

2024

annual report



GOFORREST

Go Forest's mission

Go Forest's mission is to **support and accelerate tree-planting projects worldwide**, greening up the planet one forest at a time. We provide a unique opportunity for organizations to transform their sustainability commitments into meaningful, effective, and transparent actions. Because ecological restoration is one of the best strategies to mitigate the effects of climate change, we strive to preserve the biological and social heritage of communities that rely on forest ecosystems for their livelihood and survival. As trusted leaders in environmental action and ecological restoration in Belgium, we focus on providing holistic solutions that include **reforestation, agroforestry, mangrove restoration**. Each project is customized to provide Environmental, Social, and Governance (ESG) benefits. By actively contributing, whether through our projects, gifts, or our webshop, members can directly amplify the positive outcomes of both their sustainability commitments and the chosen projects. **Boosting climate action through Go Forest is easy, fun, and leads to concrete results.**

Looking back at 2024

This annual report displays an overview of the results derived from our projects and collaborations in 2024. We encountered many new opportunities for growth, but even more challenges. Nonetheless, we have remained strongly committed to delivering meaningful environmental, social, and economic growth across the countries where we operate. As always, **transparency and accountability** lie at the heart of our work. By presenting both our **successes and failures** via our (social) media channels, we hope to have once again strengthened our credibility within the sector.

We are proud to state that our portfolio enables us to cultivate **a worldwide ecosystem of impact-makers**, all united by a shared goal: achieving ecological health and social progress through tree-planting projects. In doing so, we advocate for change while exchanging sustainable development knowledge with our members and partners, creating synergies that complement our objectives.

Our wish is that this report serves as a reminder of the real shift that is taking place in the business world, whereby more and more companies realize the importance of these projects as moral contributions, as a means to promote environmental restoration and conservation, and as a way to improve a company's added value and strategic advantage in the context of an increasingly sustainability-conscious market. Moreover, **as you grow and evolve with us, the trees that we plant grow too**, giving shape to new forest systems that were previously neglected or degraded.

We will guide you through our journey of 2024, visualizing the impacts of what is not just a small environmental organisation, but rather, **a community of like-minded impact-makers**.



Reflection from Sarah - Chief Ecological Officer at Go Forest

With this annual report, we want to take a moment to reflect on the incredible journey we've had together. With your support, we've been able to make a real impact. Planting seeds of change (literally!), and watching them grow, fills us with gratitude and hope for the future.

As a young reforestation organization, the work we do has taken on bittersweet importance. On one hand, the unfortunate urgency of combating climate change and deforestation underscores how critical tree planting is as a powerful solution. On the other hand, we're deeply encouraged to see **more businesses embracing sustainability, giving back to the planet, and rethinking their impact** on this beautiful Earth we all share.

Thanks to you, our members and partners, we're able to face these challenges with determination and optimism. Your commitment allows us to grow forests and create more resilience. For communities, ecosystems, and future generations, while staying true our mission of **representing the underrepresented**.

As we close down 2024, we want to say thank you. Thank you for believing in what we do. **Thank you for making space in your hearts and strategies for the planet.** And thank you for walking this journey with us.

Together, we're making a difference, one tree at a time.

Here's to an impactful year behind us and to growing even more together in the year ahead!



Our results in trees

Forests are vital systems that **offer extensive benefits** beyond mere natural resources such as food, timber, and medicinal products. They act as carbon sinks and significantly contribute to water and air purification. These ecosystems also **support nearly 80% of terrestrial animal species**, playing a crucial role in biodiversity preservation. But forests also protect human well-being by providing food and shelter, while enriching human lives with cultural and spiritual benefits. We hope more and more people will understand the immense benefits that a forest can provide, whether for the planet's health or for human well-being.

This is also why **our project objectives extend way beyond environmental goals**, striving for sustainable development with social and economic impacts at the local scale. For us, **forests act as bridges**, uniting nature and communities worldwide, representing the underrepresented through a holistic approach.

At Go Forest, we ensure that the benefits of forests are restored and widely recognized, contributing to a sustainable future for both the environment and the communities that depend on them.

The next pages will take you on a visual and numerical journey through our project portfolio and the results we achieved in 2024. Enjoy!





50K⁺

trees were planted in Belgium.
That's approximately 34 hectares
and 8,865 tCO₂ on lifetime.





4.7K⁺

trees were planted in other countries throughout Europe. That's approximately 3 hectares and 832 tCO₂ on lifetime.





3K⁺

trees were planted in Urasar, Armenia.
That's approximately 1 hectare and
307 tCO₂ on lifetime.





21.9K⁺

trees were planted in Idiofa, DRC. 20,761 trees were planted in reforestation and 1,232 in agroforestry. That's approximately 21 hectares and 6,598 tCO₂ on lifetime.





6.2K⁺

trees were planted in Lushoto, Tanzania. 2,305 trees were planted in reforestation and 3,953 in agroforestry. That's approximately 6 hectares and 3.063 tCO₂ on lifetime.





41.1K⁺
 mangrove trees were planted
 in Boeny, Madagascar. That's
 approximately 7 hectares and
 26.251 tCO₂ on lifetime.



- 1 NO POVERTY
- 2 ZERO HUNGER
- 5 GENDER EQUALITY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 10 REDUCED INEQUALITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 14 LIFE BELOW WATER
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS



10K⁺

trees were planted in Akamasoa, Madagascar in an agroforestry model spread over 14 community farms. That's approximately 9 hectares and 8.400 tCO₂ on lifetime.





20.7K⁺

trees were planted in Madre De Dios, Peru. 13,083 trees were planted in reforestation and 7,639 in agroforestry. That's approximately 21 hectares and 10,361 tCO₂ on lifetime.





9.2K⁺

square meters were planted in the Paraíba State, Brazil. That's almost 1 hectare and 366 tCO₂ on lifetime.





1.2K⁺

trees were planted in the Salta, Argentina. These trees were planted across 2 community farms and sequester 620 tCO₂ on lifetime.



- 1 POVERTY
- 2 ZERO HUNGER
- 3 GOOD HEALTH AND WELL-BEING
- 6 CLEAN WATER AND SANITATION
- 7 AFFORDABLE AND CLEAN ENERGY
- 8 DECENT WORK AND ECONOMIC GROWTH
- 9 INDUSTRY, INNOVATION AND INFRASTRUCTURE
- 11 SUSTAINABLE CITIES AND COMMUNITIES
- 12 RESPONSIBLE CONSUMPTION AND PRODUCTION
- 13 CLIMATE ACTION
- 15 LIFE ON LAND
- 17 PARTNERSHIPS FOR THE GOALS



590

590 tree gifts were purchased, and we hope they've all found a cosy spot in the recipients' backyards!



162K⁺

trees were planted
worldwide.

113 ha⁺

were covered with planting
these 162K+ trees.

590

boxed tree gifts purchased
and (hopefully) planted!

The Global Result

73K⁺

tonnes of CO₂ will be
sequestered during the
lifetime of the trees.

13

countries in which we
have planted.

574K⁺

Our total is now at
574.172 trees planted
and another 2.135 tree
gifts distributed.

**Results from the non-carbon certified projects.*

Carbon Credits by Go Forest: the Future Credits Program

As a tree-planting organization, we are proud to announce that we now have **carbon-certified projects** in our portfolio in addition to our non-carbon-certified projects. Our innovative Future Credits Program allows companies to invest in impactful reforestation projects, such as reforestation in the Democratic Republic of Congo (DRC) and mangrove restoration (blue carbon) in Madagascar. These projects are designed to generate carbon credits starting from year three and continuing for at least 20 years. By participating in this pre-investment model, **organizations lock in current market prices and strategically plan their net-zero targets with full confidence**. What sets us apart in the carbon credit sector is our commitment to transparency and traceability in these projects. We ensure that every tree is planted and **monitored with detailed, verifiable data**, providing companies with unparalleled insight into their investment's impact.

[More about Carbon Credits](#)



Field visit to and validation of Tanzanian project

In April, Paolo (Environmental Scientist) and Marte (Operations Manager) visited the project in the Usambara Mountains of Tanzania, where a large positive impact is currently being made. **The initial goal** of this project by the local partner in Tanzania and Go Forest was to **restore biodiversity loss and revitalize the nature of the Magamba Nature Forest Reserve** by planting new trees. However, **after visiting the project, we decided to allocate 50% of the funds to support native tree reforestation and the other 50% to agroforestry tree planting in local farms.** This approach promotes biodiversity, improves soil health, and provides additional income for farmers while addressing environmental sustainability and food security. For every reforestation tree in the Magamba Nature Forest Reserve, we also plant one agroforestry tree in the local community farms. We believe this balanced allocation will significantly amplify the positive outcomes of our project and drive more substantial and sustainable change. During this project visit, we also produced a very eye-catching after-movie!

[Watch the aftermovie](#)



New service: biodiversity monitoring

This newly introduced service is crucial for us, as it establishes a better biodiversity-focused management in our main forest programs in Belgium, while maintaining multifunctionality. Designed for reforestation, afforestation, and assisted natural regeneration (ANR) projects starting from 3 hectares, this service **assesses biodiversity through an innovative methodology that tracks all vegetation layers, including trees, shrubs, bushes, grasses, and moss.**

The main features of our biodiversity monitoring include:

- Customized and in-depth monitoring (baseline + following years)
- Long-term assessment
- Careful documentation of tree species diversity and wildlife observations
- Project-specific adaptations
- Precise GPS documentation
- Regular updates via our impact dashboard

We hope to see a growing attention and demand for this type of service, **as it proves essential for a full-on habitat restoration that targets both flora and fauna preservation.** As an additional benefit, the data can be easily integrated into sustainability reporting.

The reforestation goal in Madre De Dios was reached!

We want to thank every contributor to our reforestation project in Peru. Thanks to the frequent contributions over the past years, we've achieved an exciting milestone! In total, we've planted more than 140,000 trees in the region, **filling up the available land.** These trees will be carefully monitored over the coming years. As no new trees need to be planted at this time in these lands, **we're shifting our focus toward agroforestry in Loreto, a region slightly further north.** This means we'll be working even more closely with the indigenous communities, ensuring a greater socio-economic impact as we adapt to the region's evolving needs. Our goal is to create a sustainable future that benefits both the environment and the local communities. Your support continues to be invaluable as we embark on this new phase.



Go Forest's short documentary release: from ashes to canopy

In November 2024, we released our short documentary documenting our field visit to the project in the Democratic Republic of Congo, and more specifically the Future Credits Program. In this project, besides fostering environmental action, we also support communities in deforested regions. **This short film highlights the vital role that carbon credits play in ensuring ecosystem and community survival and sustainability, in the long term.** With the help of environmental pioneers and the local population, the project aims to combat deforestation for charcoal production, slash-and-burn agriculture, and unregulated mining. It showcases solutions such as reforestation, agroforestry, and carbon credit projects.

Watch From Ashes to Canopy



Go Forest's team building: forest bathing session

During the year, the Go Forest team had the chance to practice **the Japanese art of forest bathing**, also known as **Shinrin-yoku**, with an expert guide at our forest restoration sites in Lasne Maransart. Forest bathing is a mindful practice where individuals immerse themselves in a forest environment, **engaging their senses to promote relaxation and mental clarity**. This practice has been shown to reduce stress, lower blood pressure, and boost overall well-being through a deep connection with nature. This forest bathing session was an immersive experience in our favorite ecosystem, the forest, where we contemplated trees and nature for hours, finding peace and relaxation during the busiest month of our work calendar. As a form of ecotherapy, we highly recommend forest bathing sessions to our network!



Our first contributions towards the EC's 3 Billion Trees initiative

The 3 Billion Tree Counter is an initiative by the European Union **as part of the European Green Deal and Biodiversity Strategy for 2030**. Its goal is to plant a total of 3 billion additional trees across Europe by the year 2030. This initiative aims to enhance biodiversity, mitigate climate change, and improve the health and well-being of both ecosystems and people. The program involves careful planning and coordination to ensure that the right types of trees are planted in appropriate locations, and it encourages participation from a variety of stakeholders, including governments, NGOs, businesses, and individuals. **Go Forest joined this initiative this year and has already started uploading some of its tree-planting projects from Belgium**. We aim to scale the ranking to a good position, by reporting all of our planted trees in the European Union, as we believe that this initiative has the potential to engage more companies and showcase progress across all participating countries. **As with everything else, we believe that joint effort is always a winner.**

The Go Forest hub in Ghent

We opened our own office in Ghent. We pimped a former insurance office into a place where we can meet like-minded people, exhibit our global and local projects, where everyone is welcome for a coffee and a chat or to work for a while if you missed your train. Thanks to the support of MEMO Konzept, we have a circular interior featuring super cool items, all designed according to the principle "From waste to office".

[Book a meeting in our hub](#)



Our tree gifts were planted during the nighttime

Some of our members have opted for the Go Forest tree gifts as a business gift in the past year. **People who receive a tree gift get a nice, branded box with a young tree sapling – usually an evergreen oak (Quercus ilex).** These gifts have been appreciated by many during the past years, but in 2024 we definitely reached a milestone: the tree gift trees were planted by someone in the middle of the night. Just out of enthusiasm.

[Discover the tree gifts](#)



Better accommodation of B2B clients on our website

The launch of our new B2B web page introduces a comprehensive portal where companies can integrate tree planting to their sales, explore HR initiatives, contribute directly to positive impact via their business, and much more. It is easy, intuitive, and practical!

[Try the new B2B page for yourself](#)

Meaningful partnerships

Because we cannot do this work alone, we also want to highlight the meaningful partnerships we've built and maintained throughout 2024. We are filled with immense gratitude for the constant support, encouragement, and opportunities that have shaped the connections with our members and partners. **Our community has been the driving force behind the positive impact we've achieved together.** One remarkable new partnership we've started is the one with Bigtrees, with whom our services complement each other and guide companies in their sustainability journey. Ask our colleague Sarah for more information about the common offer we have [here](#).

bigtrees.

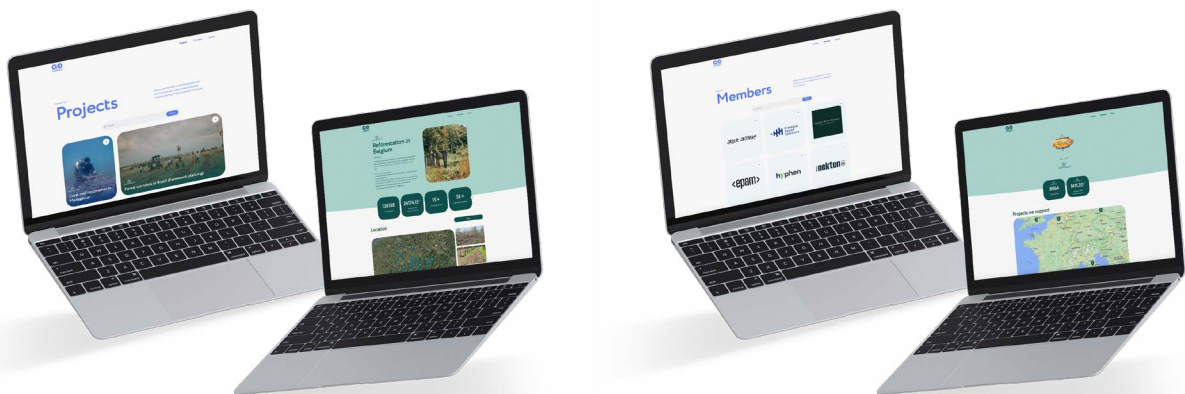


Impact platform 2.0

Our publicly available impact platform was updated to its **second version in 2024**, and we plan to update it further to its **third version** in the first quarter of **2025**.

The platform has been designed **to build trust by transparently providing information on the locations and methods of tree planting**, enhancing credibility among all stakeholders. Committing to regular updates on maintenance and monitoring ensures ongoing accountability, allowing for improved impact assessment and stakeholder involvement. Moreover, **open communication serves as a driving force for education and inspiration** – by educating others about the importance of conservation and openly sharing their initiatives, companies can inspire widespread participation in similar activities.

Explore the platform



The growth of the Go Forest family

During 2024 our Go Forest core team remained relatively small, despite an expanded network and the welcoming of interns. For example, we happily welcomed our most recent intern, Isabella:

To work at Go Forest means to join a very dedicated team, and to learn new facts every single day! As an international student passionate about sustainability, what stood out to me was the inclusive culture at Go Forest and their “let’s make it happen” attitude. Since day one, I have felt almost immediately part of the team, and couldn’t help but notice the proactive atmosphere at work – so motivating! I can say that there has never been a dull moment here, since every big or small task has been a source of knowledge and an opportunity to play a role. Besides learning more about tree planting, I had the chance to explore how forest and carbon projects have the potential for sustainable socio-ecological impact, whilst also fighting climate change and supporting the SDG Agenda.

I am beyond grateful for this experience, but mostly, I am grateful to have worked with uplifting, like-minded colleagues who fueled my curiosity and encouraged me to express ideas in any circumstance. Surely enough, working here has been an unforgettable journey of inspiration and growth that I will cherish forever. Now, I am certain that climate change can be addressed through the power of collective action, and that can begin with a small group of talented people, united by the same mindset.



On-field presence

Our vision on transparency and positive impact remains at the heart of our business model.

We will continue to leverage satellite imagery and monitoring of specific polygons, digital solutions for comparisons and calculations, and innovative tools for communication. For us, staying up-to-date and responsive to evolving technologies is key.

We also believe that **on-field presence is the most valuable part of our project involvement**, so we will continue to visit our project locations. We still focus on minimizing travel carbon emissions while maximizing global reach. For every trip, we compensate with tree planting. This year, our field visits took us to new horizons, including Tanzania and The DRC, alongside our local partners. These field trips serve multiple crucial purposes:

- **Verification of planting:** We meticulously compare tree registries with our Tree Purchase Orders and on-site reality.
- **Maintenance and monitoring:** We ensure proper execution of these activities and measure the impact of natural regeneration, aiming for 100% survival rates in the first year and 80% in the long term.
- **Community engagement:** We meet with our local partner and field workers, verifying local employment standards and exploring opportunities for increased local involvement.

Through this on-field engagement, we not only strengthen our relationships with local partners and communities, but we also expand our knowledge, expertise, and, obviously... our media library!

In Belgium, we organize drone days. These events allow us to visit numerous local plots where trees have been planted thanks to the support of individuals and companies. Witnessing the growth and seasonal transformations of these forests is an incredibly rewarding experience that reinforces our commitment to our mission.

Ending note

Because our work spans continents, Go Forest is your trusted partner in making a positive impact on our planet, through ecological and social actions revolving around tree planting and carbon removal. From North to South, **we act based on the forests' needs and we combine these with our members' demands**, ensuring that they get exactly what they have invested in — greener, more sustainable horizons. Let's work together to make a lasting difference. **The time to act is now!**



Be the change. Be part of our mission.

We are ready to challenge ourselves, challenge the market, and challenge all of our stakeholders to do it better, more transparently, and with even more enthusiasm — if that's possible.

If you want to be part of our journey, reach out and we'll figure out how tree planting fits your strategy and goals best!

We are on our way to 1 million trees by 2026 for the non-certified projects and to the first millions of mangroves in the next two years with the rollout of our carbon credits offering.

[Start planting](#)

[Book a meeting](#)