

ANNUAL

REPORT

2024



Cover Design by Joreld Dhamo / Parallel Studio

2024 KEY FACTS



WE PLANTED **11,470 TREES** IN
AN AREA OF **13.8 HECTARES**

REVENUE
+ €23,238

EXPENSES
- €32,346

COST
PER
1 TREE



PLANTING COST = €78,069 (2021-2024)

NO. TREES PLANTED = 34,263 (2021-2024)

COST PER TREE = **€2.28**



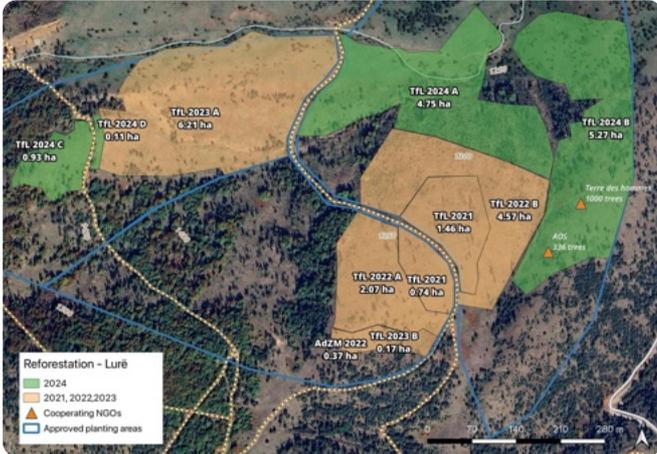
CONTRIBUTED **€18,718**
TO LOCAL ECONOMY



TREES ARE OFFSETTING
637 kg OF CO₂ PER YEAR

REFORESTATION

In 2024, we worked to rebuild our tree nursery and plant trees with the Lurë community. **We planted 11,470 trees, and 8,800 of them came from our own nursery!** We also rebuilt the greenhouse, planted 15,000 seedlings, held educational workshops as part of our community project, and upgraded the nursery's monitoring and control system.



Our planting permits let us work in three areas of the 2nd protected zone in Lurë-Dejës Mt. National Park. This year, we reached a major milestone by finishing restoration in all these areas. We restored the last 13.84 hectares and planted 9,770 Black pine saplings in the green-marked areas.

8,800 trees from our nursery

A key achievement was growing 8,800 two-year-old Black pine saplings for our tree planting project. These saplings, produced from seed to sapling in the National Park, are well-suited for high-altitude planting. By producing our own saplings, we know exactly where the seeds come from, how they are grown, and what fertilizers are used. This also saves us the cost of buying and transporting saplings to Lurë and cuts our plastic waste by almost 80% by using reusable containers.

1st planting area on municipality land

In 2024, we worked more closely with the the National Forestry Agency. This led to our

first project on municipal land and the opening of a new planting area in Pregj-Lurë, where we planted 1,700 Black pine saplings across 2.46 hectares.

Collaborations with two NGOs

Another important achievement was working with other CSOs interested in planting trees in the National Park. We supported AOS and Terredeshommes, enabling them to organize their planting events. These two organization financed the planting of 1,336 saplings in the 2024 planting areas.

Maintenance and monitoring

Now that restoration of all areas is complete, we will focus on maintenance, monitoring, and replacing any dead saplings to keep at least a 70% survival rate. After five years of planting in each area, we can work with AKZM and AdZM Dibër to update the land's status from degraded to restored.

TREE NURSERY

Our greenhouse, built in 2023, was destroyed during the winter by a sudden, heavy snowfall. The roof collapsed from the weight of the snow. So **we rebuilt the greenhouse** into a simpler but sturdier construction.



We rebuilt the greenhouse with a simpler construction because the trees don't actually need the roof to stay up during winter. Now, the saplings can experience winter snow just like they would in nature. We also upgraded the weather and nursery monitoring system, built a storage shed, and set up an area for mixing compost and substrate.

Tree nursery and women

The tree nursery keeps providing much-needed jobs for local women, including seed planting and transplanting seedlings into larger containers for the second year. Trees for Lurë is still the only way women in Lurë can earn an independent income.

BCC HIKO V400 reusable trays

Since our Black pine needed larger containers for their second year, we bought 400 BCC HIKO V400 reusable trays. We built an elevated support for them so that we could continue growing the saplings above the ground.

Transplanting

We separated the two-year-old Black pine saplings and moved each one into its own larger container. This gives each sapling the best chance to grow, avoids

competition, and gets them ready for planting in the autumn of their second year.

Sapling production

In spring 2024, we prepared the seeds for planting Black pine and Fir. Our goal was to grow a total of 20,000 seedlings.

Planting substrate

We used plain peat as the planting medium for our first-year seedlings. The peat has the right pH and contains no fertilizers or additives, which help prevent fungal infections early on and let us control the fertilizer use. Seeds planted in peat had a much better germination rate than last year, when we used a mix of peat and local soil.

Monitoring system

In 2024, we upgraded our system with a Radiation shield from [Barani Design](#), which significantly improved the accuracy of temperature and humidity measurements. In 2025, we plan to develop a second version that will add rainfall and soil temperature measurements, and improve solar power management and energy use.

COMMUNITY

We employed 47 people from the Lurë community. The project has attracted strong interest from local men, women, and young people, who have benefited from the seasonal jobs created by reforestation.



Local community and women

This year, our collaboration with the local community grew stronger than ever, bringing together a record 40 workers for planting trees. Altogether, 47 people joined us throughout the year, including 15 women, who helped in tree nurseries during the reforestation season and prepared local food for school events.

For the second year running, the tree nursery has offered meaningful work to local women, from planting seeds to transplanting seedlings during autumn season and planting trees during autumn season.

School events

This was our second year hosting school workshops. The first event took place in May with Nënë Tereza school from Rrëshen. They returned for another workshop again in October during the tree-planting season. We also held a third workshop with

Sh.M.B. "Nikoll Kaçorri" from Fushë-Lurë, involving children from Lurë villages, whom we often see during planting seasons. As in the year before, each school had a one-day program that included a visit to the tree nursery, where students learned about different species, seed collection, and sapling growth. Afterwards, we visited the planting areas and planted trees together.

Deepening collaboration with institutions

In 2024, we made a strong effort to build closer partnerships with Albanian forestry institutions. We began working with the National Forestry Agency, which manages municipality-owned forest land. Together, we set up a new planting area in Pregj-Lurë and are exploring more sites for reforestation. We also connected with the Agriculture University in Tirana to share experiences and knowledge, which will help with future monitoring and nursery work.

OUR FINANCES

2024 DONATIONS

Country Breakdown



United Kingdom
€11,683 / **50.0%**



Albania
€9,033 / **38.7%**



Czech Republic
€2,300 / **9.8%**



Germany (13)
€198 / **0.8%**



Austria
€104 / **0.4%**



Italy
€21 / **0.1%**



Belgium
€13 / **0.1%**

Donor Breakdown

● Individual **11.3%**

● Corporate **88.7%**

2024 Donations: Country breakdown,
total amount, number of donations

REVENUE

Our revenue comes from international and domestic funding, as well as donations from private companies, organizations and the public. In 2024, we did not receive any financial support from government agencies.

PARTNERSHIPS

We are proud to continue working with partners like risr/ (a UK-based business) and BestSeller Albania (an Albanian-based business), who support us annually as part of their sustainability investments. They fund our mission to plant trees, support local communities, expand our programs and build sustainable long-term reforestation projects.

FORESTRY&TREE NURSERY EXPERTISE

This year, we received valuable technical forestry expertise from the Czech University of Life Sciences, the Agricultural University of Tirana, and the National Agency of Forests in Albania, as well as tree nursery expertise from companies such as Botanea (Czech) and CropTech Albania (Albanian). These collaborations have been helping us grow healthy trees in Lurë.

DONATIONS

Our donations came from 28 donations from donors spread across seven countries, with UK and Albania donors contributing the most significant portion. Donors donate via our website (11.3% individual donors) or use bank transfer (88.7%, corporate). You can find more information about how to donate and what services we use on our [Donation page](#).

SUPPORTERS

Every new contribution helps us continue this progress and make an even greater impact in Albanian forests.

EXPENSES

Rebuilding the tree nursery and expanding our community project contributed towards €33,221 of total expenses in 2024. The primary cost remained the major contribution to the local economy and the tree nursery investment will significantly lower expenses in the upcoming years.

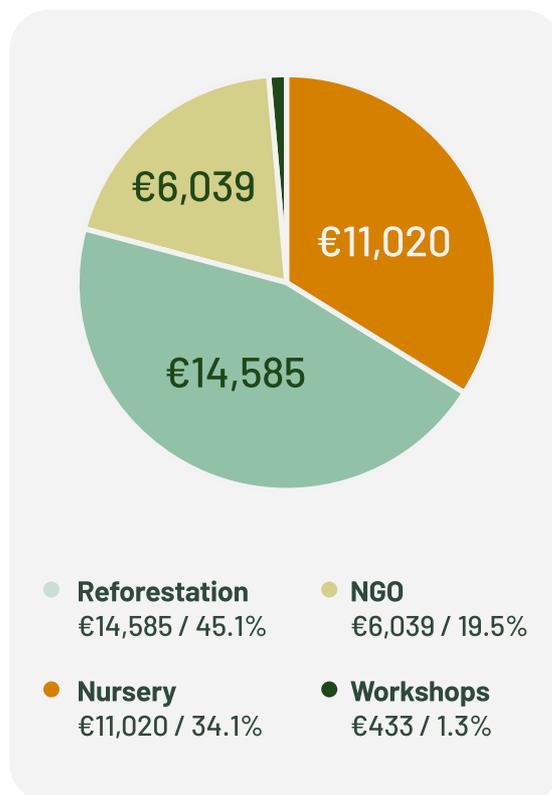
EXPENSE ALLOCATION

Trees for Lurë is now working on three main programs: Reforestation, Tree nursery and Community. We have been tracking the expenses for each program separately to understand the cost of each project and we have included an NGO overhead as a separate expense.

The **Reforestation** accounts for 45.1% and the **Tree nursery** for 34.1% of the total expenses, and remain the main driver to our local economy contribution.

We **expanded our Community project with the school workshops** which accounted for 1.3% of the total expenses as we only had three events in 2024. We anticipate this category to grow in the future.

The **NGO** overhead accounts for 19.5% of the total expenses. This category includes all expenses which are not directly related to the projects above.



Planting material

4.6% / €1,829

This year we have been planting 8,800 trees grown in our tree nursery! The rest of the trees we had to buy from commercial suppliers. We choose Fidanishte "Lurimi" shpk in Burrel, to reach the annual target of annual trees to be planted in Lurë for 2024.

Materials

1.4% / €553

A small category of expenses, such as the necessary tools, protective gear and other items necessary to execute planting of seeds and trees. This category has decreased compared to the previous year due to recycling of materials bought over the years. The only annual cost remaining in this category are materials for cleaning and preparing seeds before sowing, peat moss for seed planting, irrigation system parts for the tree nurseries and consumable office supplies for the team.

This category covers payments to the workers from **local community living in the surrounding villages in Lurë, accommodation and food costs for the team during spring and autumn seasons and transport for school workshops**. We are proud to still offer regular seasonal jobs in Lurë for men, women and young people who plant trees and care for the nurseries.

For the past four years, we have used a proven system where local workers handle 90% of the planting. Only 1,000 trees are set aside for school workshops and organizations. As a result, **46.8% of our spending goes directly to the local community involved in planting and nursery work**.

Operational expenses include all expenses related to operating the NGO, such as fees, taxes, salaries, vehicles and equipment investments.

Salaries

In terms of salaries, Trees for Lurë continues to be a volunteer-based organization and members of the core team worked for free during 2024. This however, will have to change in the future as the amount of work and responsibilities of the team members are raising.

Admin

We use smart IT systems and donation tools to keep our online service fees low. Even so, we still have to pay costs such as website donation fees, devPOS subscriptions and bank charges.

Tax & Fees

We pay our tax & administration fees as per current law in Albania. As the planting operations grow in size and we use more workforce, the amount of tax we pay is also growing, resulting in 5.5% of our overall annual expenses for 2024.

Equipment

Equipment accounts for 9.0% of operational expenses in 2024, reflecting reduced investments in nursery and reforestation infrastructure. These costs cover recyclable trays with transport and customs fees, irrigation and monitoring equipment, micro-climate data loggers, solar panel parts, etc.

Vehicles

Our Mitsubishi L200 pickup has been used intensively during planting seasons, both in spring and autumn to transport trees, substrates, materials, tools, workers, and the team to nurseries and reforestation sites. Vehicle-related operational costs include pre and post season servicing of the car, repairs, fuel consumption, etc.

2024 EXPENSES

Project Breakdown

Workers	41.6%
Equipment	9.0%
Car	8.2%
Tax	5.5%
Trees	4.6%
Fuel	3.2%
Food	3.1%
Accommodation	2.1%
Materials	1.4%
Advertising	1.0%
Transport	0.7%
Admin	0.2%
Salaries	0%

2024 Expenses: Category breakdown

Expense category breakdown details

Workers / Local economy	€16,635
Labor and services we contract locally in Lurë area to execute our activities.	
Equipment / Operational expenses	€3,609
Long term equipment for nursery and reforestation, tools, growing system, monitoring system, etc...	
Car / Operational expenses	€3,286
Cost of using and maintaining our Mitsubishi L200 pickup	
Tax / Operational expenses	€2,216
Amount of tax we have to pay in Albania based on our activities.	
Trees & Seeds / Planting material	€1,829
Cost of the material (seedlings & seeds) which we plant.	
Fuel / Operational expenses	€1,300
Material and consumables required for planting activities, for example gloves, substrate, etc.	
Food / Local economy	€1,235
Expenses related to feeding everyone working in the field during planting season.	
Accommodation / Local economy	€830
Cost of accommodation during planting seasons, when we work in the field.	
Materials	€553
Material and consumables required for planting activities, for example gloves, substrate, etc.	
Advertising / Operational expenses	€399
Cost of Trees for Lurë brochures and roll-up for visibility.	
Transport / Local economy	€289
Contracted transportation cost for school workshops.	
Admin / Operational expenses	€72
Administrative costs such as website, payment processing and law required fees.	
Salaries / Operational expenses	€0
Salaries for the team members of Trees for Lurë.	
Total	€32,346

CARBON OFFSETTING

Forests play an important role in supporting the environment, habitats and protecting biodiversity. They also function as carbon sinks because forests are able to capture huge amounts of CO₂. Trees we plant will capture the carbon from the atmosphere for another 30 years before they get saturated with CO₂. Based on the calculation from EcoTree a tree can absorb 10-40kg of CO₂ in a year.

This number is significantly lower for the saplings we plant due to the size of the planted trees.

We are using 0.025kg of CO₂ per tree per year for our calculation at the beginning of the report.

Therefore for 34,263 trees planted in 2021-2024, with a 74,38% survival rate, we estimate to offset 637kg of CO₂ per year.

OUR DONORS

We are proud to work with incredible partners supporting our mission to plant trees, support local communities and build sustainable long-term reforestation projects. Our partners work with us in various ways, from financial and other donations to long-term partnerships and cooperations. If you are interested in working with us, please don't hesitate to contact us.



€61,668

2020-ongoing

RISR/ HAS BEEN SUPPORTING US EVERY YEAR SINCE 2020 AS PART OF THEIR INVESTMENT INTO THE ENVIRONMENT AND SUSTAINABILITY.



€25,000

2023-ongoing

SINCE 2023 BESTSELLER HAS COMMITTED TO A LONG TERM PARTNERSHIP. THEY ARE PROVIDING US WITH FINANCIAL SUPPORT AS WELL AS PROMOTING OUR PROJECTS ON THEIR WEBSITE AND SOCIAL MEDIA.



Forestry expertise

2024-ongoing

WE ARE WORKING TOGETHER SINCE 2023, NPA IS PROVIDING FORESTRY EXPERTISE AND GUIDANCE ON OUR REFORESTATION PROJECTS IN THE MUNICIPALITY TERRITORY.



Forestry expertise

2022-ongoing

CZU IS A LEADING CZECH UNIVERSITY SPECIALIZING IN AGRICULTURE, FORESTRY, AND ENVIRONMENTAL SCIENCES. CZU PROVIDES SCIENTIFIC EXPERTISE AND STUDENT VOLUNTEERS FOR OUR PROJECTS.



Forestry expertise

2024-ongoing

PROFESSORS FROM THE FORESTRY FACULTY PROVIDE US WITH SCIENTIFIC EXPERTISE AND GUIDANCE FOR OUR REFORESTATION PROJECTS AND TREE NURSERIES.



Tree nursery expertise

2024-ongoing

SINCE 2024 BOTANEA PROVIDES CRUCIAL GUIDANCE AND EXPERTISE ON GROWING PRACTICES OF OUR SEEDLINGS. BOTANEA SRO IS A CZECH COMPANY THAT SPECIALIZES IN GROWING BARE-ROOTED CONIFEROUS AND DECIDUOUS SEEDLINGS.



Chemistry for nursery

2022-ongoing

SINCE 2022 CROPTech PROVIDES CRUCIAL GUIDANCE AND EXPERTISE ON PROTECTION AND FERTILIZATION OF THE SEEDLINGS AND SAPLING, AS WELL AS OFFERING PRODUCTS FREE OF CHARGE.



Office space

2023-ongoing

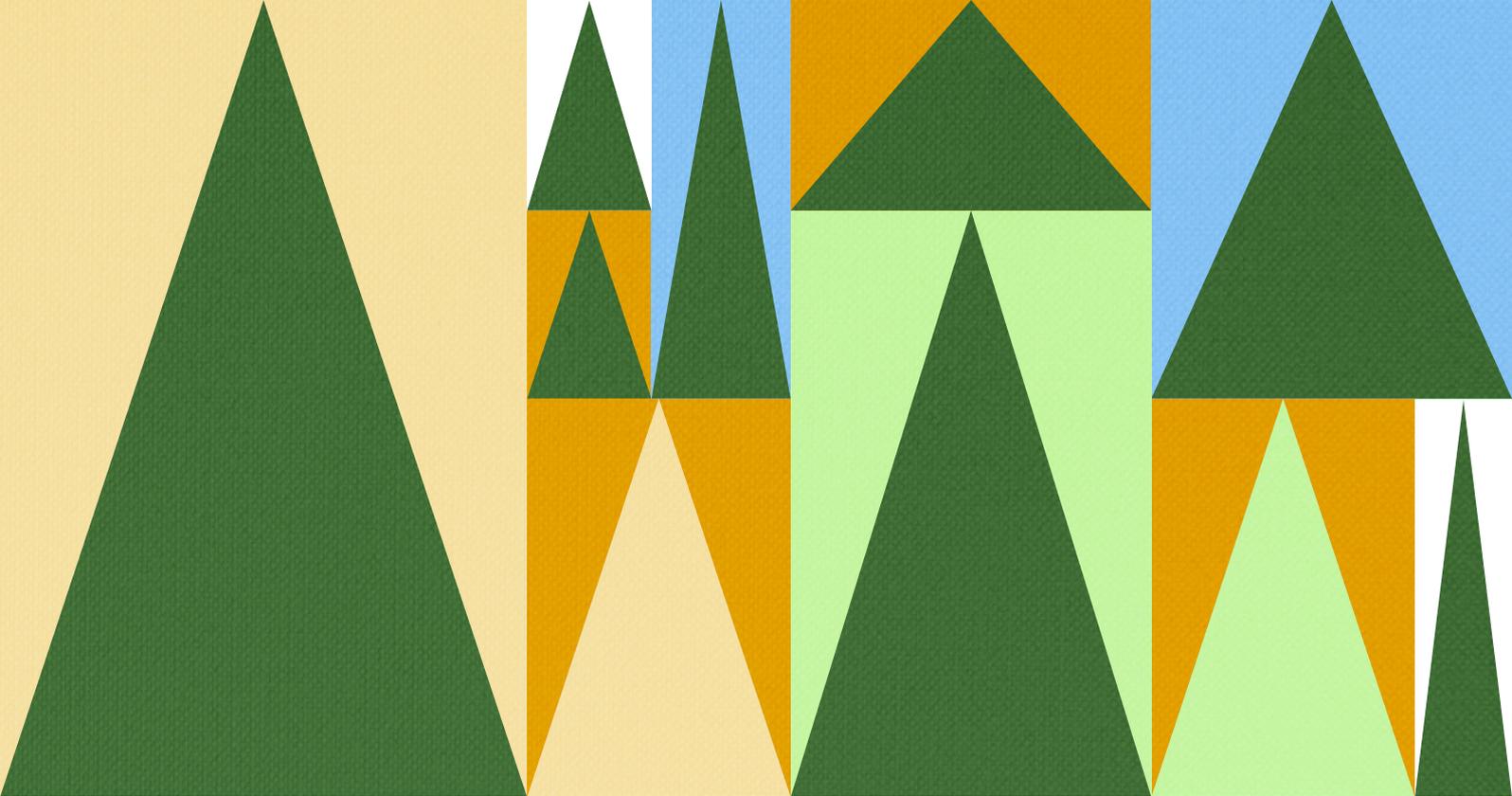
WE HAVE BEEN WORKING TOGETHER SINCE 2023. THEY SUPPORT BY PROVIDING US WITH OFFICE SPACE AND MEETING ROOMS IN THEIR WONDERFUL CO-WORKING SPACE IN TIRANA.

EVENTS & TREES



DONATIONS UP TO €200

ERSIDA DOCAJ / DANJEL PRIFTI / ALISON CANAJ / FRANZ GIEL / ANDI MUHAMEAJ / SIDORELA MEMA / FRIDOLIN SCHWAKE / KEITH GRÜNBERGER / ARDA KADILLARI / GEORG ACKERMANN / ERALD LABI / HEATHER SINCLAIR / ARLINDA KOLENICO / NORBERT PIJLS / GENTJAN QERIQI / FRIDOLIN SCHWAKE



Trees for Albania
(registered as Qendra "Trees for Lurë")

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