LEADERS

GLOBAL LEADERS TO FOLLOW · BY XRAISED

NO. 13 · 2024 EDITION

GROWING A FOREST

How Evertreen funded millions of trees across six continents

VERIFIED, NOT VAGUE

Verra and Gold Standard credits — and why the distinction matters

ROOTS & REVENUE

Partners from PwC to NTT Data are planting corporate forests

COVER STORY · P. 4

Rooted in Purpose: Dan Ciufo's Green Bet

Dan Ciufo

Evertreen

CEO & CO-FOUNDER

THE CURATED INTERVIEW MAGAZINE FOR INDUSTRY LEADERS

XRAISED.COM

EDITOR'S LETTER

A word *before we begin*

The voluntary carbon market has a credibility problem. Greenwashing scandals, inflated offset claims and the blurring of tree planting with certified carbon credits have made scepticism the default position for anyone paying attention. It is, in that context, a genuinely interesting thing to find a company that leads with the distinction.

Dan Ciufo and his co-founder built Evertreen on the premise that transparency is not a liability but a foundation. The platform tells you, plainly, when a product is a modelled estimate and when it is a retired credit. It shows you satellite imagery of your trees. It counts the hours of paid work created for local farmers alongside the tonnes of CO_2 absorbed. That is a different kind of ambition from most of what this market produces.

For our third issue, we wanted a story about building something real in a space full of noise. Ciufo's company — projects on six continents, partners from PwC to NTT Data, trusted by more than a thousand companies — is that story. We hope it makes you think differently about what accountability in climate action can look like.

— The Xraised editors

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ON THE COVER

Dan Ciufo

CEO & Co-Founder, Evertreen

About *Evertreen*

Evertreen

EVERTREEN.COM

WHAT THEY DO

Evertreen is a tree-planting and carbon-offset platform connecting individuals and businesses with reforestation projects across six continents, with GPS coordinates and satellite monitoring for every tree and Verra and Gold Standard verified credits available separately.

3,661,942 and counting
TREES FUNDED

485,196 for local farmers
WORKING HOURS CREATED

1,000+ companies
CORPORATE PARTNERS

38+ across 6 continents
PROJECTS

DAN CIUFO · CEO & CO-FOUNDER, EVERTREEN

Rooted in Purpose: Dan Ciufo's Green Bet

DAN CIUFO · CEO & CO-FOUNDER, EVERTREEN

The Cass Business School graduate turned co-founder is building a tree-planting platform that puts satellite science and radical transparency at the heart of carbon action.

> We're growing more than trees — we're growing a sustainable future, where businesses and individuals take action to make a meaningful difference.

Rooted in Purpose: Dan Ciufo's Green Bet

DAN CIUFO · CEO & CO-FOUNDER, EVERTREEN

Dan Ciufo did not set out to build a technology company. He set out to make reforestation legible — to turn the act of planting a tree into something a business could verify, share and stand behind. The result is Evertreen, a platform he co-founded alongside Luca Giordaniello that now connects individuals and companies with tree-planting projects on six continents, each tree tracked by GPS coordinates and monitored from space.

Ciufo is based in London and studied at Cass Business School, the City institution whose alumni tend toward finance and strategy. That background shows in how Evertreen is structured: the platform is not simply a donation portal but a layered offering that separates certified carbon credits — verified under Verra's Verified Carbon Standard and the Gold Standard — from straightforward tree-planting subscriptions, and is careful to say so plainly. Where many platforms blur the line between a planted tree and a retired carbon credit, Evertreen labels each product for what it is.

That transparency is not incidental. It is, by the evidence of how the platform is built and described, a founding principle. The company's monitoring protocol runs from field teams taking geotagged photographs at planting sites, through drone mapping where available, to satellite imagery processed via EOS crop-monitoring technology. Qualifying customers receive login credentials to access that satellite data directly. The platform tracks growth status, photosynthetic activity, nitrogen concentration in plant leaves, water stress and the presence of dry or infertile soil — a level of granularity unusual in the voluntary carbon market.

The scale Evertreen has reached is notable. The work has created more than 485,196 hours of paid employment for local farmers, a figure the platform updates in real time and treats as a metric of equal standing to the environmental numbers. Trees are planted directly by those local farmers, not by contractors at a remove, and projects span Madagascar, Rwanda, Nepal, Mozambique, Honduras, Kenya, the Philippines, Ethiopia and beyond.

On the corporate side, the client list includes PwC, HPE, NTT Data, Iberdrola, HCL and Yahoo. NTT Data is among the platform's most active partners, with its tree count prominently displayed on the Evertreen homepage. Businesses receive a public company profile, a branded forest they can monitor and share, and the option to gift trees to colleagues or clients with personalised certificates. For companies seeking registry-backed offsets rather than tree planting, Evertreen also resells certified credits from projects including a mangrove blue-carbon scheme in Colombia's Cispatá Bay, a natural regeneration project in Ethiopia that holds Gold Standard certification, and a peatland conservation project in Borneo.

Ciufo has spoken about what drives the company in terms that go beyond environmental metrics. Announcing a partnership with Yura Agency, he said: "We are delighted to join forces with Yura Agency in our mission for a greener, more sustainable future. This collaboration showcases our dedication to environmental conservation while empowering local communities. The phrase is characteristic: environmental and social impact named

> *This collaboration showcases our dedication to environmental conservation while empowering local communities.*

together, neither subordinated to the other.

In a separate partnership announcement, he put it another way: "It's inspiring to work with leaders like Roxana, who recognize that fostering human leadership goes hand-in-hand with nurturing the environment. Together, we're growing more than trees — we're growing a sustainable future, where businesses and individuals take action to make a meaningful difference. The line between the ecological and the human, in Ciufo's framing, is not a line at all.

The platform's individual offering runs on the same logic. Monthly subscribers fund tree planting at Vohidahy in Madagascar, receive a certificate each month and a public impact page updated live, and can cancel at any time — with trees already funded remaining in their name regardless. The CO_2 figures attached to these plans are described explicitly as modelled lifetime estimates, not certified credits. It is an unusual degree of candour in a market where overclaiming is common.

Evertreen is rated Excellent on Trustpilot and has been featured in Forbes. The company's work has been covered by Xraised, whose journalists interviewed both co-founders about the vision behind the platform. What that vision amounts to, in practice, is a bet that rigour and accessibility are not opposites — that the same platform can serve a first-time individual planter and a multinational seeking Verra-verified offsets, and that being honest about what each product is and is not will, over time, prove to be the competitive advantage.

AT A GLANCE

- Co-founded by Dan Ciufo and Luca Giordaniello, based in London
- Ciufo studied at Cass Business School
- 3,661,942 trees funded; 485,196 hours of local paid work created
- Partners include PwC, HPE, NTT Data, Iberdrola, HCL and Yahoo
- Certified credits verified under Verra VCS and Gold Standard; rated Excellent on Trustpilot

LEADERS

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