

Ecologi

Annual Impact Report 2022

Certified



Corporation



Governance



Environment

Project: Tendwet Nursery, Kenya

Hello & welcome!

When it comes to climate change, perspective is important. While we each try to limit global warming, daily progress towards a more sustainable future can feel very slow.

In these times, it's important to reflect on the awe-inspiring good we have achieved together over the past 12 months. If you've joined us on our journey so far, sit back and enjoy reading through this snapshot of the past year. If you're new here, we hope this report inspires you to join our ever-growing Ecologi community.

The aim of this report is to give you a deeper understanding of our impact this year, and what that looks like in real terms. It covers lots of the things we've been up to through 2022 - including our first visit to our dedicated reforestation site in Kenya, and the launch of Ecologi Zero, which helps businesses to calculate their carbon emissions for free.

Expect to be captivated by stories and interviews from in the field, new strategy publications, a wider range of Ecologi product offerings, and more.

We couldn't be prouder of, or more grateful for, the outsized impact our wonderful community is having.

Thank you all, for helping to make this impact possible.

Elliot Coad
CEO & Co-founder





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Our highlights

Reforestation



56.4 million

total trees funded for planting (since 2019)



25 total projects

supported around the world (since 2019)



5 new partners

new reforestation partner relationships



11 new projects

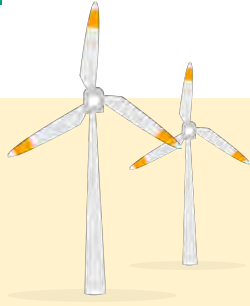
supported this year, including in Argentina, Ethiopia, Morocco, and Tanzania



>8,660 livelihoods

supported through our projects (since 2019)

Carbon avoidance projects



2.4 million tonnes

total verified CO₂e avoidance funded (since 2019)

That's equivalent to the emissions caused by 1.33 million round trip flights from London to New York!



79 total projects

supported around the world (since 2019)



24 new projects

supported this year, including rainforest protection in Brazil, methane capture in India, and distribution of cleaner cookstoves in Tanzania.

20 climate solutions

funded in total, including forest protection, wind and solar energy, methane capture and wetland restoration





Ecologi Zero

Our easy-to-use [carbon footprinting tool](#) for small and medium-sized enterprises.



Launched

into beta in Q4 2022



233 businesses

onboarded in beta



21,503 tonnes

of user emissions calculated so far



Impact Shop

Our [pay-as-you-go shop](#) for positive climate impact.



8 impact projects

available to support



4.9 stars

user experience delivered



4 new project types

launching in 2023, including wildflower habitats, marine projects, biochar carbon removal and direct air capture

A photograph of a field of yellow flowers, likely a type of daisy or similar wildflower, in full bloom. The flowers are scattered across the foreground and middle ground, with some in sharp focus and others blurred. The background shows a green field with trees and a clear blue sky. A white rectangular box is superimposed over the center of the image, containing the text "A year of growth".

A year of growth

Our growing team

We welcomed lots of new faces in 2022, as our team more than trebled in size, to **75** staff by the end of the year.

We were also lucky enough to host an in-person meetup in July, where our team played rounders, indulged in a sound bath, and shared some quality time together.

2022 also saw the recruitment of our first team members across the pond in the USA.





👉 Visiting reforestation sites in Scotland with the [Future Forest Company](#)



👉 Team Tough Mudder
Getting dirty for a cleaner planet



👉 Bonnie planting her first tree with mum (and Ecologi Co-founder) Lucy, and [Protect Earth](#)



Ecologi Climate Committee

As an organisation on a mission to help solve climate change, we rely heavily on scientific and industry knowledge to guide our impact-related decision-making.

As a small but growing company, we know we won't always have the answers. So our team regularly consults the Ecologi Climate Committee - an independent group of professionals with experience and expertise in a range of climate and environmental fields.

This year we grew and diversified our Committee, and now work with 20 expert Committee members, including these new faces!



Emma Askew
Founder and Director
of Earth Minutes



Isaias Hernandez
Environmental Educator &
Founder of QueerBrownVegan



Dominique Palmer
Climate Justice Activist,
public speaker and writer



José Puppim de Oliveira
Professor at Fundação
Getulio Vargas



Jessica Kleczka
Climate psychologist,
activist and writer



Christophe Patterson
Marine biologist

Our reforestation partners

This year, we doubled our reforestation partners from five to ten. This enables us to fund reforestation projects in a number of new locations, including:

- Ethiopia, with [WeForest](#);
- Kenya, with [International Tree Foundation](#);
- Morocco, with [High Atlas Foundation](#);
- Senegal, with [Hommes et Terre](#);
- And a host of new reforestation sites across South America with [Global Forest Generation](#).

In addition, we continued to support ongoing projects with our existing partners in locations across Australia, Kenya, Mozambique, Uganda, the United Kingdom, the United States, and Tanzania.





Our 2022 impact

Scaling and diversifying our impact in 2022

Public awareness and anxiety over climate change both continued to ramp up in 2022. Global summits came and went - from Davos to the COPs - and [reports by the IPCC](#) and [UNEP](#) showed that the global response isn't keeping pace with the urgency of the challenges we face.

As society becomes more conscious of the extent of the crisis, we have to be even bolder in our response, diligently scaling up our efforts to face these challenges.

At Ecologi, we've done just that - by organising our impact into three core pillars: **reducing emissions**, **restoring nature** and **transforming society**.

We've also grown our Impact team from two to six, and expanded our Climate Committee.

As we've grown our organisation, we've also ramped up our community impact. We've funded a massive **50 million trees**, doubling our reforestation partner count along the way.

We've also launched [Ecologi Zero](#) into beta, and unveiled our new [Impact Shop](#), where you can fund an ever-increasing selection of climate projects.

I'm delighted to share with you some further insights into our impact in 2022 in the following pages.

Sam Jackson
FRSA, PIEMA REnvP

Head of Impact



Reducing emissions

We know that deep, permanent emissions reductions are required to give us the best chance of limiting warming to under 1.5°C or 2°C.

In 2022, a large part of Ecologi's core focus has been on supporting businesses to decarbonise directly, through our new tool - Ecologi Zero®.



Introducing... Ecologi Zero

Businesses have a key role to play in getting our planet to net-zero, but research we carried out for Earth Day in 2022 revealed that although 8 in 10 businesses want to be greener, they don't know where to start.

We're here to help businesses decarbonise society with the most accurate and comprehensive footprint possible. Ecologi Zero is one of the first products to use the industry-leading dataset from world-renowned expert **Prof. Mike Berners-Lee** and his team at **Small World Consulting**.

The cost and expertise needed for carbon footprinting can prevent small businesses from taking the first steps. Ecologi Zero removes these barriers so that any business can begin its net-zero journey.

By the end of 2022, **233 small businesses** were using Ecologi Zero to calculate their emissions and start the path to decarbonisation. **21,503 tCO₂e** have been calculated using the tool so far - that's equivalent to the emissions from 12 return flights from London to New York City!



Starting businesses on their net-zero journey

We want to make the net-zero journey easier with our new carbon footprinting tool, [Ecologi Zero](#).

Following a successful private beta phase this year, Ecologi Zero is now in public beta, meaning that eligible businesses can access the tool directly via [the Ecologi website](#), and begin to calculate their emissions.

In November, we started working with the accounting software company, [Xero](#), to bring Ecologi Zero to their official app store. This gave thousands of UK service-based small businesses the option to calculate their carbon footprint for free, and start their net-zero journey.

But Ecologi Zero is far more than what you can see on your profile. Our methodology uses cutting-edge science and leading industry frameworks to help businesses deep-dive into their impact.

In 2022, Ecologi Zero also began to integrate the brand new and industry-leading dataset from world-renowned carbon accounting specialist Mike Berners-Lee and his company, **Small World Consulting**. Through this relationship we've gained invaluable insights, and access to the most robust and comprehensive carbon footprinting data available.

It's been an exciting journey, and we look forward to working alongside our business community in 2023 to further refine the product, reduce business emissions, and bring net-zero even closer.

Elliot Murphy
BSc MSc TechIOSH

Carbon Accounting Specialist

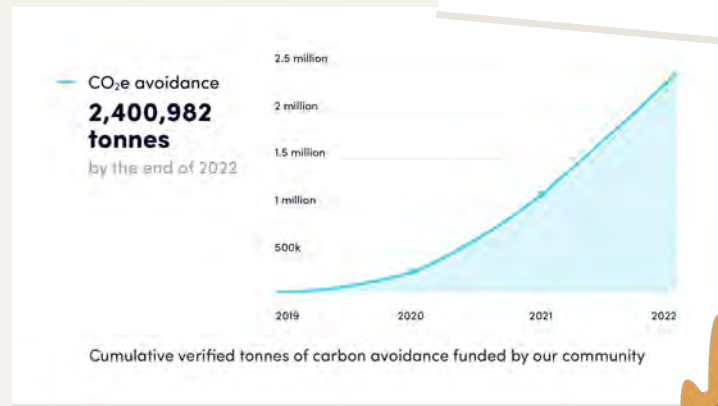


Carbon avoidance projects

Businesses can offset their unavoidable emissions by funding carbon avoidance projects. We enable our community to support high-quality projects through subscriptions, and on our brand new [Impact Shop](#).

In 2022, our community funded the purchase and retirement of **1,280,615** verified tonnes of carbon dioxide equivalent (CO₂e) emissions. That's approximately [equivalent to 75% of Oslo's annual emissions](#).

Our community supported **24** new projects in 2022, bringing our overall total of carbon avoidance projects supported to **79**. These new projects included rainforest protection in Brazil, methane capture in India, and distribution of cleaner cookstoves in Tanzania.



Carbon avoidance projects

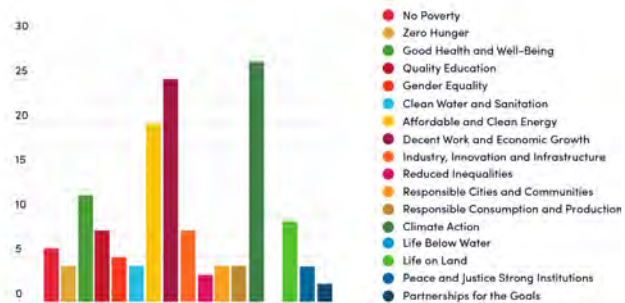
As of the end of 2022, the Ecologi community had funded a cumulative total of **2,400,982 tonnes** of carbon avoidance.

The **1.28 million tonnes** contributed in 2022 represented over half of Ecologi's cumulative total carbon avoidance impact since we began in 2019. This figure represents year-on-year growth of over **47%**, as demand for high-quality credits for carbon offsetting has continued to swell this year.

It's a key priority for us, that all projects generate co-benefits toward the [UN Sustainable Development Goals](#) (SDGs). In 2022, we maintained an average of **5.37 SDG co-benefits** per project - higher than our historical average of 4.89 co-benefits. These co-benefits include providing decent jobs, access to affordable clean energy, and education opportunities.



Distribution of carbon avoidance projects supported in 2022



Number of projects contributing to each of the UN Sustainable Development Goals

Restoring nature

We know that the problem of climate change is defined not just by carbon emissions, but by our relationship with nature.

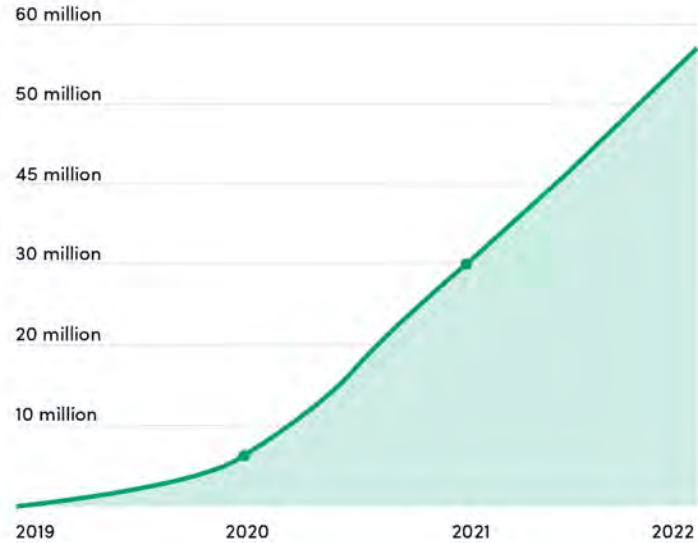
From day one, we've always been passionate about supporting high-impact nature restoration projects, but that ramped up to a whole new level in 2022.



Reforestation

— Trees Funded
56.4 million
by the end of 2022

Trees Funded
26,101,127
in 2022 alone



Cumulative totals of trees funded by our community

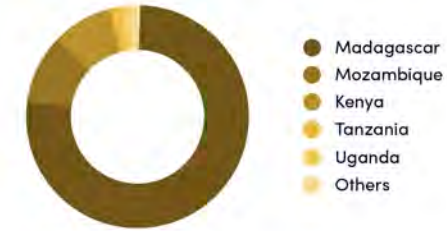
Reforestation

As of the end of 2022, the Ecologi community had funded the planting of **56.4 million trees**.

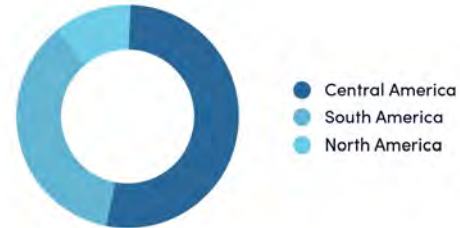
Through beginning new relationships with leading reforestation organisations, we have supported a range of new forest restoration projects this year, from [Argentina](#) to [Senegal](#).

Africa remains a key focus - with almost all trees funded to date being planted there. Around **500,000** trees are also being planted in the Americas, and around **200,000** in the UK.

This year has seen us place greater emphasis on **terrestrial ecosystems**. Coastal species like mangroves formed a smaller share of the overall trees being planted than in previous years - though they still represented a large majority.



Distribution of trees funded for planting in Africa (2019-2022)



Distribution of trees funded for planting in the Americas (2019-2022)



👉 Some of the [International Tree Foundation](#) team at the Dundori Forest community tree nursery in Kenya



🌱 One of the 100,000 trees planted in [Dundori forest](#) in 2022 - another 200 hectares will be planted in 2023



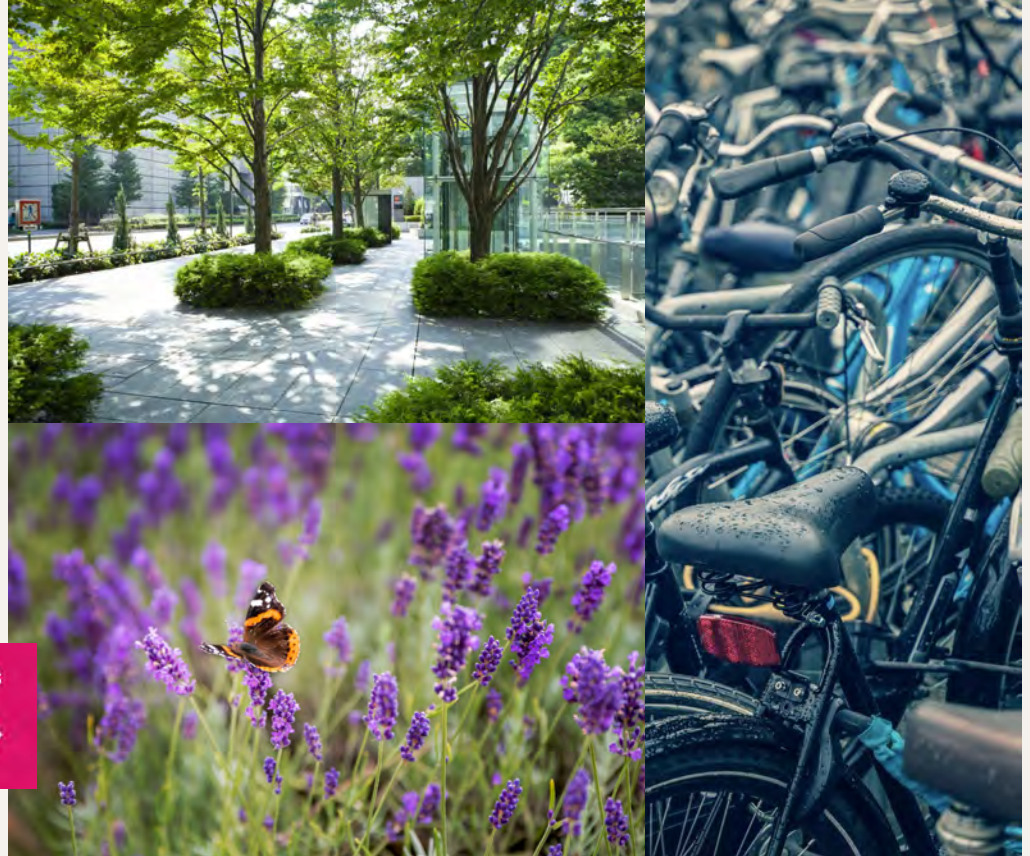
👉 The community tree nursery for Dundori forest, containing over 800,000 seedlings ready to be planted!



Transforming society

In 2022, [UN reports](#) began to speak of “urgent, system-wide transformation” to avert the worst impacts of climate change.

This change takes place in our homes, communities and across society. It is brought about through a patchwork of solutions which reduce poverty and inequality, educate and empower, and support global health.





Education and thought leadership

This year, we embarked on our first initiatives to transform society by focusing in on education and climate leadership.

In February, we hosted [Ecologi 2022](#), a special event to showcase our impact and invite our community to connect with some of our team. The virtual event was attended by an audience of over 650 people.

We were honoured to be joined for a keynote presentation and on our speaker panel by **Prof. Brian Cox**.

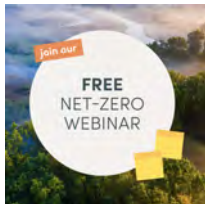
Brian delivered an incredibly inspiring talk on the spectacular complexity of nature, and the importance of protecting and restoring our precious Earth.

This year, our team has also attended and spoken at various conferences and events, including London's [Reset Connect](#) and [Sustainability Live](#) conferences.

Events like these give us the opportunity to share knowledge with other sustainability leaders, meet like-minded organisations, and engage with our community in person.



Education and thought leadership



Net-zero webinars

Accessible climate solutions are a top priority for our organisation, which is why we hosted a range of free net-zero webinars throughout 2022.

You can watch the below webinars, delivered by our expert carbon accountants, [here](#)

- How to start **moving towards** net-zero
- How to **make net-zero possible** for your business
- Why **funding climate action** is key to your net-zero journey



albert partnership (BAFTA)

We partnered with [albert](#), a BAFTA-owned sustainability initiative.

For the next two years, Ecologi will be albert's official offset provider for unavoidable emissions in film and TV production.

With around 1,500 production companies reducing and offsetting emissions through this partnership, it's a big win for both the industry and the environment.

waterbear

O R I G I N A L



WaterBear

Together with [WaterBear](#), a free streaming platform dedicated to the future of the planet, we produced a three-part mini series, '1.5 Degrees of Confusion'.

Narrated by Ade Adepitan, the series aims to clear up any climate confusion and explain exactly how we as individuals and businesses can be a part of the solution.

You can watch the series [here](#)



Impact in the field

Growing trees with communities in Kenya

In September, four members of the Ecologi team were lucky enough to travel to Kenya on our first-ever international site visit, with [Eden Reforestation Projects](#) (Eden).

We were so excited to visit the site, and see some of the incredible work that's being supported by funding from the Ecologi community. While we had seen photos from the planting site and nurseries we would be visiting, nothing could have prepared us for experiencing them for ourselves.

The Eden team were wonderful hosts, teaching us about the practices they're implementing to maximise tree survival rates, and even helping us to plant a couple of trees ourselves.

Local people employed by Eden told us how the project had changed their lives, enabling them to buy school equipment for their children, put food on the table, and buy land and livestock.

Nursery staff also told us that they had already noticed the impact the new trees were having on local river levels, keeping them full, even during the dry season.

Funding from the Ecologi community is vital for projects like these, and the benefits to local people go far beyond just the trees which are planted in the ground. We are so grateful to our community for supporting reforestation projects like this one, and to Eden for the outstanding work that's taking place in the field.

We're so excited to see how the landscape here will change over the next few years.

Katie Pownall
MBiol AMRSB

Climate Impact Coordinator





👉 This sapling, planted February 2022, is already taller than our CEO, Elliot!



🌱 Seedlings growing in the sunshine



👉 Katie (Ecologi) with Lily, Eva, Beatrice and Paul (Eden Reforestation Projects) at Nkoben nursery in Kenya

Supporting livelihoods at Nkoben, Kenya

Beatrice (pictured) is a nursery worker at Nkoben, one of the nurseries which provides seedlings to the large forest restoration site which Ecologi supports, in Kenya's Mau Region.

She told us that her employment with Eden Reforestation Projects has supported her to pay for school fees, food and clothes, and that the project is helping to restore the local environment.

"Eden [Reforestation Projects] is very important in our lives," Beatrice told us. "Look at the environment - our environment here is very nice now; there are different animals, different trees and there is water in our streams."

Adapted from an in-person interview at Nkoben, September 2022.





- 👉 An aerial view of Nkobon nursery, where hundreds of thousands of seedlings are growing



- 👉 Seedlings are grown in nursery beds, carefully organised by species



- 👉 Surrounded by local planting staff, Elliot plants his first tree at the Eden reforestation site in the Mau Region



Supporting livelihoods at Nkoben, Kenya

As of September, Paul (pictured) had worked at the Nkoben nursery for just over a year.

“We are grateful that we have the opportunity of employment, which is hard to achieve in some other parts of the country. We are proud that we have more than 150 workers working with Eden Reforestation Projects [in this area]. All of them benefit a great deal from Eden,” Paul told us.

“We have seen benefits, and we have seen changes, right from the day that Eden came to Nkoben.”

Adapted from an in-person interview at Nkoben, September 2022.



A hand is shown holding a crystal ball. The crystal ball reflects a sunset scene over a field with trees. The sun is low on the horizon, creating a bright glow and lens flare. The text "Accountability and transparency" is centered in a white rectangular box over the reflection.

Accountability and transparency

Teaming up for transparency

At the beginning of 2022, we became [an actor with the UN Decade on Ecosystem Restoration](#), which is committing to accelerating efforts to restore ecosystems.

This year, we also added our projects to [Restor](#), a powerful public conservation and restoration mapping tool, to create even more transparency across our supported reforestation sites.

This means we can [share more insights](#) with our community, in addition to monitoring the projects closely ourselves.



Putting projects under the microscope

In 2022, we teamed up with a leading carbon intelligence platform, Sylvera, to independently assess the quality of the nature-based carbon avoidance projects we support.

Sylvera's team of experts use their own proprietary data, machine learning technology and market intelligence to produce independent, in-depth and accessible insights on a wide range of projects around the world.

Our collaboration acts as [another layer of due diligence](#) on all the projects we support, giving us even more confidence that the projects we support on behalf of our community are genuinely high-impact.



Leading by example

In December 2021, we were [awarded B Corp certification](#), receiving a score of 123.7 points in our Impact Assessment.

To us, being a B Corp isn't just about a commitment to people and planet. It's also about being part of a global movement of businesses striving to be a force for good. So we were thrilled to be recognised as a [Best for the World™ 2022 B Corp](#) in both the **Governance** and **Environment** categories.

This year, we were also recognised as [one of LinkedIn's top 15 UK start-ups](#). We came in 8th place, and were delighted to be named amongst a roster of really exciting companies including Monzo Bank, Octopus Energy and PANGAIA.

We'll never sit still and rest on our laurels. We'll keep improving, while sharing knowledge with other like-minded organisations.



An impact strategy led by science

At Ecologi, we are all about transparency and accountability, especially when it comes to [our processes and approaches](#) to selecting the most impactful projects to support.

This year, for the first time, we published a full 30-page report which acts as the foundation stone to some of these processes: our [Climate Impact Regionalisation Strategy](#).

The strategy was developed to provide guidance for the regional application of climate impact projects. That way, we can direct our efforts towards the most scientifically appropriate projects, in the areas where they are likely to have the most real-world impact.

The report begins with an overview of regional climate change impacts on human systems and settlements, in order to better capture regional vulnerabilities to climate change.

With a strong focus on the synergies and tradeoffs between climate solutions, it also accounts for the UN Sustainable Development Goals, biodiversity and planetary boundaries.

For example, the integration of social co-benefits such as health outcomes in selecting climate solutions can help prioritise one region or country over another. This would be the case in West and East Africa, as well as in Southern and Southeast Asia where the [distribution of efficient cookstoves](#) can be applied as a joint health and climate solution.

Rémi Jaligot
PhD

Senior Environmental
Impact Specialist



Recovering from floods in Uganda

Whilst Ecologi and our partners take great care to minimise project risks, unfortunately, no risk can be reduced to zero. Though rare, natural hazards sometimes undo some of our efforts. We always aim to be transparent about when these setbacks do occur, and provide support to remedy them whenever we can.

In August, we were informed by [Trees for the Future](#) (TREES), that some farmers' forest gardens in a project near to one we support in Eastern Uganda were substantially impacted by flooding and subsequent landslides. Thankfully, none of the farmers or local staff had been harmed.

TREES set up [an emergency fund](#), raising more than \$43,000 (USD) to aid recovery efforts, and for preventative measures to mitigate future flooding risk. Ecologi contributed **\$25,000 to support the restoration** of the affected areas and plant 100,000 trees, to help stabilise the soils.



A landscape photograph showing a field of tall green plants with dark, spiky seed heads in the foreground. The background features a rolling green valley under a bright, hazy sky with a large sun low on the horizon, creating a warm, golden light. A white rectangular box is centered over the middle of the image, containing the text "Looking ahead to 2023" in a bold, white, sans-serif font.

Looking ahead to 2023



Taking the next steps on our journey

Looking ahead to 2023, the development of [Ecologi Zero](#) and the [Impact Shop](#) will continue to be a big focus for our team.

We want to make the net-zero journey as simple as possible for businesses, so we're planning to add new tools like emissions reduction guidance, target-setting and tracking to Ecologi Zero.

We'll also be adding even more project types to the Impact Shop, so you can fund the climate action that works best for you - supporting a wide range of high-impact projects across our three pillars of impact. We're looking forward to introducing carbon removals, marine projects like seagrass planting, urban wilding projects, and wildflower sowing projects.

We're also planning to upgrade our [Public Impact & Operations Ledger](#), which helps to create transparency around where our community's money goes.

2023 needs to be another year of progress for our climate. The Ecologi team and our community will be here, and we hope you join us on our continuing journey.

The Ecologi Team 🌿





Thank you

We hope you enjoyed exploring our impact this year.

For any questions about this report, please email our Head of Impact, [Sam Jackson](mailto:sam.jackson@ecologi.com).

ecologi.com



A photograph of a lush green field with various plants and flowers, including some white umbelliferous flowers in the foreground. The scene is captured during the golden hour of sunset, with a warm, soft light. The word "Ecologi" is written in a white, elegant cursive font across the center of the image.

Ecologi