

EcoMatcher and VNV Advisory Join Forces to Launch TREES+ Certified Tree Planting Projects

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EcoMatcher Limited, a leader in digital tree-planting technology, and VNV Advisory Services, a renowned expert in sustainable development, have announced a strategic partnership to launch TREES+, a new initiative offering certified, transparent tree planting projects.

The TREES+ program will provide customers with the ability to track and manage individual trees through EcoMatcher's innovative platform while ensuring the highest environmental standards through Verra or Gold Standard certification.

By combining EcoMatcher's advanced technology with VNV's expertise in sustainable development, the partnership aims to empower businesses to engage in impactful reforestation efforts. TREES+ projects will offer detailed information on each tree, including species, planting date, and location, enabling customers to offset their carbon footprint with verified and validated emission reductions.

Initial TREES+ projects will be launched in Egypt, India, Indonesia, and Madagascar, with a focus on creating measurable and long-term environmental benefits. The Verra or Gold Standard certifications will guarantee the highest level of credibility and transparency for each project.

"Our partnership with VNV, a global leader in carbon credit projects, marks a significant milestone in our mission to make tree planting transparent and impactful," said Bas Fransen, CEO of EcoMatcher. "By ensuring that the projects are certified by Verra or Gold Standard, our customers can use these projects in their business and for their carbon offset strategies."

Sandeep Roy Choudhury, CEO of VNV, added, “We are thrilled to partner with EcoMatcher, a global leader in tree technologies. This collaboration aligns perfectly with our goal to drive meaningful climate action and sustainable development. Together, we can offer projects that benefit the environment and the communities involved and bring further value to our customers.”

EcoMatcher and VNV share a common goal of promoting sustainable development and combating climate change. This partnership represents a significant step towards scaling up reforestation efforts and restoring ecosystems worldwide.