

Cotton On Foundation: Environmental Projects

All environmental projects are delivered through established conservation partners and local community organisations. Implementation, monitoring and reporting are led by on-ground experts to ensure long-term ecological integrity and measurable outcomes. These projects are designed for long-term restoration and resilience. Progress is guided by scientific expertise, local leadership and partner accountability to ensure sustained environmental impact across land and marine ecosystems.

LAND

Projects delivered across nine countries in partnership with local and global restoration organisations

Partner	Project	Impact
AUSTRALIA		
One Tree Planted	Australian Resilient Landscapes Hindmarsh Valley, South Australia Hunter Region, NSW (closest city is New Castle)	Restoring threatened habitats through native seed collection, nursery propagation and on-ground planting. Strengthening biodiversity corridors, supporting species movement and increasing climate resilience.
	Rejuvenation Trees – Wudjari Traditional Owners	Restoring Wudjari Country through tree planting, regenerative agriculture and sustainable land management. Combining ecosystem repair with community-led economic opportunity.
BRAZIL		
One Tree Planted	Eyes of Water Programme	Protecting natural springs and restoring native tree cover to rebuild habitats critical to biodiversity, including areas supporting critically endangered species.
INDONESIA (BORNEO)		
One Tree Planted	Sebangau Peatland Restoration	Restoring the Sebangau peatland ecosystem to protect endangered species, safeguard significant carbon stores and support local livelihoods.

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NEW ZEALAND		
One Tree Planted	Waingake Native Restoration 2026	Restoring climate-impacted native habitats through large-scale planting while supporting Indigenous and community forest stewardship for long-term recovery.
SOUTH AFRICA		
One Tree Planted	Kruger to Canyons	TBC
UNITED KINGDOM		
One Tree Planted	England 2026 – Community Forest Restoration	Planting and restoring woodlands across England to reconnect forests, expand green space near communities and improve biodiversity and climate resilience.
UNITED STATES		
One Tree Planted	California Wildfire Forest Restoration	Reforestation wildfire-affected landscapes to stabilise soil, restore biodiversity and support long-term forest recovery.
	Ascot Hills Urban Forestry (LA)	Expanding urban tree canopy in under-resourced neighbourhoods to reduce heat exposure, improve public health and strengthen climate resilience.
	NYC Urban Forestry	Restoring and expanding New York City's urban forests to enhance biodiversity, engage communities and improve long-term environmental resilience.

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SEA		
Projects targeting key marine ecosystems spanning across six countries, delivered in partnership with leading conservation organisations.		
Partner	Project	Impact
AUSTRALIA		
Citizens of the Reef / The Reef Cooperative	Reef Cooperative and Coral Reef Restoration	Scaling coral reef restoration and marine conservation while strengthening long-term reef stewardship through community engagement and data-driven monitoring.
INDONESIA, MALAYSIA, PHILIPPINES		
WWF-IN, WWF-MY, WWF-PH & Citizens of the Reef	Protecting the Coral Triangle – the Amazon of the Seas	Advancing community-led reef restoration across the Coral Triangle to improve coral survival, strengthen local stewardship and support global biodiversity targets.
SINGAPORE		
WWF-SG	Coral Reef Restoration – Coral Triangle’s Area of Influence	Expanding coral restoration, strengthening citizen science monitoring and engaging communities to build long-term reef resilience.
HONG KONG		
WWF-HK	Coral and Seagrass Restoration	Using continuous ocean monitoring to track environmental conditions and guide coral and seagrass restoration, improving effectiveness and resilience to environmental change.