

# Rotary – Treekly

## FAQs

### How did the Rotary – Treekly partnership form?

Treekly is an app which turns “footsteps into forests”, helping large communities, businesses, and individuals remove harmful carbon emissions already in the atmosphere. Mangrove trees are planted as a reward for users who adopt and maintain a daily walking habit of 5000 steps. *Good for your health. Good for our planet.*

Treekly was spotted by Peter Bradley (Club President of Rotary Edgware & Stanmore), who engaged with Tony Sharma (District 1130 PDG) and David Ellis (Chair of RGBI Exec) and they soon realised it could play a major part in helping with Rotary’s 7th area of focus, the environment.

### What has been agreed/negotiated?

After conducting various layers of due diligence, Rotary London and Rotary East Anglia have negotiated with Treekly to provide their fully automated Steps League technology **for free** and create a Rotary GBI Community League (ranking clubs based on Average Steps per member and Total Trees Planted).

This is something which Treekly charges other organisations £1.99/month per user.

To help Rotary achieve maximum engagement from their members, Treekly have also agreed to provide the following:

- 1) One mangrove tree (planted in Madagascar) is gifted to each person who joins their club’s team in the League.
- 2) Treekly have also created a “**Club Voucher Pack**” of 1500 Trees. These are made available in the form of 25 vouchers of 60 Trees, enabling a Club to gift one voucher to any Rotarian that participates by joining their club’s team in the League.
- 3) To support Rotary’s stated ambition to recruit new members, Treekly have included in the Club Voucher Pack an unlimited number of ‘10 Trees’ vouchers. These are for the club to gift to people in the local community as a way of inviting them to join in and represent their local Rotary Club’s team in the league, plus act as an opener to a wider conversation about Rotary in general.

The Club Voucher Pack is available for £200 and provides a minimum 1500 Trees (13.3p per tree). This works out to be a 60% discount. Individual users of Treekly pay between 33p-50p to purchase Tree Packs. The 13.3p cost per tree drops even lower depending on how many non-Rotarians are gifted the ‘10 Trees’ vouchers by their local club.

- 4) Significant discounts have been secured for Rotarians on the ‘paid-for’ services within Treekly, with 25% off Treekly Plus (£39.99/year) and 25% off the “12 month offset” Tree Pack (£59.99).

Whenever either of these bespoke Rotary products are purchased, Treekly make a £4 donation to End Polio Now.

### **Who are Treekly? Are they set up as a charity?**

*Treekly's response:*

**Treekly Group Limited** is a 'profit for purpose' company, enabling us to scale quickly, access grants and investments to hire the best talent to build the Treekly app/platform and make it available to as many people, communities and businesses as possible – to help save the planet.

Setting up initially as a charity is something we considered, however there are significant limitations with that model to being able deliver the most positive climate impact possible.

Large organisations who are using the Treekly platform include Asda, E.ON, NatWest, Ovo Energy, Media Square, Virgin Wines, Orkla.

The two co-founders are Rotarians. The technology and features made available to Rotary's version of Treekly is something other organisations pay £1.99/month per user.

Part of our roadmap is to create the Treekly Foundation, a non-profit arm for direct project donations.

### **Who plants the trees?**

Treekly chose their tree planting partner, Eden Reforestation Projects, because of their experience in tree-planting around the world. They are a 501(c)3 international nonprofit that is committed to alleviating extreme poverty and restoring healthy forests in Madagascar, Haiti, Nepal, Indonesia, Mozambique, Kenya, and Brazil.

Eden holds a **Platinum Seal** of Transparency by GuideStar, which is the highest rank held by organisations who share all their results and progress, and a **100% rating** from Charity Navigator for impact and results.

They also employ local people, providing fair wage employment to people living in impoverished communities, and since 2005 have successfully planted over half a billion trees! As the reforestation effort goes on, healthy forests begin to emerge and all the negative effects of deforestation begin to disappear.

### **What species of trees are being planted and where?**

When users earn trees from completing the Treekly Challenge, native species of mangroves are planted at Moraharivo, Madagascar.

Mangroves have a unique root system which stores 'blue carbon' in the waterlogged soil for millennia and importantly have a short growth phase of just 25 years, during which time they capture up to 10 times more carbon than rainforests.

On average 308kg of CO<sub>2</sub> is absorbed per tree. Rather than waiting 25 years, Treekly use a conservative estimate of 50kg of carbon captured per tree during the first 8-10 years of its growth. This recognises the importance of 2030, widely viewed as the 'tipping point' for our planet, rather than waiting for all 25 years.

Users can also pay for Tree Packs such as the Booster Pack of 5 Trees, and the 12 month offset pack of 240 Trees. Whilst these packs are currently linked to the Mangrove site in Madagascar, Treekly will soon be releasing additional tree packs to all their app users giving the opportunity to plant in different countries and different species.

### **What is Rotary aiming to achieve out of the partnership?**

The RGBI DG Continuity Team have set an initial target of 5 million trees in 2022 through the participation of Rotarians and non-Rotarians in the GB & Ireland 'Steps League', "turning their footsteps into forests".

### **How/When can I play my part?**

Members have 3 options:

1. Use the app for free, and earn up to 1 tree per week.

These are awarded when completing the Treekly Challenge: 5000 steps for any 5 days in a week

2. Upgrade to "Treekly Plus - Rotary", which allows users to earn one mangrove tree EVERY DAY they walk 5000 steps

Discounted by 25% to £39.99 per annum (including £4 annual donation to End Polio Now)

3. For those not into computers/technology or less active/mobile, any member can simply purchase a 12 Month Offset Tree Pack (to match the average UK adult annual carbon footprint)

Discounted by 25% to £59.99 (including £4 donation to End Polio Now)

### **How easy is it to join?**

To join your club's team, just download the app, click on the Together button and then 'join group'. This prompts you for a 5 digit code. Treekly have set the codes to be Rotary's official 5-digit Club number.

There is a fully comprehensive 'How to' guide on joining the Rotary League available to read or download on the Rotary page of the Treekly website: [www.treekly.org/rotary](http://www.treekly.org/rotary)

### **When using the free version of the app, how are the trees funded?**

For users who complete the Treakly Challenge (5000 steps, 5 days out of 7 in a week) the tree planted on their behalf is funded by the app's sponsor during the period of that weekly challenge.

Only sustainable brands are given the valuable opportunity to sponsor the Treakly Challenge.

### **How are the trees protected?**

To ensure the trees planted are permanent and sustainable, Eden:

- hire locals to plant the trees. In this way, extreme poverty is alleviated within the impacted community, whose members now have an economic incentive to ensure the wellbeing of the restoration project. They also have a sense of “ownership” over the trees and restored forest and they protect it with great care.
- hire forest guards as part of the labour force. Around 10% of the price of each tree is put into a Forest Guard Endowment Fund for long-term guarding and protection of our sites.
- work carefully with all levels of government to secure written agreements designating the restoration sites as 'protected in perpetuity'.
- focus on helping locals fall in love with their forest, to recognise and benefit from the restored forest through an increase in fisheries, improved farming, cleaner water, and the formation of microenterprises.
- do not plant in logging areas. There is never a 100% guarantee that some form of illegal harvest will not occur. However, everything is done within legal limits to ensure the restoration sites are guaranteed to stand in perpetuity.
- plant agroforestry species (fruit, fodder, and construction species designed to provide food security and benefit legitimate human needs). Over time these trees become a source of sustainable income.
- do everything possible to supply the locals with alternative fuel sources (fuel-efficient dry wood stoves and solar parabolic stoves), which reduces and/or eliminates their dependence on charcoal.

### **What about the severe drought Madagascar is suffering from? And recently the devastating cyclone?**

Madagascar is a large island, bigger than Germany for example. The drought (in South Madagascar) does not affect our planting site in the North West region. Mangroves grow in the ocean, specifically in intertidal zones. They do not require rain to grow because they filter out the water from the saltwater they get flooded with. The cyclone was also in the south.

## **How do Treekly calculate an user's average carbon footprint?**

*Treekly's response:* When calculating carbon emissions, there's lots of things to consider, whether you're counting just carbon or also 'carbon dioxide equivalent' (CO2e) gases like methane.

In general, when we're talking about your carbon footprint, we mean all the CO2e emitted by day-to-day activities. This adds up things like diet, car usage, travel, heating your home, and buying things.

There are numerous comprehensive research papers that have their own calculations, and the variation in results reveals how tough it is to come up with an agreed average footprint, because we all live such different lifestyles. As a mid-range figure plus an additional allowance, 12 tonnes per year is a fair estimate for the average adult in UK.

## **How many trees do I need to plant to offset my carbon footprint?**

Treekly have worked that out on average any user of the app needs to be planting **20 trees per month**.

Treekly Plus is available to Rotarians at 25% discount, just £39.99/year, which allows users to earn one tree every day.

Or you can purchase the 12-month Offset Tree Pack at 30% discount, just £59.99.

## **How much carbon does each tree capture?**

On average 308kg of CO2 is absorbed during the 25-year lifetime growth of each mangrove tree. It is stored for millennia by their unique root system.

Rather than waiting 25 years, Treekly use a conservative estimate of 50kg of carbon captured per tree during the first 8-10 years of its growth. This recognises the importance of 2030, widely viewed as the 'tipping point' for our planet, rather than waiting for all 25 years.

## **What levels of technical support do Treekly provide?**

Your dedicated support line is [rotary@treekly.org](mailto:rotary@treekly.org) or when in the app there is a Help/Chat button.

As with any technology, there can be teething issues and bugs, but the experience of c300 Rotary club users to date has been very positive with any issues resolved quickly.

Outside Rotary, nearly 10,000 people have downloaded Treekly and they have a 4.2 rating on the App Store.