



# Life Terra

LET'S PLANT TOGETHER








# 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

We facilitate tree planting, educate future generations, develop tree monitoring technology







# Climate is changing: A Planet Under **threat**

The evidence is undeniable: temperatures are rising, ice caps are melting, and extreme weather events are becoming more frequent. The question is no longer if climate change is real but how we respond to it.







# The UK's Reality: Floods and Rising temperatures

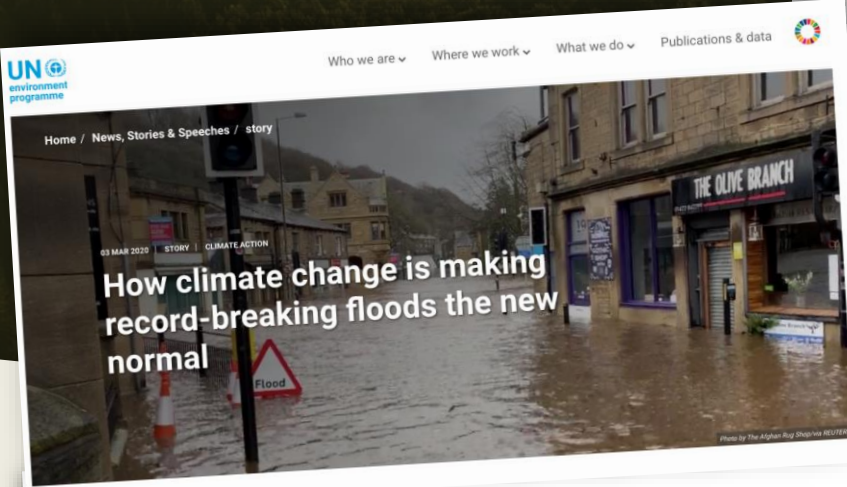
In the UK, **flooding** has increased by 60% in the past decade. Homes, businesses, and livelihoods are being washed away, underscoring the urgency for immediate action.

Over the last 60 years, the UK's average **temperature** has risen by 0.8°C. Heat extremes are growing more intense, with "very hot" days (above 30°C) tripling compared to the mid-20th century.





# The UK's Reality: Floods and Rising Temperatures



A series of recent storms in the United Kingdom has led to severe flooding, with equivalent of one month of rain in 48 hours in some locations according to reports. Most of England received **above average rainfall** during October 2019, saturating water catchments.

## Disaster at sea: global warming hits UK birds



...bels target Open Cha  
...an ends McIlroy's dream to lift Claret Jug b

## The Daily

## Heatwave meltdown brings UK to a halt

Trains cancelled and public urged to stay at home as temperatures build to record level



Dead from  
What really

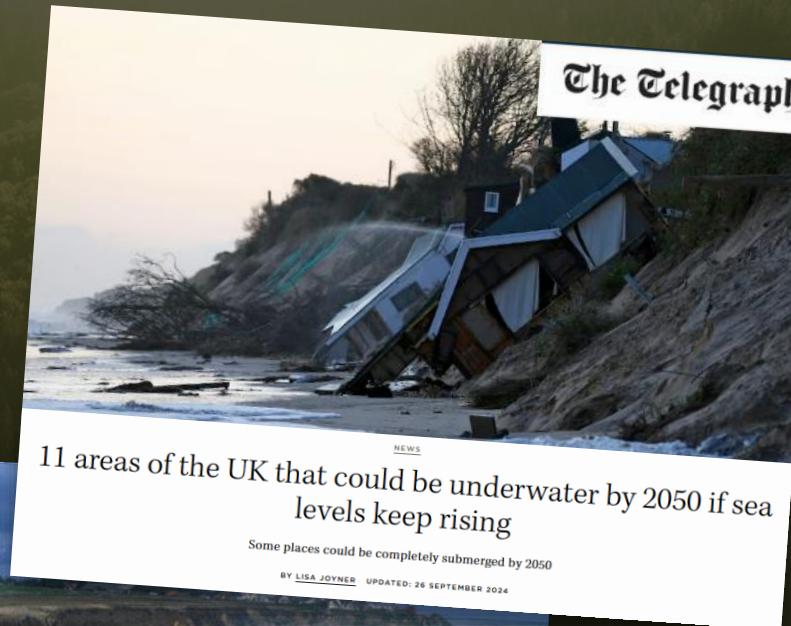


The UK has recorded its hottest day of the year so far, as yellow heat health alerts remain in place for millions of people. Temperatures peaked at 28.3C (82.9F) in Wisley, Surrey, BBC Weather's Scotland and Northern Ireland also recorded their hottest temperatures this year - although Wales did not break its previous record set in May. Temperatures could continue to rise and reach 30C (86F) in some spots this week, forecasters say.





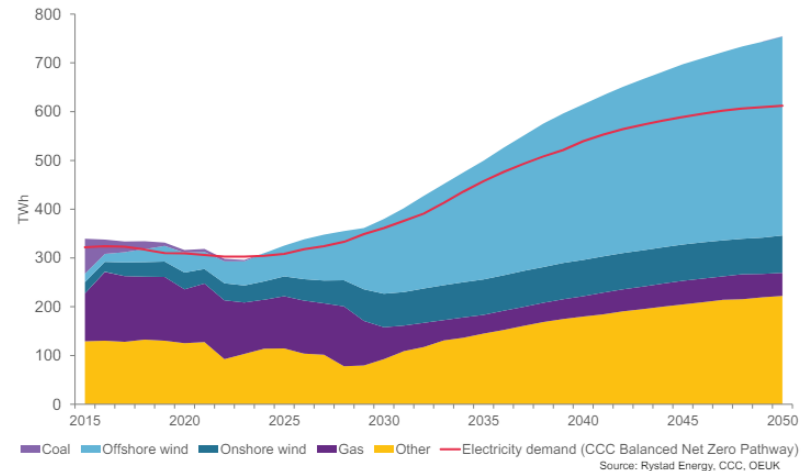
# The UK's Reality: Rising sea level, caving coastlines



# UK Climate Action: Leader in renewable energy



Electricity generation evolution by source.





# UK Climate Action: Community engagement



## Biggest ever tree planting year for fast expanding Northern Forest which passes through North Yorkshire

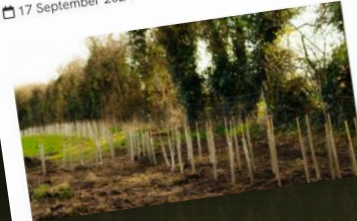
By Louise French

Published 11th Sep 2024, 10:34 GMT



Humber Forest plants a quarter of a million trees to support communities and the local environment

17 September 2024



## Landmark study demonstrates carbon sequestration potential of rewilding in the UK

Findings will help pave the way for investors and private sector actors to invest in a greater diversity and scale of habitat restoration projects.





# Lets's take **climate** action together!



This collaboration helps  
us to further implement...

Utrecht, the Netherlands





# Our solutions



Adopt/gift trees



Carbon Removal



Planting events



# 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





# Engaging events

## Let's plant together!





# Our goals

Engage  
citizens



Restore  
degraded  
lands



Educate  
future  
generations



Connect people  
to Earth





# Our journey





## BUSINESS PARTNERS



## Our ecosystem





# Climate action = best team motivator!



As a company, it was  
important to help the  
reforestation, the environment.

Berlin, Germany





## TREE PLANTING PARTNERS





# Community **climate** action!



Today is a very important  
day for La Rozas,

Las Rozas, Madrid





## CO-BENEFICIARIES LIFE PROJECT



**CERTH**  
CENTRE FOR  
RESEARCH & TECHNOLOGY  
HELLAS



**LEGAMBIENTE**

THE MEDIA NETWORK FOR EUROPE  
**EURACTIV**



**viverosfuenteamarga S.L.**  
PLANTA AUTOCTONA 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 impact



**90,238**  
citizens  
involved



**26,914**  
classrooms  
participating



**+1,625**  
Number of events



active in **25**  
countries



**7,827,205**  
trees planted



**442**  
species planted



**+600,000**  
Tn CO<sub>2</sub> eq.  
to be captured



**+12,674,437**  
people reached  
via SM





## Get Inspired

# Life Terra x Greenbookings

Greenbookings helps the event and meeting industry to become more sustainable:

- Planting trees to offset CO2 emissions.
- A platform to exchange and further develop ideas, knowledge and initiatives to “green” events.
- All donations are spent on Life Terra planting projects.
- For every event booking at an affiliated venue, at least 0.5 % of the total amount is committed to tree planting. The Greenbookings system automatically calculates how many trees will be planted based on this amount.
- Established in December 2023 and in one year 64 affiliates: event venues, suppliers and sponsors. Almost 4,000 trees planted so far and expected to grow to 10,000 by 2025.





# Now, we're bringing it to the UK!

22,400  
Trees planted

## Opportunity:

- Availability of multiple locations close to cities
- Highly engaging outdoor activity for companies and/or around conferences, corporate events, ...
- Combine learning with fun, leverage local climate impact → involve clients & stakeholders





# Sustainable Team Building Events - UK

Life Terra's successful climate action events

- Highly engaging "Sustainability team building" events teaching about climate change, biodiversity, local action, ecosystem restoration & resiliency → excellent opportunity for networking
- Plant trees in the surroundings: we always select places in great need of native trees & bushes, always multi-species to give an impulse to local biodiversity.

Tree Planting Opportunities close to London



Enfield Chase



Ealing





20 November 2024

Event Sustainability Live

# Thank You!

Visit us at Booth Event Industry News Pavilion (EIN)



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

