**Tech company harnesses the technology capacity of trees**

World Environment Day, Norway (June 5th, 2020) – Fastest growing telematics company launches their reforestation project in partnership with NGO WeForest to raise awareness around the need for sustainable leadership in business.

ABAX AS is a leading telematics SaaS provider that gives businesses with corporate vehicles the ability to monitor emission-related driving incidents and see exactly what costs are associated with unfavorable driving behaviour.

Every subscription purchased contributes directly to the reforestation project currently underway in Malawi to restore the Mount Mulanje Forest. In the first year with WeForest, ABAX has committed €100 000 to support 80 hectares of assisted natural regeneration, this is approximately 96 football fields. So far, this project has restored 320 000 trees across 256 hectares of forest.

**Why reforestation?**

‘We’ve chosen to plant trees because trees are the best technology we have to remove carbon dioxide from the atmosphere. At ABAX we are all about the tech that we can trust into the future.’ says Chief Performance Officer Bruce Atle Karlsen. The forecasts of global temperature-rise have driven ABAX to take an active & engaged position in the industry. Planting trees and restoring forests will contribute to the reduction of excess carbon emissions from the atmosphere.

**But it’s not only about planting trees**

In January ABAX adopted a planet-driven measurement, aiming to become carbon neutral in 2022. Dedicated personal have begun various initiatives in order to reduce the companies emissions such as switching to an all-electric corporate fleet and moving to sustainable product packaging. ABAX’s technology software also gives its customers the chance to do the same which helps future-proof their businesses from the inevitable environmental reporting to come.

ABAX is making efforts to collaborate with their value chain aiming to drive more sustainable transactions with their suppliers. They are also inviting local organizations to join them and mobilize sustainable practice in business.

**WeForest**

WeForest is an international, non-profit organization that works with corporates and scientific partners to develop scalable and lasting solutions that restore degraded forest landscapes. Reforestation projects take into consideration the local communities and develop sustainable livelihood alternatives to ensure both nature and community can live in harmony.

3.4 million hectares of forest covered a third of the country of Malawi but 65% of these forests have now been cleared due to the over-reliance on the natural environment for firewoord, construction wood and charcoal. This is only forecasted to continue due to the growing population. WeForest is working with Malawi government Forestry Department, The Mulajne Mountain Conservation Trust as well as 10 local community nurseries all in a combined effort to conserve the forest biodiversity, restore 2 types of forest, create employment and alternative sources of income for the local communities and stop the current deforestation.

See our partnership with WeForest here: <https://www.weforest.org/partner/abax>

Read more about ABAX on the road to become carbon neutral: <https://www.abax.com/uk/blog/abax-commits-to-carbon-neutrality-by-2022>

Contact:

Taryn Sumpton, Project Manager in Sustainability and ESG   
[taryn.sumpton@abax.no](mailto:taryn.sumpton@abax.no)