FOREST FRIENDS™

greeninitiative
For a Climate & Nature Positive Planet

PROGRESS REPORT 2025

Trees	CERs	Projects	Capital
4,535 (-10%)	1,951 (2.3%)	15 (+15.4%)	$62K (+12%)

TARGETS

2030	2050
40,000 Trees	250,000 Trees

KUODA
The Local Experience Curator

CEPA Foundation
Cultural and Educational Programs Abroad

CEPA

WORLD XCHANGE

TULUM travel

Swe Tours
OF COSTA RICA SINCE 2005

MAPFRE

msc

LUZ DEL SUR

adidas

Partners:

SERNANP PERÚ

ITA INKATERRA ASOCIACIÓN PERU

FUNDACIÓN SAIMIRI
gente.naturaleza.vida silvestre

Green Initiative is member of world-class initiatives for climate and nature positive actions

Forest Friends, a project of Green Initiative, supports organizations in implementing biodiversity-relevant actions through a portfolio of ecosystem-restoration interventions located in biodiversity-priority landscapes, designed and executed in accordance with the United Nations Decade on Ecosystem Restoration (2021–2030) principles and governed by Green Initiative's monitoring, reporting, and verification (MRV) standards.

Science-based methodology

Our monitoring methodology leverages very high-resolution satellite imagery and advanced Geographic Information System (GIS) analytics to quantify the survival and growth of planted trees, with results delivered through an accessible, transparent monitoring and reporting.

RECOGNIZE

Interventions are prioritized in biodiversity hotspots recognized by the Critical Ecosystem Partnership Fund (CEPF), coupled with the systematic identification and engagement of qualified local implementing partners dedicated to natural-resource conservation.

SELECT

Priority areas are characterized by pronounced habitat fragmentation, reduced species richness, or documented histories of unsustainable land use. Site identification and condition assessment are conducted through remote sensing analytics and cross-verified via in-situ (on-site) surveys.

PLANT

Species portfolios comprise 15–150 native taxa selected under predefined ecological and conservation criteria to maximize biodiversity outcomes. Criteria include: (i) growth rate and successional strategy; (ii) conservation status (e.g., IUCN Red List category); (iii) functional ecological role; and (iv) local rarity or endemism.

MONITOR

Restoration outcomes are assessed using plant bioindicators and spectral vegetation indices, including: (i) mortality/survival rates; (ii) incidence of invasive species; (iii) canopy cover and height growth; and (iv) Normalized Difference Vegetation Index (NDVI) time-series.

REPORT

Reporting covers the planting workflow, species-level tree inventories (composition and density), modeled carbon sequestration potential, and associated ecological and socio-economic co-benefits. Long-term outcomes are quantified through multi-temporal remote sensing.

Forest Friends' membership program provides structured recognition and transparent attribution of your organization's contributions to global ecosystem restoration. Members gain access to technical tools, including an organizational GHG emissions calculator.

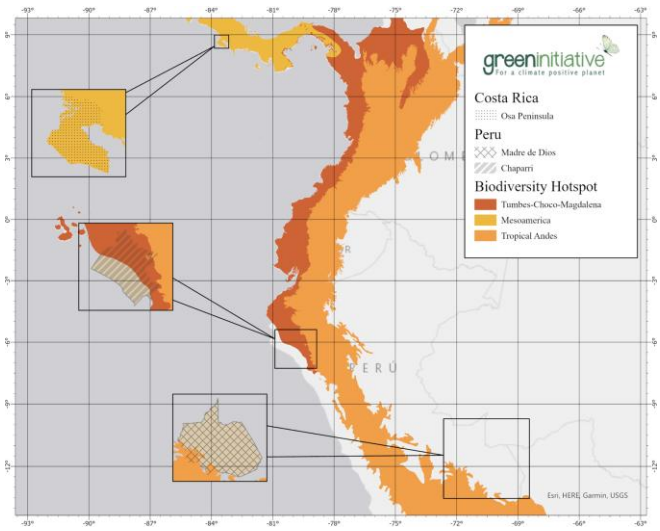
https://forestfriends.eco/businesses/

Biodiversity Hotspots

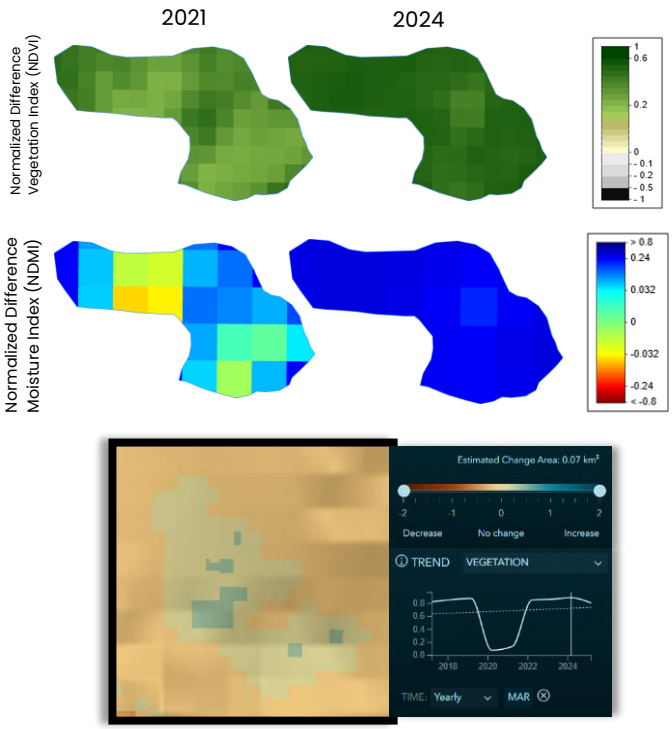
CRITICAL ECOSYSTEM PARTNERSHIP FUND

Forest Friends projects are selected based on global prioritization methods that follow the Critical Ecosystem Partnership Fund (CEPF) framework of 36 designated biodiversity hotspots. A region qualifies as a hotspot if it

1. Contain at least **1,500 species** of endemic vascular plants — that is to say, many species are found nowhere else on the planet.
2. Have lost at least **70 percent** of its primary native vegetation — in other words, many species are threatened.



Field and Remote Monitoring



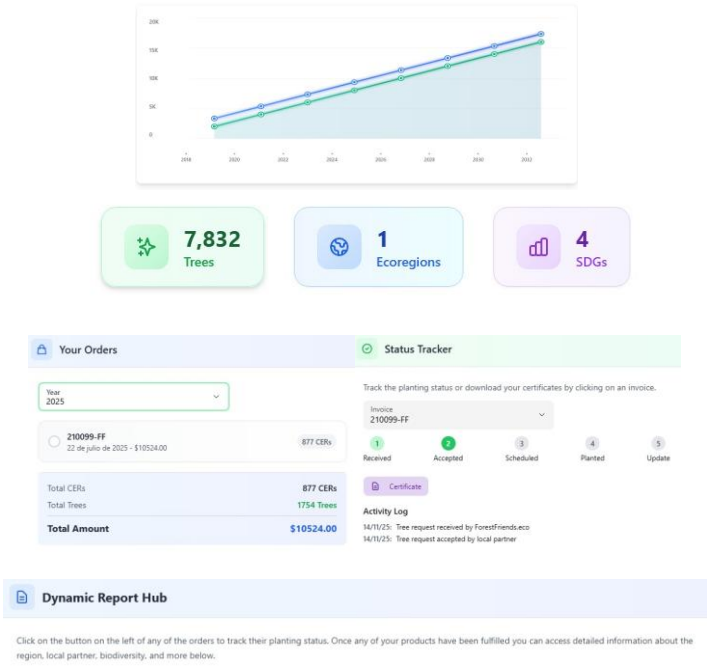
Forest Friends tracks restoration outcomes on two complementary fronts. On the ground, we establish monitoring schedules to measure sapling survival and mortality at set intervals and compare them to predefined thresholds to trigger adaptive actions when necessary.

In parallel, we run long-term landscape monitoring using surface-reflectance–derived vegetation indices to quantify canopy recovery and site condition through time. We generate cloud-screened, seasonally comparable composites (primarily Sentinel-2 and Landsat) and compute indices like NDVI, EVI, and SAVI. Together, these methods provide a rigorous, continuous view of restoration progress from individual tree performance to landscape-level vegetation dynamics.

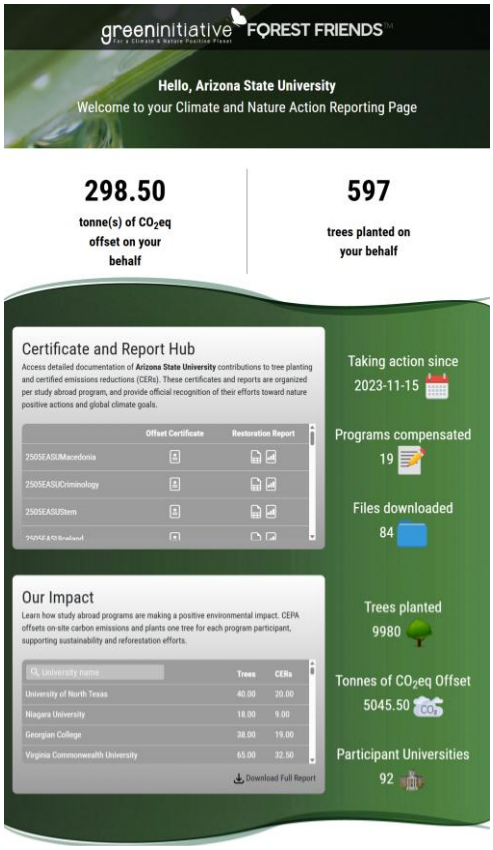
Transparency and Reporting

Forest Friends was built on the principle that transparency is essential. Organizations investing in restoration deserve access to precise, reliable, and easy-to-understand information. Our reporting platform was designed to give clients complete visibility into how, where, and why their investments generate value for nature and communities.

Our team combines data with digital innovation to generate intuitive visual dashboards. Forest Friends is committed to strengthen stakeholder communication, meet reporting requirements, and track progress. Forest Friends provides a level of clarity and detail that goes beyond industry standards.



Technological Solutions



Forest Friends develops tailored digital solutions that help organizations communicate their restoration outcomes to broader audiences with clarity. These tools integrate long-term indicators, and project-specific metrics into intuitive interfaces.

Our solutions structure information around each organization's goals, we ensure that restoration data becomes not only transparent but directly useful for learning, planning, or decision-making.

Osa Peninsula, Costa Rica

Province: southernmost Puntarenas
Ecosystem: Tropical Moist Broadleaf Forests
Ecoregion: Isthmian-Pacific moist forests


Herpetotheres cachinnans


Iguana iguana


Dendrobates auratus


Lantana sp.

FUNDACIÓN SAIMIRI
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Saimiri Foundation, headquartered in Puntarenas Province, Costa Rica, implements rescue, rehabilitation, and conservation programs for non-human primates, addressing environmental and anthropogenic threats.

Community Engagement:

- ➔ Workforce development through training, employment, and structured volunteer pathways for local residents.
- ➔ Targeted investment in community infrastructure and essential services.

Biodiversity Conservation:

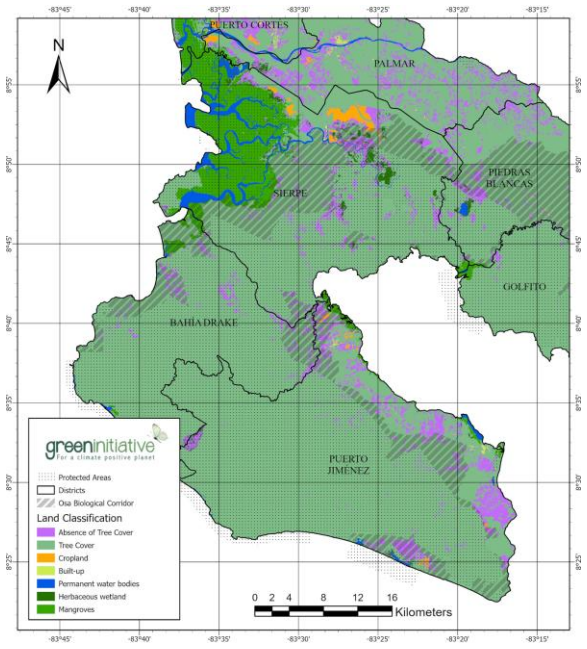
- ➔ Habitat restoration and protection of native flora and fauna.
- ➔ Documentation of 100+ plant species critical to primate diet and use.
- ➔ Monitoring of primate behavior and population dynamics spanning more than 14 years.

Threats:

Unsustainable agricultural expansion and linear infrastructure are fragmenting ecological corridors across the Osa Peninsula, degrading habitat quality, disrupting wildlife movement, and reducing ecosystem resilience.

Intervention:

Apply spatial prioritization (remote sensing with field verification) to identify fragmented forest patches and corridor pinch points, then implement enrichment planting and agroforestry using a high-diversity palette (~150+ native species) selected for habitat function and wildlife forage/shelter, reinforcing connectivity within the Osa Biological Corridor and toward Corcovado National Park.

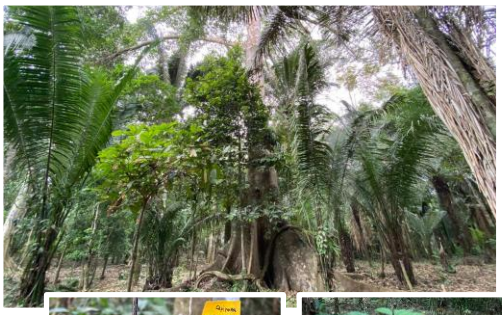


11,606 trees planted

25,000 trees by 2030

Tambopata, Peru

Department: Madre de Dios
Ecosystem: Tropical Moist Broadleaf Forests
Ecoregion: Iquitos Várzea flooded forests



ITA
INKATERRA
ASOCIACIÓN
PERU

Inkaterra Asociación (ITA), based in Peru, conducts biodiversity research, conservation, and ecological restoration across the Amazon and Andes, partnering with local communities and protected areas to safeguard species and habitats.

Community Engagement:

- Training and jobs for residents (guides, field techs, nursery staff) plus school programs and structured volunteering.
- Cooperation with municipalities and park authorities to strengthen conservation governance.

Biodiversity Conservation:

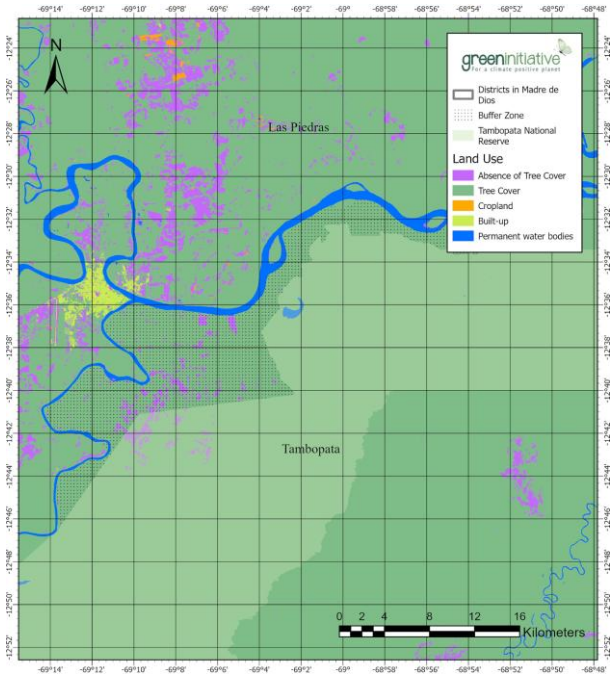
- Long-term wildlife monitoring (birds, mammals incl. Andean bear, orchids, butterflies) and native-species reforestation.
- Applied research informing corridor connectivity and protected-area management.

Threats:

Agricultural expansion, grazing pressure, and linear infrastructure in the buffer zone of the Tambopata National Reserve are driving forest loss and edge effects, fragmenting habitat, disrupting wildlife movement, and lowering corridor permeability toward the Vilcabamba–Amboró landscape.

Intervention:

Use spatial prioritization (remote sensing + field verification) to locate fragmented patches and degraded forest points; implement assisted natural regeneration and enrichment planting with a diverse palette of native species selected for forage/shelter and structural complexity, reinforcing connectivity between TNR and adjacent protected areas.



3,068 trees planted

5,000 trees by 2030

Machu Picchu, Peru

Department: Cusco
Ecosystem: Tropical/Subtropical Moist Broadleaf Forests
Ecoregion: Peruvian Yungas/Central Andean wet puna

SERNANP PERÚ

SERNANP oversees the management of Peru's network of terrestrial and marine protected areas, safeguarding biodiversity, ecosystem services, and cultural heritage through science-based conservation and governance.

Community Engagement:

- ➔ Co-management with local and Indigenous communities through conservation agreements.
- ➔ Training, employment, and volunteer opportunities in restoration and monitoring.
- ➔ Promotion of sustainable livelihoods and environmental education initiatives.

Biodiversity Conservation:

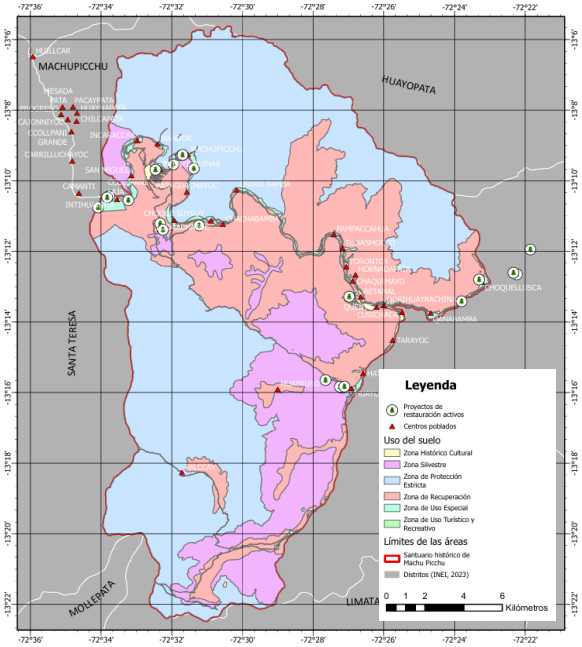
- ➔ Protection and restoration of ecosystems across Peru's protected areas.
- ➔ Enforcement against illegal logging, mining, and wildlife trafficking.
- ➔ Conservation of carbon stocks, watersheds, and ecological corridors.

Threats:

Tourism, wildfires, and unplanned urban and agricultural expansion around the Historic Sanctuary of Machu Picchu are degrading native forest cover and threatening ecological corridors that connect the Vilcabamba mountain range with the Amazon basin.

Intervention:

Implement ecological restoration in the recovery zone through assisted natural regeneration and enrichment planting with native Andean and cloud forest species. Restoration sites are selected using spatial prioritization and actively involve local communities to recover vegetation and reinforce hydrological balance and soil stability.

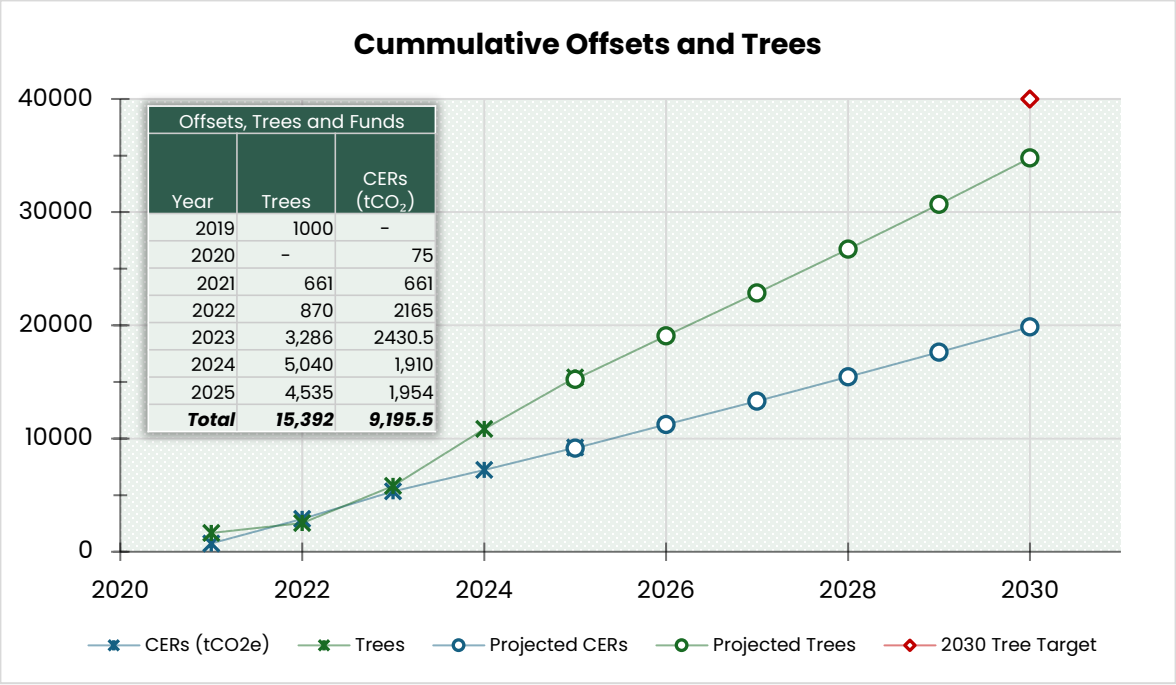


400 trees planted

50,000 trees by 2030

Impact Metrics

Forest Friends is on track to meet, and exceed, its 2030 target of planting 25,000 trees. With an average of approximately 3650 trees planted per year, Forest Friends projects reaching about 31,500 trees by 2030. In parallel, the Forest Friends is offsetting an average of around 2,050 tCO_2 per year through Certified Emission Reductions (CERs), positioning it to achieve roughly 19,500 tCO_2 in cumulative offsets by 2030.



Offsets, Trees and Funds

Year	Trees	CERs (tCO_2)
2019	1000	-
2020	-	75
2021	661	661
2022	870	2165
2023	3,286	2430.5
2024	5,040	1,910
2025	4,535	1,954
Total	***15,392***	***9,195.5***

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