Living Landscapes Project

2025/26 PROJECT REPORT



Greenpop

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EXECUTIVE SUMMARY

The Living Landscapes Project (LLP) represents the strategic evolution of Greenpop's urban greening portfolio. Officially launched in November 2024, the 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.

The 2025/26 period catalysed a powerful shift toward systemic sustainability, scaling, and socio-economic empowerment. Recognising that environmental restoration is deeply linked to community well-being, LLP zeroed in on unlocking economic opportunities and sustainable livelihoods, converting local labor investments and targeted capacity building into community wealth.

A definitive milestone this period was expanding our geographical footprint through the launch of LLP Johannesburg. This expansion transitioned two of our existing Heineken Green Zone projects - Go Green Go Clean (GGGC) and Alexandra Water Warriors (AWW) - into the LLP framework to drive their long-term development. Concurrently, the programme advanced in Cape Town to Stellenbosch Provincial Hospital, deploying our newly launched professional design service and breaking ground through vibrant Garden Day events.

To complement these urban ecosystems, Greenpop introduced a supportive landscape stewardship service to enhance site longevity. This maintenance framework was successfully pioneered at Philippi Village, establishing a robust, site-specific operational model for future long-term green space management.

Powered by collaborative co-design, community leadership, and a clear focus on livelihood creation, the Living Landscapes Project is actively architecting resilient, greener, and socio-economically empowered urban futures.



INTRODUCTION

About The Greenpop Foundation

Greenpop is an award-winning non-profit organisation headquartered in Cape Town, South Africa. We work to restore ecosystems and empower environmental stewards through forest restoration, urban greening, food gardening, and environmental awareness projects across Sub-Saharan Africa. Founded in 2010, Greenpop has planted over 300,000 trees and inspired more than 356,000 active citizens across South Africa, Zambia, Malawi, and Tanzania to take action for nature. We are on a mission to educate for action.

The Living Landscapes Project

The Living Landscapes Project (LLP) represents the multi-faceted maturity of Greenpop's 15-year history in urban greening. While the initiative was founded on participatory "Garden Days" focused on tree planting, it has evolved into a sophisticated restoration strategy designed to deliver simultaneous environmental and social resilience.

The term "Living Landscapes" encapsulates a dual strategic objective:

- **Living Ecosystems**: Establishing functional habitats that enhance urban biodiversity and provide essential ecosystem services.
- **Spaces for Living**: Creating safe, functional, and restorative environments that support human recreation, education, and social cohesion.

In alignment with our core ethos of connecting people to nature, the LLP operates through a deeply collaborative framework. We do not simply install gardens; **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.**

Global and National Realignment

The LLP plays a crucial role in advancing localised solutions to global environmental crises. Internationally, the project actively contributes to the United Nations Sustainable Development Goals (SDGs), specifically targeting Goal 11 (Sustainable Cities and Communities) and Goal 15 (Life on Land). Our urban interventions directly support the UN Decade on Ecosystem Restoration, the UN Post-2020 Global Biodiversity Framework, and major international restoration targets including the IUCN Bonn Challenge, the New York Declaration on Forests, and the African Union's AFR100 Initiative.

On a national scale, the project supports the South African Government's Million Trees Programme by introducing indigenous canopy cover to urban environments. Regionally, the project bridges the gap between environmental policy and grassroots execution, fostering climate-adapted landscapes, building local economic capacity, and expanding a global network of active environmental stewards.

ALIGNMENT WITH CLIMATE INITIATIVES AND LOCAL AND GLOBAL GOALS

UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

SUPPORTING PARTNER

As a UN Decade Restoration Supporting Partner, Greenpop is recognised as a leader in practical ecosystem restoration with considerable impact in terms of hectares restored and people engaged.

1% FOR THE PLANET

ENVIRONMENTAL PARTNER

1% for the Planet Environmental Partners are vetted environmental organisations working toward a wide array of solutions, from climate justice and urban infrastructure to gender equality; conservation policy to environmental education, and beyond.

UN SUSTAINABLE DEVELOPMENT GOALS (SDGS)
11 (sustainable cities), 13 (Climate Action) and 15 (Life on Land)

STRATEGIC PLAN FOR FORESTS (2017-2030)
Goal 1: Reverse forest cover loss & Goal 2: Enhance forest-based economic, social and environmental benefits

UN DECADE ON ECOSYSTEM RESTORATION
Goal A - The integrity of all ecosystems is enhanced, with an increase of at least 15 per cent in the area, connectivity and integrity of natural ecosystems, supporting healthy and resilient populations of all species

IUCN BONN CHALLENGE
Bring 150 million hectares of degraded and deforested landscapes into restoration by 2020

10 NYDF GOALS
Global effort aimed at bringing 350 million hectares of land under restoration activities by 2030 #5 Restore forests

AFR100
Bring 100 million hectares of land in Africa into restoration by 2030

MILLION TREES PROGRAMME
UN Greening initiative to encourage countries worldwide to plant more trees

KUNMING-MONTREAL GLOBAL BIODIVERSITY FRAMEWORK
Goal A: Protect and Restore

SUSTAINABLE DEVELOPMENT GOALS

GLOBAL FOREST GOALS

UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

RESTORE OUR FUTURE BONN CHALLENGE

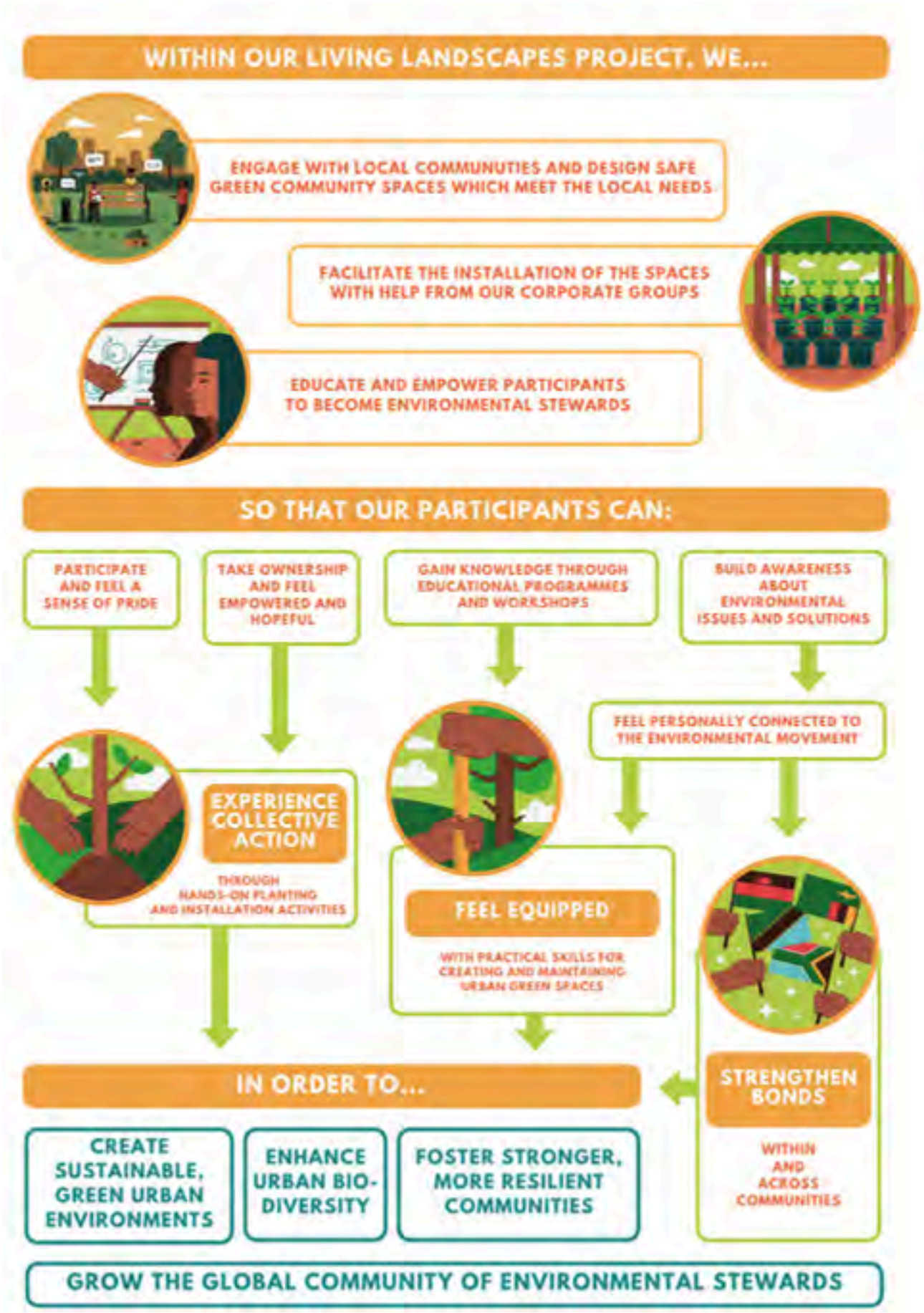
Forest Declaration Assessment

afr100

forestry, fisheries & the environment
REPUBLIC OF SOUTH AFRICA

Convention on Biological Diversity

THEORY OF CHANGE



LIVING LANDSCAPES IN NUMBERS

LOGISTICS, MATERIALS AND REACH

716
TOTAL PARTICIPANTS

5,512m²
SQUARE METERS GREENED

180.1
CUBES OF LANDSCAPE MATERIALS

16
GARDEN DAYS

R236,130
INVESTED INTO JOB CREATION

3,875
PLANTS PLANTED

252
COMMUNITY MEMBERS ENGAGED

39
INDIVIDUALS ECONOMICALLY IMPACTED

171
DIFFERENT SPECIES PLANTED

SITE DESIGNS



STELLENBOSCH PROVINCIAL HOSPITAL



ALEX WATER WARRIORS

PHILIPPI VILLAGE

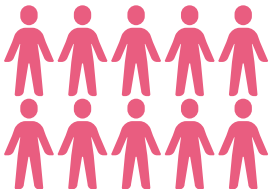
PHILIPPI, CAPE TOWN

Site Overview & Context: Philippi Village, located in Cape Town, is a dynamic, mixed-use development designed to support township communities by fostering entrepreneurship, skills development, and economic growth. Providing retail, office, and cultural spaces for local micro-business owners, it serves as a vibrant hub for collaboration and community empowerment.

> "As a regenerative ecosystem space where community, entrepreneurship and culture meet to grow, Philippi Village sees this opportunity as more than just infrastructure development. It is about restoring land, dignity, opportunity and long term resilience within one of Cape Town's most under resourced communities. This project will strengthen environmental resilience, unlock local food security, support entrepreneurship."
>
> **SIMPHIWE NIKANI**
> **CHIEF EXECUTIVE OFFICER (PHILIPPI VILLAGE)**

2025/26 Project Impact & Milestones: As part of the Living Landscapes Project's urban greening efforts to integrate indigenous gardens and enhance local biodiversity, this past year marked a massive infrastructural leap forward for the site. Approximately 5,000m² of the Thembi Play Park area underwent extensive clearing and leveling through major earthworks. To support the long-term health of this expanding green zone, critical mainframe irrigation infrastructure were successfully installed. Most recently, a 220m² plant nursery was established on-site. Shifting beyond traditional planting, this new infrastructure directly connects ecological restoration with localised economic opportunity, acting as a functional incubator for community-led enterprises and green jobs.

221 TOTAL PARTICIPANTS



5,178 SQM GREENED



R138,930 INVESTED INTO JOB CREATION



8 GARDEN DAYS



2,359 PLANTS PLANTED

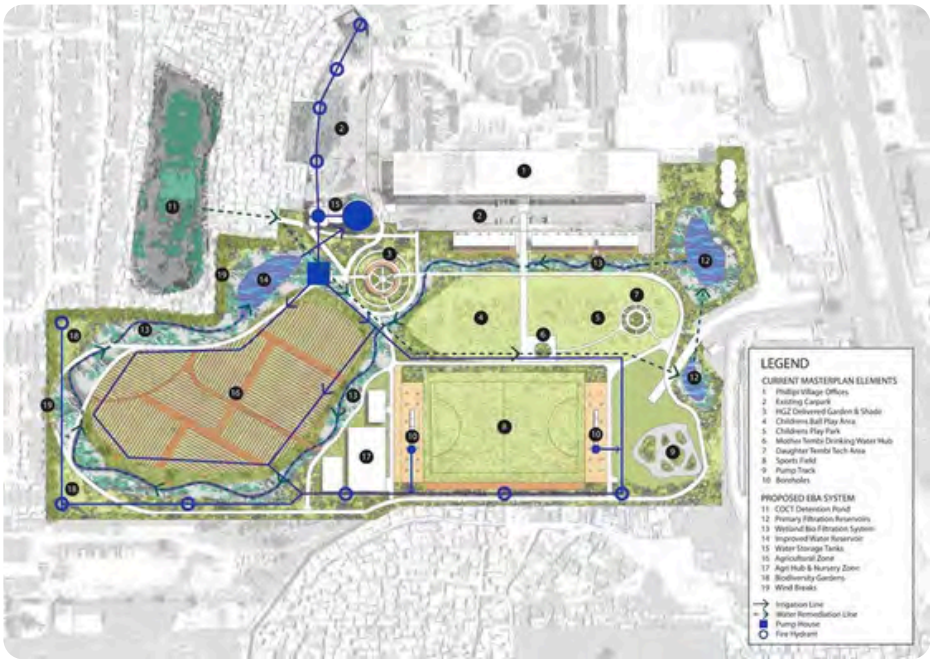


110 CUBES OF LANDSCAPE MATERIALS



PHILIPPI VILLAGE

PHILIPPI, CAPE TOWN









COMMUNITY NURSERY

> It was so incredible to see the progress that has been made at Philippi Village in just one year, the garden is so beautiful and carefully thought out as to how the space can support the community's needs. We got to help to clear out the space and work on the infrastructure for the new nursery project. It is such a privilege to be involved in what Greenpop and PV are doing.
>
> **AMY SCHLESINGER**
> **PARTNER/SPONSOR (GO2AFRICA)**



RISE ABOVE DEVELOPMENT

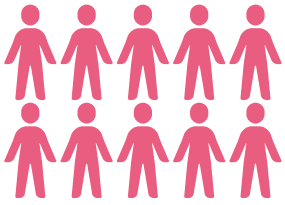
LAVENDER HILL, CAPE TOWN

Site Overview & Context: 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. The center is dedicated to creating a safe, serene, and functional outdoor environment that serves as a much-needed sanctuary and inspirational space for local youth. By integrating food security with urban greening, the hub works to empower the surrounding community, foster deep environmental stewardship, and provide a nurturing refuge where children can grow and flourish.

> "Our vision is to see young people in our community rise above their circumstances- empowered, hopeful, and equipped to build a better future for themselves and their families. We want to nurture responsible leaders who can positively influence their communities and break generational cycles of poverty, violence, and neglect."
>
> **MALANY MEYER**
> **YOUTH CENTRE PROGRAMMES MANAGER (R.A.D)**

2025/26 Project Impact & Milestones: As part of the Living Landscapes Project's vision to secure climate-resilient green oases, this past year focused on reinforcing the long-term health and stability of the site's established vegetation. During the critical and harsh summer months, the project completed a massive resource delivery to the center consisting of 9m³ of bulk organic compost and 7m³ of protective mulch. This strategic intervention directly targets soil health and water retention across the expanding food forest and native gardens. Rather than simple expansion, this bulk support guarantees that the site's 600+ indigenous plants and food gardening structures remain fertile, weed-suppressed, and thriving for the year ahead.

85 TOTAL PARTICIPANTS



1,030 SQM ACTIVE GREEN SPACE SUPPORTED



R13,564.25 IN LANDSCAPE MATERIALS DONATED



1 COMMUNITY WORKSHOP / VOLUNTEER DAY



8 FRUIT TREES DONATED



16 CUBES OF LANDSCAPE MATERIALS



RISE ABOVE DEVELOPMENT

LAVENDER HILL, CAPE TOWN



> Working with Greenpop has been a breath of fresh air- literally and figuratively! Your team's passion and energy have made a big impact. From planting trees to running workshops with our youth, Greenpop has helped bring a renewed sense of life and purpose to our space. It's been a joy working with such an inspiring, collaborative team.
>
> **MALANY MEYER**
> **YOUTH CENTRE**
> **PROGRAMMES MANAGER**
> **(R.A.D)**







STELLENBOSCH PROVINCIAL HOSPITAL

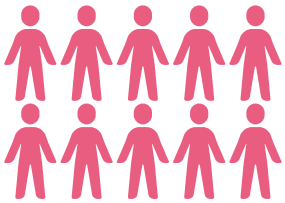
STELLENBOSCH, CAPE TOWN

Site Overview & Context: Stellenbosch Provincial Hospital, located in Cape Town's winelands region, serves as a vital public health facility with high daily volumes of public traffic. The project explores the critical intersection of public health and environmental health, collaborating to transform the hospital's outdoor spaces into secure, restorative green environments. By designing a functional "Healing Landscape," the initiative aims to enhance the hospital experience, provide educational and inspirational spaces, and nurture connection and psychological well-being for patients, visitors, and medical staff alike.

> "The experience will continue for those that work and study at the hospital over the months and years. Providing rich spaces that can help de-stress, be used for education and support staff and student wellbeing."
>
> **PROFESSOR BOB MASH**
> **FACULTY OF MEDICINE AND HEALTH SCIENCES (STELLENBOSCH UNIVERSITY)**

2025/26 Project Impact & Milestones: Marking the official physical launch of the Living Landscapes Project at this institution, this past year saw the successful completion of a comprehensive co-design and preparatory phase. This groundwork included a rigorous baseline assessment, an inception workshop with key hospital stakeholders, and a finalised site-wide concept masterplan. Following this, the project broke ground with its initial two community Garden Days. These events successfully deployed low-input, high-visibility interventions across public high-traffic areas - installing critical irrigation infrastructure, defining beds with robust structural boulder edging, enhancing pathways with stone mulch, and establishing water-wise, indigenous vegetation.

97 TOTAL PARTICIPANTS



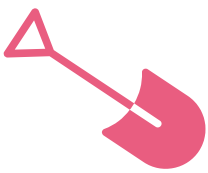
108 SQM GREENED



R6,800 INVESTED INTO JOB CREATION



3 GARDEN DAYS



473 PLANTS PLANTED



24.6 CUBES OF LANDSCAPE MATERIALS



STELLENBOSCH PROVINCIAL HOSPITAL

STELLENBOSCH, CAPE TOWN





> It's such a pleasure to work with a Company that is so passionate about the work that they and I consider myself as very lucky to be able to fit into the bigger picture of the great things that Greenpop accomplishes. We look forward to many more collaborations between Greenpop and Axess.
>
> **JUNÉ BEZUIDENHOUT**
> **PARTNER/SPONSOR (AXESS AFRICA)**





GO GREEN GO CLEAN

ELDORADO PARK, JOBURG

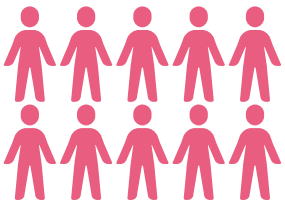
Site Overview & Context: Go Green Go Clean (GGGC), located in Eldorado Park, Johannesburg, is a grassroots environmental movement transforming neglected public spaces into safe, vibrant, and biodiverse community assets. The project explores the critical intersection of social development and environmental health, utilizing a community-led model where local residents proactively identify sites, prepare the ground, and maintain the landscapes. By creating functional green sanctuaries, the initiative aims to shift community dynamics from spatial neglect to deep-rooted stewardship, reducing safety risks and fostering local pride.

> “This space used to be somewhere people avoided. Now it’s somewhere we come together - to paint, to watch films, to spend time. You can see the difference, but more importantly, you can feel it. We’re proud of what we’ve built here, and we’re not done yet.”
>
> **RASHID JUMA**
> **FOUNDER (GO GREEN GO CLEAN)**

2025/26 Project Impact & Milestones: While overall progress has been slower due to slower funding for the project, the Go Green Go Clean initiative took 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 85.5m² of greening with 478 plants installed using 3.5 cubes of landscaping materials. Supported by 70 total participants and donors including WWF South Africa, GreenYellow, and Wabtec, the project also invested R47,869 directly into job creation. Beyond infrastructure, the site was revitalized by vibrant mural art and social activations like community film screenings, reinforcing the project’s commitment to resident-led restoration.

70 TOTAL PARTICIPANTS



85.5 SQM GREENED



R47,869 INVESTED INTO JOB CREATION



3 GARDEN DAYS



478 PLANTS PLANTED



3.5 CUBES OF LANDSCAPE MATERIALS



GO GREEN GO CLEAN

ELDORADO PARK, JOBURG







> You guys are honestly amazing to work with – from planning, to advice, to problem management and execution.
>
> And what I think is absolutely wonderful is how amazing you and your team are with the people and kids participating! The vibe, education (without it feeling like a lecture!) and the spirit you guys instil in each person that participate that they can make a difference is magical.
>
> **CORNÉ BENSON**
> **SUSTAINABILITY LEAD (INVESTEC)**





ALEX WATER WARRIORS

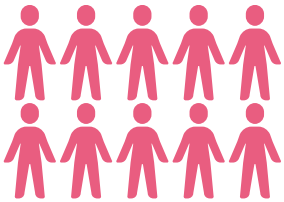
ALEXANDRA, JOBURG

Site Overview & Context: The Alex Water Warriors is a community-run environmental initiative based in the Alexandra township, 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. Greenpop is supporting a crucial greening element of this work by planting indigenous trees and removing invasive species along the riverbanks. This ecological restoration helps protect the riverbanks from soil erosion and flooding, while simultaneously creating local livelihood opportunities through green jobs.

> “This project shows what’s possible when communities and partners come together. Today we didn’t just plant gardens — we planted hope, resilience, and pride for Alexandra. These indigenous plants will protect our riverbanks, heal our soils, and remind us that local solutions are powerful solutions.”
>
> **SEMADI MANGANYE**
> **BENEFICIARY PARTNER (ALEX WATER WARRIORS)**

2025/26 Project Impact & Milestones: This past year marked a turning point for the Alexandra Water Warriors (AWW) LL project, transitioning from initial intervention to a maturing, resident-led restoration site. Key milestones included the planting of 530 indigenous plants across 140m², establishing medicinal gardens and riverine buffers to protect the Jukskei banks from erosion and flooding. In a significant logistical boost, a partnership with Sir Fruit enabled a 1km river clean-up and equipped the AWW team with essential PPE, waders, and waste-management gear to bolster their pollution-fighting efforts. Supported by international recognition from CNN’s #CallToEarth, the project is rapidly taking shape as a community-driven landscape where ecological repair and local resilience thrive.

96 TOTAL PARTICIPANTS



140 SQM GREENED



R44,310 INVESTED INTO JOB CREATION



2 GARDEN DAYS



530 PLANTS PLANTED



6 CUBES OF LANDSCAPE MATERIALS



ALEX WATER WARRIORS

ALEXANDRA, JOBURG







> “Solid Green does many of these community outreach days, and this one has been by far the best organised of them all! We really enjoyed ourselves. Thank you very much to Greenpop and the team from Alex Water Warriors.”
>
> **ELRI SYFERT**
> **SPONSOR (SOLID GREEN CONSULTING)**







CLOSING WORDS

The Living Landscapes project is in its early stages, and while it has already begun to make a positive impact and is gaining traction, it has yet to reach its full potential. This initiative is not just about planting trees and creating gardens; it is about fostering a culture of environmental stewardship and sustainability. Through stakeholder engagement, design collaboration, and hands-on installation activities, the project aims to educate participants about environmental issues and empower them to become lifelong environmental stewards.

The project has shown promising initial results, with participants experiencing a sense of ownership and pride, empowerment through collective action, and increased awareness about environmental issues. These outcomes are indicative of the project's potential to create sustainable, green urban environments that enhance the quality of life for residents, improve urban biodiversity, and foster stronger, more resilient communities.

As the project continues to develop, there is ample room for growth and expansion. The foundational work laid in these early stages provides a strong platform for future initiatives, ensuring that the Living Landscapes project can continue to evolve and expand its impact on both local and global scales.





THANK YOU

2025/26 PARTNERS AND SPONSORS

Since its inception in October 2024, the following partners and sponsors have supported the Living Landscapes programme through donating to the project, booking Garden Days, and joining us on site to put their time and energy into these projects. It's through these donations, the time spent with us in the field, and the amazing energy each person brings that we can make the impact we do. So thank you!

redespresso

go2africa

Swiss Re

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UNIVERSITEIT

Wabtec Corporation

BOS

salesforce

BMW

wellness warehouse

CLIMATE FUND MANAGERS

Hopscotch Travel

SIR FRUIT

WWF

W WOOLWORTHS

MoëtHennessy

xero

HAVAIC

THANK YOU

IN-KIND DONORS

In-kind donations allow Greenpop to utilise a higher percentage of public donations to run and expand our projects. We are deeply grateful to the following companies that support our work with products, materials and expertise. These in-kind donations amplify our impact and enhance our garden days, and for this, we thank every one of you!

BOS Tea keeps staff and volunteers hydrated with ice cold cans of BOS Ice Tea.

Reliance Compost supports the LLP through the donation of compost and mulch.

The Poleyard supplies the LLP with outdoor timber materials and hardware.

Just Trees supports the LLP through the donation of trees.

Shadowlands supports the LLP with the donation of flowers and plants.

Spilhaus supports the LLP by donating irrigation design services and the supply of discounted irrigation materials.

Nespresso supports the LLP through the donation of compost made from recovered coffee grounds.

Caslad supports the LLP through the donation of robust storage solutions for our urban greening equipment.

Google Grants provides us with free Google Ads to assist with fundraising and raise awareness about the project.

Growing Paper provides 100% Recycled, Plantable & Biodegradable Handmade Seed Paper Products to our work.

SPECIAL THANKS

BENEFICIARY PARTNERS

A massive thank you to our incredible beneficiary partners and friends at **Philippi Village**, **Stellenbosch Provincial Hospital**, **RAD**, **Go Green Go Clean** and **Alex Water Warriors**.

You are the local champions of this work; your deep-rooted dedication to your communities and your passion for safe green spaces are what give this programme its heartbeat and where it all began. Thank you for your vision and for allowing us to support your journies. We look forward to many more years of collaboration as we watch these spaces continue to bloom under your care.

We would like to give special thanks to **Go2Africa,** who have invested significantly in the Philippi Village Living Landscapes project and have been there right from the start, holding the vision with us and helping us to make continued progress throughout.

Their ongoing support has allowed us to tackle several large-scale projects on this site, such as the newest community plant nursery, and exponentially amplify our impact.

Thank you to your team for always getting your hands dirty with us, and for your dedication, care, and enthusiasm towards this project and the Philippi community. We are so thankful for your support and look forward to watching this site grow even further with you in years to come!