



Annual report 2021

Stichting Urban Street Forest

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1. Information about the Organisation

1.1 Founding of Urban Street Forest

The non-profit organisation, Urban Street Forest, was founded on 19th of February 2016. The foundation is registered at the Chamber of Commerce (KvK), Amsterdam, Holland, with the registry number 856092423.

The foundation holds the status of a non-profit organisation, the Dutch “ANBI” status.

The objective of the Urban Street Forest Foundation is described in the statutes as follows:

The Urban Street Forest foundation uses vertical greening in cities as a means of leverage to plant as many trees as possible for the large-scale restoration of landscapes in countries suffering from desertification. Vertical greening in cities is carried out by planting trees on balconies. For every tree on a balcony, at least one is planted in a developing country. Tree planting in developing countries is preferably carried out together with local farmers involved in agroforestry¹ projects.

Urban Street Forest aims to achieve this goal by:

- Organising tree planting days in urban areas.

We do this in collaboration with primary school pupils, local residents and local organisations. For every tree on a balcony, at least one tree is planted in an area affected by desertification by partnering with local farmers and agroforestry projects. The tree planting days and the trees for the agroforestry projects are financed with the money raised from the sponsorship of the tree planting days in cities by private donors, and with the proceeds of the CO2 offsetting programme.

- Conducting a CO2 compensation programme: Carbon Karma

Companies and individuals can offset their CO2 emissions by planting trees. The proceeds go directly to agroforestry projects, as well as to the tree planting days in urban areas.

- Creating short videos and documentaries

¹ Agroforestry is a cultivation system in which trees are combined with agriculture on the same plot of land. This mixed cultivation can have a positive effect on, among other things, biodiversity, soil fertility and the attractiveness of the landscape. (Text: Wageningen University & Research. Source: <https://www.wur.nl/nl/project/5-vragen-over-Agroforestry-bomen-en-landbouw-op-een-perceel.htm>)

The production of short videos and documentaries about the work done by Urban Street Forest has enabled the organisation to reach an international online audience, as well as to all the people present during the planting days. In addition, the videos have an educational function: people learn about desertification, the importance of (planting) trees, as well as tips and tricks on how to plant them. All the fieldwork and activities Urban Street Forest do are documented in this way, allowing sponsors to see directly how their donations are being used.

1.2 Manifesto and core values

The Urban Street Forest foundation manifesto

"We are suffocating from air pollution and lack of oxygen in our cities. We walk past grey sterile façades and are unaware that we are locked up in prison cells. If we want to survive, everyone has to take action. You have to make your own environment. You cannot wait for the government and the permit." - Friedrich Hundertwasser (1972)

Cities are rapidly being filled with 'rational' architecture in which the efficiency of the land and the city plan seem to be based around the use of "sacred" cement. High-rise city buildings often have little vegetation and, at the same time, open spaces such as squares and public gardens are increasingly being used for further construction. Land prices are rising and with them buildings, towering above us like concrete boxes. That is why greenery must be brought back to the city. If not on the ground, then in the air! Vertically, like a big vertical forest!

The disappearance or lack of greenery is not only a problem in cities: every day, forests are cut down on a huge scale. The loss of this fertile land represents a major problem worldwide. As much as 30 percent of the total land area on earth is degraded. By cutting down forest and then allowing cattle to graze the ecological system becomes impoverished and the fertile soil is quickly washed away. Without trees, the soil cannot hold water. Some ecosystems are so badly affected that they can no longer sustain themselves. The result is drought, crop failure and food shortages. Planting trees in these areas is therefore essential. Agroforestry is a good way to involve the local population in the restoration of an area as this system integrates the planting of trees with agriculture.

Urban Street Forest acts as a platform in which interested people can ask for advice, help and information on how to organise the planting of a vertical forest. Every time a vertical forest is created, Urban Street Forest also supports an agroforestry project by providing trees and planting them together with farmers in areas suffering from desertification or ecological degradation. In urban areas, projects are organised with local residents and other direct stakeholders. Working together to improve the living environment has a bonding effect. This bottom-up approach creates a feeling of involvement and responsibility, and is thus more sustainable, in contrast to the more common top-down approach that depends on the government or other funding bodies. The foundation strives for a horizontal organisational structure and an independent approach.

For every action they organise, Urban Street Forest will commit to landscape restoration through agroforestry in areas affected by desertification. By doing so, we try to promote a circular economy. In addition, the foundation has an educational role and also enables

companies to compensate for their CO2 emissions through the CO2 compensation programme.

It is time that having a tree becomes as normal as keeping a pet. Companies and individuals must become aware of their ecological footprint. If many people do one small thing, together we can change the world. What will you do?

Core values that projects supported by Urban Street Forest must meet:

- Planting as many trees as possible: in urban areas as well as in countries with desertification.
- Belief in a bottom-up approach: both in the 'Urban Street Forests' (tree planting on city balconies) and in the agroforestry projects that Urban Street Forest supports.
- The vertical greening of cities; sustainable, and environmentally friendly urban planning.
- Sustainability: by supporting agroforestry projects we address both the problems of soil degradation and food scarcity simultaneously. This sustainable method of agriculture not only ensures that eroded soil becomes fertile again, but also provides structural economic security for farmers, as well as promoting biodiversity.
- The rich help the poor: by sponsoring or acquiring materials from individuals, institutions, governments, funds or companies that can afford to do so, Urban Street Forest can vertically green apartment blocks, or plant in other areas in socio-economically disadvantaged neighbourhoods.
- For each action carried out by Urban Street Forest, as many trees as possible will be planted in areas affected by desertification, preferably with farmers through agroforestry. This promotes a sustainable way of producing food.
- Stimulating social bonding: by organising 'Urban Street Forests', social bonding is stimulated in otherwise anonymous blocks of flats or neighbourhoods.
- Informing: providing education and information about the importance of greenery and nature in the city and countryside, and about reducing desertification worldwide.
- Youth is the future: by involving primary school pupils in the planting of the 'Urban Street Forests', Urban Street Forest aims to educate children about the importance of trees both in their own cities and worldwide.

Conditions:

- Independence from structural government subsidies.
- Progressive handling of organisational structures, authorities and network groups.
- Keeping meetings to a minimum. The goal comes first, not the means.
- Artists (in the broadest sense of the word) will be involved as much as possible in the execution of projects.

1.3 Board

The board of Urban Street Forest consisted in 2021

- Harm Bredero: chair
- Nina Kaun: treasurer
- Fran Osborn: secretary (since April 2021)
- Kaspar König: general board member

2. Report of Activities in 2021

2.1 Series of videos created and launched

06.01.2021 - Planting Cork oaks (Quercus suber) in Almeria

<https://www.youtube.com/watch?v=OM0RsJXMTRs>

Planting cork oak (Quercus suber) seedlings under ancient cork oak trees in a remnant island population in Almeria. Where 200 years ago a cork oaks forest was growing, now there are only a few individuals remaining. We planted some small cork oaks in the shade of the old ones to bring in some new genetic material.

18.01.21 - Plant trees in the eastern shade

<https://www.youtube.com/watch?v=yF-lQNIvhjA>

Nature teaches us how to plant trees. Trees successfully germinate and grow in the Eastern shade of a mature tree. The tree shades the seedling from the hot afternoon sun. A wild grass, Esparto, collects moisture from dew and guides it down to the seedling roots. The Esparto grass also provides its own shade and a mulch of organic matter which slowly decomposes, providing nutrients to the seedling. Copying nature in this way gives good results.

17.01.21 - What can we learn from toponyms?

Planting Moras Nigras (Black Mulberries) in Las Moras (Almeria, Spain)

<https://youtu.be/ldmrnraWceU>



We will be planting Moras Nigras (Black Mulberries) in the village Las Moras (The Mulberries)! In Moras there used to be silk industry of great quality, but all that has been lost now...

29.03.2021 - Thanks to tree nursery brothers Lopez Marin!

<https://youtu.be/4WOoISYAN-c>

Urban Street Forest received a large amount of Pistachio trees from a tree nursery.

18.04.21 - Planting trees gives perspective in these times

<https://www.youtube.com/watch?v=H6o-ZcLgIXM>

Talks about the therapeutic benefits of planting trees in these troubled times!

The crisis we are in seems endless, when we plant trees suddenly we see another timescale in front of us. Oaks for instance can become more than a thousand years old, surviving loads of societal crises of humankind. Also, nature relaxes our stressed mind filled with angst so we can breathe and take another look at what is happening!

05.05.21 - How does it go with the Life Tree trees?

https://youtu.be/Hh3_siPOb9o

An update on the trees we planted for our partner Life Tree (www.life-tree.de).

2.2 Planting days

04.04.21 - Lucainena de las Torres (Spain) & Usambara Mountains (Tanzania)

Urban Street Forest partnered with the African tree planting organization, Friends of Usambara <http://usambaratravels.com/> for a synchronous tree planting day in Tanzania and Lucainena de las Torres in Spain. School children planted 100 trees in Spain whilst 400 trees were planted by school kids in Tanzania. Thanks to Harm Bredero for connecting us with Pupkin Films who sponsored the activity.

The video with the song “Todo Cambia” (Everything changes) by Mercedes Sosa, sung by the mothers of the children: <https://www.youtube.com/watch?v=Lu5JUJhCgal>



Tree planting in Lucainena de las Torres, Spain



Tree planting in Tanzania

15.10.21 - Planting day in Amsterdam (The Netherlands)

Children of the International Primary School AICS Satellite in Amsterdam planted trees for the residents of the Elisabeth Otter-Knoll Stichting Senior Home. The event was sponsored by the Deloitte Impact Foundation. Hoek Hoveniersbedrijf provided the trees and the soil and Horti-Plastics the plant containers and hats for the children.



19.12.21 Tabernas Mini Tree planting day

Just before Christmas we invited parents and children to plant trees together in Tabernas in Spain on the land of a local 'Tabernero'. The children learned how to plant the trees and how to give shadow and protection to the trees in this dry area. We planted around 20 trees, had lunch together and played music.



26.12.2021 - Christmas tree planting festival at Cortijo El Campillo in Los Albaricoques (Spain)

Urban Street Forest planted 100 trees on land surrounding an ecological guesthouse in the Cabo de Gata Nature Park. On the same day 1100 euros were raised with which 1100 trees are planted in Africa. Claudia Scholler provided the food, Stephan and other musicians

provided the music and many friends and neighbours planted the trees. Delicious organic beers were provided by Alboran Cerveza Artesanal from Almeria.



2.3 Water retention project

Outside the planting season Urban Street Forest is executing water retention projects to retain water and improve the conditions for planting.

02.08.21: Water retention project in Nijar in the Almeria province in Southern Spain

This was a collaboration with our local partner Xeropaisajes. It does not rain often in this area, but when it does, it is often heavy rain. We are preparing to collect rainwater, so this water can seep slowly into the ground instead of being washed off the mountain. Contour lines were drawn up using a laser, and swales were dug using a digger. The swales were about 100 meters long and 4 meters wide and will fill up to about 1.20 meters. The swales will retain water and slow it down, leading to reduced erosion and the recovery of the aquifers. This project was financed by a donation from Rotary Zürich Turicum.



You can see the English version of the video showing the digging of the swales here:

https://www.youtube.com/watch?v=cP5w_9VG3dE

The Spanish version:

<https://www.youtube.com/watch?v=nCwvmUp33Ug>

The German version:

<https://www.youtube.com/watch?v=kob6rg0fP1o&t=18s>

2.4 TreeWallet

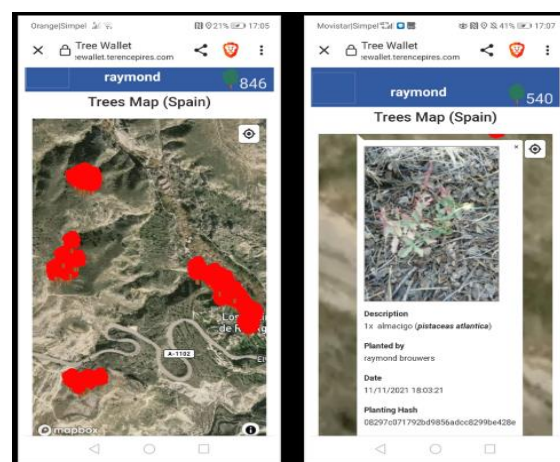
TheTree Wallet project, an offshoot of Urban Street Forest has been further developed this year with a Pilot Project or MVP (minimum viable product) to be launched this coming planting season. An initial three year contract has been drawn up between Urban Street Forest and the company Xeropaisajes to plant trees through carbon compensation.

Companies that wish to offset their carbon emissions make contracts with farmers who are paid to not only plant, but also look after the trees.

In this pilot project, Urban Street Forest will receive the money paid by the carbon compensating company; Xeropaisajes will contact farmers who wish to participate, identify (together with the farmers) land suitable for planting the trees, and pay the farmers ; the farmers will buy the trees and supervise their planting as well as the planting of any replacement trees where necessary. There will also be a certifying body, in this case the farmer's cooperative, Alvelal, whose job it is to ensure the trees are planted correctly, confirm the number of trees planted, ensure that the species planted are natives (not exotic species), well adapted to the local conditions and habitat, and that the species planted contribute to the bio-diversity of the local region.

27/12/21 Update Tree Wallet

A total of 566 trees for the TreeWallet pilot project were planted in November together with two planters. They have been given GPS coordinates and will be certified by the Alvelal Farmers Association. For this pilot project an agent contacted three companies who compensated for their carbon emissions by paying for the trees. This pilot project was coordinated by Urban Street Forest and Xeropaisajes. This means that the TreeWallet Pilot Project included all the components envisaged: the compensating companies, the agent, the planters, the certifier, and a coordinator.



Maps showing the locations of the trees planted via the Tree Wallet scheme

2.5 Donations from partners

Donations per sold product

- Lifetree donated per sold T-shirt 1 tree resulting in 1380 trees.
- Sigrid Olchinski is donating a tree for each sold product resulting in 75 trees.
- Elderlabel donated 33 trees to USF as part of the products they are selling (T-shirts, hoodies etc).
- De Werkplek started cooperation with USF planting 65 trees in South of Spain.
- Ecomondo (408 Euros). Ecomondo is the sustainable zero waste webshop in Leon, Spain
- Warentuin donated 310 trees for the years 2018+2019+2020 for their USF trees sold.

CO2 compensation

- Lokatiewerk donated 876 trees for the years 2019 and 2020
- Lux & Co donated 1154 trees for the years 2019 and 2020
- Camalot 1500 trees for the years 2019 and 2020
- Pupkin 500 trees for a film production.
- Smartwhip donation **252.000 trees** for the years 2020 and 2021.

Free donations from

- Rotary Club Zürich
- Tommy Hilfiger
- And many private individuals!

Together with other donations received throughout the year this resulted in 264,440 trees planted over 66 acres (26,7 Ha); 9562 metric tons of CO₂ sequestered and 529 people positively impacted.

3. Financial Annual Results

This section is written in Dutch in compliance with rules for Dutch non-profit organisations (= organisaties met ANBI status) <https://anbi.nl/publicatieverplichting/>

The according forms from URL

<https://download.belastingdienst.nl/belastingdienst/docs/standaardform-pubplicht-anbi-algemeen-ib1101z2fol.pdf>

were used.

3.1 Balance sheet per 31 december 2021

2 Balans					
Balansdatum	31-12-2021	31-12-2020 (*)	Vul de balansdatum in. Als u daarna verdergaat verschijnen automatisch de jaartallen boven de kolommen.		
Activa	31-12-2021	31-12-2020 (*)	Passiva	31-12-2021	31-12-2020 (*)
Immateriële vaste activa	€ 0	€ 0	Continuïteitsreserve	€ 0	€ 0
Materiële vaste activa	€ 0	€ 0	Bestemmingsreserve	€	€ 1.330
Financiële vaste activa	€ 0	€ 0	Herwaarderingsreserve	€ 0	€ 0
	€ 0	€ 0	Overige reserves	€ 41.306	€ 1.413
Voorraden	€ 0	€ 50		€ 41.306	€ 2.743
Vorderingen & overlopende activa	€ 0	€ 0	Bestemmingsfondsen	€ 0	€ 0
Effecten	€ 0	€ 0	Voorzieningen	€ 0	€ 0
Liquide middelen	€ 42.460	€ 3757	Langlopende schulden	€ 554	€ 554
	€ 42.460	€ 3.807	Kortlopende schulden	€ 600	€ 510
Totaal	€ 42.460	€ 3.807	Totaal	€ 42.460	€ 3.807

3.2 Income and expenses 2021

3 Staat van baten en lasten		
Baten	2021	2020 (*)
Baten als tegenprestatie voor levering van producten en/of diensten (omzet)	€ 0	€ 0
Subsidies van overheden	€ 0	€ 0
Subsidies van andere instellingen zonder winststreven	€ 0	€ 0
Overige subsidies	€ 0	€ 0
Baten van subsidies	€ 0	€ 0
Baten sponsorbijdragen	€ 0	€ 0
Giften en donaties van particulieren	€ 5.661	€ 2.157
Nalatenschappen	€ 0	€ 0
Bijdragen van loterijinstellingen	€ 0	€ 0
Overige giften	€ 71.256	€ 6.492
Giften	€ 76.917	€ 8.649
Financiële baten	€ 0	€ 0
Overige baten	€ 0	€ 0
Som van de baten	€ 76.917	€ 8.649
Lasten		
Inkoopwaarde van geleverde producten (kostprijs)	€ 33.144	€ 5.975
Verstrekte subsidies & giften	€ 0	€ 0
Aankopen en verwervingen	€ 0	€ 0
Communicatiekosten	€ 1.317	€ 879
Personeelskosten	€ 0	€ 0
Huisvestingskosten	€ 0	€ 0
Afschrijvingen	€ 0	€ 0
Financiële lasten	€ 0	€ 0
Overige lasten	€ 1.149	€ 885
Som van de lasten	€ 35.610	€ 7.739
Saldo van baten en lasten	€ 41.307	€ 910

3.2 General explanations

All assets and liabilities valued at nominal value. In 2021 no business plan and financial forecast were used.

3.4 Financial balance - explanations

Activa

- *Vorraden*

There are no goods left. All T-shirts have been given away.

- *Liquide middelen*

At the end of the year USF holds €42,459.63 on its bank account. Additionally, there are €125,00 present in cash.

Passiva

- *Bestemmingsreserves/ overige reserves*

There is €41,360 available, which shall be used as per businessplan 2022 for planting trees, water retention projects and other activities.

There are € 600,- reserved for accounting to be paid in 2022.

There is a debt of € 553,17 which dates back to 2018 for the acquisition of T-shirts.

3.5 Financial income and expenditure - explanations

Income (Dutch: *Baten*)

USF receives regular and random donations from individuals for planting trees and supporting the organisation. These are typically received as a transaction to USF's bank account or via the webpage (Mollie).

Under "other donations" USF registers the larger donations received from companies as part of their social programs. USF offers to plant a tree for € 1 donation.

For the concept Carbon Karma (started in 2018) for CO2 compensation it is taken into account that 5 small trees need to be planted to have one tree growing 20 years old to full capacity of CO2 conversion.

Expenditure (Dutch: *Lasten*)

- Value delivered products

This encompasses all expenses regarding planting trees, projects with kids (tree planting activities, education), water retention projects in South of Spain.

Trees are planted either with our partner organisation *Trees for the Future* or a new partner in Tanzania *Usambara Travels*. Trees in South of Spain are either planted with our partner *Xeropaisaje* or directly with USF volunteers. (volunteer reimbursement of max € 180/month)

In 2020/21 USF also started to build a GPS app and database in order to document the trees planted and work out the concept of "Tree Wallet".

- Communication costs

This includes all costs regarding website, email, webspace hosting

- Other spend

This accounts for all administrative costs mainly bank related costs including the accountant.

3.6 Summary

With the CoVID crisis in 2020 communication with our partners was reduced in that year. With the revival of the economy in 2021 we started contacting our partners, which resulted in extra large donations in 2021 compensating CO₂/NO_x production by planting trees. With the by far largest donation from SmartWhip reaching USF only at the very end of the calendar year, a significant amount is carried over to 2022 which will be spend according the business plan aiming at growing USF to plant even more trees in the coming years and so helping to restore landscapes, capturing CO₂ and supporting farmers to keep trees growing.

The accounting policies are based on the going concern the assumption that all business continues.

4. Approval and Signatures

Amsterdam, 29-06- 2022

Stichting Urban Street Forest

Harm Bredero (*Voorzitter / Chair*)



Nina Kaun (*Penningmeester / Treasurer*)

