



# Green Intelligence

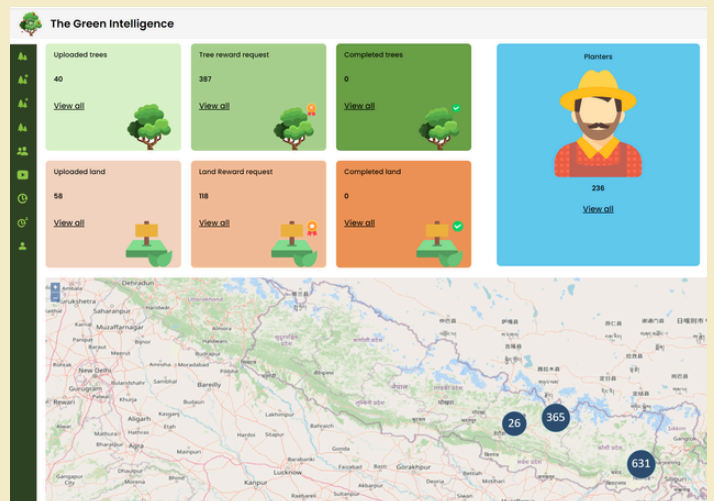
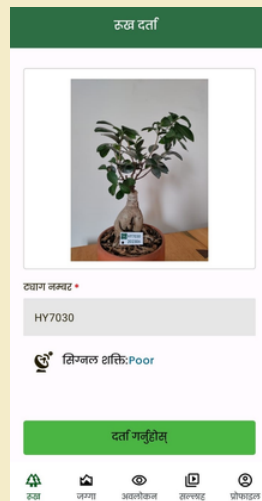
## Green Intelligence Mobile App



### Introduction:

The Green Intelligence mobile app and back office system is designed to bridge the gap between rural farmers and global carbon finance markets. The app not only helps farmers in planting trees but also provides technical advisory, ensures transparency in tree projects, and motivates farmers to take better care of their plantations. The overarching goal is to create a sustainable and profitable ecosystem for farmers while contributing to global carbon sequestration efforts.

**Goal :** Increase tree survival rates and local impact, transparency to tree investors, provide technical advisory and connect rural farmers with global carbon finance opportunities



### Why do we have an App

- Helping Farmers to Plant Trees and Providing Technical Advisory
  - Tree Planting Guidance: The app offers comprehensive guidance on tree planting, including species selection, planting techniques, and maintenance practices. This ensures that farmers can effectively grow trees that are suited to their local environment.
  - Technical Advisory: Through the app, farmers receive ongoing technical advice from experts, helping them address challenges and improve tree survival rates.
- Connecting Rural Farmers with Global Carbon Finance Opportunities
  - Access to Carbon Markets: The app connects farmers with global carbon finance markets, allowing them to monetize their tree planting efforts through carbon credits. This connection provides a significant financial incentive for farmers to engage in and sustain reforestation and afforestation projects.



- Ensuring Transparency in Tree Plantation Projects
  - Geotagged Photos: Farmers upload photos of their tree plots with geotags, providing verifiable evidence of tree planting and growth. This enhances transparency and trust among stakeholders.
  - Real-time Monitoring: The back office system allows for real-time monitoring of tree projects, ensuring that progress can be tracked and verified.
- Motivating Farmers for Better Caretaking
  - Financial Rewards: The app offers financial rewards to farmers based on the health and growth of their trees. This incentivizes farmers to take better care of their plantations, leading to higher survival rates and better overall outcomes.
  - Community Recognition: Farmers are recognized within the app community for their efforts, fostering a sense of pride and motivation to continue their work.

## Functionalities of the App & Back Office

- Mobile App Functionalities
  - Pictures with Geotag: Farmers can upload geotagged photos of their tree plots, providing visual and locational proof of their activities.
  - Financial Rewards: The app tracks the growth and health of trees and rewards farmers financially based on their performance.
  - Advisory Services: Farmers receive tailored advice on tree planting and maintenance, helping them overcome challenges and improve outcomes.
  - Land Registration: The app enables farmers to register their land plots, facilitating data collection and carbon registration.
- Back Office/Portal Functionalities
  - Remote Tree Status Monitoring: The back office uses Geographic Information Systems (GIS) to remotely monitor the status of tree plots. This allows for efficient and accurate tracking of tree growth and health.
  - Advisory Provision: Experts can provide remote advisory services to farmers based on the data collected through the app.
  - Customer Accounts: The system allows customers (investors, companies, etc.) to create accounts and directly link with specific projects or farmers. This enhances transparency and engagement.
  - Data Management: The back office handles all data related to land registration, tree status, financial transactions, and more, ensuring accurate and efficient record-keeping.



**230**

Active  
Users



**1,000**

Trees  
Registered



**115**

Plots  
Registered



**50,000**

Tree target  
2024



## GI Mobile Application Training

We organized comprehensive training sessions in an effort to enhance the effective use of our innovative GI mobile application. This training was conducted to over 250 farmers, government officials and youth in various locations across Nepal. This training session provides in-depth information about the GI mobile application, focusing on key functionalities and features that are crucial for farmers. Farmers were guided through the process of tree and land registration within the app, ensuring that they understand how to accurately input data which is vital for tracking and monitoring purposes. The app is essential for farmers to document their efforts and earn financial rewards through the app's integrated incentives program.



## What is next

### 1. AI Recognition of Tree Pictures

The integration of artificial intelligence (AI) will enable the app to automatically recognize and assess tree species, health, and growth from uploaded photos. This will improve the accuracy and efficiency of monitoring and advisory services. GI has started the exploration phase, in partnership with Dutch AI development organization Future Facts.

### 2. Value Chain Transparency

Future developments will focus on enhancing transparency throughout the value chain, from tree planting, and production of harvest by the fruit and nut trees to carbon credit generation. This will include detailed reporting on the impact of tree projects and the distribution of financial benefits.

### 3. Scaling our Impact

In 2024, we are setting an ambitious goal to upload 50,000 trees, covering a total of 60 hectares. As we move forward into 2025, we plan to scale our efforts significantly, aiming to cover 500 hectares and planting an even greater number of trees.

4. In addition, we are excited to announce the expansion of our app's use to Kenya, marking a significant step forward in our mission to support sustainable forestry and carbon sequestration efforts on a global scale.



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