TELUS x veritree - Leveraging Smart Technology for Reforestation

[Inspirational music]

[veritree and TELUS logos]

[0:04] [Caption reads: Cochrane, Alberta]

[Stephen Emsley, Co-founder, Director of Innovation, veritree, giving an interview outdoors next to his truck. The scene cuts to several arial-view shots of forests.]

[00:05] [Stephen Emsley] We’re here in Cochrane Alberta in collaboration with TELUS to set up a Smart Forest. The idea of a Smart Forest is monitoring the first three years, in particular, the early stages of tree growth, to see how the environmentals affect the growth of the tree so we can scale the project into the future.

[Ground view of a forest with monitoring devices attached to various trees.]

[0:25] [Stephen] Whether that's a carbon project, biodiversity, ESG project and using technology always have eyeballs on the ground on the forest and have the most impact.

[Stephen Emsley giving an interview outdoors.]

[0:43] [Stephen] The goal of veritree is to help enable as many businesses as possible to adopt Forest restoration projects in a way that's transparent so that they're confident to continue investing in those projects.

[Several scenes of veritree team members attaching and planting monitoring devices around trees and in the soil.]

[0:56] [Stephen] the problem that we face is that there's not a lot of transparency. We make a donation we don't really know we're investing or contributing to projects that are having a meaningful impact in the future.

[A veritree team member using a smartphone to monitor a tree.]

[1:07] [Stephen] With changing climate conditions we feel it's more important than ever to have a consistent connectivity to the changing landscape so that we can enable as many businesses as possible to plant as many trees around the world.

[Veritree team members attaching monitoring devices to trees. The next scene shows Devin Gannon, Environmental Solutions, TELUS, giving an interview outdoors.]

[1:20] [Devin Gannon] TELUS is striving to explore the intersection between technology, our connectivity and nature-based solutions.

[Devin inserts a TELUS SIM card into a monitoring device.]

[1:27] [Devin] TELUS’ experience connecting remote areas lends itself well here as in a few of the devices we have TELUS SIM cards which help connect those devices to our network and will help collect data and display it on a cloud platform through veritree.

[1:41] [Devin] TELUS is giving back by investing in nature through what we do best; technology and connectivity. We want to use our technology and connectivity to help improve the environment.

[Devin using a smartphone to monitor plants.]

[1:55] [Devin] It's super important to monitor the early stages of growth as well as the stages in the future so that we can continue to invest in those projects that are having the greatest chance of success.

[Veritree team members digging soil and planting seedlings.]

[2:06] [Devin] At veritree we realized that it was sort of our responsibility to implement a system and a standard to raise the bar on a quality and successful restoration project.

[Veritree team members inspecting forest sites.]

[2:19] [Devin] We're on the ground from day one. We're raising expectations for restoration projects around the world and with great collaboration there's nothing you can accomplish together.

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