



*Guided by our Southern Cross.  
Aiming for our North Star.*

# STRATEGIC PLAN

2026-2031

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# EXECUTIVE SUMMARY

Sayari Earth is an African Public Benefit Corporation with the mission of partnering with people to sustain life on Planet Earth. Our purpose is to make environmental restoration generate real value for communities and landowners, aligning incentives so that local actors lead by choice, not charity.

Since 2022, we have focused on terrestrial nature-based carbon removal scaling and innovation. In our first three years, we launched two large-scale projects in South Africa, totalling approximately 1.8 million hectares of potential partnerships, and signed collaboration agreements with two Fortune 500 companies, mobilizing investment toward large-scale implementation. We strengthened core practices and developed proprietary frameworks that aim to accelerate high-integrity project development. These emerging tools help strengthen data quality, transparency, and operational efficiency across the project lifecycle. They form the foundation of a growing pipeline that includes additional high-value, high-conservation opportunities in East and Southern Africa.

Over the next five years, Sayari Earth intends to develop and finance three projects in Africa, targeting around 2 million hectares of potential participation under Reciprocal Cooperation Agreements with landowners and communities, subject to feasibility, financing, and community engagement. Our flagship Karoo Sustainable Landscapes Program will serve as a living laboratory, informing methods, demonstrating impact, and inspiring adoption by landowners and communities across the region and beyond.

We aim to deliver end-to-end support from pre-feasibility and project finance through development, coordination, verification, and market access, while partnering to strengthen Community-Based Natural Resource Management. Our approach aims to amplify investment into community lands and institutions, building durable local capacity to lead carbon removal projects over the long term.

As we continue to scale in Africa, we plan to grow deliberately: investing in people, strengthening systems, and preserving our founding values and culture.

Our strategy is anchored in collaboration, social impact, and long-term commitment to each landscape, guided by our values (our “Mycelia”) and our mission. We believe that well-designed, community-driven carbon finance is one of the most powerful levers of our generation to create shared value and facilitate ecosystem regeneration.

Thank you for joining us on this journey.



# INTRODUCTION

We stand at a critical juncture. The science is clear: the world must remove approximately 10 gigatons of CO<sub>2</sub> annually by 2050 to maintain a liveable planet<sup>[1]</sup>. The UN Emissions Gap Report and the IEA State of World Energy 2025 Report confirm that the world will overshoot the 1.5°C boundary, while 2025 is, again, on track to emit record high levels of CO<sub>2</sub><sup>[2]</sup>. Recent research estimates that human land-use change has reduced natural carbon storage in soils and vegetation by as much as 24%<sup>[3]</sup>. Some analyses suggest that the scale of these losses could approach the scale of cumulative fossil-fuel emissions in previous decades. In the period of ‘overshoot’, Sayari Earth’s mission, methods, and impact play an important role to assist in building a global sector that values restoring carbon in soils and vegetation through nature-based carbon removal projects.

Decarbonising our economies and safeguarding forests to prevent emissions are essential, but they unfold over long timeframes. Given the urgency of the climate crisis, immediate investment in nature-based solutions is also required to help bridge the gap. Carbon removal at unprecedented scale will be required for decades to come. This creates a long-term opportunity to industrialize ecosystem management at scale. Today, carbon dioxide removals (CDR) account for roughly 5% of the voluntary carbon market. Although a small market segment, it is growing rapidly as market preference shifts towards verified removals of CO<sub>2</sub> already in the air around us. Our path includes risks and uncertainty, which we aim to navigate through building trust, integrity, and excellence with innovation.

Our African roots and focus are reflected in our company’s identity: Sayari means “Planet” in Swahili, thus Sayari Earth translates to “Planet Earth”. Along East Africa’s coast, Swahili-speaking sailors navigated the Indian Ocean for centuries using the Southern Cross. We draw inspiration from this navigational legacy by using the Southern Cross as our guiding metaphor for our Strategic Plan, charting an integrity-led course for climate action.

Our focus is on high-impact, large-scale terrestrial project development, grounded by a theory of change that strong financial incentives are needed to halt landscape decline and drive restoration. Our Strategic Plan sets out how we aim to develop carbon removal projects by pairing locally grounded implementation with advancements in monitoring, data, and scientific best practice. Our approach prioritizes measurable impact, and aims to reduce delivery risk, future-proof projects, and support long-term resilience.

Between 2026 and 2031, we intend to pursue three transformative goals:

1. **Scale high integrity removals:** build a diversified African portfolio, aligned with jurisdictional frameworks, through collaborative financing approaches, expanding into engineered, nature-based removals.
2. **Advance digital MRV:** strengthen monitoring and data systems to support transparency and performance as technology matures.
3. **Deepen community impact:** enhance our community-based model to improve household livelihoods, with robust social impact monitoring and learning loops.

Our ultimate measures of success go beyond carbon. We are committed to strengthening livelihoods and restoring biodiversity strongholds. We recognize that this work will evolve as standards, science, and partnerships advance, and we aim to remain adaptive, accountable, and mission-aligned along the way.

<sup>[1]</sup> IPCC (2022). Climate Change 2022: Mitigation of Climate Change. Contribution of Working Group III to the Sixth Assessment Report of the IPCC.

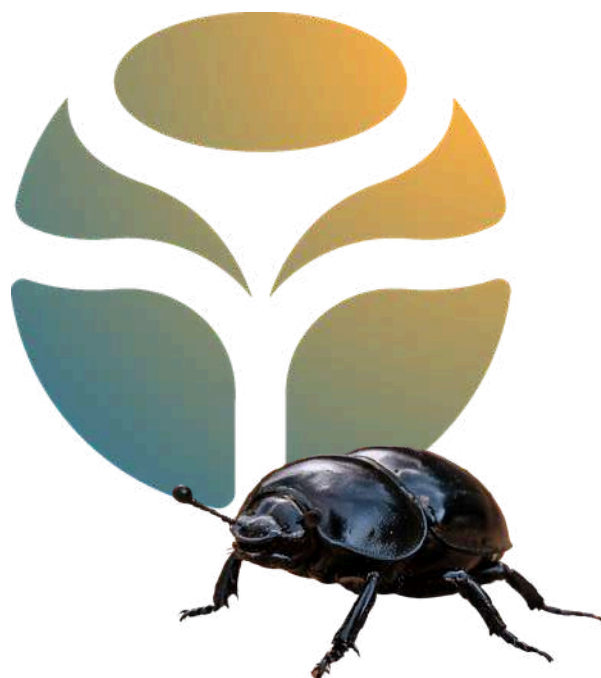
<sup>[2]</sup> UNEP (2023). Emissions Gap Report 2023 (and subsequent annual updates).

<sup>[3]</sup> <https://www.sciencedirect.com/science/article/pii/S2590332225002180?utm>

# WHO WE ARE

## Our Identity

Sayari Earth is a mission-driven African Public Benefit Corporation partnering with people to sustain life on Planet Earth. We are an ecosystem engineering company that supports landowners and communities to achieve their land stewardship goals. We focus on project development in biodiversity strongholds in Africa and finance this work through high-integrity carbon markets. Our symbol, the dung beetle, reflects humble persistence and the ability to transform waste into value.



## What Sets Us Apart

### Impact Focus

Our projects are built on three pillars: quality, impact, and integrity. A high-quality, high-impact, and high-integrity project is one that is thoughtfully designed with clear goals and evidence-based methods, ensuring excellence from the outset. It achieves meaningful, measurable change by using ongoing monitoring and learning to stay responsive and effective. Integrity is upheld through transparent processes, ethical decision-making, and strong, trust-based relationships with stakeholders, ensuring the project is not only successful but responsible and respected.

Our first priority is impact. We strive to keep elevating the bar for what a quality project is: strengthened livelihoods, empowered people, and landowners and communities with true ownership and a vested stake in outcomes.

We prioritize shared value through clear participation pathways, local stewardship, and transparent decision-making. Each project aims to align with leading international standards for climate, community, and biodiversity benefits, helping give investors and partners confidence in outcomes.



Projects are co-created with landowners and communities and tailored to local ecosystems, integrating local expertise with scientific knowledge and inclusive engagement. Through ongoing dialogue and feedback, we strive to maintain shared ownership and responsiveness throughout implementation.

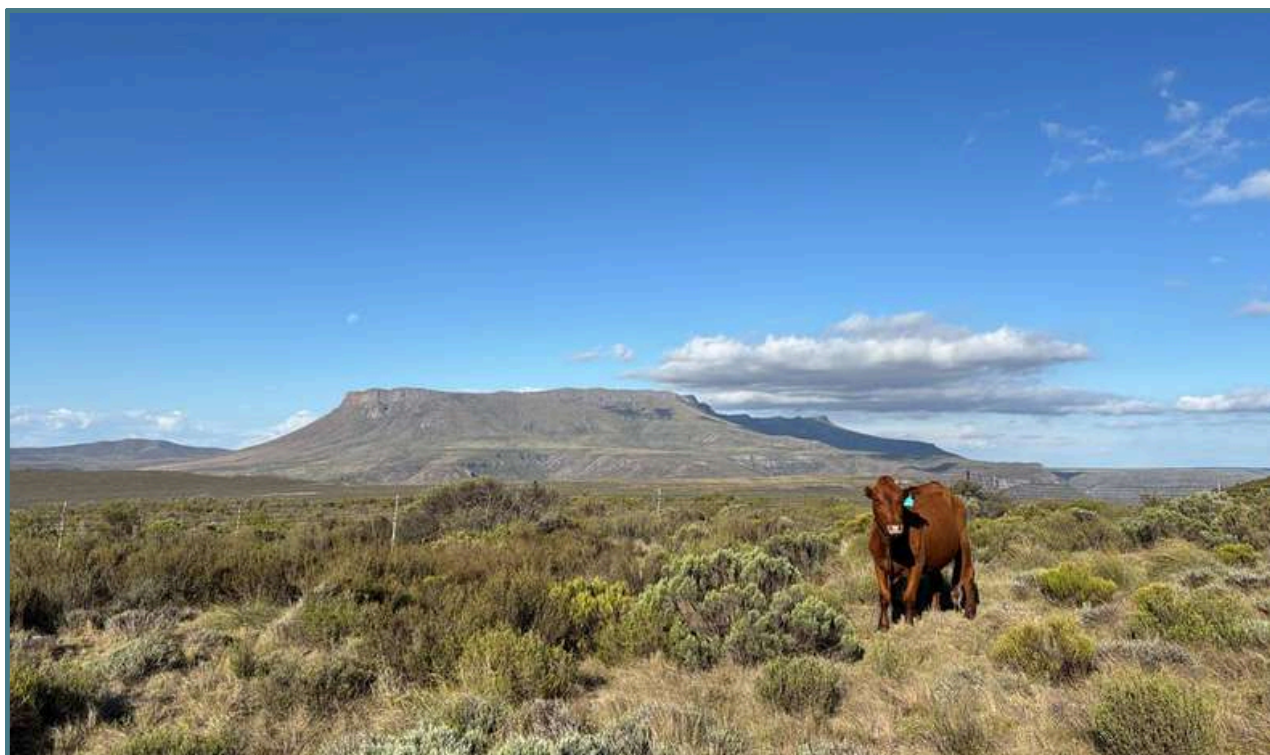
By combining global best practice with locally grounded expertise, we aim to restore ecosystems, strengthen livelihoods, and produce verifiable carbon outcomes. Over the next five years, we intend to continuously improve on delivering positive change at the household level, building our organization around that goal, as behaviours and perceptions shift and people experience positive impact.



## Biodiversity Stronghold Focus

We focus where climate and nature gains are highest: biodiversity strongholds in working landscapes. We prioritize regions where conservation and food security intersect, recognizing that regenerative agriculture and habitat restoration can support both ecological stability and rural prosperity, while delivering verifiable climate impacts at the same time.

As market frameworks evolve, projects that demonstrate credible co-benefits for food security, biodiversity, and livelihoods will stand out as truly sustainable. Our mission of partnering with people to sustain life on Planet Earth has the greatest meaning when focused on supporting people in some of the last great sites of concentrated biodiversity on our Planet.



## African Roots

We are deeply rooted in rural Africa. Our team is currently 100% African-born, and our main operational office is in Mossel Bay, inside our flagship Karoo Sustainable Landscapes Program in the Western Cape, South Africa. We choose to be based within a project area, because proximity matters. Being in the project area puts boots on the ground, lowers delivery risk, and helps us understand and respond at the community level. It is about being close enough to learn fast, adjust in real time, and support landowners and communities where they live and work.



## Our Product

Our product is the projects we initiate and steward across African landscapes. We work to design, finance, implement, and manage high integrity, nature-based carbon projects that generate verified carbon credits and documented social and biodiversity outcomes.

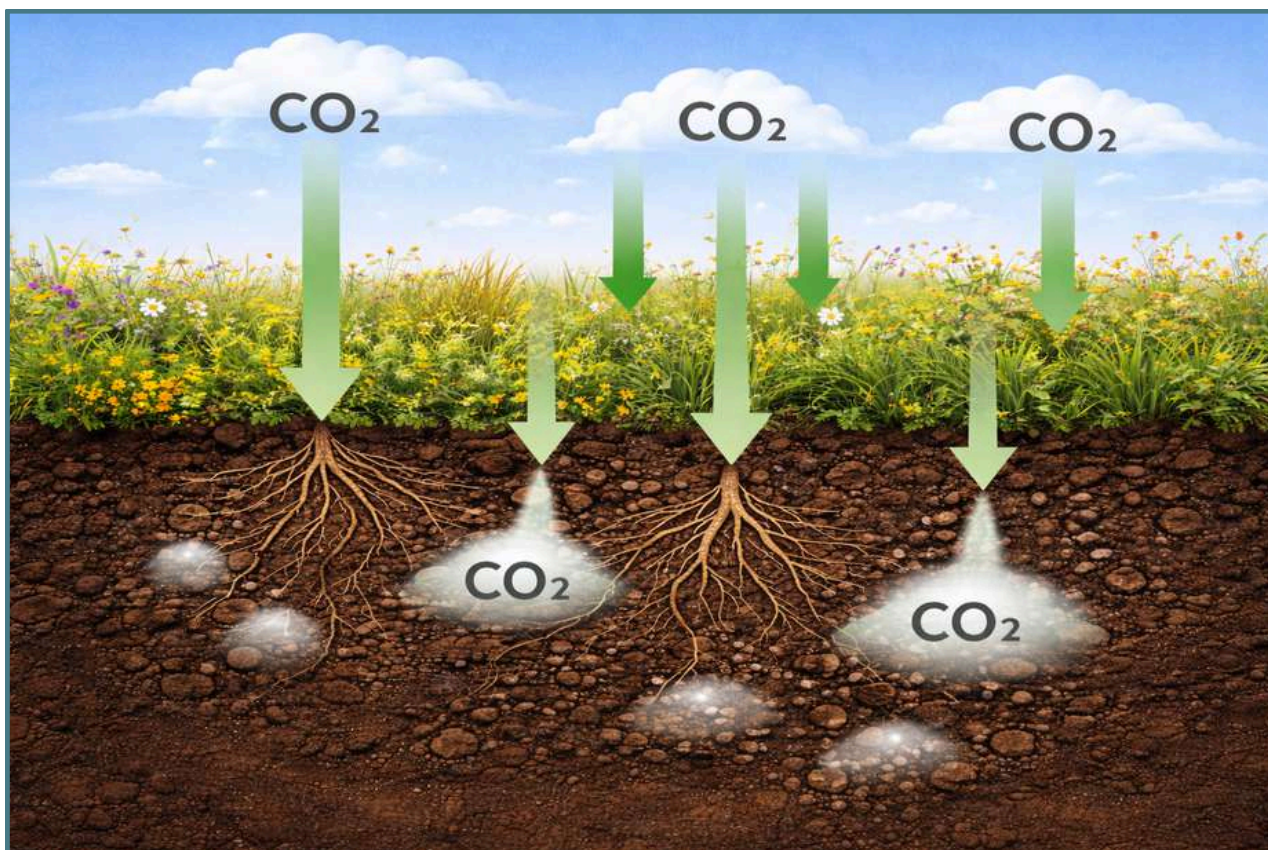


## Our Services

We serve land stewards: landowners, government agencies and communities. Our services span feasibility and project design, MRV and data management, implementation support, verification and issuance advice, and routes to market. By pairing technical depth with capacity building, we aim to help partners reduce delivery risk, meet integrity standards, and connect projects to credible demand.

## Removals Focus

We focus on carbon removal rather than avoided emissions, with the aim of designing and delivering high integrity, measurable removal projects that durably draw down and store carbon. With the world needing to remove about 10 gigatons of CO<sub>2</sub> per year by mid-century, our focus targets one core of the crisis: shrinking atmospheric carbon stock at scale, starting now.





## Delivery Expertise

We apply accredited, structured project management and operational discipline to the environmental sector, capabilities that help strengthen delivery quality and support high-integrity outcomes.



## Technology

We are developing digital tools that aim to improve monitoring and data transparency, shorten timelines, and enhance decision-making for land stewards. These systems are evolving and will continue to improve as we scale.

## Our Vision

Our vision is for humanity and nature to universally thrive together. We imagine a world for our grandchildren where clean air, healthy soils and water, abundant food, clean energy, prosperity, equity, and valued biodiversity are realities for all.

Our purpose is to help accelerate the world's inevitable transition to a more sustainable and healthier future.

Achieving this vision requires global governance action, governmental regulation and local action. We see our role as an agent for positive narrative change, encouraging policymakers, the private sector, media, academia, and non-profits to support the transition from traditional land management to approaches that store carbon while increasing productivity and enhancing conservation.

## Our Mission

**Partnering with People to Sustain Life on Planet Earth.** This is our mission and the foundation of our work.

Our planetary life support system is at risk, calling for a shift to focus on the urgency of sustaining life. Our core thesis remains unchanged: we must reverse the decline of nature, and people must be the primary beneficiaries.







## Our Theory of Change

### Core Belief

Sayari Earth believes that when landowners and communities are both financially and technically enabled, behaviour and perceptions shift toward restoration at scale. With the right incentives, capacities, and tools:

- Community-led restoration endures and succeeds;
- Unmanaged fire emissions decrease; and
- More carbon is stored in soils and vegetation.

This approach aims to deliver measurable climate impact alongside social, economic, and ecological benefits (local value with global atmospheric gains).

### The Challenge

The planetary crisis demands an industrial-scale response. Today, environmental restoration too often remains:

- Underserved by markets that fail to make community incentives work.
- Held back by weak, non-scalable implementation and policy frameworks.
- Underfunded and unable to attract long-term investment.
- Disconnected from local knowledge systems and lived experience.



## Our Response

We believe restoration must create tangible economic value for local communities and governments. Incentives matter. We provide support to land stewards to enhance land management. By linking African households to global carbon markets, we aim to access a powerful driver of both economic and environmental impact.

Our three-pillar approach:



Together, these pillars help to create a reinforcing cycle: restoration generates economic value, which finances further restoration. The result is a pathway we believe can support climate action, local livelihoods, and nature conservation in a connected and durable way.





# OUR MYCELIA

At Sayari Earth, we call our values “Mycelia”. Mycelia are remarkable fungal threads that weave through soils, connecting individual plants across great distances, cycling nutrients and sustaining life. In the same way, our values are the living infrastructure that connects our people, partners, projects, and communities, weaving trust, respect, responsibility, integrity, collaboration, and diversity into every relationship and decision. They remind us that people and planet are inseparable, that quality and ethical conduct are non-negotiable, that progress is built through iteration, and that credibility begins with our own actions. These principles guide how we work with land stewards and communities, how we serve landscapes, how we share benefits, and how we honour our commitments. Grounded in humility and resilience, our dung beetle spirit, they ensure that our growth is purposeful, our impact lasting, and our partnerships built to endure.

The values in our Mycelia are not slogans. They are core beliefs that guide our decision making.





# OUR GUIDING PRINCIPLES

## Regenerative Value Creation



We believe that regeneration is not just valuable, it is essential for our planet's future. This principle drives us to create projects that generate lasting environmental, social, and economic benefits for all stakeholders involved.

We design our projects in a manner that aims to create multiple layers of value. This integrated approach ensures that planetary restoration generates sustainable returns that cascade through entire communities and landscapes.

Our commitment to regenerative value extends beyond immediate project outcomes and strives toward building lasting capacity for continued restoration delivering climate benefits alongside strengthened livelihoods and healthier ecosystems. We focus on approaches that support ongoing stewardship and capacity, helping ensure benefits endure beyond the life of a project.

## Courage in Action

We operate in a rapidly changing world that requires bold and thoughtful action. Moving toward the storm rather than away from it is more than a metaphor, it is our operational philosophy. In a world facing unprecedented environmental challenges and macro uncertainty, we believe that the greatest opportunities for positive impact often lie where others see only insurmountable challenges. This principle guides us to take bold, purposeful action even in uncertain conditions.

By demonstrating courage in action, we hope to inspire others and show that meaningful progress is possible even in the most challenging circumstances. We believe that every bold step toward planetary restoration creates pathways for others to follow, ultimately building momentum for transformative change.

## Community Impact

Our projects are co-created with communities, recognizing land stewards as leaders in long-term restoration efforts. Our approach centres on enabling local capacity to flourish, sharing benefits equitably, and ensuring communities have the tools, resources, and rights to lead projects successfully.

We respect the relationships, investments, skills, and contributions that each partner brings as we pursue our shared goal of sustainable, community-driven solutions supporting local partners as they pursue their own livelihood and restoration goals.





## Walking the Walk

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## Scientific Rigor

We ground our work in scientific rigor and continuous learning to ensure that our impact is real, measurable, and lasting. We aim to follow leading standards, strengthen data quality, and build partnerships that support measurable and credible outcomes.

# KEY TRENDS (2023-2025)

## From Voluntary Action to Compliance-Driven Demand

Global action through the UNFCCC COP process is slow, with more than a decade since the 2015 Paris Climate Agreement was approved. Fragmentation is becoming the norm as more countries introduce national, tax-linked carbon trading schemes, while the international aviation mechanism (CORSIA) drives compliance-linked demand. Projects must now align with Article 6 of the Paris Agreement, which governs international carbon trading. Double-counting and permanence risks will be more strictly regulated, with tighter rules on carbon market integrity.

The carbon removal market is experiencing unprecedented growth, driven by the urgent need to achieve global net-zero emissions. The scale of the IPCC's target of removing 10 Gt CO<sub>2</sub>/year by 2050 represents a market opportunity potentially worth over \$1 trillion annually by 2050. Premium buyers, particularly from technology and financial sectors, are increasingly focused on high-quality removals, and are willing to pay significant premiums for projects that deliver measurable community and biodiversity impacts.

The South African Carbon Tax is legislated and accepts up to 15% of a corporate's emissions from domestic VCS projects. Trove estimates a material under-supply of domestic credits to service this tax until 2035. Despite speculation that South Africa might allow international carbon credits to be used for compliance, the government confirms that only domestically generated credits will qualify. The move reinforces the country's commitment to developing its local carbon market <sup>[4]</sup>. This would make South Africa one of the few places in the world where there is convergence between voluntary and compliance markets for credits we generate.



<sup>[4]</sup> <https://www.green.earth/news/new-carbon-tax-measures-in-south-africa-to-drive-local-offsets>



## Community-based Projects



A global shift is underway toward community-led land stewardship, recognizing that lasting impact begins from the ground up. By 2035, most high-integrity credits are expected to come from locally managed or co-designed projects. Projects that have overlooked local leadership, particularly women's voices and traditional knowledge, have often failed to gain traction or deliver sustainable outcomes. Research suggests that when women are excluded from natural resource management, projects are more likely to fail, highlighting the critical importance of gender-inclusive approaches.

The evidence is clear: community-led projects that actively promote women's leadership and economic empowerment deliver stronger, more sustainable results. When women have equal access to resources, training, and decision-making power, they become powerful agents of change, driving both environmental restoration and social transformation. Their involvement strengthens project governance and ensures that interventions address the needs of all community members, creating a more resilient foundation for long-term success.

## Technology Evolution

Advanced monitoring technologies are transforming how carbon removal projects are being developed and verified. Traditionally, verification has relied on infrequent field visits and sample plots. Technological advancements can now monitor multiple variables continuously and at scale, reducing uncertainty and increasing investor confidence.

Globally, carbon markets are increasingly demanding greater data-driven accountability and real-time performance tracking, with buyers prioritizing high-integrity credits backed by verifiable evidence. Emerging standards are also aligning with this push toward tech-enabled transparency. This technological evolution enables more accurate and transparent dMRV systems.

## Trend Towards Regenerative Working Landscapes

Carbon projects are evolving beyond single-focus approaches to more integrated working ecosystem approaches that blend environmental protection with regenerative agriculture. Rather than concentrating on one method or habitat type, approaches to integrate multiple methodologies enhance the contribution of diverse land uses to landscape regeneration.



## Nature Finance Goes Mainstream

The rise in corporate climate commitments is steadily increasing demand for high-integrity carbon removals. Analysis from the Science Based Targets initiative (SBTi) shows that thousands of companies globally have now set science-based or net-zero targets, many of which will require high-quality carbon removals to address residual emissions and achieve their goals<sup>[5]</sup>. The Net Zero Tracker indicates that corporate demand for carbon credits could increase 15-fold by 2030, with premium buyers specifically seeking projects that deliver verified co-benefits. While emissions reductions are still the foundation of any credible decarbonisation strategy, the IPCC has been clear: to meet global climate goals, we need to scale up CDR to between 5 and 16 billion tons per year by 2050.

The growing preference for removals, the scientific necessity for them, the sheer size of some forward commitments, and the structural reliance on offtakes as a financing engine all point to a single truth. A "Great Lock-Out" of the highest-quality removal supply is currently underway, led by the market's most sophisticated buyers<sup>[6]</sup>.

Another major trend is the reduction in large government aid to return-seeking green investment. Massive capital flows, estimated at \$100–200 billion per year by 2035, are projected for nature-based solutions. We anticipate a rise in blended finance, green bonds, and carbon-linked debt relief. Institutional investors will increasingly seek projects with 10–30-year ROI horizons and ecological benchmarks, driving the cost of capital closer to infrastructure returns and reinforcing the concept of "nature infrastructure". By 2035, nature-based carbon finance is likely to be mainstream.



<sup>[5]</sup> <https://sciencebasedtargets.org/target-dashboard>

<sup>[6]</sup> Hana El Sarky, "A Tale of Two Markets: How to Navigate the VCM's Shift from Spot to Forward, Treeconomy, July 2025, [https://www.treeconomy.co/blog/a-tale-of-two-markets-how-to-navigate-the-vcms-shift-from-spot-to-forward?utm\\_source=organic-social&utm\\_medium=linkedin&utm\\_campaign=a-tale-of-two-markets](https://www.treeconomy.co/blog/a-tale-of-two-markets-how-to-navigate-the-vcms-shift-from-spot-to-forward?utm_source=organic-social&utm_medium=linkedin&utm_campaign=a-tale-of-two-markets)



# VISION FOR SCALE

For carbon to be removed and ecosystems restored at scale, the world needs to become saturated with nature-based carbon removal projects. Over the coming decade, Sayari Earth aims to meaningfully contribute to scaling nature-based carbon removals across priority biodiversity landscapes in Africa. We aim to focus on deepening partnerships, expanding impact, and strengthening local stewardship, with the goal of supporting communities to lead long-term ecosystem restoration.

Our vision for scale includes:

- Collaborating with more landowners and community institutions to support regenerative land management across millions of hectares.
- Expanding regionally where ecological opportunities and local leadership align.
- Strengthening delivery systems and data transparency so that outcomes are measurable and trusted.
- Growing durable local capability through training, technology adoption, and institutional support.
- Increasing access to climate finance, helping unlock investment in rural economies and ecosystem recovery.
- Supporting designs that integrate climate, biodiversity, and livelihoods, ensuring co-benefits endure.



We recognize that paths to scale will evolve as science, standards, and partnerships advance. Our growth will be deliberate, guided by scientific rigor, and values-driven decision-making.

By working together, we believe that nature-based carbon removal can unlock shared prosperity, protect biodiversity strongholds, and contribute to global climate resilience, one landscape at a time.

## WHERE WE ARE NOW

Since 2022, Sayari Earth has laid a strong foundation for long-term impact. We have launched and advanced large-scale projects in Southern Africa, and have built strategic partnerships across technology, conservation, and climate finance. We are working closely with communities, traditional authorities, and landowners to co-develop restoration opportunities at scale. We have launched two large-scale projects, opened two main physical project offices, built a team and secured multi-year funding for a biomass CDR pilot. These milestones are against the backdrop of signing potentially the world's largest removals contract in history for the Karoo Sustainable Landscapes Program<sup>[7]</sup>.



<sup>[7]</sup> <https://sayari.earth/largescale-nature-based-carbon-removals-project-launched-in-south-africa/>



# CONCLUSION

## Structuring to Navigate Ahead

As Sayari Earth prepares for significant growth, our organizational structure will undergo important changes. Scaling up will require focused capacity building and the maturation of our internal systems, policies and governance. To realize our goal of implementing large-scale projects in ecosystems of high biodiversity value, we will work towards acquiring the tools and resources necessary to support this expansion and ensure effective and efficient operations.

Sayari Earth was founded to advance innovation and drive progress in the emerging global sector of nature-based carbon removals. We believe that when strong science, targeted use of technology, and a community-led project development approach are supported by robust national commitments, such as those made under the 2015 Paris Climate Agreement, the conditions for investment and demand can accelerate significantly. The nature-based removals sector could and should expand rapidly around the world. Through thoughtful implementation of our Strategic Plan, we aim to help shape and strengthen this market.

Our Strategic Plan is our “Southern Cross” – a clear, values-driven guide that helps us navigate toward scaling impact, deepening partnerships, and leading with integrity in a rapidly evolving carbon removal market. Our annual priorities help keep us on course.

As we navigate to the next phase of our journey, and the inevitable squalls expected to arise, our internal compass of trust, courage, innovation, and community empowerment will help to weather storms. Our work is grounded in science, but it is also powered by people: the land stewards, local leaders, our staff, and global partners who believe that regeneration is not only possible, but essential. This plan is not the end goal; it is a beginning. It reflects our commitment to being bold, adaptive, and accountable. It outlines a path to not just participate in the restoration economy, but to help shape it with excellence, equity, and ecological integrity.

We invite all who share this vision, communities, governments, investors, and changemakers, to join us. Together, we can transform how the world restores nature, uplifts people, and regenerates our only home: Planet Earth.





# ACKNOWLEDGEMENTS

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- Red Meat Producers Association,
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- The Charles Darwin Foundation, and
- African Lakes Initiative.

We also gratefully thank the Traditional Authority of Tembe for their trust and partnership in KwaZulu-Natal Province, South Africa.





## CONNECT WITH US

Whether you're a community leader, investor, NGO, policymaker, or passionate individual, we'd love to hear from you. Join us as we scale high-integrity carbon removal, foster community prosperity, and regenerate ecosystems across Africa and beyond.



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Partnering with people to sustain life on planet Earth