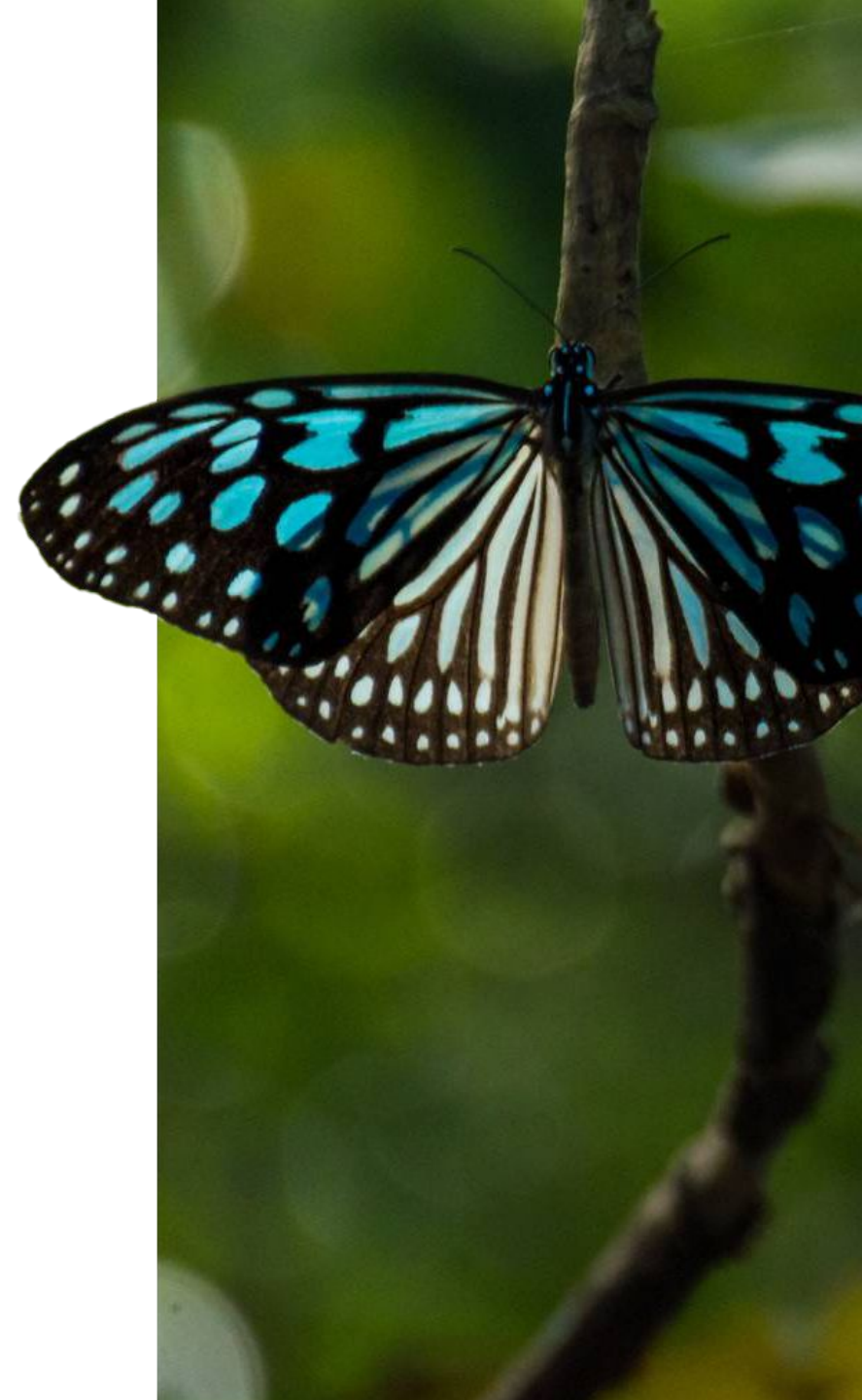




Monitoring, Reporting, & Verification



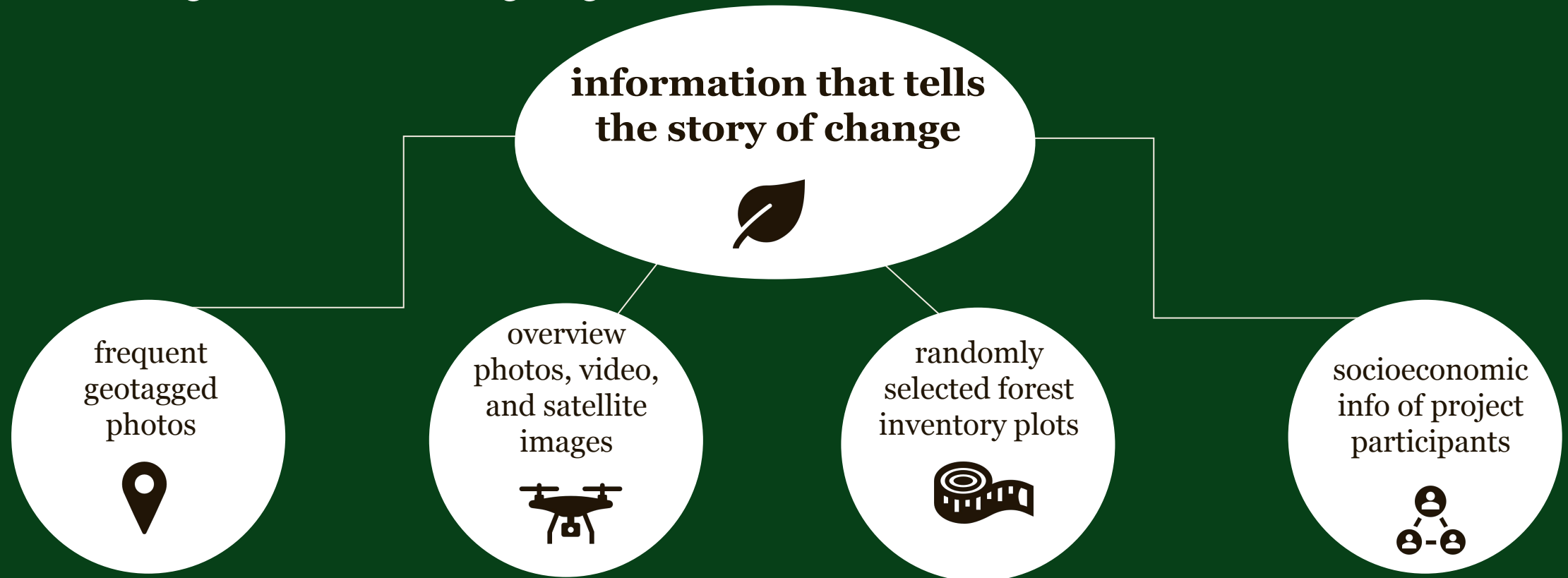
mission

- Restore the ecology of devastated lands .
- Transform livelihoods by alleviating poverty: we hire marginalized people to restore their lands, and we stimulate community-based businesses.
- Improve lives: we treat people with dignity, care about their wellbeing, and seek life transformation.

Era's work transforms livelihoods and the environment. Our MRV process assesses the impact of that transformation.



how do I know you are doing what you say you do?



frequent
geotagged
photos



**consistent before & after images to
show the area's restoration**

baseline

- Before planting begins, geotagged pictures every tenth of a hectare in the area to be restored are taken.
- Geotagged photos are taken by enabling location services on smartphone cameras.
- Geotagged overlay photos are taken using mobile applications such as Timemark.



ongoing

- Once a year for the next three years, geotagged photos are taken in the same area as the original photo.
- This process shows that the trees are being planted and evaluates the success of the restoration efforts.

geotagged
photo
maps



Shows where restoration took place

baseline

- Photos are uploaded to maps using their coordinates which allows you to follow the sites progress.
- This allows you to see where work was done and how each area is doing.



- Photos are taken at initial planting and at one year intervals so you can compare the maps and observe the restoration progress.
- Maps are interactive allowing you to zoom in and click on each photo.

overview
photos, video,
and satellite
images



powerful before & after images, videos, and remote sensing

baseline

- Before planting begins, overview and landscape photos and videos are taken with recognizable landmarks in the footage.
- Maps of the project area are made and are uploaded to Restor and Explorer.land to view satellite imagery of the site.



ongoing

- Updated overview footage of the area is taken with the original landmarks once before a project begins, again within the first three years, and once more in the fifth year.
- Satellite images are continuously uploaded to Restor and Explorer.land of the site area to show the sites progress through remote sensing.

randomly
selected
inventory plots



**data to show survival rates, growth rates,
and forest health**

baseline

- Before planting begins, **forest reference plots** are taken in healthy forests with similar characteristics to the restoration area.
- The data from these plots shares information on planting density, diversity of species to be planted, and serves as a goal for the restoration area.
- **Forest inventory plots** are randomly selected and conducted once every 20-hectares of the project area.



ongoing

- The same inventory plots selected at the start of a project are measured once a year for the first three years of a project.

socioeconomic info of project participants



measuring the socioeconomic impact of the project

baseline

- Basic demographic data (gender, race, age) is taken of employees and community participants.
- Previous household income for employees and community participants is documented (optional).
- Community members are asked about how their livelihoods have changed over their lifetime.

ongoing

- The number of employees and project participants is continuously reported.
- Demographic data of participants is reported annually.
- Household and individual income changes are reported on after the first year of an individual's participation in the project (optional).
- For project participants who are involved in agroforestry or other sustainable businesses, the results of their efforts are reported annually.

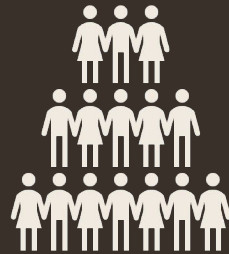


key metrics

These 3 metrics are continuously reported on during the project's lifetime:



**number of
trees
planted**



**number of
people
employed**



**number of
hectares being
restored**



stories

Employees and community participants are interviewed about:

- How the project has impacted their lives.
- How the restoration in the area has affected agriculture.
- How the restoration has affected water quality and availability.

Biodiversity: Our teams look out for any wildlife moving back into the area and any symbiotic relationships between species that have been restored. Our teams are encouraged to document these observations and ask the community about observable biodiversity changes in the region.

Notable events: Unique events and stories are reported on and communicated with site sponsors. Examples include:

- Unique cultural traditions
- Partnerships developed
- Project milestones
- Natural disasters that have affected the site
- Political instability that leads to delays in the project



verification

All the information gathered in the field goes through a 3-step verification process before it is provided to site partners. Each of the verification groups has regular visits to the site to verify the accuracy of the information provided.

Era uses geotagged photos as a visually powerful tool for its monitoring process and as the saying goes, “the camera don’t lie.”

01

Site Monitoring

Site leaders take data on the restoration activities and submit the information to the site monitoring leader for review.

02

National Leaders

National leaders review the information for accuracy and support the team in their monitoring efforts.

03

Headquarters

Era’s HQ team does a final review of the information for accuracy and presentation before it is shared with site sponsors.

reporting

Every partner receives access to:

Restor: A site profile is uploaded to Restor which allows you to view satellite image change over time, general carbon information on the site, natural species found in the region, and general demographic information of the region.

Explorer.land: The site is uploaded to Explorer.land, which lets you see the map of the site, points of interest within the site, photos with stories that are geotagged on the Explorer.land map, and a newsfeed of the site.

Newsletters: Monthly newsletter emails are sent to sponsors with information on the number of trees planted, the number of hectares under restoration, and the number of people employed by the project. The emails also include interesting stories from the field.

Social Media: Videos, pictures, and stories are regularly posted on Era's social media channels. All social media channels are shared with the site sponsor.

Annual Report: A yearly report summarizing the progress on a site is provided to sponsors within three months of the planting season ending.



reporting

Partners who contribute over 100,000 trees annually receive access to sponsor folders.

- **Sponsor Folders** are Google Drive folders with the source materials from the various platforms used for monitoring. The folders include data, stories, pictures, and videos of the project. Google Photo albums of the site are shared with the sponsor that store the geotagged photos, which can be viewed on Google Maps. Partners are welcome to use this information to tell their own story of the environmental and social impact they have created.

Partners who contribute over 200,000 trees annually can have designated site(s) and can visit their site(s).

- **Designated Sites:** These are sites that are specifically mapped out for your sponsorship and information data specific to your site area is provided.
- **Site Visits:** Visits are scheduled and planned by Era and must be paid for by the sponsor. Waivers are required for any site visit.

Partners who contribute over 400,000 trees a year may request additional MRV requirements.

- These requests may be subject to additional fees and will be negotiated directly with the sponsor.





**for questions please
contact us through our
website**



thank you