

EARTHLY

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Impact Report 2022

Delivering impact on
climate, biodiversity,
and people



Table of contents

- 03 A message from our CEO
- 04 Our mission
- 05 Our impact in 2022
- 06 Project Assessment
- 07 Featured project - Keo Seima
- 08 eBook: Unpacking Nature-based Solutions
- 09 The Planet Earthly webinar series
- 10 Awards and Recognition
- 11 Customer Advisory Board
- 12 Event highlights
- 14 Customer success in 2022
- 18 New Earthly team members
- 19 Contact us

A message from our CEO

Dear Earthly Community,

I am thrilled to present Earthly's 2022 Impact Report, a testament to our shared commitment to a more sustainable and resilient world. As we reflect on the past year, I am filled with gratitude for the incredible strides we've made together, and it is my honour to share the remarkable journey we undertook as a community.

In 2022, Earthly stood at the forefront of the battle against climate change, driven by a conviction that businesses hold the key to transformative environmental impact. This report encapsulates the stories, successes, and challenges that defined our collective efforts in the pursuit of a net-zero economy and a healthier planet.

I am immensely proud of the accomplishments we achieved as a team. From empowering businesses to invest in Nature-based Solutions (NbS) through curating a marketplace of high-integrity projects, every milestone documented herein is a testament to our shared vision and our dedication to quality, transparency, and accountability.

As we acknowledge our achievements, we also recognise the immense challenges that persist. The climate crisis demands our unwavering commitment and continuous innovation. We acknowledge that the journey to sustainability is dynamic, requiring adaptation, collaboration, and a collective sense of responsibility.

Our commitment to transparency extends to our shortcomings and the lessons we've learned. It is through these challenges that we find inspiration to evolve, adapt, and amplify our impact in the years ahead.

As you delve into Earthly's 2022 Impact Report, I invite you to celebrate the progress, ponder the challenges, and join us in the ongoing journey towards a regenerative and sustainable future. Together, we are not just participants in change; we are architects of a world where businesses and nature thrive in harmony.

Thank you for being an integral part of Earthly's story. Our collective impact is a testament to the boundless possibilities that arise when individuals and businesses unite for a shared purpose.

Oliver Botlon, co-founder & CEO

Join our mission

To leverage the power of nature-based solutions to help businesses remove at least 1 Gigatonne of Carbon by **2030**

At the beginning of 2022, we reached a significant milestone in our environmental mission, planting 1 million trees and removing 49.2K of CO2 from the atmosphere. This achievement marked the beginning of a major stride in our collective effort to create a tangible environmental impact.

Throughout the year, our momentum continued robustly. By mid-October, we had crossed another critical milestone, achieving over 100K in CO2 reduction, totalling 100.8K. This progress was a clear testament to the positive impact we were making together.

The highlight of our 2022 efforts came on November 1st, when we reached the planting of 2 million trees, leading to the removal of 111.1K of CO2. This significant achievement emphasized the strides we have made in our journey towards environmental sustainability.

Our impact so far



Our impact in 2022

86.9k
total carbon removed



1.7 million
trees planted



Our carbon footprint

We're proud to have reduced our impact by 49% in the past year.

2021
5.19t
CO2e per employee



2022
2.65t
CO2e per employee



New for 2022: Our Project Assessment

Why are we so passionate about assessing nature-based solutions?

We really want to bring clarity to the rapidly growing voluntary carbon market, helping to increase support for projects that go beyond carbon offsetting, and deliver impact across the three vital pillars of carbon, biodiversity and people.

As more companies embark on a climate journey, global demand for carbon offsets has been growing exponentially. Whilst this stimulates the development of nature-based solutions, it also poses a high risk of selling low-quality offsets.

Although several initiatives have been taken to govern this growing market and assess quality criteria, too many offsets are currently being sold over-estimating their carbon benefits and/or failing to deliver real and lasting benefits for people and nature.

Looking beyond carbon, the additional benefits of a nature-based project, such as improved livelihoods or biodiversity, are often hard to measure, quantify or compare. The sector is hard to navigate, and verifying projects' claims and carbon credits becomes harder and harder for customers.

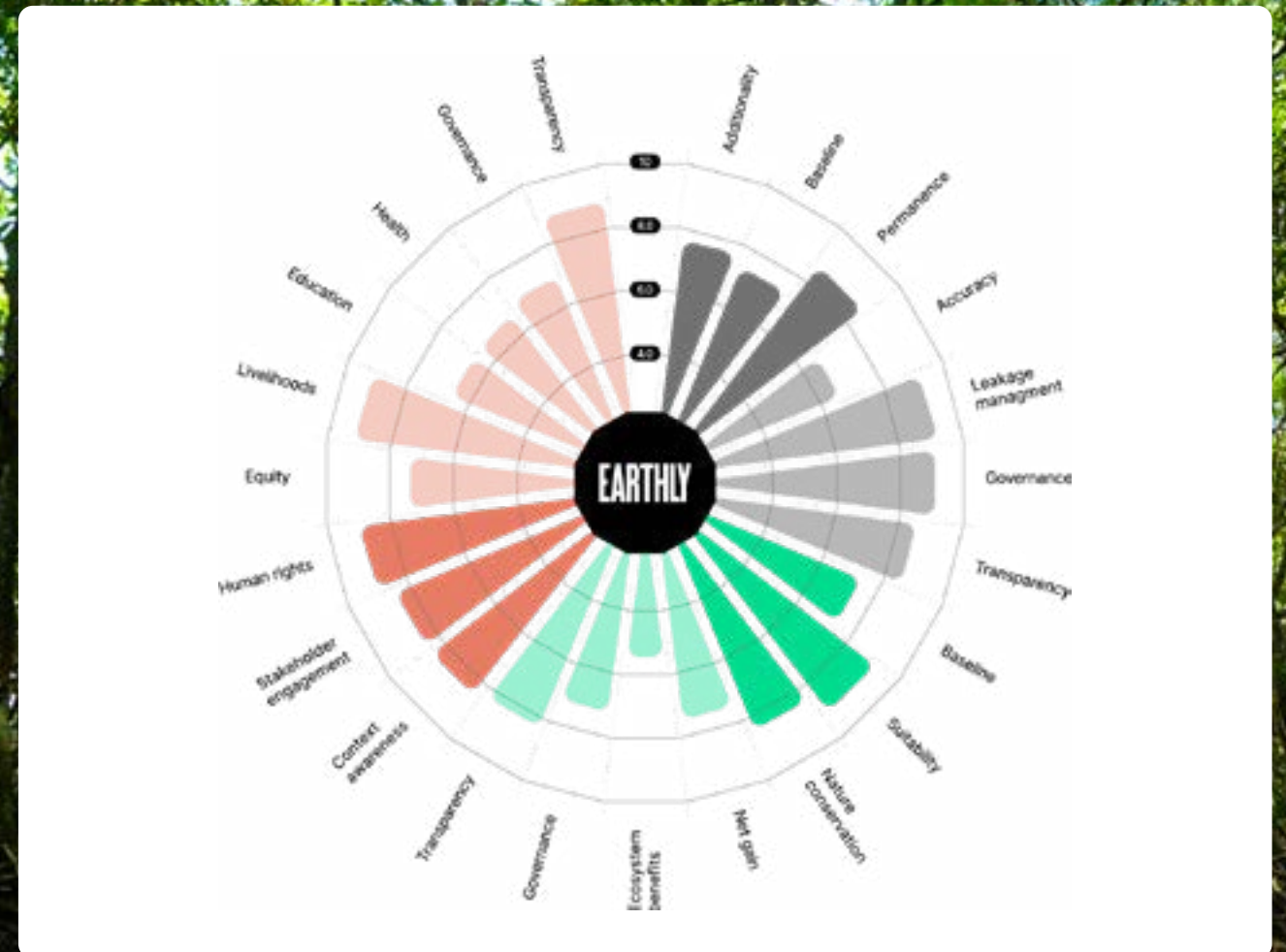
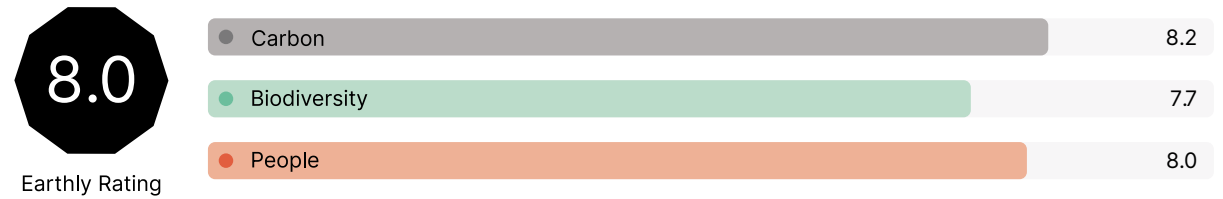
We thought something was needed to identify and distinguish high-quality projects. And something was missing, too. We're conscious that current standards have a strong carbon focus (despite this there is still a lot of variation in additionality and carbon accounting). Social and biodiversity impacts are far less represented as there are currently very limited ways to differentiate verified and unverified projects on these factors.

That's why we developed the Earthly Project Assessment, a holistic picture of a project, providing a detailed indication of its potential to remove carbon, restore biodiversity and improve the livelihoods of the communities most impacted by



Featured project - Keo Seima

A REDD+ project with a focus on reducing high deforestation rates in eastern Cambodia by helping secure land rights for the indigenous Bunong in the area. The project began in 2010 and impacts more than 20,000 people.



New for 2022, Earthly's eBook: Unpacking Nature-Based Solutions

This ebook is a reflection of the pivotal role that we believe Nature-based Solutions play in shaping a sustainable future. The imperative to act against the climate crisis has never been more urgent and our goal with the "Unpacking Nature-Based Solutions" ebook was to educate, advocate, and empower businesses to be catalysts for positive change by supporting high-value projects.

This comprehensive ebook serves as a beacon, illuminating the path toward a net-zero economy by unpacking the significance of Nature-Based Solutions (NbS). We understand that the journey towards sustainability can be intricate, and businesses may face uncertainties about where to start and how to maximise their impact.

The ebook addresses these concerns head-on, providing a rich tapestry of knowledge that demystifies NbS, illustrates the tangible benefits of responsible carbon offsetting, and showcases real-world examples of businesses making a difference.

By spotlighting customer success stories, we hope to inspire a collective movement toward climate-conscious practices

[Read now →](#)



The Planet Earthly webinar series

In 2022, we launched the Planet Earthly Webinar Series. We realised that many of our climate-conscious clients either had gaps in their knowledge around nature-based solutions and sustainable business - or they wanted to dig deeper into specific topics. Our webinars bring together panels of experts to provide insights and answer questions that help businesses identify, select and understand impactful nature-based solutions. Our goal is for the webinars' content to cover industry topics, highlight fascinating ecosystems and spotlight our amazing projects. We are extremely grateful to our wonderful network of experts who have been willing, engaging and enthusiastic panel members this year.



Communicating your sustainability journey

This episode focused on how brands can clarify their purpose and confidently communicate their climate progress.

Our expert panel included:

Carissa Cabrera - Founder of the Conservationist Collective
Isaac Kenyon - Eco-adventurer & Energy Transition Analyst
Angela Zhong - Youth Board Member at The Climate Initiative
Shelby Torrence - Chief Marketing Officer at Earthly



Saving our peatlands

This webinar focused on peatland restoration, what it means, the science on peatland restoration, and how businesses can make the biggest impact by supporting these restorative efforts.

Our expert panel included:

Sally Blyth - from NatureScot and Peatland ACTION
Prof. J. Boone Kauffman - Ecologist at the Blue Carbon Initiative
Banashree Thapa - Research Associate at Earthly



The role of seaweed farming

The webinar focuses on what seaweed farming actually entails, the methods involved, and how businesses can make the biggest impact by supporting these ecosystems.

Our expert panel included:

Angela Meade - Biologist & Founder of Biome Algae
Jan Verbeek - Scientific Manager at SeaForester
Daniel Crockett - Oceans & Climate Director at Blue Marine Foundation
Oliver Bolton - Co-founder & CEO of Earthly

Awards and recognition



#2, Escape 100, Escape The City

The Escape 100 list represents the organisations that are leading the way in putting their people and our planet on a par with profit. We were delighted to be awarded 2nd place out of the 100 workplaces on Escape The City's list. They said, "Earthy scored as one of the highest this year for their people-first approach".



Silver, ClimaTech Run at COP27

Addressing the most important climate issues through tech, ClimaTech Run is COP's biggest global competition for tech entrepreneurs. We came second out of 422 submissions from 98 countries. We were invited to pitch to the panel at COP 27 in Egypt.



Top Innovator, UpLink NatureTech challenge, World Economic Forum

This Challenge called for technology-led start-ups that address nature and biodiversity-related challenges through high-integrity nature-based solutions (NbS) such as ecosystem protection and restoration. We were selected as one of seven winners using technology to help nature fight back.

BEST STARTUP LONDON

#20, London's 101 Fastest Growing Consulting Startups

Best Startup London ranked the top 101 Consulting companies in London and we came in at 20 thanks to the consultation and support we offer businesses wanting to become more sustainable. The ranking criteria included startups' track record, executive leadership, market share, innovation, and ESG rating.

FUTUROLOGY

#9, Most innovative environmental startups and companies

Futurology showcases the best environmental consulting companies and startups coming out of London. Their criteria is based on innovation, growth, management and societal impact. Earthly secured a place in the top 10 of the list, alongside other great organisations including The Carbon Trust.

Our Customer Advisory Board

Members:

- Lexi Lloyd Owen, *Artemis Education*
- Vikki Leach, *King*
- John Miller and Myles Smithies, *Quiddity Health*
- Laura Rudoe, *Evolve Organic Beauty*
- Andrew Horden, *Veramed*
- Antonia Parker, *MPG*
- Oscar Hausman, *YuLife*



Unlocking success together: Earthy's Customer Advisory Board

At Earthy, we believe in the transformative power of collaboration, and our Customer Advisory Board (CAB) stands as a testament to that philosophy. Launched in August of 2022, CAB was designed to be the heartbeat of our customer-centric approach. The handpicked members represent a cross-section of Earthy customers, embodying the essence of our ideal target audience.

The power of voice: shaping Earthy's future

CAB is not merely a panel; it's the resonant voice of our customers. The members have provided invaluable insights and feedback that have helped us steer the course of our development. The CAB members play a pivotal role in pinpointing pain points, identifying emerging trends, and ensuring that Earthy remains at the forefront of innovation.

Quality over quantity: advocacy in action

Our focus is on quality participants who are fervent advocates for sustainability and positive impact. Their commitment goes beyond the boardroom; it's a commitment to elevating Earthy in every way possible. Similar to our Scientific Advisory Board, CAB members commit to a one-year term, with the option for renewal upon mutual agreement. This ensures a dynamic and evolving collaboration, fostering long-term relationships and a deeper understanding of our customers' evolving needs.

As Earthy expands its horizons, so does the CAB. Imagining a future with sub-working groups, across regional and industry-focused clusters, we envision a holistic approach that mirrors the global landscape and caters to the unique challenges faced by our customers in different corners of the world.

To our CAB members: heartfelt gratitude for your support

As we reflect on the strides we've made and the transformative impact we've achieved, we'd like to express our deepest gratitude to the members of CAB. Your dedication to our mission, coupled with the invaluable feedback and perspectives you've shared, has propelled us forward in ways we could not have imagined.

Our success is, in no small part, a reflection of your passion, dedication, and belief in the mission we collectively strive for. We are honoured to have you as a member of our CAB, and we look forward to many more moments of collaboration, growth, and shared success.

Event highlights

ClimaTech Run at COP27, Sharm El Sheik, Egypt

Our CEO, Oliver Bolton, was invited to pitch Earthly's mission to a panel looking to address the most important climate issues through tech. ClimaTech Run is COP's biggest global competition for tech entrepreneurs. We came second, out of 422 submissions from 98 countries.



Plug and Play Summit, Silicon Valley, USA

We were invited to the 'Silicon Valley Summit' as part of Plug and Play's 'Startups 2022'. Earthly was among 250 future-thinking startups from 17 industry-focused innovation programs. We attended with a focus on sustainability in the travel and hospitality sector - exploring how to connect the industry better to nature-based solutions.



NYC Climate Week, New York, USA

We were pleased to be in New York for ClimateWeek joining our customers, partners, industry leaders and climate champions from a broad range of sectors to drive climate action. Fast. This included attending the International Emissions Trading Association North America #Climate Summit to hear from policymakers, businesses, and innovators who are leading the pack in building, scaling and collaborating to accelerate our path to net zero. Other events attended by our CCO Lorenzo Curci and CFO Jade Bouhmouch, CFA included the Future Horizons x BMW Foundation Climate Leaders Gathering.

Blue Earth Summit, Bristol, UK

We were the official partners of the Blue Earth Summit: a gathering of the best people in business, with shared values around people and the planet. The team were kept busy between keynote speeches up on stage, hosting interactive workshops, and networking at our stand. We also acted as a sustainability partner for the summit and helped them to offset any unavoidable emissions, through our high-quality nature-based solutions.



Customer success in 2022

Artemis

One of the most innovative private international school groups, Artemis Education works with Earthly on increasing climate resilience and protecting the planet through high-quality nature-based solutions, providing a climate-positive education for the next generation.

over
19k tonnes
total carbon removed



over
24 million
sq/m area supported

equal to removing the footprint of over
79,000 hours
flown by plane



Difference Coffee

Difference Coffee makes the world's best tasting coffee capsules sourced from legendary estates, rare varieties and coffee competitions. They partner with Earthly as part of the goal to guarantee that the journey from bean to cup is ethical and sustainable.

over
500 tonnes
total carbon removed

over
480 000
sq/m area supported



equal to removing the footprint of over
5,800 hours
flown by plane



SThree

SThree began efforts to reduce its carbon footprint and invest in carbon removals more than a decade ago. As part of its efforts, SThree has teamed up with Earthly to maximise the impact of its investments in nature.

over
1,400 tonnes
total carbon removed

over
100,000
sq/m area supported



equal to removing the footprint of over
5,600 hours
flown by plane



Garnier

Garnier is committed to improving the environmental impact of their products and empowering consumers to make sustainable choices. They integrated Earthly into select beauty products through in-store purchases, investing in nature for each product sold.

over
1,100 tonnes
total carbon removed

over
40,000
trees planted



equal to removing the footprint of over
5,211 hours
flown by plane



New team members in 2022



Tolga Sofuoglu
Head of Engineering



Giacomo Bartoleschi
Research Associate



Jade Bouhmouch
Chief Financial Officer



Shelby Torrence
Chief Marketing Officer



David Mbugua
Operations Associate



David Encarnation
Research Fellow



Jenny Hyndman
Digital Marketing Specialist



Contact us

Earthly connects businesses to high-quality nature-based solutions, helping remove carbon, restore nature and improve livelihoods. Supporting organisations that wish to voluntarily decarbonise and benefit biodiversity and communities around the globe, Earthly accelerates investment towards nature and helps companies go beyond Net Zero to become regenerative, giving back to our planet more than they take.

We'd love to hear from you.
Do get in touch at: hello@earthly.org



Learn more
www.earthly.org

