



2024

impact report

10[↑]
tentree

Table of Contents

CHAPTER	PAGE	CHAPTER	PAGE
01	ABOUT US	03	
02	NOTE FROM OUR FOUNDER	04	
03	2024 SNAPSHOT	05	
04	TRANSPARENCY	06	
	Spotlight: TNFD Disclosure		
	Our First Materiality Accessment		
	Our Highest Material Topics		
05	CLIMATE	12	
	2024 Carbon Emissions		
	Reducing Future Emissions		
	Spotlight: Low Carbon Deliveries		
06	PRODUCT	15	
	Product Traceability		
	Spotlight: tentree x the Climate Label		
	Raw Materials		
	Spotlight: Leading Transformational Change		
	Manufacturing		
	2024 Higg Index Assessment		
	Circularity by tentree		
	Spotlight: Closing the Loop		
07	NATURE	23	
	veritree's Technology		
	Planting Partners & Restoration		
	Spotlight: 2024 Planting Impact		
	Regenerative Agriculture		
	Spotlight: Investing in Beehives in Kenya		
08	PEOPLE	31	
	Ethical Manufacturing		
	2024 Social Certifications		
	Spotlight: Creating Impact Through		
	Harvesting the Future		
	Spotlight: Advancing the Leadership of		
	Women and Girls		
	2024 Internal DEI Results		
09	NEXT STEPS	36	
	Priorities in 2025		
10	APPENDIX	38	
	Sustainable Development		
	Goals (SDGs) Alignment		
	Progress Against Our Targets		



About Us

At tentree, our mission is to make restoring the planet simple. Over the last decade, we've made a big impact by planting trees for every item of clothing we sell – over 110 million trees so far.

As we move forward on our sustainability journey, we remain committed to transparency in all of the steps we take. We're proud to be using the UN Sustainable Development Goals (SDGs) to guide our work as we strive to create a more sustainable future. We've achieved a lot in the last year, and we look forward to sharing our successes and plans for the future.

Note From Our Founder

At tentree, our mission has always been to make restoring the planet simple. And in 2024, that mission continued to grow.

We design Earth-First apparel not just to minimize impact, but as a means to actively regenerate the natural world around us. Trees are at the heart of that effort. They're one of nature's most powerful tools for capturing carbon, restoring ecosystems, and building resilient communities.

This year, we planted over 9 million trees, bringing our total to more than 110 million since we started. It's a number that represents not only climate action, but also livelihoods supported, habitats restored, and a global community united by a shared purpose. In 2024, we also expanded our efforts to include beehive restoration, helping build more sustainable local economies in the areas where we plant.

We've always believed that sustainability isn't the finish line — it's the baseline. That's why our commitment goes beyond reducing harm. At tentree, we're focused on being a nature-positive business. That means we strive to give more than we take. Every tree we plant, every ecosystem we restore, every initiative we launch is designed to leave the planet better than we found it. We've continued to progress our raw materials strategy, increasing our use of recycled and regenerative fibers, and moving away from conventional fibers to ensure our product line is Earth-First by design.

In 2024, we introduced our Restorative Agenda — our first formal impact strategy and a proactive step toward building a more sustainable, equitable future. It's our way of holding ourselves accountable as we continue to do less harm and focus on doing more good. This roadmap helps guide our journey in creating a positive impact on the planet we play in — and it continues to shape everything we do as we work toward lasting change; not just at tentree, but across the industry.

We're not perfect, but we're proud of the steps we've taken and the path we're on. The progress in this report belongs to all of us — our team, our partners, our customers, our entire community. Whether you've planted one tree or one thousand trees, thank you for being part of this journey.

Here's to another year of growing together, and planting 1 billion trees by 2030.



Derrick Emsley
Co-Founder & CEO

Every tree we plant,
every ecosystem we
restore, every initiative
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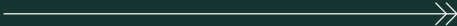


→ DERRICK VISITING A PLANTING
SITE IN INDONESIA



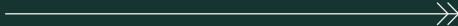
2024 Snapshot

JANUARY



Announced being an Early Adopter for the Taskforce on Nature-Related Financial Disclosures

MARCH



Achieved reductions in multiple emissions categories, bringing us closer to our Science Based Target (SBTi)

JUNE



Released our Restorative Agenda, our first formal impact strategy, inviting companies along on our proactive approach toward creating a more sustainable and equitable future

SEPTEMBER



Adopted the Climate Label’s new 2025 Standard to work towards further neutralization in our supply chains

NOVEMBER



Focused on our Human Rights Due Diligence, conducting internal training & sent our Tier 1 & Tier 2 suppliers a Human Rights Due Diligence Survey

DECEMBER



Conducted our first materiality assessment to help us better understand the relative importance of specific ESG

01

transparency



We believe in using business as a force for good and strive to create a positive impact in the communities and ecosystems we rely on.

As part of our commitment to transparency, we utilize third-party certifications and widely used disclosure frameworks to report on our efforts and impacts. We're also members of several leading initiatives to support our sustainability goals and drive progress throughout the broader industry.

CERTIFICATIONS



We became a certified Benefit Corporation [B Corp] in 2016 and completed our third re-certification in 2022. Our latest score was announced in early 2023 – **with a score of 136.2, we rank among the top apparel companies worldwide.** Our next recertification will take place in 2026 and will follow the updated B Corporation standards, with additional impact categories to drive even stronger social and environmental action.



We became **Climate Label Certified** (previously Climate Neutral Certified) in 2020. We consistently set and publicly document our **progress towards a range of emission reduction actions.**

INDUSTRY PARTNERS
& MEMBERSHIPS



We have been a signatory of **The Fashion Charter** since 2021, and it continues to **drive forward our work on climate**, from target setting and disclosure to developing a climate transition plan that outlines how we plan to reduce our impact.



As a **Textile Exchange** member with **one of the 11 leading scores**, we actively engage in their annual Fiber & Materials Benchmark Program, driving ongoing improvements to the sustainability of our products.



We use **Worldly's Higg Index** tool to gather primary data from our supply chains and **assess the environmental impacts** of our products and materials.



In 2023, we became a signatory of **Canopy's 'Canopy Style' and 'Pack4Good' initiatives.** Canopy is a Canadian NGO on a mission to **protect Ancient and Endangered Forests.** Find out more about our partnership and the work we're doing [here](#).



We supported the launch of the **1t.org Canada Chapter** in 2024 and reported our **progress through the pledge implementation progress dashboard** [here](#), marking another step towards our goal of planting 1 billion trees by 2030.



We're an early adopter for the Taskforce on Nature-Related Financial Disclosures

We're one of 500 companies that have registered as an Early Adopter for the Taskforce on Nature-Related Financial Disclosures (TNFD). Last year, we introduced the Restorative Agenda, our internal framework to shift from doing 'less bad' to 'more good.' Being an Early Adopter for the TNFD aligns with our Restorative Agenda roadmap, with disclosure recommendations and guidance that encourage and enable us to identify, assess, report, and act on our nature-related dependencies, impacts, risks, and opportunities.

tentree was founded as a restorative company, and the results from our disclosures will continue to allow us to find new ways to integrate nature into our decision-making, for even more substantial nature-positive outcomes.

As always, we aim to be transparent about our successes and the stumbles we make as we work towards aligning with new nature-related disclosures. We hope our efforts and transparency can help inform others in their journey. We are working towards publishing a TNFD report on our website.

Our First Materiality Assessment

What is a Materiality Assessment?

A materiality assessment helps us determine what really matters to both the success of tentree and our stakeholders.

Understanding Material Topics

Material topics are those that have the most significant economic, environmental, and social impacts.

Why Conduct a Materiality Assessment for tentree?

Materiality helps us determine which social, environmental, and governance issues matter most to our business and the people we work with. Understanding if a topic is “material” to us helps guide our strategy, targets, and reporting.

Our Approach to Materiality

Step 1: Sustainability Accounting Standards Board (SASB) Materiality Finder

We evaluated all potentially material ESG topics, filtering and prioritizing these topics in line with SASB’s Materiality Finder for the Apparel, Accessories & Footwear industry, and added additional impact categories based on employee feedback and peer benchmarking.

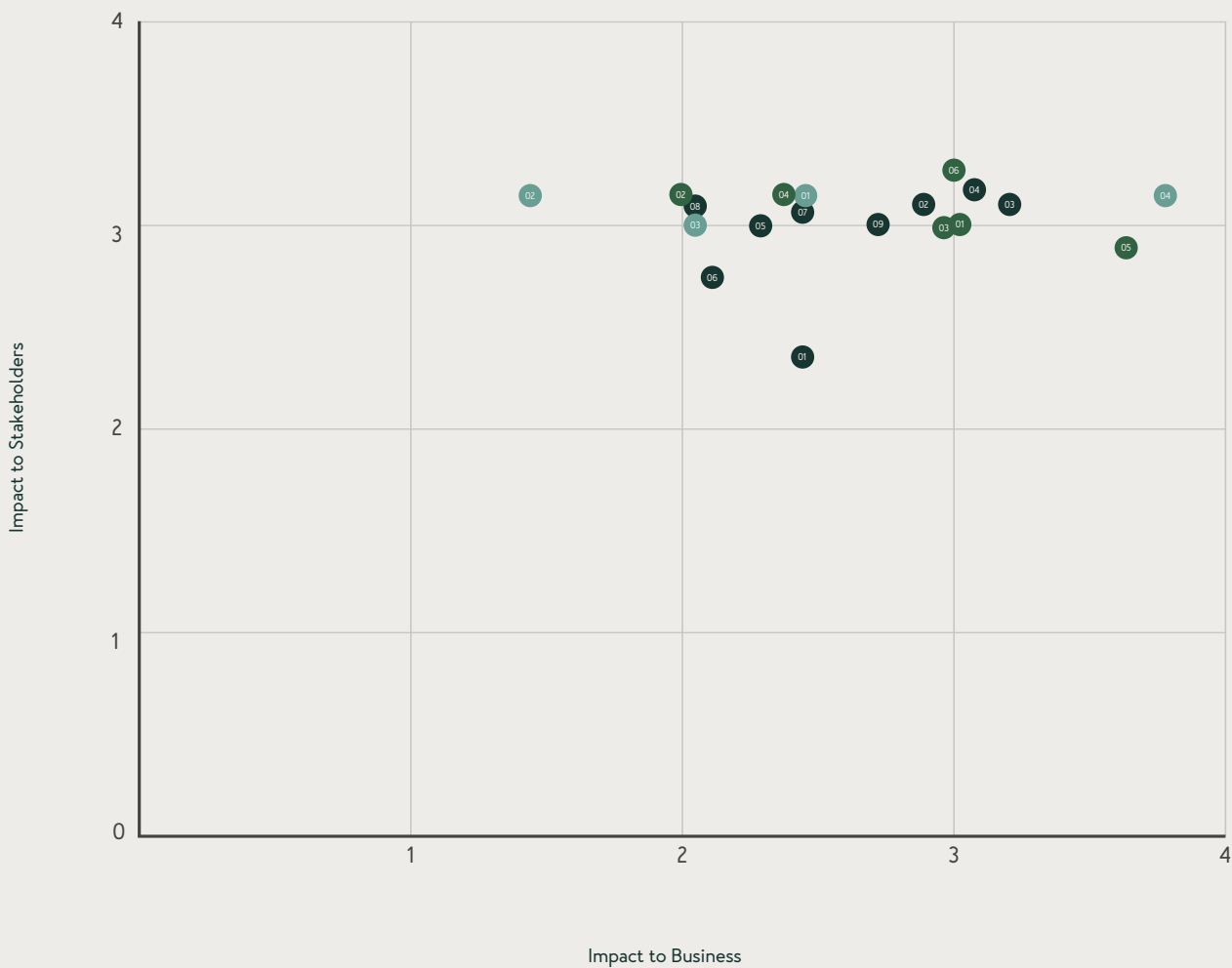
Step 2: Identify Key Stakeholders

For our first materiality analysis, we identified two key stakeholder groups to roll out the questionnaire to. By sending the materiality assessment to our senior leadership team and key suppliers (by production volume), this allowed for insights reflective of a wide range of internal and external perspectives across our value chain. In the future, we will continue to expand the stakeholders involved in this process.

Step 3: Action on Materiality Results

The materiality assessment results are the baseline for our first TNFD report that we are working to publish on our website. Additionally, we are using these results to inform our Restorative Agenda metrics, which are updated on an annual basis to cover our five impact categories of Transparency, Product, Climate, Nature, and People.

tentree's Materiality Assessment Mapping



Our Material Topics

- Environmental:

01.

Product carbon footprint

02.

Greenhouse gas emissions

03.

Product design and lifecycle management

04.

Material choice and utilization

05.

Supply chain management

06.

Physical impacts of climate change

07.

Negative ecological impacts

08.

Water & wastewater management

09.

Waste & hazardous materials management
- Social:

01.

Human rights & fair labour practices

02.

Customer satisfaction

03.

Responsible marketing

04.

Data privacy & security

05.

Product quality & safety

06.

Diversity, equity, and inclusion
- Governance:

01.

Purpose-driven company

02.

Business ethics

03.

Management of the legal & regulatory environment

04.

Reporting & stakeholder engagement

Our Highest Material Topics

Environmental:

Product Design and Lifecycle Management

Product design and lifecycle management include, but is not limited to, managing the impacts of products throughout their life, including packaging, distribution, use, repairability, recyclability, and other environmental and social impacts. The category captures tentree's ability to address consumer and social demand for more sustainable products and services, as well as to meet changing environmental and social regulations.

Material Choice and Utilization

Material choice in our supply chains has an impact on climate change and other environmental and social factors. This includes tentree's practices for screening, selecting, monitoring, and engaging with suppliers to manage risks through product design, manufacturing, and end-of-life management, such as by using recycled and renewable materials, reducing the use of key materials, maximizing resource efficiency in manufacturing, and making research and development investments in substitute materials that create resiliency to external risks.

Governance:

Purpose-Driven Company

We believe that business should go beyond merely minimizing harm; it should actively generate positive, transformative change for our planet and its people. This category highlights the importance of tentree remaining a purpose-driven company in alignment with the Restorative Agenda's five pillars: Transparency, Nature, People, Climate, and Product.

Business Ethics

This focuses on making sure we follow ethical practices, avoiding fraud, bribery, or conflicts of interest in our business.

Management of the Legal & Regulatory

We're committed to being a business that not only avoids harm, but also makes a significant positive impact while ensuring we follow all laws and regulations.

Social:

Human Rights & Fair Labour Practices

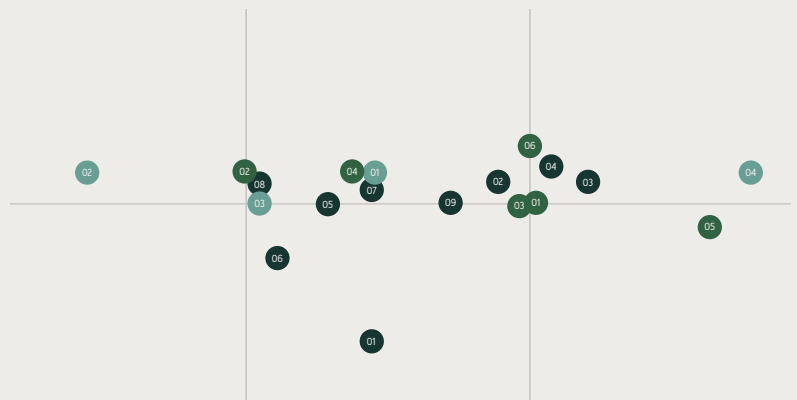
tentree is committed to respecting human rights and ethical manufacturing in line with our Supplier Code of Conduct and Bill S-211. Our highest priority is to mitigate adverse human rights impacts and conduct continuous due diligence within our supply chain.

Meeting Our Consumer's Needs

Growing our restorative impact depends on a community of people who believe in our mission, feel connected with our brand, and appreciate the products we make. This is why we are constantly working to innovate the highest quality products to meet our customers' needs while using only highly sustainable materials to do so.

Data Privacy & Security

How we collect, use, and disclose personal information is just as important to us as it is to our customers. This involves protecting customer data and ensuring our IT systems are secure to prevent data breaches. Our privacy policy can be viewed [here](#).



02 climate

To stay on track for net-zero emissions and limit global warming to 1.5°C, the clothing industry must cut emissions by 45%.¹

Recognizing the collective effort required, we signed the [UN Climate Change Fashion Industry Charter for Climate Action](#) in 2021. As part of our commitment to the Charter, in 2023, we had our emissions reduction target approved by the [Science Based Targets Initiative](#) (SBTi) and submitted a transition plan to the Fashion Charter, detailing the steps we intend to take to reduce our emissions towards Net Zero by 2033². As we work to achieve our reduction goals, we remain committed to investing in nature-based climate mitigation through our restoration efforts³.

2024 Carbon Emissions

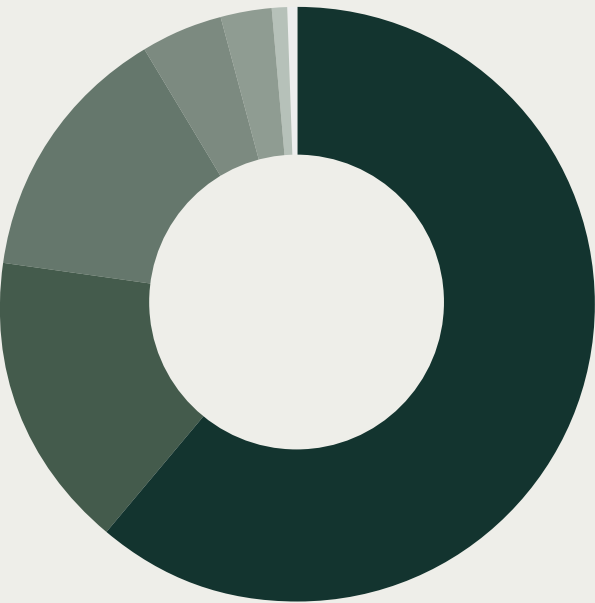
Our carbon footprint was calculated by GreenStep, using the Greenhouse Gas Protocol methodology.

Our 2024 carbon emissions were:	
Scope 1:	10.28 tCO ₂ e
Scope 2:	0.38 tCO ₂ e
Scope 3:	6,196.01 tCO ₂ e
Total carbon footprint: 6,206.67 tCO ₂ e	

Our target is Net Zero emissions by 2033



Materials	43.4%
Purchased Services + Office Supplies	11.57%
Shipping	9.86%
Manufacturing & Packing	3.24%
Waste	1.89%
Commuting & Business Travel	0.76%
Corporate Utilities	0.21%



¹Sadowski, M., L. Perkins, and E. McGarvey. 2021. "Roadmap to Net-Zero: Delivering Science-Based Targets in the Apparel Sector." Working Paper. Washington, DC: World Resources Institute. Available online [here](#).

²View our full approved target on the SBTi website [here](#).

³Planting initiatives are considered 'beyond value chain mitigation' (BVCM) and are in addition to Net Zero reduction plans.

Reducing Future Emissions

Our climate roadmap aims to tackle emissions across all aspects of our operations and supply chain, with a particular focus on our emissions 'hotspots.' We don't have all the answers, and our roadmap will evolve over time as new solutions emerge, but here are some of the steps we are currently taking to decarbonize our own operations and partner with our suppliers to reduce emissions in our supply chain.



Materials

We're on track to reach 100% preferred (lower impact) fibers by 2025, and have already surpassed 99%.



Manufacturing

We'll eliminate the use of coal in our supply chains by 2030 at the latest, and encourage suppliers to switch to renewable energy and set emissions reduction targets.



Shipping

We've switched to lower-impact delivery methods such as electric vehicles (EVs) where possible. In 2024, 28% of online orders in Canada were delivered by EV – a 3% increase from 2023.



Offices

We've teamed up with **BullFrog Power**, a fellow B Corp, from whom we purchase renewable energy credits that neutralize our office emissions.

CLIMATE SPOTLIGHT

Low Carbon Deliveries

As part of our efforts to cut Scope 3 supply chain emissions, in May 2023, we launched a partnership with a third-party logistics provider. Our provider has a growing fleet of electric vehicles (EVs) that handle tentree's eCommerce fulfillment and final-mile delivery across Canada.

In 2024, 28% of online orders in Canada were delivered by EV.

03 product



The majority of our impact on climate, nature, and people is tied to the products that we bring to our community to fund our restorative planting initiatives. As part of our Restorative Agenda ambitions, we’re making efforts to reduce these impacts through the raw materials we use, the way products are manufactured, and by integrating circularity at every step of the product lifecycle.

Traceability is the first step, allowing us to understand the whole product supply chain and identify our key risks and impacts. This enables us to prioritize and take action where it will have the greatest impact.

Product Traceability

In 2024, we continuously worked with our suppliers to gain further traceability and transparency around our fiber country of origin. Just over 92% of our fiber [by weight] can be traced to its country of origin. As we gain greater transparency of our supply chain, we are looking to implement the Textile Exchange’s Material Impact Explorer and assess risks using the [World Wildlife Fund \(WWF\) Risk Filters](#). This allows for more textile-specific data and can help inform our sourcing decisions using location-specific data.

Conventional Textile Supply Chain



Source: Textile Exchange

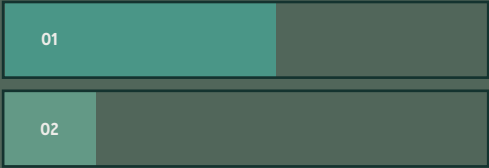
PARTNER SPOTLIGHT

tentree x the Climate Label

We committed to the Climate Label [formerly Climate Neutral] to find and fund solutions for climate change within our supply chain. Our commitments include:

1. Reducing factory emissions by working with our factories to implement renewable energy programs at some of our top manufacturing facilities
2. Transitioning to lower-carbon delivery methods wherever possible and working with our logistics providers that use EVs for final mile deliveries

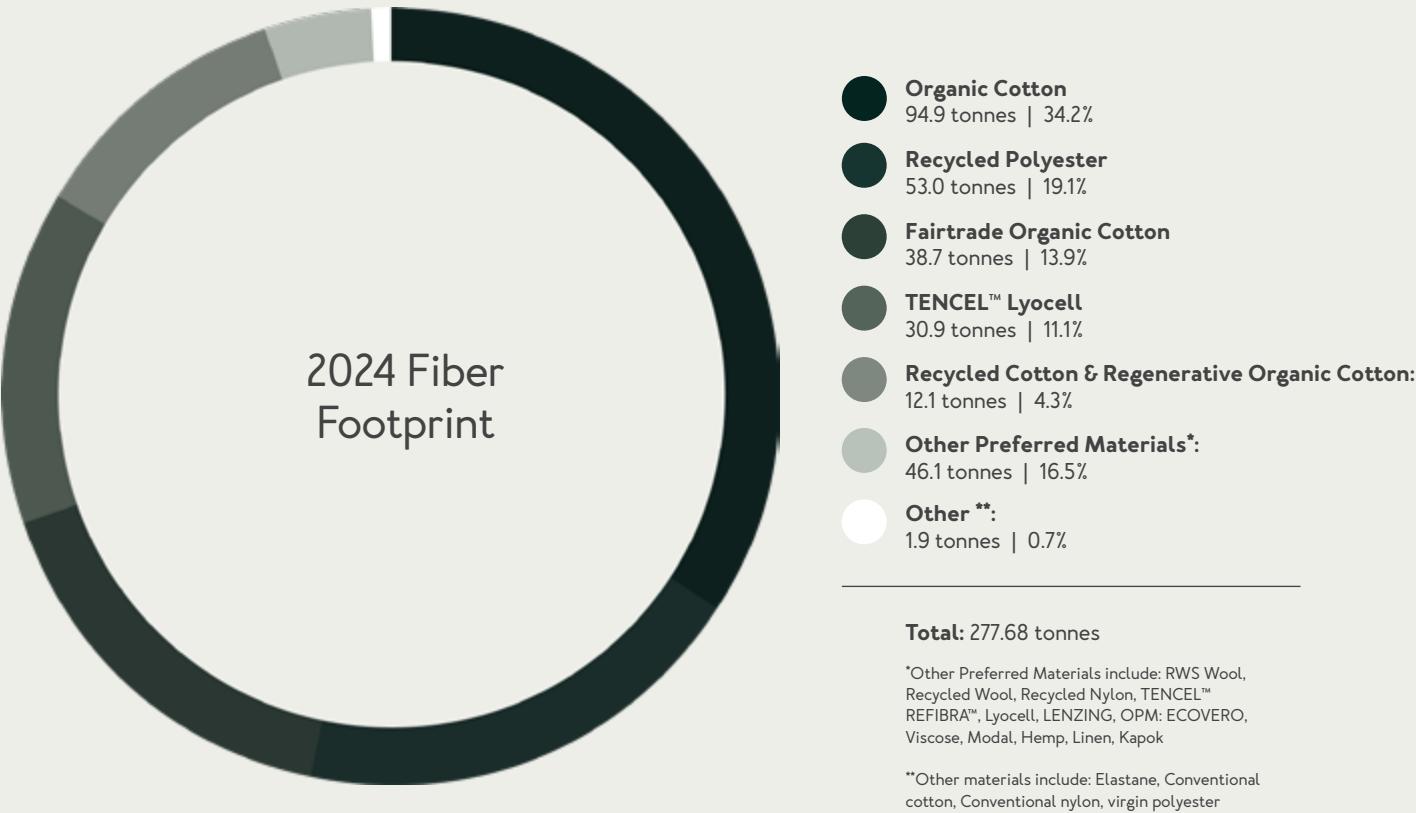
01. Ongoing: 56%
02. In progress: 2024: 19%



Raw Materials

Our ‘conventional’ fiber use is at an all-time low, making up less than 1% of our fiber footprint. We’re actively working to phase this out so that we can reach our goal of using only 100% preferred fibers⁴.

Sustainable fibers make up 99% of our materials



⁴ Based primarily on the Textile Exchange Preferred Fiber and Materials Matrix, which rates fibers across 8 impact categories including climate, water, chemistry, land use, biodiversity, resource use & waste, and human rights.



Earth-First by Design

Here’s a closer look at the fibers most commonly used in our clothing.



Cotton

The large majority [99%] of our cotton is certified organic, fairtrade organic, or recycled. In 2023, we also introduced cotton grown using regenerative farming practices. In 2024, we phased out the use of conventionally grown cotton and replaced it with recycled cotton, in line with our goal of sourcing only preferred materials by 2025.



Man-Made Cellulosic Fibers

Conventional fibers like viscose and lyocell can harm forests and cause pollution. To combat this, we use **Lenzing’s TENCEL™** Lyocell and ECOVERO Viscose fibers, made responsibly from FSC and PEFC-certified wood pulp in a closed-loop production process, and TENCEL™ Lyocell fibers produced with REFIBRA™ technology, which transform recycled cotton textile waste into new fibers.



Polyester

Polyester ranks second in our fiber volume. Our polyester is made from recycled waste, verified by the Global Recycled Standard [GRS]. We also collaborate with companies like **UNIFI** to repurpose ocean-bound plastics collected along coasts and rivers in developing countries and regions.



Wool

In 2024, we used a combination of virgin and recycled wool. All of the virgin wool we use is certified to the Responsible Wool Standard [RWS]. The RWS is a voluntary standard that addresses the well-being of sheep and the land they graze on. We also added recycled wool to our fiber mix, which uses less water and requires less land for grazing sheep.



We were one of 11 brands to achieve a 'Leading' rating.

FABRIC SPOTLIGHT

Leading Transformational Change

We participate in the Textile Exchange's annual Material Change Index, a benchmarking program that tracks the textile sector's progress toward more sustainable materials sourcing and the transition to a circular economy. This program pushes the industry towards the goal of reducing greenhouse gas (GHG) emissions from fiber and raw material production by 45% by 2030 to be in line with the Paris Agreement and keep global warming to a 1.5°C pathway.

In 2024, for the second consecutive year, we were recognized by the Textile Exchange for the progress we've made in sourcing sustainable raw materials. tentree was one of 11 brands to achieve a 'Leading' rating, the highest rating on the 4-point scale, for our fiber sourcing out of 125 brands that participate⁵.

This recognition reflects that preferred fibers make up 99% of our fiber use and that we're pushing ourselves to keep improving our portfolio, moving from fibers that are 'less bad' towards those that deliver 'more good' for the climate, nature, and people⁶.

We're proud of our accomplishments so far and excited to keep leading transformational change when it comes to our material sourcing.

⁵ For more information see [Textile Exchange - Material Change Index](#)

⁶ Based primarily on the Textile Exchange Preferred Fiber and Materials Matrix, which rates

Manufacturing

We work hard to ensure we partner with suppliers that share our commitment to protecting people and the environment. To understand the impacts of production, we use the [Higg Index Facility Environmental Module \(FEM\)](#), operated by Worldly, to collect data on critical impacts like energy use, water use, chemicals management, and wastewater treatment, and track our factories' performance over time.

2024 Higg Index Assessment

In 2024, we collected environmental data from the Tier 1 factories that produced 74% of our production volume. We also rolled out the Higg FEM program to Tier 2 dyehouses, collecting data from facilities that processed 65% of our production volume. We're pleased with this progress and aim to increase participation year over year while encouraging facilities to improve their performance over time.

Focus Areas



Energy

Transitioning to renewable energy in production will be key for the apparel industry to achieve Net Zero emissions reduction goals⁷. Six of our Tier 1 production factories, as well as two of our largest Tier 2 dyeing facilities, use renewable energy such as Solar PV or biomass. We've also identified one facility – accounting for 9% of our 2024 product volume – that uses coal and has plans in place to phase this out by 2025; well ahead of our 2030 target. We will continue to track their progress and support them during this transition.



Water

In 2024, we doubled the use of recycled cotton from 2% to 4% of our total cotton use. This may sound small, but it's progress we're proud of as recycled cotton uses less water compared to regular cotton⁸ since no farmland or irrigation is needed for its growth. We aim to shift towards more recycled cotton to reduce the water and land footprint of our products.



Chemicals

We're making strides in using materials certified by Bluesign® and the Global Organic Textile Standard (GOTS). These certifications verify that our manufacturers use safe chemicals and follow the best practices for managing them. In 2024, 40% of our fabric volume had a responsible chemistry certification, compared to 34% in 2023. We're aiming to have 100% of materials covered by a responsible chemistry certification by 2030.

⁷ Jeffrey, L., & Bapna, M. (2020). Protecting Nature: How Local Interventions Drive Conservation. World Resources Institute.

⁸ According to the Higg Material Sustainability Index



The future of fashion is circular

85% of clothes end up in landfills

Why Circularity?

In a world where 85% of clothes end up in landfills⁹ and less than 1% are recycled,¹⁰ producing our products using responsible factories and materials is not enough. There's an urgent need to build a more circular fashion system that keeps resources in use, reduces pressure on natural systems to supply raw materials, and helps shift the industry towards net-zero carbon emissions.

Circularity by tentree

In 2022, we launched **Circularity by tentree** — an innovative initiative merging clothing resale and recycling into one easy-to-use program. In 2023, we expanded the program to accept used clothing from any brand, not just tentree. This helped increase the amount of used textiles being diverted from landfills and making their way back into the value chain, accelerating the scaling of a more circular industry. In 2024, we took back triple the items we did in 2023, with over 16,440 items returned.

In 2024, we took back triple the items we did in 2023.

⁹ U.S. Environmental Protection Agency. "Textiles: Material-Specific Data." EPA, Available online [here](#).

¹⁰ Textile Exchange. "Materials Market Report 2023." November 2023, Available online [here](#).

Closing the Loop

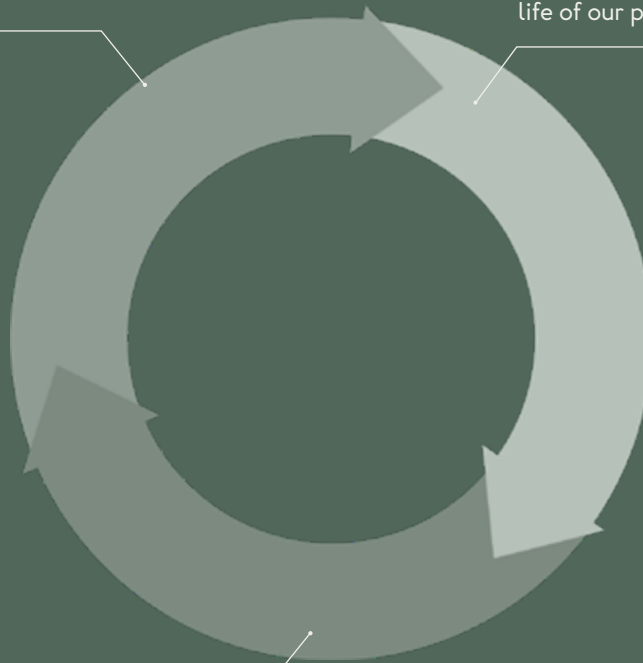
We're continuing to work on all aspects of product circularity, from product design through to end-of-life. Here's some of the progress we made in 2024:

Design:

- We continue to hold an annual workshop with our design team to delve into the details of designing more circular products, from material composition to trims and construction choices.
- In 2024, collections are eligible for 'closed loop' fiber to-fiber recycling.¹¹ We're aiming for 100% of new materials by 2030.

Use:

- Together with our resale partner Treet, customers can upload and sell their gently used tentree items, earning cash or tentree credit – while helping extend the life of our products and reducing waste.



End of Life: Our take-back program, which includes used clothing from any brand, continued to grow.

- Our customers returned over 16,440 items, equivalent to around 7400kg of textiles diverted from landfill.
- 10% of these were tentree items, and the rest (90%) were other brands.

- Of returned items, 6% were listed for resale on Treet, 47% were eligible for fiber-to-fiber recycling, and the rest were aggregated for recycling at various recycling partners, including Renewcell, Evrnu, Circ, Martex, Phoenix Fibers, and more.¹²
- tentree items had an 85% recyclability rate – well above the industry average of 50% – diverting these products from landfills and turning them into new garments.

¹¹ Based on recycling guidelines provided by SuperCircle and their recycling partners

¹² fiber-to-fiber recycling or downcycling

04

nature



Protect



planet



the



you



play in



At the heart of our Restorative Agenda strategy is our mission to simultaneously avoid the degradation of nature and accelerate its restoration, contributing to a nature-positive future. We do this through both our product and our sourcing decisions and our planting initiatives.

As an apparel company, we depend on healthy, diverse ecosystems for things like our fibers and the water and energy needed for textile production. Many of our product initiatives address the most significant impacts on nature in our value chain, like preserving water quality, supporting more sustainable ways of farming, and avoiding deforestation of Ancient and Endangered Forests.



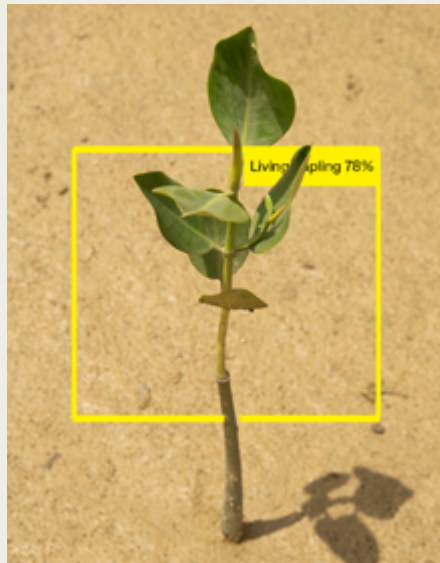
A Higher Standard of Impact

veritree's Technology

veritree is leveraging advanced technology to ensure restoration efforts are impactful, efficient, and scalable. This commitment led to the creation of their Smart Forest and Smart Forest Design – an innovative approach that enhances pre-planting processes, revolutionizes monitoring, and supports forest recovery in even the most challenging conditions. Smart Forest Design was inspired by their planting partners, who proposed a grid system for optimizing resources and planning. veritree's Smart Forest Design is incorporated into setting the standard for reforestation planning, measurement, and monitoring.

Survivability Reports

Tracking survivability is key to maximizing the impact of restoration efforts. veritree's innovative monitoring solutions, enhanced by 3D site capture technology powered by Luma AI, enable the creation of detailed, lifelike digital environments. They are then able to document planting sessions and provide accurate assessments of tree health. This approach helps drive carbon sequestration, biodiversity conservation, and community empowerment over time.



Trail Cameras

Through Tree Vision, veritree uses cutting-edge, in-field cameras to track changes to biodiversity. These cameras record time-lapse videos of changing seasons, tree growth and moving wildlife.



LiDar

LiDAR (Light Detection and Ranging) provides precise, 3D data on terrain, vegetation, and elevation, offering clearer insights than satellite imagery. Its ability to capture accurate information makes it ideal for restoration projects, helping to map and assess land more effectively for better planning and monitoring of ecosystem recovery.



Bioacoustics

Bioacoustics is an innovative approach to assessing the health of local ecosystems and ensuring the effectiveness and sustainability of our restoration efforts. Installing bioacoustics monitors at the sites allows veritree to capture and analyze the sounds of wildlife, such as birds, to monitor species presence, abundance, and behaviour over time, giving us deeper insights into biodiversity and quality of the habitat restoration. Gathering real-time data without frequent site visits significantly enhances the efficiency of veritree's monitoring efforts.



G.R.O.O.T.

veritree's cutting-edge technology platform, Ground-level Realtime Observations of Trees (G.R.O.O.T.), delivers real-time insights into tree health and growth by integrating with up to 30 sensors that track key factors like soil moisture, temperature, and light exposure. They call it a "Digital Twin" because it creates a virtual replica of the forest, allowing veritree to make smarter, data-driven decisions and ensure the ecosystem thrives through precise, real-time monitoring.



In 2024, we surpassed 110M trees planted and supported some of our most exciting projects yet.

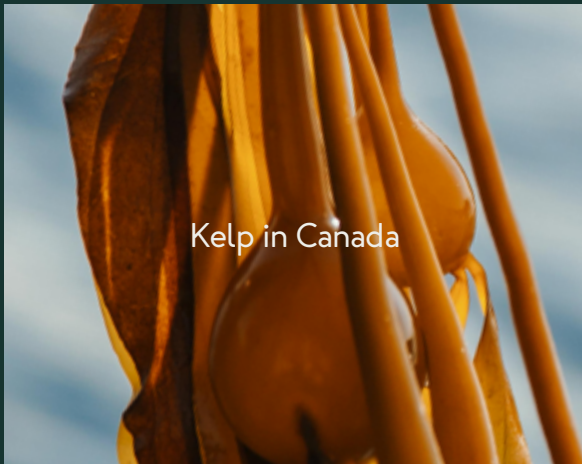
Planting Partners & Restoration

Enabling customers to fund restoration work through their purchases has always been at the core of tentree's mission to make restoring the planet simple. While ten years ago this meant planting trees, it has since expanded. We now understand the role restoration can have in supporting ecosystem health and biodiversity, as well as in oceans and farmlands. With this in mind, we 'were busy bees' in 2024, and extended our restoration initiatives to include funding beehives to further elevate sustainable livelihoods and communities where our trees are planted.

Restoration Projects

Ultimately, our goal is to make restoring the planet simple. While initially this meant planting trees, we have evolved to look for adjacent opportunities to restore the environment.

In 2024, our customers helped us plant over 9 million trees: 9,399,977, to be exact. This has brought tentree's all-time total to 111,410,684 trees, surpassing the 110 million milestone.



Some of Our Planting Partners:

Zanzibar (Cariboo Carbon), Earthlungs, Coastal Kelp, Million Corals, Vasudha/Pratibha, Trees for the Future

2024 Planting Impact

On the Land

Beehives

Bees are important for pollination, and help maintain healthy soil, supporting forest growth and resilience. We're excited to watch this project and the livelihoods of community members grow alongside our tree planting initiatives in Kenya.



Wildfire Restoration

Cariboo in British Columbia has previously suffered extensive wildfire damage, affecting over 1.3 million hectares of forests. This had impacts on wildlife habitat and food sources as well as Indigenous communities and their traditional hunting range and food sources. We are working with our planting partner, Zanzibar, to continue restoring the area through reforestation. A variety of species will be planted, including Douglas-fir, Lodgepole pine, Ponderosa pine, hybrid spruce, and western larch. Our planting initiative will help to restore the soil damaged from burn scars and erosion, giving these ecosystems and local communities a new chance to thrive. The goal of this project is to establish a forest through assisted natural regeneration.



Regenerative Agroforestry

Together with Pratibha Syntex, one of our trusted suppliers of Fairtrade Organic cotton garments, and their sister company Vasudha Swaraj, we continued to plant agroforestry trees in cotton fields in India, aiming to restore and safeguard the natural ecosystems we all depend on. After funding 50,000 seedlings in 2022, which were nurtured in two local nurseries, in 2023, our partners Pratibha Syntex and Vasudha Swaraj distributed 50,000 plants to local cotton farmers. Some trees already bear fruits like guava, and provide nitrogen-fixing leaves that farmers use as natural fertilizer. In addition to improving biodiversity on the farmland used for cotton production, the project also supports women who run tree nurseries, empowering them to become more involved in business ventures. We've funded 100,000 seedlings in 2024 and are excited to watch this project and the women involved in it continue to thrive. You can read more about the progress of this project in the spotlight [here](#).



Haiti

We're developing a honey-optimized agroforestry model in Haiti to boost farm productivity and create market-based solutions for local farmers. We will continue to report on the progress of this initiative through 2025 and in our 2025 Impact Report.

In the Sea

In 2024, we continued to prioritize our planting efforts in the ocean. We worked alongside local partners to restore the oceans in our backyard of BC and protect these biodiverse, underwater ecosystems.

Coastal Kelp

With our partner Coastal Kelp, we planted kelp off the Sunshine Coast in BC. Kelp is a keystone species crucial for establishing robust marine ecosystems. While these underwater forests might be out of sight from the shore, they play a significant role in supporting marine life and coastal communities and regulating our climate.

Mangroves

EarthLungs is a new partner we have identified that works with both Mangrove and Terrestrial planting in Kenya and delivers an “employ-to-plant” model that provides tree planting jobs to communities in need. You can learn more about this project on our [Blog](#) and [YouTube Channel](#).



**Beekeeping
creates long-
lasting jobs in
the communities
where we plant.**

Regenerative Agriculture

Embracing regenerative agriculture is fundamental to the long-term health of the fashion and textile industry¹³. It entails shifting away from harmful farming methods towards approaches that promote soil health, biodiversity, animal welfare, and social justice. By adopting regenerative practices, we support the economic prosperity of farmers and communities and honor the wisdom of traditional farmers and Indigenous communities.

Investing in Beehives in Kenya

During our 2024 Green Friday sale, every order funded beehives in Kenya – in addition to planting trees. Why bees and trees? Well, beekeeping creates long-lasting jobs in the communities where we plant, helping us keep the impact alive long after the trees are in the ground. Through this initiative, our community helped fund 100 beehives and planted over 600,000 trees.

Bees do a lot for the environment and the communities that harbor hives. Bees are important for pollination and help maintain healthy soil, supporting forest growth and resilience.

- Two beehives alone can generate the equivalent of one full-time salary for someone working at our planting sites.
- One beehive can produce up to 7kg of honey.
- Beehives also provide beeswax, bee pollen, propolis, royal jelly, bee venom, mead, and bee bread – all of which can be sold locally to further boost the community’s income.

We’re excited to watch this project and the livelihoods of community members grow alongside our tree planting initiatives in Kenya.

05 people

We're passionate about making a positive difference for the people and communities that make our business possible.

From fair wages and respectful treatment for our workers to creating jobs via our planting projects and supporting causes close to our hearts – we're all in. We believe that when we uplift the planet and its people, we all rise together.

Ethical Manufacturing

tentree is committed to continuous improvement in our supply chain practices to ensure human rights are upheld and respected.

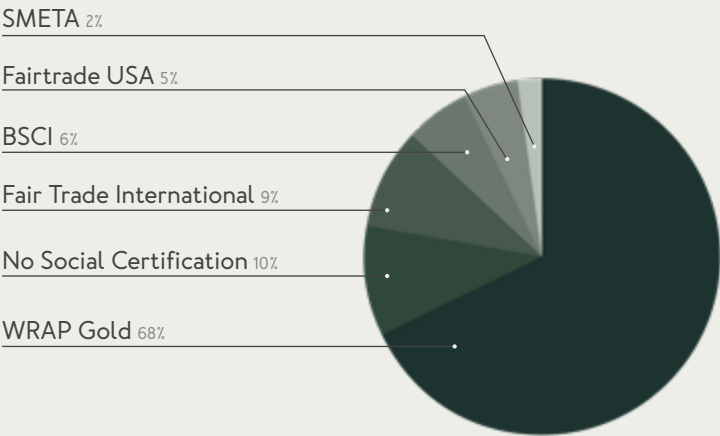
Building upon our due diligence work in 2023, where we published our [Human Rights Policy](#) and aligned with emerging Bill S-211 legislation, in 2024, we expanded our due diligence processes to distribute a Human Rights Due Diligence survey to all of our suppliers. Of our suppliers, 78% completed the survey. This data helped us to identify what each of our supply chain partners has implemented to support ethical manufacturing and identify areas for further review.

We also carried out internal training to ensure a thorough understanding of our supply chain, and how each team member can support our facilities to avoid any non-compliances and create a fair and safe workplace for everyone.

Every company we collaborate with signs [tentree's Code of Conduct](#) and discloses all factories and subcontractors involved in making our products. You can find our Tier 1 & 2 manufacturers on our [website](#). To ensure compliance with local and global labor standards, we accept various widely respected social compliance accreditations and certifications, as shown below.

Here's how we pick our partners and constantly improve our factories' ethical practices.

2024 Social Certifications



Percentages are based on Tier 1 Volume of Production

1. Self Assessment

Facility and sub-contractor assessments are completed

2. tentree Visit

tentree meets or visits suppliers to discuss self-assessment results

3. Certification

Suppliers share copies of valid social accreditations

4. Code of Conduct

Suppliers review, post, and train staff on tentree's CoC

5. Audit

If an audit is needed, tentree coordinates with a 3rd party

6. Review & Corrective Actions

Any non-compliances are addressed



PEOPLE SPOTLIGHT

Creating Impact Through Harvesting the Future

Globally, 40% of people earn their living through agriculture. The majority of the world's cotton is grown by small-scale farmers who are among the most marginalized by the global trade system, often receiving a low price for their crops. Cotton farming is labor-intensive, and low incomes can spur harmful coping mechanisms, such as the use of child or forced labor and poor working conditions on farms. The root cause of this problem perpetuates cycles of exploitation and inequality, including:

- Pervasive poverty
- Lack of decent work opportunities for parents
- Limited access to quality education

In 2024, tentree joined the industry-wide initiative, Harvesting the Future - Cotton in India, led by the Fair Labor Association. The initiative aims to improve supply chain transparency and working conditions to address the unique challenges of women and break intergenerational cycles of poverty.

Currently, the initiative includes 24 companies, two suppliers and their supply chains, and five implementing partners, across two districts of Madhya Pradesh. With industry support, this initiative is expected to:

- Increase the ability for women, children, and workers to access grievance channels;
- Reduce poverty amongst small-holder farmers and workers;
- Strengthen responsible recruitment practices;
- Improve basic services and community development;
- Implement higher expectations of employers for improved working conditions and child protection.

For more information about this initiative, or for other companies wanting to support the initiative, head to the Fair Labor Association's project overview.

To further support the people behind our products, we're proud that almost 30% of the cotton we source is Fairtrade certified. Through the certification, we are directly contributing to the Fairtrade system and the development of programs that benefit producers. Our Fairtrade cotton comes from the Pratibha Vasudha cooperative in the Madhya Pradesh State. In the seven years we've been partnering with Fairtrade, the producers from Pratibha Vasudha have invested the Fairtrade Premium in building schools in their local communities, helping keep the children of cotton farmers in school. They are also working on water conservation projects, are promoting agroforestry, and have improved the use and effectiveness of organic fertilizers and pest management practices. You can read more about the producers [here](#).



PEOPLE SPOTLIGHT

Advancing the Leadership of Women and Girls

Following the success of our 2023 International Women's Day (IWD) event, in 2024, we laced up our boots and headed back to Seymour Mountain to reflect, connect, and celebrate the women of tentree and veritree. Inspired by 2024's theme of Inspire Inclusion, our Vancouver-based team gathered for a morning snowshoe up the Dog Mountain trail. With fresh air and incredible views as our backdrop, we shared meaningful conversations around inclusion, progress, and the work still needed to advance gender equity in our communities and beyond.

To extend our impact beyond the mountain, we asked participants to bring a \$5 donation for Minerva, a Vancouver-based charity dedicated to advancing the leadership of women and girls. tentree matched all contributions, helping to support Minerva's work in removing systemic barriers and creating a more inclusive future for women across British Columbia.

It was a day that blended movement with meaning, reminding us of what's possible when we come together to celebrate, reflect, and take action.

Internal DEI Results

In 2024, we conducted anonymous surveys through InspiredHR and Camber Outdoors to gauge our organizational health and employee satisfaction. The following section highlights how our team members perceived our DEI efforts in three key areas:

1. We expect all employees, regardless of title or seniority, to treat each other with respect.

94% of team members agreed that our organization supports a culture of respect, and 96% agreed that the people they work with treat each other respectfully.

2. We foster a culture of belonging and inclusion while empowering our employees to use their voice.

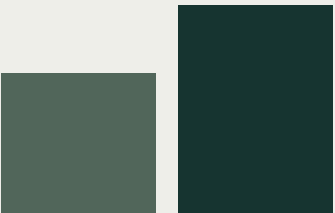
91% of team members agreed that our organization cares about giving back to our community, and 92% felt we encourage an inclusive work environment where everyone feels welcome.

3. We're committed to building trust and connection among all employees, regardless of title or seniority.

75% of team members believed that Senior Management and staff trust each other, and 90% stated that if they were bullied, harassed, or mistreated, they knew they could safely report it.

In 2019

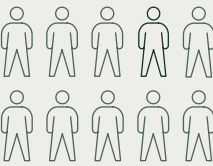
61% of all employees identified as female and 39% male



42% of all managers identified as female and 56% as male

11% of all senior leaders

identified as female and 89% as male →



In 2024

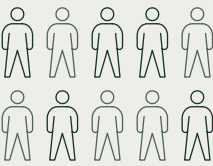
72% of all employees identified as female and 28% male



77% of all managers identified as female and 23% as male

40% of all senior leaders

identify as female and 60% as male →



06

next steps



Next Steps

As we move forward, we believe it's important to not just showcase where we are, but also explore where we're headed to maintain momentum in making a lasting impact on our planet and its people.

Priorities in 2025



TRANSPARENCY

Aligning with the Taskforce on Nature-Related Financial Disclosures to better understand our nature-related impacts, dependencies, risks, and opportunities.



PEOPLE

Continuing to invest in Human Rights Due Diligence Training throughout our supply chain.



CLIMATE

Engaging with key manufacturing partners and identifying programs to support them on their decarbonization journey while working towards our Science Based Target.



NATURE

Increasing visibility of our restoration projects through veritree.



PRODUCT

Continuing to reduce material impact through better chemistry and preferred fiber materials.

07

appendix



Sustainable Development Goals (SDGs) Alignment

To further understand our role and responsibility in contributing to broader positive change, we've mapped out what we're doing against the [Sustainable Development Goals \(SDGs\)](#). These global goals are designed to be a blueprint for achieving a better and more sustainable future for all.

We've summarized our contribution to 9 of the 17 SDGs below, focusing on those goals that are most relevant to our business operations and products and where we can make the biggest impact on the environment and society.



1. No Poverty

We utilize third-party certifications like [WRAP](#) and Fairtrade to ensure that workers in our global supply chains are paid fairly by their employers and have safe working conditions. See more details [here](#).



2. Zero Hunger

We invest in agroforestry projects that promote more sustainable food production.



6. Clean Water and Sanitation

We're committed to increasing our usage of Bluesign® and GOTS-certified materials to ensure the safe use of chemicals and proper treatment of wastewater in our supply chain. See more details [here](#).



8. Decent Work and Economic Growth

We utilize third-party certifications like WRAP and Fairtrade to ensure no human rights or modern slavery issues within our supply chain. Our planting projects create new job opportunities in rural communities. See more details [here](#) and [here](#).



12. Responsible Consumption and Production

Our products are made of preferred raw materials, and we've launched partnerships to help provide end-of-life solutions to our customers and promote the shift to a circular economy. See more details [here](#) and [here](#).



13. Climate Action

We track and offset our Greenhouse Gas (GHG) emissions and have set a Net Zero target approved by the Science Based Targets Initiative. See more details [here](#).



14. Life Below Water

We support mangrove planting projects that help restore coastal ecosystems as well as kelp and coral initiatives that support ocean biodiversity. Learn more [here](#).



15. Life on Land

We're committed to the protection of natural resources. Our tree planting projects aim to restore landscapes, and our land-based raw materials are from responsibly managed sources, such as organic cotton and man-made cellulosic fibers from FSC-certified timber sources. See more details [here](#).



17. Partnerships for the Goals

We're committed to a number of partnerships that will help move the industry forward. Read about our certifications, memberships, and partnerships [here](#).

Progress Against Our Targets

 Transparency
  Climate
  Product
  Nature
  People

Target			2024 Progress	Area
Climate, Nature, & Human Rights Impact Disclosure	by 2025	66%		   
Supply Chain Disclosure	Tiers 1-4 by 2025	50%		 
The Climate Label Certified	by 2021	100%		
Net Zero Emissions	90% reduction by 2033	54%		
Coal Free Production	100%* by 2030 [Tiers 1-2]	100%	Tier 1	 
		92%	Tier 2	
Preferred Raw Material Use	100%* by 2025	99%		   
Deforestation-free fibers and packaging	100%* by 2025	100%	Fibers	 
			Packaging - TBD	
Suppliers Disclosing Environmental Impact	100%* by 2025 [Tiers 1-2]	25%	Tier 1	  
		8%	Tier 2	
Responsible Chemistry Certifications	100%* of materials by 2030	40%		 
Closed Loop (fiber to fiber recyclable) materials	100%* by 2030	31%		  
Suppliers Disclosing Human Rights Due Diligence	100% by 2025	78%		 
Suppliers Disclosing Social Performance	100% by 2025 [Tier 1, 2, 3]	100%	Tier 1	 
			Tier 2 & 3 - TBD	

* % by volume of production

** 100% of our hangtags are FSC-certified. We are working with our suppliers to determine the composition of corrugated shipping containers (cartons used to ship products) as an indicator for this target and gain full transparency of sourcing and certifications

*** Due to changes within our supply chain, gaining adoption of Worldly's Facility Environmental Module to track this target proved difficult. We recognize the importance of transparency within all areas of our supply chain and are actively working with our suppliers to find new ways to gain this data and stay committed to our goal.



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