

ANNUAL REPORT 2021



PLANT TREES.



GROW FORESTS.



RESTORE EARTH.

A group of people, some wearing green vests, are gathered in a field of dry grass and shrubs. In the background, there are rolling hills and mountains under a cloudy sky. A large green play button icon is overlaid on the image.

CELEBRATING LIFE TERRA'S FIRST YEAR



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SOME WORDS

Sven Kallen- Life Terra Founder



Ever since I planted my first tree as a kid in the Netherlands I have been fascinated by their growth and resilience. Travelling through Europe on holidays with my parents and later as a student and professional I was always -and still am- fascinated by never ending forests and sometimes century old trees that look so majestic and wise. Some of these trees have been planted by our fore-fore-forefathers which leaves us with an important legacy and at the same time a huge responsibility. Now, due to the increasing effects of Climate Change trees everywhere are suffering.

I organised my first tree planting event in 2008 with my family and a group of close friends. Since then I have been regularly planting trees with different collectives both privately and professionally.

What is very evident is that people love to plant trees! They don't want to stop, they feel engaged and they always want to

know how their trees are doing, if their effort has had a positive impact. So, why not organise this for all citizens? That was the seed of thought for this audacious project, starting with school kids but eventually allowing each European to plant her/his own tree.

The Climate Threat is now real and we see a lot of citizens of all ages very concerned and wondering if and how this can still be fixed. Many young people are now striking regularly and demanding action by politicians, who often also don't know what to do. Is that it? Do we give up or can we take action?

It was recently proven that 1 trillion trees (Crowther study) can fix our planet. So, why don't we all start planting? Even though this crisis is bigger than any of us, I am personally convinced that collectively we can bring about the required change. This project was conceived on the above experience and conviction that by organising positive action people will gladly join. We add technology to this project to engage the planters as well as monitor our efforts and allow full transparency.

We have a fantastic team of 16 partners from across Europe with deep expertise, technological skills, media power and most importantly a strong passion to execute this project successfully. Let's plant together!



LOOKING BACK...



LOOKING BACK SEASON Y1

PLANTING SEASON (SEPTEMBER '20 - JUNE '21)



80

events organised



8

European countries

158,501

trees planted



637

accounts created
in the app



121

species planted



1,825

trees adopted by citizens



+30

partners collaborating



1,924

volunteers involved



55

Terra Leaders trained

LOOKING BACK

JANUARY - DECEMBER 2021



4,088

followers on
social media



4,439,319

people reached via SM



41

videos created that reached
+350,000 people



426

press mentions in
9 countries



876



students & 73 teachers
engaged with our pilot course



121,831,319

potential impressions
in the media

97%

of students willing to take
climate action after the pilot



26

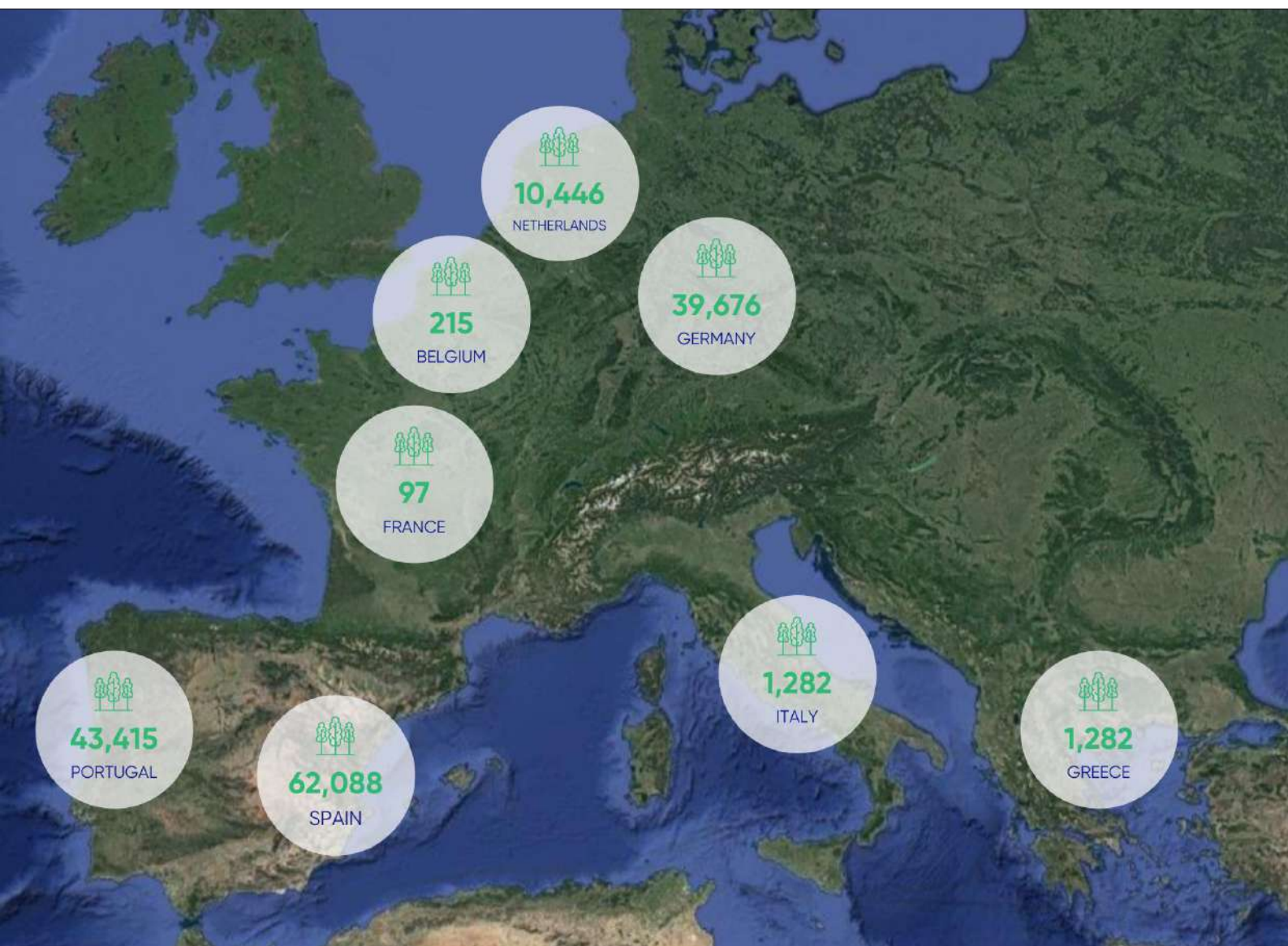
countries reached
with our pilot course



OUR IMPACT IN EUROPE

We seek to bring people together to plant 500 million trees in Europe, harnessing and monitoring nature's own carbon capture mechanism and enabling citizens to take urgent action against the climate crisis.

Life Terra and its partners have planted in 8 countries of Europe during the year 2021. These are all the trees registered in the platform:



FINANCIAL REPORT 2021

Balance					
Stichting Life Terra 2021		2021			2020
Financial fixed assets	70			70	
Fixed assets		70			70
Accounts receivable	528.842			24.935	
Liquid assets	621.942			1.031.282	
Current assets		1.150.784			1.056.217
Total assets		<u>1.150.854</u>			<u>1.056.287</u>
Equity	-22.498			-1.952	
Result current year	32.549			-24.760	
Total equity		10.051			-26.712
Provisions	388.221			388.221	
Total provisions		388.221			388.221
Wage taxes	34.115			5.331	
Other account payables	718.467			689.447	
Current liabilities		752.582			694.778
Total liabilities		<u>1.150.854</u>			<u>1.056.287</u>

FINANCIAL REPORT 2021

Statement of Income and Expenses					
Stichting Life Terra 2021			2021		2020
Donations & Subsidies			1.316.546		283.749
Project cost Life Terra			821.350		245.069
Gross margin			495.196		38.680
Wages and salaries	314.236			44.751	
Social security	95.394			9.168	
Other personnel costs	14.627			-418	
Project costs personnel			424.257		53.501
Other expenses			16.010		3.840
Total Operational costs			440.267		57.341
Financial result			54.929		-18.661
Interest and financial costs			22.380		6.099
Result			32.549		-24.760

EXECUTIVE SUMMARY

MISSION STATEMENT

To create a healthy planet for next generations by empowering citizens and organisations to take effective climate action now. We want to restore human being's connection with nature by facilitating large scale tree planting events for all citizens and empowering future generations with the knowledge and tools to take immediate action for climate change mitigation.

CONTEXT

Numerous countries are reporting increases in climate related impacts such as extreme flooding, droughts and forest fires. Climate change has become such an important economic, social and environmental issue that it has been renamed in mainstream discussions as the "climate crisis".

This crisis demands urgent, large scale action and cooperation between the public and private sectors. However, it has become evident that the crisis is not being properly addressed. The UNFCCC has recently acknowledged that "the pace of current action remains too slow and must be accelerated."

Europe continues to emit 8,500 tons of CO₂ eq. every minute. Changes in the way we generate energy, move around and eat are necessary to help limit future emissions. Yet, in order to reach a carbon neutral future by 2050, these limiting mechanisms are not enough; we must also capture the carbon emitted. Unfortunately, carbon capture technologies are still extravagantly expensive and energy intensive and at their current stage of development they are unfit for scaling up.



EXECUTIVE SUMMARY



OUR SOLUTION

Nature has already provided us with a cost effective, regenerative climate capture technology: trees. Stichting Life Terra will harness this technology, implementing massive tree planting for nature restoration and conservation. Our first goal will be to facilitate the planting of 500 million trees by 2025, effectively capturing 100 million tons of CO2 equivalent*.

OUR APPROACH

We cannot do this alone, so we intend to involve at least hundred million Europeans by organising online educational courses and planting events. To achieve this ambitious project, we have brought together 16 European companies, NGOs and institutions with strong partner networks and the necessary experience to form part of the Life Terra core team. We will now propose our ambitious plans to the European Union (under the LIFE program) to obtain the first funding. Till today we have received already 85+ Letter of Support from institutions, land owners, farmers' organisations, NGOs, volunteer platforms, cities & municipalities, companies and well known individuals. We have many more coming in daily now, so we foresee strong societal support on which we can leverage our efforts to create maximum impact.

*Average capture over the first 40 years of their lifetime.

THE SUPERVISORY BOARD



Jurriaan Ruys – Chairman

Philosophy. Money can make you happy, but a thriving natural environment is just as important.

Experience. Current CEO at Land Life Company and responsible for the planting of several million trees in Europe, the US and Mexico and a technological platform to monitor growth and create engagement with customers. Former Chemical Engineer at Shell, McKinsey Partner and COO of Eneco, the Netherlands biggest utility.

Motivation. Jurriaan left his comfortable corporate job to contribute to a better world.

Bertien van Baak – Member

Philosophy. Change is the only constant.

Experience. E-commerce & digital transformation, currently Commercial Leader for the Digital Marketplace at Nike. Former strategy consultant at Bain & Company.

Motivation. The biggest transformation of our lifetime will be the one that enables our planet to thrive beyond that lifetime.



Tomas Simons – Treasurer

Philosophy. Green is great.

Experience. Nine years experience in private equity, building new European market leaders in technology and other sectors. INSEAD MBA and former management consultant at McKinsey.

Motivation. Tomas' motivation stems from his early childhood as a boy scout, where he learned to appreciate the great outdoors. Today, we wish a greener and cleaner environment for his kids. More space carved out for real nature is just the beginning for us all to get there.

THE MANAGEMENT BOARD



Limore Noach – Director

Philosophy. “The best time to plant a tree was 20 years ago. The second best time is now” (Chinese proverb).

Experience. Started as a management trainee at ING, Limore has worked in both marketing and sales. She moved towards the non profit business 12 years ago, working for UNICEF, Fight cancer and now for Life Terra. She is experienced in creating movements, inspiring teams, raising funds and engaging citizens and businesses for a higher purpose.

Motivation. It is up to us to leave a better planet for future generations

Sven Kallen – Founder & Secretary

Philosophy. Nothing is impossible.

Experience. Environmental entrepreneur who has started several businesses to support sustainable initiatives. As a founder of Volterra he’s involved in the planting of large numbers of trees in Spain and involved in several EU funded projects that trial environmental technologies.

Motivation. Sven’s motivation comes from the enthusiasm and regular demands from his network of people to organize plantings. And two children that love to come plant trees with him.



THE LIFE TERRA TEAM

▮▮ *Alone we can do so little; together we can do so much*
Helen Keller - Rights advocate and activist

Our Team is a diverse group of people that are enthusiastic about taking climate action now. The foundation is based in Amsterdam and Barcelona.





**THINK GLOBALLY
ACT LOCALLY**



WHO WE ARE

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.

We seek to bring people together to plant 500 million trees in Europe, harnessing and monitoring nature's own carbon capture mechanism and enabling citizens to take urgent action against the climate crisis.



Life Terra is one of Europe's largest climate action initiatives, approved and supported by the European Commission through their LIFE programme.

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.



Life Terra supports the UN's Sustainable Development Goals and focuses specifically on:



WHO WE ARE



Planting a diverse mix of tree species is essential to our planting plan. We believe firmly in “the right tree in the right place”, for more effective land restoration and greater ecosystem resilience.



Monitoring trees is important to ensure that the climate & environmental benefits we claim to make are happening. We have developed a state-of-the-art monitoring program to track all trees planted.



Educate; we have created an interactive environmental education programme for students ages 8-14 based on STEM and the best available science, called Terra Mission.



Build; community involvement is key to our success. If we want to scale tree planting and speed up the pace of climate action, we need to spread the message.

TECHNOLOGY



IMPLEMENTATION



EDUCATION



COMMUNICATION



OUR CORE VALUES



1. TRANSPARENCY

We are creating the tools to make planting initiatives measurable and visible.

2. BIODIVERSITY

All Life Terra plantings will be multispecies, involving an average of 8 different kinds of trees to ensure mixed forest stands and rich, biodiverse ecosystems. Together with the landowner we choose species that are right for the area.



3. THE RIGHT TREE IN THE RIGHT PLACE

We work from an “ecosystem-based approach” meaning that we consider all the conditions of a terrain and its surrounding area to ensure that the lands we are restoring actually need trees.

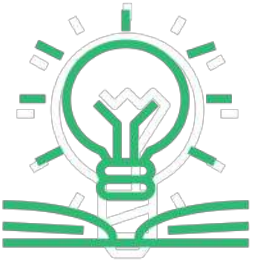
4. TREES ARE NOT ENOUGH

We love trees, but they alone cannot halt the climate crisis. We believe our governments, companies, and individual households all need to take action, prioritizing sustainable agriculture, the circular economy, green energy, and biodiversity.



OUR CORE VALUES

5. KNOWLEDGE IS POWER



We want a brighter future for our children. We work to educate the next generation so that they can be equipped with the knowledge and tools they need, to make decisions as future leaders, tree caretakers, and stewards of this earth.

6. SUSTAINABILITY

We want our trees to survive and thrive! We only work with landowners that are committed to maintaining their new trees over the long term to take full advantage of their carbon capture potential.



7. GREEN PROCUREMENT

When choosing our own suppliers we look for organizations that have social and environmental goals in addition to their financial ones.



OUR STRATEGY

Life Terra must distinguish itself from various other tree planting initiatives, take tree planting out of its niche and give it a **new agency**. We think Life Terra boasts many elements of distinction that make it unique – it combines science-based knowledge, innovative monitoring and tracking technology, educating younger generations and the active involvement of citizens across multiple countries.

Its approach is **holistic**: it is one concrete action along with necessary lifestyle changes that involve mobility, consumption of food and clothes, leisure, etc. But it is also **rewarding one**, because its progress can be tracked in real time.

This is why we have established the following **purpose, vision** and **strategy**:

PURPOSE



To create a healthy planet for next generations by empowering citizens and organisations to take effective climate action now

VISION



To be Europe's leading tree planting movement, driven by and for citizens

STRATEGY



Build on our common passion to be a proud and motivated team



Create long term healthy and climate resilient forests



Offer engaging and empowering climate action experiences on a local level



Leverage the power of multi-stakeholder partnerships



Deliver our services through efficient and scalable processes

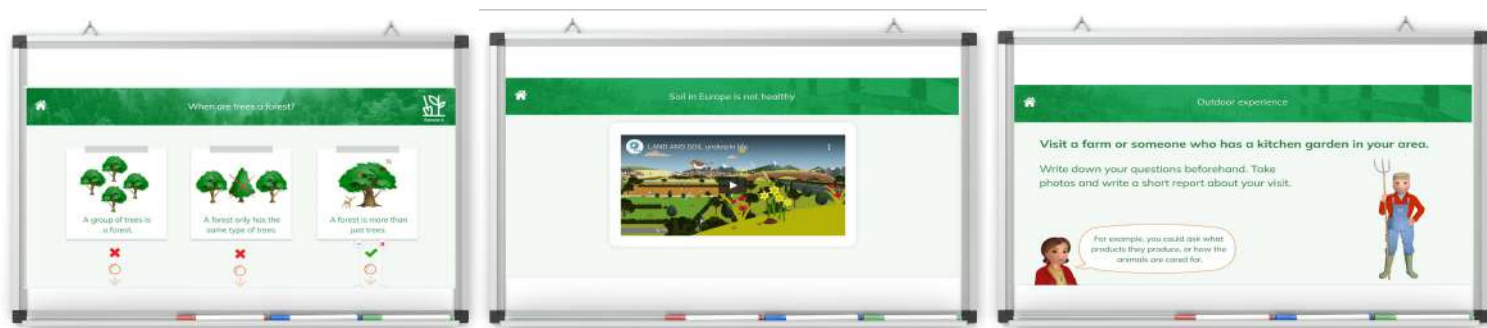
EDUCATION: Terra Mission



Education is one of Life Terra's most valuable investment. We want a brighter future for our children. We work to educate the next generation so that they can be equipped with the tools and knowledge they need to make decisions as future leaders, tree caretakers, and stewards of our Planet.

This is why Life Terra has developed in collaboration with education experts an interactive environmental education programme for students ages 8 to 14, called the **Terra Mission**.

Terra Mission is Life Terra's sustainability educational package, that challenges teachers and students to investigate and learn about the environment, both inside and outside of school. It consists of 8 themes - climate change, energy, waste, circular economy, water, agriculture, air and trees - and it's fully customizable to adapt to the school curriculum.



It contains interactive lessons, with worksheets, video materials, games and ideas for outdoor activities.

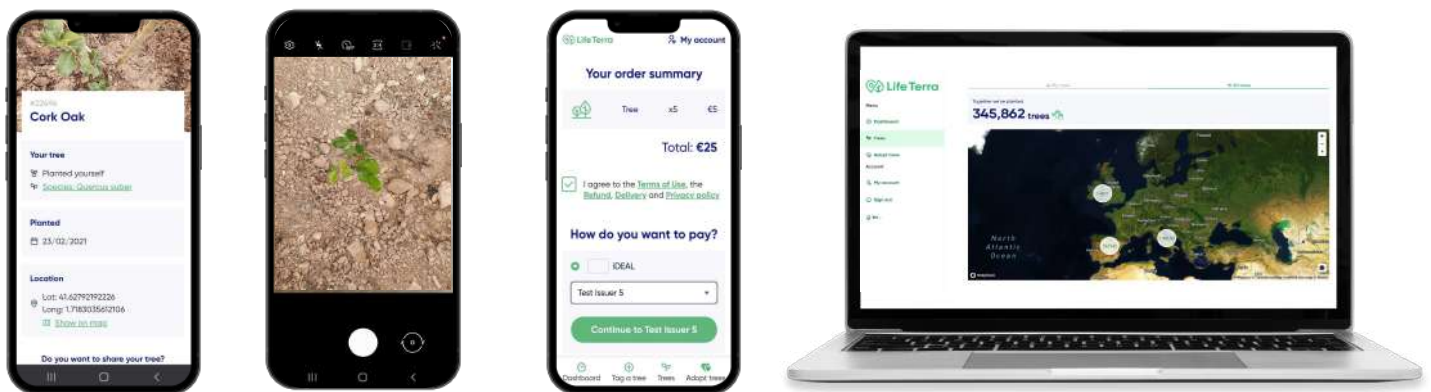
A MOOC (Massive Open Online Course) will be developed to further accompany teachers in implementing the Terra Mission package in their schools. Also, Life Terra wants to empower schools to organise their own school plantings in the future.



TECHNOLOGY: Life Terra's web app

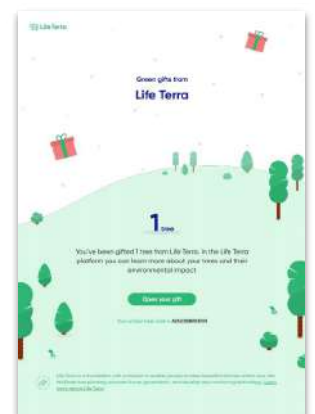
Life Terra is innovating in the latest monitoring and satellite technologies to provide citizens and specialists alike with precise and transparent data on trees planted. We want to make our planting initiative measurable and visible to everyone. This is why we have developed the **Life Terra web app**.

With the app, we want to better understand our plantings while creating a unique link between the trees and the tree planters.



After planting a tree in a Life Terra event, citizens can geotag their trees planted and then track them at all times in their personal Tree Dashboard. Planted trees can also be adopted or gifted to friends and family.

Companies can also participate in a Life Terra planting event and have a Company Dashboard featuring all their planted trees. But also, they can or gift trees to their employees through the web app.





**BE PART OF
A **UNIQUE**
MOVEMENT
TO **GREEN**
OUR **PLANET****



INAUGURATION OF FIRST "KLIMAWALD"

Technical information:



19,500 trees planted



5 hectares



Engelskirchen, Germany



Present situation

58% of Engelskirchen is forest area which, as elsewhere in Germany, suffers from calamities. Climate change makes trees more susceptible to damage from pests due to increasingly strong storms, and extended periods of drought. Pests spread all too easily in the common single-layered monoculture stands of German forests. This land which used to be covered with spruce trees was infested with bark beetles.

Climate forest concept

When planning a forest, both economic and ecological factors must be considered. In this case, we have consciously prioritized environmental aspects such as biodiversity, and climate change mitigation via long-term CO₂ storage. Areas like this are designed to withstand the effects of CC, which is already affecting the forestry sector.

This area was planted with a mix of 16 deciduous and coniferous tree species in March 2021. In cooperation with Life Terra, the local partner Stift Ehreshoven set an example that environmental protection and climate action can be integrated into modern forest management.

"The goal of this climate forest is to create biodiversity beyond the borders of Germany. We want to see whether there are possibilities to create a stable mixed forest"

Jörg Deselaers - Curator at Stift Ehreshoven



This planting project was made possible thanks to the collaboration of Stift Ehreshoven and the support of One Tree Planted who co-funded the saplings.

INSPIRING CASE

MEMORIAL FOREST WITH DKV SEGUROS



Technical information:



768 trees planted



3.5 hectares



El Bruc, Catalonia - Spain

On March 14th the day that marks the one-year Covid-19 anniversary in Spain, DKV Seguros started its "memorial forest" in remembrance of their 768 clients who passed away from COVID-19 in 2020. The insurance company, together with Life Terra, will plant the same amount of trees and each family will receive a unique GPS location on the tree planted in memoriam of their loved ones.

On Sunday, the first 10 trees were planted in El Bruc in a small and symbolic event with a small team of DKV Seguros employees. Each tree also contains a seed paper card hung with a phrase in memory of the families which, in time, flowers will sprout at the foot of the trees.

This initiative is part of the DKV's Planeta Salud project, which aims to plant 1 million trees by 2030 to mitigate climate change.

DKV's commitment

DKV Seguros is committed to people and society and this is why the protection of the environment is one of the aspects of DKV's corporate responsibility programme. DKV maintains a sustainable growth through the integration of environmental, energy saving and efficiency, social and ethical management actions.

As part of DKV's environmental and social objectives, the company is committed to planting trees. They do this with their own volunteers or in cooperation with third parties.



"We wanted to partner with the Life Terra project because it shares our values and the goal of reforesting for a healthier planet"

Josep Santacreu - CEO at DKV



INSPIRING CASE

SUSTAINABLE GRADUATION GIFT WITH AVANS HOGESCHOOL



Technical information:



4,000 trees planted



2 hectares



Brabant, The Netherlands

Avans Hogeschool is a network of Dutch higher education institutions. It hosts 33.000 students and counts with 2.800 employees. They teach a wide variety of subjects at 4 locations in the province of Brabant (Breda, 's-Hertogenbosch, Roosendaal and Tilburg).

Sustainability is a priority for Avans and several school initiatives are aiming at improving the footprint of the institution and its students with the overall objective to become carbon neutral as soon as possible.

Our plan with Avans Hogeschool

As part of that ambition, Avans is piloting with Life Terra to plant trees in student planting events. Our objective is to plant one tree for each student that graduates. This is of course highly symbolic: the tree will start to grow, just like their graduates in their new careers.

On November 2021, +150 students joined a planting event in Den Bosch and planted 4,000 trees for their fellow classmates. Students will receive a certificate with a unique GPS location of their tree.



"We wanted to give our fellow students a sense of awareness, and also something that is really lasting. So we went for a tree: the graduation tree."

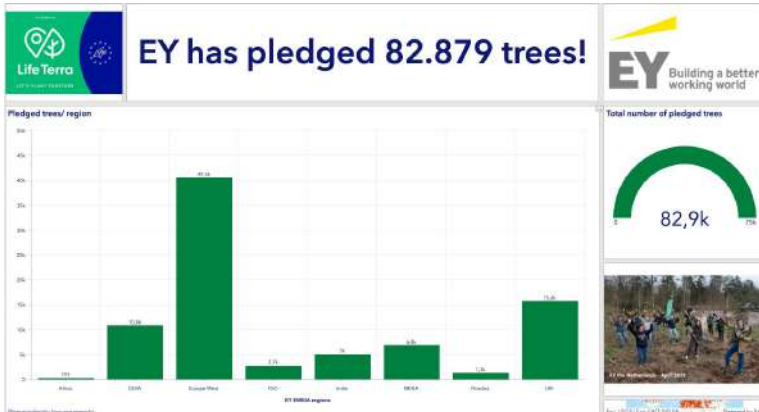
Lisa Heyman - Green Office at Avans Hogeschool



INSPIRING CASE



EY PARTNERS PLEDGE TO PLANT TREES



EY exists to build a better working world, helping create long-term value for clients, people and society and build trust in the capital markets. Working in over 150 countries, EY teams provide trust through assurance and help clients grow, transform and operate.

EY and Life Terra started its collaboration in early Spring and organised a joint planting event in the Netherlands with some of their employees.

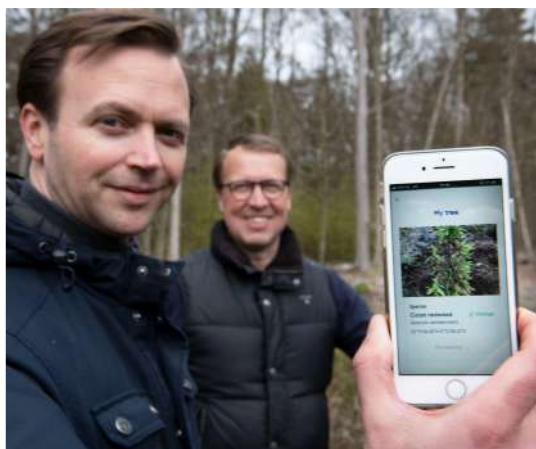
The EY pledge

During the annual EMEA Leadership Summit hosted online, EY partners were encouraged to pledge to plant new trees in collaboration with Life Terra. More than 80,000 trees were pledged in real-time during the Summit in all of the EY EMEA regions.

This partnership is an amazing boost for our mission: to plant trees, grow forests and restore the earth. Now, the next step for this coming year is to plan how to get all trees in the ground as soon as possible. We can't wait to make it happen!

"Tackling climate change is one of the biggest challenges we face. Everyone has a responsibility in this, no one can solve it alone. That is why cooperation for regenerating nature is so important - let's plant together!"

Claudy te Boome - Corporate Responsibility & Sustainability leader



OUR SUPPORTERS

PLANTING PARTNERS



BUSINESS PARTNERS



KNOWLEDGE PARTNERS



SERVICE PARTNERS



OUR SUPPORTERS

WHAT OUR PARTNERS SAY



We owe it to future generations to create a more sustainable planet. Life Terra helps to build a green legacy by educating and engaging (young) people in reforestation.

Bruno Schoonenbeek
Project Leader Energy Transition
Rabobank



At Adyen, we work across functions and teams to get the best results for our partners. It was great to see what we've been working on come to life at Life Terra's tree planting day

Dominique Simons
Head of Impact
Adyen



Tackling climate change is one of the biggest challenges we face. Everyone has a responsibility in this, no one can solve it alone. That is why cooperation for regenerating nature is so important - let's plant together!

Claudy te Boome
Corporate Responsibility & Sustainability leader
EY



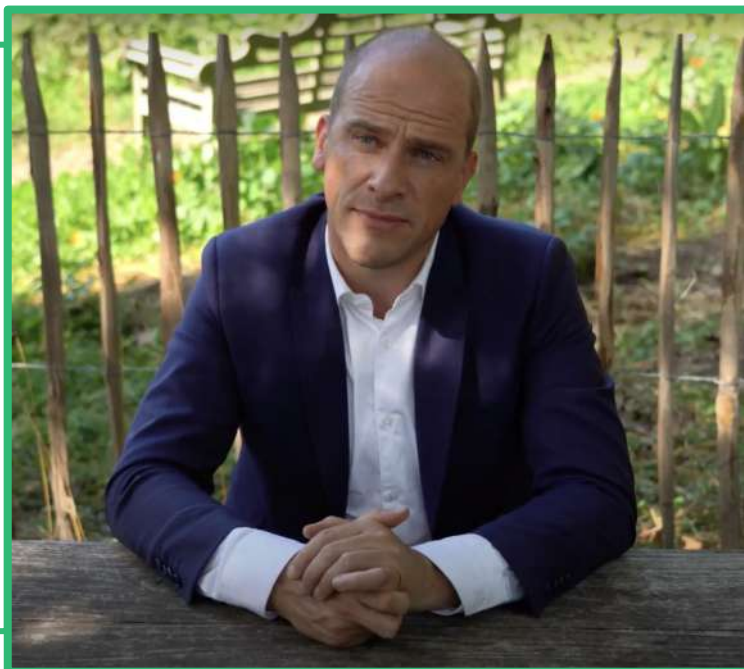
INSTITUTIONAL SUPPORT

WHAT THE INSTITUTIONS SAY



The intention of Life Terra aligns with the goal to plant 3 billion trees that we want to achieve with the European Green Deal. Because that would be the first 500 million, and you will have trees that people really will pay attention to.

Diederik Samsom
Head of Cabinet, European
Green Deal & Commissioner for
CAP
European Commission

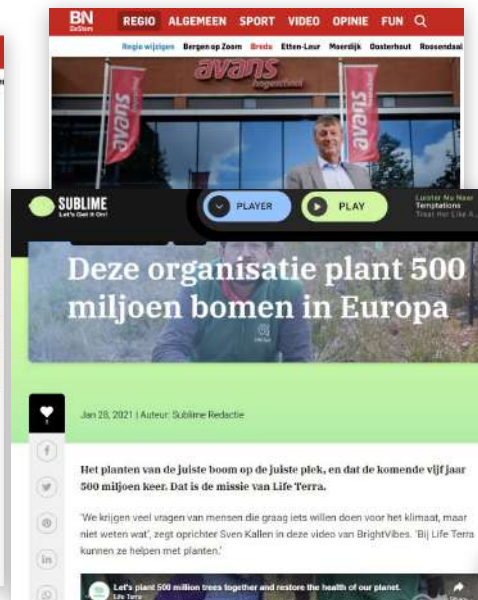


Life Terra fits perfectly with the logic of our policymakers, so much that it contributes almost potentially to half of the total goal so a single project is no longer a small contribution to the implementation of a policy, but it could become a macroscopic contribution.

Angelo Salsi
Head of LIFE Unit
European Commission



LIFE TERRA IN THE PRESS



C&A plantará un bosque entre España y Portugal con ayuda de clientes y empleados

- La marca se une a Life Terra para plantar árboles junto a clientes y trabajadores
- Sus dos hectáreas reducirán más de 250 toneladas de emisiones de CO2
- En zonas afectadas por incendios o la desertificación



Un bosque en recuerdo de los fallecidos por la Covid-19

La aseguradora DKV homenajea a sus clientes víctimas del coronavirus con una plantación memorial cerca de El Bruc, en Barcelona



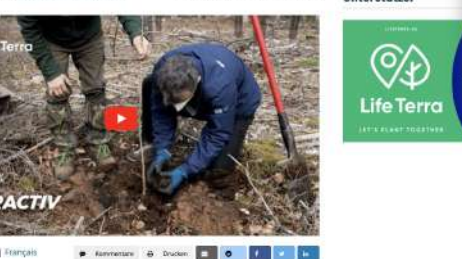
Stift Ehreshoven startet »Life Terra Klimawald«

Stiftung bietet interessierten Waldbesitzern Unterstützung bei Aufforstungen



EURACTIV und die Life Terra Foundation – Zeit zum Bäume pflanzen

Von: Jacques Vermeir und Mieke Kiehlert | EURACTIV.com | 15. März 2021 (aktualisiert: 16. März 2021)



In eigener Sache: EURACTIV beteiligt sich an Life Terra und pflanzt Bäume. Life Terra ist ein Projekt, das durch das LIFE-Programm über die EU-Agentur EIDMEA mitfinanziert wird. Es hat das Ziel, innerhalb von fünf Jahren 500 Millionen Bäume in der EU zu pflanzen – je einen Baum für jeden Europäer und jede Europäerin.



Oberberg
AKTUELL



PAR LUCILE CAILLY - LE 26 FÉVRIER 2022

ECOLOGIE

THEMA'S ▼ OVER ONS

20 maart 2021 door Nathalie van Wijkvliet

Duurzaam

Leestijd: 4 min.



ΜΕ ΕΠΙΤΥΧΙΑ Η ΔΕΝΤΡΟΦΥΤΕΥΣΗ ΣΤΗΝ ΟΙΝΟΝ
(ΦΩΤΟΓΡΑΦΙΕΣ)

■ στα Ταχυδρόμια, Χαλκίδα : © 19 Απριλίου 2021 16:21

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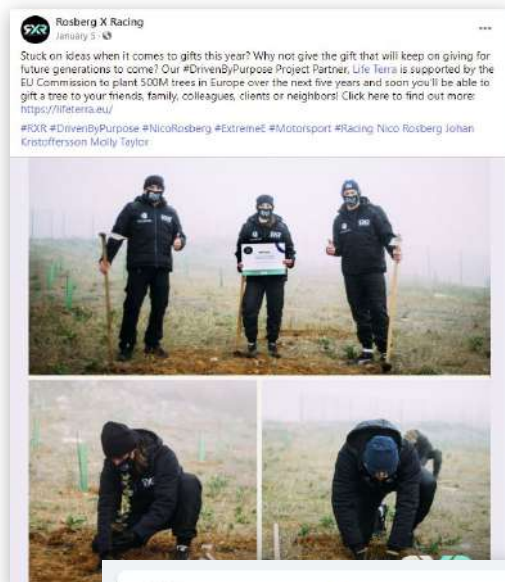
Una plataforma que engloba a vecinos, madres y padres de alumnos, entidades sociales y empresariales le ayuda al ayuntamiento de la ciudad a conseguir un compromiso para crear un entorno verde alrededor de la ciudad de Carverles.



Valor médio de Acurácia / Plataforma 1: 1000 de Adições por Atualiza

34

LIFE TERRA'S SOCIALS



PERSONAL MESSAGE

Limore Noach - Life Terra Director

What a year it has been. From creating biodiverse and climate resilient forests with partners in rural regions to realising food forests with local citizens in urban areas. From organising inspirational webinars to participating in live events and creating awareness for our mission. And from tagging and monitoring trees in our sophisticated dashboard to reaching thousands of pupils through our Terra Mission. It feels like we have been everywhere this year. Although still partly restricted by COVID, we have seized the opportunities we had to show the power of our movement. Life Terra is not just about planting trees. It is about creating a movement to take climate action now! It is about bringing children, citizens and businesses together to green our planet. Planting a tree is just a first step. During our events we experienced how involved

people are once they plant their own trees. It creates ownership. It makes people experience that the future of our planet is actually in our own hands. It makes people realise that we can all take meaningful climate action now. By planting a tree, eating less meat, stop buying single use plastics, riding a bike more often – every step counts, especially if all of us participate.

Personally my highlight was a planting event organised for one of our business partners. They wanted an engaging team event with impact on a local level. We teamed up with the local municipality and found a piece of land within walking distance from their office. The food forest that was realised here, was a citizen initiative – locals can benefit from the fruits & nuts of this food forest. Our partner financed the fruit trees and came

out planting with their employees. They invited citizens and children to join the event. A great example of engagement on all levels – with impact that matters. It makes me think about the legacy we leave. Let's make it a legacy that matters!





"It's the little things citizens do. That's what will make the difference. My little thing is planting trees."

Professor Wangari Maathai, winner of the 2004 Nobel Peace Prize

"We need to halt deforestation as forests are the planet's biggest ally in locking away carbon. Further, forests must be more biodiverse as this will make them more effective at absorbing carbon."

Sir David Attenborough, broadcaster and natural historian



"It is time to step up our efforts to tackle deforestation and forest degradation."

Frans Timmermans, Vice President of the European Commission



**JOIN THE
MOVEMENT AND
HELP RESTORE
OUR CONNECTION
WITH EARTH**



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