

# HUMANITREE

BY NO BAD APPLES



# The Problem

According to a recent study, companies with poor diversity and inclusion practices experience a 20% higher staff turnover rate compared to those with inclusive cultures.

Only 16% of leadership roles belonging to ethnic minorities, an imbalance is clear, highlighting systemic barriers within the workplace.



# “Motho Ke Motho Ka Batho”



# The Solution

## Sow truth, reap trust

This Humanitree interactively represents your company's culture by visualising real dynamic data. Everybody can contribute to your company's culture: by creating transparency, the Humanitree cultivates connection.

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# Curious how it works?

*Let's dive into our interactive Prototype*



Data driven



People first



Positive spirit



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**Immerse yourself in your company culture: touch, connect, and feel**



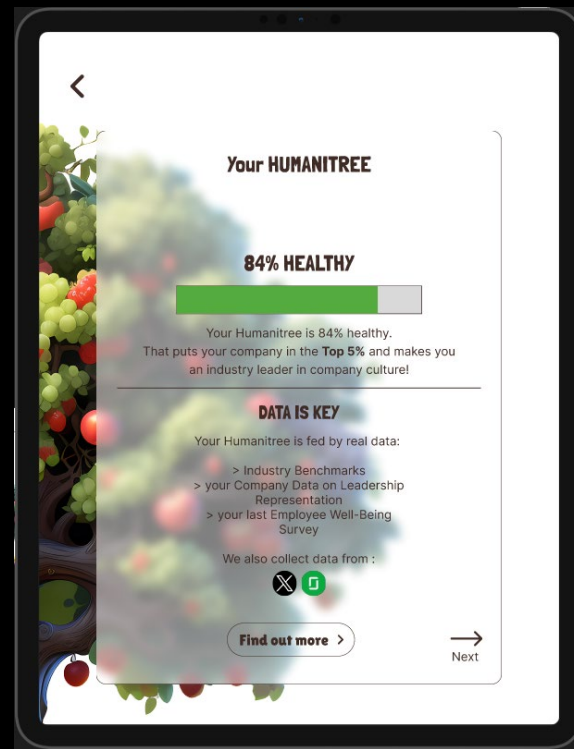
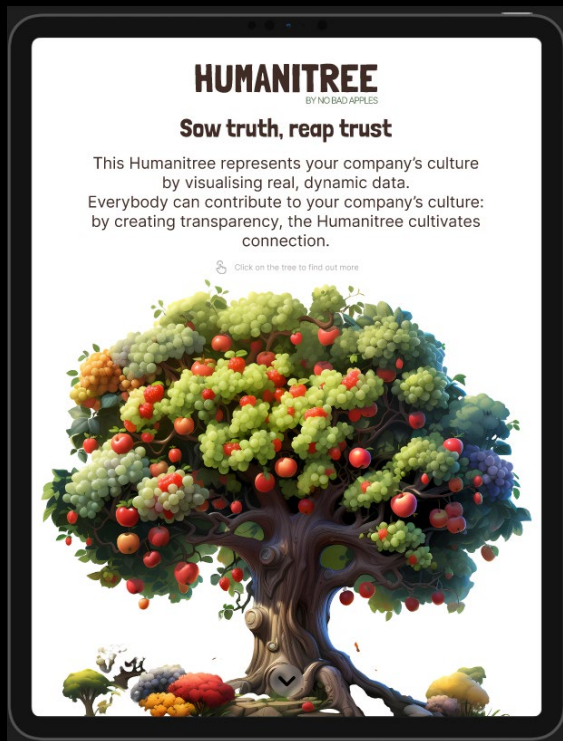
**Sow truth, reap trust**

Humanitree is a dynamic way to show how your company is doing in areas like sustainability, community engagement, and diversity. With colorful graphics and interactive maps, it turns abstract numbers into engaging stories.

Humanitree isn't just about numbers; it's about sparking conversations and driving positive change. By giving people the information they need, we're helping companies align their goals with a better world.

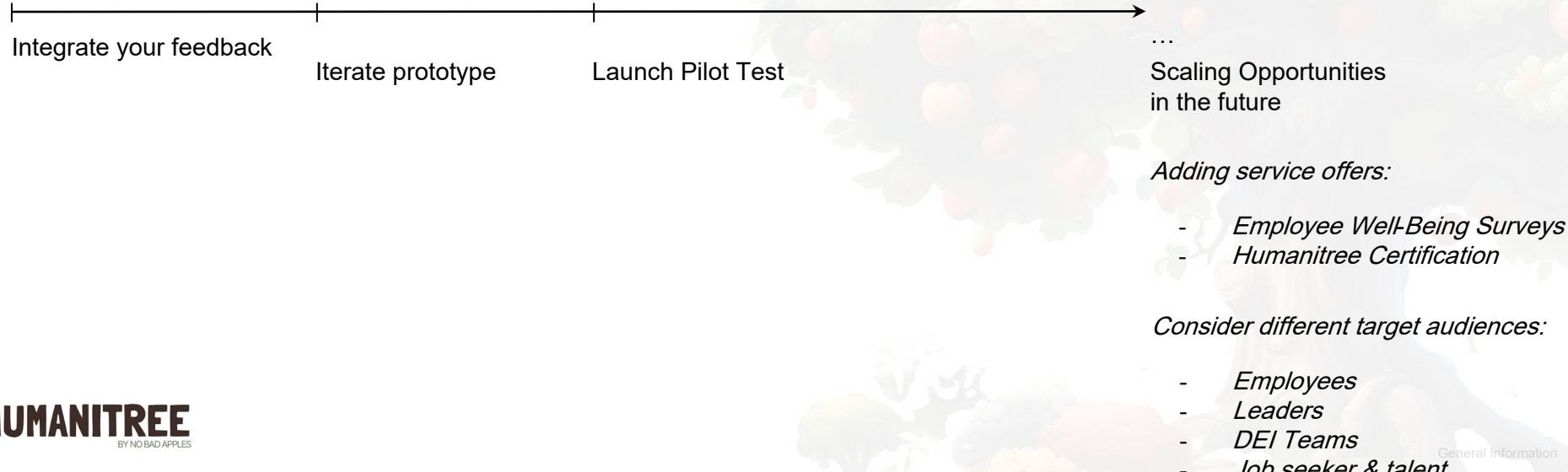
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# Prototype Demo



Contact [knit@hmfoundation.com](mailto:knit@hmfoundation.com) to access the full demo

# The Roadmap



# The Good Apples behind NoBadApples



**Sabine Matsheka**  
Communications Specialist  
and Fashion Entrepreneur



**Samia Tirike**  
Final Year Student @ UAL and  
Creative Technologist



**Bushra Ahmed**  
Non-Executive Board Director  
and Community Strategist



**Stephanie Daley**  
Menswear Fashion Design  
Student and Assistant Stylist



**Tolu Elufowoju**  
Creative Consultant &  
Photographer



**Anna Rojan**  
Program Lead Sustainable  
Innovation

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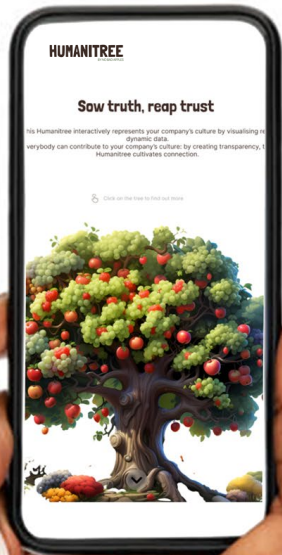


# Together we can bring the Humanitree Vision to life

To create safe, progressive and inclusive work spaces by cultivating connections and transparency resulting in a place where people feel they belong and can thrive.

- Establish clear **values**
- Foster open **communication** channels
- Inclusive policies and **diverse** hiring
- Opportunities for **growth**
- Encourage **collaboration**
- Celebrate **diversity**
- **Lead** by example
- Address bias and discrimination promptly and effectively.
- Regularly **assess** initiatives and needs.

# We need you...



Let us know what you think and give us your feedback

Start a test case with us

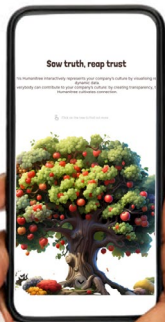
Let's pilot this together



Thank you for listening!

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