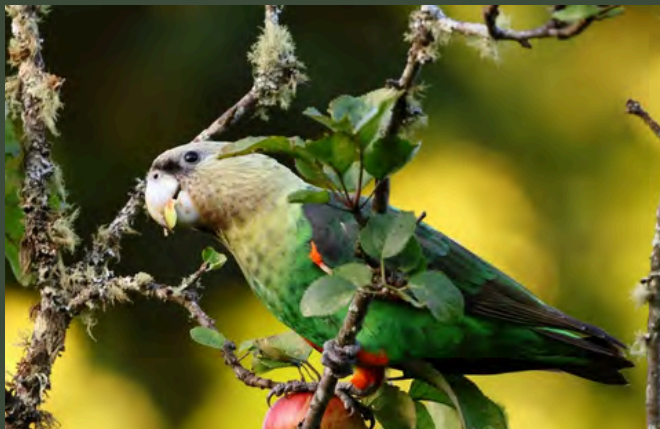


3

Active projects



1 Uilenkraal Forest Restoration Project



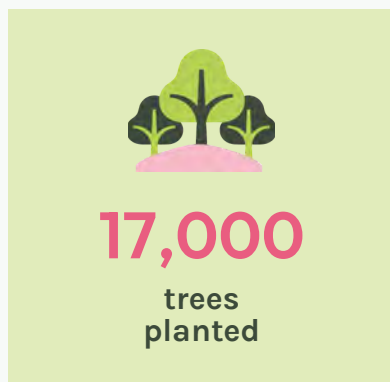
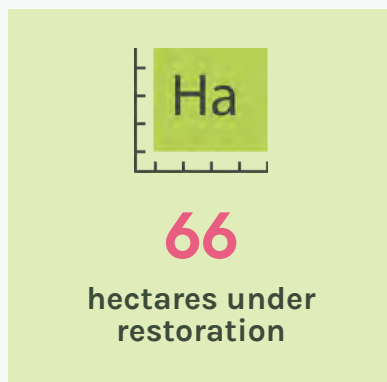
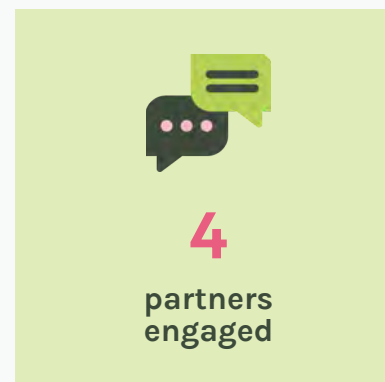
2 Mistbelt Habitat Restoration Project



3 Mulanje Landscape Restoration Project

1 Uilenkraal Forest Restoration Project

Our restoration efforts held the line.



2025 was marked by devastating fires which swept into the Uilenkraal Valley, through fynbos, along old firebreaks, and into the forest Greenpop has been restoring since 2011. Fortunately, when it passed, the losses were small; in fact, only a handful of young trees were lost. The lessons, though, were great, fifteen years in the making, and these fires put our restoration to its greatest test.

Greenpop's work in the Uilenkraal Valley is our oldest partnership, and it shows. What began in 2011 as a single collaboration with Platbos Conservation Trust and Tree Liberation Front has grown into something much larger: Bodhi Khaya Nature Retreat, Bodhi Forest, and, most recently, the neighbouring Kleinbos farm are now all working together to protect this truly unique and ancient forest. Each spring, seedlings that have germinated naturally on the forest floor are collected, raised in a small nursery for two years, and then replanted

in dense clusters around old stumps at the start of the rainy season. Fifteen years of that rhythm has put **162,645 trees** into the ground, across **66 hectares**, and together we have slowly stitched a valley of scattered, fragmented forest patches back into something that behaves like one landscape.

Driving the back roads between Hermanus and Gansbaai, you wouldn't expect to find much of a forest here at all. The soil is sandy, alkaline and poor, and rainfall barely tops 650mm a year, less than half of what most forests need to survive. And yet these hills hold Africa's southernmost forest, relic trees over a thousand years old, a resident population of the elusive Cape leopard, and one of the last strongholds of the endangered western leopard toad. This landscape has been resilient; it has outlasted centuries of degradation from farming, invasive vegetation and fire.

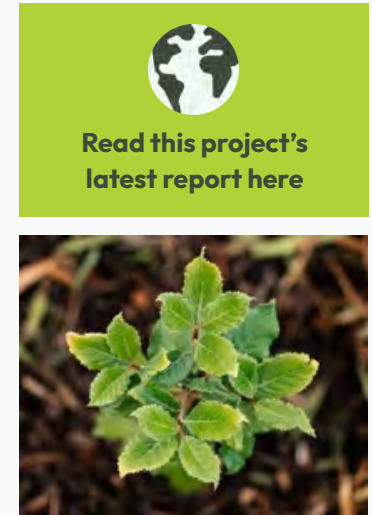
In October 2025, fires once again raged...

through the valley, and with them left pieces of scorched earth behind that reaffirmed for us all that restoring land is one of the most hopeful, hands-on things we can do for people and planet.

Firebreaks were never an afterthought in the Uilenkraal Valley's restoration plan. At Bodhi Forest, a shared firebreak has been maintained for years to protect both the property and the neighbouring Platbos Reserve from the kind of high-intensity blaze that dense alien vegetation and fire-prone fynbos can produce. Even the clearing work feeds back into restoration; alien biomass is chipped and worked into the planting pits themselves, mimicking natural nutrient pockets and helping the new canopy close ranks faster against future alien regrowth. On Kleinbos, where fire-prone fynbos grows downslope into the forest, that same firebreak has been extended further up the property, drawing a clear, deliberate line between the land that's meant to burn and the land that isn't.

In 2025, that line held.

When fire moved through the valley, it reached the very sites of 15 years of restoration work. And yet, only a few young trees were lost, in what could easily have otherwise been an incredibly devastating season. If anything, 2025 has sharpened the plan of our restoration work in the Uilenkraal valley. Our restoration efforts have pushed south for the first time this year, onto the newly acquired Strandkloof property, closing the last gap along Platbos's southern boundary. Looking to 2026, restoration efforts will bring fire risk even more explicitly into the design itself through a fire resilience plan at the scale of the entire valley.



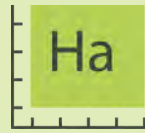
Today, five properties share a firebreak, a nursery, and a plan for restoring the wider Uilenkraal Valley landscape. When the 2025 fires came, fifteen years of working together had built the systems, relationships, and restoration work already in place, ready to respond.

2 Mistbelt Habitat Restoration Project

A home for South Africa's rarest parrot



3,000
trees
planted



7.4
hectares under
restoration



12
species
planted



3
communities
consulted



6
local people
employed



3
community
nurseries



44
growers
supported



180
Cape Parrot
sightings

There are approximately 1,800 Cape Parrots left in the wild. Every single one depends on a shrinking ribbon of indigenous Mistbelt forest near Hogsback, South Africa.

Decades of logging, pine plantations and invasive alien plants have left this forest in fragments, scattered across the hills above the village of iZingcuka. Since 2019, Greenpop has partnered with the Cape Parrot Project, a project of the Wild Bird Trust, to knit those fragments back together, working alongside South Africa's Department of Forestry, Fisheries and the Environment, which holds the mandate to restore this land, but not, on its own, the resources to do it.

This project has restored and managed **37.96 hectares** of protected Mistbelt forest land and has planted **21,500 indigenous trees** to date. What started at a single site has grown to cover several forest patches across the wider Amathole region, among them Auckland, Bowden and Wolf River, which are now all connected by the work of clearing invasive vegetation, active community engagement, and planting trees, year after year, slowly restoring what was previously a disturbed forest corridor. Slowly, these interventions have supported this forest's resilience. Every hectare recovered has meant more canopy cover, more food, better soil stability, and a slightly better chance of survival for the endangered Cape Parrot and other endemic forest fauna who call the Mistbelt forest home.

2025's biggest step forward happened...

at a brand-new site, a new 7.4-hectare stretch of the Auckland State Forest now known as the Auckland Wattle Stand Extension, building on restoration work started next door in 2023. Clearing and planting there put 3,000 trees into the ground this year. Every single seedling was raised by one of **44 local community growers**, in nurseries of their own. A modest number at a global scale, perhaps, but at a local level, one which carries weight and significance to the livelihoods of a community.

Additionally, teams have carried out follow-up clearing at Madonna & Child, Bowden, the Auckland Wattle Stand and Wolf River sites, bringing large stands of Black Wattle and Bugweed under control. New fixed-point photography stands and a set of medium-term monitoring milestones have given this project a far sharper picture of what's changing on the ground. At the same time, pilots of citizen-science tools like Survey123 and iNaturalist have opened the door to more people helping track that change. And, through it all, relationships with the iZingcuka and isiKhululweni communities, local landowners and the Department of Forestry, Fisheries and the Environment have kept deepening our collective restoration efforts.

Through continued planting, maintenance and monitoring, alongside a full rebuild of all three community nurseries, the plan for the future is to continue linking what's already been restored into one connected stretch of forest.



This is slow, patient work. But then, so is growing a forest back from fragments. And so, it turns out, is bringing the Cape Parrot back from the edge of extinction.



**Read this project's latest
report here**

3 Mulanje Landscape Restoration Project

The world has recognised Mount Mulanje



On 17 July 2025, Mount Mulanje was officially inscribed as a UNESCO World Heritage Site, one of the highest honours a place can receive. In the same year, on the slopes beneath it, a bioregional assessment field trip to Malawi looked at what this honour means, imagining a 'Beautiful Mulanje' for the community that calls it home.

A UNESCO listing is, in one sense, just a name. It doesn't clear an invasive stand of trees or stop a riverbank from washing away. What it does instead is put a place on the world's map, and with it, a question... Now that everyone's watching, what are we actually protecting?

For the Mulanje Landscape Restoration Project, run in partnership between Greenpop and Mulanje Mission Hospital since 2019, 2025 was the year this global question took root for us to assess our project's local impact at scale. In August 2025, together, Greenpop and Mulanje Mission Hospital undertook a bioregional mapping exercise across the mountain's lower lopes, revisiting

villages that had partnered on restoration and livelihoods work since the project's inception. What we found was a mixed picture. Some communities were still finding their feet, while others had gone further than anyone had planned for.

In Salamba village, a women-led cooperative of around 150 members has restored 5 kilometres of riverbank, installed beehives and banana plantations, and built a savings-and-loans scheme now funding its own diversified farming. In Kangoma, a 4-6 kilometre forest corridor, regrown through planting and natural regeneration, was credited by residents with softening the worst of recent storm damage, backed by strong local bylaws and a steady income from honey. Further out, in Mazwika, Malamvula and Kando, the progress was less but real: better erosion control, more diverse crops, and communities finding their way through mounting climate and economic pressure.

This fieldwork fed straight into...

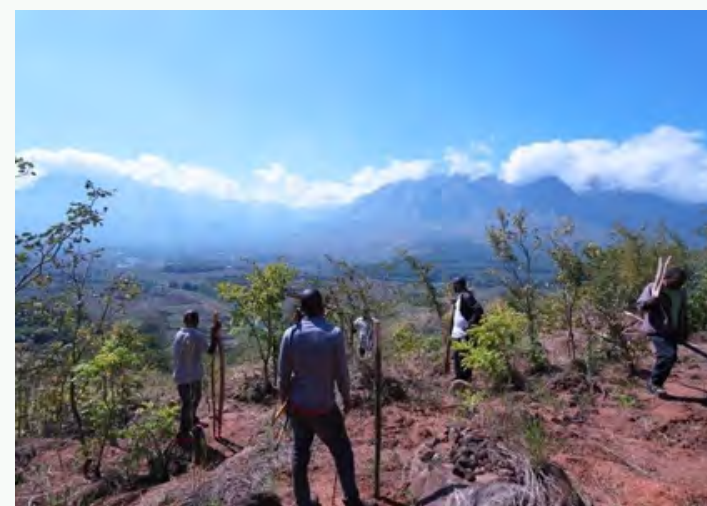
a Multi-Stakeholder Bioregional Strategy Workshop on the 11th of August 2025, with 45 people from across the mountain, from Traditional Authorities and Village Natural Resource Management Committees to WeForest, government foresters, beekeeping associations, youth groups and tourism operators, all in one room. What came out was a shared vision for imagining a "Beautiful Mulanje": healthy forests, clean rivers, fertile soil, strong local governance, and livelihoods that can hold their own against a changing climate. This small phrase now carries a much larger landscape vision, and it's shaping how we think about restoration in Malawi, and increasingly, everywhere we work. Greenpop is no longer looking at restoration site by site, but instead landscape by landscape, with the people living on that landscape helping us to continue to define the terms.

Malawi loses forest fastest where fuelwood demand, expanding farmland and extreme weather converge, and the Mulanje region is no exception. Against that pressure, Greenpop and Mulanje Mission Hospital have planted **34,400 trees** and brought **44.2 hectares** under active restoration. In 2025, restoration efforts added two new sites, Namputu and Kandewu, and with them, 3,400 tree seedlings, 1,000 bamboo plants and 4 tonnes of vetiver grass were planted for riverbank stabilisation. Training ran ahead of its own targets, with 40 people trained in beekeeping, double the original goal, 200 in improved cookstove production, and two new community nurseries built from the ground up.

Where Salamba and Kangoma have led, the plan for 2025 to 2030 is to follow, scaling what's worked, backing honey and other forest products as real value chains, strengthening the local governance already holding this landscape together, and bringing Mulanje's growing youth population into the work through training that pairs conservation with digital and enterprise skills.



Mount Mulanje has its name on the UNESCO World Heritage list now. The work underway on its slopes is what will decide what that name holds.



**Read this project's
latest report here**

Urban Greening

Reclaiming the urban landscape

Through our Urban Greening project portfolio, Greenpop works with beneficiary partners to turn grey spaces green. From school grounds to community hubs, we are reclaiming the urban landscape to ensure that everyone, regardless of their postcode, has access to the life-giving benefits of nature. Since 2010:



2010

Inception



2

Countries



27K

Trees planted



350+

Beneficiary partners



2

Active projects



1 Living Landscapes (LLP)



2 Heineken Green Zones (HGZ)

1 Living Landscapes (LLP)

Creating sustainable, green urban environments



3,840

plants planted



5,512

m² green zone
space created



171

species
planted



252

community members
employed



5

active partners

The Living Landscapes programme represents the strategic evolution of our urban greening portfolio. This initiative moves beyond traditional, episodic planting events by fusing professional landscape design with long-term ecological stewardship - establishing multifunctional, climate-resilient green spaces where under-resourced urban communities can thrive.

In alignment with our core ethos of connecting people to nature, the Living Landscapes programme operates through a deeply collaborative framework. We partner with local beneficiary organisations to co-design spaces that meet the specific socio-cultural needs of residents, ensuring a lasting legacy of community ownership and stewardship.



LLP: Philippi Village

Growing our flagship green space



2,359
plants
planted



5,178
m² green zone
space created



R139K
invested in local
job creation

Philippi Village is, on paper, a mixed-use development built to support township entrepreneurship in one of Cape Town's most under-resourced communities. For Greenpop and Simphiwe Nikani (Philippi Village CEO), the ambition is bigger: "it's about restoring land, dignity, opportunity and long-term resilience." Together we are establishing a regenerative ecosystem, where community, entrepreneurship and culture are meant to grow together.

In 2025, Greenpop's design team finished the concept masterplan for what is becoming our flagship urban greening site: an Ecosystem-Based Adaptation proposal built around a site-wide wetland and water reticulation system, designed to protect Philippi Village from fire, flood and drought.

Several successful garden days supported major earthworks, clearing and levelling roughly 5,000 m² of the Thembi Play Park area, and critical irrigation infrastructure going in to support the Philippi Village green zone taking shape. An 83 m² biodiversity garden was established with

the support of WWF on Mandela Day, and we've built a 220 m² plant nursery, not just to grow seedlings but to function as an incubator for ongoing landscape stewardship and community-led green enterprise. Since May, this plant nursery has hosted weekly capacity-building sessions with local community members to manage the site long-term, and the maintenance guide built around this work is now being adapted as a template across every Living Landscapes site.



LLP: Rise Above Development

A community refuge worth protecting



8

fruit trees
planted



1,030

m² green zone
space supported



R14K

landscape
materials donated

Rise Above Development (RAD) Centre, located in Lavender Hill, Cape Town, is a community-led youth development hub operating in an area facing acute socio-economic challenges and gang violence. By integrating food security with urban greening, this hub works to empower the surrounding community, foster deep environmental stewardship, and provide a nurturing refuge where young people in the community can rise above their circumstances, feel empowered, and be hopeful and equipped to build a better future.

In 2025, we focused on reinforcing the long-term health and stability of the site's established vegetation. During the critical and harsh summer months, a major delivery of 9m³ of bulk organic compost and 7m³ of protective mulch went straight into the site's expanding food forest and native gardens, targeting soil health and water retention when both were under the most pressure. This support-focused approach is the difference between a garden that survives the heat and one that doesn't, and it has meant that the site's **600+ indigenous plants** head into the next year fertile, weed-suppressed, and thriving.



LLP: Stellenbosch Provincial Hospital

The pathway to wellbeing is deeply connected to a healthy planet



473
plants
planted



108
m² green zone
space created



R6.8K
invested in local
job creation

It's easy to overlook the ground a hospital sits on, but when one considers the interconnected relationship between physical well-being and access to nature, it becomes clear that the pathway to well-being is deeply connected to a healthy planet. This is the philosophy that underpins our work at Stellenbosch Provincial Hospital, a high-traffic public health facility in the Cape Winelands.

In 2025, we successfully launched an outdoor healing landscape at this site, designed to specifically de-stress, educate, and support the well-being of all patients who pass through the hospital grounds. With the launch of this new project site, we conducted a baseline assessment and an inception workshop with hospital stakeholders to determine a site-wide concept masterplan, built through our newly launched professional design service.

In August, across two Garden Days, Stellenbosch University volunteers planted **473 plants** across **108 m²** to establish this outdoor healing landscape design, and in October, seeing the benefits of this space in use by the hospital patients, Stellenbosch University has committed funding to irrigation and hardscaping for the site's next phase.



LLP: Go Green Go Clean

People who plant something come back to look after it



478
plants
planted



85.5
m² green zone
space created



R48K
invested in local
job creation

Go Green Go Clean is an entirely community-led initiative, supported by Greenpop, in which residents of Eldorado Park, Johannesburg, identify neglected public spaces and turn them into green spaces that connect this underserved community with nature and each other.

In 2025, while the overall progress at this project site has been slower owing to limited resources, the project has taken significant strides forward through critical infrastructure and community collaboration. Major milestones this year included the development of three new landscape sections within the Heineken Green Zone and Khoisan Heritage Site, featuring the installation of durable paving, stone edging, and deep organic mulching beds. These interventions resulted in **85.5 m²** of greening, with **478 plants** installed using 3.5 cubes of landscaping materials. Beyond infrastructure, this project site has also been revitalised by vibrant mural art and social activations like community film screenings, which have reinforced the project's commitment to resident-led restoration.



LLP: Alex Water Warriors

Planting roots along the Jukskei River



533
plants
planted



120
m² green zone
space created



R44K
invested in local
job creation

Alex Water Warriors is a community-run environmental initiative based in the Johannesburg township of Alexandra, dedicated to tackling the heavy pollution of the Jukskei River. The movement is entirely resident-driven, focusing on large-scale clean-ups, waste removal, and the installation of river litter traps to prevent pollution from flowing downstream. With the support of Greenpop, these restoration efforts have now been extended to green what these clean-up efforts make possible. Together, we are planting indigenous trees and clearing invasive species along the Jukskei's banks, work that guards against erosion and flooding while creating real green jobs for the people doing it.

In 2025, through the support of our corporate Garden Days, we brought together corporate partners and community participants to support a 1km river clean-up, equipping the Alex Water Warrior team with proper PPE, waders and waste-management gear, and planted **533 indigenous medicinal and riparian plants** across **120 m²**,

to establish a medicinal garden alongside a riverine buffer built specifically to stabilise the riverbank. These efforts, according to beneficiary partner Semadi Manganye, are “planting the seeds of hope, resilience and pride for the Alexandra community,” and remind us that these types of local solutions are deeply connected to a global effort to green urban spaces and support healthy and resilient populations of all species.



2 Heineken Green Zones

Shifting the green divide



8,850
plants
planted



6,500
m² green zone
space created



10
Green Zones
launched

Section 24 of South Africa's Constitution guarantees everyone the right to an environment that isn't harmful to their health or well-being. It's one of the lesser-cited clauses in the country's founding document, and one of the most unevenly delivered. Green urban spaces are an essential part of ecological and social well-being. They regulate urban temperatures, improve air quality, reduce stormwater runoff, improve water and soil quality, reduce noise pollution, provide habitats for urban wildlife, help combat climate change, improve mental and physical health, provide spaces for recreation and spirituality, and increase urban residents' sense of pride of place, community, and home.

Despite these numerous benefits, many urban landscapes (particularly those in under-resourced communities) lack access to safe and beautiful public green spaces. In South Africa, urban green spaces are a visual marker of economic and racial inequality, with historically well-resourced neighbourhoods having notably more clean, green spaces than under-resourced neighbourhoods.

In 2025, the Heineken Green Zones project, a partnership between Greenpop and Heineken, closed out its national rollout to address this disparity, orchestrating community clean-up events and constructing five additional green zones in the under-resourced communities where green space has been missing the longest.

What started as a handful of sites in 2024 has grown in 2025 into 10 Green Zones across South Africa's major metros: Cape Town, Durban, Johannesburg and Pretoria. The year opened in Soshanguve, Pretoria, where **Speak Life Soshanguve** broke ground. A stakeholder meeting in January became three rounds of design sessions by February, and a concept the whole community had signed off on.

By April, it was 90% built, and we handed the final stretch to the people it was built for: a community planting day, fruit trees and indigenous medicinal plants going into the ground that residents had shaped from the first sketch.

Further north in Ga-Rankuwa...

the **Hope and Faith Foundation** had been dreaming of an agricultural training hub, and in 2025 we built it; soil samples were analysed; a two-day training in agroecology and syntropic agroforestry was held; and South Africa's own Department of Forestry, Fisheries and the Environment donated 500 fruit trees toward the site's succession agroforestry system. By spring, fruit and nut trees and rows of vegetables were going into the ground, and an Eco-Agri-Education Hub that had existed mostly on paper is serving this community. Similarly, **Suthani Farm**, in Alexandra, and both **Indoni Beautiful Seeds** and **Inanda Adventure Park** in Durban were designed and built, bringing the tenth and final site together just as the year, and the project, came to a close.

By the end of 2025, the Green Zones project had added **6,500 m²** of new green space to **ten communities** across the country and planted **8,850 plants** in ground that had waited a long time for them. This project has been proof of a working theory of change and has affirmed that community-led strategies are what make urban green spaces last. A garden imposed on a community fades the moment the contractors leave. A garden built by that community, decision by decision, becomes something people actually protect.

That's the thinking behind Community-Led Strategies for Lasting Change, the **capacity-building course** we've developed alongside Asset-Based Community Development specialist Artwell Chivhinge, soon to be piloted across all 10 Green Zone sites. It's designed to do for the people what the planting did for the ground: give every site the local skills and ownership it needs to keep growing long after the project has ended.



Events

Running engaging events to unite people in joyful action for nature

At Greenpop, environmental education has always been a movement to educate for action. Since our earliest years, we've built and run a series of multi-day Festivals of Action, most notably Reforest Fest, which pair hands-on tree planting with talks, workshops, and immersive nature experiences, turning a weekend of hard physical work into a shared act of learning and celebration. To date, Greenpop has hosted:



36
Festivals of
Action



20K
People
attended



80K
trees planted at
events



1 Reforest Fest 2025

Greenpop's flagship event

1,153

people
attended

5,021

trees
planted

70

workshops and
activities hosted

15

international and
local artists

1,830

km cycled to the
festival

113

people sponsored/
subsidised to attend



8,300

vegan and vegetarian
meals served



70

brands and
partners involved

1,704

kg of waste diverted
from landfill



2,500

kg of humanure
created

Reforest Fest has been our flagship...

Festival of Action since 2011. This truly unique four-day experience is where environmental restoration and a genuine celebration of life happen in the same place, at the same time. Live music, art, theatre, and food are all built around the same simple act of planting trees to restore degraded land, together, as a community. Reforest Fest has always been more about building community than it has been about planting trees; it's a moment each year where people are encouraged to connect with the planet differently, and where many leave filled with hope, love and kindness, forever changed.

This distinction is the whole point.

Most climate action asks people to care about land they'll never interact with. Reforest Fest does the opposite. Participants dig the holes themselves, carry the saplings themselves, plant a tree they can find again next year, and the year after that. It's a small thing to ask of a festival-goer, and it turns out to be everything. People protect most fiercely what they've been given the chance to love, and there's no faster way to fall in love with a piece of land than to put your hands in the soil.

Reforest Fest's integrated model of restoration, arts and civic participation, folded into one event, has drawn international recognition through engagement with the UN Convention to Combat Desertification and the G20 Global Land Initiative, which cited it as a working example of how cultural programming can genuinely accelerate landscape restoration goals.

In 2025, that recognition became a real exchange and saw ten international participants join the festival as part of a collaborative

programme with the UNCCD and the G20 Land Initiative, here to learn how to run citizen-led restoration festivals of their own. What started as one weekend in the Overberg is now shaping how our Festival of Action model gets adapted and scaled across four continents.

At Greenpop, we are deeply committed to growing our event to be a trailblazer for sustainable festivals in South Africa, through prioritising transparent reporting across all activities throughout the weekend. 2025 marked an exciting chapter in this commitment, and for the first time Reforest Fest conducted a full-scale assessment of its own impact, from energy to the local economy. This impact report has deepened our understanding of the festival's impact across the weekend and is becoming a working answer to a much bigger question: how do you get people to care about the planet at the scale the moment demands?



[Read more about Reforest fest here](#)

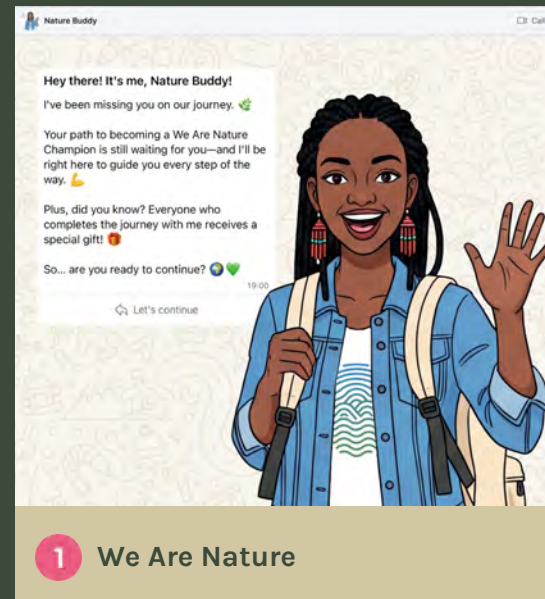
Education and Awareness

Empowering action through education

Knowing about the planet and doing something for it are two different things, and our education work sits in that gap. In 2025, we found new ways to educate communities around the world for action: a WhatsApp biodiversity challenge co-designed with young people in South Africa and Kenya, and the first course of the Greenpop Academy, which turns what we've learned in the field into training others can use. Both start from the same belief: people act when they have been shown how to.

Consulting for impact

In 2025, we continued to use the design, communications and campaign skills we've built for our own projects to support global conservation organisations. Two briefs for IUCN, one with its Climate Change and Energy Transition Team and one with its Primary Forests and Grasslands Team, led us to build websites, infographics, videos and campaigns for audiences far beyond South Africa. Alongside our restoration work on the ground, this is how we help strengthen conservation and restoration efforts well beyond the landscapes we work in.



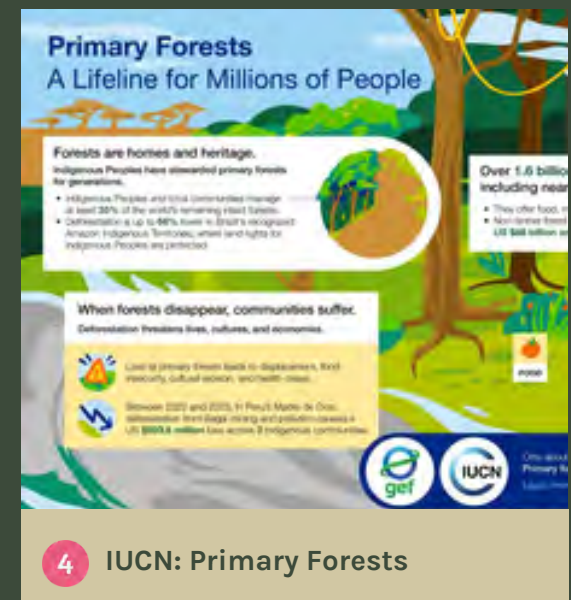
1 We Are Nature



2 The Greenpop Academy



3 IUCN: Climate Change



4 IUCN: Primary Forests

1 We Are Nature

A pioneering pilot with UNEP using gamified learning via a WhatsApp chatbot to lead action in biodiversity conservation

In 2025, through a collaborative project between Greenpop, UNEP, WESSA, AWF, KYBN, and SAYBN, we successfully co-designed **We Are Nature** with young people from more than twenty global youth networks.

We Are Nature was built to solve and explore the gap between caring about biodiversity online and actually doing something about it on the ground. At its centre is NatureBuddy, an interactive WhatsApp chatbot that walks participants through a gamified three-stage journey (Educate, Collaborate, Activate) and delivers culturally relevant environmental education through the platform.

NatureBuddy launched in June 2025 across South Africa and Kenya and was widely supported, with roughly **1,000 participants** in its first month. By the time the three-month pilot wrapped, **5,475 young people** had engaged with it, and **689 had completed the full journey** from education through to real community action. 95% of those who finished identified themselves afterwards as active biodiversity leaders, moving from eco-anxiety to environmental action.

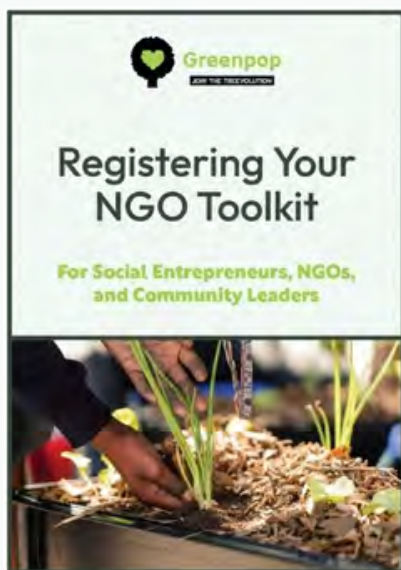
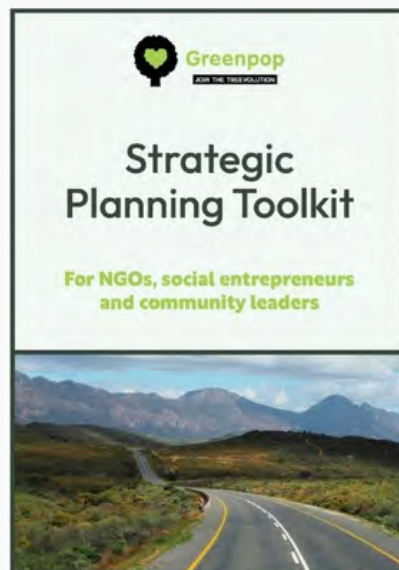
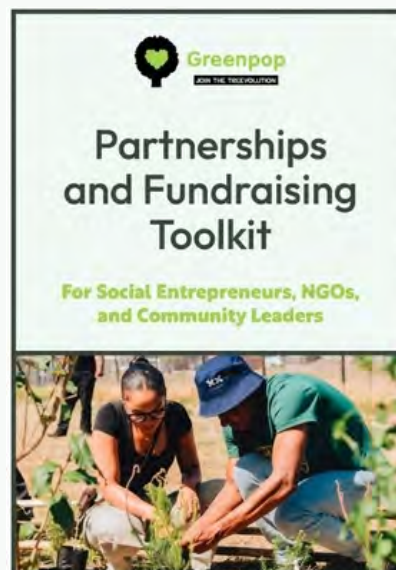
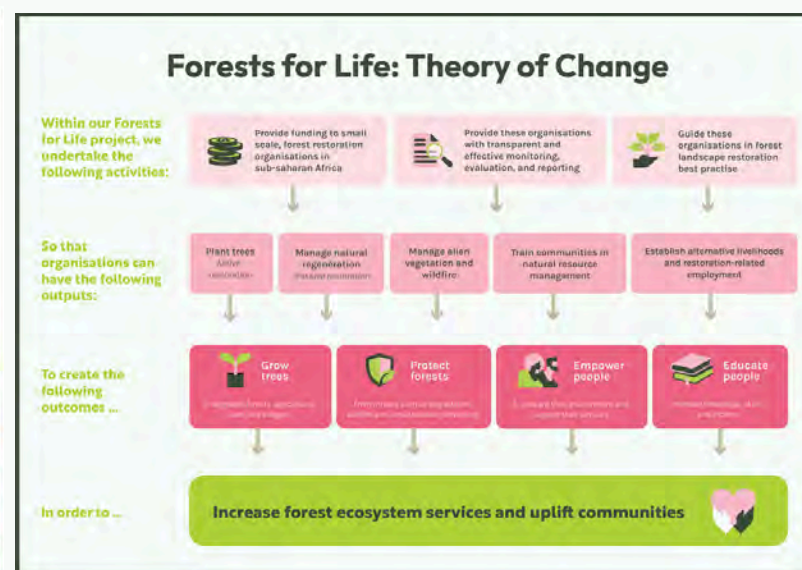


2 The Greenpop Academy

Helping impactful organisations unlock their capacity.

Education and environmental awareness bridge the gap between thinking with a global perspective and real, tangible action taking place at a local level. In 2025, we began development of the **Greenpop Academy**, the next chapter in our education work. Our first pilot course, **Community-Led Strategies for Lasting Change**, began in January 2025, as little more than a title and a first filming session with Artwell Chivhinge, an Asset-Based Community Development specialist. What followed was a year of modules being developed, storyboarded, filmed, reviewed, re-reviewed, built out module by module through the second half of the year, an LMS chosen, quality-checked, and finally loaded, ready to be piloted amongst a first cohort of students.

The course itself is built on the simple premise that most organisations already hold more capacity for change than they realise, and the job of education isn't to hand them a new plan, but to help them see and mobilise what they already have. Once piloted, we will work toward a fully accredited Academy, one that can turn years of hard-won field experience into a transferable qualification. That chapter formally opens in 2026, but the groundwork for it was laid, module by module, across 2025.



3 IUCN: Climate Change and Energy Transition Team Campaigns

Science communications across 4 IUCN projects.

Our first communications consultancy for 2025 was for IUCN's Climate Change and Energy Transition Team, built around four of their projects on climate adaptation, the just energy transition, and the link between climate change and biodiversity loss.

Here, we built four complete websites from the ground up (NAbSA Climate, the ENACT Partnership, the Global EbA Fund, and Friends of EbA), each one now a standing resource for nature-based solutions work happening far beyond South Africa's borders. Four infographics went with them, along with an animated video for NAbSA making the case for nature-based climate action, and months of social and email management keeping the CCET team's message alive between major conference moments like CBD COP16 and UNFCCC COP29.

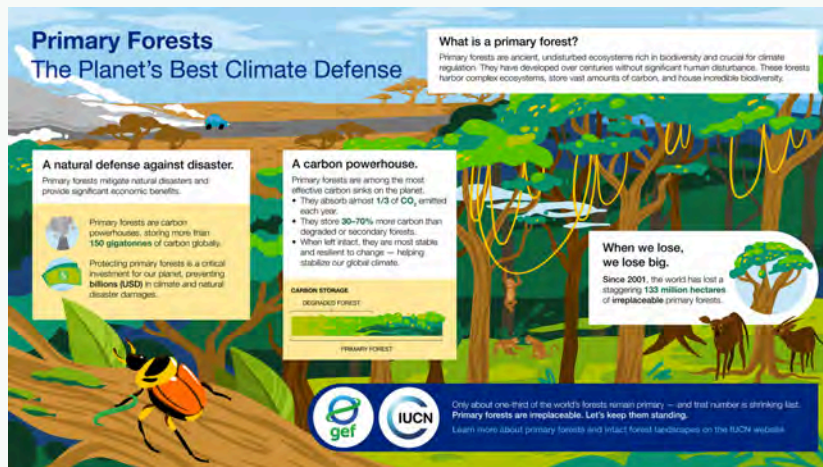
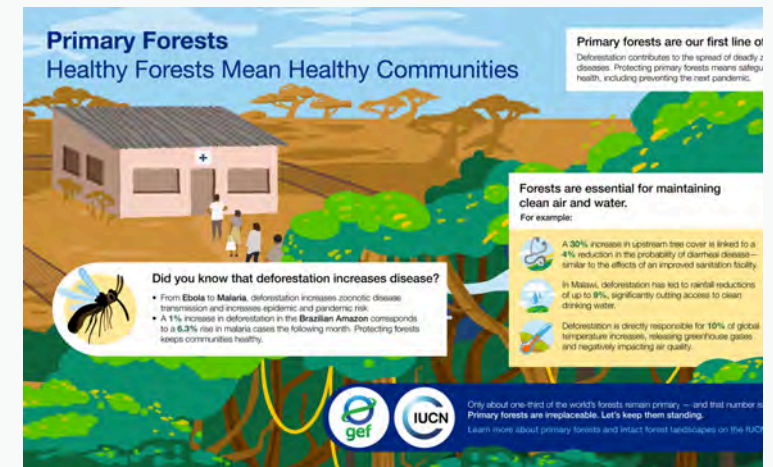


4 IUCN: Primary Forests Campaigns

Making the case for the planet's last intact forests.

Our second communications consultancy of 2025 saw us support IUCN's Primary Forests and Grasslands Team on their most urgent brief of the year. Primary forests are among the last fully intact ecosystems left on Earth, and the IUCN needed their case made fast, cleanly, and in front of the right people at the UNCCD's CRIC23 meeting. Greenpop helped launch the team's first-ever LinkedIn page, wrote a blog making the argument for why primary forests belong at the centre of climate and biodiversity policy rather than its margins, and built a full suite of infographics, reels and a motion presentation designed to carry that argument to two very different audiences at once: political decision-makers who needed the headline, and technical experts who needed the data behind it.

This consulting project was particularly special for the Greenpop team as it sat firmly within our own area of expertise: local forest protection and restoration on the ground. Consulting for IUCN on this project sharpened our forest-related messaging for our own projects featured in this report and further encouraged us to continue pursuing bold and scalable nature-based solutions within the forest communities we work with.



Our Donors

Our impact is a testament to the power of collective action

Notable corporate donors

BOS Ice Tea	Wellness Warehouse
Go2Africa	Jungheinrich South Africa (Pty) Ltd.
Imperial College	Naked Insurance
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Foundation partners

UNCCD Land Initiative	Plant for the Planet
Be The Earth Foundation	Viva Con Agua

The Greenpop Foundation's accomplishments depend on the incredible commitment and support from our extensive network of partners, donors, and supporters.

Individual monthly donors

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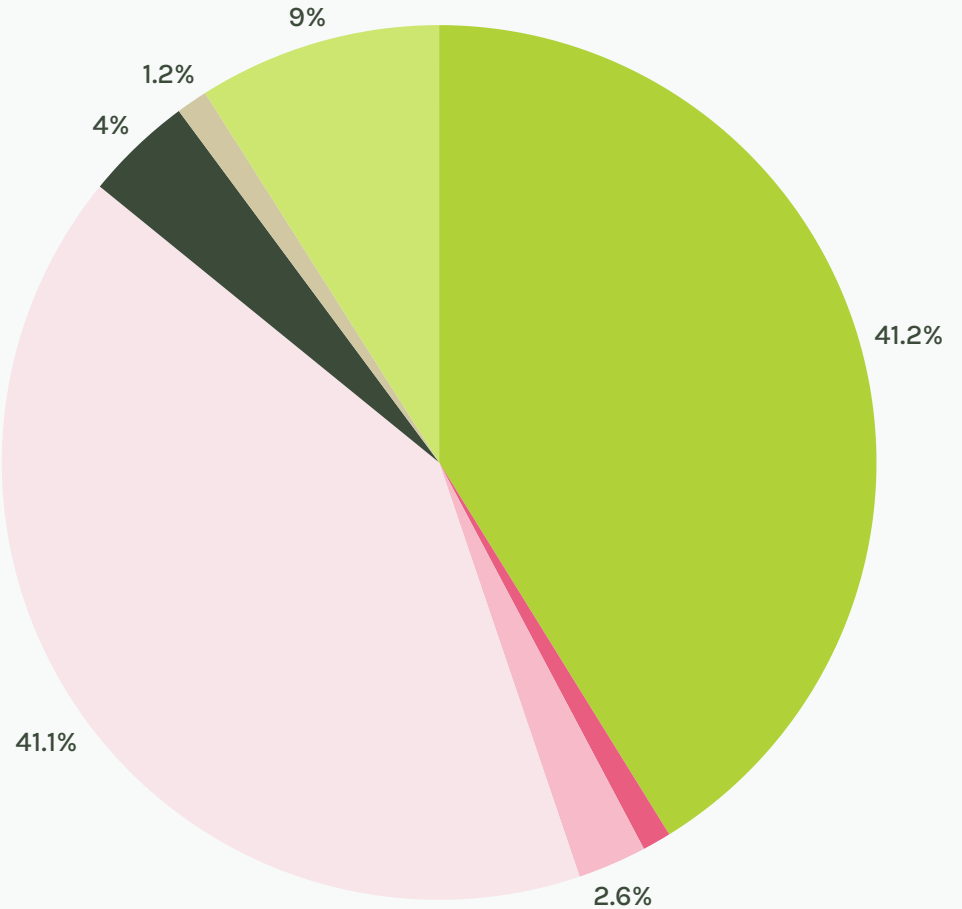
Wendy Ackerman	Barbara Bohle
Maxim Voloshin	Matthew Du Toit
Jonathan Bertram	Thabang Mesha
Sage Calamari	Lucy Ferreira
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Financials

Income

The 2025–2026 financial year reflected strong revenue growth and support across our diverse funding streams, bringing our total income for the financial year to **R12,192,345**. Income drivers included large contributions from corporate partners, along with notable backing from grants and awards. This, coupled with additional streams detailed below, enabled our team to expand operational impact, sustain key projects, and ensure long-term sustainability.

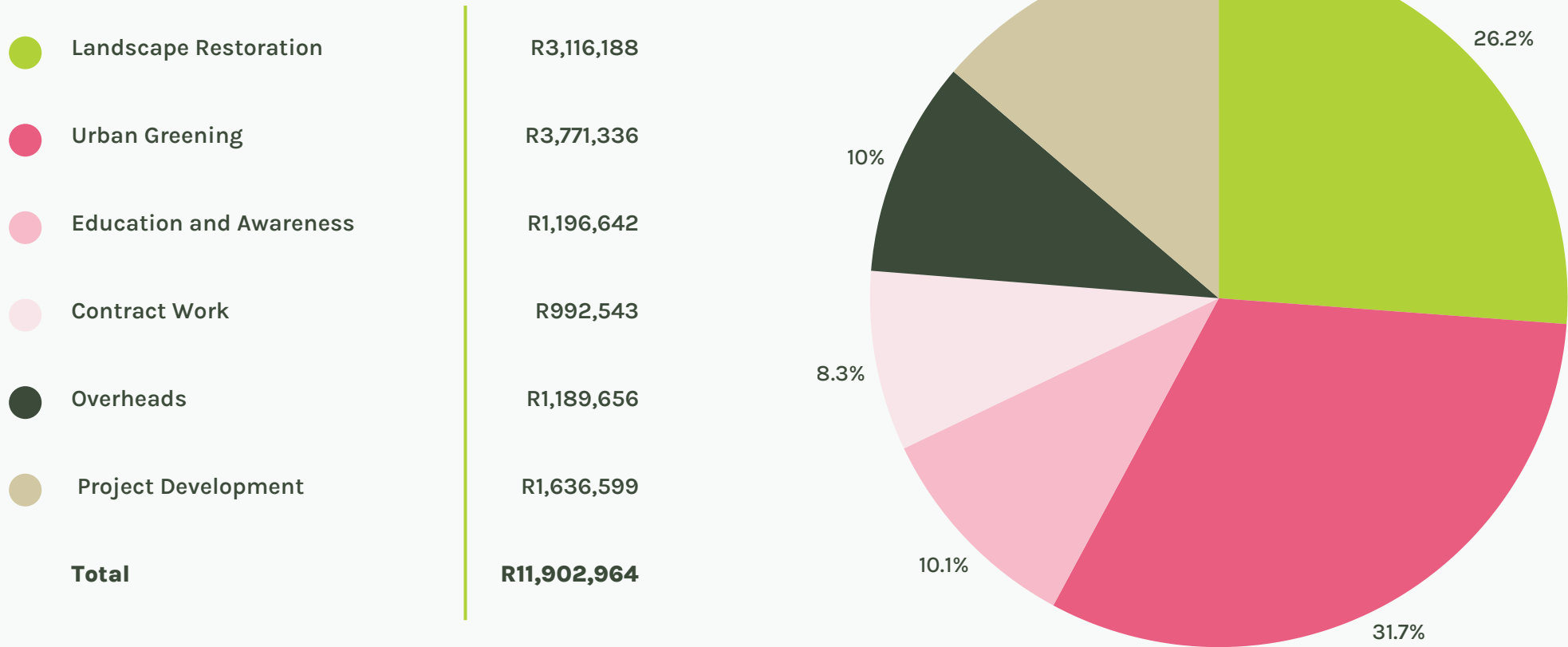
Contributions from companies	R5,020,983
Contributions from individuals	R129,292
Contributions from foundations	R311,086
Grants and awards	R5,007,761
Contributions from digital fundraising platforms	R486,088
Interest income	R141,464
Other Income	R1,095,670
Total	R12,192,345



Financials

Expenses

In the 2025–2026 financial year, total expenditure reached **R11,902,964**, directly driving our strategic environmental initiatives and operational growth. Our largest expenses were dedicated to core environmental programs, with Urban Greening and Landscape Restoration accounting for nearly **60%** of total expenses. The remaining funds were strategically allocated to maintain organisational impact and operational resilience.



Our Team

Passionate people driving restoration and social impact

Greenpop's team brings together decades of experience in landscape restoration, community mobilisation, and strategic partnerships. With professional rigour, scientific accountability, and a deep commitment to optimistic environmentalism, our staff guides our mission to connect people with nature and drive tangible action across Sub-Saharan Africa.

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Greenpop

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