



WHO WE ARE?

The High Atlas Foundation (HAF) is a Moroccan-American NGO with over 20 years of experience in sustainable development, reforestation, and community empowerment. We partner with rural farming communities to implement large-scale tree planting initiatives that generate lasting environmental and social value.

Our 9 community-managed nurseries produce hundreds of thousands of locally adapted saplings each year, fruit trees and medicinal plants, cultivated in partnership with local cooperatives. When companies choose HAF, they invest in a fully managed, transparent, and measurable environmental program.



WHY

Choose HAF as Your CSR Partner?



Rooted in Communities

We work directly with farmers and cooperatives — no intermediaries. Your investment reaches the ground.



20+ Years of Expertise

Proven field experience across Morocco's diverse ecosystems — mountains, semi-arid plains, and coastal zones.



Full Transparency

Every project includes a detailed report with GPS data, survival rates, photos, and impact metrics.

17,000+

Communities directly benefited



4M+

Trees Planted and counting



130+

Partners & companies



An Integrated Circular Model for Sustainable development



FROM PLANNING to Measurable Impact

1

Site Identification & Local Coordination



Our field teams identify suitable planting sites in collaboration with local farmers. We ensure ecological compatibility and secure all necessary authorisations, giving your initiative a credible, high-impact location.

2

Nursery-Grown, Locally Adapted Saplings

We provide saplings produced in our own partner nurseries – fruit trees, argan, olive, carob, and reforestation species – all locally sourced, drought-adapted, and ready for high survival rates.



3

Supervised Planting Day & Awareness Session



A dedicated HAF facilitator organises a half-day or full-day planting event for your team. Activities include hands-on planting, guided by our field team, and an environmental awareness workshop – a meaningful team-building experience with real impact.

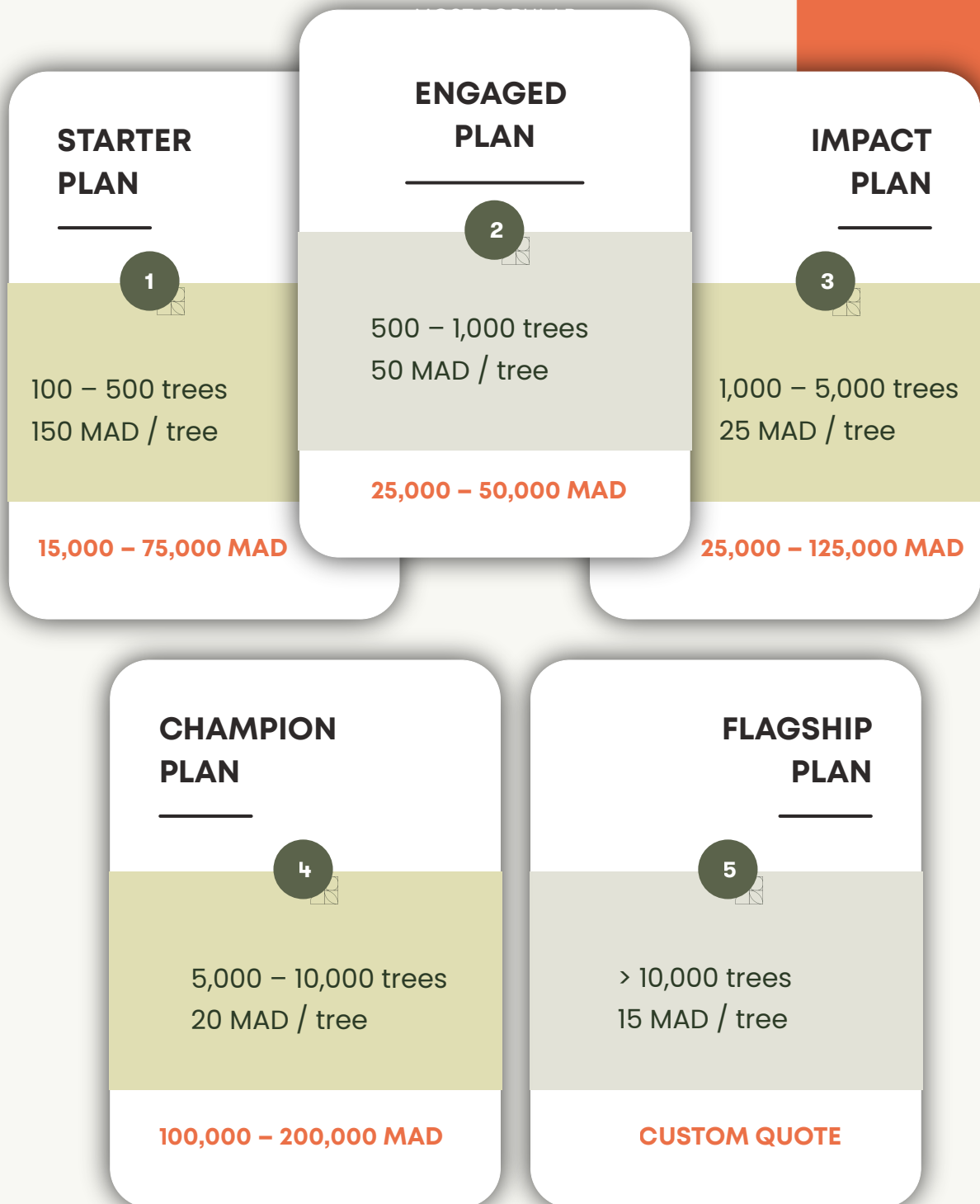
4

Post-Planting Monitoring & Impact Reporting

Following the planting, our teams monitor survival rates and provide a comprehensive impact report, including photos, GPS coordinates, species list, survival data, and community partnership information – ready to share with stakeholders and annual CSR reports.



CHOOSE Your Plan



ACTIVITY MODULES



Mix & Match



Our programme is fully modular. Choose the combination that best suits your team size, schedule, and CSR objectives:



PLANTING DAY (HALF-DAY)

A 4-hour supervised planting activity for groups of 10 to 200+ participants. Includes transport coordination to the site, tools, and HAF facilitation.



FULL-DAY IMMERSION

Combines the planting activity with an environmental awareness workshop, nursery visit, and community lunch. Ideal for deeper engagement.



AWARENESS SESSION (STANDALONE)

A 2-hour indoor or outdoor session on reforestation, biodiversity, and Morocco's environmental challenges.



MULTI-DAY CORPORATE CAMP

A 2–3 day off-site programme integrating planting, community meetings, and sustainability workshops. Perfect for leadership or strategy retreats.



ANNUAL SPONSORSHIP

A recurring partnership including multiple planting events, quarterly monitoring reports, and dedicated communications support for your CSR storytelling.

WHAT YOUR Company Receives

Your reforestation investment deserves transparency and impact you can measure. Every HAF tree planting project includes a complete documentation package. This ensures full transparency and traceability from planting through first-year monitoring.

Plant. Track. Transform



IMPACT REPORT



PHOTO DOCUMENTATION



GPS SITE DATA



SURVIVAL MONITORING



CERTIFICATE OF PARTICIPATION



COMMUNICATIONS SUPPORT



PLAN (T) YOUR VISIT

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SCAN ME

