GREENING JERSEY
In association with Jersey Finance

True.

Greening Jersey Trust
2025 Baseline Impact Report by True Limited

---

1. Purpose of This Report
This document establishes Greening Jersey Trust's 2025 baseline for structured impact reporting. It translates the Trust's agreed sustainability priorities into a consistent reporting framework and presents verified data on delivery activity, participation, and governance.

The purpose is to:

1. Create a consistent baseline dataset
2. Demonstrate how financial and human resources were mobilised into stewardship activity
3. Provide a foundation for Year-on-Year comparison and progressive ecological reporting

This report focuses on activity, participation, governance integrity, and contribution pathways. It does not present measured ecological or social outcomes. All interpretation is framed as indicative and pathway-based, not as confirmed impact. In the context of Jersey's growing focus on sustainable finance, governance, and credible disclosure, this baseline provides participating firms with a structured, evidence-based reference point for how collective sector resources are being directed into local environmental and community stewardship.

2. Trust Model, Jurisdiction Context and Value Creation Logic

Greening Jersey Trust is a pooled industry initiative through which Jersey's finance sector collectively supports environmental stewardship and community engagement. The Trust's model operates within a jurisdiction where sustainable finance is increasingly framed around risk, governance, and disclosure credibility. Government of Jersey sustainable finance policy discussions and Jersey Finance publications have emphasised the importance of stronger sustainability governance, comparability, and integrity in reporting. Within this landscape, the Trust provides a practical mechanism through which firms can demonstrate coordinated, locally grounded stewardship activity.

Sector Perspective
"We are really pleased to be part of Greening Jersey – it's a great initiative, and the collaborative approach across the industry is exactly what's needed to support on island sustainability goals." — Lydia Stephens, Head of Sustainable Research, Capital International (Jersey)

The Trust creates value through coordination rather than direct delivery. It links:

- **Financial capital** — contributions from firms
- **Human capital** — volunteer participation
- **Local ecological assets** — sites under stewardship
- **Delivery partners** — site-level organisations
- **Governance infrastructure** — oversight and accountability

This system supports **continuity of care**, which is critical in ecological management, where sustained stewardship rather than isolated intervention underpins long-term site condition.

---

3. Methodology and Reporting Framework

3.1 Foundation of Priorities

In 2024, Trust representatives mapped activities to the United Nation Sustainable Development Goals (SDGs) using the FPOD framework (Fundamental, Operational, Passive, Dependent). This clarified how sustainability topics relate to the Trust's purpose. The 2025 reporting structure maintains those agreed priorities unchanged to ensure continuity. Domain definitions will be held constant in future reporting cycles to enable longitudinal comparison.

3.2 FPOD Explained

Category	Meaning in GJT Context
Fundamental (F)	Central to the Trust's purpose
Operational (O)	Necessary for effective delivery

Dependent (D)	Relied upon but not directly controlled
Passive (P)	Recognised but not central

3.3 Reporting Domains

Core Domains (Fundamental)
• Biodiversity & Land Restoration
• Community & Education
• Governance & Ethical Finance

Supporting Domains (Operational/Dependent)
• Climate & Resource Use
• Inclusion & Wellbeing

Monitored Domains (Passive/Emerging)
• Digital & Data Ethics
• Nature/Climate Risk Integration

This structure provides continuity between the FPOD prioritisation and annual reporting of material matters.

---

4. 2025 Delivery Overview

In 2025, Trust-supported activity focused on:

- Land stewardship and restoration
- Tree planting initiatives
- Volunteer-supported site work
- Participation events involving contributing firms

Activity during the year also included work aligned with the Egypte woodland management plan, supporting longer-term restoration and biodiversity enhancement objectives for the site.

Delivery occurred at La Moye, Egypte, and La Vallette. At La Moye and La Vallette, Greening Jersey supported the establishment of new woodland areas with a diverse mix of species, boosting biodiversity, with the aim of further enhancements over time as work continues at these sites.

Such actions represent inputs into ecological management pathways, which in ecological systems support habitat continuity, biodiversity development, and long-term resilience, subject to site condition, species mix, and survival rates. They do not constitute direct measures of ecological uplift.

5. Resources Mobilised and Outputs Delivered

Indicator	2025 Result	Contextual Interpretation

Participating firms	39	Breadth of sector engagement
Contributions raised	£41,500	Financial resource mobilisation
Land maintained / worked	237,719.22 m²	Area under stewardship support
Trees planted	860	Expansion of vegetative structure
Volunteer hours	~759.5 hours	Equivalent to ~95 working days of in-kind support

These figures measure operational outputs. They provide scale and coverage context and act as proxies for effort, engagement, and continuity of stewardship, not direct measures of ecological or social outcomes.

---

6. Site-Level Stewardship
Activity across La Moye, Egypte, and La Vallette included maintenance and planting that:

- Supports continuity of site management
- Maintains accessibility and function
- Contributes to vegetative structure over time

These activities align with ecological management principles that emphasise regular care as a determinant of site condition. They indicate sustained stewardship rather than episodic intervention.

---

7. Volunteer and Community Participation

Approximately 759.5 volunteer hours were contributed. We extend our thanks to all volunteers and participating firms whose time and presence on site make this work possible. Your involvement reflects a shared relationship with the landscapes under care and a collective commitment to their long-term stewardship.

Participation supports delivery capacity, increases the time contributors spend outdoors, strengthens connections between people and landscapes, and reinforces a culture of stewardship.

Outdoor participation is associated in public health research with wellbeing benefits, though this report does not measure those outcomes. Volunteer hours are therefore treated as a proxy indicator of engagement and community participation.

Volunteer Perspective
"I recently took part in a very enjoyable volunteering morning with Greening Jersey… I helped clear some overgrown areas, build a new hedge, and plant more trees – all for the benefit of the local Jersey environment. It was a really positive experience, and I also learnt a great deal more about trees and their importance for biodiversity and the island." — Olly Spry, Wealth Manager, LGT Wealth Management Jersey

---

8. Contribution Pathways and SDG Linkage

Trust activities align with SDG targets through contribution pathways:

Domain	SDG	Targets (Indicative)	Contribution Pathway
Biodiversity & Land	SDG 15	15.1, 15.2, 15.5	Maintenance of terrestrial ecosystems
Climate	SDG 13	13.1	Vegetative expansion supports resilience pathways
Community	SDG 3,4	3.4, 4.7	Outdoor participation and environmental awareness

Governance	SDG 16	16.6	Accountable and transparent management
Partnerships	SDG 17	17.17	Collective industry participation

These are contributory alignments, not measured SDG outcomes.

---

9. Risk Relevance in the Jersey Context
Jersey's sustainable finance direction increasingly emphasises governance, risk integration, and credible disclosure. Within this context, the Trust's activities relate to systemic risk pathways:

Risk Area	Relevance of Trust Activity
Nature-related risk	Stewardship supports maintenance of local ecological assets, contributing to environmental stability
Climate risk	Tree planting and land care contribute to resilience pathways in the longer term
Social risk	Participation strengthens community connection and awareness
Reputational risk	Collective sector engagement demonstrates local commitment and reduces greenwashing exposure
Governance risk	Structured oversight supports responsible use of funds and disclosure integrity

These represent risk-mitigation pathways, not quantified reductions. The Trust supports firms' ability to demonstrate credible sustainability engagement within Jersey's evolving sustainable finance landscape.

---

10. Governance, Boundaries and Reporting Maturity
Governance indicators demonstrate alignment with the Trust Instrument and structured oversight of contributions. Strong governance provides the structure that allows funds to be allocated appropriately, activities to be overseen effectively, and reporting to be trusted.

This baseline includes:

- Activity outputs
- Participation metrics

- Site coverage
- Governance indicators

It excludes ecological uplift, biodiversity gain, carbon sequestration, or emissions figures due to absence of survey-based verification.

Reporting Maturity Pathway
Reporting will develop progressively over time, recognising that ecological change occurs over longer timeframes and may not be measurable annually.

1. Activity and participation reporting (current)
2. Periodic ecological condition indicators, informed by site surveys undertaken at appropriate intervals
3. Outcome-level assessment where feasible

Maintaining consistent activity and participation indicators enables Year-on-Year comparison, while ecological condition reporting may be undertaken on a multi-year cycle to reflect the longer-term nature of environmental change.

Conclusion
The 2025 baseline demonstrates that the Greening Jersey Trust operates as a governed, coordinated mechanism that mobilises financial and human resources into sustained environmental stewardship and community engagement. In a jurisdiction where sustainability is increasingly framed through governance, risk, and disclosure integrity, the Trust provides a structured, credible platform for sector-wide stewardship participation.