

OneAction

Collaborative solutions for people and nature



Annual report
2023-2024

Index



Editorial	4
OneAction at a glance	5
Our projects	7
Humus & Humans India & Kenya	8
From the Source to the Forest Northern Ecuador	10
Reunited under the Canopy Geneva, Switzerland	12
The Wings of Knowledge Quito, Ecuador	14
A Future of Possibilities Bodh Gaya, India	16
Banyan Alliance Ecuador & Switzerland	17
Financial statement	19

Editorial

Dear Readers,

For the first time, this report covers the activities of the past two years. This decision reflects a series of unexpected events at the start of 2024, when significant financial and operational challenges suddenly tested the stability of our organisation. These obstacles arose at a time when our projects, both in Geneva and internationally, were flourishing.

In this demanding and complex context, difficult yet necessary decisions had to be made, including my departure and that of the projects director. This pivotal moment, rich with significance, was carefully considered and driven by a deep desire to ensure the lasting impact of the efforts we have invested over so many years. Since then, we have worked tirelessly to ensure the continuity of our projects and to give OneAction the chance to continue its inspiring journey, now spanning 13 years.

Fortunately, this transitional period has yielded positive outcomes for both our initiatives and our organisation. As a result, all our international projects—except for our chocolate brand, Banyan Alliance—will continue to thrive autonomously, thanks to robust solutions we have put in place to help our partners generate their own income. A new dawn is also rising for OneAction's future: the leaders of the family business Almighty Tree – passionate experts in tree planting – will take over the management of the association starting in 2025, driven by their ambition to expand their impact. They will oversee the urban greening project *Reunited under the Canopy*, further strengthened in 2024 by a promising partnership with the City of Carouge.



We would like to express our heartfelt gratitude to everyone who has supported OneAction over the past 13 years. We also commend the dedication of the Board members and the Operational Team, whose commitment has guided this transition. Thanks to your trust, we have been able to carry out ambitious projects that have improved the lives of over 300,000 people. May the adventure continue! Long live OneAction and its new team!

With all my appreciation,


Jan Isler, Founder

OneAction

Identity, vision, mission and expertise

Established as an association, OneAction is a **non-profit** NGO based in Geneva and founded in 2011.

OneAction brings separate actors together to **protect nature and empower people**. To do so, OneAction accompanies and connects individuals, communities, companies and societies in the process of **creating collaborative and holistic initiatives with a strong sustainable social and environmental impact**. It is in this role of catalyst that OneAction thrives to inspire, act and unite.

Since its inception, OneAction has been working towards **preserving and restoring ecosystems, developing income generating activities** to encourage self-sustainability, and creating innovative partnerships between actors from the public, private, academic and business worlds.

OneAction in numbers

13 years of activity

6 ongoing initiatives

16 projects completed

320,000 beneficiaries

180,000 trees planted

180 ha of land restored



Our projects



Humus & Humans

India & Kenya



Beneficiaries

29,000 people trained in 3 years

100,000+ people benefit from the trees planted and the training provided.

Impact

92,220 trees planted over 3 years

160,000+ tonnes of CO₂ sequestered in 50 years

70+ villages impacted

-90% food shortage days

+20% in the amount of stored rainwater

The project at a glance

This project aims to implement and replicate an **innovative agroforestry model**, highly effective in terms of CO₂ sequestration and water conservation, in some of the most drought-affected and food-insecure inhabited areas. **90,000 trees are being planted** in Tamil Nadu, India, and in Samburu and Kajiado, Kenya, leveraging the extraordinary potential of **oxalogenic species**.

These trees, which also produce fruits, nuts, and edible leaves, help regenerate the soil by sequestering CO₂ in the form of limestone. The restored fertility enhances food security and prevents environmental migration. Furthermore, the planted trees contribute to restoring aquifers, increasing biodiversity, and capturing CO₂ on an almost permanent basis.

Our partner

Sadhana Forest is an NGO whose primary mission is to create food forests in arid, low-fertility inhabited areas. With over 20 years of experience in reforestation and water conservation, Sadhana Forest has been operating in India since 2002 and in Kenya since 2014. OneAction has partnered with Sadhana Forest since 2016.





The project in 2023-2024

OneAction and Sadhana Forest successfully completed their joint *Humus & Humans* project. In **Tamil Nadu**, the initiative resulted in the **planting of 51,669 trees and the training of 20,750 people** in agroforestry techniques. Species such as *Moringa oleifera* significantly enhanced nutrition and health, achieving a 89% tree survival rate. Additionally, 125 water conservation systems were installed, bolstering the region's resilience to environmental challenges.

In **Kenya**, the project concluded in October 2023, with **40,551 trees planted across 39 villages**. More than 8,200 people received agroforestry training, while water conservation efforts played a critical role in helping communities endure severe droughts. The tree survival rate reached 85%, and economic opportunities, such as the sale of dried Moringa, began to emerge.

Following an exploratory visit with OneAction in October 2023, Sadhana Forest is now considering **replicating the project in Kakuma, one of the world's largest refugee camps** in northwestern Kenya. This initiative would focus on planting nutritious trees and restoring soil, **offering vital support to both refugees and host communities** while promoting food security and environmental sustainability.

From the Source to the Forest

Northern Ecuador



Beneficiaries

4,000 participants in the project's activities

16,000 inhabitants of the Intag conservation area

Impact

2GWh of renewable hydroelectric energy produced per year

150 hectares of land reforested in **3** years

68 community-based organisations strengthened

300 teenagers trained in environmental clubs

Our partners

For 12 years, OneAction and **CanopyCo** have been working together to **conserve the Andean Forest** in Intag, **one of the ten most biodiverse regions in the world**. In response to growing threats in the valley, the two organisations have partnered with the NGO **Corporación Toisán**, founded in 2005. As the region's main umbrella organisation, it serves as the voice of civil society in the Intag Valley, promotes a model of sustainable territorial development, and strengthens communities' capacities to lead local initiatives. Altogether, it oversees 11 social organisations representing more than 5,000 beneficiaries.

The project at a glance

Building on the activities carried out to date, the project focuses on **empowering communities** to ensure sustainable land management, developing **income-generating activities**, **promoting sustainable farming techniques**, and **advancing reforestation efforts**. In addition to scaling up these initiatives, the uniqueness of this alliance lies in the launch of an ambitious programme to produce green energy through **micro-hydroelectric power plants**.





The project in 2023-2024

In 2023 and 2024, our local partner made significant strides in environmental protection and sustainable development in Ecuador's Intag Valley. At Finca La Fé, they conducted workshops on sustainable agriculture, biodigesters, and water quality monitoring, training over 100 individuals in eco-friendly practices. **The Ecological Clubs programme expanded to 16 clubs**, engaging 300 children in water quality monitoring and environmental education. The project's legal defence arm, APT-Norte, successfully defended environmental activists, leading to the **dismissal of 72 criminal cases** and advocating for local communities' rights to protest and protect natural resources. **Reforestation efforts resulted in the planting of 25,000 trees over the past two years**, contributing to the restoration of native ecosystems and carbon sequestration.

Through these activities, **our partner continues to promote sustainable alternatives for the conservation of the invaluable ecosystems of the Intag Valley**. In this context, OneAction facilitated direct connections between its partners and potential funders to support the advancement of the micro-hydroelectric power plant component.

Reunited under the Canopy

Geneva, Switzerland



Beneficiaries

2,000 residents living close to the planted plots

Impact

10+ public-private partnerships created in 3 years

15+ plots planted each year

8°C cooling potential in vegetated areas

25kg CO₂ sequestration potential per tree per year

The project at a glance

To improve the quality of life for the population, increase biodiversity, and mitigate the effects of urban heat islands, **OneAction is establishing public-private partnerships in Geneva and the Lake Geneva region to enhance vegetation cover in urban areas.**

Our partners

Many municipalities have set targets for urban greening. Recognising the numerous constraints associated with tree planting in cities, such as limited space and the presence of cables and pipes, **OneAction provides the public sector with the opportunity to engage private stakeholders to maximise planting potential.**

To achieve this, OneAction works with various landowners, including real estate agencies, pension funds, companies, and private individuals, while also creating synergies with academic institutions, landscape companies, and architects. This collaborative approach allows OneAction to propose **innovative, cross-disciplinary projects** for public sector partners.





The project in 2023-2024

As part of its pilot partnership with the Department of Green Spaces and Environment (SEVE) of the City of Geneva, **over 20 beautiful tree specimens were planted in 2023 across various neighbourhoods of the city**. In 2024, OneAction was commissioned by the **City of Carouge** to assist in the **development of its strategy for tree planting** on private plots. This mandate included proposing various support models, defining a list of suitable tree species, and identifying private plots conducive to planting. To this end, **OneAction analysed over 1,000 plots**, resulting in a selection of around 100 priority plots, which were submitted to the City for validation before contacting the relevant property owners.

At the same time, **OneAction established a private planting fund to accelerate urban greening**, with a focus on heat islands. This fund supports the development and financing of urban planting projects, based on specific criteria that define its level of involvement. These criteria notably take into account the relevance of the projects and the priority given to their location. To date, **OneAction's planting fund has enabled the planting of 22 trees in urban areas**.

The Wings of Knowledge

Quito, Ecuador



Beneficiaries

700 students from 0 to 18 years of age

2,000 community members

Impact

3,000 teachers trained from the private and public sectors

30,000 students trained

Creation of the **first** university of popular education of the country

2t of fruits and vegetables and **90t** of compost produced per year

Our partner

For over 35 years, the Institute of Research, Education and Popular Promotion of Ecuador (**INEPE**) has been applying and developing an internationally recognised holistic educational model based on the intellectual, emotional, social, physical, artistic and creative development of students in disadvantaged areas in the hills above Quito.

The project at a glance

With the aim of making INEPE more autonomous and disseminating its educational model, **OneAction is supporting the Institute in two major areas: the development of its school infrastructure and the promotion of its pedagogy.**

Since 2012, OneAction has financed the construction of an agronomy cabin, greenhouses, reservoirs, terraces for Andean crops, a new refectory, a kitchen, and additional music rooms. To disseminate the INEPE model, OneAction has participated in the development of an e-learning platform for teachers in both the private and public sectors, an initiative that has already enabled almost 3,000 people to receive training.





The project in 2023-2024

INEPE continues to provide high-quality holistic education to its more than 700 students, despite facing significant challenges. In an extremely precarious economic, political, and security context, marked by unemployment and the rapid rise of drug trafficking, the partnership with OneAction has led to meaningful achievements.

In the garden, the INEPE team has produced over 180 tonnes of compost between February 2023 and November 2024, using plant waste collected from six markets in the southern part of Quito. This has generated income and enabled the **cultivation of the Institute's 10,000 square meters of Andean terraces.** At the school, support for the artistic and musical programme, which reaches 230 children, promotes integral education and provides valuable solutions to the issues of screen addiction and social media. The Higher Pedagogical Institute, created in 2022 as **the country's first holistic education university, now has 70 students** studying early childhood education, primary education, and music education.

A Future of Possibilities

Bodh Gaya, India



Beneficiaries

500 pupils at the two schools

2,000 members of student's families

Impact

200 students benefit from discounted tuition at Gyan International School.

83% of students are from disadvantaged castes, and 80% of school graduates go on for further education.

300 pupils attending the Gyan Niketan school free of charge

The project at a glance

Since 2012, **OneAction** has been supporting **Gyan Niketan school** by offering its 300 pupils new educational opportunities and improving their well-being. OneAction has contributed to the smooth running of the school, the development of its infrastructure, and efforts to combat malnutrition through its *One Meal a Day* programme, which provides a balanced daily meal to all pupils. To enable the school to become more autonomous, **OneAction has also worked to create, fund and build a second primary school:** Gyan International School. This fee-paying school offers local young people a quality English-language education at much more affordable prices than the existing options in the region.

The project in 2023-2024

After 13 years of collaboration with the Gyan Niketan Charitable Trust, OneAction is proud to see the significant progress made. **Both schools now operate independently**, demonstrating the long-term impact of the partnership. This success reflects the dedication of its founder, Mr. Brajesh Kumar, who continues to have many ideas for further improving the lives of the most disadvantaged.



Banyan Alliance

Ecuador & Switzerland



Beneficiaries

The **value chain** linked to the production of Banyan Alliance chocolates

Impact

40% more revenues for farmers compared to fair trade premiums

30% of the retail price remains in the country of origin of the beans.

Agroforestry crops to increase biodiversity

The project at a glance

Banyan Alliance is a brand created with the goal of **offering premium chocolates while addressing the numerous challenges and imbalances observed in the cocoa industry**, such as the lack of transparency, child labor, the precariousness of farmers, and the environmental impact.

In collaboration with Swiss master chocolatier Marc-André Cartier, Banyan Alliance implements an innovative business model, compensating each player in the production chain according to their actual production costs. Only *Nacional* cocoa beans, known for their exceptional taste properties, are selected. These beans come from agroforestry plantations, and the chocolate, as well as all its ingredients, are certified organic.

The project in 2023-2024

After more than two years of dormancy, and in the absence of a buyer with the time and resources necessary to restart production, **the decision was made to liquidate the company, bringing an exciting venture to an end.**



Financial statement



Our annual accounts are audited by an independent auditor.

Operating statement (CHF)

Revenue	2023	2022
Earmarked revenues	404,596.60	510,530.23
Projects in Africa	19,984.95	93,324.10
Projects in South America	233,446.60	205,116.83
Projects in Asia	49,176.80	87,265.20
Projects in other geographical areas	81,898.25	76,314.10
Mandate contracts	20,090.00	48,510.00
Non-earmarked revenues	236,585.15	155,954.96
Donations and membership fees	236,535.15	152,257.46
Self-financing projects	50.00	3,697.50
Total	641,181.75	666,485.19
Expenses		
Expenses related to projects	(587,717.15)	(413,563.72)
Projects in Africa	(96,386.05)	(16,923.00)
Projects in South America	(212,880.60)	(231,096.87)
Projects in Asia	(97,880.50)	(25,303.40)
Projects in other geographical areas	(48,760.00)	(36,140.45)
Wages related to field work	(131,810.00)	(104,100.00)
Expenses related to the headquarters	(151,431.80)	(202,263.80)
Wages	(127,482.40)	(178,970.40)
Operating costs	(23,704.40)	(22,999.35)
Financial costs	(245.00)	(294.05)
Exceptional expenses	(0.00)	(86,000.00)
Value adjustment on shareholdings	(0.00)	(86,000.00)
Total	(739,148.95)	(701,827.52)
Profit	(97,967.20)	(35,342.33)

A Word from the Treasurer

The 2023 accounts reflect the challenging period experienced by OneAction leading up to its major transition. We warmly thank the outgoing management for 13 years of remarkable commitment. Thanks to their wise management, a new team is now taking over to carry the future of OneAction forward.



Bruno Beça

Balance sheet (CHF)

Assets

	2023	2022
Current assets	45,092.90	138,204.20
Current account	9,524.40	107,108.20
Prepaid expenses	1,018.00	1,989.00
Other receivables	34,550.50	29,107.00
Fixed assets	0.00	0.00
Shareholdings	0.00	0.00
Total	45,092.90	138,204.20

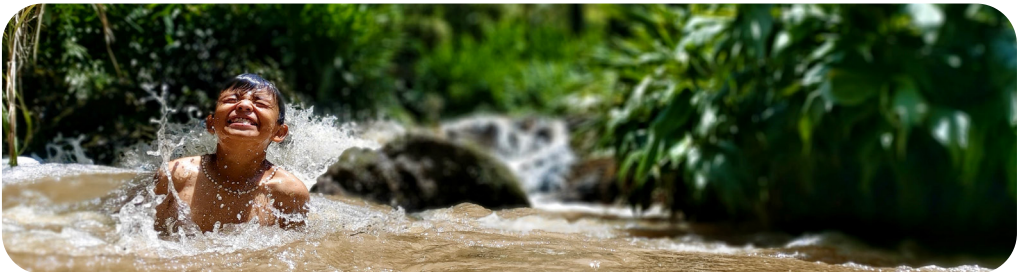
Liabilities

Short-term liabilities	4,954.90	99.00
Other creditors	4,894.90	39.00
Deferred income	60.00	60.00
Accrued liabilities	0.00	0.00
Equity	40,138.00	138,105.20
Retained earnings	138,105.20	173,447.53
Profit	(97,967.20)	(35,342.33)
Total	45,092.90	138,204.20

The 2024 accounts will be published at a later date, after finalisation.

Our Partners in 2023-2024

We extend our heartfelt thanks to the Albatros, Audemars-Watkins, Covalence, Drittes Millennium, and Mastepe foundations; the SER association; the City of Carouge; the City of Geneva; as well as the companies Comptoir Immobilier, DigiDNA, and Romande Énergie. We also express our sincere gratitude to our other donors, members, and field partners: CanopyCo, Corporación Toisán, and INEPE in Ecuador; Gyan Niketan in India; and Sadhana Forest in India and Kenya.



Donate

ONEACTION ASSOCIATION

Rue Voltaire 2
1201 Geneva, Switzerland

Banque Cantonale de Genève
IBAN CH3600788000050302242
BIC/SWIFT BCGECHGGXXX

Become a member

If you would like to become a member of OneAction, simply send a letter to the Association's head office expressing your desire to join us.

Support

Discover other ways you can support OneAction's efforts on our website:
www.oneaction.ch

