

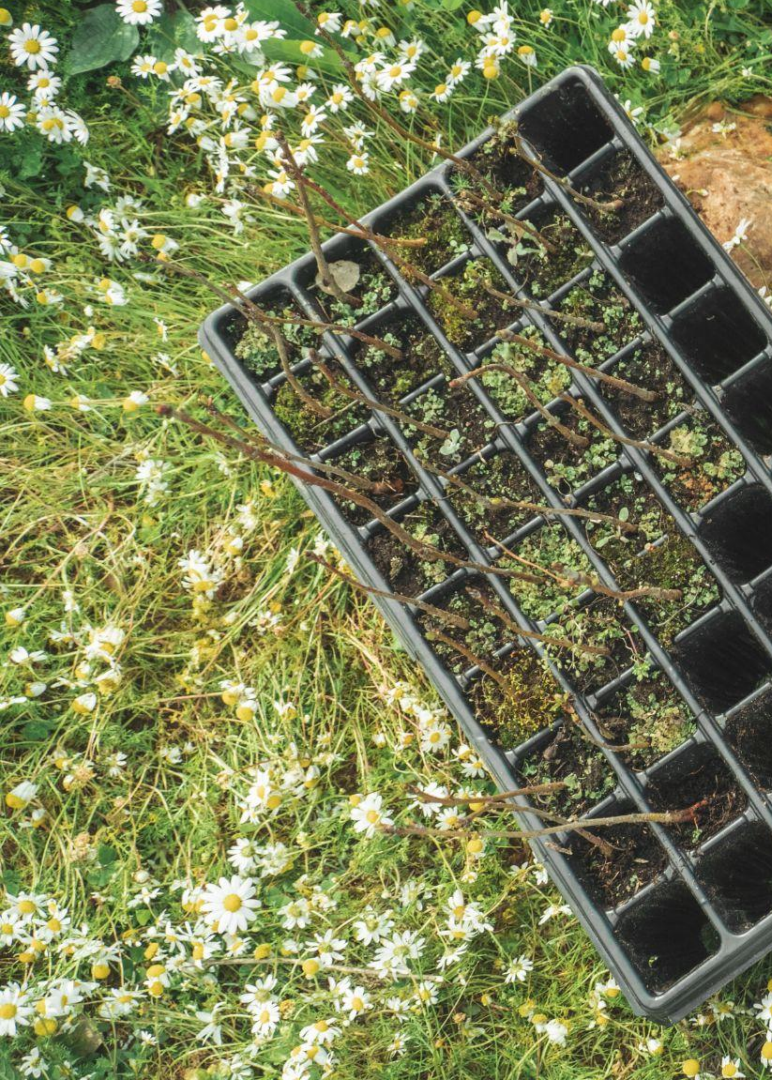


# Life Terra

LET'S PLANT TOGETHER







**10.00** Introduction of Nadace Partnersvi & Life Terra/Transfer

**10.30** Introduction of EUKI proposal – review objectives

**11.15** Coffee break

**11.45** Introduction communications & promo campaigns Life Terra & European Tree Planting Day

**13.00** Lunch

**14.30** End program





# Life Terra's mission: 500 million new trees for Europe

Life Terra is a Dutch 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 core team



Sven Kallen  
Founder/Impl.



Tiago de Santana  
Technology Manager



Nadia Stomp  
Partnership  
Manager



Roos van Der Donk  
Business  
Development  
Manager



Madeleine Von Borcke  
Business Development  
Consultant Germany



Luis Suárez-Llanos  
Reforestation  
Project Manager



Ties van der Stappen  
Replication  
manager



Lorenzo Pierazzi  
Support



Marije van den Oever  
Implementation  
Manager



Sabine Lieb  
Implementation  
Manager



Marcos López Ercilla  
Project Manager and  
Carbon Removals  
Coordinator



Anna Colàs  
Communication  
Manager



Antonio Costabile  
Communication and  
Design Specialist



Sonia Marill  
Photographer and  
Videomaker



Aroa Gregori  
Education  
Manager





# What makes us unique



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



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



**Monitor**  
each tree planted,  
unique tracking system



**Build**  
communities, planting  
trees impacts society  
at large

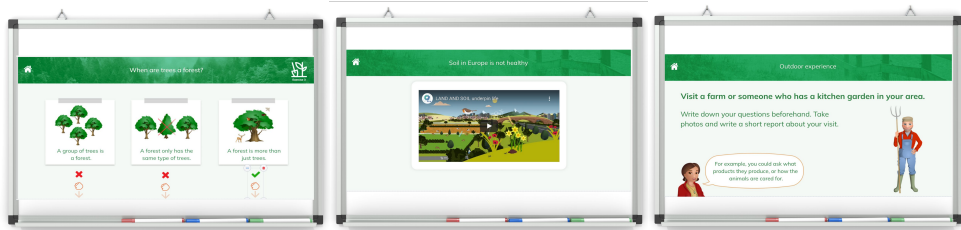




# Education

## Terra Mission

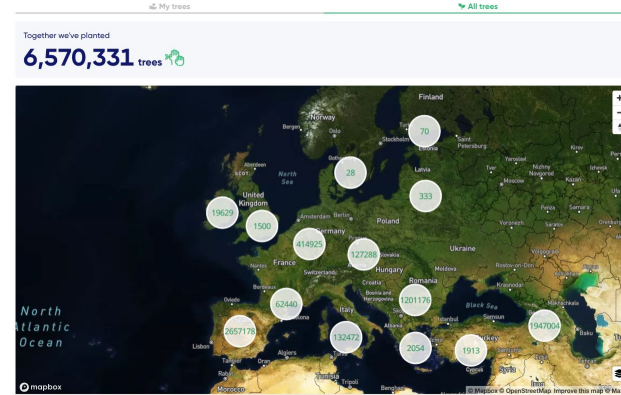
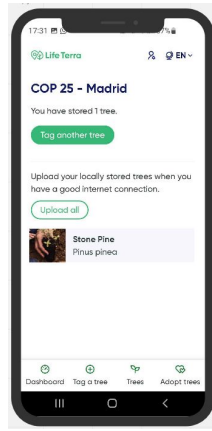
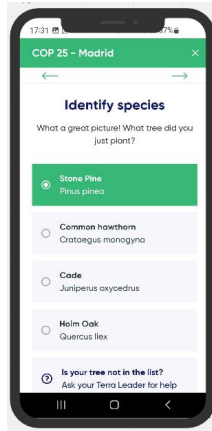
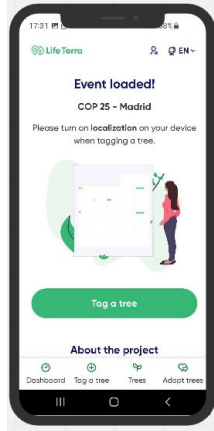
- Life Terra Educational Package
  - Based on STEM & best available science
  - Learning levels: 8-10 & 12-14
  - Digital, interactive (IWB)
  - Several languages (EN, DE, GR, IT, NL, PT, SP)
  - Solutions-oriented (What can we do?)
  - Outdoor activities (School Tree Planting Guide)





# Monitoring technology

## Tagging tool



### Mountain-ash

Tree  
Planted yourself  
[View large image](#)  
Species: Sorbus aucuparia

Planted  
13/04/2022  
[LifeTerra & EasyTerra's cohort with FV Ireland](#)

Location  
Latitude: 53.403316  
Longitude: -6.2479983

Do you want to share your tree?





# Monitoring technology

## Life Terra platform

### My overview

You've got

**4 trees**

Estimated CO2 captured in 40 years

min 493 — **656** <sup>57</sup> — max 819  
kilos of CO2eq

[How do we estimate these numbers?](#)

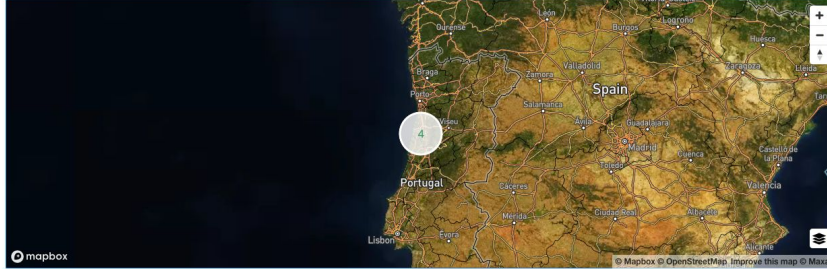
Together we've planted

**6,570,331 trees**

Life Terra: 1,216,765 Planting partners: 5,353,566

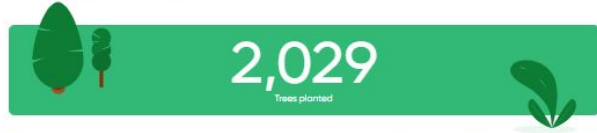
### My trees

[See all trees](#)



### Vinagra Village

VINAGRA VILLAGE



#### Carbon footprint



Average distance travelled per week?

100 | km



You're on the right track!  
The trees will capture more than your commute in 40 years!

#### Estimated CO2 captured in 40 years

[How do we estimate these numbers?](#)

min 93 — **123** <sup>57</sup> — max 154  
tonnes of CO2eq





# Monitoring technology

## Monitoring tool





## BUSINESS PARTNERS



## Our ecosystem





## TREE PLANTING PARTNERS





## CO-BENEFICIARIES LIFE PROJECT



**CERTH**  
CENTRE FOR  
RESEARCH & TECHNOLOGY  
HELLAS



**LEGAMBIENTE**



**viverosfuenteamarga S.L.**  
PLANTA AUTÓCTONA FORESTAL



an h

**Gynzy**

**COMUNICAZIONE**  
ZYGOMALAS & FABIANI GMBH



**UNIVERSITAT DE  
BARCELONA**



**VOLTERRA**  
power up your soil



**BRIGHTVIBES**  
APPLY THE GOOD IN THE WORLD



**LAND LIFE  
COMPANY**





## KNOWLEDGE PARTNERS

RESTOR

Algae Innovations  
Netherlands

climatetrade

BOIS DE RODE BOS  
FRUITIERS HORS DU COMMUN

SCIENTIX  
The community for science  
education in Europe

NATURE BASED  
SOLUTIONS  
INSTITUTE

Praxis Forest Initiative

ELO  
European Landowners' Organization

ClimatePartner

NATIVES

PIVOTAL



# Our journey





# Our impact



**80,204**  
citizens  
involved



**22,929**  
classrooms  
participating



**+1,491**  
Number of events



active in **+20**  
countries



**6,599,954**  
trees planted



**+500**  
species planted



**600,000**  
Tn  $\text{CO}_2$  eq.  
to be captured



**11,259,192**  
people reached  
via SM







**TRANSFER**  
CONSULTANCY

**Kathy Franco**  
**General Directorr**

**[www.transferconsultancy.com](http://www.transferconsultancy.com)**

**[kathy@transferconsultancy.com](mailto:kathy@transferconsultancy.com)**

13th of March 2024





**TRANSFER**  
CONSULTANCY

# Our team



**Kathy Franco**  
**General Director**



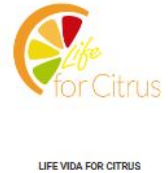
**Juan José Restrepo**  
**Compliance manager assistant**

# Who we are and what we do



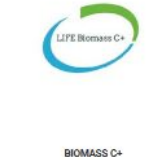
## International consultancy in innovation strategy

- 20+ Years of Experience
- Focused on Climate change & Sustainability
- R&D&I Financing >70% Success Rate



## Bridging the Gap

- Connecting a Global Network
- Partnering with Market-Driven R&D
- Fostering Public-Private Synergies
  - Energy Efficiency
  - Environmental Solutions...
- 19 European Projects Secured
  - Over €35 Million Funded



## Beyond Funding

- Compliance Management Expertise
  - Budget Control & Administrative Support





# Areas of work



AGRICULTURE



FORESTRY



ENVIRONMENT



AGRO-FOOD PRODUCTION



RURAL DEVELOPMENT



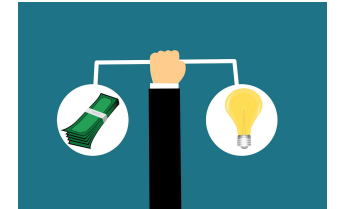
GREEN & CIRCULAR  
ECONOMY



INDUSTRY



WASTE MANAGEMENT



ENERGY



INNOVATION



CONTAMINATED WATER  
TREATMENT



E-MOBILITY





Federal Ministry  
for Economic Affairs  
and Climate Action



European  
Climate Initiative  
EUKI

8th EUKI Call for Project Ideas 2024

# EUTreeAlliance: building a network to boost large scale climate action for all Europeans

Barcelona, 18/04/2024



Life Terra



NADACE (CZE)



SCOUTS  
Croatia

ECOASSIST  
(RO)





- 1. Introduction**
- 2. Consortium**
- 3. Strategy**
- 4. Impact & Outcome**
- 5. Outputs**
- 6. Work packages**
- 7. Timeline**
- 8. Budget**

## 1. Introduction

# EU Tree Alliance: building a network to boost large scale climate action for all Europeans

**EU Tree Alliance** means building a cooperation around tree planting that engage different target groups across all European regions to enhance carbon sequestration by planting trees and effective & continuous knowledge exchange.



8th EUKI Call for Project Ideas 2024 - 1<sup>st</sup> stage : 12/03/2024 - 2<sup>nd</sup> stage : June 2024 – Aug 2024

Duration: 03/02/2025 – 30/07/2027 -29M - Topic: Carbon Removals and Sinks



## 2. Consortium

# EUTreeAlliance

Organization	Country	Description
<b>STICHTING LIFE TERRA</b>	NL	Stichting 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.
<b>NADACE</b>	CZCH	Nadace Partnerství is the biggest Czech Republic's tree planting organisation and active in multiple climate action activities.
<b>Scout Association of Croatia</b>	CRO	The Scout Association of Croatia is a national scouting organization and the largest organization for children and youth in Croatia.
<b>ECOASSIST</b>	RO	ECOASSIST is Romania's biggest NGO planting trees.





### 3. Strategy

#### WHAT:

**Knowledge sharing platform:** including a yearly congress, webinars and workshops, hosting community planting events, and employing mobile applications to register and monitor trees

#### WHO:

**Target groups participating:** governments, municipalities, educational institutions, civil society, consumers, enterprises.

#### WHERE:

**Target countries:** Czech, Croatia, Romania, and replicated in Poland, Bosnia and Herzegovina, Serbia, Slovakia, Hungary, Slovenia, Lithuania, Latvia, Bulgaria.

#### HOW:

**Demonstration plots:** planting new trees so stakeholders can see firsthand how climate action provides multiple ecosystem benefits and positive impact.



### **IMPACT (result)**

***Expand cross-border cooperation in Europe to facilitate climate change knowledge and responsible decision making for planting trees.***

***Raise climate awareness in Central & (South) Eastern Europe among governments, municipalities, and society***

***Motivate people all ages (from schools, communities, companies) to get involved in local climate action under a common European banner (“together we can make our cities, villages and rural areas more resilient against the impacts of climate change and foster large scale climate action in Europe”***

### **OUTCOME (main objective)**

***Build and strengthen the first European network of national tree planting initiatives, raise awareness about climate solutions and involve people in climate action through their involvement in live experiences within outreach, education and tree planting events.***

## 5. Output



<b>OUTPUT 1 (results)</b> <b>Creation of the first European tree planting network</b>	<b>OUTPUT 2</b> <b>Development of planting events</b>	<b>OUTPUT 3</b> <b>Promotion of awareness raising to engage in climate action</b>
<p><i>EUTreeAlliance conference. Special focus will be placed on providing an exhibition area, where climate and reforestation initiatives can set up booths to share their projects with the attendees.</i></p> <p><b>Results:</b> 13 countries, 130 organisations subscribed, 3 EU conferences (200 parti)</p>	<p><i>This Alliance empowers individuals to participate in climate action and facilitates the exchange of updates on climate initiatives with regional governments.</i></p> <p><b>Results:</b> 36 planting events with av. 200 participants, 54,000 new trees planted</p>	<p><i>Our communication campaigns and events provide an incentive to inform and involve the community to become motivated and actively involved.</i></p> <p><b>Results:</b> 8 workshops, 9 webinars (each with 150 participants) Overall reach of project: 10,350 persons directly involved + website/social media 50,000 visits</p>





## 6. Work Packages

<b>WP 1 Creation of the EUTreeAlliance</b>	<b>WP 2 Hands on community events</b>	<b>WP 3 Learning through live experiences</b>
<p><i>To connect the different actors and reinforce their communication and coordination the following tasks will be performed:</i></p> <ol style="list-style-type: none"><li><i>1. Listing current tree planting initiatives</i></li><li><i>2. Web page design</i></li><li><i>3. Development of the EUTreeAlliance Summit</i></li></ol>	<p><i>Planting events <b>36 planting events</b> will be organised in CZE, HRV, ROU (9) and replication countries POL, BIH, BUL, SRB, SVN, HUN, SVK, LTU, EST, LVA (27).</i></p>	<p><b>Organization of Workshops, Webinars and training</b></p> <ol style="list-style-type: none"><li><i>1. Half-day webinar (x9)</i></li><li><i>2 One-day workshop (x8)</i></li><li><i>3. Dissemination material (leaflets, brochures, pictures, videos) and Reports</i></li></ol>



## 7. Expected results



	WP1	WP2		WP3			<b>EXPECTED RESULTS</b>
	Conference	Plantation event	NGO events	Workshop	Webinar		13 countries
<b>STICHTING</b>			6	4	3		130 registered organizations 10/country
<b>NADACE</b> Slovakia, Polonia, Hungary	1	3	9	2	3	600	3 EU conferences (200 people*3)
<b>Scout</b> Slovenia,Bosnia	1	3	6	1	1	7,200	36 Planting events (200 people*36)
<b>EcoAssist</b> Serbia, Burgari	1	3	6	1	2	1,200	8 Workshops (150 people*8):
						1,350	9 Webinar (150 people*9):
	3	9	27	8	9	10,350	
		<b>36</b>					



## 8. Timeline

		YEAR 1 (10 M)				YEAR 2 (12 M)				YEAR 3 ( 7 M)		
		[Feb]00-01	02-04	05-07	08-10	11-13	14-16	17-19	20-22	23-25	26-28	29[Jul]
WP	Deadline	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3	Q 4	Q 1	Q 2	Q 3
<b>WP 1 Constitution of the EUTreeAlliance</b>												
A.I.1. Listing current tree planting initiatives in the EU	3M		PDF & Word									
A.I.2. Web page design	3M		online									
A.I.3. Development of the EUTreeAlliance Summit												
A.I.3.1. Conference in Czech	9M				Czech							
A.I.3.2. Conference in Croatia	15M								croatia			
A.I.3.3. Conference in Romania	27M										rumania	
<b>WP 2 Hands on community events - Planting events</b>												
A.II.1. Tree planting: Czech	9M	Czech			Czech		Czech					
A.II.2. Tree planting: Croatia	15M			croatia			croatia		croatia			
A.II.3. Tree planting: Romania	27M				rumania			rumania			rumania	
Poland (NGO)	14M		Poland				Poland			Poland		
Slovakia	16M		Slovakia			Slovakia			Slovakia			
Bulgari	20M		Bulgari			Bulgari				Bulgari		
Serbia	22M		Serbia		Serbia			Serbia				
Bosnia and Herzegovina	26M				Bosnia				Bosnia	Bosnia		
Hungary			Hungary			Hungary			Hungary			
Slovenia			slovenia				slovenia			slovenia		
Lithuania			Lithuania			Lithuania				Lithuania		
Estonia				Estonia				Estonia				
Latvia							Latvia					

STICHTING

NADACE

Scout

EcoAssist

### WP 3 Learning through live experineces - Workshops, Webinars and training

[illegible]



## 8. Budget



	EUKI grant (EUR)
LIFE TERRA	482.170
NADACE	226.886
SCOUT CR	129.886
ECOASSIST	149.886
Total [EUR]	988.828

	EUR
2024 [EUR]	0
2025 [EUR]	323.926
2026 [EUR]	388.711
2027 [EUR]	226.748
Total EUKI grant [EUR]	939.385
Own funds (5%)	5.343
Third party funds	44.100

			global division			
		STICHTING	NADACE	Scouts Croatia	EcoAssist	TOTAL
17%	1. External services	81,968.90	38,570.62	22,080.62	25,480.62	168,100.76
58%	2. Staff	270,658.60	125,593.88	69,333.88	80,933.88	546,520.24
6%	3. Transportation / Travel costs	28,930.20	13,613.16	7,793.16	8,993.16	59,329.68
	4. Procurement of materials and equipment	0.00	0.00	0.00	0.00	0.00
8%	5. Other costs / Consumables	38,573.60	18,150.88	10,390.88	11,990.88	79,106.24
	6. Funds for direct support of third-party beneficiaries	9,000.00	6,000.00	6,000.00	6,000.00	27,000.00
	7. Pro-rata local project costs	0.00	0.00	0.00	0.00	0.00
11%	8. Administration cost	53,038.70	24,957.46	14,287.46	16,487.46	108,771.08
	Subtotal	0.00	0.00	0.00	0.00	0.00
	9. Forwarding of Funds	0.00	0.00	0.00	0.00	0.00
100%		482,170.00	226,886.00	129,886.00	149,886.00	988,828.00





Federal Ministry  
for Economic Affairs  
and Climate Action



European  
Climate Initiative  
EUKI

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Barcelona, 18/04/2024



Life Terra



NADACE (CZE)



SCOUTS  
Croatia

ECOASSIST  
(RO)

# Communication Strategy Life

**Terra** campaigns

[www.lifeterra.eu](http://www.lifeterra.eu)



**Life Terra**





# Communication strategy

- More than a “tree planting initiative” → create a movement & awareness
- Restore our connection with earth → take impactful climate action
- Channels:
  - Website & blog
  - Social media: LK, In, Fb, Tw, Tk, YT
  - Newsletters & email campaigns
- Importance of video to get to a general audience
- Consortium: BrightVibes, EURACTIV, EFE Verde



# KPIs & Achievements



**11,259,192**

people reached via SM



**13,432**

followers on social media\*



**1,787**

subscribers to the newsletters with

**50.17%** average open rate



**104**

videos created that reached

**1,887,252** people



**11,650**

participants in local  
dissemination events and  
presentations



**2,007**

press mentions in

**+15** countries

\*Data from 01-07-2020 till 31-03-2024



# Importance of video



Social/human focus videos  
showcasing our events



Environment, general  
knowledge videos

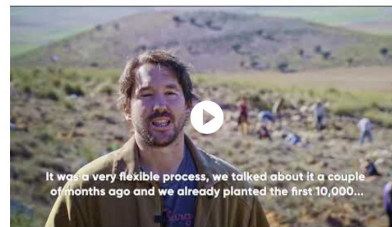
# Promo campaigns

- Social media campaign to promote “adopt a tree”
  - La Junquera project
  - Special days: St Valentine’s, Mother’s Day...
  - End of year campaign
- Online webinars: Link Tree Planting to your University, EU GREEN WEEK
- Climate Action Awards
- Student Ecosystem Restoration Contest (summer 2024)



## About La Junquera and our collaboration

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. But now they are converting the 1,100-hectare organic almond and heritage grains farm into regenerative. Watch the video to know Alfonso and his story.



We 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





# European Tree of the Year

- How do you organise the campaign?
- How does the voting system work?
- What's the total budget for the campaign?
  - What % comes from donations?
  - How many stakeholders are involved (sponsors, government, other NGOs...etc)?
- Any experience that you would like to share?



Every year, the European Tree of the Year voting brings

**300000**

people more aware of nature

**15**

local communities united by one cause

**15**

countries proud of their natural heritage

# European Tree Planting Day

Concept & draft Tech plan

[www.lifeterra.eu](http://www.lifeterra.eu)



Life Terra





# Concept

- Join all EU tree planting initiatives for a one day (one month) tree planting
- Create the idea of a common movement/festival/alliance
- Replicate the success of EU Tree of the Year and other EU initiatives: promote massive climate action



# Name and logo options

- Any thoughts?



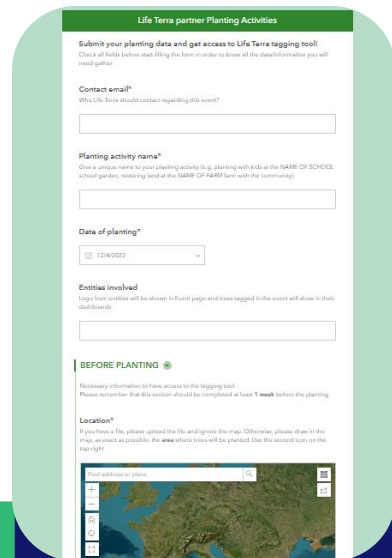


# How to join EU Tree Planting Day?

- Offer all partners an easy way to
  - Publish information: why, how, where and who...
  - Agenda for all events
  - Tagging tool to register the trees
  - Press section - Invite & reasons to join page
- Choose a domain (i.e. eutreeplantingday.com)
  - Use Wordpress and ready to use host options (less costs)
- All founder organisations will have editing rights
  - Create /Edit pages / Add content



# How to join EU Tree Planting Day?



**Life Terra partner Planting Activities**

Submit your planting data and get access to Life Terra tagging tool!  
Check all fields before start filling the form in order to know all the data/information you will need further.

Contact email\*  
Who Life Terra should contact regarding this event?

Planting activity name\*  
Give a unique name to your planting activity (e.g. planting with kids at the NAME OF SCHOOL school garden, meeting held at the NAME OF NAME farm with the community).

Date of planting\*  
12/04/2023

Entities involved  
Enter from context will be shown in Event page and those tagged in the event will show in their dashboards.

**BEFORE PLANTING**

Necessary information to have access to the tagging tool:  
Please remember that this section should be completed at least 1 week before the planting.

Location\*  
If you have a file, please upload the file and ignore the map. Otherwise, please draw in the map, as well as possible, the area where trees will be planted. Use the second zoom on the top right.

Search address or place

**Register in a Form**  
(available in the website)

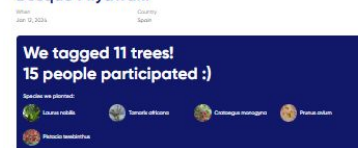


**Receive your  
Tagging Link/QR in  
your email**



**Tag your Trees  
during your Event**

## Formación de Voluntarios y plantación de Bosque Miyawaki



En la Terra tenemos actividades a través de la plantación de árboles. Pero también somos un movimiento ciudadano que busca educar a la gente sobre la importancia de la sostenibilidad. Por ello, la educación ambiental siempre ha sido uno de nuestros pilares.

El pasado 12 de enero inauguramos el Bosque Miyawaki de Las Rotas (Málaga). Para iniciar la restauración de este espacio urbano degradado, contamos con la ayuda de la Fundación Tebary y Tebary Jardín. Como organizadores trabajamos con personas con discapacidad psíquica, y les ofrecemos oportunidades de trabajo a través de su profesión. En la Terra creemos que no hay mejor acción que la que tiene impacto social y ambiental, y por ello ofrecemos una formación a los usuarios y responsables de estas organizaciones.

Fue una jornada formativa donde pudimos ver la realidad, su alegría y sus fortalezas comprometidas sobre las plantaciones.

Muchas gracias a la Fundación Tebary y a Tebary Jardín por su importante trabajo!



**Send pictures and  
info about your event**



## Formación de Voluntarios y plantación de Bosque Miyawaki

When  
Jan 12, 2024

Country  
Spain

We tagged 11 trees!  
15 people participated :)

Species we planted:



Laurus nobilis



Tamarix africana



Cotoneaster monogyna



Prunus avium



Platanus temblensis

En Life Terra restauramos ecosistemas a través de la plantación de árboles. Pero también somos un movimiento ciudadano que busca educar a la gente sobre la importancia de la sostenibilidad. Por ello, la educación ambiental siempre ha sido uno de nuestros pilares.

El pasado 12 de enero inauguramos el Bosque Miyawaki de Las Rozas (Madrid). Para iniciar la restauración de este terreno urbano degradado, contamos con la ayuda de la Fundación Telboly y Telboly Jassín. Estas organizaciones trabajan con personas con discapacidad psíquica, y les ofrecen oportunidades de trabajo a través de la jardinería. En Life Terra creemos que no hay mejor acción que la que tiene un impacto social y ambiental, y por ello ofrecemos una formación a los usuarios y trabajadores de estas organizaciones.

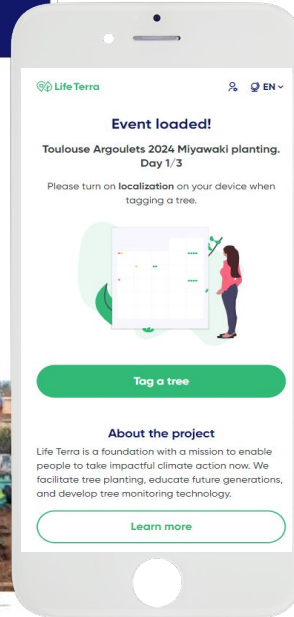
Fue una jornada fantástica donde pudimos ver su motivación, su alegría y sus numerosos conocimientos sobre las plantaciones.

¡Muchas gracias a la Fundación Telboly y a Telboly Jassín por su importantísima labor!



## About tagging

- Life Terra offers both tagging and Event pages via our platform in order to take advantage of its system and avoid big development costs.
- Logos of organisation and EU Tree Planting Festival.... will always be shown in the Event Pages.



Powered by



# Brainstorm

- Press & media support
  - All partners local, regional and national networks
  - How to leverage our efforts
- Any other ideas/thoughts?







# Thank You!



**Life Terra**

LET'S PLANT TOGETHER

