

# Plant Trees. Grow Forests. Restore Earth.

## Let's plant together #climateactionnow



### Restore our Earth now!

Climate Change is the greatest challenge of this century. If we don't take immediate action, the consequences will be disastrous for ecological and industrial systems alike.

A mixture of solutions that limit & remove carbon emissions are necessary. Changes in the ways we generate energy, move around and eat will help limit future emissions.

Carbon capture and storage technologies are important to develop, but still inefficient, unfit for scaling, and extremely expensive.



### Why trees?

Nature provides us with a highly effective, affordable and easily scalable solution. Tree planting is the least expensive & most effective solution to capture carbon from the atmosphere. Recent studies\* have found hard evidence that planting trees is the most effective climate change option available today.



Planting trees with Life Terra enables you to:

- Engage your employees, customers and other stakeholders in planting events
- Monitor and track your own trees in our app
- Reduce your carbon footprint
- Have a positive impact on communities
- Make a tangible and relevant climate impact
- Make a relevant contribution to sustainable development goals
- Be part of a unique movement to green our planet

We support the UN Sustainable Development Goals:



\*Based on studies from special report Climate Change and Land (IPCC), The global tree restoration potential (Science Magazine); The trillion trees solution (Crowther Institute); Drawdown (Paul Hawken).

# 500 million trees by 2025

## Create a legacy that matters!

Life Terra is a foundation with a mission to restore our connection with the earth and to enable people to take impactful climate action now. We facilitate tree planting, educate future generations, and develop tree monitoring technology.



### Our objectives

# 1.

## Engage

Engage a record number of citizens and stakeholders to take climate action by facilitating tree planting

# 2.

## Connect

Connect participants through an innovative web platform and app to streamline the planting process

# 3.

## Innovate

Innovate with monitoring and satellite technologies to provide citizens and specialists with precise and transparent data on trees planted

# 4.

## Inspire

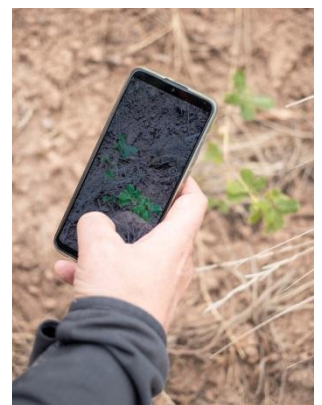
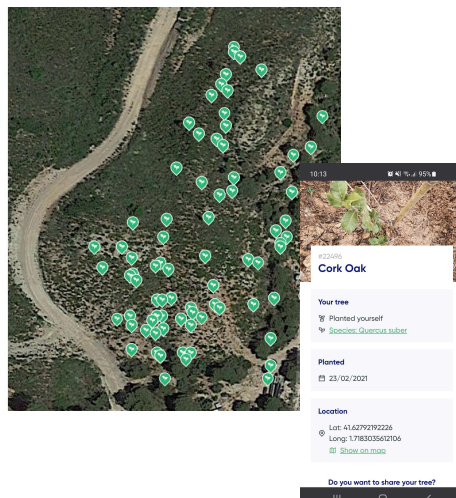
Inspire the next generation of EU citizens to thrive in the face of climate change challenges, through a unique STEM based sustainability education program

### What makes us unique

- Plant the right tree in the right place, share knowledge and expertise
- Monitor each tree planted, with our unique tracking system
- Educate future generations, about sustainability and climate change
- Build communities, because planting trees impacts society at large

LifeTerra

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The European Commission supports Life Terra through the LIFE Programme





# Our goals for 2025

We are ambitious because we know that the world needs massive #climateactionnow



500

Million trees planted



3.536.423

Tons CO2 captured



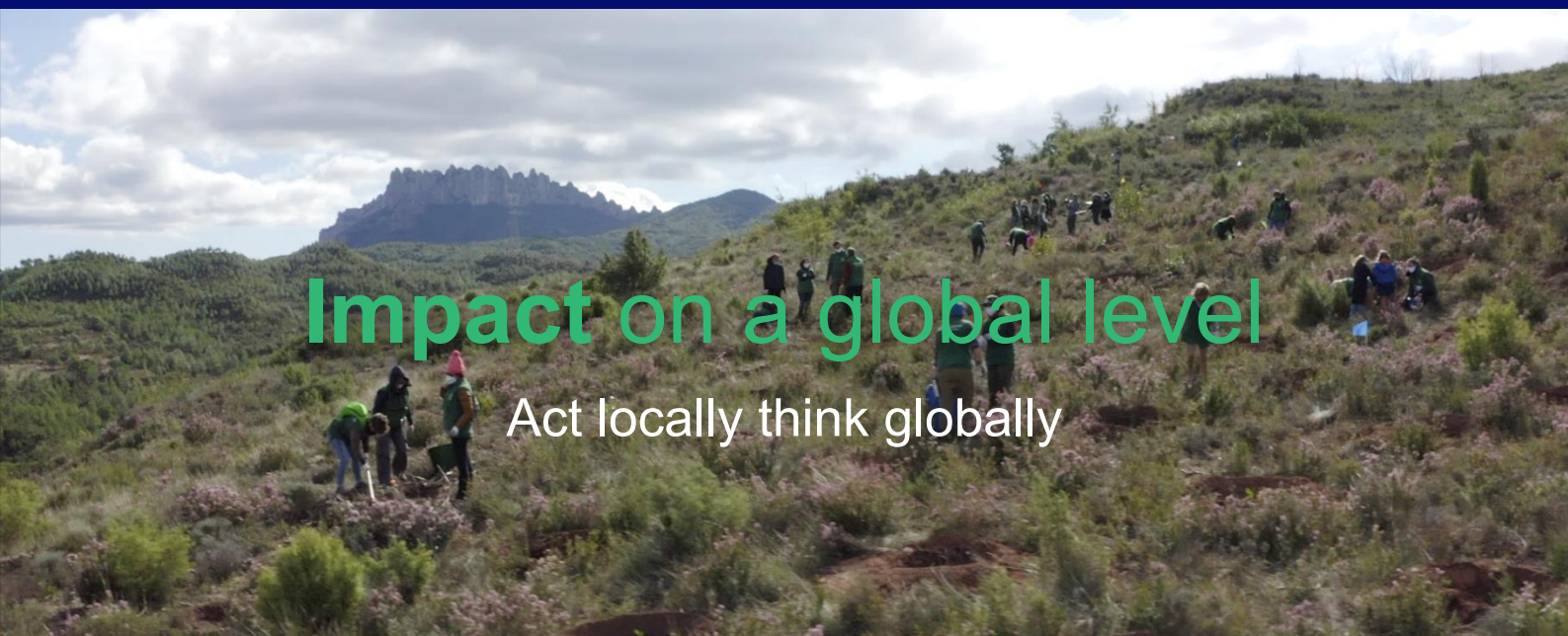
1.350.000

Citizens participating



14.000

Classrooms participating



## Impact on a global level

Act locally think globally

### Strong pact

We are proud to work with a consortium of 16 partners from 8 EU countries that bring together expertise, knowledge and network in implementation, technology, education and communication.

Our project is approved and supported by the European Commission through their LIFE programme.



**CERTH**  
CENTRE FOR  
RESEARCH & TECHNOLOGY  
HELLAS

**Gynzy**



BRIGHTVIBES  
AMPLIFY THE GOOD IN THE WORLD



**CYBELE**



**LAND LIFE**  
COMPANY



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PLANTA AUTOCTONA FORESTAL



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