

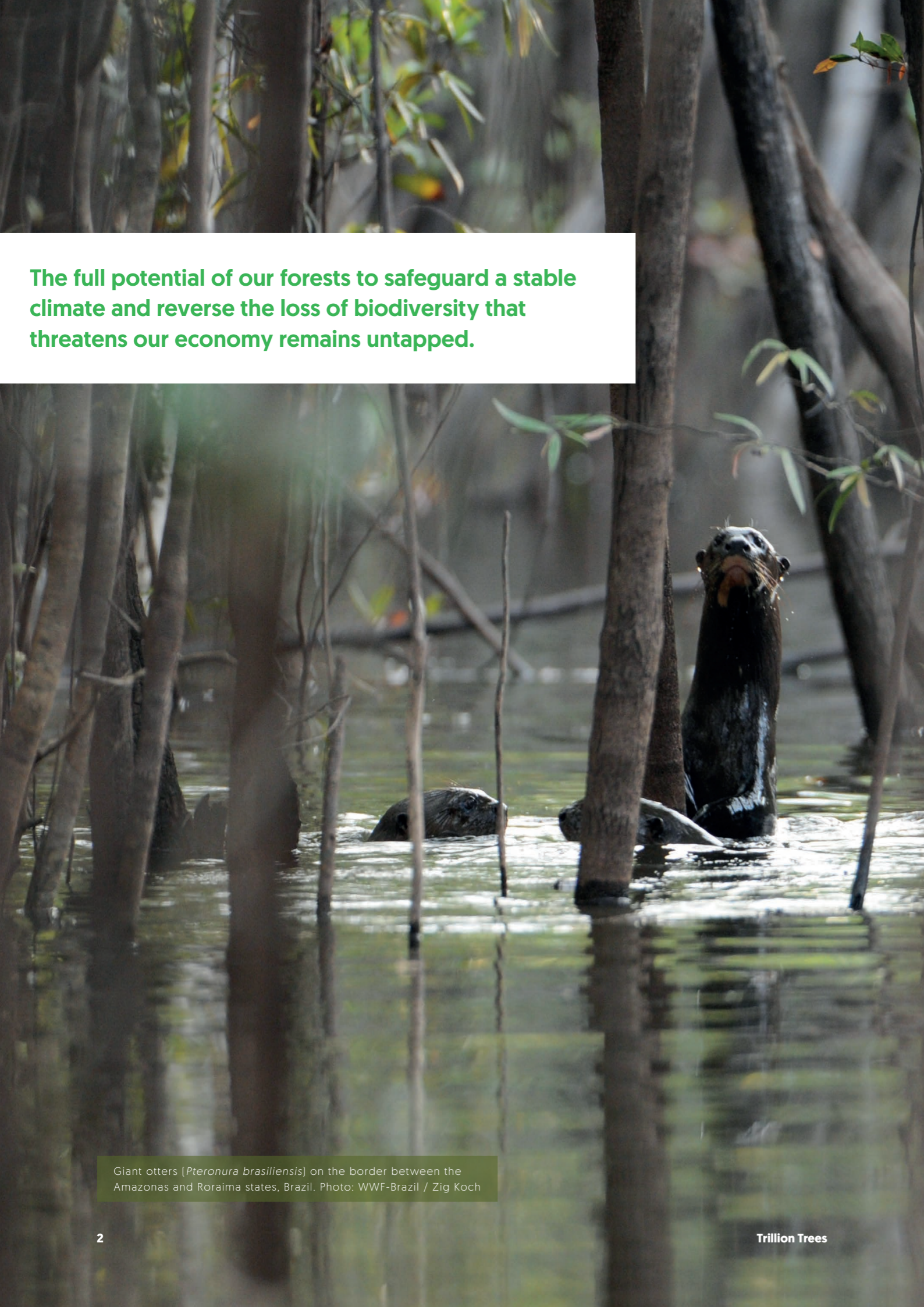


**TRILLION
TREES**



Impact report 2024

**Forest protection and
high quality restoration for
people, nature and climate**



The full potential of our forests to safeguard a stable climate and reverse the loss of biodiversity that threatens our economy remains untapped.

Letter from our leadership



Forest protection and restoration must be at the heart of global climate action.

As the world journeys the ‘Road to Belém’ for the next global climate conference – UNFCCC COP30 to be held in Belém, Brazil, in November 2025 – the importance of forest protection and restoration in addressing climate change and biodiversity loss has never been more urgent.

In 2024, biodiversity entered the mainstream, signalling a pivotal shift in global priorities. The full potential of our forests to safeguard a stable climate and reverse the loss of biodiversity that threatens our economy remains untapped. Through our research reports and presence at COP29, we take this message to governments and businesses around the world. As countries submit updated Nationally Determined Contributions (NDCs) and National Biodiversity Strategies and Action Plans (NBSAPs), strong commitments to ambitious, measurable forest protection and restoration targets are vital. Our 2024 report, [Raising the Bar: Strengthening Forest Ambitions in Nationally Determined Contributions \[NDCs\]](#) revealed that existing NDCs inadequately consider the role of forests. This year presents a unique opportunity to align global climate commitments, with promises made to protect and restore nature, ensuring forests are central to national and global climate and biodiversity action plans. We are not waiting for others – we are building partnerships to act and put large scale forest protection and restoration plans into place. We are proud to share our progress in doing that this year with you in this report and thank our partners past and present for their support and collaboration.

For nearly 10 years, the Trillion Trees partnership has delivered high quality Forest Landscape Restoration (FLR) in critically biodiverse regions around the globe, supporting over 2 billion trees being restored. Our work goes beyond simply planting trees. It involves restoring native ecosystems, supporting local livelihoods, respecting Indigenous and community rights, and fostering resilience to climate impacts. Scaling up high quality FLR is critical to meeting global climate and biodiversity targets. Initiatives like AFR100 – the African Forest Landscape Restoration Initiative – which aims to restore 100 million hectares of land across Africa by 2030, can demonstrate the potential of large-scale restoration efforts. However, the scale of action required globally will demand unprecedented levels of collaboration between governments, civil society, and the private sector.

Crucially, none of this can happen without sustainable financing mechanisms. Forest protection and restoration efforts require long-term, predictable funding to succeed. Public and private finance must be mobilised to support both conservation and restoration, with innovative mechanisms that blend climate, biodiversity, and development funding. Ensuring that financial flows reach frontline communities and those driving restoration efforts is essential to achieving both environmental and social outcomes and, in the long term, financial returns. This is why we developed the Forest Restoration Catalyst and are piloting the mechanism in two landscapes. With your support, we aim to build this further in the year ahead.

As the world prepares for COP30, the message is clear: forests must be at the heart of global climate and biodiversity action. The road to Belém must be paved with ambitious commitments, high-quality and sustainable landscape restoration, that is robustly tracked and measured, and the financial support necessary to turn promises into action. Only by placing forests at the centre of global efforts can we hope to secure a more sustainable, resilient future for people and the planet.

Join us.

Richard Grimmett, Senior Conservation Advisor, BirdLife International

Dan Zarin, Head of Forests and Climate Change, Wildlife Conservation Society

Will Baldwin-Cantello, Director, Nature-based Solutions, WWF-UK

Giant otters (*Pteronura brasiliensis*) on the border between the Amazonas and Roraima states, Brazil. Photo: WWF-Brazil / Zig Koch

Restoration the right way: High quality restoration

The Global Biodiversity Framework that was adopted by 196 countries sets out targets to halt and reverse biodiversity loss. This includes Target 2: Restore 30% of all Degraded Ecosystems. We know that while this is a big challenge, it can be done and that it must be done well.

Restoring forests properly means enabling the recovery of a diverse forest which can deliver benefits beyond carbon: human health, livelihoods of the people who live in and around them, and the protection of the natural world forests harbour. Our commitment to high quality forest landscape restoration means we work through conservation partnerships to restore natural forest landscapes and biodiversity, while at the same time incorporating and supporting activities that bring benefits back to the local communities. This means considering the whole landscape, addressing how the land and natural resources are used sustainably, preventing the causes of deforestation and degradation and, above all, putting people and nature at the centre of restoration efforts.

Last year we were able to continue funding restoration programmes in eight new highly biodiverse landscapes through our ReForest Fund, and we piloted our Forest Restoration Catalyst in two landscapes.

Showcasing high quality restoration

As world leaders gathered in Cali, Colombia at the 16th UN Biodiversity Conference (COP16) to discuss how we address the growing threat of nature loss and its devastating consequences, we joined forces with Climate Focus and Football for Forests to give a group of COP16 delegates the chance to step out of the conference room and into the field to

experience first-hand what forest restoration is all about.

WCS Colombia hosted a one-day visit to forest restoration sites in the Rio Cali watershed, between the city and Farallones National Park. The hills surrounding the park are habitat for the Andean bear (*Tremarctos ornatus*), a national conservation priority species. Restoration efforts in this landscape aim to improve forest connectivity and integrity and to protect the upper watershed and biodiversity in the Cali Basin, as it supplies water used by over 6 million people. The area - around an hour outside Cali - is also a birding hotspot and home to several rare species including "barancero" (Andean motmot, *Momotus aequatorialis*).

You can learn about this project through the eyes of a local conservationist [HERE](#)

Football for Forests

The world is currently losing 17 football pitches of forest every minute to deforestation. Trillion Trees teamed up with [Football for Forests](#) who are seeking to reverse this narrative and make the football pitch a measure of reforestation, restoring tropical forests and mobilising the world's 3.5 billion football fans to help. We teamed up to raise funds for forests during the 2024 UEFA European Football Championship (EURO) and revived an animation that won fame during the EURO 2004 tournament. ['Footie badgers 2024 - Goals Plant Trees'](#) was designed to engage football fans and EUROs enthusiasts to get involved and play their part in climate action by signing up and pledging a cash amount to Football for Forests for each goal their country scored.



Group photo during a site visit. Photo: WCS

Forest Impact Accelerator

Leveraged by initial funding from Trillion Trees in 2019, BirdLife International's [Forest Impact Accelerator](#) has been incubating sustainable finance initiatives in its high priority forest landscapes for five years, to enable nature-based solutions to support social and environmental objectives. The Accelerator provides seed grants to BirdLife Partners all over the world along with technical training, peer-to-peer support, and networking/profile raising opportunities. The Accelerator aims to provide a clearly defined path for national-level conservation organisations to move from feasibility to piloting and development, linking projects with investors and strategic donors as they become investment ready. The long-term goal of the Accelerator is to develop a set of proven models that can be replicable both across the BirdLife network in over 120 countries and throughout the conservation community.

Each year, a cohort of 5-7 organisations participate in the Accelerator to explore, design, implement, and scale finance mechanisms for sustainable businesses (e.g. forest-friendly commodities and eco-tourism), carbon (e.g. generating carbon credits from avoided deforestation or reforestation), natural capital (e.g. non-carbon payments for ecosystem services), and fund structures (e.g. conservation trust funds and other mechanisms that can channel new funds to conservation action). To date, the programme has operated across tropical forest landscapes covering over 1 million hectares, contributing to the protection of at least 400 globally threatened species and 100 million tonnes of forest carbon.

In 2024, the Accelerator supported organisations across South America, Africa, and Asia to advance a range of innovative finance initiatives. In Argentina, Aves Argentinas built on previous support of the Accelerator to develop a certification seal for sustainable yerba mate production in the Misiones province and are now exploring a payment for ecosystem service mechanism to incentivize more farmers in the Atlantic Forest to become certified. In Colombia, Asociacion Calidris is addressing high levels of deforestation in the Paraguas-Munique corridor by exploring the feasibility of a forest carbon project, offering an alternative livelihood to extractive activities.

Representation of different land uses within a landscape



The ReForest Fund: High quality restoration action

The Trillion Trees ReForest Fund is restoring forests all over the world to benefit people, nature, and the climate. We support projects with immediate restoration opportunities, which are nested within larger conservation programmes - landscapes where our conservation partnerships are delivering a shared vision of restoring nature and improving human wellbeing while tackling the climate crisis. Our projects focus on recovering and regrowing natural forests and bringing back the right trees in the right places.

Not all our projects involve tree *planting*. Some apply techniques to enhance the natural recovery of forest, called assisted natural regeneration. However, *all* projects include the management, monitoring, and protection of trees as they thrive, creating jobs and other opportunities for often remote rural communities. Through this approach, we can be confident the forest landscapes we support will survive in the long-term, bringing back

biodiversity and building climate resilience for all. In 2024, the ReForest Fund supported restoration in 10 landscapes - in Argentina, Brazil, Bolivia, Indonesia, Kenya, Laos, Mexico, Tanzania and Papua New Guinea. Combined, these projects restored 246,696 trees and 367 hectares during 2024, benefitting over 9,100 people. These trees will also sequester 4,277 tCO₂e per hectare over 20 years.

Read our most recent ReForest Fund report

- Since 2021, the ReForest Fund has supported
-  19 projects in 13 countries
 -  526,123 trees planted or regrown
 -  666 hectares restored
 -  20,256 local people benefitting
 -  Up to 155,553 tCO₂e to be sequestered
 -  \$2.3 million raised



Seedling nursery. Photo: WWF

The Forest Restoration Catalyst

Unlocking and scaling investment for forest landscape restoration

Nature-based solutions are vital in reaching global climate and biodiversity goals and forest restoration has the largest potential of all proposed land-based biological solutions to carbon dioxide removal. High quality Forest Landscape Restoration (FLR) not only sequesters carbon, but increases food security, addresses rural poverty, and benefits biodiversity. But delivering it at scale requires substantial financing, hinging on a robust investment case and a strong enabling environment and few projects have the resources to reach investment readiness.

Trillion Trees has addressed this challenge by developing the Forest Restoration Catalyst (FRC). The FRC provides catalytic funding to forest restoration initiatives with the potential to leverage outcomes-based finance to achieve scale. It co-designs forest landscape restoration initiatives with local stakeholders and works to improve the enabling environment for nature-based investment, ensuring equitable benefit sharing models are the foundation of any investment. This supports an increase in biodiversity, improvement in the socio-economic

opportunities for communities and enhanced ability for climate adaptation and mitigation.

The FRC will aim to support the development of 10 landscape initiatives by 2030, creating the conditions to leverage \$1 billion of investment for forest restoration. It provides grant support and technical assistance to FLR projects through three stages: feasibility, investment readiness, and acceleration to identify and develop sustainable revenue streams.

The FRC aims to deliver sufficient returns from blended finance structures for landscapes to be self-sustaining in their scaling and development within five years. Over the longer term, successful projects can return a portion of the development finance they have received to enable recycling of funds to a growing pipeline of landscape partnerships. We work with landscapes to identify and co-develop scalable business models in the local context, based on a landscape-scale strategic restoration plan. These could include, for example, payment for ecosystem services, flood control, soil erosion control, water services, supply chain contributions, carbon sequestration and sustainable enterprises.

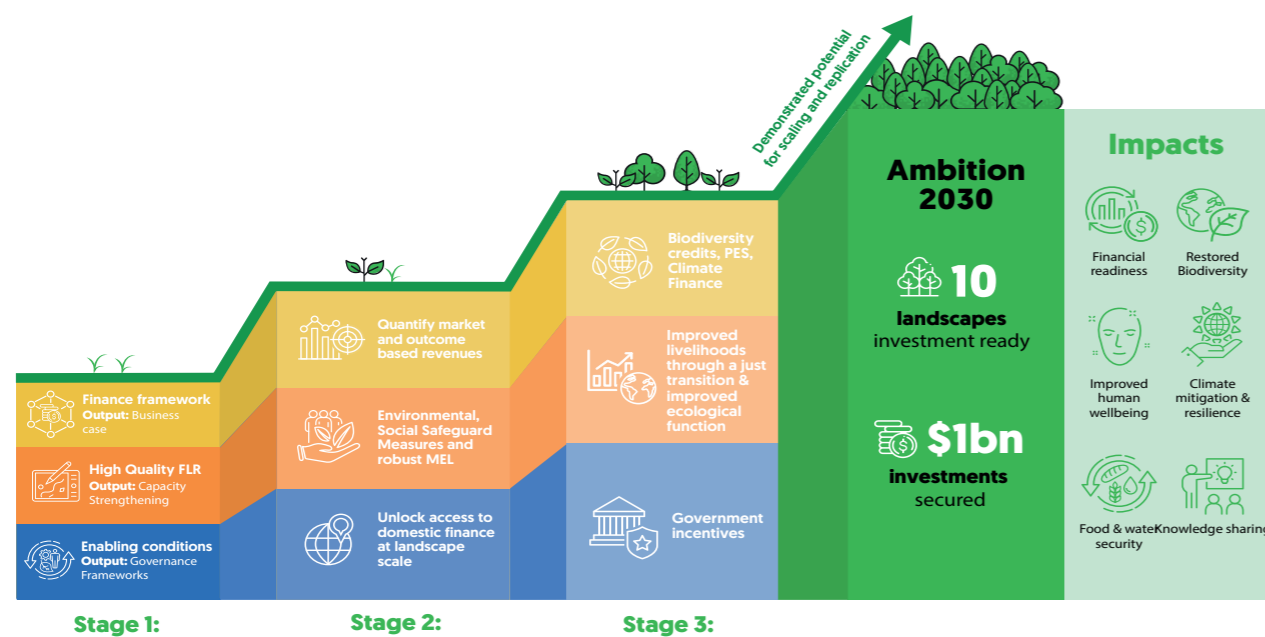


Fig. 1. Forest Restoration Catalyst development stages for landscape partnerships to reach financial sustainability.

Pilot landscapes

We have pilot projects underway with support from Finance Earth, a financial advisory company based in the UK.

The Upper Parana, Atlantic Forest

WWF-Brazil, in collaboration with its partners, has developed a scale-up strategy to accelerate restoration efforts. This ambitious plan aims to restore 500,000 hectares in Brazil, eventually expanding to 1.6 million hectares across the Upper Parana landscape in Argentina and Paraguay. The initiative is expected to create around 126,000 green jobs and capture approximately 85 million tons of CO₂, involving about 130 institutions in the 'Restoration Chain'.

Key successes and innovative features of this strategy include market leadership, aligning the restoration mechanism with deforestation-free trade policies and global sustainability goals through supply chain commitments and carbon neutrality. The strategy also incorporates innovative financial tools like the blended finance structure that leverages private capital, philanthropy, and public funds. Diversified revenue streams such as carbon and biodiversity credits, scalable agroforestry models, ecotourism, and ecosystem services ensure both immediate and long-term returns.

The projected environmental benefits are extensive, aiming to protect 49 Key Biodiversity Areas, restore 109,200 degraded springs, and benefit over 100 species, thereby enhancing ecosystem services. The community will also see significant benefits, including the creation of green jobs, strengthened local economies, and enhanced cultural heritage.

Across Africa

In Africa, we are exploring a collaboration with the AFR100 Initiative and champion member states, to use the FRC to accelerate implementation of restoration pledges at scale across Africa. This will support national restoration commitments by unlocking investment in FLR, delivering social, environmental and economic benefits in critical conservation landscapes. At UNFCCC COP29 we hosted a joint event with the African Development Agency AUDA-NEPAD and AFR100, bringing together state, civil society and corporate actors to explore how to unlock the flow of finance for forest restoration at scale in Africa.

Serra do Urubu - Murici landscape, Brazil. Photo: SAVE Brasil

Snapshot of 2024: local to global

Project strands

-  Improved protection
-  Quality restoration
-  Improved management

Map

-  Trillion Trees conservation reach



1 

COLOMBIA

Improving ecological integrity and boosting local livelihoods



2 

KENYA

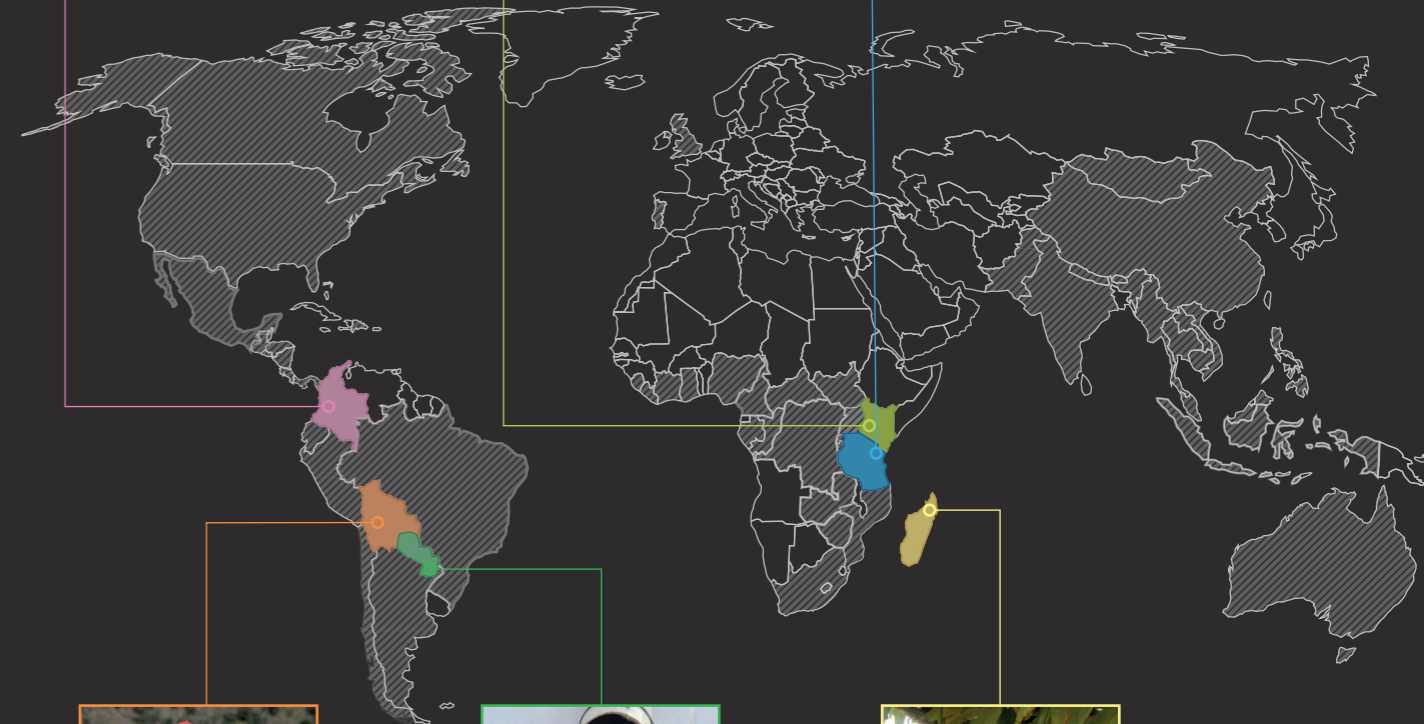
Working with local communities to restore and maintain a vital forest



3 

TANZANIA

Community restoration of an important Water Towers Landscape



4 

BOLIVIA

Protecting the forest and vital water supplies



5 

PARAGUAY

Restoring important bird habitat through the power of tea



6 

MADAGASCAR

Community initiatives safeguarding Makira Natural Park

Andean cock of the rock [*Rupicola peruviana*]. Photo: André Bärtschi / WWF

1

Quality restoration

Improving ecological integrity and boosting local livelihoods in the Colombian Andes and Amazon

In the Western Cordillera and across the Andes, Choco, Caribe, Orinoquia, and Amazon regions of Colombia, the landscape harbours vital ecological habitats that are home to important species and provide critical ecosystem services for local people. WCS works in collaboration with local NGOs, communities, private actors and public entities to improve ecological integrity of ecosystems and create benefits for people. The conservation work is multi-faceted and focuses on creating the conditions for better long term environmental stewardship. It involves socio-economic and environmental assessments, and the prioritisation of areas for conservation action, while working with communities to co-design strategies and ensure restoration can be effective. Over the last decade, across Colombia, WCS has signed almost 300 conservation agreements, supported the creation of 25 seedling nurseries, and planted 573,000 plants belonging to 250 species on almost 700 hectares. Key strategies for restoration include habitat rehabilitation for threatened species (primates, turtles, birds and large mammals); ecological restoration to improve water and ecosystems' health; productive restoration (agroforestry and silvopastoral systems); enrichment of degraded forests, and rehabilitation of areas affected by invasive plant species.

The Western Cordillera area of Colombia provides vital habitat for the Andean Bear (*Tremarctos ornatus*; classified as Vulnerable) and has one of the highest concentrations of

threatened amphibian species, including the Critically Endangered Lehmann's Poison Frog (*Oophaga lehmanni*). The area is of significant conservation interest, as it is part of the Andean range, connecting threatened highland ecosystems along the mountain chain, and providing vital water. Threats to this important landscape include extensive cattle ranching, the cultivation of exotic forest species in areas prone to erosion, intensive agricultural activities and selective logging. This is why WCS Colombia is bolstering restoration and conservation efforts to counteract these stresses that continue to impact the habitat of important species.

Since 2023, supported by Football for Forests (an initiative to enable forest restoration through the power of football) and alongside Climate Focus, seven new conservation agreements have been signed. Restoration efforts have included the planting of 15,000 seedlings using various strategies such as Cocoa Agroforestry System, Silvopastoral Systems, enrichment of secondary vegetation and recovery of vegetation associated with water resources across an area the size of approximately 17 football fields.

WCS is undertaking three restoration projects in the area – in The Cali River Watershed (Cuenca Cali), in the Middle Magdalena valley and in the Cañamomo Lomapieta Indigenous Reservation. The goal is to reconnect forest patches, increase habitat connectivity, strengthen ecosystem services and improve water sources. In each area, extensive consultation with local landowners has

taken place to secure conservation agreements.

In 2024, 12 new conservation agreements were signed with property owners in the Cali Basin, 26,000 new seedlings were grown in local nurseries, of which 14,700 were planted in private properties (57% of the goal for this area). These areas support tropical rainforest and mountain rainforest, which collect rainfall and provide climate regulation services to population centres such as the city of Cali. A sub-grant was forged with the Cañamomo Indigenous Reservation to restore 19 hectares of the reservation in spiritual and sacred forest, where 6,000 seedlings were planted. In the Middle Magdalena valley, five new conservation agreements were signed and 9,300 seedlings were planted to re-connect the highly threatened primate *Ateles hybridus* habitat. In total, in these three areas, 30,000 plants have been planted on 32.6 ha [45.66 football pitches]. Maintenance and monitoring of sites reforested between 2022 and 2023 has also been carried out.

Overall, WCS' work in Colombia is helping create local jobs, establish green businesses through community nurseries, and empower local people. Large-scale, multifunctional restoration strategies and long-term funding are essential to reverse the trends, to protect biodiversity, to increase ecosystem integrity and connectivity, and to improve well-being of local populations.



60 ha under active restoration




42,000 seedlings planted and growing



23 conservation agreements signed

Hear the story of local conservationist Victoria Larraniaga [HERE](#)

La Cavendishia Nursery-DRMI Chilcal Dagua Cauca Valley. Photo: WCS



274 ha
under restoration



400,000
seedlings planted and growing



200
people benefitting

2

 Quality restoration

Working with local communities to restore and maintain a vital forest landscape in Kenya

The Kaptagat forest landscape lies between Elgeyo Marakwet and Uasin Gishu counties in the southern Rift Valley region of Kenya. It is an important Water Tower that encompasses five forest blocks (Kaptagat, Penon, Sabor, Kipkabus and Kessup) and small-scale farmlands.

The ecosystem lies within the Lake Victoria and Rift Valley drainage basins, draining its waters into Lake Victoria and Lake Turkana. This critical ecosystem has faced many threats ranging from overgrazing, unsustainable forest management practices, and over-exploitation of forest products, leading to degradation and biodiversity loss.

The Kaptagat Annual Tree Planting, an initiative which began in 2017 to restore Kaptagat Forest landscape, has led to the restoration of over 1,200 hectares through the planting of more than 1.2 million tree seedlings over the seven years. This has been achieved through collaboration among community members, including Community Forest Associations (CFAs), Water Resource Users Associations, NGOs, Government institutions, and county and national Governments.

During the launch of the 8th edition Kaptagat tree planting, in July 2024, over 274 hectares of degraded forest has been placed under restoration with the planting of over 400,000 assorted indigenous seedlings in the five forest blocks. Trillion Trees supported the restoration efforts with the planting of 31,000 seedlings in an area of 40 hectares in Kipkabus forest block. Most of the seedlings used for planting in the ecosystem came from nurseries run by groups of women, youth and CFAs.

Working with communities through the CFAs, the restoration efforts in the landscape take a number of approaches all geared towards effective and efficient restoration of the degraded areas. The use of native species is important - planting species indigenous to the area ensures that restoration efforts support the local ecosystem's natural balance and allows communities to benefit from various uses including medicinal, bee keeping and cultural values associated with specific tree species.

As a result of community participation in forest restoration, over 200

members of the local community benefited from nursery tree seedlings production, through the sales of seedlings, helping households to buy food and pay school fees for their children. To ensure proper development and a good survival rate of the seedlings, the WWF Kenya team, Kenya Forest Service and the local community members, have in the past six months conducted regular maintenance and monitoring.

The 8th Edition of Kaptagat Annual Tree Planting in July 2024, also saw the launch of other programmes in the landscape that are embedded in conservation and restoration of the forest and aimed at improving the livelihoods of the local community. The '*Kaptagat Restoration and Livelihoods Programme*' aims to ensure the restoration and sustainable management of Kaptagat forest ecosystems for climate change resilience and improved livelihoods for communities targeting over 28,000 households. The programme is anchored on five strategic components which include: *Forest restoration*, *Pesa mfukoni (money in the pocket)*, *Kawi safi nyumbani (clean energy in homes)*, *Maji nyumbani (water in homes)* and *Kaptagat forest carbon*, to be implemented over a five-year period (2024 – 2029) with the support of both levels of government and key stakeholders in the landscape.

The event was used to launch distribution of trees and fruit seedlings for local farms, a household water distribution programme, and donations of improved in-calf dairy breeds to CFA members as part of the livelihood improvement programme. The initiative was launched with the Kaptagat cycling challenge where cyclists from across the globe took part, with the goal of conserving forests and nurturing trees and talent. In addition, the introduction of biogas units is aimed at reducing reliance on the forest for fuelwood.

Restoration of the Kaptagat landscape. Photo: WWF Kenya

3

Quality restoration

Community restoration of an important Water Towers Landscape, in the Usambara Mountains of Tanzania

Globally known for their high biodiversity and species endemism, the Usambara Mountains are considered a Key Biodiversity Area. This region is also an important Water Tower of eastern Africa and plays an essential role in supplying water to cities and for hydropower. These montane, lowland and coastal forests are facing threats and ongoing pressures from agriculture, fires, illegal logging, artisanal gold mining and illegal livestock grazing. Restoration of natural habitat is crucial to ensure that a critical water supply is sustainable.

WWF Tanzania is supporting several restoration projects in the Water Towers Landscape using innovative and multiple landscape restoration approaches to both enhance human wellbeing and support biodiversity. Through sustainable land management and planning, combined with active restoration, the total project area under restoration is over 68,600 hectares. This includes sustainable management of community forests and more sustainable sources for fuelwood and livelihoods.

Establishing seedling nurseries and village land use planning

In 2024 WWF helped establish two tree

nurseries capable of producing about 100,000 seedlings each – one at a local secondary school and the other at a local primary school. The project provided nursery equipment including wheelbarrows, water tanks, polythene tubes and seeds and delivered training to school environmental clubs on how to start and manage a tree nursery. These seedlings will be planted in the identified restoration sites in the coming rainy season [March-May 2025]. In addition, 24,000 clove seedlings were distributed and planted in Muheza district by over 1,100 farmers.

Through village land use planning – including setting aside areas for village forest, water sources, farmlands and grazing – the East Usambara Forest Landscape Restoration project has helped establish village land use plans in eight villages, with more under preparation. This technique has brought additional areas of land into restoration.

Climate-smart agriculture

Sustainable agriculture practices are methods of farming that aim to meet current food needs in a way that does not impact the future productivity of the land; therefore, not compromising the ability of future generations

to meet their own needs. These practices focus on environmental health, economic profitability, and social and economic equity. The project team carries out face-to-face training sessions on sustainable agriculture with the local community – in 2024 over 300 people from local villages were trained, and demonstration plots have been established to provide hands-on experience.

Sustainable energy technologies

Reducing the amount of fuelwood used is a key factor in building more sustainable livelihoods. Working with partner organisations, WWF has helped to train over 100 professionals in the use of energy saving stoves - 10 in each project village. The team has piloted construction of 110 energy saving stoves. By the end of 2024 a total of 290 such stoves were in use by the local community.



68,600 ha under restoration



200,000 seedlings ready for planting



300 people trained in sustainable farming

Hear the story of Nietiwe Robert, a dedicated community member of the Usambaras, [HERE](#)

Community restoration. Photo: Friends of Usambaras

10,000
people benefiting

22,000 ha
impacted

7
municipalities affected

Hear the story of Mauricio Coca, a dedicated member of the Laphia community, [HERE](#)

4

Quality restoration

Protecting the forest and vital water supplies in Bolivia through an ecosystem services initiative

The Southern Slope of the Tunari National Park (a Key Biodiversity Area), above the city of Cochabamba in Bolivia, is especially important because it houses the last forest fragments of Kewiña (*Polylepis subtusalbida*), a Bolivian endemic tree that is threatened with extinction. These forest fragments are home to several threatened and range restricted species, such as the Cochabamba Mountain Finch (*Poospiza garleppi*) and the Giant Conebill (*Oreomanes fraseri*), the Cochabamba Water frog (*Telmatobius hintoni*) and even other threatened trees like the Lloke (*Kageneckia lanceolata*). The conservation of the Andean puna grasslands and high Andean forests within the park is critical to the stabilisation of soils to prevent landslides, as well as to maintain the quality and quantity of freshwater that serves the city of Cochabamba, with a population of 1.2 million people.

Through the BirdLife International Accelerator, Asociación Armonía is working with key stakeholders from the Cochabamba metropolitan area to develop a Payment for Ecosystem Services (PES) mechanism around water services. Payment for Ecosystem Services are an important conservation mechanism which incentivise the protection and management of natural resources by providing economic benefits for local communities for responsible resource use. PES ensures that local livelihoods are not impacted by the conservation of ecosystems. The project managed by Asociación Armonía is designed to be implemented within a complex landscape encompassing seven municipalities that have territory within Tunari National Park. The first step, which took place in 2024, was to carry out a socio-economic study amongst the local community to identify partners and to establish levels of interest for setting up a fund to protect and restore the native forests

of Tunari National Park. This feasibility study also assessed the legal implications of the national and regional legislation for the PES, for example Law on the Rights of Mother Earth, which provides a framework for applying environmental law principles.

Through this project, the essential information needed to design the strategy for establishing a sustainable financial mechanism has been gathered and systematised. Key partners have been identified, and the team has begun shaping the strategic approach and has developed a project proposal for establishing the PES financial mechanism.

Alongside building the PES mechanism, since 2020, Asociación Armonía have been promoting the restoration and improved conservation and management of the Southern slope of the Tunari National Park. This approach is multifaceted, working closely with local communities who are deeply involved in the protection of the restored areas and the remaining forest fragments. Through Trillion Trees' support, two water reservoirs with the capacity to store 550,000 litres of water were built in 2024, along with the enlargement of an existing one. These water reservoirs are critical to supply local farms and to support forest firefighters who combat fires during the dry season – the project also helps to equip and train community firefighting brigades. In the 2023-2024 reforestation season, Asociación Armonía planted 320,280 native tree seedlings, covering 140 hectares in 21 communities as part of the reforestation campaign within the National Park. Nearly 200 families participated in the restoration effort, totalling almost 3,000 hours of work.

The PES sustainable finance initiative enables Asociación Armonía to plan the financial sustainability of this restoration programme in the medium and long term.

5

Better management

Restoring important bird habitat through the power of tea and essential oil in the Atlantic Forest of Paraguay

The San Rafael Important Bird Area (IBA) is one of the largest remaining fragments of the Atlantic Forest in Paraguay. Only 10% of the Atlantic Forest in Paraguay remains due to degradation caused by human activities. San Rafael is especially wonderful for birds, with 440 species, including endemic hummingbirds, woodpeckers and toucans, alongside mammals such as ocelots and tapir. However, 80 species are facing global extinction.

Guyra Paraguay (BirdLife Partner) has a nature reserve in the second largest remaining fragment of the Atlantic Forest in Paraguay and is working with 137 rural families and two communities of Mbya Guaraní Indigenous people (around 500 people) to ensure its protection and reduce threats from the intensive use of natural resources. Specifically, Guyra Paraguay has employed a shade-grown agroforestry model with yerba mate (*Ilex paraguariensis*) and other native trees to restore the Atlantic Forest.

Native yerba mate is an endemic plant of the Atlantic Forest and one of the most widespread crops in South America. It has significant economic and cultural value in Paraguay, Argentina, Brazil, and Uruguay, and is increasingly gaining markets worldwide. Since 2016, rural communities in the buffer zone of the Guyra Reta Nature Reserve have been implementing an agroforestry system with yerba mate. The Guyra Team has facilitated the construction of a governance system for the market-driven value chains of restoration practices and products in the Atlantic Forest, strengthening the capacities of organic yerba mate farmers to organize, stimulate accountability for the exercises carried out, and negotiate with buyers for the best

fair price.

Among its main achievements are:

- 180 hectares of restoration and regenerative agroforestry production on rural farms and Indigenous lands around the Guyra Reta Reserve
- Four communities of rural farmers involved in organic and regenerative practices to produce yerba mate
- 137 families adopting sustainable practices and producing agroforestry models with yerba mate
- The Ka'a Ka'aguy Organic Farmers Association now has 70 members committed to sustainable practices through the production of organic yerba mate through a regenerative agroforestry model
- At least 45 farms are adopting organic farm diversification and are selling their products to one or more companies. These farmers market three diversified incomes: yerba mate, petitgrain essential oil (*Citrus aurantium*), and medicinal herbs such as Jaguarete ka'a (*Baccharis trimera*) and Koku (*Allophylus edulis*)
- Two Mbya Guaraní Indigenous communities of around 500 members supported the restoration of degraded areas with yerba mate and other native species on their lands

As well as working directly with the producers, Guyra works with law enforcement, policy makers and financial institutions to seek ways to redirect financial flows and incentives towards organic production systems, as well as shift the national

markets towards sustainable consumption. Rethinking these social and economic systems is the key to the long-term success of restoration action.

In 2024, Guyra continued its forest restoration actions in the San Rafael area across 87 hectares. This included protecting previously restored areas and working with the Mbya Guaraní Indigenous communities to identify suitable restoration areas for agroforestry that combines natural regeneration and planting native forest with yerba mate, self-consumption crops, as well as some protection actions such as ongoing training of Indigenous youth in firefighting. Additionally, seven hectares of agroforestry training plots were created to train young farmers in regenerative practices.

To better understand the behaviour behind unsustainable practices of rural farmers, and thus more effectively address the beliefs or social barriers that prevent communities from adopting sustainable practices and to reduce pressure on forests, Guyra Paraguay implemented an education and survey campaign to target two important communities closely linked with the forest. After understanding the barriers and beliefs, the team began providing incentive packages to start the agroforestry model. Thirty-two farmers signed up and the incentive package includes cover crop seeds to nourish the soil, permanent technical assistance from technicians specialized in organic and regenerative practices, yerba mate seedlings, medicinal herb seedlings, training in petitgrain reproduction techniques and native forest seedlings in case farmers do not have forests as a source of seedlings of native forest species.



36,200
seedlings distributed to producers



54,583 kg
of shade-grown yerba mate harvested from 8 villages



137
families adopting sustainable agroforestry practices

Hear the story of local conservationist Fabiana Benítez [HERE](#)

Petitgrain essential oil being distilled by Ka'a Ka'aguy Farmers Association. Photo: Raquel Vargas/Guyra Paraguay



17

lemur species being protected through habitat conservation



82

community resource use groups protecting and restoring forest



90,000

people dependent on ecological services

Hear the story of local conservationist Felix Ratelolahy [HERE](#)

6

 Improved protection

Community initiatives are safeguarding Makira Natural Park in Madagascar

The Makira Natural Park in the MaMaBay (Makira-Masoala-Antongil Bay) landscape in northeast Madagascar makes up the largest remaining intact humid rainforest in Madagascar. The protected area comprises 372,000 hectares of tropical rainforest, surrounded by a 350,000-hectare buffer zone of community-managed forests. Madagascar is known for its endemic species, and 20% of all Madagascar's diversity is found in Makira's forests – including the highest number of lemur species (17) and many of the known amphibian and reptile endemics. As well as being home to so many rare species, this forest is vital for the island's rainfall patterns. This in turn helps provide hydro-electric power to its people. Around 90,000 people live in and around the forest and depend on the ecological services the forest provides.

Despite its size and importance, the forests of Makira remain under threat from deforestation and unsustainable resource use and agriculture. WCS has been working in Madagascar since 1993 to protect forests, end the causes of deforestation and advance forest restoration. The pressure of deforestation in the area is being tackled by an innovative and successful REDD+ carbon financing scheme in partnership with community associations (Communautés locales de Base, known as COBAs). Thanks to the REDD+ programme, we can reinvest in activities that address key drivers of biodiversity loss. In 2024, WCS signed a new agreement with the Malagasy Government to take forward the implementation of a new phase of the REDD+ project in Makira and additional \$16 million was secured to support delivery of the programme.

Madagascar's government has recently made reforestation a national priority, pledging to reforest 40,000 hectares annually and setting a target for protected area managers to reforest the equivalent of 1% of their surface area each year within the landscape. In Makira, nearly 1,500 hectares of degraded forest have been replanted. Restoration within Makira Natural Park focuses on specific forest 'corridors' which are important to increase the resilience of the forest landscape, and to allow forest-dependent species such as Makira's famous lemurs greater freedom to move. Some of these corridors link forest blocks within Makira, and others link it to neighbouring protected areas. In the buffer zone, COBAs' forests are also vital habitat for species, especially in the conservation areas adjoining the park. In total, between the park and buffer zone, it is estimated that there are around 15,000 hectares of degraded forest which could be restored.

WCS works in close collaboration with the network of COBAs who implement different reforestation techniques, dependent on the location (i.e. inside or outside of the Park) and the needs for both people and wildlife. This includes natural forest restoration, sustainable agroforestry and sustainable commodity production of native species that provide income for local communities. Tree nurseries have been set up at strategic places around the Park corridors to accommodate native seeds collected and grow them to a stage suitable for planting in degraded areas. Community-run nurseries are set-up in the COBAs to grow native species as well as species suitable for edible crops such as cloves, coffee,

and vanilla on community lands. The nurseries can provide over 150,000 seedlings each year.

But forest restoration and conservation are not just about new trees, it is also about activities that enhance the wellbeing of communities and community participation, education, and training on environmental issues, which reduce pressure on forest resources.

In 2024, permaculture awareness-raising and training sessions were held to support local communities to participate and learn seedling production and transplantation. This included cocoa production agroforestry plots in seven communities around Makira Natural Park.

Cocoa agroforestry is a key component of WCS's strategy to combine conservation and sustainable livelihoods in the MaMaBay landscape. In partnership with Halba, WCS has worked to develop an international market for sustainably produced cocoa, directly benefiting local communities by providing a stable income while preserving the surrounding forest. The project has introduced dynamic agroforestry systems that improve soil fertility, increase biodiversity, and ensure long-term productivity. To enhance the sustainability of this initiative, WCS has established a dedicated conservation enterprise, a legally registered company that manages cocoa exportation while ensuring compliance with international standards. This entity oversees organic and fair-trade certifications, traceability systems, and adherence to the EU Deforestation Regulation (EUDR), strengthening market access and securing premium prices for smallholder farmers.

Transplanting in pots. Photo: WCS Madagascar/Laizafy

The Power of Partnership:

Raising the bar: Strengthening forest ambition in Nationally Determined Contributions (NDCs)

In November 2024 we published a [new report](#) together with WWF and Climate Focus, which revealed that targets on forests in NDCs are insufficient despite the crucial role forests play in climate change mitigation and adaptation. The report assesses the extent to which NDCs integrate forest-related measures, and includes 130 NDCs from countries with greater than 100,000 hectares of forest. It found that less than half of assessed NDCs set a forest-specific emissions mitigation target and quantitative targets on key forest issues are insufficient. The report puts forward a set of recommendations to policymakers to fill the gap.

2024 Forest Declaration Assessment

'[Forests under Fire](#)', the [2024 Forest Declaration Assessment](#), published in October 2024, served as a wake-up call for policymakers and businesses. It revealed that despite global commitments to halt and reverse forest loss by 2030, the world is not on track to meet these targets and in fact forest degradation and loss increased in 2023. [Our study mapping the potential scale of forest restoration](#) globally was used to inform the assessment.

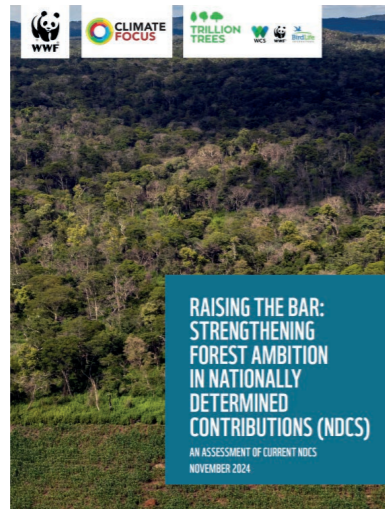
New York Climate Week

In September 2024 Trillion Trees attended New York Climate Week, an annual event that brings together business, government, civil society and climate actors from around the world to address and speed up solutions to climate change. [Our joint blog with Finance Earth](#) explored how collective action can unlock finance for nature.



Restoring degraded forests: an under-appreciated climate solution

A new Trillion Trees study shows that prioritising the restoration of degraded forest, not just cleared lands, could help meet climate and biodiversity goals more rapidly



Can money actually grow from trees?

How collective action can unlock finance for nature

Profiling Our People

Our work would not be possible without the dedication and commitment of people on the ground in our landscapes, from local community members to project leaders.

You can read about the perspectives of our team, and their day-to-day work on the [latest section of our website](#).



Building bridges for the global forest restoration community

Anita Diederichsen, Global Lead for Forest Landscape Restoration at WWF and Chair of the Global Partnership on Forest and Landscape Restoration, tells the story of her journey into restoration and why she believes working in partnership with others is so important.



Revaluing Yerba mate to protect the Atlantic Forest

Environmental conservationist Juan Pablo Cinto talks about his work with Aves Argentinas on forest restoration and biodiversity



Fighting Forest Fires and Restoring Nature

A community leader's journey to restore and protect Bolivia's forests



Preserving Laos' unique biodiversity and wilderness

Jay White shares the story of his work restoring and protecting one of the most remote natural spaces in Laos.

We understand that to fight the climate and biodiversity crises and ensure a liveable future, simply saving the remaining forests we have is no longer enough. We must also restore forests on a massive scale. **Trees take time to grow and complex ecosystems are not created overnight.** This will require systemic changes in national policies, initiatives and finance to ensure it is done well and lasts for generations.

At the same time, we need to support organisations and communities to have the capacity to meet high quality forest landscape restoration standards and provide targeted support to where large-scale restoration can be achieved. Without this support, it will be difficult to meet the challenge and deliver on promises and pledges made.

You can make a difference. Right now. Support us to help make it happen.

Join us.



The critically endangered black-and-white ruffed lemur (*Varecia variegata*). Photo: Andrew Kirkby/WCS



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Trillion Trees is a joint venture of BirdLife International, WCS and WWF to urgently speed up and scale up global efforts to protect and restore forests.

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restoreourplanet.org