



مؤسسة الأطلس الكبير  
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High Atlas Foundation

# BALANCE YOUR CARBON FOOTPRINT

*Plant fruit trees with the High Atlas Foundation*



# HAF VS. CLIMATE CHANGE



Since 2000, the High Atlas Foundation (HAF) has been committed to advancing sustainable prosperity throughout Morocco. It's at the heart of our mission. We aim to achieve local, regional, and global benefits by collaborating with companies and institutions that want to balance their carbon footprints, and we do this by planting trees.

HAF's carbon credit program ensures our partners can help develop sustainably by planting fruit trees with Morocco's farming communities.

Why trees? If we can increase the number of trees on the earth, we can directly contribute to the reversal of climate change. Destruction of forests for agriculture or industry is one of the most significant causes of the climate crisis. Trees sequester carbon, pulling it directly from the atmosphere.

# WE ARE UP FOR THE CHALLENGE



HAF can grow ten million trees annually with our public and communal land commitments for new nurseries.

For example, with an investment of \$2 million, HAF can plant 8.5 million trees by 2027, generating 350,000 verified carbon units (VCUs). Right now, we are adding new community nurseries to our 15 existing ones, which have a growth capacity of 2.2 million trees.

HAF is a catalyst in using voluntary and verified carbon offset credits to support its partners' sustainability goals.

Morocco is one of the world's most vulnerable regions to climate change. Deforestation, erosion, and limited water: trees address these pertinent issues. Today, less than 2% of Morocco has tree cover. But one mature fruit tree can produce up to hundreds of kilograms of food, creates employment, and empowers women through their agro-cooperatives.



# HOW CARBON CREDITS ARE EARNED IN MOROCCO

24 Trees



generate one unit of carbon offset.

1 unit = 1 ton

of carbon sequestered.

\$12

=

Cost to offset  
1 ton of carbon  
with HAF 

# DATA COLLECTION

Careful data collection is essential to earning carbon offset credits, which is why each tree HAF plants is monitored for at least five years. Our robust monitoring team, ground surveying and remote sensing, and unique governmental and civil partnerships ideally position us to offer a means to offset your carbon output.

## HAF'S MONITORING CRITERIA

1. Tree nursery name
2. Species
3. Location photos
4. Collect GPS Coordinates
5. Before & after results
6. Type of local institution
7. Association / cooperative
8. Number of trees & hectares
9. Land title type
10. Sapling delivery technique
11. Village / municipality
12. Height & diameter
13. Objective of planting site
14. Planting system
15. Planting site impression

# LOCAL PARTNERS



HAF works with Moroccan communities and agencies to create social and economic sustainability driven by participatory planning. We provide hands-on training to ensure community members can grow and monitor healthy and viable trees.

When you partner with HAF to meet your sustainability goals through tree planting, you can know for certain you are empowering the people of Morocco, predominantly women.



 Women's Cooperatives

 Rural Farming Families

 Government Agencies



 Youth & Education Centers

 Intercultural Groups

# PARTNER WITH US



We seek private and public partners, such as national and international companies, universities, civil society organizations, and governments committed to environmental and economic sustainability that want to work with HAF to make a measurable impact in Morocco.

When you invest and balance carbon footprints through voluntary and verified carbon credits, you show your communities, employees, and customers that being stewards of our earth is essential. Your investment will matter for generations of people to come.

To see a list of our current partners please [click here](#).

Click [here](#) to calculate your business' emissions. 

"In HAF, we have found an ideal partner with decades of experience working with communities and ensuring that tree planting is embedded in the broader framework of social engagement."

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TOBI KELLNER  
SUSTAINABILITY COORDINATOR  
UWC ROBERT BOSCH COLLEGE

"Selection of the HAF offset program was informed by student and faculty research on various offset programs. Their research showed that by working with HAF, we could effectively decrease the carbon footprint of international travel and also benefit local communities.

We believe the community connections of HAF, their track record of successful project design and [implementation], their rigorous assessment and management practices, and the respect they enjoy among their local partners set HAF apart. We are enormously grateful for this collaboration."

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DUDLEY DOANE  
DIRECTOR OF INTERNATIONAL STUDIES OFFICE  
UNIVERSITY OF VIRGINIA



# LET'S TALK



Are you interested in working with us to plant trees as part of your overall sustainability efforts?

We are happy to set up a call or meeting to discuss your needs and goals.

To get started, just complete [this form](#) or email [partnerships@highatlasfoundation.org](mailto:partnerships@highatlasfoundation.org), and we'll be in touch!



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