

# Conference on Social Change - Global Changemakers

Master Food & Beverage Sustainable Entrepreneurship (FBSE) at Abat  
Oliba University Barcelona and the University of Arkansas



## Life Terra

LET'S PLANT TOGETHER



LIFETERRA.EU





# Let's plant together

#climateactionnow

Sven Kallen - Founder Life Terra  
17th of May 2021





Plant trees



Grow forests



Restore earth



A man with grey hair, wearing a black t-shirt and dark pants, sits on a tree stump in a deforested landscape. The background shows a dirt road winding through a cleared area with scattered tree stumps and a forested hillside in the distance. The text "Restore our Earth now!" is overlaid in green.

Restore our Earth now!



# Climate Change: the greatest challenge of this century

- 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.



# Climate Change: the greatest challenge of this century

- Action is needed on many fronts, but reality is showing that industry and some governments are slow to act
- If we don't take immediate action, the consequences will be disastrous for ecological and industrial systems alike



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\*[The global tree restoration potential](#) (Science Magazine); The [trillion trees](#) solution (Crowther Institute); [Drawdown](#) (Paul Hawken)



# About Life Terra: 500 million trees by 2025

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.





## Why trees?

- Planting trees is the most effective climate change option
- Planting 500 billion trees globally could remove 25% of existing carbon
- Big areas (twice the EU) are available for reforestation
- Requires limited political buy-in
- Modest financial investments
- It can be done now and everyone can get involved

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



# 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



# Our objectives

1.

## Engage

Engage citizens and stakeholders to take action by facilitating tree planting

2.

## Connect

Connect participants through an innovative platform to streamline the planting process and scale up & out

3.

## Innovate

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

4.

## Inspire

Inspire the next generation to thrive and face climate change challenges ahead through a unique environmental sustainability education program



# We support the UN Sustainable Development Goals

4 QUALITY EDUCATION



8 DECENT WORK AND ECONOMIC GROWTH



11 SUSTAINABLE CITIES AND COMMUNITIES



13 CLIMATE ACTION



15 LIFE ON LAND



17 PARTNERSHIPS FOR THE GOALS



# 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





# 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.



# Partner network growing fast

## Planting partners



ONETREEPLANTED



Fundación Biodiversidad



reNature.



SOCIAL FOREST  
CREATING SUSTAINABLE MINDS



INTERPRETA NATURA



FORESTRY  
CLUB DE FRANCE



SRFB · KBBN



## Business partners



ROSSBERG TREERACING



SEGUROS MÉDICOS



hogeschool



PropTech For Good

MACH3 /// BUILDERS



## Knowledge partners



CARBÓN VIVO



CROWTHER LAB



Easy by Nature



BambooLogic

European Bamboo Plantation Program



Algae Innovations  
Netherlands



climatetrade



Le Fromage de L'Amazone



3ROOTS  
STUDIO

Praxis Forest Initiative



SCIENTIX  
The community for science  
education in Europe



ELO  
European Landowner Organisation

## Service partners



Rabobank

adyen

Typeform

ALLEN & OVERY



# — Life Terra's first planting season





## How is the project financed?

- This project was awarded €7 mln support by the LIFE Programme, which the consortium will use as seed money to put this ambitious initiative on the map.
- Multiple stakeholders - support from companies, organisations and institutions
- Organically through the platform by adopting and gifting trees (€5 / tree or €6 / tree with event)



## Social impact

- Engage citizens to plant trees
- Built communities
- Provide classrooms with our sustainability course
- Reach people via our platform and social media
- Receive Press mentions
- Create green jobs
- Train European nurseries in sustainable substrate production, expand use of professional plantings
- Reduce carbon emissions with our activities
- Provide a stimulus to the green economy
- Reconnect people with nature

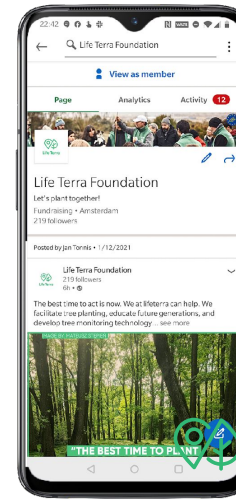
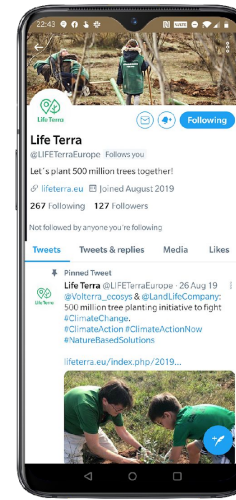
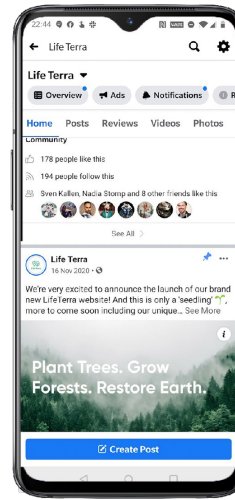
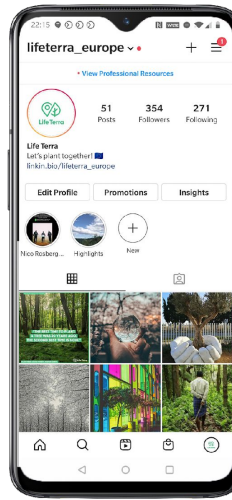


# Social media

## Objectives Social Media Activities

- Grow brand awareness
- Build & Engage Audience
- Convert
- Retain & Amplify

Insta: @lifeterra\_europe  
Linkedin: Life Terra Foundation  
FB: LifeTerraEurope



# Social media

## Video & in depth coverage

### About Life Terra



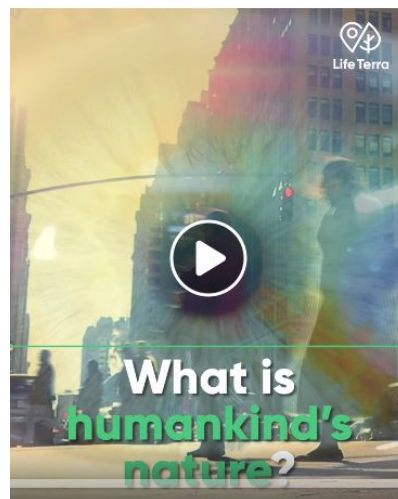
Total reach: 31.792  
Total views: 13.787

### Upcycle Face Masks



Total reach: 20.751  
Total views: 6.129

### Biodiversity



Total reach: 22.424  
Total views: 4.749

### 7 Reasons why



Total reach: 24.707  
Total views: 5.905



# Publications

Media that posted about Life Terra:



**POTENTIAL REACH OF MEDIA: 110,596,463 impressions**  
**AD EQUIVALENCY: 188,640€**





# Results first year (2020-2021)

## Main KPIs

- 135.000+ trees (goal: 100.000)
- 70+ events (goal: 50)
- 8 countries (goal: 6)
- 50+ Terra Leaders trained (goal: 20)





# Challenges

- Difficult to organise and communicate planting events due to Covid-19
- As a consortium not able to meet in person and get to know each other
- Scale of the project
- Monitoring technology
- Generate funding



A wide-angle photograph of a group of people participating in a conservation activity on a hillside. The hillside is covered in green vegetation and numerous small pink flowers. Several people are scattered across the slope, some standing and others working. In the background, a prominent mountain range with sharp peaks is visible under a sky filled with large, white, fluffy clouds. The overall scene suggests a community or educational event focused on environmental stewardship.

# Questions?





## Join us

Please contact:

Sven Kallen

[sven@lifeterra.eu](mailto:sven@lifeterra.eu)

Join in





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