

# Report 2021

freedom<sup>®</sup>  
ANNUAL



## OUR IMPACT

**1,240,000**  
TREES PLANTED

**29 NEW** tree species



**291,950**  
TONS OF CO<sub>2</sub> ABSORBED\*

\*CO<sub>2</sub> that will be absorbed  
by trees over a period of ten years



## OUR COMMUNITY



OVER  
**109,511**  
NEW USERS  
+28.6% VS 2020  
FROM 127 COUNTRIES



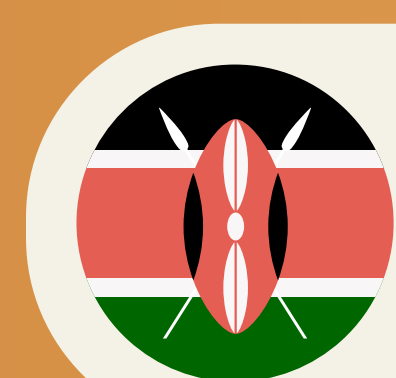
OVER  
**1,797**  
NEW COMPANIES  
+60% VS 2020  
IN 36 DIFFERENT SECTORS



OVER  
**72,880**  
NEW BENEFICIARIES

from rural communities in 12 different countries

## TOP 3 PROJECT COUNTRIES



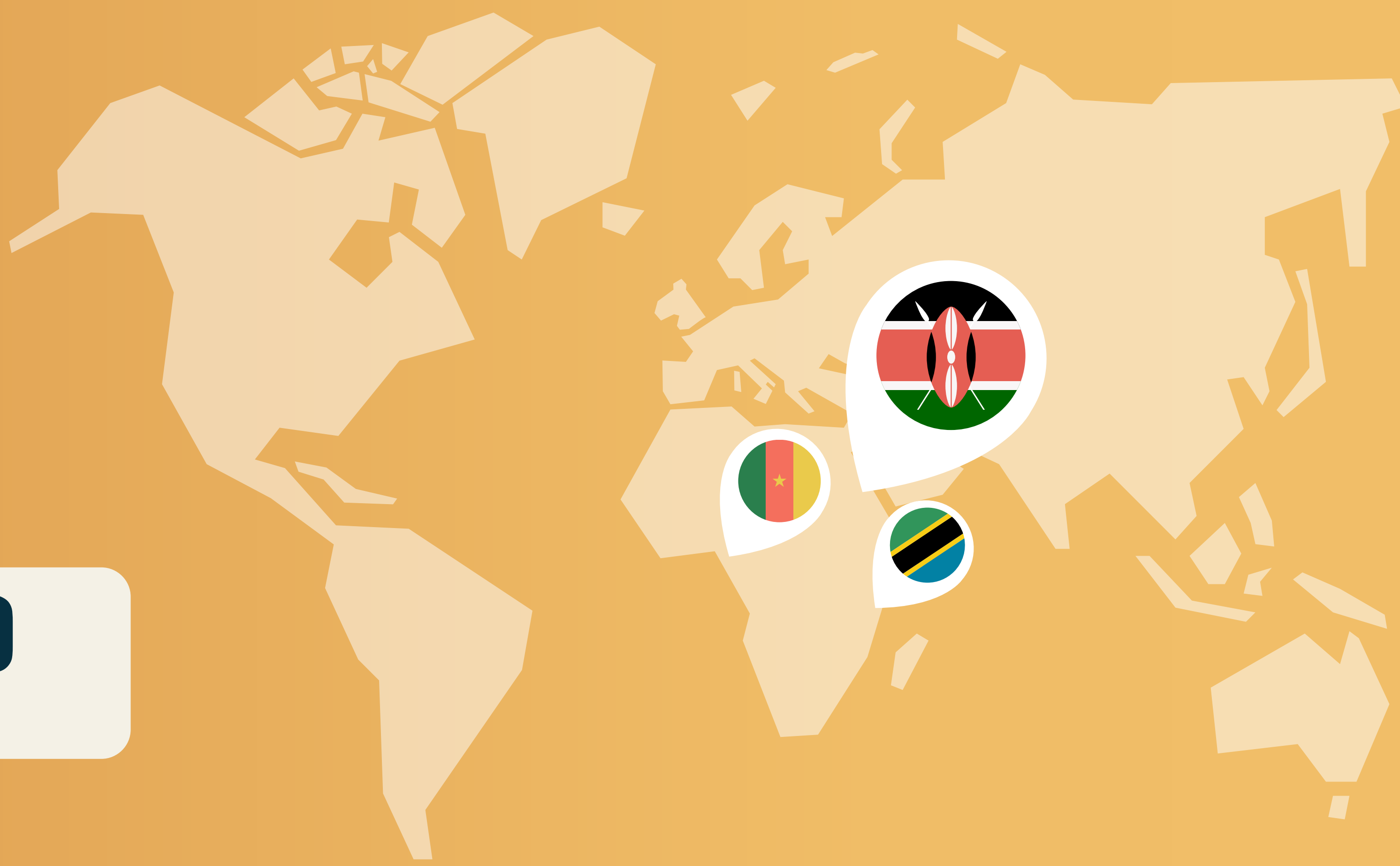
**418,601**  
Kenya



**199,802**  
Cameroon



**137,720**  
Tanzania



## AWARDS & RECOGNITIONS



## CERTIFIED B CORPORATION

**UN BEST SMALL BUSINESS COMPETITION**  
Winner of the Good Food for All Competition

**2021 GLOBAL GOOD AWARDS**  
Finalist in the category Climate Action: Journey to Net Zero

**2021 REAL LEADERS IMPACT AWARDS**  
Ranked 78 on the 150 global companies  
that are driving positive social impact

**2021 BEST FOR THE WORLD: WORKERS**  
Scored in the top 5% of all B Corps across the globe

**2021 BEST FOR THE WORLD: GOVERNANCE**  
Scored in the top 5% of all B Corps across the globe

**B IMPACT ASSESSMENT**  
Freedom earned an overall score of 122.4 of 250. The median score  
for businesses who complete the assessment is currently 50.9

LET'S GREEN THE PLANET