Co-funded by the
Erasmus+ Programme
of the European Union

CASE STUDY
TreeTracker

Tree Tracker

"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

Website	www.treetracker.ai
Social channels	in @treetracker
Contact us through Alliance	Dirk van Riel (dirk@treetracker.ai)
Country	The Netherlands
Main sector	Private
Uforest thematic discipline	Information and communication technologies
Stage of development	Implementation

11 SUSTAINABLE CITIES AND COMMUNITIES
By creating more accessible green public spaces in cities.

12 RESPONSIBLE CONSUMPTION AND PRODUCTION
By identifying available spaces for planting, and matching tree species to climate targets.

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

15 LIFE ON LAND
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.

www.uforest.eu

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