

#FreetownTheTreeTown — Digital Incentive Model for Urban Reforestation

City Innovation Library · Good practice · Sierra Leone

Quality score: 71/100

Evidence strength: Strong

Summary

Freetown City Council piloted a smartphone-verified, micropayment-incentivised tree-planting model that has geotagged and tracked over 950,000 trees, won a \$1M Bloomberg Global Mayors Challenge grant, but drew academic criticism over its carbon-token financing model.

Key dimensions

Dimension	Score
Evidence of impact / measured results	2/3
Transferability / demonstrated replication	1/3
Scalability	2/3
Sustainability / continuity	2/3
Innovation	3/3
Inclusiveness / equity	2/3
Multi-stakeholder collaboration	3/3

Evaluated by C-NAPSE

Data sources

[C-NAPSE web research](#) — accessed 2026-07-09

[Freetown City Council \(Office of the Mayor\), with World Bank/GEF co-financing and Bloomberg Philanthropies](#) — accessed 2026-07-09

[World Bank blog — FreetownTheTreeTown digital tools](#) — accessed 2026-07-09

[The Conversation](#) — critique of the carbon-token financing model — accessed 2026-07-09

[UN Climate Action — Freetown planting five million trees by 2030](#) — accessed 2026-07-09

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