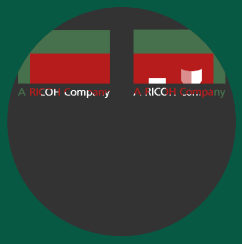


Company Report

MTI Technology

treedom
let's green the planet



Treedom Report for

MTI Technology

29 November 2024

OVERVIEW

1
Forests

7
Countries

13
Species

1,200
Trees

25,829 m²
Tree cover gain

350,750 kg
Absorbed CO_2

The trees

Trees are essential for our planet: they absorb CO_2, improve air quality, protect biodiversity, and support local communities. Planting trees means investing in a greener, healthier future, helping to combat climate change and ensuring ecological balance.



Species

1,200
Trees

Common name	Scientific name	Quantity	Species at risk[1]
Acacia Mangium	*Acacia mangium*	100	–
African Mahogany	*Khaya senegalensis*	50	✓
Cashew	*Anacardium occidentale*	150	–
Cacao	*Theobroma cacao*	100	–
Coffee	*Coffea arabica*	50	✓
Cassia	*Senna sp.*	50	–
Croton	*Croton macrostachyus*	100	–
Grevillea	*Grevillea robusta*	100	–
Guava	*Psidium guajava*	100	–
Lime	*Citrus latifolia*	50	–

[1] More details on species at risk of extinction and methodology available at the dedicated page of the Treedom website - https://bit.ly/3YBqtbC

Common name	Scientific name	Quantity	Species at risk[1]
 Brazilian Fire	*Schizolobium parahyba*	50	—
 Tephrosia	*Tephrosia vogelii*	200	—
 Chaya	*Cnidoscolus aconitifolius*	100	—

[1] More details on species at risk of extinction and methodology available at the dedicated page of the Treedom website - https://bit.ly/3YBqtbC

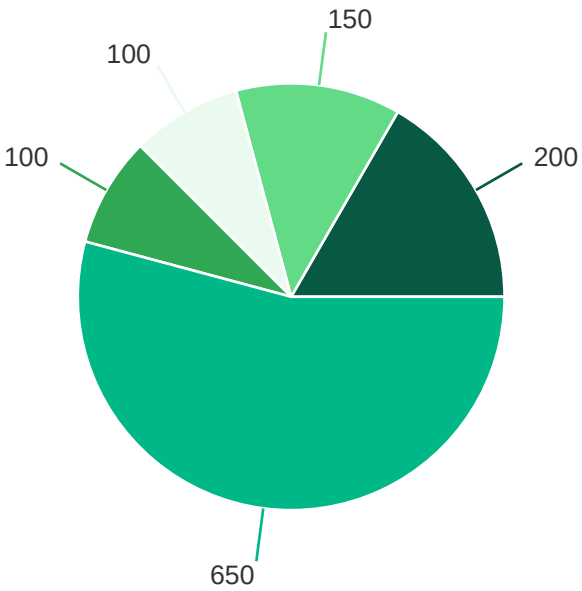
200 **Tephrosia**
Tephrosia vogel...

150 **Cashew**
Anacardium occi...

100 **Acacia Mangium**
Acacia mangium

100 **Cacao**
Theobroma cacao...

650 **Others**
Others



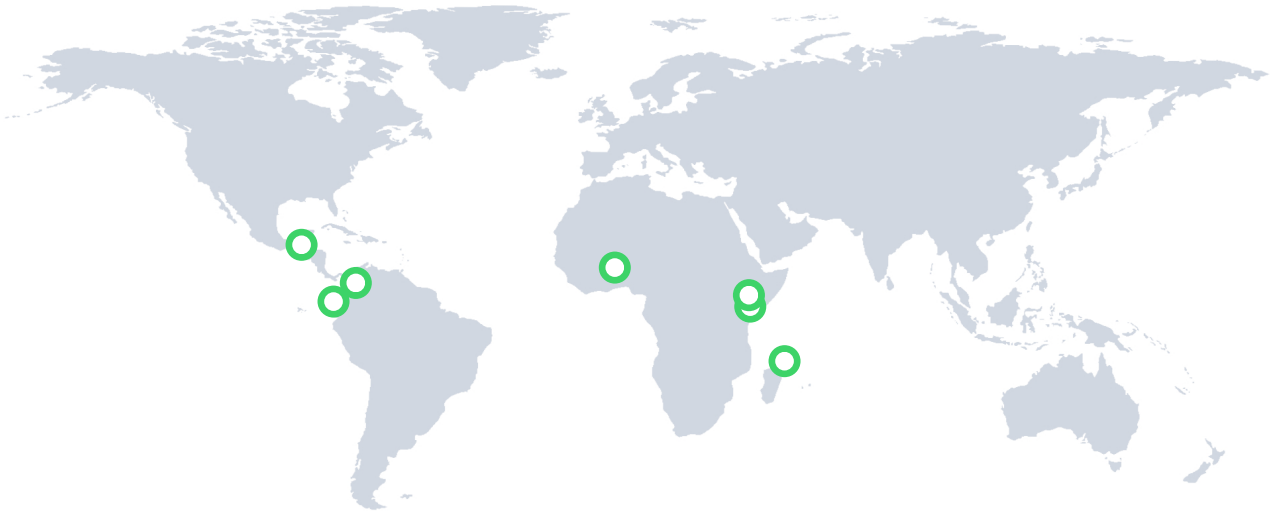


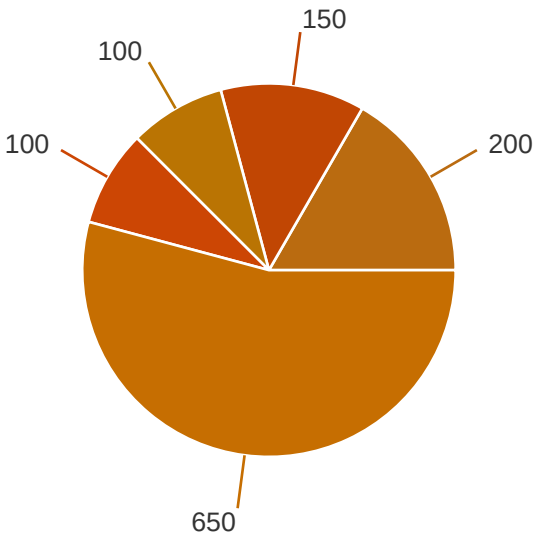
Countries

25,829 m²
Tree cover gain[1]

7
Countries

Each project we undertake is unique, driven by a common principle: creating lasting environmental and social benefits. In every country, we plant trees and work with local communities to enhance quality of life and protect our planet. With the support of {companyName}, we're changing the world, one tree at a time. See how our projects are making a difference, country by country.





200 **Madagascar**
Amaron'i Mania,...

150 **Colombia**
Santa Marta, Si...

100 **Tanzania**
Ifakara, Morogo...

100 **Tanzania**
Arusha Region

650 **Others**
Others

[1] The methodology used to define "tree cover gain" is described on the dedicated page of the Treedom website - https://bit.ly/3CaLSzy

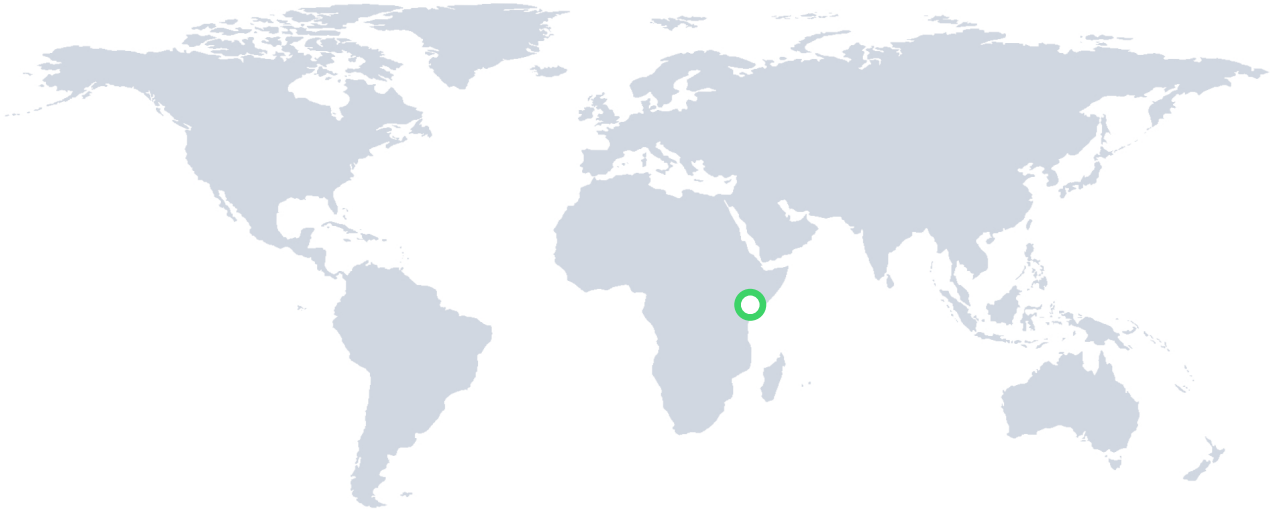
Country Name	Region	Number of trees
Tanzania	Ifakara, Morogoro Region	100
	Arusha Region	100
	Arusha Region	100
	Arusha Region	100
Madagascar	Amaron'i Mania, Menabe & Haute Matsiatra Regions	200
Kenya	Ogembo, Kisii County	100
Guatemala	Peten, Huehuetenango, Izabal & Alta Verpaz Districts	100
	Peten & Huehuetenango DIstricts	50
Ghana	Techiman, Bono East Region	100
	Tamale, Northern Region	50
Ecuador	Manabi, Cotopaxi, Los Rios e Orellana Provinces	50
Colombia	Santa Marta, Sierra Nevada Region	150



Tanzania

6,011 m²
Tree cover gain

400
Trees



Located in a strategic point on the east coast of the African continent, the territory of present-day Tanzania has been for centuries the crossroads of a series of trades, exchanges and connections between the Arab, Persian and Bantu worlds. In particular, the island of Zanzibar acquired a growing centrality, until it became an important sultanate linked to that of Oman.

Today Tanzania is a country with a vast territory, three times larger than Italy, and rich in some of the most beautiful naturalistic corners of Africa. In the north-east, the territory is mainly mountainous and it is there that the Kilimanjaro is found, the highest and most famous peak of the continent. Still in the north, but on the western side, the Great Lakes region begins. That's where Lake Victoria and Lake Tanganyika are located, respectively the largest and the deepest in Africa. But perhaps the most incredible attraction that Tanzania has to offer the world are its natural parks. The Serengeti National Park, the famous Ngorongoro, the Selous reserve, the Mikumi park and the park of the Gombe Stream, small but of great importance.

The district of Rombo is one of the seven districts of the Kilimanjaro region and contains a large portion of the Kilimanjaro National Park. The project aims to decrease the exploitation of water resources and improve environmental quality by offering productive activities such as fruit production and beekeeping, but implemented with a low use of water and soil.

The project also intends to promote and disseminate an appropriate behavior with respect to the use of water, practicing reforestation of areas surrounding traditional water sources and proposing activities that generate an alternative income capable of motivating farmers to change land use and towards a less intense exploitation of natural resources such as beekeeping, an extremely profitable activity compatible with the natural forest associations in the area.



Madagascar

450 m²
Tree cover gain

200
Trees



The project area identified is located in the municipality of Vohiday, in a rural area adjacent to that of the homonymous forest. It is an area, like many other rural areas of Madagascar, where an itinerant agriculture has spread, practiced often by burning forest areas and old farmland. This practice is called slash-and-burn and is increasingly less sustainable.

The project that Treedom and Tsyriparma intend to realize wants above all to offer a permanent, sustainable and long-term alternative to this type of agriculture. The mix of forest and fruit species is designed to ensure the creation of an integrated agroforestry system, able to offer both a right biodiversity and the possibility, for the communities involved, to benefit from various crops during the seasons.



Kenya

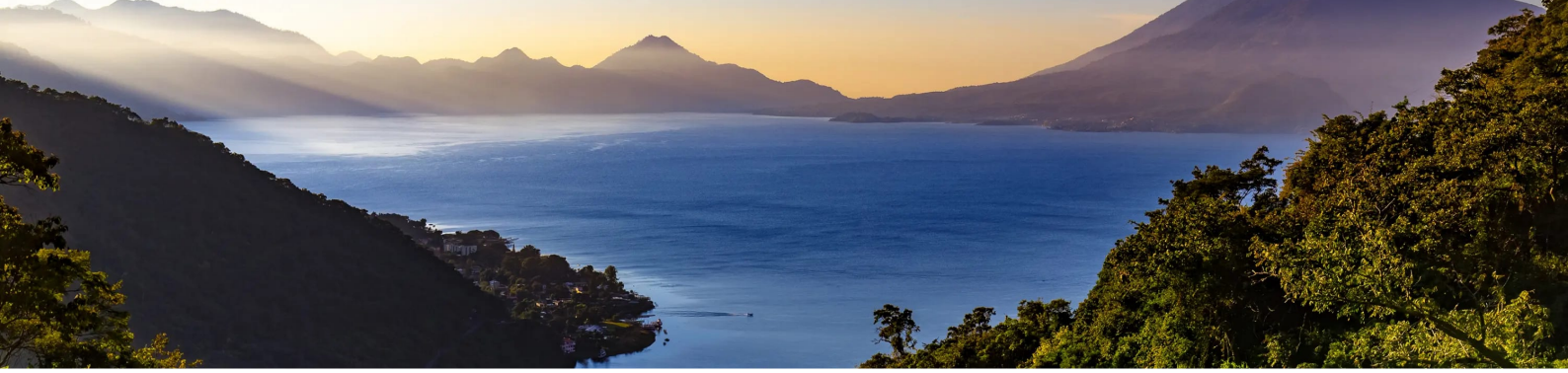
2,398 m²
Tree cover gain

100
Trees



Kenya is crossed by the Equator from east to west and by the Rift Valley from north to south. The country is on the Indian Ocean and its flat and sandy coastline is just one of the characteristic landscapes this country offers: in fact, numerous plateaus, woodlands, savannahs and mountain ranges cover the land. Because of the Rift Valley, the Kenyan territory also includes many freshwater and salt lakes, and display a widespread geothermal activity.

The main goal of Treedom's activity in Kenya is to support reforestation on a small scale among small farmers, by encouraging their active participation. Since 2014, Treedom has been working with many local organizations to replenish depleted rural areas by involving local institutions and giving the population alternative income solutions deriving from agriculture.



Guatemala

1,999 m²
Tree cover gain

150
Trees



The entire Guatemalan territory is protected or partially protected, and there are large natural parks rich in flora (including some of the rarest orchids in the world) and fauna (from the armadillo and the puma, to the quetzal, the colorful bird symbol of the country). Our project area, in the Petén district in the north of the country, is surrounded by some of Guatemala's most beautiful parks, such as the Parque Nacional Laguna del Tigre and the Reserva de Biosfera Maya.

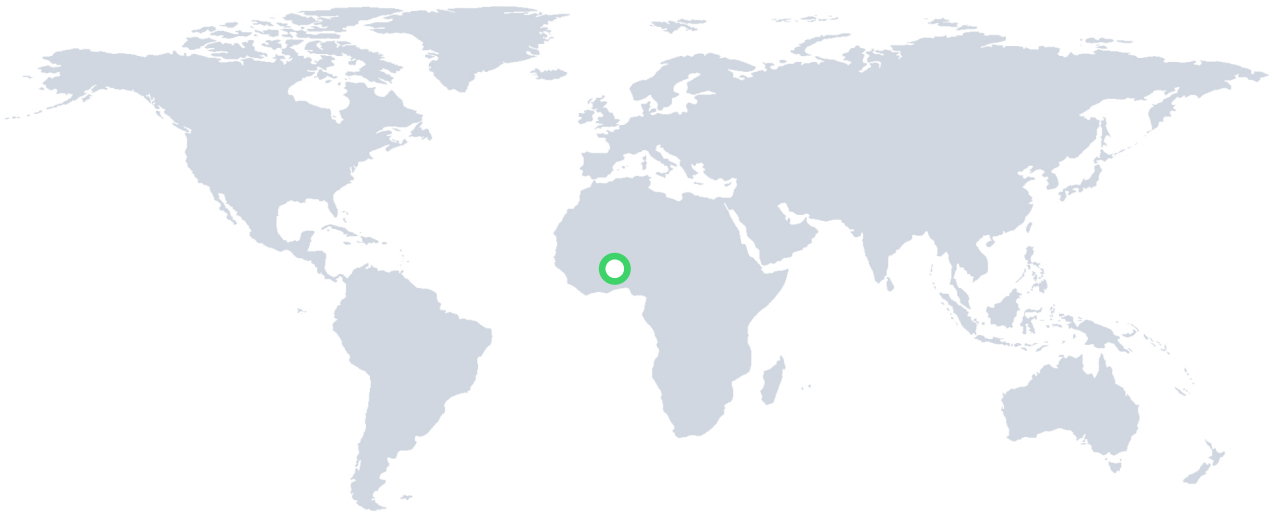
The project that we will develop in collaboration with the non-profit AMKA involves the planting of fruit trees. These will include: Lime, Mandarin, Mango, Cacao, Graviola (also known as Corossole or Guanàbana), Sapote (traditional fruit tree, widespread among the pre-Columbian civilizations of Central America), Guava and Orange. The trees will be planted in small-scale agroforestry systems, according to the principles of permaculture. This approach mimics natural processes, creating partnerships between different species, ones that protect the soil, diversify food production and protect biodiversity.



Ghana

5,415 m²
Tree cover gain

150
Trees



The low and sandy coasts of Ghana look onto the Gulf of Guinea, while the inner country is characterized by plains and small hills (just think that the highest peak in the country is Mount Afadjato, only 885 meters). Crossed by the equator and marked by a tropical climate, Ghana, in particular the north of the country, suffers from the advancing of the Sahara desert and the drought brought by Harmattan, the wind that blows periodically from there.

Treedom's work is concentrated in the northern region of the Daka River. The area's population is extremely dependent on natural resources and inevitably tends to exploit them massively, risking to aggravate their condition in the long run. The Treedom project aims, above all, to reinforce the local ecosystem and offer, at the same time, food and income opportunities to local communities.



Ecuador

800 m²
Tree cover gain

50
Trees



Ecuador's environmental treasure is becoming increasingly valuable. It is one of the countries defined as a "megadiverse" to underline the extreme richness and peculiarity of its ecosystems. In the province of Manabi, which overlooks the Pacific Ocean and is close to the capital Quito, we cooperate with the Universidad Estatal del Sur de Manabi - Unesum and the Federación de Agricultores Campesinas de la Zona Sur de Manbì.

The project involved the construction of an agroforestry nursery and the planting of 20,000 coffee trees to support small producers while respecting the conservation of biodiversity.



Colombia

8,755 m²
Tree cover gain

150
Trees



Treedom's project in Colombia will be launched in collaboration with Environomica and is part of the larger SFEC initiative (Sustainable Livelihoods and Forest Ecosystem). This aims to achieve ambitious objectives, to improve the environmental and social conditions of the intervention area and its inhabitants. Among the various partners involved in the implementation of the SFEC are important names such as WWF Italy and the Global Heritage Fund, which is directly involved given the archaeological importance of the area. The area, in fact, is located in the indigenous reserve on the slopes of the Sierra Nevada of Santa Marta, in the north of the country, and is next to the archaeological site of Ciudad Perdida.

Thanks to the availability of four local forest nurseries for the production of seedlings of tall trees, cacao and other fruit trees, Treedom was able to select many typical species suitable to grow in the climatic conditions of the area. These include, for example: the Pink Cedar, the Guayaba, the Guanàbana and the Criollo Cacao (a typical species of the area, capable of offering sustainable income to the farmers given the ease of sale on local markets).



Company Forests

1
Forests

MTI Technology Forest



Trees planted
1,200

Keepers
0

Treedom impact measurement

The impact measurement of Treedom's projects, validated by B Corp certifications and dedicated studies, demonstrates concrete benefits for the environment and communities, enhancing sustainability, income, and biodiversity.

Treedom B Corp Certification

To measure the impact of our activities, we use the Benefit Impact Assessment, the same standard used for B Corp certification. Since 2014, Treedom has been one of the first companies in Europe and Italy to adopt this methodology.

The B Impact Assessment (BIA) is a free and confidential platform that helps companies measure and manage their positive impact on workers, communities, customers, and the environment.

Treedom has achieved a score of 121.1, significantly higher than the average score of 50.9 for companies completing the assessment.

Treedom B Corp Score

GOVERNANCE	WORKERS	COMMUNITY	ENVIRONMENT	CUSTOMERS
20.1	38	26.9	32.5	4.7

TOTAL **122.4**



- 122.4 - Treedom's overall B Impact score
- 80 - qualifies for B Corp certification
- 50.9 - Median score of companies completing the assessment

Previous overall B Impact scores

2016 Overall B Impact Score	**107.1**
2014 Overall B Impact Score	**114.9**

Benefit Corporation

For over fourteen years, Treedom has been combining business activity with environmental and social sustainability. For these reasons, Treedom 2020 has acquired the legal status of a Benefit Society. A new legal form of business that ensures the basis for the creation of shared value in the long run. The Benefit Society (SB) is a recognized corporate form that combines a profit-making purpose with an additional purpose represented by one or more social goals.

The three pillars of a Benefit Society are: purpose, accountability, and transparency.



Purpose

The commitment to create a positive impact on society and the environment, promoting favorable conditions for the prosperity of both.



Responsability

Include the company's impact on society and the environment in strategic planning, considering all stakeholders involved.



Trasparency

Communicate and report annually on the results achieved and future objectives to all stakeholders.

Altis Impact Analysis

In 2022, we decided to conduct a further analysis to assess the global impact of Treedom's agroforestry projects. With the support of ALTIS - Università Cattolica, we developed a model for monitoring and measuring the impact of these projects, aiming to determine how and to what extent they affect the involved stakeholders.

Measuring impact involves evaluating the effects generated by an organization's activities on the territory and the community, through a quantification of the relative importance that stakeholders attribute to the changes experienced in their lives due to the organization's work. To carry out this impact measurement, three countries – Kenya, Madagascar, and Nepal – and their associated projects have been selected. This approach allows for the examination of diverse dynamics and cultures, which are representative of the full range of Treedom's active projects.

ALTIS project countries

Kenya **Madagascar** **Nepal**

Through open-ended interviews it was possible to investigate the relationships and effects of Treedom's projects on both the staff of Treedom's partners and the farmers involved in the projects, identifying:

- Distinctive characteristics of Treedom's activities and relationships;
- Perception of the effects generated by Treedom's activities;
- Possible contribution of actors outside Treedom to the generation of the effects identified above;
- Potential risks and negative impacts.



Altis impact analysis

Focus Kenya

Focus Kenya

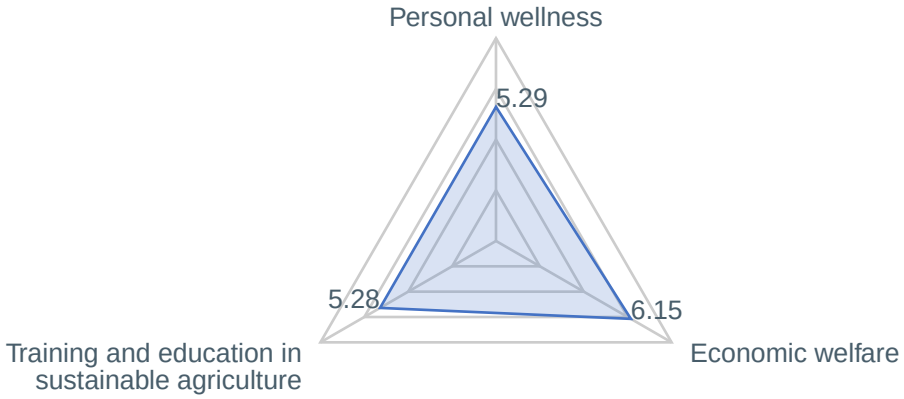
The following are the results of an impact analysis conducted in partnership with ALTIS - Catholic University, focusing on Kenya, where the company supported a tree planting initiative. All reported quantitative findings are based on a scale of 7.00, representing the highest perceived impact by respondents.

Evaluation of impact perception for farmers

The data reveals that Kenyan farmers experienced a positive change in the area of Training and Education in Sustainable Agriculture, with a score of 6.15. The scores for Personal Well-being and Economic Well-being were 5.29 and 5.28, respectively.

FARMERS: Change experienced in impact dimensions in Kenya

(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)



Evaluation of perceived impact for local partners

By examining the impact dimensions across the country, it is evident that Kenya's local partners observed substantial improvements in multiple areas, with an average perceived change across four dimensions of 6.22. Notably, Kenyan organizations reported significant growth in territorial recognition (6.43), organizational management and development (6.30), and access to financial resources (6.31).

LOCAL PARTNERS: change experienced in the impact dimensions in Kenya

(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)



Evaluation of perceived impact for staff of local partners

Employees of Kenyan organizations working with Treedom also experienced notable changes across three impact dimensions. In particular, the Training and Education in Sustainable Agriculture dimension achieved a high score of 6.56.

STAFF OF THE PARTNER: change experienced in the impact dimensions in Kenya
(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)





Altis impact analysis

Focus Madagascar

Focus Madagascar

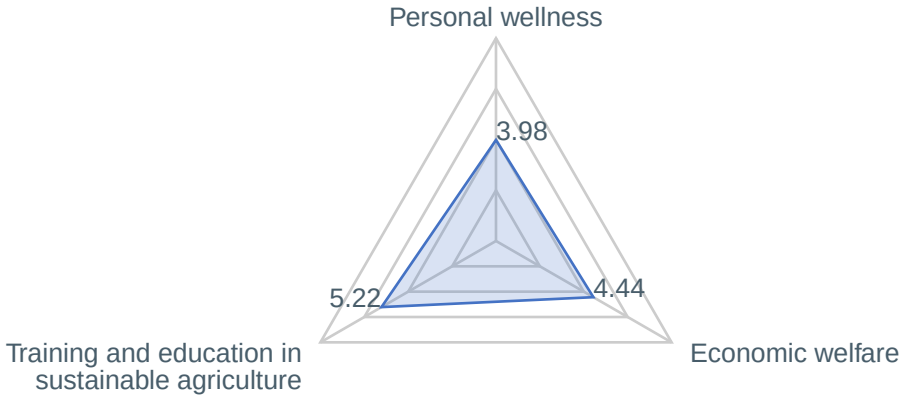
The following are the results of an impact analysis conducted in collaboration with ALTIS - Catholic University, focusing on Madagascar, where the company contributed to a tree planting initiative. All reported quantitative results are based on a maximum scale of 7.00, which indicates the highest perceived impact by respondents.

Evaluation of impact perception for farmers

The data shows that Malagasy farmers experienced a positive change in the area of Training and Education in Sustainable Agriculture, scoring 5.22. Personal Well-being and Economic Well-being scores were 3.98 and 4.44, respectively.

FARMERS: Change experienced in impact dimensions in Madagascar

(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)



Evaluation of perceived impact for local partners

An analysis of impact dimensions within the country indicates that Madagascar's local partner observed notable changes in various areas, with an average perception of change across four dimensions at 6.21. Specifically, the Malagasy organization saw significant improvements in sustainable agricultural practices (6.50), access to financial resources (6.43), territorial recognition (6.17), and organizational management and development (5.75).

LOCAL PARTNERS: change experienced in the impact dimensions in Madagascar

(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)

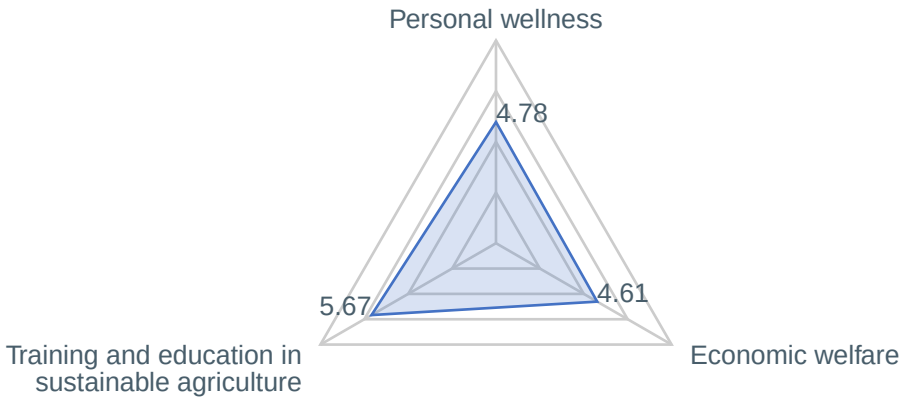


Evaluation of perceived impact for staff of local partners

Staff members from the Malagasy organization working with Treedom also reported meaningful changes in three impact dimensions, with Training and Education in Sustainable Agriculture recording a score of 5.67.

STAFF OF THE PARTNER: change experienced in the impact dimensions in Madagascar

(on a scale of 1-7, where 1 indicates a strongly negative impact, 4 no impact, 7 a strongly positive impact)



Legal status and memberships

In 2020, Treedom became a Benefit Corporation: an Italian legal status that pursues social and environmental benefits in addition to profit. To maximize its positive impact, Treedom is part of several international networks that work every day to make this world a better place.

Our certifications

Certified B Corp

since June 2014

Since 2014, Treedom has been a part of the Certified B Corporations, a network of companies distinguished by their high environmental and social performance.

Network and partners

AICS partners

Solar Impulse Foundation Members

Signatories of Terra Carta

Members of Leaders for Climate Action

Acknowledgements

Treedom's commitment to improving the well-being of the environment and people has been recognized over the years by many prestigious awards.

Awards

United Nations Best Small Business Competition

July 2021

Treedom was honored among the best small and medium-sized enterprises (SMEs) around the world transforming food systems for a better tomorrow.

2021 Real Leaders Impact Awards

January 2021

Annual global ranking of positive impact companies driving positive social impact across all major sectors of the economy.

Pledges

UN Global Compact

May 2012

The UN Global Compact is a voluntary initiative based on the membership of CEOs committed to sustainability.

UN Climate Neutral Now

June 2021

Launched by the UNFCCC secretariat to convince as many actors as possible to take climate action.

The Climate Pledge

August 2021

Network of companies and organizations committed to achieving zero emissions before 2040



Our Impacts Reports

In 2020, Treedom produced its first Impact Report, a document that measures and communicates in detail the effects of our activities. This type of reporting aligns with our long-standing commitment to assessing and sharing the impact of our initiatives. Below, you can find the Impact Reports for each year.



Scan the QR code or click "Download" to see our impact budgets.

Download

Treedom srl
Benefit Corporation

Viale Augusto Righi, 66
50137 Florence, Italy

www.treedom.net

Certified B Corporation