



CLOUDFORESTS

Impact Report March 2023



Cloudforests

Making Planet Earth Cool™

2022-2023

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Introduction

It gives me great pleasure to be able to present to you our first impact report. When I founded Cloudforests in Feb 2020 and launched our first official website in April 2020 little did I know how far we would come in a little over three years. At the time of writing;

- We now own five forest creation sites.
- We have a thriving CoolPartner community with 054 CoolPartners.
- We have completed our first native gift tree grove at Cloudforest One.
- Five CoolPartners entered our Beyond Cool programme to ramp up their climate action.
- We have new initiatives planned around micro forest creation.

The biggest thing that is important to me is that Cloudforests is built on credibility. Credible climate action is built on credible reporting and an open offer to our CoolPartner community to come and visit our sites to see trees in the ground.

As I always say, it does not get more credible that coming and planting the trees yourself.

We were thrilled to host our inaugural planting day on February 2022. Twenty of our first CoolPartners came and planted over 800 native trees on our Cloudforest Three site.

As a community, we have reached many milestones over the last three years. You and your business have helped us achieve these through your continued support.

I want to take this opportunity to thank you wholeheartedly.

Bernard Fender

CEO Cloudforests Limited



54
CoolPartners

48k trees

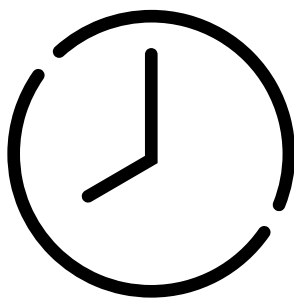
Our story so far

During Covid lockdowns, we saw how the earth was changing due to climate change, and decided we wanted to do something about it - something worthwhile and credible.

We envisioned the creation of woodlands across Ireland, enhancing and improving biodiversity, and helping us to combat the effects of climate change.

And so Cloudforests was founded in 2020, with a mission to create forests for the planet along Ireland's Wild Atlantic Way.

Cloudforests is focused on helping businesses achieve Net Zero through credible afforestation, conservation and climate education.



2020

Cloudforests was born. Our flagship Cloudforest One site was purchased, and tree planting began in December.

2021

Cloudforests Two and Three were purchased in the first half of 2021. Over the course of the year, our CoolPartner community grew to 21.

We launched our Gift Tree Grove which allowed our CoolPartners gift their first trees.

2022

We began our journey to dedicate conservation areas for the native Irish honey bee in partnership with NIHBS.

We held our first CoolPartner Community planting days, and we purchased our fourth and fifth Cloudforest sites.

We also launched our CoolPartner podcasts.

2023

... In Progress...

Our Cloudforests

Our Land Planted With Our Trees

Cloudforest One



Cloudforest One is near Lahinch in County Clare. There are approximately 21,000 trees planted at this location since December 2020. Our Gift Tree Grove and our first Eco Retreat house are located here, as well as our first bee hives!

Cloudforest Two



Our Cloudforest Two site is in Carrigaholt in County Clare. This site started to be created only last month February 2023.

Cloudforest Three



Our Cloudforest Three site is in Doonaha Loop in County Clare. This Site was also home to our first community planting day where our CoolPartners planted over 800 native trees. In addition, we planted mixed woodland here with over 4,000 trees for our community.

Cloudforest Four



Cloudforest Four is located near Ennistymon in County Clare. Surrounded by Sitka plantations, we aim to develop a biodiversity haven in this beautiful corner of the world. We are awaiting final planning for this site but have something giant planned for this location.

Cloudforest Five



Our newest site in Cloudforest Five is in Mountoven, in the beautiful Kerry Peninsula in County Kerry. This site will eventually evolve into a temperate Atlantic Rainforest and features Beyond Cool Planting by five of our CoolPartners - 12,000 community trees and 6250 Beyond Cool trees.

This is
Cloudforest 5
MOUNTOVEN
CO KERRY


Cloudforests
Making Planet Earth Cool™

Our Trees



Planted so far

Since December 2020, we have planted over 48,309 trees.

The species mix so far is:

- Oak
- Sitka Spruce
- Hazel
- Alder
- Rowan
- Crab Apple
- Willow
- Scots Pine
- Holly
- Wild Cherry

Total
Trees
Planted
So Far

48K

Our Forests Are Managed Using Close To Nature Principles

Gift Tree Grove



The Gift Tree programme has been running since March 2022, and in our first 12 months we have had a fantastic uptake.

We've planted 1050 trees in our Gift Tree Grove, and we're currently working on tagging them all and sending out certificates to the registered tree owners.

The majority of our gift trees were bought locally for Irish recipients, but we have several tree owners in the UK and the USA.

We've learned some lessons after the last year with the gift tree grove – namely, to keep the process simple and straightforward, and to make sure all the details are tracked so we know which trees were registered and can reach the owners with updates on their tree.

For the 2023–2024 season, we're planning on making sure all of our trees are properly tagged and listed to the right person, and we'll be working hard on our communication programme.

We'll be sending out twice-yearly updates on the grove as a whole, and zooming in on at least one specific tree in the grove to share their growth journey.

We're also planning a "1 year old" birthday badge to be sent out to all of our registered tree owners.

We'll continue offering our gift tree selection and manage the grove so it can develop and thrive.

Buy Your Tree Online@ www.cloudforests.ie

CoolPartners

At the time of writing, we now have 54 amazing CoolPartners – and that number is growing every week!

That's 54 organisations across Ireland and the UK who have committed to combatting climate change by supporting our mission and planting trees at our sites.

Our inaugural planting day was held in February 2022 at our Cloudforest One flagship forest, and our CoolPartners got stuck in and planted 800 trees!

Our next CoolPartner planting day is coming up in October 2023, at the start of the tree planting season.

We're excited to meet our CoolPartners, old and new, at Cloudforest One on the day so you can see how the forest has started to develop, and get more trees planted.

Our **Beyond Cool Programme** gives our CoolPartners an opportunity to ramp up their climate action with Cloudforests.

We had five CoolPartners join our Beyond Cool Programme in 2022.

- Secure Logiq
- The Health Services Staffs Credit Union
- My Irish Cousin
- Midsummer Ireland
- IMS

These partners planted 6,250 native Irish trees on our Cloudforest Five site on the Dingle Peninsula.

This year, we will be expanding the Beyond Cool programme to fund additional bee hives, trees, and bird and bat boxes on our sites.



Cool Partners

54



Social Media Impact

12 Months April 22- March 23



Website Traffic- [Cloudforests.ie](https://www.cloudforests.ie)

16K Unique Visitors + 196% YOY

18K Visitors +163% YOY

31K Pageviews +127% YOY



Social Media

256K Impressions on LinkedIn

7489 Reactions- LinkedIn

1321 Followers + 80% -LinkedIn



Search

584K Impressions on Google Search

6100 Clicks

13.1 Average position

Cool Partners

54

CoolPartners
Taking Credible Action On Climate

#makingplanetearthcool

Technology

Unique

- Our sites are fitted with unique live streaming technology which gives brings our forest siyes onto the internet.
- We are also using advanced off grid technology to timelapse our sites thus creating a unique digital archive of our climate action.



Robohives

- Over the coming months, we'll have Robohives installed on Cloudforest One and Cloudforest Three.
- This will help us monitor our hives and make sure the beekeepers are aware of any issues that might occur.
- It'll also help us get great insights into the life of the hive!



Community Engagement

Sponsorship

Part of our mission has always been to support local communities and youth teams.

To this end we have provided sponsorship to over ten sports teams across soccer, gaa and mountain bike endurance racing to local community teams and schools.

We have also developed an eco-retreat using local tradespeople and materials on the site of Cloudforest One.

Stepping Stone Forests

Stepping Stone Forests is a volunteer-led project planting trees and creating outdoor classrooms in South Dublin using the Miyawaki method of dense tree planting..

We have been delighted to support the Stepping Stone Forests project, assisting with promotion, seeking corporate sponsorship, and developing marketing material and preparing the project to ramp up operations for the next planting season.

During the summer of 2023, Stepping Stone Forests will become an official subsidiary of Cloudforests.

Community
is important
to us



Partnerships



Native Irish Honey Bee Society

Apis mellifera mellifera



In 2022, we announced our intention to undertake the role of a Conservation Area for the Native Irish Honey Bee on ALL of our Cloudforest sites in partnership with the NIHBS Native Irish Honeybee Society.

Unfortunately we lost one of our hives in Cloudforest One over the winter, but we're working on getting our Cloudforest One bee population back up and running, and installing new hives on Cloudforest Five.

Our 2023 goals

1

Develop Our Cloudforests

This year, we want to create conservation zones within our Cloudforests, building up the biodiversity value within them and making them wonderful habitats for our Irish wildlife to thrive in.

We'll be building ponds, setting up bird and bat boxes, and adding more hives to our site.

2

Monitor and share the progress of our developing forests

We also plan to write more blogs, following the story of our trees and our hives.

We plan to introduce acoustic monitoring to the sites, so we can track the wildlife coming in and increase the collection of scientific data from our sites.

3

Grow CoolPartner community

We hope to expand our CoolPartner Community to the magical 100 number over the next twelve months.

We'll expand the programmes our CoolPartners can get involved in, to increase their impact, and we want to refine some of our current offerings that haven't performed as well as we'd like.

4

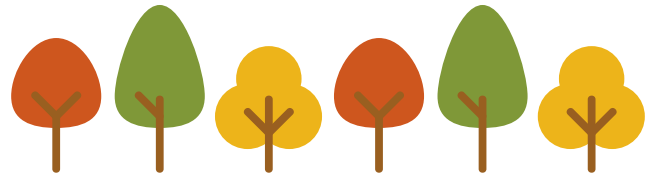
Kick off our Urban Forests programme

Create a sustainable urban forestry business with the arrival of the Stepping Stone Forests brand into the Cloudforests initiative.



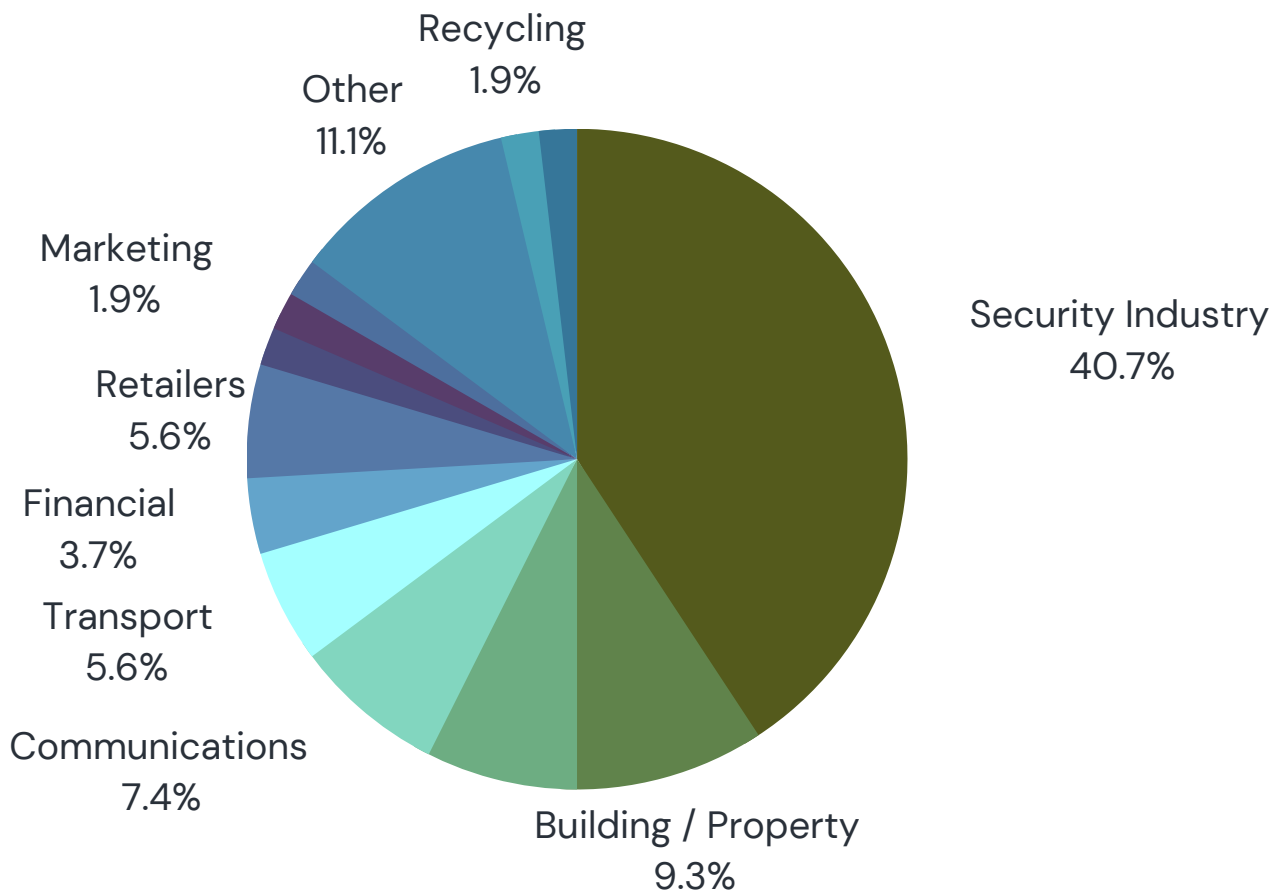
Impact Numbers

48K Trees Planted



Taking Action Together

Industry Sectors of our CoolPartners



54

CoolPartners

800

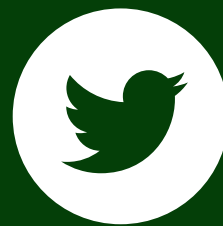
Trees Planted Per
CoolPartner On Average

9.6

Estimated Tonnes of
CO2 negative on
average per partner per
year*

We thank you for your ongoing support of our programme

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Available And Linked Through Our Website



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*Co2 Calcs based on low average of 12kgs per tree of Co2 negative per annum
Average trees per Coolpartner excludes Beyond Cool Partner Planting