

CASE STUDY

# TreeTracker



*“We offer tree insight to help cities reach their climate action ambitions and smarten up their urban tree planning and management”*

Dirk van Riel,  
CEO of TreeTracker




## PROFILE SNAPSHOT

<b>Website</b>	<a href="http://www.treetracker.ai">www.treetracker.ai</a>
<b>Social channels</b>	 @treetracker
<b>Contact us through Alliance</b>	Dirk van Riel ( <a href="mailto:dirk@treetracker.ai">dirk@treetracker.ai</a> )
<b>Country</b>	The Netherlands
<b>Main sector</b>	Private
<b>Uforest thematic discipline</b>	Information and communication technologies
<b>Stage of development</b>	Implementation



By creating more accessible green public spaces in cities.



By identifying available spaces for planting, and matching tree species to climate targets.



By using the positive impact of trees to make cities more resilient against the climate change.



By promoting the sustainable management of urban forests.





## START-UP

TreeTracker is a software company that was founded in 2019 by two enterprises: **Sobolt**, an expert in artificial intelligence (AI) for sustainability, and **Bomenwacht Nederland**, a tree consultancy firm. TreeTracker integrates AI in urban tree planning and management to monitor trees, focusing on their value (e.g. storing carbon, filtering air, supporting biodiversity, etc.), considering them the heart of cities.

### TREETRACKER'S GOALS:

Help cities smarten up their greenification and climate action targets with high quality tree information and tools.



## INITIATIVE MODEL

### MAIN ACTIVITIES:

What does TreeTracker do?

- **Automated tree detection:** it uses LiDAR mobile mapping data to automatically detect, measure and analyse individual urban trees.
- It builds an **urban tree database** with 3D trees in public spaces.
- It analyses the urban tree database and applies AI to identify available spaces for planting, and to determine both the most suitable tree species for certain urban goals and the best method to plant them.

### BENEFICIARIES:

Who benefits from TreeTracker's activities?

1. **Citizens** that enjoy livable, healthy, resilient green cities.
2. **Local companies** that partner up with TreeTracker to best solve local challenges through joint projects.
3. **Tree managers** and **tree workers** that take care of trees.
4. **Public tree-owners:** Municipalities and other public bodies.

### PROMOTION:

What is TreeTracker's promotion strategy?

The TreeTracker's communication strategy is based on two main channels:

- TreeTracker website.
- Social media.

### GOVERNANCE:

How does TreeTracker implement its activities?

- The founding partners develop the AI solutions for the services.
- Strategic partners help TreeTracker to fit services to market needs.
- Project team takes care of the delivery of services to customers.

### FINANCES:

What are TreeTracker's main resources?

- Commercial projects to sell urban planning and management services.
- Founders' own resources.

### POLICY AND STANDARDS LEADING THE INITIATIVE:

Data storage and cloud computing is outsourced to ISO-compliant partners.





## UNIQUENESS

### What makes TreeTracker a one-of-a-kind project?

- It automates the process of tree analysis, monitoring each individual tree's condition for a more sustainable management, making it a faster and more accurate approach than its manual counterpart.
- It gives insight on the ecological impact of trees on cities and their immediate environment.
- It combines over **2-decade tree knowledge** and AI to help green professionals make better decisions in planning and maintaining green cities.



## EXPECTATION

By **2025**, TreeTracker aims at making its urban tree database available as open data to spur creative ideas in city greening.

### What does TreeTracker need to be successful?

To provide insights into the value of trees.

### What are today's main challenges?

Making trees a top priority in urban planning.



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