

# ANNUAL REPORT 2022





**PLANT  
TREES**



**GROW  
FOREST**



**RESTORE  
EARTH**





# RESTORE OUR CONNECTION WITH THE EARTH







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## TABLE OF CONTENTS

<b>7</b>	Looking back
<b>9</b>	Our impact in Europe
<b>11</b>	Financial report 2022
<b>13</b>	Executive Summary
<b>15</b>	Board Members
<b>16</b>	Life Terra Team
<b>18</b>	Who we are
<b>20</b>	Core Values
<b>22</b>	Education
<b>23</b>	Technology
<b>25</b>	Inspiring cases
<b>29</b>	Supporters
<b>31</b>	Press
<b>33</b>	Social media

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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 Y2

PLANTING SEASON (JUNE '21 - JUNE '22)



505

events organised



13

European countries

1,578,961

trees planted



3,805

accounts created  
in the app



255

species planted



1,752

trees adopted by citizens



+45

partners collaborating



28,095

citizens involved



87

Terra Leaders trained

# LOOKING BACK

*JANUARY - DECEMBER 2022*



**8,599**

**followers** on  
social media



**5,592,887**

**people reached** via SM



**44** **videos**

created that reached

**+1,068,653** **people**



**926**

**press mentions**



**111,120** **students &**

**9,260** **teachers**

reached with Terra Mission



**1,083,766,840**

**potential impressions**  
in the media





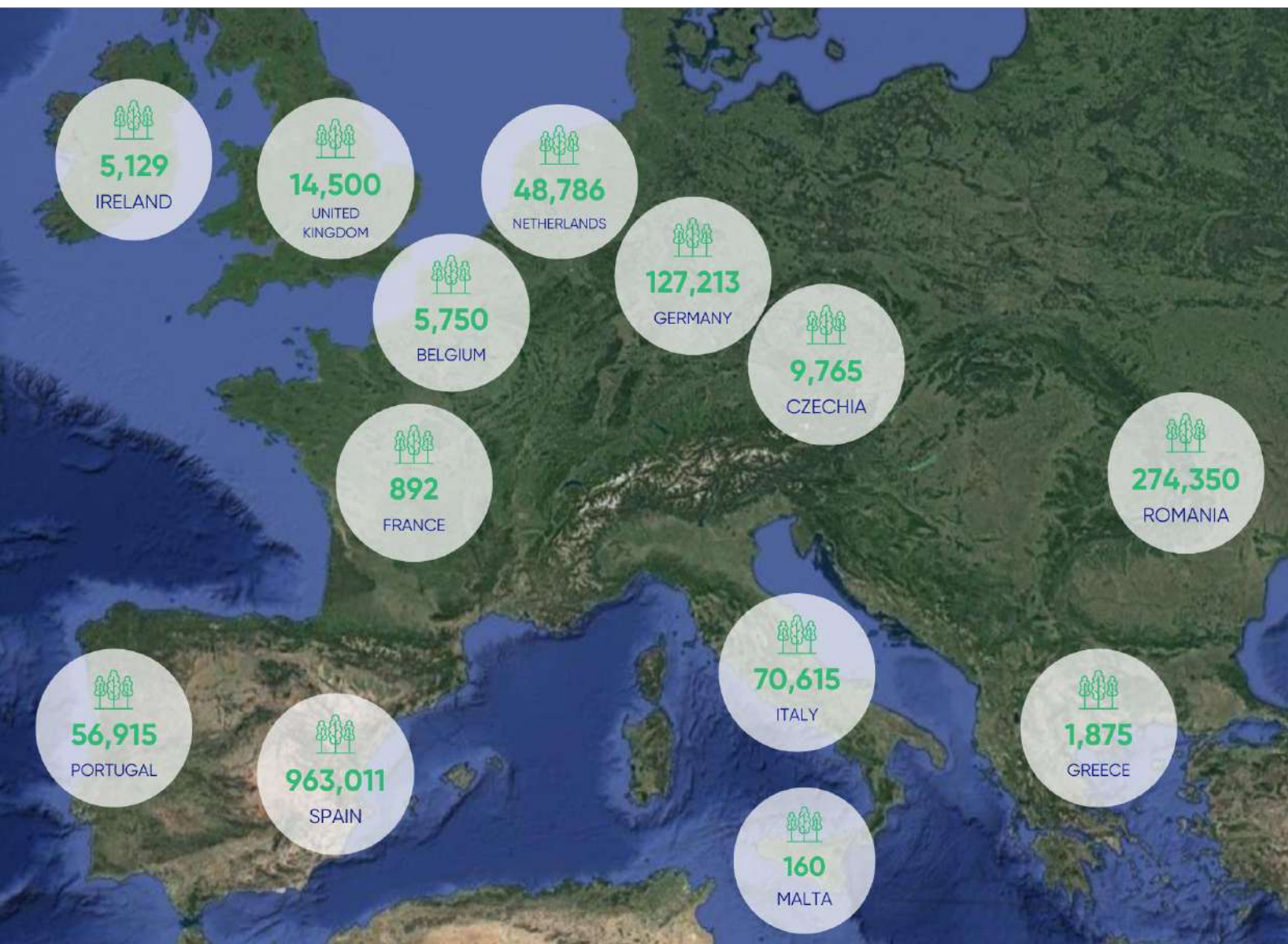
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# OUR IMPACT IN EUROPE

## *NEW COUNTRIES JOIN LIFE TERRA*

Life Terra keeps engaging as many people as possible in climate action activities: from planting trees to monitoring tasks or watering the plots during summer. This second season, more than 28,000 citizens joined us around Europe to do their bit for the Earth.

And this is what we achieved. More countries joined Life Terra and now we are present in 13 European countries:





# BEYOND EUROPE

## NEW COUNTRIES JOIN LIFE TERRA



Life Terra is fully focused on planting trees in Europe. But of course there are a lot of activities around and interest in tree planting projects around the world.

Some of our donors have global presence and would like all "their new trees" to be visible in our Life Terra platform. A good example is EY Middle East for which we planted trees with our partner SEKEM in **Egypt**. In 2023 another local partner will plant trees in Ghana on behalf of EY Africa.

Then, we also have individual initiatives of Life Terra leaders that want to contribute to a greener world when they travel for work or holidays. An example is our first planting in **Costa Rica and South Africa**.

Our app to register and geolocalise trees is free to use for both individual volunteers and other NGOs, so we welcome all new initiatives to add trees to our platform. We support our partners with trees, planting capacity and monitoring services. Together we can achieve true change, one tree at a time!



# FINANCIAL REPORT 2022

Balance						
Stichting Life Terra 2022			2022*			2021
Financial fixed assets		70			70	
Fixed assets			70			70
Accounts receivable		372.616			528.842	
Liquid assets		61.923			621.942	
Current assets			434.539			1.150.784
<b>Total assets</b>			<b>434.609</b>			<b>1.150.854</b>
Equity		10.051			-22.498	
Result current year		21.272			32.549	
Total equity			31.323			10.051
Provisions		4.721			388.221	
Total provisions			4.721			388.221
Wage taxes		-			34.115	
Other account payables		398.565			718.467	
Current liabilities			398.565			752.582
<b>Total liabilities</b>			<b>434.609</b>			<b>1.150.854</b>
* 2022 figures are currently being audited by EY						



# FINANCIAL REPORT 2022

Statement of Income and Expenses						
Stichting Life Terra 2022			2022*			2021
<b>Donations &amp; Subsidies</b>			<b>1.650.794</b>			<b>1.316.546</b>
Project cost Life Terra			956.362			821.350
<b>Gross margin</b>			<b>694.432</b>			<b>495.196</b>
Wages and salaries		508.900			314.236	
Social security		112.335			95.394	
Other personnel costs		-			14.627	
Project costs personnel			621.235			424.257
Other expenses			51.925			16.010
<b>Total Operational costs</b>			<b>673.160</b>			<b>440.267</b>
Financial result			21.272			54.929
Interest and financial costs			-			22.380
<b>Result</b>			<b><u>21.272</u></b>			<b><u>32.549</u></b>
* 2022 figures are currently being audited by EY						



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# EXECUTIVE SUMMARY

## 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 CO<sub>2</sub> 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, effectively capturing 100 million tons of CO2 equivalent\*.

## OUR APPROACH

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.

To achieve this ambitious project, we are proud to work with a consortium of 17 partners from 8 EU countries that will bring expertise, knowledge and network in implementation, technology, education and communication. Our project is approved and supported by the European Commission through their LIFE programme and was awarded €7 mln, which the consortium will use as seed money to put this initiative on the map.

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



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# SUPERVISORY & MANAGEMENT BOARD



*Jurriaan Ruys*  
*Chairman*



*Bertien van Baak*  
*Member*



*Tomas Simons*  
*Treasurer*



*Sven Kallen*  
*Founder & Secretary*

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# 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. Check our [website](#) to get to know us better.





# A LEGACY THAT MATTERS





# 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. Our Consortium is present in 8 European countries.

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



## 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



# WHO WE ARE



**Plant;** 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.



**Monitor;** it 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.

## STRONG PACT: Life Terra's beneficiaries





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# 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.





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# Education: Terra Mission



Since the beginning of the project, +110,000 students have used our educational package, **Terra Mission**, to learn about sustainability. More than 9,000 teachers have taught about 8 different themes: climate change, energy, waste, circular economy, water, agriculture, air and trees.

This year, Life Terra, in collaboration with Scientix, developed the [Terra Mission MOOC](#). This Massive Online Open Course was addressed to primary and secondary teachers interested in integrating sustainability topics in their classroom. It had more than 1,500 participants from 52 different countries.

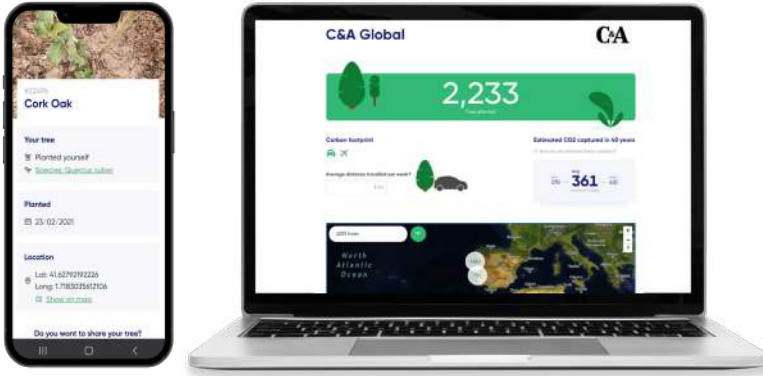
Also, the Education team together with Scientix, participated in the 2022 STEM Discovery Campaign with its first [Terra Mission Challenge](#). More than 60 teachers participated with their primary and secondary classes.



And the [Life Terra Guide for School Plantings](#) was developed to help teachers organise a planting activity with their pupils. So far, more than 400 classes have planted trees with their school within the Life Terra project.



# Technology: Life Terra's platform



We have developed our **Life Terra's platform** to count and monitor the newly planted trees. We want to be transparent not only in the number of trees planted during the project but also with the success of these reforestations.

With our platform, citizens and companies can tag the trees they planted during the Life Terra events.

Once tagged, they can afterwards monitor them and check some relevant information (species, CO2 estimation, and other details) in their own **personal dashboard**. In 2022, more than 5,800 people have opened an account with the Life Terra platform to track their planted trees.

Also, companies can have their own **Company dashboard** to track their planted or adopted trees with Life Terra. More than 260 organisation are using now this feature.

Furthermore, all [Life Terra events](#) can be checked in our website, where we track all trees planted in a particular event, tree species, map and description of the plot, CO2 estimation, etc. Soon, event pages will also display satellite monitoring updates for all plots.







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





# PROTOTYP: CARBON-NEUTRAL JOURNEY TO PLANT TREES



"Oh yes, the fun we all had investing in the future for coming generations, communicating in english with a bunch of highly motivated 10 year olds! For me and my colleagues visiting from Sweden it was truly a fantastic experience. Highly recommendable to other companies/organisations, you will not regret it!"

Pontus Österberg - Co-founder

## From sweden to Barcelona to restore biodiversity

As part of their sustainability activities, the company organised its 2022 Spring team meet with their colleagues in Barcelona in true carbon neutral style. All employees from the Swedish Headquarters traveled by train across Europe until Tiana, Badalona (Catalonia) to plant more than 300 trees next to the children of the Escola Dolors Monserdà-Santapau from Barcelona.

If for the almost 50 kids this was an engaging way to spend the day with their friends at the park, for the Prototyp team it was a journey across the continent: 36 hours after the departure, they could finally get their hands dirty on the field, all while taking advantage of the occasion to explore Europe and get to know each other.

This was an event that truly embraced the values lying at the heart of our foundation. Not only did we plant a diverse mix of native trees and shrubs, but also the tree planters themselves were dazzled with diversity. Using hands and feet to communicate, together they made a big stride towards restoring local biodiversity of a burnt area in the Parc de la Serralada Marina. A great example of how climate activism can bring people together, inspire concern for our natural environment and even facilitate cultural exchange.







## INSPIRING CASE

# ETHAN'S BAR MITZWA PLANTING PROJECT



### A boy's initiative to plant trees

Life Terra has quite a few inspiring stories, but the one of Ethan's planting project is still in the highest ranks! For his Bar Mitzwa, Ethan set up a crowdfunding to raise money to plant trees. And he succeeded!

This planting season, Ethan Chassin came out with his family and friends to plant the first 1,000 trees, and next year (2023) we will finalize the planting of the remaining trees. In total, more than 1,500 new trees and shrubs will be added to the existing forest.

The trees were planted on the estate of Pijnenburg, in the province of Utrecht (The Netherlands). This area had been infested by the Bark Beetle, which usually attack trees under stress factors, such as drought or diseases. Bark Beetles can contribute to the damage and decline of trees, and in some cases even death.

For this reason, we planted a mix of tree and shrub species, such as Oak, Chestnut, Linden and Pine trees which will help to increase the biodiversity and develop a climate-proof forest.

Beautiful initiative carried out by a 13 year-old boy who didn't want to get a present for himself, but offer one to the generations to come.







## INSPIRING CASE

# LA JUNQUERA: RESTORING A REGENERATIVE FARM



### From organic almond and heritage grains to regenerative

La Junquera farm is a regenerative agriculture project in the region of Murcia, a semi-arid ecosystem severely degraded by deforestation, industrial agriculture and water exploitation.

They are now converting the 1,100-hectare organic almond and heritage grains farm into regenerative land.

Life Terra and La Junquera united forces to plant 10,000 trees and shrubs in 2021 to help accelerate the reforestation efforts of the farm's ecosystem. And as this reforestation was successful, we continued to plant trees this last planting season.

The trees planted will help to fix the soil and slow down erosion, increase rainwater retention and boost biodiversity which at the same time contributes to increasing the presence of local fauna in the area. This beautiful project has an open fundraiser that you can access [here](#).

*"For any landowner that wants to reforest its land, I would definitely recommend Life Terra. It was a flexible and fast process. Hopefully, we will plant more and more the next years."*

Alfonso Chico de Guzmán - Landowner







## INSPIRING CASE

# PLANTING THE 1 MILLIONTH TREE WITH NICO ROSBERG

### First 1 million trees in the ground

In December of this year, we reached a really important milestone: Life Terra put their 1 millionth tree in the ground! And we were honoured to do it with Nico Rosberg and its team in Sardinia, Italy.

We were very grateful to get the support of Allianz Germany and Allianz Italy for this project, which they not only did help us plant trees, but organised several local school classes to participate in the planting activity.



*"We have and we want to plant many more millions of trees in Europe engaging as many citizens and young generations as possible. But this is an amazing milestone for our still young project and we have to celebrate it!"*

Sven Kallen - Founder of Life Terra





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# OUR SUPPORTERS

Life Terra collaborates with more than **45 partners** from different fields: business organisations, planting partners, NGOs and other interested stakeholders.



Check the [website](#) for the full list of partners.

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# OUR SUPPORTERS

## WHAT OUR PARTNERS SAY



"The fun we all had investing in the future for coming generations, communicating in english with a bunch of highly motivated 10 year olds! For me and my colleagues visiting from Sweden it was truly a fantastic experience. Highly recommendable to other companies/organisations, you will not regret it!"

## Typeform

"We consider planting trees to be a very simple and easy way to immediately contribute. With Life Terra, we are able to get things like this done faster."

**MACH3 /// BUILDERS**



Life Terra was able to meet with the French Minister of Agriculture and Food Sovereignty, **Mr. Marc Fesneau** during one of our events in France to plan our alliance for the campaign "un scout, un arbre" in collaboration with Scouts Unitaires de France, Plantons pour l'Avenir and Forestry Club de France.







# LIFE TERRA IN THE PRESS



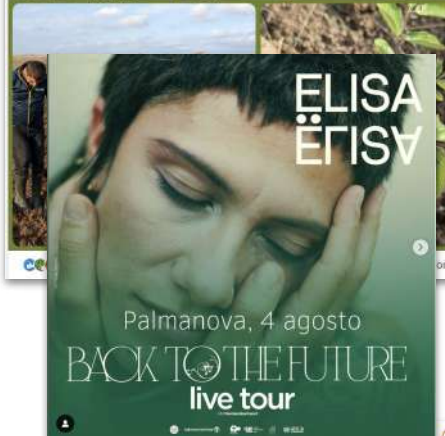


# LIFE TERRA'S SOCIALS



During this year, we have increased our number of followers and reach by sharing informative, empowering and action-oriented content at least once a day.

Life Terra has more than **8,000 followers** (LinkedIn, Facebook, Instagram and Twitter) and generated more than **5 million impressions**.





**“There is a growing number of people, especially young people, who are aware of these problems and are fighting for the survival of our only home, planet Earth. We must all join that fight before it is too late.”**

**Renowned English primatologist, Jane Goodall**  
(Picture by the New York Times)



**“We want to leave the next generation a healthy planet as well as good jobs and growth that does not hurt our nature”**

**President of the European Commission, Ursula von der Leyen**  
(Picture by LaSexta6)



**“We all have a choice. We can create transformational action that will safeguard the living conditions for future generations. Or we can continue with our business as usual and fail.”**

**Climate Activist, Greta Thunberg**  
(Picture by MODO FONTEVECCHIA)







**LET'S PLANT  
TOGETHER**





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