



EVERY ITEM PLANTS TEN TREES

Big Change Starts Small

tentree makes environmentalism accessible by offering little individual ways to make a big collective impact.

Our Vision

To make saving the planet simple.

Our Mission

To empower humanity to make an impact through trees.



A photograph showing two men in a lush, tropical forest setting. One man, wearing a black t-shirt and grey shorts, is holding a young tree sapling. The other man, wearing a pink t-shirt, a tan baseball cap, and blue pants, is crouching and using a clear plastic bottle to help plant the sapling into a hole in the ground. The background is filled with dense green foliage and tall trees.

Our Roots

Trees were rooted in our founders' storylines from the very beginning. At the ages of 16 and 17, brothers Kalen and Derrick Emsley started a tree-planting business focused on offsetting carbon emissions for various companies.

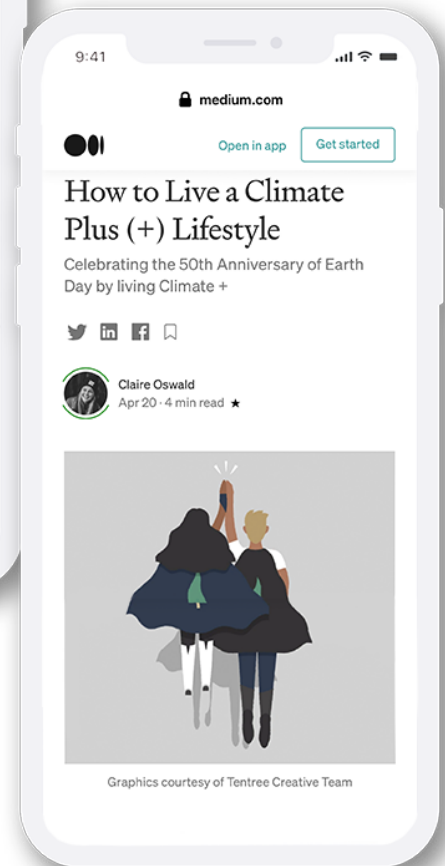
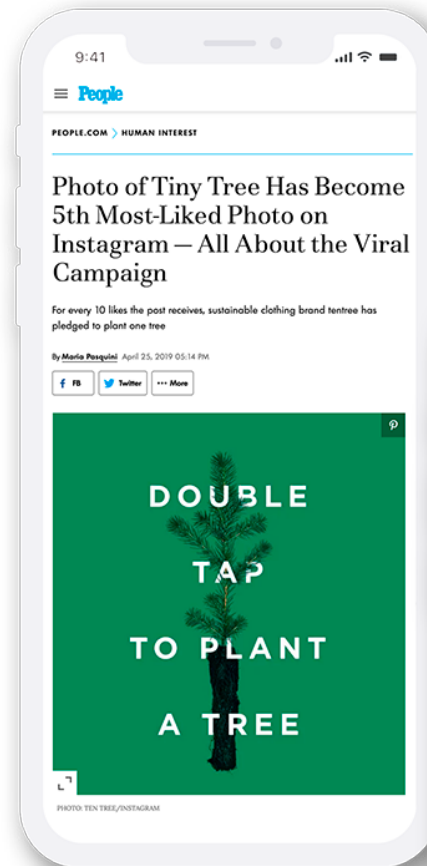
Not long after, in 2011, tentree co-founders Kalen Emsley and David Luba were hiking in the heart of Hawaii when the idea of tentree was formed. They were inspired by their beautiful surroundings and driven by the need to protect it. By combining their desire to make environmentalism inclusive and the need to make an impact, they created tentree: the world's first environmentally progressive brand where ten trees would be planted for every item sold. A brand not merely focused on reducing its negative impact, but on creating a positive one.

Today, tentree inspires a new generation to embrace social and environmental responsibility. With more than 50 million trees planted, a global community numbering in the millions, and distribution expanding from North America to Europe and beyond, tentree is on a mission to change the world — 10 trees at a time.

What We're Up To

tentree's Brand Marketing team educates and supports 2.6+ million followers to be more environmentally minded – think of us as environmentors. We use our reach to create safe and accessible spaces for new, seasoned, and aspirational environmentalists alike. Our community is constantly growing both in numbers and impact. In fact, in 2019, our Double-Tap-To-Plant campaign became the fourth most-liked post on Instagram. Through activating social tools, we hope to mobilize the world and inspire a new generation to live sustainably.

We don't think you have to be a hard-core environmentalist to make a difference. Climate+ packages plant trees to offset everyday life like extra-steam showers, weekend getaways, and running a business. Our Climate+ program goes beyond carbon neutral to make a positive, lasting impact. Aside from offsetting carbon emissions, Climate+ rehabilitates ecosystems and provides jobs across the globe. We're here to support you in measuring, understanding, and offsetting your business's environmental footprint so that you can grow sustainably.





Our Products

Our Product and Development Team works tirelessly to source the most eco-friendly fabrics on the planet like Fairtrade organic cotton, recycled polyester, and TENCEL™ made from responsibly sourced wood pulp. With a focus on innovation, we partner with leaders of sustainable technology to bring you the greenest product in the world. For real. But beyond sustainability, our product is accessible, high-quality, and made to keep up with everyday life.

We've even created our own signature blends like TreeFleece, which minimizes microplastics while feeling supremely soft and cozy. Some other materials we use are hemp, RWS certified wool (aka ethically sourced), and cork.

Our C2C collection (Cradle to Cradle Certified™) is designed and produced so that everything a product is made up of breaks back down, leaving behind no waste. Bonus: these products are made from 100% Fairtrade cotton that's lightweight, breathable, and oh-so-soft.

Our design team always has form and function in mind while considering material usage and sustainable silhouettes. Designing with all seasons in mind, we're able to cut down on fabric waste in a big way. Our meticulous product development process ensures quality, fit, and versatility, allowing the customer to wear and love their pieces for long enough to offset its impact.

When it comes to manufacturing, we're an open book. If we can't share something with our community, it's probably not aligned with our values. Our product is produced in carefully selected partner factories in China, Vietnam, India, Bangladesh, and the Philippines. All our factories comply with a code of conduct that upholds ethical labour rights so you know that each tentree piece is defined by the smallest environmental footprint and the highest ethical standards. In every facet of our business, we strive to provide people with safe workplaces where they can feel good about their contributions to protecting our planet.



Our Impact

The way we see it, a tree is never just a tree. Planting trees is about building up communities, protecting our planet, and paving the way to a greener future. We've empowered a global movement that now spans more than 20 planting sites in more than 10 countries around the world. With the help of our community, the 50 million trees we've planted so far have rehabilitated ecosystems, lifted entire communities out of poverty, and sequestered millions of tonnes of CO₂ from the atmosphere. Imagine what 1 billion could do...

A photograph showing a row of young trees planted in a line. Each tree is encased in a white, cylindrical protective sleeve. The trees are growing out of a dark, textured surface, possibly soil or a log. The background is a soft, out-of-focus green, suggesting a natural environment.

What Can 10 Trees Do?

Ten trees have the potential to change the environment and communities around them. Every tree benefits their environment in different ways.

We have planting sites around the world in Madagascar, Indonesia, Senegal, Nepal, Canada, Mexico, Peru, Haiti and Brazil. Some collections are to support specific planting sites, such as the Peru Collection.

For us, planting trees is as much a people project as it is an environmental project. Planting trees gives individuals the opportunity to create a better life, find a deeper connection to nature, and ultimately teach future generations the importance of our planet's finite resources.

Community Impact

Many of the communities where we plant are among the world's poorest and least developed. In most areas, individuals have never had a cash-paying job in their lives and consider education, housing, and adequate food supplies unaffordable luxuries. With the help of our planting partners, tentree's efforts have provided over 280 full-time jobs to individuals that otherwise would not have had one. Through income supplementation and environmental education, these individuals are able to provide for their families and pursue greater opportunities for brighter futures.



An aerial photograph of a dense mangrove forest. A dark, winding river or canal cuts through the thick green canopy, creating a series of loops and curves. The vegetation is vibrant green and appears very dense. In the far distance, some white structures or buildings are visible on the horizon.

Environmental Impact

Trees don't just sequester carbon and cool the earth. Like all life on earth, each tree is special and benefits their environment in different ways. The Mangrove trees we plant in Madagascar protect coastlines and prevent erosion. The pineapple plants in Indonesia provide food and income to communities. And in Canada, we're working to prevent the decline of the Whitebark pine tree, an iconic pine tree that naturally aids forest regeneration after a natural disaster. tentree plants all these trees and many more to ensure our diverse environment has the best chance to survive and thrive for generations to come.

Our Commitment

Being sustainable doesn't mean you have to purge your entire lifestyle. We, and the planet, are just asking you to be a little more aware of what you're paying for, and we'll do the rest. tentree is proud to be a certified B-Corporation. This means we uphold the highest regard and respect for our employees, communities, and our environment. We're committed to minimizing our environmental impact, uplifting the well-being of our people with ethical labour rights, safe workplaces, and recognizing our social responsibility to keep our business practices as transparent as possible.

Becoming the most environmentally progressive brand on the planet opens avenues of sustainability beyond tree planting and eco-friendly apparel. To further offset the impact on our environment, we've committed to the following goals:

SPRING 2021

Launch Full Traceable Map of Our Supply Chain

SPRING 2021

Move to Fair Trade Organic Cotton Certification

WINTER 2030

Plant 1 Billion Trees By 2030







We're planting 1 billion trees.
How many will you plant?

tentree