



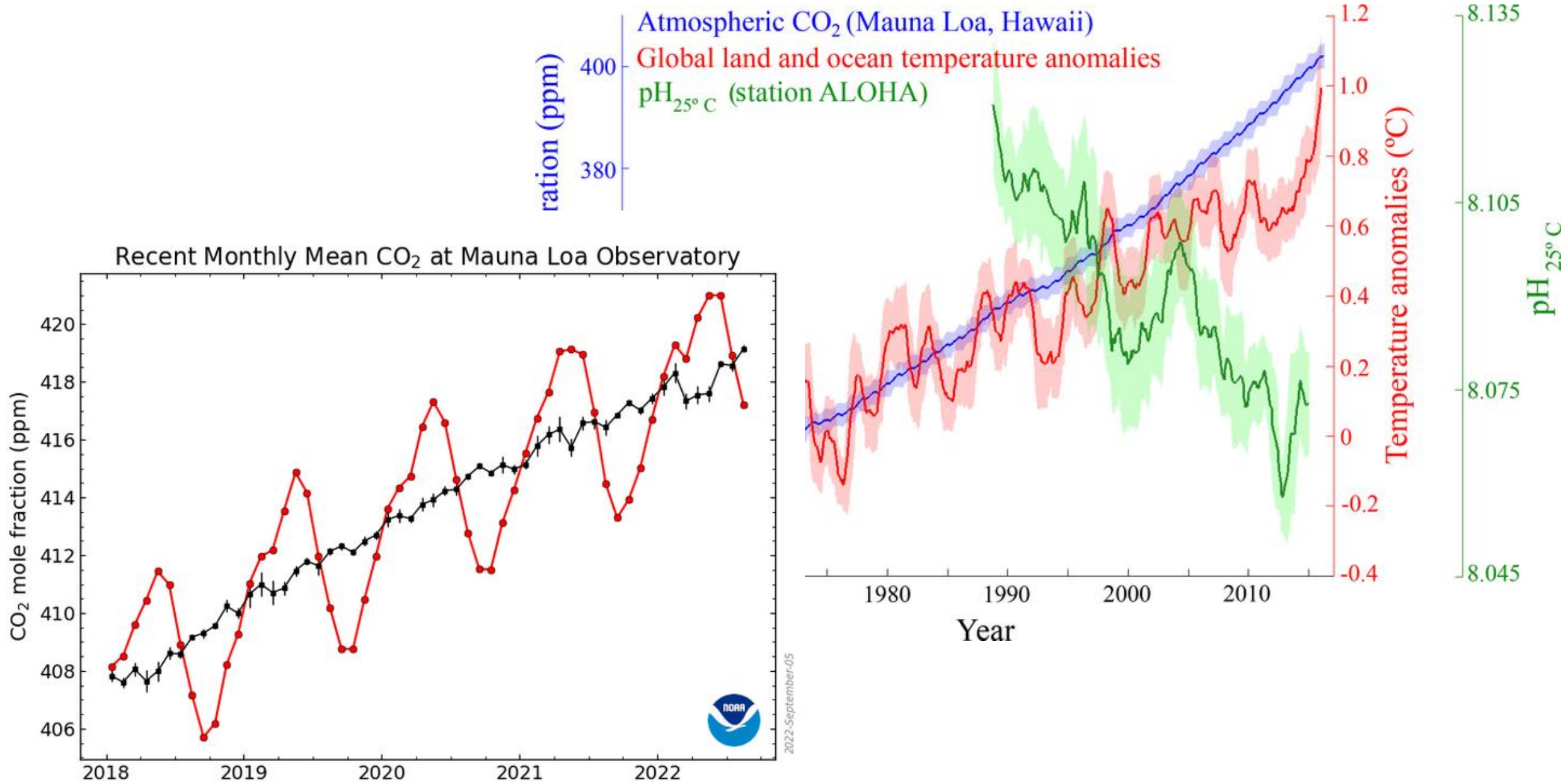
“Life Terra, a pan-european  
approach to accelerate local  
climate action”

**Trees, people and forest innovation  
Conference - București  
September 2022**

Sven Kallen



**LET'S PLANT TOGETHER**















## Climate action for citizens

- Life Terra is a Dutch foundation (ANBI certified) that leads a consortium of 16 organisations of 8 EU countries.
- Our mission is 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 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





# Engaging events





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## Life Terra offers: ambitious climate action & Sustainability Team building activities for local stakeholders

Life Terra's successful tree planting concept can be leveraged into other EU countries.

Objective of cooperation: start with 1 small planting project & geo-localise (tag) all trees

Make it visible: involve partners in launching events (+ possibly invite local citizens, schools etc. to join)

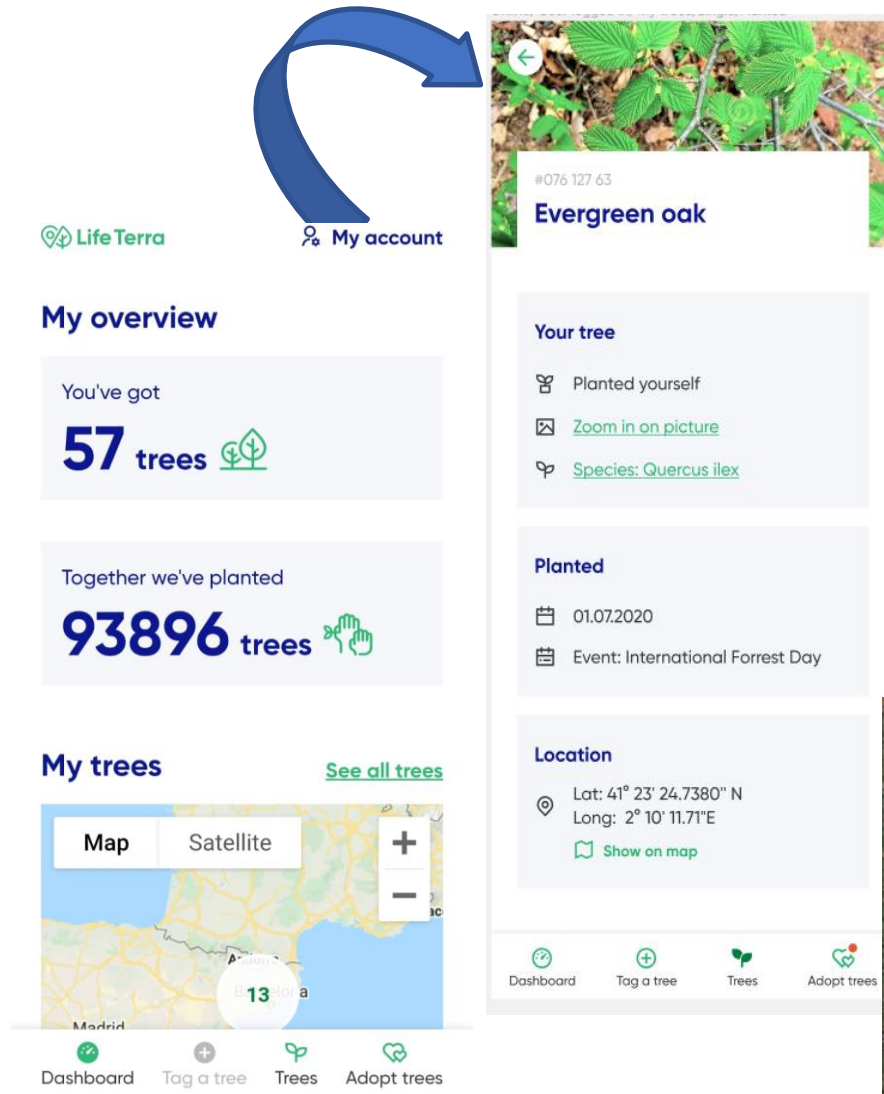
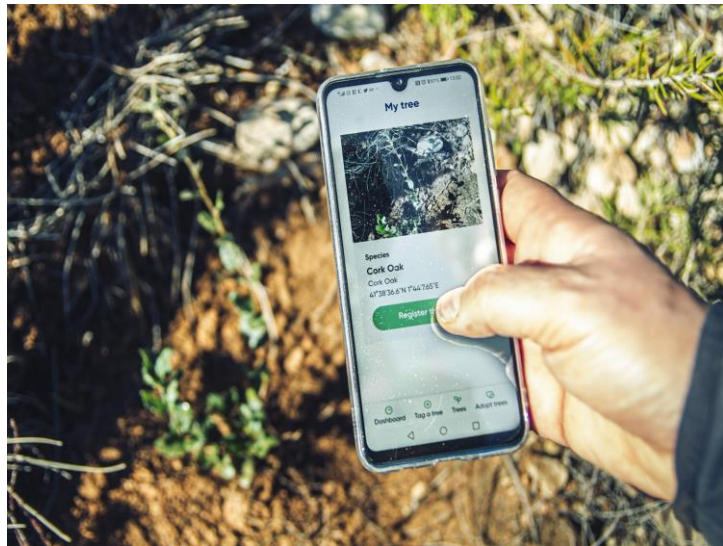
Then scale to expand this concept to other European countries

Leverage the power of your community, collective, organization, company, ... to realize true impact at the local level!

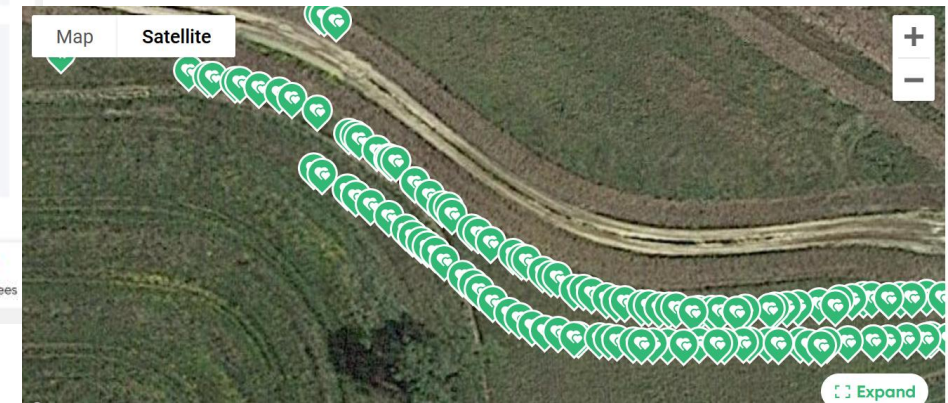


# All trees are Tagged individually creating a unique user experience

Trees can be gifted, auctioned, pledged, tracked, ... in order to add transparency & long term impact



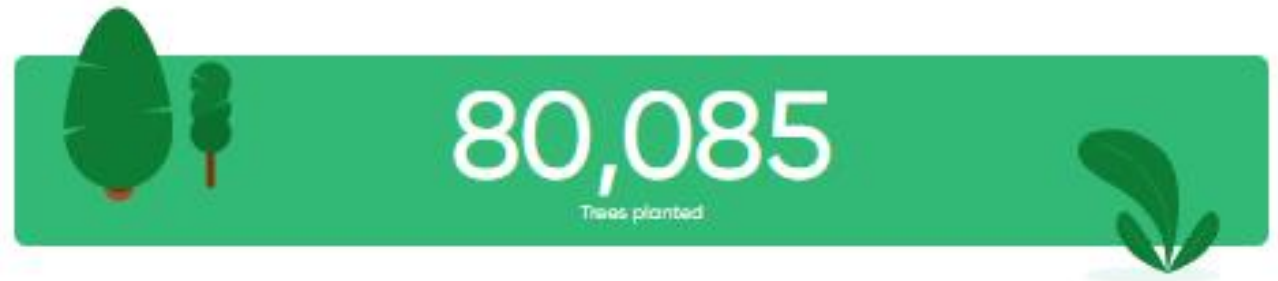
Each tree individually geo-localised





## Results:

- Achieve massive climate impact in Europe → join the biggest European tree planting movement
- Boost local impact in & around multiple cities → involving & facilitating local involvement
- Make all trees visible in NGOs, schools and company tree dashboards → transparency & credibility  
(EXAMPLE EY dashboard)





# Plant trees. Grow forests. Restore Earth.

## Corporate support



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

— Claudia de Pieri Carrazza, Impact Manager - **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 Ernst & Young**





## Institutional support

“ 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 Climate Action Policy - **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**



**8,730,409**

people reached via SM\*



**74**

videos created that reached  
**1,709,292** people



**6,597**

followers on  
social media\*



**7,920**

participants in local  
dissemination events and  
presentations



**365,777**

website  
page views\*\*



**1.211**

press mentions  
in **10** countries





Life Terra is Europe's largest climate action initiative, co-funded by the EU

We are a consortium of 16 partners from 8 countries

4 working groups:  
Technology, Implementation, Education, Communication







## Romania's great potential



- High availability of land
  - Good soils and (still) good climate
  - Relative cost-effective
  - Job opportunities rural areas
  - European support (CAP, Next-Gen funds, ...)
  - Potential for carbon credits, biodiversity credits, water credits, ....
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- Life Terra aims to become more active in Romania
  - Co-financing of trees and planting capacity
  - Registration of trees to increase transparency & credibility
  - By working together, we can accelerate massive climate action!











# Life Terra

LET'S PLANT TOGETHER

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