



*Ethically Sourced*

01 April 2021

## We Support Greenpop: Here's Why

**THE PROBLEM:** Africa is the world's most rapidly urbanising continent.

Between 2000 and 2030 the urban population will more than double and urban space will increase by more than 700%. As this happens, ecosystems and the essential natural assets they provide will come under threat. During this time of expansion and innovation, it is imperative that natural spaces are both protected and incorporated into urban landscapes.

**THE SOLUTION:** By conserving and restoring ecosystems, we can ensure a sustainable future.

Bespoke Beans has partnered with Greenpop, a Cape Town based NGO, to contribute towards conserving and restoring ecosystems across Sub-Saharan Africa. Greenpop's work includes planting trees and vegetation in urban greening and reforestation projects and, to date, they have planted 139,000 trees. Since 01 April 2021 we are proud to have planted our first tree in one of in their projects.

Learn more about their work at [www.greenpop.org](http://www.greenpop.org)

**THE BENEFITS:** When we conserve and restore ecosystems, everyone wins.

### ENVIRONMENTAL BENEFITS

Put simply, biodiversity promotes life. Not only do functioning ecosystems produce oxygen and sequester carbon dioxide, they also provide homes for animals, recharge groundwater, replace soil nitrates, prevent erosion and more. The addition of indigenous vegetation to any environment will have countless benefits.

### ECONOMIC BENEFITS

Money does grow on trees! Useful indigenous species and fruit trees can provide produce that can be used in feeding schemes or sold by schools and communities. Indigenous trees and vegetation can increase property values and can provide natural air conditioning for homes and classrooms.

### SOCIAL BENEFITS

In South Africa, there is a huge disparity between 'leafy' privileged areas and 'barren' underprivileged areas. Urban greening improves pride of place and can even reduce crime and drug abuse. Additionally, research shows that living in a green neighbourhood reduces stress and aids recovery from illness.

**SYMBOLIC BENEFITS**

Conserving or restoring a natural ecosystem is an incredible symbol of hope. It symbolises a belief in the future, a positive wish for our communities and care for our planet. It brings people together – with each other and Mother Nature. It is a living, breathing gift to the generations to come.

Join the Treevolution!

Kind Regards

*Leandra Hanger*

*Bespoke  
Beans*



INDULGENCE DEFINED