



# “Ecosystem restoration, citizen involvement & local climate action”

**Webinar Euractive  
September 2021**

Sven Kallen - Life Terra foundation



**LET'S PLANT TOGETHER**



## Climate action for citizens

- Life Terra: 16 organisations of 8 countries
- Restore connection with the earth and enable people to take impactful climate action now
- Facilitate tree planting, educate future generations, tree monitoring

### 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

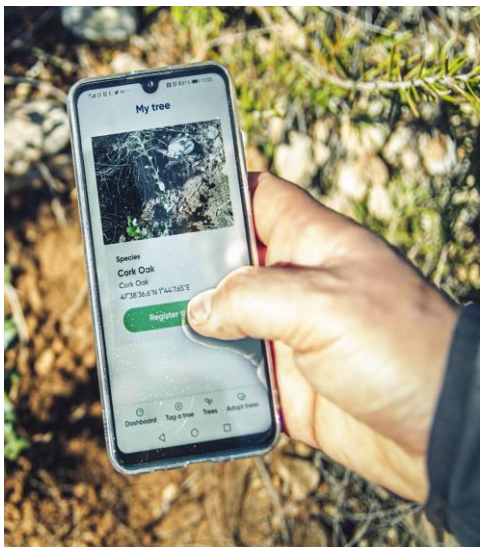


# Events





# Tagging



## My overview

You've got

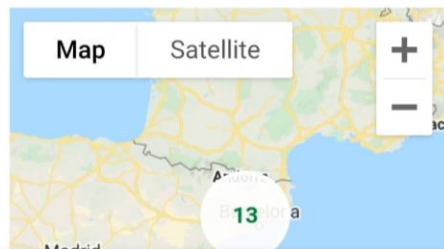
**57** trees

Together we've planted

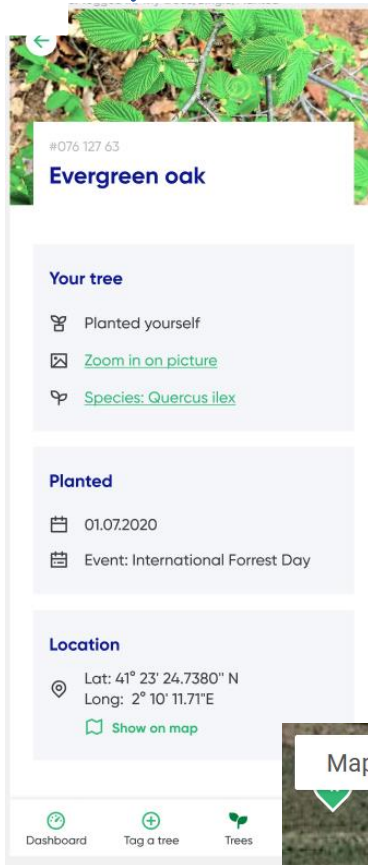
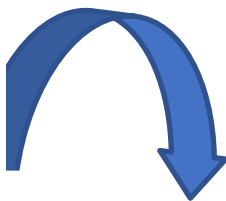
**93896** trees

## My trees

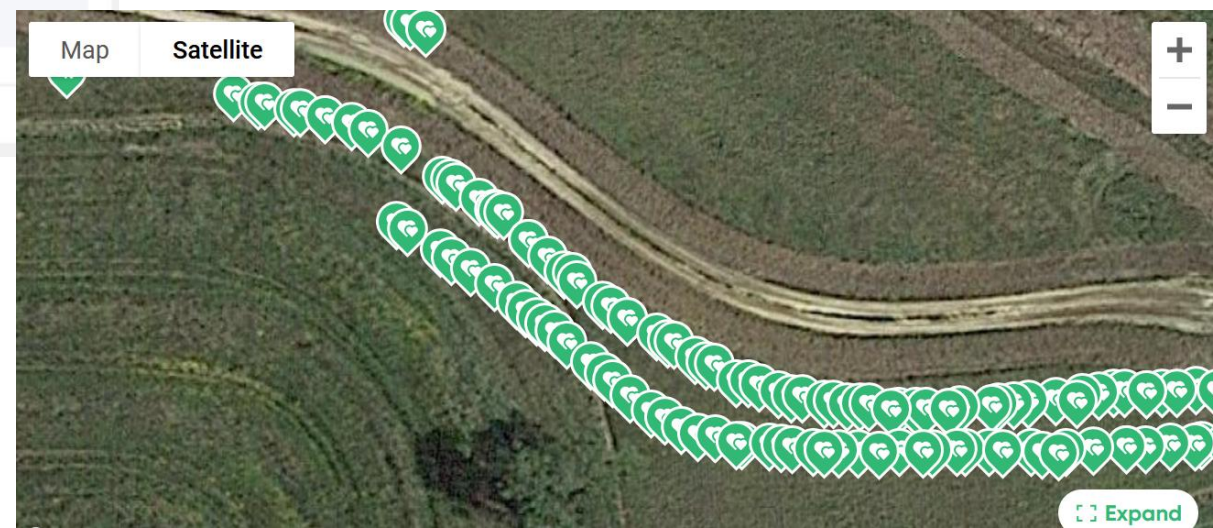
[See all trees](#)



Dashboard Tag a tree Trees Adopt trees



# Dashboard landowner



# Tree counter / dashboard



Menu

 Dashboard

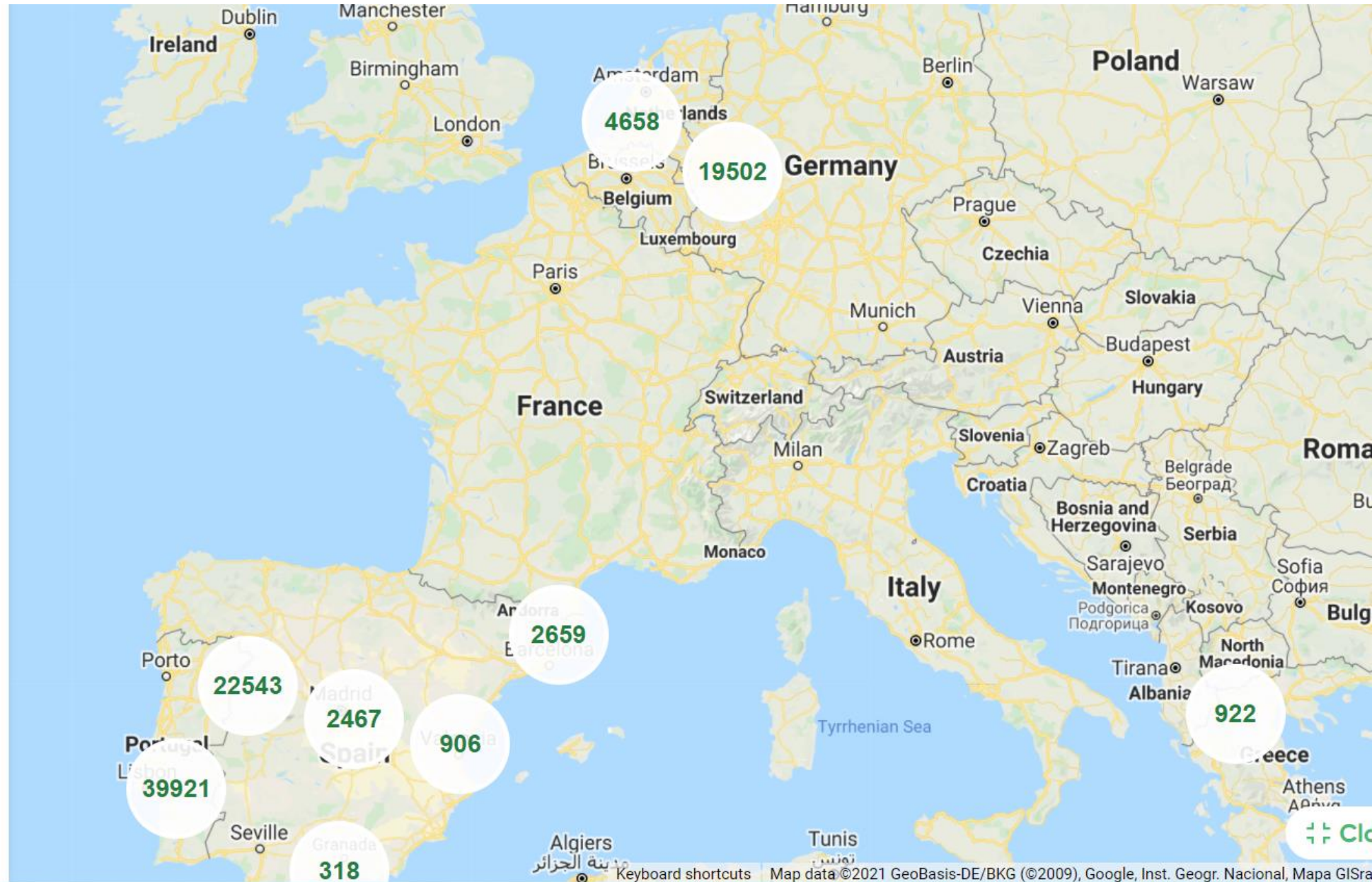
 Trees

 Adopt trees

Account

 My Account

 Sign out





## Main KPIs - Results Y1

- 155.000+ trees (goal: 100.000)
- 75+ events (goal: 50)
- 8 countries (goal: 6)
- 50+ Terra Leaders trained (goal: 20)
- New sustainability course developed
- All communication goals surpassed

### Reach Y1

July 20 - June 21



**1,756,011**  
people reached  
via SM



**27**  
videos created that  
reached **293,196** people



**190**  
press mentions  
in **8** countries



**121,831,319**  
potential impressions  
in the media





# Life Terra

LET'S PLANT TOGETHER

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