



## Empowering future generations for climate action through the Life Terra project

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LIFE19 CCM/NL/001200



# Life Terra

Life Terra is a European initiative with the **mission** to restore our connection with the Earth and to enable people to take impactful climate action now by facilitating tree planting, educate future generations, and develop tree-monitoring technology.

A wide-angle photograph of a group of people participating in a tree-planting activity on a grassy hillside. The people are scattered across the slope, some kneeling and digging holes, others standing. The landscape is dotted with small, newly planted saplings. In the background, a prominent mountain range with sharp peaks is visible under a cloudy sky. The overall scene conveys a sense of community and environmental stewardship.

Life Terra  
500 million trees by 2025

# What makes us unique



**Plant** the right tree in the right place, sharing knowledge and expertise



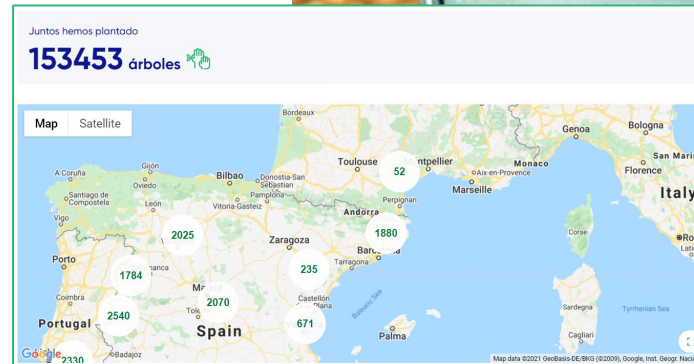
**Monitor** each tree planted with our unique tracking platform “tag your tree”



**Educate** future generations about sustainability and climate change



**Engage** communities in tree planting for large-scale positive impacts





# 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 (2020 - 2025).



# Life Terra - Education & Training



1. Plant with communities



2. Train the trainers



3. Educate future generations





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# 1. Plant with communities

**Engaging local communities in tree planting through our Life Terra Events**

Involving all stakeholders: NGOs & non-profit, private sector, local governments, landowners & land managers, volunteer associations, schools, and the general public.

- Learn about local ecosystems & tree species, ecological functions of trees, and how to plant them correctly.
- Experience in Nature, taking direct & real action for the climate → **become part of the climate solution!**
- Env. awareness, meet their community, spread the word







# 1. Plant with communities

Engaging local communities in tree planting through our “tag your tree” platform (in progress)

Life Terra platform

- Support events to *tag* & georeference every tree planted
- Compile data & Monitor trees
- Connect all stakeholders in 1 platform



Tree planters

- Learn about species of trees & shrubs
- Engage in the long-term to “track” their own trees



## 2. Train the trainers

Empowering volunteers to take leadership in our events:  
“Terra Leaders”

A hands-on training programme for volunteers (ind. & org.)  
interested in taking the lead in our tree-planting events.



**Self-learning:** Digital training materials (theory)



**Fieldwork:** Lead a Life Terra event (practice)



**Manual for Terra Leaders**

Volunteers are key for Life Terra. To achieve the large scale envisioned both geographically (all across Europe) and numerically (number of trees), we rely on citizen participation, especially of those willing to make a difference and take the lead at Life Terra events, the Terra Leaders.

Terra Leaders are proactive volunteers determined to act as leaders during Life Terra's tree planting events. As a Terra Leader, either if you are an individual or an organisation, you will act locally, engaging yourself and your community in climate action through tree planting. Terra Leaders are the real protagonists of Life Terra.

If you want to become a Terra Leader, this manual is for you. Here you will find all the basic and technical knowledge you need to start your journey with Life Terra. This document and its annexes will help and guide you through the whole process of leading Life Terra events. Once you start, you can come back to this manual over and over again.

**1.** Dig a hole of around 40cm deep and 30cm wide.

- This is essential as the roots of the tree will grow easier if the soil underneath is uncompacted.
- If poor soil, consider adding soil amendments, such as biochar.

**2.** Take most of the soil removed from the hole and put it back. Make sure there are no stones in the hole. Its presence will hinder root growth and leave air space that can damage the roots.





## 2. Train the trainers

Empowering volunteers to take leadership in our events:  
“Terra Leaders”

- Understand climate change & ecosystem restoration
- Know & teach others how to plant (& tag) trees correctly
- Get hands-on experience in climate-based solutions
- Be involved in EU projects & a **green European movement**
- Gain skills: organisation / speak in public / leadership / group management / logistics / etc.
- Make a difference in their community
- Make friends & have fun!





## 3. Educate future generations

Raising environmental awareness among children & youth through **our educational programme**

### 1. **Terra Mission** - Educational Pack (ongoing)

Interactive materials based on STEM\* for children ages 8-14 (*Terra Heros*), covering 8 themes on sustainability & CC.

### 1. **Terra Challenge** - Solutions to env. Issues (in progress)

A friendly competition (at national & EU levels) for creative group projects - EU Green Week

### 1. **Terra Exchange** - Knowledge & experience-sharing (in progress)

An exchange programme for students & teachers across Europe

\*STEM: Science, Technology, Engineering, and Mathematics.





### 3. Educate future generations

Education is **our most valuable long-term investment**

Students...

- learn about sustainability & climate change
- explore their creativity to find climate solutions
- exchange knowledge and experiences with others
- know how to take climate action → **Become future stewards of our planet**
- We got very positive feedback!

*"The simple language used was very child-friendly and aged appropriate. The balance between video and powerpoint was perfect. The videos really enhanced the points made and visually explained the process being discussed. The wide variety of material suited all students' learning style". (Pilot teacher - Y1)*





## Results Y1 (2020-2021)



**1,943 Volunteers** involved in 80 tree-planting events in

**8 Countries** (SP, PT, GR, IT, NL, FR, BE)



**73 Teachers** from 26 countries

**800+ students**



**55 Terra Leaders**



**153,453**

Trees planted



# Moving forward

## Challenges & Next Steps

- Land access → Public & Private stakeholders
- Volunteers engagement → Local/global orgs.
- Monitoring technologies → EU Expertise
- *The right tree in the right place* → EU Expertise
- Tree maintenance → Landowner engagement
- Scaling up & create a movement → Spread the word
- Covid-19 → Play safely

***How can we make all this together?***

**Join Life Terra!** Share your knowledge & expertise / volunteer / communicate with others / ...



Thanks for your attention!



**Life Terra**

LET'S PLANT TOGETHER



**LIFETERRA.EU**

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**¡Participa!**

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Participar

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**Life Terra**

# — Life Terra Educational Pack: **Terra Mission**



1. Climate change
2. Energy
3. Waste
4. Circular economy
5. Water
6. Agriculture
7. Air
8. Trees

[independent - interlinked - interactive]

- Problem-solving approach
- Revised by experts (Universitat de Barcelona)
- Continuous improvement
- Impact - pre/post surveys
- Diploma
- ***Plant trees together!***