

TR[1]BE™

Impact Report 2021



Welcome to the One Tribe 2021 Impact Report! We're on a mission to protect 1 billion trees in precious forests globally using the power of climate action technology. Businesses have a huge part to play in driving positive change by engaging and educating their customers, and by reducing their carbon impact on the planet. In 2021 One Tribe was focussed on developing our technology platform to enable more businesses to contribute to fighting the climate crisis by protecting rainforest. We're excited to share our results with you and to see what we can achieve together in 2022. Thanks to all of the partners and brands who contributed to our success and to all of the customers that protected rainforest by purchasing from One Tribe brands!

In this report we will show the data around our environmental impact; how our impact has grown throughout the year; the projects we have supported; the methods we use to protect rainforest; the Sustainable Development Goals we support and feature some of the brands we work with and the impact they have had since joining the tribe.

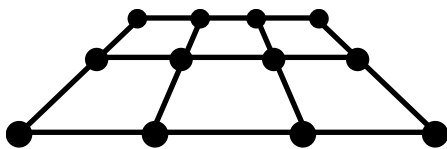


Author

Tom Rickey,
Head of Growth

Impact Summary

We are incredibly proud of our achievements this year. You can see below the number of acres protected by the brand we work with and their customers. These are the acres marked as 'Not Matched'. The Rainforest Trust, through their network of benefactors, will often double the rainforest protected for a number of the projects we help to fund - these are the 'Matched' acres:



12,790

Acres protected
(not matched)

25,118

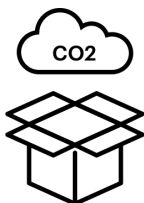
Acres protected
(matched)



10,750,121

Trees protected
(matched)

this is based on a combination of two calculations - 5 trees per 100 sqm and 25 trees per 100 sqm. You can read about this more in the 'Science' section later on in the report.



2,496,764

Tonnes carbon
stored (matched)

this is the amount of carbon which is stored in the rainforest we have protected, and is based on a carbon density of 99.6 tonnes of carbon per Acre.



530,129

Car emissions
removed (matched)

this is based on an average emissions rate of 4.7 Tonnes of Carbon per year



Sales and customer engagement



116,395

Number of customers
who had an impact



170,799

Number of products
that had an impact



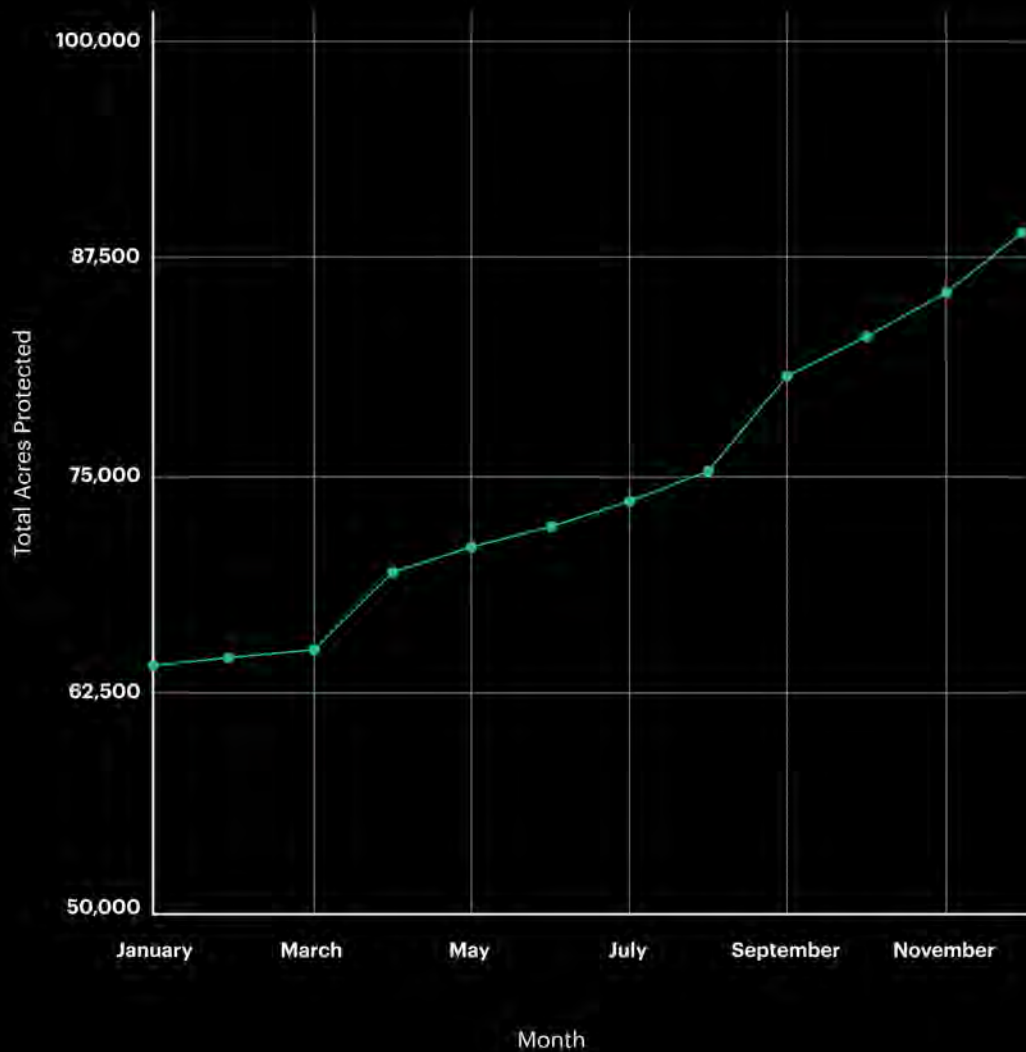
£9,524,894

Total value of items
purchased

One Tribe Impact Month on Month

Below is a summary of how our impact has grown cumulatively month on month throughout 2021

Total Acres Protected - Cumulative vs Month



How One Tribe Protected Rainforest in 2021

Our partners use 3 key methods to protect rainforest, each of which protect the land on a permanent basis, ensuring their protection for future generations:

Land Titling

Indigenous people often live on their ancestral land but have no legal rights to it. This leaves the land at risk from logging, mining, oil and gas extraction and agriculture. Creating land titles for indigenous people in these areas gives them the legal rights to live on their land, so that they can continue living there in a sustainable way, and protecting them, and the plants and animals there from these threats.

Designation

Our partners also protect rainforest through the creation of National Parks or other officially recognised protection areas. Scientific research data is used to demonstrate the value of an area based on the plants and animals that live there, particularly when those animals are endangered. It is a tried and tested method to protect large areas of rainforest and the species that live there.

Purchasing

This is the most expensive way to protect rainforest and so is used generally for smaller areas of rainforest that have critically endangered species that would go extinct if the land was not purchased and protected. Once the land is purchased the land is monitored and managed to ensure its protection long term.

Benefits of protecting rainforest



Carbon Storage

Carbon is a greenhouse gas and human activity has massively increased the amount of carbon being put into our atmosphere. This is causing our planet to overheat. 471 billion tonnes of carbon stored in tropical forests and tropical deforestation accounts for up to 15% of net global carbon emissions each year, because carbon is released when the trees are cut down (and even more so when they are burned). Keeping our forests intact is essential for us to stay on track with the UN targets for net zero by 2050.

A typical tree can sequester (or put another way, absorb) around 21 kilograms of carbon dioxide (CO₂) per year, however this figure is only achieved when the tree is fully grown – saplings will absorb significantly less than this. Over a lifetime of 100 years, one tree could absorb around a tonne of CO₂. This is why protecting mature rainforest is far more impactful than planting new trees.

Protecting Tribal Lands

Hundreds of indigenous communities globally have no recognized ownership rights and their lands are under tremendous pressure from logging, agro-industries and colonists. Without the titles to their territories, native communities have no legal instrument to defend these lands from activities like logging and agricultural expansion. Granting communities rights to their land not only supports the survival of their society, but also provides legal protection to ensure that any encroachment on the land can be prevented under law!



Safeguarding Biodiversity

We are currently in the midst of an extinction event called the Holocene or the Anthropocene Extinction. It is essential that we do everything in our power to save the incredible flora and fauna we share the planet with. Tropical rainforests are the single most biologically diverse terrestrial ecosystems in the world. The Amazon rainforest alone is home to around 4,000 plant species, nearly 1,300 bird species, 3,000 types of fish, 427 species of mammal and 2.5 million different insects.

One Tribe Rainforest Projects

In 2021 One Tribe are proud to have provided funding for 9 rainforest protection projects in partnership with The Rainforest Trust:



Brasil - Serra Bonita



Protect biodiverse Atlantic Forest in Brazil's Serra Bonita Mountain Range

Brazil's Serra Bonita Mountain Range, nestled within the country's threatened Atlantic Forest, is home to a wide range of unique species. Seventy endemic bird species reside within these mountains--like the Banded Cotinga, Buff-throated Purple-tuft, Rufous-brown Solitaire and Bahia Tyrannulet-- making it an internationally recognized Important Bird Area (an area identified using an internationally agreed set of criteria as being globally important for the conservation of bird populations). Primate species like Buff-headed Capuchins, Golden-headed Lion Tamarins, Black-handed Titis and Wied's Marmosets also rely on these slopes.



Location:

Bajo Paragua forest



Acres:

2,054,193



Species:

Crowned Solitary Eagle (EN), Amazon River Dolphin (EN), Black-faced Black Spider Monkey (EN), Umburana Do Cheiro (EN) Giant Otter (EN), Tapir (VU) and Jaguar (VU)

(CR)=Critically Endangered,
(EN)=Endangered,
(VU)=Vulnerable



Acres Conserved by:

Conservation Area
Designation



Partner:

Fundación Natura Bolivia /
Rainforest Trust



Project Carbon Storage:

354,251,601 mT*

*(metric tonnes of CO2
equivalents)

Colombia - Los Tities

**Location:**

Los Tities de San Juan Reserve

**Acres:**

110.28

**Species:**

Cotton-top Tamarin (CR),
Dahl's Toad-headed Turtle
(CR), Brown-headed Spider
Monkey (CR), Peroba Rosa
(EN)

(CR)=Critically Endangered,
(EN)=Endangered,
(VU)=Vulnerable

Expanding the Los Tities de San Juan Reserve

To help secure forest habitat for the Cotton-top Tamarin, Rainforest Trust's local partner, Fundación Proyecto Tití worked to protect land that was in danger of becoming a cattle ranch and established Los Tities de San Juan Reserve in 2015. Two years later in 2018, our two organizations teamed up to double the size of the reserve. And now, we hope to continue this expansion by an additional 110 acres. The new site is another strategic step to creating corridors that connect forest fragments to existing protected areas in the region so these small primates can thrive.

**Acres Conserved by:**

Purchase

**Partner:**

Fundación Proyecto Tití

**Project Carbon Storage:**

9,900 mT*

*(metric tonnes of CO2
equivalents)

Peru - Loreto and Ucayali



The Amazonia is most biodiverse biome in the planet, with diversity hotspots occurring in the western part of the Amazon basin (also known as Andes-Amazonia).

Through this ambitious conservation initiative, protection will span five different and threatened ecoregions: Ucayali moist forests, Napo moist forests, Southwest Amazon moist forests, Iquitos Varzea and Solimoes Japurá moist forests. The project site is located in the southern part of Loreto and throughout the Ucayali Region all the way to the foothills of the Andes. Many threatened species are dependent on the project site, including primates such as the Endangered White-bellied Spider Monkey and Black-faced Black Spider Monkey, large mammals such as the Endangered Giant Otter and Vulnerable Lowland Tapir, and reptiles such as the Vulnerable Yellow-footed Tortoise and Yellow-spotted River Turtle.

**Location:**

Loreto and Ucayali Regions

**Acres:**

6,102,946

**Species:**

Black-faced Black Spider Monkey (EN), Giant Otter (EN), White-bellied Spider Monkey (EN)

(CR)=Critically Endangered,
(EN)=Endangered,
(VU)=Vulnerable

**Acres Conserved by:**

Land Titling for Indigenous Communities

**Partner:**

CEDIA / Rainforest Trust

**Project Carbon Storage:**

1,135,860,000 mT*

*(metric tonnes of CO2 equivalents)

Mexico - Sierra Madre



The Monarch Corridor boasts high levels of biodiversity and endemism because it contains habitat ranging from desertic and sub-montane shrublands to tropical forests.

The proposed protected area intersects four Key Biodiversity Areas and will provide a fundamental corridor for 281 bird species, including the Yellow-headed Amazon (EN), Maroon-Fronted Parrot (EN) and Red-Crowned Amazon (EN). The IUCN Red List estimates the Red-crowned Amazon population has declined by over 75% in 30 years due to poaching and habitat loss.

132 mammal species will also benefit from this protection, including the magnificent Jaguar, as well as 45 amphibians, and 142 reptiles inhabit the area (109 of which are considered endemic either to the country or the state). Over 4,000 plant species—including the Critically Endangered cactus *Mammillaria carmenae* and Endangered Mesoamerican Yew.

**Location:**

Sierra Madre Oriental mountain range

**Acres:**

1,487,748

**Species:**

Mammillaria Carmenae (CR);
Chaney's Spiny Lizard (EN);
Dennis' Chirping Frog (EN);
Red-crowned Amazon (EN);
Tamaulipan Woodrat (EN);
Yellow-headed Amazon (EN)

(CR)=Critically Endangered;
(EN)=Endangered

**Acres Conserved by:**

Conservation Area
Designation

**Partner:**

Pronatura Noreste /
Rainforest Trust

**Project Carbon Storage:**

44,816,160 mT*

*(metric tonnes of CO2
equivalents)

Bolivia - Bajo Paragua



Stopping Deforestation at the Edge of the Bolivian Amazon

Urgent action is required to save the remaining forest. By helping us create the San Ignacio and Concepcion Municipal Protected Areas, your support will provide new long-term legal protection to the Bajo Paragua Forest.

Our partner's top priority will be to work closely with the Guarasug'we to take back control of their land and forest to preserve their culture. Helping the Guarasug'we communities to fight wildfires is also critical for the protected area management, they will be provided annual training ahead of each fire season and equipped with water tanks and hoses.



Location:

Sierra Madre Oriental mountain range



Acres:

1,487,748



Species:

Mammillaria Carmenae (CR);
Chaney's Spiny Lizard (EN);
Dennis' Chirping Frog (EN);
Red-crowned Amazon (EN);
Tamaulipan Woodrat (EN);
Yellow-headed Amazon (EN)

(CR)=Critically Endangered;
(EN)=Endangered



Acres Conserved by:

Conservation Area
Designation



Partner:

Pronatura Noreste /
Rainforest Trust



Project Carbon Storage:

44,816,160 mT*

*(metric tonnes of CO2
equivalents)

Sumatra - Leuser



Protect the Leuser Ecosystem on the island of Sumatra

Our conservation partner Forum Konservasi Leuser (FKL) has been working with Rainforest Trust since 2016 to protect a critical portion of the Leuser. Our partners now seek to build on that success safeguarding 2,472 acres of land, bringing the total land protected to 4,000 acres.

By securing and recovering the original ecology, an Asian Elephant population will be able to migrate to its rich riparian lowlands to feed, and further south of the valley to reconnect with the Asian Elephants of the neighboring Bengkung Basin. Through acquiring this land, FKL will extend a protected wildlife corridor vital to these and other threatened species.



Location:

Leuser Ecosystem



Acres:

2,472



Species:

Sumatran Orangutan (CR),
Sumatran Tiger (CR),
Helmeted Hornbill (CR),
Asian Elephant (CR),
Siamang (EN), White-handed
Gibbon (EN), Otter Civet
(EN), Hairy-nosed Otter (EN),
Storm's Stork (EN), White-
winged Duck (EN), Masked
Finfoot (EN)

(CR)=Critically Endangered,

(EN)=Endangered,

(VU)=Vulnerable



Acres Conserved by:

Purchase



Partner:

Forum Konservasi Leuser
(FKL)



Project Carbon Storage:

349,413 mT*

*(metric tonnes of CO2
equivalents)

Mozambique - Gorongosa



Expanding Gorongosa Restoration Project

Gorongosa National Park is a wildlife sanctuary to the south of The Great African Rift Valley. Without urgent intervention, this conservation treasure will be lost forever. So, thanks to an enormous amount of planning, teamwork and commitment, intervene we shall - we just need your help to do it. Our conservation partners aspire to make it home to one of the highest densities of endangered and vulnerable species on the continent, including African Buffalo, African Wild Dogs, African Elephants, Lions and Hippopotamus.



Location:

Mozambique



Acres:

1,183,737



Species:

White-headed Vulture (CR),
White-backed Vulture (CR),
Largetooth Sawfish (CR),
Green Sawfish (CR), Grey
Crowned Crane (EN), Bateleur
(EN), African Wild Dog (EN),
African Elephant (EN)

(CR)=Critically Endangered;
(EN)=Endangered



Acres Conserved by:

Designation



Partner:

Gorongosa Restoration
Project



Project Carbon Storage:

53,995,571 mT*

*(metric tonnes of CO2
equivalents)

Peru - Toldopampa Cloud Forest



Expand Gorongosa: A Thriving Sanctuary for Endangered Species

The destruction of these forests releases millions of tons of carbon and threatens the only home of the Huanca indigenous people who have lived there for generations. In addition, species like the endemic Peruvian Yellow-tailed Woolly Monkey (CR) and Andean Night Monkey (EN), who rely on high-elevation forests for survival are put at serious risk of extinction.

To prevent further damage and safeguard this ecosystem in perpetuity, One Tribe is working with our local partner, Yunkawasi, to establish a 130,337-acre protected area in the Toldopampa Cloud Forest. If we do not act quickly, the site will soon become heavily populated and the land will be lost forever.



Location:

Toldopampa, Peru



Acres:

130,337



Species:

Peruvian Yellow-tailed Woolly Monkey (CR), Andean Night Monkey (EN), Black-faced Black Spider Monkey (EN)

(CR)=Critically Endangered;
(EN)=Endangered



Acres Conserved by:

Designation



Partner:

Yunkawasi



Project Carbon Storage:

15,437,299 mT*

*(metric tonnes of CO2 equivalents)

Eastern Democratic Republic of the Congo



Protect Africa's Biodiversity Hotspot

Eastern Democratic Republic of Congo is covered with dense tropical rainforest. These forests are home to a number of critically endangered species like Chimpanzees, Grauer's Gorillas and the newly recognized African Forest Elephants.

The project is a "carbon vault" which stores huge amounts of carbon within the wood and roots. It is essential that this carbon stays locked up, ensuring that it is not released into the atmosphere. Once fully protected, a total of 195,501,690 metric tonnes of CO₂ equivalents (equivalent to the annual energy emission of every home in California and Texas combined) will be secured and will be safely stored in the rainforest, where it belongs.



Location:

Eastern Democratic Republic of Congo



Acres:

769,543



Species:

Hooded Vultures (CR), Grey Parrots (EN), Congo Bay-owls (EN), Steppe Eagles (EN) and Shelley's Crimsonwing (EN)

(CR)=Critically Endangered;
(EN)=Endangered



Acres Conserved by:

Designation



Partner:

Strong Roots



Project Carbon Storage:

195,501,691 mT*

*(metric tonnes of CO₂ equivalents)

Locations

Check out below the locations for all of the projects One Tribe helped to fund in 2021!



The Science

One Tribe measures the impact of the brands we work with, and the collective impact of the tribe. We measure a number of different metrics which are then shared on each brand's impact page, and we track the collective impact on our site.

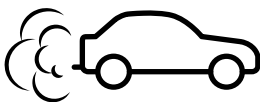
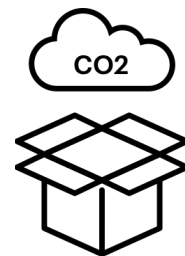


Acres

This is the primary measure of the rainforest One Tribe protects. For comparison, an acre covers an area the size of 16 tennis courts. All of the other statistics we calculate start with the number of acres, and it is the key measure with both the Rainforest Trust and the projects we fund.

CO2

We have worked closely with the Rainforest Trust on the environmental impact of rainforest protection. We select projects with them that have a high carbon storage rate, and the rainforest we protect stores 99.4 metric tonnes of carbon per acre. Around 50% of trees are carbon and there are around 471 billion tonnes of carbon stored in tropical forests!



Cars Off The Road

On average, a car produces 4.7 tonnes of carbon per car per year. This means that each acre of rainforest protected stores the same amount of carbon as 21.1 cars produce in one year!

Trees

Last year we made a change to how we measure and report on the tree density in the rainforest we protect. After a research exercise including both consumers and brands, we found that there was a strong preference towards the oldest and most mature trees, because they are the trees that are most important and most impactful from an ecological and a carbon perspective. The standard measure we use is of trees that are equal to or more than 10cm in diameter at chest height (ir 1.35m up from the ground).

As such we switched from counting 25 trees per 100 square metres (which included trees in the canopy layer), to counting 5 trees per 100 sqm (only the most mature trees in the emergent layer). This has enabled us to refocus our content to focus on what is most important - measuring the protection of mature forests that support wildlife and tribes, and that absorb and store precious CO₂ from the atmosphere.





UN Sustainable Development Goals

One Tribe is working with the United Nations Framework For Climate Change. The SDGs are a set of 17 goals with 169 targets covering a broad range of sustainable development issues. There are 6 main goals that we support through our partnerships, projects and platform:



No Poverty

Protecting Indigenous Tribes in the rainforests helps them remain on their land, as they have always done. This prevents indigenous displacement, without the opportunities or resources to support themselves, into nearby towns and cities, enabling tribes to live off the land as they have done for centuries. Goal 1 highlights poverty and the fact that it has many dimensions. Main causes include unemployment, social exclusion, and high vulnerability of certain populations to disasters, diseases and other phenomena which prevent them from being productive. Growing inequality is detrimental to economic growth and undermines social cohesion, increasing political and social tensions and, in some circumstances, driving instability and conflicts.



Sustainable Cities and Communities

Preventing displacement is key to creating sustainable communities. Enabling people to continue to live on their ancestral lands in a sustainable way. Many of the projects that One Tribe support create land titles for indigenous people, that give them the legal right to stay living on their land in a sustainable way without the threat of deforestation.



Climate Action

Climate change is now affecting every country on every continent. It is disrupting national economies and affecting lives, costing people, communities and countries dearly today and even more so tomorrow. Weather patterns are changing, sea levels are rising, weather events are becoming more extreme and greenhouse gas emissions are now at their highest levels in history. Without action, the world's average surface temperature is likely to surpass 3 degrees centigrade this century. The poorest and most vulnerable people are being affected the most.

Protecting forests is key to locking in stored carbon, and continuing to absorb carbon from the atmosphere - they are the natural solution to absorbing and storing carbon!



Life Below Water

The world's oceans – their temperature, chemistry, currents and life – drive global systems that make the Earth habitable for humankind. Our rainwater, drinking water, weather, climate, coastlines, much of our food, and even the oxygen in the air we breathe, are all ultimately provided and regulated by the sea. Throughout history, oceans and seas have been vital conduits for trade and transportation.

Mangroves are trees and shrubs that live on the boundary between land and water and are key habitats for a number of species, but also stabilize shorelines and help to regulate CO2 levels in the water. A number of our projects have land-based forests and mangroves which means we are supporting multiple habitats at once!



Life on Land

Forests cover 30.7 percent of the Earth's surface and, in addition to providing food security and shelter, they are key to combating climate change, protecting biodiversity and the homes of the indigenous population. By protecting forests, we will also be able to strengthen natural resource management and increase land productivity.

Each One Tribe rainforest protection project shows which animals live in the region and their current status as either Critically Endangered, Endangered or Vulnerable.



Partnerships to Achieve the Goal

Collaboration is going to be key to success with the Sustainable Development Goals. The more consumers and organisations can come together to align their efforts and work towards a shared set of goals, the more likely we will be to succeed. We are called One Tribe for a reason - to emphasise our ability to achieve more as a group than we can as individuals.

| Brands we work with



3,617

Acres Saved

359,610

Tonnes of
Carbon Stored



923

Acres Saved

91,759

Tonnes of
Carbon Stored



820

Acres Saved

81,585

Tonnes of
Carbon Stored



925

Acres Saved

92,042

Tonnes of
Carbon Stored



895

Acres Saved

89,060

Tonnes of
Carbon Stored



1,994

Acres Saved

198,276

Tonnes of
Carbon Stored



474
Acres Saved
47,127
Tonnes of
Carbon Stored



476
Acres Saved
47,336
Tonnes of
Carbon Stored



26
Acres Saved
2,674
Tonnes of
Carbon Stored



199
Acres Saved
19,871
Tonnes of
Carbon Stored



202
Acres Saved
20,121
Tonnes of
Carbon Stored



437
Acres Saved
43,457
Tonnes of
Carbon Stored



90
Acres Saved
8,994
Tonnes of
Carbon Stored



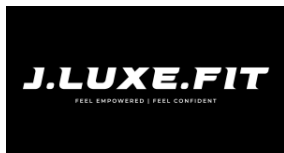
989
Acres Saved
98,432
Tonnes of
Carbon Stored



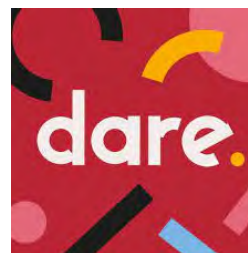
97
Acres Saved
9,675
Tonnes of
Carbon Stored



279
Acres Saved
27,731
Tonnes of
Carbon Stored



3
Acres Saved
356
Tonnes of
Carbon Stored



71
Acres Saved
7,140
Tonnes of
Carbon Stored

Rainforest Trust Verification

I would like to offer my personal and heartfelt thanks to One Tribe and their clients for supporting our vital mission to protect threatened rainforests throughout 2021.

One Tribe have been Rainforest Trust Conservation Circle members for many years now, and are considered to be one of our most passionate and committed business partners. Their regular monthly donations have protected thousands of acres of threatened rainforests across the tropics, helping Rainforest Trust to save endangered species and fight climate change.

The Tribe is growing, and we look forward to saving more rainforest and storing more carbon with you in 2022.



Chris Redston



| Targets for 2022



To reach 1,000 brands globally saving trees through their eCommerce store



To enable more than 1 million customers to buy more sustainably from climate positive brands



To calculate and share the carbon sequestered each year by the rainforest we protect, as well as the carbon stored



To expand the types and scale of the forest projects we support to continue to grow our impact across the globe



To play a leading role in the global movement of businesses working together as one tribe to protect our planet for future generations





| Resources and info

Rainforest Trust

<https://www.rainforesttrust.org/saving-endangered-species/>

GCP Report Carbon Stats

<https://www.theguardian.com/environment/2021/nov/04/reality-check-global-co2-emissions-shooting-back-to-record-levels#:~:text=The%20GCP%20report%20was%20produced,fall%20of%205.4%25%20in%202020>

Tree Density in the Amazon

https://www.researchgate.net/publication/254774213_A_spatial_model_of_tree_alpha-diversity_and_tree_density_for_the_Amazon