

ANNUAL REPORT 2020

ONE TREE AT A TIME



**Changing behaviours.
Building community.
Protecting mountain environments.**

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FOREWORD

I'm really excited to deliver our first annual report. One Tree came about after we witnessed the impact climate change was having on our mountains and we decided it was time to take action. The first year has been full of highs and I feel incredibly proud to be part of a community striving to bring about positive change.

The climate crisis is affecting everyone, whether they choose to acknowledge it or not. Natural environments are rapidly changing, and the reality of global heating is increasingly evident in the mountains.

We've come from humble beginnings in winter 2018/2019. Starting with our "Fix It" events in Courchevel, Meribel and Morzine, and leading to the organisation we are now. We have a structured pledge system taken by our business partners, an online store selling repurposed ski gear and a community raising awareness through events.

These achievements have been made possible by our team of dedicated volunteers, business pledgees and an incredible community. I want to extend a most sincere thank you to you all.

Over this document you'll read about our achievements. We've removed thousands of single use plastic bags from supply lines, kept tons of ski gear out of landfill, measured and reduced our collective impacts and planted thousands of trees.

I'd like to take this opportunity to thank Millie Charrington, Courtney Flanagan, Andy Davies and Eliot Prince for compiling this report.

If you would like to learn more about One Tree and how you can get involved, then head over to our website at onetreeatatime.fr.

Thank you to everyone involved in the project and let's do this One Tree at a Time.





**“ The Alps are
warming faster
than the global
average ”**

Warming Stripes for France from 1899-2019

**Changing
Behaviours.**

**Building
Community.**

**Protecting
Mountain
Environments.**

ABOUT ONE TREE

As it is our first annual report we thought we'd begin with a focus on "what we do".

What we do

In a nutshell, we help change habits.

We help individuals and businesses make positive changes to their lives and operational practices, working collaboratively to find solutions to simple and complex problems.

- Our pledge system helps businesses achieve positive change
- Our resources and support enable individuals to live more sustainably
- Our events and workshops engage a community

In the next section we'll explain how we work in two key areas:

- With businesses as an eco consultancy
- With individuals through events and resources

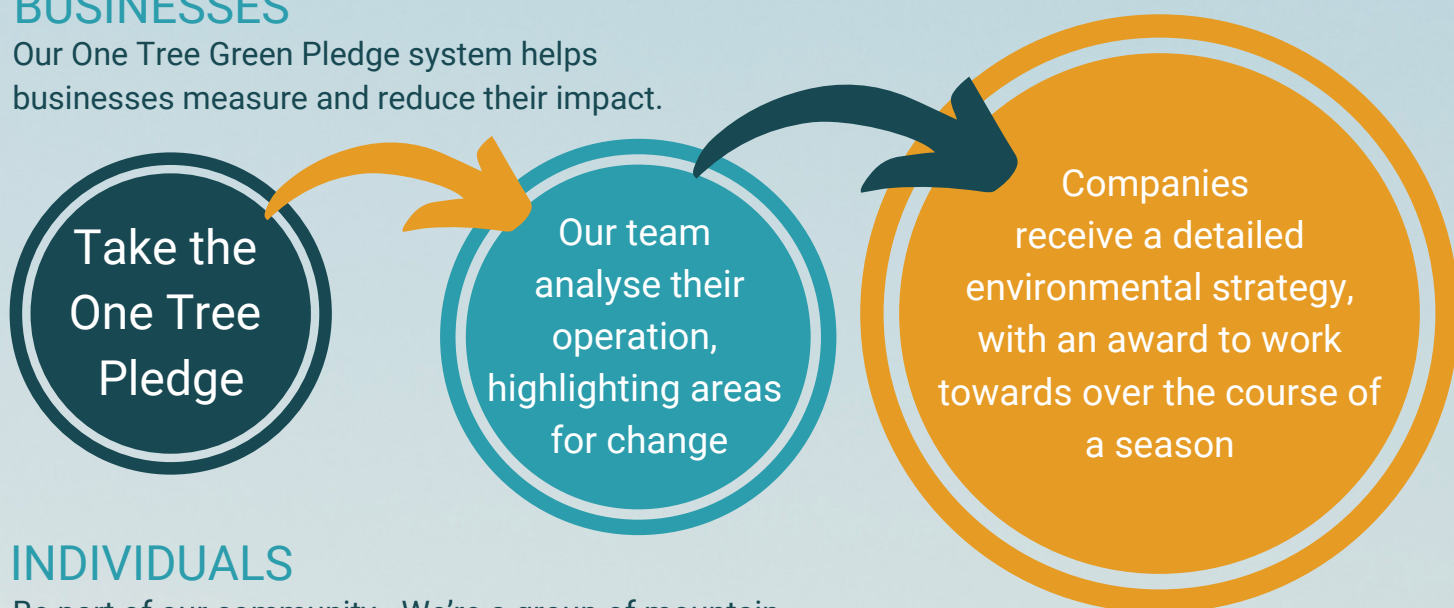
SO HOW
DO WE
CHANGE
HABITS?



HOW DO WE HELP?

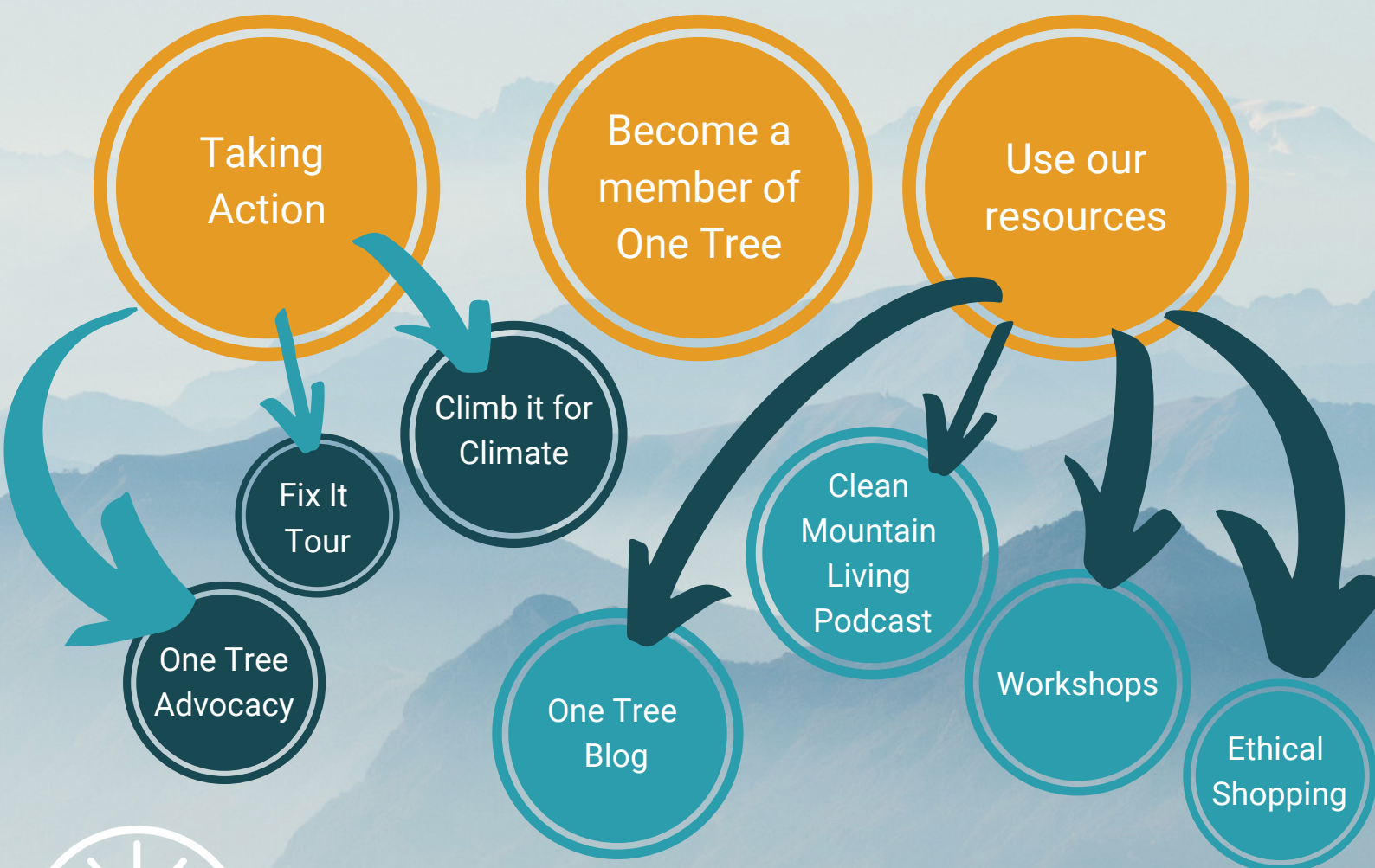
BUSINESSES

Our One Tree Green Pledge system helps businesses measure and reduce their impact.



INDIVIDUALS

Be part of our community - We're a group of mountain lovers out to protect our favourite places in the world.





**Giving Businesses a
Helping Hand**

BUSINESSES

Our One Tree Green Pledge system helps businesses measure and reduce their impact. Through consultation and collaboration we work with our partners to develop systems, before awarding a pledge grade at the end of the year, recognising their level of achievement. Each industry-specific pledge is thorough with demanding standards, reviewed annually to ensure they challenge and deliver real change.

Businesses must be committed to changing their practices and dedicated to presenting honest and thorough assessments of these changes.

“

Having talked for a long time about "what" we want to do, the pledge system provided a framework for us to apply to our business - they gave us the "how".

CLARE, FISH & PIPS

”





**No More
Business as
Usual**

PLEDGE SYSTEM



The pledge is broken down into 5 key principles:



Measurement and disclosure

Implementing systems to measure waste, water, energy and emissions



Reduction

Examining the areas where change is necessary and reducing resource usage



Education

Inspiring others through the education of staff and customers on their environmental impact and climate strategy



Sustainability

Considering each business's overall effect on the environment and making sustainable adjustments across the board



Offset

Investing in tree planting and renewable energy initiatives when systemic change isn't possible





CASE STUDIES

SKI PHYSIO

Making Sustainability their Culture

Ski Physio took the One Tree Pledge to integrate sustainable initiatives into every part of their business's operation. This ranged from implementing greenhouse gas reduction strategies, to educating their staff on their changes to ensure widespread engagement.

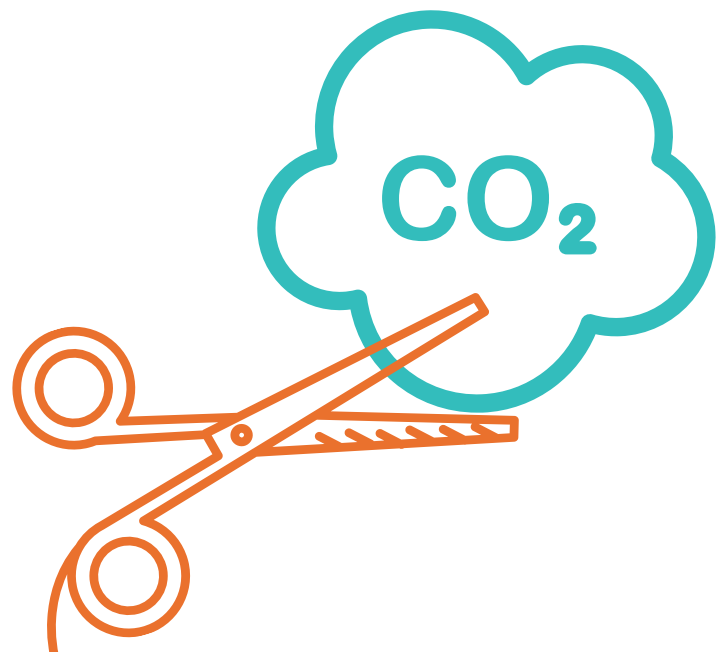
Reused all
massage
oil bottles



Cutting Carbon Emissions

To reduce their carbon output, staff were encouraged to use resort infrastructure as much as possible, such as busses and gondolas to reach more easily accessible clients. Additionally, massage and physio sessions were scheduled to reduce mileage between clients or to facilitate car sharing among the therapists.

It feels like a team effort, with different snow-sport related companies all sharing ideas, and One Tree inspiring and coordinating change. Lots of small steps leading to increased awareness, change and more trees!
Sian, Ski Physio



Tackling Waste

This was an important issue for Ski Physio. 80 plastic bottles were saved as the company reused massage bottles from the year before. Previous therapists' kit, including rucksacks, folders and stationery were reused, and massage beds were serviced and fixed. Staff were discouraged from buying single use plastic and recycling bins were provided in both of their clinics.



15
Rucksacks
reused

1,500
Staff spoken to
about their work
with One Tree

Empowering Staff

Ski Physio wanted to make the most of their reach, using their purchasing power and client contact to further their impact. One Tree at a Time delivered a training session to all Ski Physio staff at the beginning of the season, and employees then promoted the company's sustainable goals in external safety training over the course of the season. In total, they spoke to over 1500 staff across these sessions. Suppliers were vetted for their environmental and ethical credentials, and only those with the most stringent principles were used.

5,000
Trees
planted





More than
20,000
single use plastic items
removed from the
supply line by the
One Tree Collective



WHITESTORM

Plastic Waste and Purchasing Power

White Storm Ski Rental are committed to removing all single waste plastic items from their product line. With 3 shops across 2 resorts, they were aware of the changes they could affect by contacting their suppliers to remove packaging. Where this could not be done, they implemented a purchasing policy to prioritise products with less packaging, and are constantly on the lookout for suppliers and products that show commitment towards environmental protection.

60L of
waste
recycled
weekly

Repair and Recycling

White Storm has pledged to recycle and repair products as much as possible since partnering with One Tree. Where products cannot be repaired safely or used elsewhere, White Storm uses the services of [Tri Vallees](#), who break down the materials in skis and boots to give them a new life. Recycling bins have also been provided in each store, and an average of 60L of recyclable waste was measured weekly.

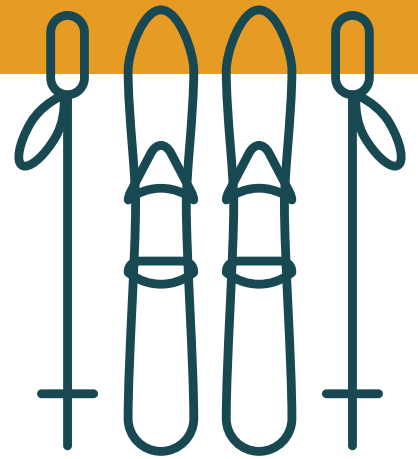


Wax

Sourcing environmentally friendly wax for equipment servicing is a common roadblock for the ski industry. Fluorinated and hydrocarbon waxes release damaging byproducts into the snow and our water supplies. White Storm has managed to find an eco wax made by NST for every private service or hot wax, however the reality of the market is that there are still very few waxes that are practical for large scale servicing in workshops. Together with One Tree, White Storm are still searching for a roller waxer friendly eco wax.

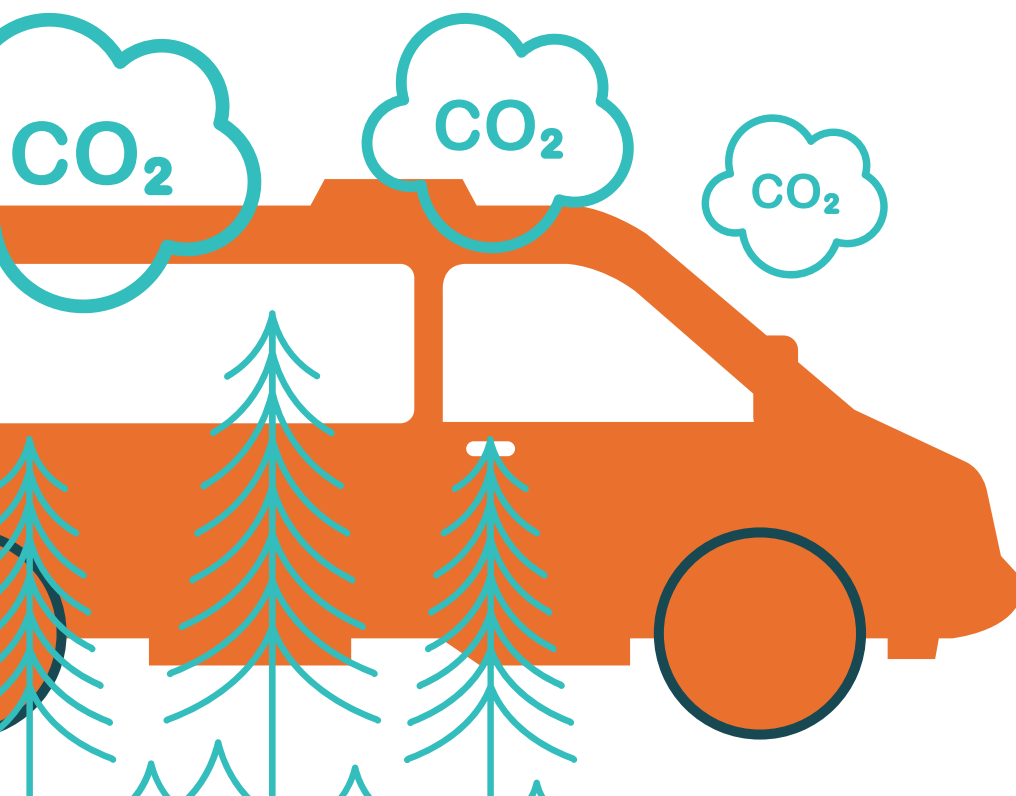


Environmentally
friendly
wax used



Transportation

This was a key area for the company to address in their first winter working with One Tree. With X% of their clients booking a mobile service, a remote workshop and staff living down the mountain, the business relies on transportation. However, over the course of the 19/20 season White Storm reduced their transportation by 21%, resulting in a cost saving of 1,800€, and a reduction in carbon. This was achieved by staff using resort infrastructure (busses, gondola) and more efficient delivery and transport schedules.



€1,800

Saved by helping
Whitestorm ski rental
company reduce vehicle
usage by 21%



FISH & PIPS

Creating a baseline

Chalet company Fish & Pips were eager to implement measurement and reduction systems in their chalets. The primary objective was to create a baseline from which to set energy, fuel and waste objectives for the following years. Data sets from the first year demonstrated that staff engagement was crucial for successful implementation of these objectives, as inconsistencies appeared depending on the chalet. With this in mind, staff training will be adjusted according to these findings. Furthermore, the data generated has meant Fish & Pips can still lobby local councils for food waste provisions.

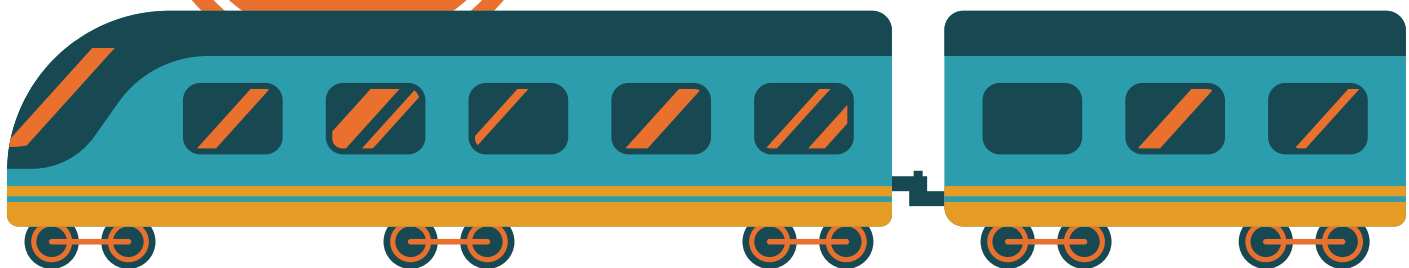
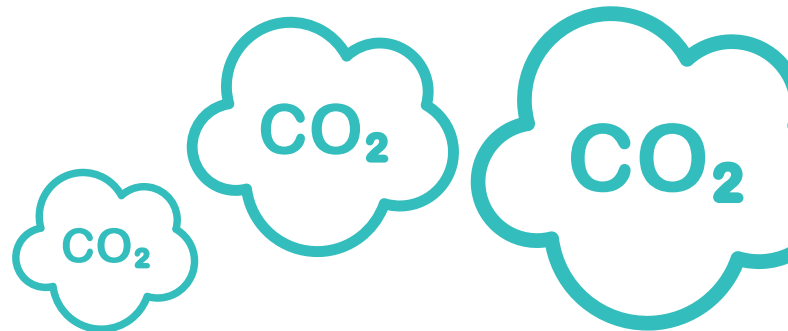
10,177
Data points
collected



Train Travel


Fish & Pips ran several social media campaigns and newsletter features highlighting the significant environmental advantages of taking the train to resort. The option was promoted on their website, and 50% of their staff travelled to their resort by train at the beginning of the winter season - saving 3,154.5kg of CO₂. They found that while there was a reasonable uptake for guests based in or near to London, the inconvenience for those outside London or the UK prevented them from booking this option.

3,154.5 kg
of carbon
saved



Chalet Kitchen and Training

One Tree collaborated with Fish & Pips' new team at the start of the winter to share ideas, educate them on local recycling practices and the company's new environmental policies. Chefs received training from Michelin starred restaurant Trinity, with a focus on cooking with seasonal, local produce. One Tree team member Sam Mackenzie delivered a session to encourage chefs to consider how weekly menu plans could be designed around minimising kitchen waste. Fish & Pips reported a considerable impact on this front.



Local produce
sourced and
staff trained



Uniform and purchasing

Fish & Pips have not underestimated their purchasing power. To name a few: all items containing palm oil have been removed from their chalets; non-bleached, plastic free tea bags are in every teapot; and natural cleaning products have replaced chemical products where practical. Their staff uniform is made by Rapanui, ethically produced and part of a circular economy, meaning when each item reached the end of its lifespan, it can be sent back to Rapanui and made into another item.



50
Circular
uniforms
returned



6,700
Trees
planted



Fish & Pips Survey Results

Fish & Pips added two environmental questions to their holiday questionnaire for winter 2020.

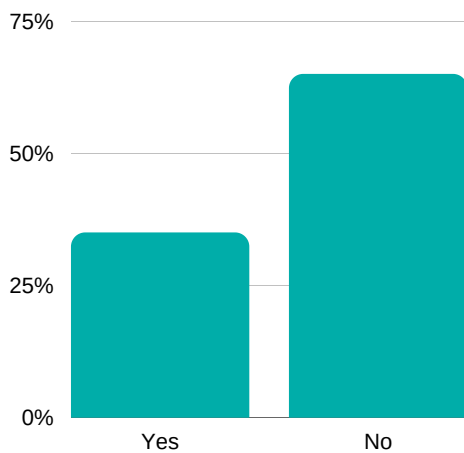
There are two standout figures worth noting:

35% of customers said they would like to see more vegetarian food on the menu.

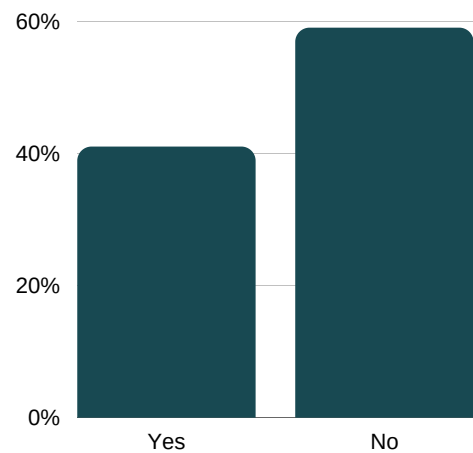
This is interesting as Fish & Pips had already reduced meat on their menus for winter 2020 by encouraging staff to make vegetarian starters and by reducing meat portion size. This stat shows that more than a third of their customers believe they could go further.

41% of their customers reported that a strong environmental policy was an important factor when booking a holiday.

It will be interesting to see how trends develop next winter.



Would you like to see more vegetarian food on the menu?



Is a strong environmental policy an important factor when booking a holiday?

Use 'who gives a crap' toilet paper and linen napkins?
Also more recycling, I think only glass bottles were recycled?

Very pleased that you re using re-fillable toiletries

Our chalet was too warm! we couldn't lower the temp- otherwise great!

"With all the Chalet companies in Meribel it surprises me that you have not got together to offer a 'pooled' driver service. It would greatly reduce the number of vans doing empty runs and would offer a cost saving to the Chalet companies and potentially offer a more timely service to the customer"

Very interested in this subject (minimising impact without affecting service), so if you'd like feedback on any ideas do feel free to ask.

UNTRAKT AND ISOBAA

Closing the Loop

Both Isobaa and Untrakt use sustainable and recycled materials to create their clothing, but they needed a solution to reuse unsold clothing. They donated all of their warranted and sample clothing to the One Tree to keep unwanted items out of landfill.



The One Tree Shop

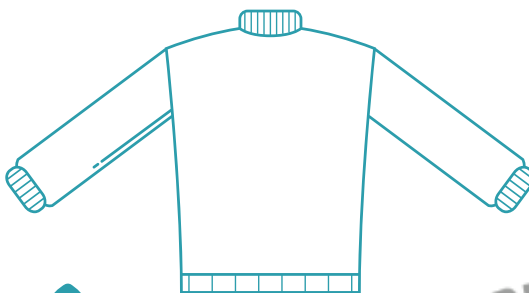
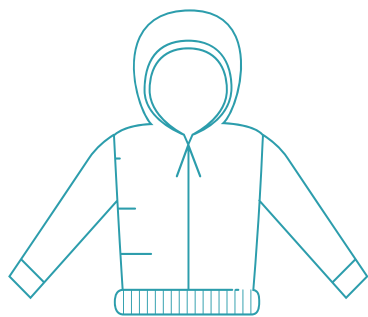
With these founding partners, we created the One Tree Shop. Initially an online platform, we repair any items unfit for use and give them a new lease of life. The success of this venture led us to procure a bricks and mortar setup in the French town of Bozel, where we display all the donated clothing and run educational workshop.



1kg of material produces 23.2kg of CO₂ emissions. With roughly 125kg of clothing repaired, and back in use, **Gina** has helped keep **2,900kg** of CO₂ emissions underground.

Helping Us Grow

There's no doubt that without the commitment of Untrakt and Isobaa we'd have been able to expand our operation. Their continued support has enabled us to demonstrate to the wider industry that environmentally driven solutions are possible.



THE BOOT LAB

Reducing Plastic Waste

Ski boot shop The Boot Lab had noticed the huge amounts of waste their products were generating, with each new pair of boots coming in a single-use plastic bag. They contacted their suppliers to remove them and prioritised products that have less packaging, The Boot Lab has removed over 10,000 plastic bags from supply lines over 3 years. One small business has had a lasting impact on their sector.



Natural Products

A core part of the shop's service is creating custom made footbeds, which are supported by a plastic stabiliser. The Boot Lab was keen to develop a product that used natural products in place of plastic and performed equally well. Working with ski instructor Mark Birch, they tested the durability of a number of materials and found that using cork for their footbeds was a successful alternative. Additionally, it could be shaped with their existing grinders and no additional materials had to be purchased. Over the summer there has been further developments as they search for a long lasting, fully compostable solution. This coming winter they will be prototyping a footbed made from a mouldable wood.

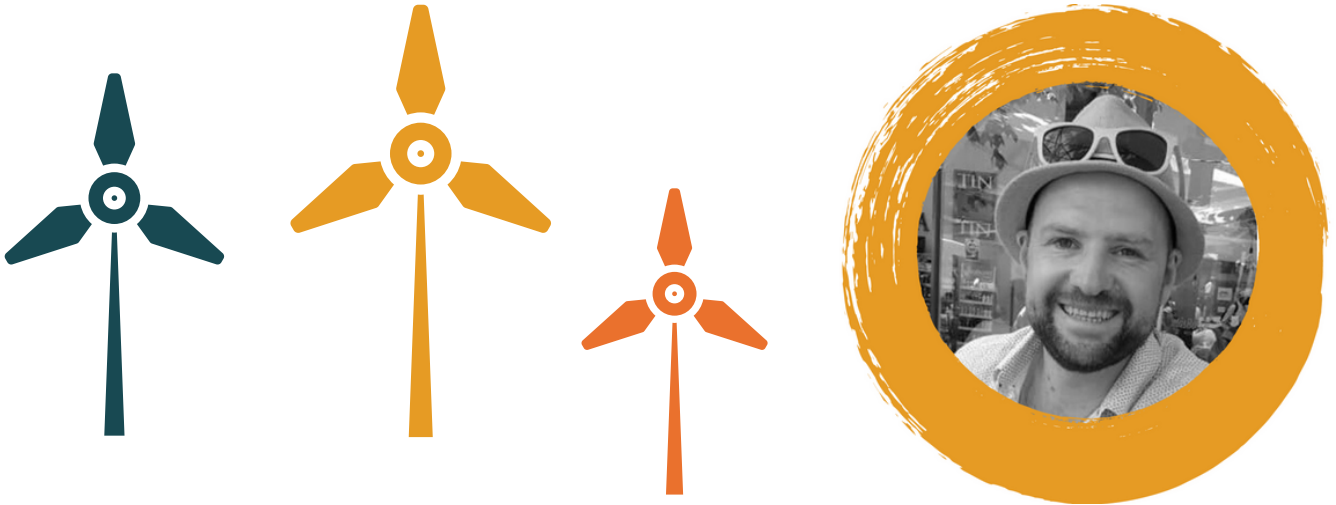


Integration

The Boot Lab wanted to ensure that sustainability was at the heart of their business. Pre-season staff training was delivered so that employees could incorporate environmental initiatives into their own lives and share the Boot Lab's progress with clients. Eco-friendly products stack the shelves and they are working towards running the shop on carbon neutral energy.



SITEGEIST WEB SERVICES



Transferring websites to green servers

As part of their services as web hosting and support, Sitegeist moved 18 client websites to computer servers run on renewable energy sources, saving 750kg of carbon dioxide a year.



Educating the community

At One Tree's inaugural 'Climb It for Climate' event (see p.X), Andy from Sitegeist Services delivered a presentation and supplementary [blog](#) on the hidden carbon costs of online activity. Andy suggested easy steps we can take to reduce our online carbon footprint, such as clearing inboxes of unwanted emails, as storing each one uses 10g of carbon annually, or the equivalent of one plastic bag. This led to roughly 22,600 emails being deleted after the talk.

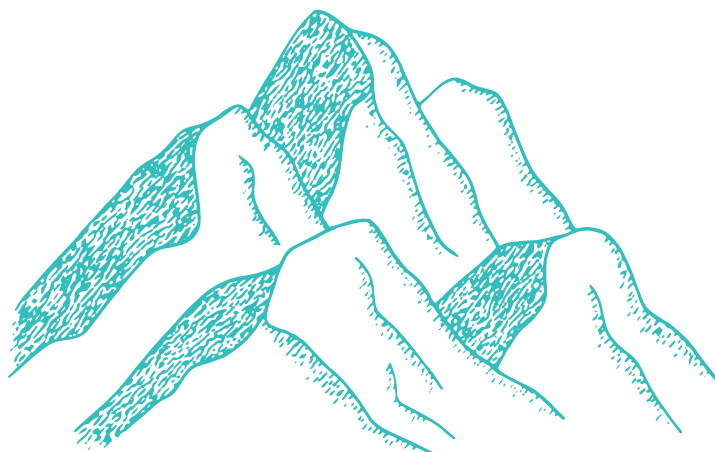
Reducing e-waste

Sitegeist Web Services have prioritised fixing electrical equipment to extend its life, rather than contributing to the harmful e-waste problem that is rapidly growing by the day. Andy's computer has been repaired and is now in its 8th year of use!



**Supporting Individuals to
live sustainably by
engaging and inspiring our
community**





INDIVIDUALS

Our resources and support enable individuals to live more sustainably.

The '**Fix It**' tour is all about making the most of what we've got by repurposing and promoting circular systems.

Our **anti e-commerce** platform is dedicated to keeping outdoor clothing in use and diverting stock from landfill.

'**Climb It for Climate**' our ski touring event connects individuals passionate about tackling climate change and raises awareness within local communities.



COMMUNITY EVENTS

THE FIX IT TOUR

KEEPING SKI EQUIPMENT OUT OF LANDFILL

WHAT IS FIX IT?

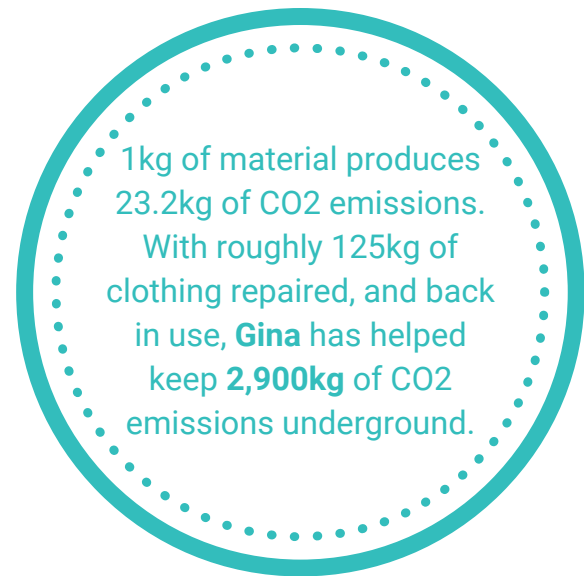
Fix It is where it all started for One Tree at a Time, back in March 2019 outside the Boot Lab in Courchevel Moriond.

We wanted to create an event that brought together the community, promoted the reuse and repurposing of clothing, and planted trees along the way.

So we started Fix It with the help of some friends. Local seamstress Gina turned up armed with her sewing machine - replacing zippers, patching rips and hand stitching gloves. We set up a bring and buy rail full of donated clothing that had been piling up in cupboards and attics, we serviced skis with eco wax and ski instructors donated their time to 'fix' some skiing.

The event was such a success the first time round that it quickly expanded into a bigger mission: changing mountain industries into forces for good and encouraging local communities to take a stand against climate change. The Fix It Tour travelled to Meribel and Morzine, and 2020 saw the first ever Virtual Fix It during lockdown.

In our first year, roughly 125kg of clothing was repaired and back in use. Countless items otherwise destined for landfill found new homes, and over 80,000 trees were planted from donations. It's our landmark event, and we can't wait to see where it goes in years to come.





“Educational and inspiring. One Tree have opened my eyes to impacts I didn't know I had, on both a personal and professional level, which has led to long-term changes.”

CLIMB IT FOR CLIMATE



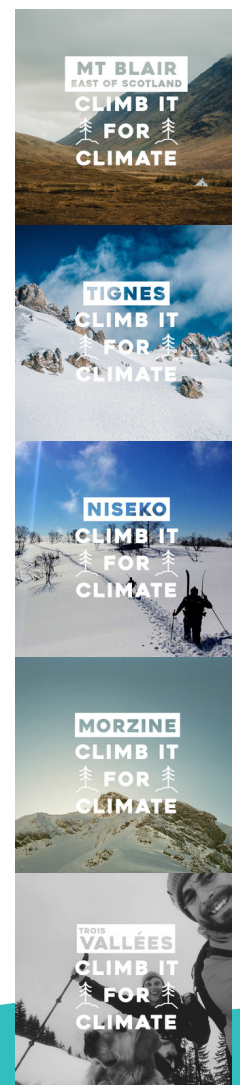
CLIMB IT FOR CLIMATE

Climb It for Climate is a campaign that aims to bring together local communities and raise awareness for climate change. The premise is simple: get up and out into nature and have our voices heard.

We've seen how significantly climate change is affecting the Alps. Glaciers are melting at an alarming rate, snow is almost always followed by rain and the spring seems to start earlier and earlier each year. Everyone has seen their own environments change as a result of global heating, whether they are in the mountains or not. Which is why we've supported Climb It for Climate events across the globe - from Niseko to the Peak District.

Over the 19/20 season we collectively climbed over 75,000m in altitude - touring, cycling, walking and running. Over 300 people joined our events, and before the pandemic hit events were scheduled in 8 countries.

Climate change can't be fought alone, as a grassroots organisation we need the engagement of our local communities to amplify our message. We have to stop climate change destroying the natural environments our businesses, communities and mental health rely on.



"And the best thing? anyone can get involved and set them up, wherever they are."

QUALITY USED OUTDOOR GEAR READY FOR A SECOND LIFE WITH YOU.

SHOP NOW

WHY DID WE CREATE THE ONE TREE SHOP?

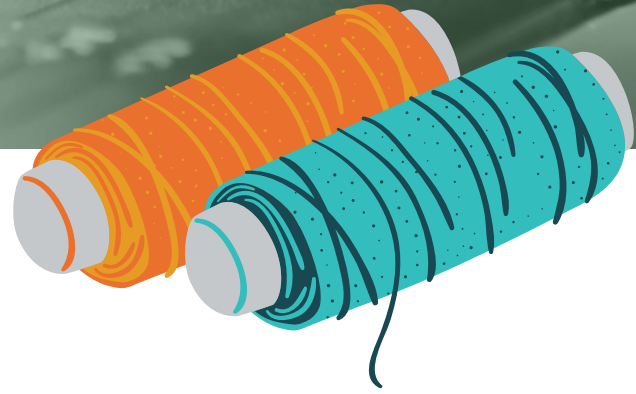
Winter gear often only gets worn a handful of times, so we created a platform to keep items in circulation. The clothing industry and its carbon intensive production is accelerating the climate crisis, and we want to be a part of the solution.

HOW DOES IT WORK?

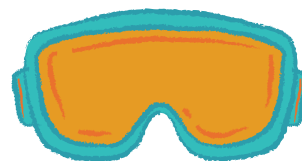
Trusted suppliers like Untrakt, Isobaa and the Boot Lab send us their damaged and ex display garments in need of a little renovation, and otherwise destined for landfill. We repair it and sell it on, ready for new adventures. Simple as that.

WHY BUY FROM US?

All the proceeds go towards One Tree at a Time, and are vital to funding the work we do there. Not only are you supporting the transformation of an industry, you're helping safeguard the natural environments we all love.



2,382
items kept
out of landfill



15,182kg
CO2 saved



**Cycling, snowboarding, skiing
and hiking brands**

CITIZEN OF WINTER

Become a Citizen of Winter



Join us online for a
festival of ideas that will
help make your next
snow-sports adventure
more sustainable.

5TH - 9TH OCTOBER
2020

The Citizen of Winter Festival is a brand new online festival for One Tree at a Time. Featuring a full programme of speakers, panel discussions and ideas, the festival has been designed to encourage individuals in furthering their environmental commitments.

As citizens of winter we recognise that a trip to snow-capped mountains is always a treat and something that needs protecting. Our mountain environments are changing at an exponential pace, temperatures are rising, glaciers are melting, seasons shifting and resorts vanishing. As our minds focus more and more on the climate crisis, we can no longer hide from the impact that our adventures are having on the environment.

Co-hosted by Bluebird Snow Exchange and Montagne Vert, the four day Citizen of Winter Festival provides practical solutions for those looking to improve their environmental impact in the context of mountain sports. We're sharing practical solutions to reduce impact, workshops to help fix kit, information about organisations demanding change and discussions with leading figures in the industry about their journey to a greener life.

We want to fill participants with hope, convince them to join our community in the fight against climate change, and showcase a collective of hard working, dedicated people that see a different future.

Finally, we're asking participants if they want to become a Citizen of Winter. Alongside Montagne Vert, we've developed a pledge for individuals to support them on their sustainable journey. The climate crisis will be only slowed through a combination of behavioural and systemic change, and we believe that we can accelerate fundamental change in the industry through the pledge. All the content is available at www.citizenofwinter.com so don't worry if you're late to the party!



OUR COMMUNITY



One Tree's vibrant community is made up of volunteers and friends passionate about taking action against climate change.

We wanted to say thank you to some key people who've given their time, energy and resources to help us in our first year - we couldn't have done it without you!

Gill

Also known as Gav's mum, Gill's sewing expertise and boundless generosity have resulted in the colourful banners that help us get seen and heard when we're running our events. She's also been a super stitcher at our Fix It events, giving countless items a new lease of life.

Katie

Space is at a premium in ski resorts, so we couldn't have stored our donated clothing without Katie lending us valuable storage space. Before we had a shop, the Boulotte was our warehouse and we are so grateful for the use of her cave.

Amy

Based in Tignes, Amy has spearheaded the Espace Killy One Tree events. Organising Climb It for Climate and getting local businesses on board, she's been instrumental in moving One Tree beyond the Three Valleys.

Jenna

Pilates and yoga teacher Jenna has been planting trees for every class participant over the winter, and she even held a charity yoga session for One Tree during our Virtual Fix It during the corona pandemic. Over the course of the winter, her sessions have planted 1,500 trees.



Al Jones

Al provides the soundtrack to our journey. A regular volunteer at the Fix It events and guest speaker on our Citizen of Winter Festival. In an increasingly polarised world Al's music is looking forward with hope, learning and the capacity for change.



Helen

Another Espace Killy superstar, Helen ran a clothes swap in Tignes to keep items out of landfill and encourage the reuse of unwanted clothing. Additionally, she donated all proceeds from the event to One Tree.



Solene

White Storm's Solene has been invaluable in helping us engage with the French community. Completely bilingual, she saved the French from our poor grammar and dodgy vocab by translating our website, impact report and social media posts. You can hear all about her work and experience in the industry on our Clean Mountain Living podcast [here](#).



Martin

Perhaps the first One Tree Ambassador, without Martin we would never have had Climb It for Climate. It was his idea to run an awareness campaign, and the events have since become an important part of the One Tree mission.



Charlie Mackay

Our very own carpenter! Charlie hosted the One Tree launch event at his house, helped run the Fix It events and created the beautiful new shop signs.

And last, but not least Sara Fernie-Jones

Big thanks for helping run each of the Fix It events, creating content, being a sounding board, putting up with a house full of recycled clothing and her all round support.



FUNDING

ONE TREE'S FUNDING

One Tree at a Time's funding comes from three streams: private donations; pledge subscriptions and more recently, the One Tree Shop. As a start up charity, an iniquitous aspect of accepting donations is that the majority has to be spent on set up fees and administration costs in our first year of operations. We are, however, committed to doing this properly and jumping through all the appropriate administrative hoops is crucial for One Tree's longevity.

Now our shop is fully up and running, we expect the space to not only be self-funding, but contribute to One Tree's funding stream, enabling us to expand our resources and community events. Our workshops have already proven successful, and we intend to generate a full programme of community focussed events that inspire our local community.

The pledge system, too, should in time be self funding. As each partner company spends money on their commitments they will have a direct return on that investment through resources, consultation and marketing features. We also anticipate creating pledge handbooks for each pledge category, developing the programme further and enlisting more companies to the scheme.

Our events will continue to grow, and in December 2020 the Fix It tour will visit all Planks shops in France, along with a full programme for 2021. This will be possible through individual donations and new agreements with Planks and Crystal to donate unused and unsold clothing. Money from these events are crucial for sustaining and building our event programme, while also increasing our organisation's visibility throughout the Alps.

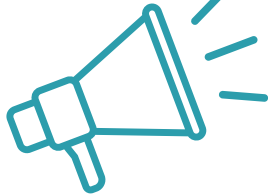
STAFF

Volunteers have been invaluable in getting One Tree off the ground. Without them volunteering their time for free, our costs for each event would have run into the 1000's just for employing these people.

Over the first year, with 18 events, 1000's of hours of expert consultation and ad hoc volunteer time, we would have spent well over a €100,000 in wages. It goes without saying that a charity in its infancy can't afford this, so we're extremely grateful to those who've generously given their time towards our purpose.

At present One Tree at a Time is working towards employing one full time member of staff, but we'd like this to grow. Our goal is to raise 25,000€ to employ more staff and pay expert consultants to develop the pledge system further.

THANK YOU!



And finally thanks to this team, it's an absolute pleasure to work with you. You literally have too many skills, qualifications and achievements to mention here. Just want to say a big thanks for all the hard work, we couldn't have got here without you!