Concept Note for
My Tree Platform & Application

Prepared for Kenya Red Cross Society by:

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Abbreviations

IFRC	International Federation of Red Cross and Red Crescent Societies
KRCS	Kenya Red Cross Society
MENRRDA	Ministry of Environment, Natural Resources & Regional Development Authorities
SERP	Sustainable Environment Restoration Program
KFS	Kenya Forest Service
KMS	Kenya Meteorological Services
NEMA	National Environmental Management Authority
ASAL	Arid and Semi Arid Lands
USSD	Unstructured Supplementary Service Data
GPS	Global Positioning System

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Executive Summary

Background and purpose of concept note

Greyfos is a kind of innovation studio of people crazy about sustainability. Greyfos uses disruptive market-based approaches to tackle the myriad of sustainability challenges facing our planet. At Greyfos, we believe that sustainability is the biggest economic opportunity of our time. And the innovation imperative will unlock the promise of a smarter, more collaborative and more meaningful way of delivering value. Greyfos provides environmental and renewable energy advisory services, sustainability reporting and indexing, and conservation education. Overall, it seeks to be a catalyst towards a sustainable society.

Kenya Red Cross Society (KRCS), International Federation of Red Crescent Societies (IFRC) and Ministry of Environment, Natural Resources and Regional Development Authorities (MENRRDA) in 2014 launched Sustainable Environment Restoration Program (SERP). SERP among other things seeks to enable the planting of 2.5 billion trees in degraded water catchment areas and around the country by the year 2020. This initiative will contribute immensely to the attainment of Kenya Vision 2030 as well as, increasing capacity to adapt to the effects of climate change, combat desertification, forestall the occurrence of natural disasters (such as floods and droughts) and guarantee water, food security and livelihoods by conserving water catchments. This program will complement various continuing efforts by government in the same endeavor.

The purpose of this Concept Note is to provide information regarding **My Tree App,** an online crowd-sourcing platform powered by Internet, Global Positioning System (GPS), SMS, Unstructured Supplementary Service Data (USSD) code and social technologies that will enable any person or entity around the world to plant trees at designated locations in Kenya. This concept note thus contains information on the architecture of the App, how the App will work, and how the App will be governed and managed. We believe this App is important in the sourcing of funds and monitor progress towards SERP's goal of planting 2.5 billion trees by year 2020.

Objectives of the My Tree App

Key objectives

The My Tree Online Platform and Application ('My Tree App' or 'App') is being set up with a view to raise funds for SERP goal of planting 2.5 billion trees by the year 2020. The platform will do this by giving an opportunity to all to participate in the conservation and restoration of our environment through planting trees online. Apart from adding to the green space and promoting biodiversity, every tree that is planted through the platform will support community livelihoods. The GPS technology will help planters to stay connected with their trees and monitor their growth.

The Platform and App will also be used to monitor and evaluate the success of Tree-a-thon 2016. Tree-a-thon 2016 is an initiative by Greyfos and Kenya Red Cross that is attempting to break twin Guinness World Records (most trees planted in one hour and most trees planted in12 hours). The current record for most trees planted simultaneously in one hour at multiple locations is 2,294,629 held by TreeVolution: Greening MindaNOW (Philippines). Whereas the record for most trees planted in twelve hours by a team in multiple locations is 14,372,801 and was achieved by the Forest Department, Government of Madhya Pradesh (India).

Moreover, the online platform will be a knowledge hub on environmental issues and best practices.

My Tree App Additional Objectives

Whether you want to send a tree by post, dedicate a tree for a special occasion or plant a tree as a corporate gift, My Tree App will be at hand to help. It will also offer a carbon offsetting service to help people and corporates reduce and offset their carbon footprint. Moreover, the App will enable tree deliveries to people's door or have a tree gift posted to a friend to celebrate a birthday, a wedding, and the birth of a new baby or for any special occasion.

Finally, corporate tree gifts for companies who wish to give their clients an unusual, and truly green, gift will also be offered through My Tree App.

My Tree App will connect suppliers (tree nursery operators) and planters and vice versa; suppliers and planters with KRCS and Greyfos, KFS, KWS, WRMA, Kenya Meteorological Service (KMS) et al. Trees planters will have a variety species and locations to choose from.

Relationship between Greyfos, KRCS and My Tree App

The proposal is to incorporate My Tree App and Platform as an independent entity from Greyfos. Greyfos and KRCS will own it jointly. In designing My Tree App governance structures, careful thought has, however been given to ensuring that such representation does not result in conflicts of interest.

Greyfos and KRCS Strengths as the Promoters of My Tree App

Greyfos and KRCS are ideally placed to be the Promoter of My Tree App for the following reasons:-

- **Pipeline:** SERP consortium (KRCS, IFRC and MENRRDA) provide a natural starting point for My Tree App to identify potential tree purchasers, donors and networks, with lower search and due diligence costs than would otherwise be the case. A review of the SERP pipeline indicates that its linkage with IFRCS's *One Billion Coalition* shows that there are currently about one billion potential users for My Tree App around the world.
- **Knowledge of Online Tree planting**: By virtue of the skills and experience of its team, as well as experience gained interacting with and advising its clients, Greyfos has acquired knowledge about the dynamics and risks of crowd-funded tree planting and by extension, forest growing.
- **Relationship with consortium members**: KRCS relationship with its consortium members (IFRCS and MENRRA) will be a valuable asset in the promoting My Tree App.
- **Brand**: KRCS is a known brand in the Kenyan market, and it will use this brand to launch My Tree App, and additionally, to support My Tree App as it seeks to build a network of suitable volunteers to support SERP implementation. The KRCS brand will also be useful as My Tree App seeks to recruit a suitably qualified volunteer team.
- **Relationships for capital raising**: Greyfos and KRCS will be able to leverage their relationships with development partners and volunteer networks in the country, to raise additional funding, put in place risk mitigation mechanisms that will help attract donations and users through My Tree App.

Core Success Factors

Greyfos has identified the core success factors for My Tree App as being the following: -

- A successful rigorous resource mobilization underpinning the Tree-a-thon 2016 and beyond. We will use Tree-a-thon 2016 to test the efficacy of the platform or app;
- A cost-effective GPS mapping tracking of planted trees including time-lapse of one-frame per month. Greyfos guarantees this feature for all virtual corporate forests and orders of over a thousand trees.
- Effective linkage between planters, suppliers and SERP implementation team;
- A credible governance structure and management team which wins the confidence of partners, volunteers, suppliers and planters in order to support capital raising beyond the initial Tree-a-thon 2016;
- Ability to maintain good relationships with partners, volunteers, suppliers and planters. This includes participants in Tree-a-thons 2016 and beyond.
- Ability to provide multiple virtual tree planting options: web; smartphone app, SMS and USSD code.

Capital Deployment Plan

A grant of US$ 100,000 is required to develop the Platforms and Application. It will be deployed as follows

Details	US$
Platform and App development	70,000
Operation and maintenance (1 year)	30,000
	100,000