



Impact summary

25/6/2026

ZEB

Supports



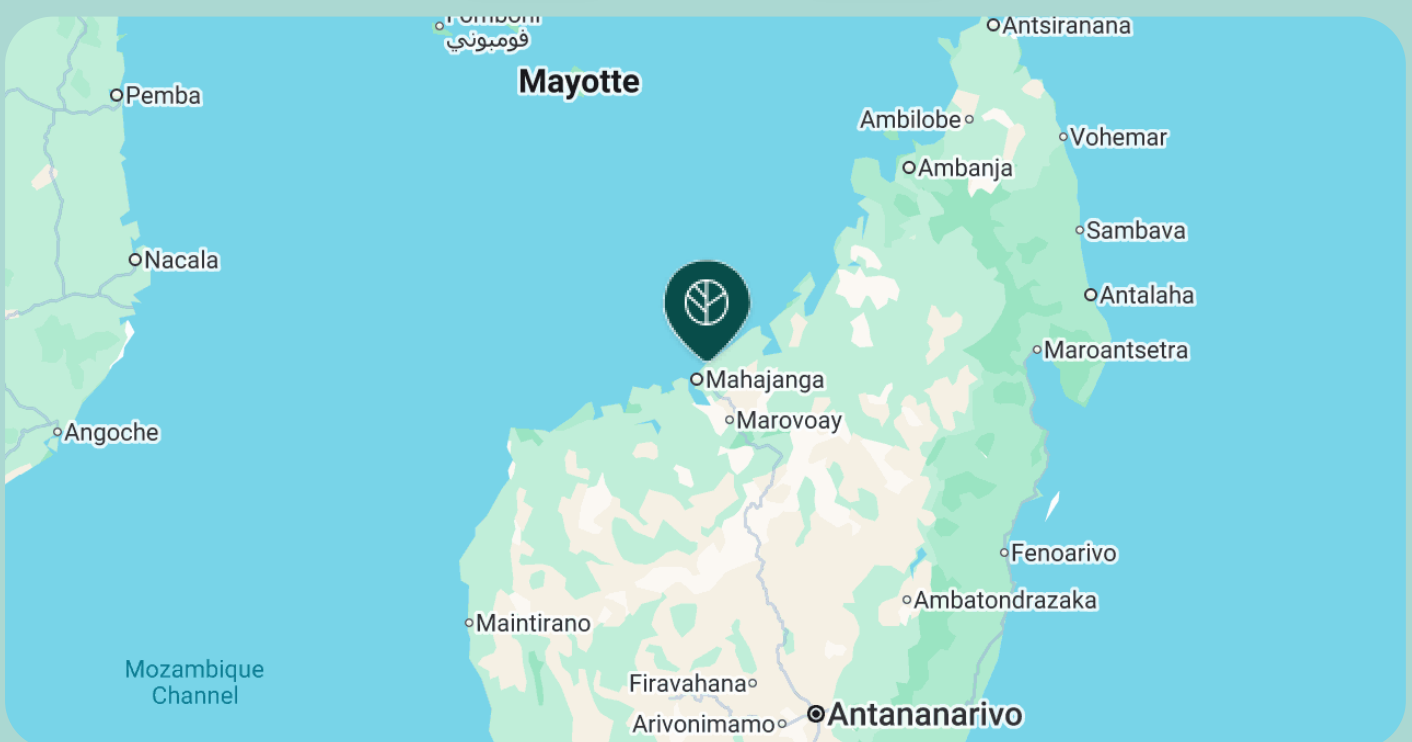
8320

trees planted



5324.80

tonnes of CO₂
absorbed during lifetime



Sustainability has always been a key priority at ZEB. We firmly believe that when everyone plays their part, it can drive meaningful change in the fashion industry. Conscious choices, every single day. That's why we offer our customers the opportunity to purchase a tree with every order, both in-store and online. One euro – a small gesture with a significant impact. Because planting a forest is not only beneficial for the environment, it is also a valuable investment in the future. It supports not just us, but also nature, wildlife, and biodiversity. All contributing to a healthier planet for generations to come.

Projects we support



Mangroves in Majunga, 2023

 2765 trees planted

Mangroves are an important piece of the ecosystem that offers much more than we can imagine. Besides being a great habitat for wildlife species and being great protection for coasts, it also is one of the greatest sources of carbon sequestration. Moreover, the mangroves provide spawning grounds for shrimps, crabs, and fish, supporting the local economy (45% of the seafood sold in Majunga, a city of 240,000 inhabitants located near the mangrove area, comes from these local communities). The mangrove forests in this area (Bombetoka Bay in the North-West of Madagascar), however, suffered a 34% loss between 1990 and 2000 (source: Report on the state of mangroves in Madagascar - WWF Madagascar) and this loss represents a significant threat to biological biodiversity and the living conditions of local communities. Today, the mangrove can no longer play its economic and social role, which justifies the search for initiatives and alternatives to revitalize this natural ecosystem. This revitalization should respond to the concern for the preservation and ecological balance of this environment that is so vital for the local populations. Mangrove species are planted according to the natural distribution, to ensure great adaptation and survival. We plant 50% *Ceriops Tagal* (*Ceriops*), also known as "Yellow mangrove" or "Spurred mangrove.". *Ceriops* is considered the female mangrove by the locals in Madagascar, due to its smaller propagules and less intricate roots. Depending on the area, this species is more or less spread, yet play a crucial role in the ecosystem. And we plant 50% *Rhizophora Mucronata* (*Rhizo*). *Rhizophora Mucronata* is a species of mangrove, commonly known as the "Red mangrove" or "Loop-root mangrove." One distinctive feature of *Rhizo* is its prop roots, which extend from the trunk and branches down into the mud or water. It is important to restore the mangrove forest.....for the soil: Mangroves act as a buffer zone between terrestrial and marine ecosystems, ensuring the stability of both environments, preserving and restoring them is essential to protect coasts against waves and cyclones; prevent erosion; and regenerate soils....for biodiversity: Mangrove restoration promotes ecological balance by preserving natural habitats and ensuring the survival of plant and animal species specific to the ecosystem. Moreover, they serve as crucial areas for the reproduction and activity of various species such as crabs, shrimp, and fish, contributing to the sustainability of these populations.



Mangrove plantation in Majunga, April 2026

 5555 trees planted

In the Bombetoka Bay located in the North-West of Madagascar, more specifically in the village of Nosy Kabija (Belobaka municipality, Boeny), we've planted new mangrove trees on a site of 1.87 ha to restore the mangrove forest. In April 2026, 12177 mangrove trees of two species were planted here: *Ceriops tagal* and *Rhizophora mucronata*. The overall objective is to restore degraded lands and promote better management of the mangrove ecosystem to improve the living conditions of the local communities. Moreover, the mangroves provide spawning grounds for shrimps, crabs, and fish, which helps to boost the economy of the community.

Care for communities

