



Impact summary

25/6/2026



VAN DER VALK
HOTEL GENT

Supports



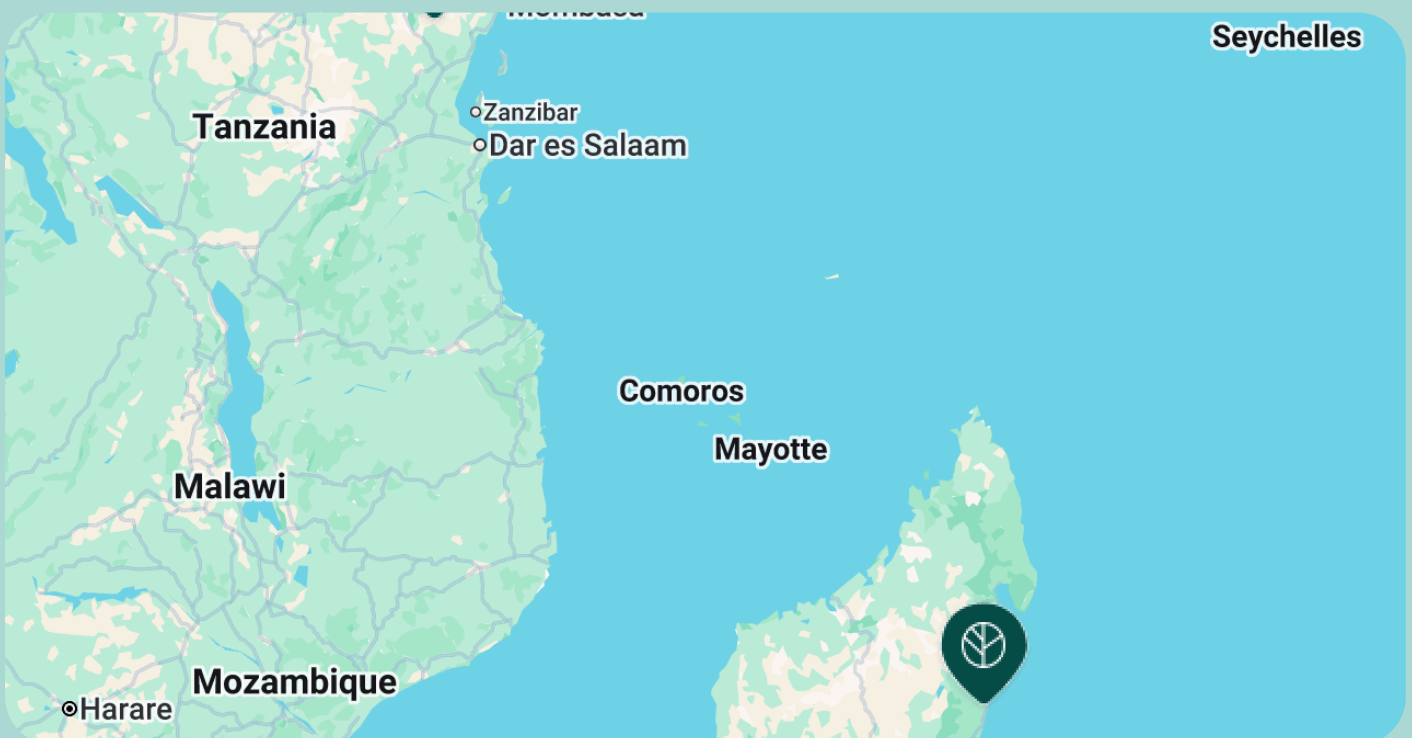
6860

trees planted



5030.82

tonnes of CO₂
absorbed during lifetime



At Van der Valk Hotel Gent, you can choose to skip your room cleaning and plant a tree in exchange. We cooperate with Go Forest, an organization whose mission is to fight deforestation by planting trees in developing areas. If you choose to skip your cleaning, we will plant a tree in Madagascar in partnership with GoForest.

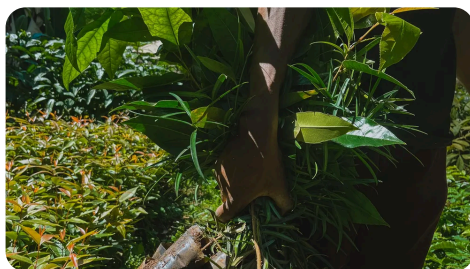
Projects we support



Agroforestry in the local villages, Western Usambara Mountains, Tanzania

 275 trees planted

As part of our ongoing efforts to maximize the impact of our initiatives, we have decided to allocate 50% of the funds for Tanzania to reforestation efforts with native tree species, while the remaining 50% is allocated to supporting agroforestry tree planting within the local communities' farms. Agroforestry integrates trees and shrubs into agricultural landscapes, promoting sustainable farming practices that increase crop yields, improve soil health, and provide additional income sources for local farmers. By supporting both reforestation and agroforestry, we ensure a comprehensive approach that addresses environmental sustainability, food security, and economic development within the community. In the rainy season of November 2024, our local team and the local people of Nkondei village planted 2,258 fruit trees in the individual-owned farms in the Nkondei community.



Reforestation in the Magamba Nature Forest Reserve - plot II

 500 trees planted

The Magamba Nature Forest Reserve has suffered several wildfires which were caused by human economic activities, such as local honey harvesting practices and the search for fuel wood. The reserve is important for biodiversity conservation, enhancing eco-tourism, and the water supply of many villages. This project is going to be conducted at Nkondei Village which is among the 21 villages surrounding the Magamba Nature Forest Reserve. Starting in November 2024, a total of 5,325 new native trees are planted with the aim of restoring the loss of biodiversity and regaining the nature of the Magamba Nature Forest Reserve. We are planting more than 11 different indigenous tree species to introduce as much diversity as possible. The trees will be maintained and monitored for 5 years and every tree that dies within this period will be replaced by a new one. The most important maintenance activity is the clearing of ferns!

Multiple farm plantations - Tamatave agroforestry project, Madagascar

 367 trees planted

On these farms in the East of Madagascar, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Tamatave agroforestry project. Throughout the first half of 2023, funds were gathered for an agroforestry plantation in multiple farms in the Tamatave region. The farms involved were the Falitiana farms (0.6 ha, most Northern), the Lanina farm (0.4 ha, in the middle), and the Razaiarisoa farm (0.5 ha, the most Southern). After the needed funds were collected, the seed order phase started: seeds for Tamatave were ordered in July 2023. Then, the seeds went to the nursery in August-September 2023 and when the rainy season started in February 2024, the plants were planted on the farms.

Farms planted in January 2024 - Akamasoa agroforestry project, Madagascar

 1276 trees planted

On these farms, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Akamasoa agroforestry project. During January-March 2024, 7 farms were planted with 4596 trees, including: - 25% cash crops, such as Pink Berries and Ravintsara - 72% forest trees, such as Acacia, Jacaranda, and Eucalyptus - 3% fruit trees, such as Rotra



Farms planted in February 2025 - Akamasoa agroforestry project, Madagascar

 153 trees planted

On these farms, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Akamasoa agroforestry project. During February 2025, 2703 trees were planted, including: - 25% cash crops, such as Pink Berries and Ravintsara - 72% forest trees, such as Acacia, Jacaranda, and Eucalyptus - 3% fruit trees, such as Rotra



Farms planted in March 2025 - Akamasoa agroforestry project, Madagascar

 792 trees planted

On these farms, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Akamasoa agroforestry project. During March 2025, 6809 trees were planted, including: - 25% cash crops, such as Pink Berries and Ravintsara - 72% forest trees, such as Acacia, Jacaranda, and Eucalyptus - 3% fruit trees, such as Rotra



TE & LC's farm - Tamatave agroforestry project, Madagascar

 158 trees planted

On these farms in the East of Madagascar, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Tamatave agroforestry project. With the funds collected in August 2024, we managed to plant 514 trees on the 0.4 hectare land in September 2024.

Agroforestry in Madagascar, to be planted in 2026

 507 trees planted

In the course of 2026, these agroforestry trees will be planted in Akamasoa or Tamatave. Once the planting has taken place, this section will be updated with the correct geolocation. The trees introduced in this project are selected to generate benefits for the soil, biodiversity, and the local economy: - The chosen species act as natural soil conservation agents, helping prevent erosion and improving soil structure. - They support local biodiversity by offering habitat for wildlife and contributing to ecological balance. - Many of the planted species have commercial value, creating new economic opportunities for farmers and surrounding communities. This project combines cash crops, forest species, and fruit trees. The selection of tree species is guided by two key criteria: 1) Regional environment: Each intervention zone has its own characteristics. We choose species that can thrive in the local soil and climate while contributing to the restoration of the forest landscape. 2) Farmer needs: We work closely with partner farmers to identify species that support income-generating activities through the sale of their products.



Tamatave agroforestry project, Madagascar

 712 trees planted

The east coast of Madagascar is known for its vegetation and its abundant rains. This part of the island is known to be greener than the others, however, the Atsinanana region is currently facing all kinds of disturbances like massive deforestation and pollution. Bôndy started its activities in the area in 2021, with a focus on regenerative agriculture and cash crops such as cinnamon, clove, and coffee. 60% of the species planted on the agricultural plots of Go Forest are part of these species, which represents great alternative revenue opportunities for the partner farmers on the ground. The trees planted must benefit the soil, biodiversity, and the economy. - The species planted act as soil conservation agents, preventing erosion and improving the structure of the soil. - Selected trees contribute to local biodiversity, providing essential habitat for wildlife and promoting ecological balance. - The species planted can have commercial use, thus opening new economic opportunities for local farmers and communities. The tree species are chosen based on two factors: 1) The region and its environment: Each intervention zone has specific pedoclimatic conditions. We select species that can thrive in the soil type of the region and contribute to restoring the forest landscape of the area. 2) The needs of the partner farmer: We collaborate with farmers to select species that enable them to develop income-generating activities through the resale of their products. In this project, we plant - 60% cash crops, such as Coffee, Clove, and Cinnamon - 36% forest trees, such as Albizia - 4% fruit trees, such as Rambutan

Asminah farm - Tamatave agroforestry project, Madagascar

 242 trees planted

On the Asminah farm (3.29 hectares) in the East of Madagascar, a small agroforestry plantation was executed in collaboration with the local farmers and as part of the large Tamatave agroforestry project. In May 2023, we planted 2747 new trees including: - 60% cash crops, such as Coffee, Clove, and Cinnamon - 36% forest trees, such as Albizia - 4% fruit trees, such as Rambutan

Farms planted in December 2023 - Akamasoa agroforestry project, Madagascar

 1221 trees planted

On these farms, multiple small agroforestry plantations were executed in collaboration with the local farmers and as part of the large Akamasoa agroforestry project. During December 2023, 24 farms were planted with 3944 trees, including: - 25% cash crops, such as Pink Berries and Ravintsara - 72% forest trees, such as Acacia, Jacaranda, and Eucalyptus - 3% fruit trees, such as Rotra

Care for communities

