

ANNUAL REPORT 2024-2025



Life Terra





PLANT TREES



GROW FORESTS



RESTORE EARTH

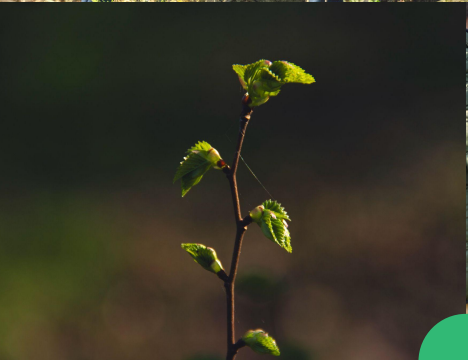


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CELEBRATING 5 YEARS OF INSPIRING CLIMATE ACTION



Hi, I'm **Sven**

Founder of Life Terra!

Ever since my childhood in the Netherlands, trees have been my compass. They have guided me from planting with family and friends, to building something I never imagined possible: a pan-European movement that has now put roots in 33 countries.

Six years ago, we set out with a bold conviction – that people across Europe would embrace positive climate action if we made it accessible, tangible and joyful. The LIFE project that powered this journey was complex, ambitious, and at times humbling. But as we brought it to a close with a landmark final conference in Brussels last June – gathering top policymakers, tree planting partners and practitioners from across the continent – I felt an overwhelming sense of pride in what this collective effort has achieved. We didn't just plant trees. We built something that will outlast any single project cycle.

Season 5 was a chapter of delivery and proof. We achieved objectives that once seemed distant. We demonstrated again and again that citizens – from schoolchildren to corporate teams – don't just want to hear about climate action, nature restoration and biodiversity. They want to participate in and learn about it, and they want to see their trees grow.

Now, in the run up to Season 6, we are leaning into that momentum. The second edition of our European Tree Planting Day initiative will bring even more organisations, communities and countries together under one shared banner. We are expanding our footprint and monitoring tech to new countries and deepening how we engage the teams of our donors – because when companies plant together, something shifts in how they understand their relationship with nature.

We are also doubling down on what I believe is one of the most urgent and undervalued frontiers in climate action: local food security. Through agroforestry and food forest projects, we are helping to restore not just landscapes, but the resilience of communities – their ability to feed themselves from the land around them, long into a more uncertain future.

And of course, we keep planting with schools. When I see children dig their hands into the soil and feel genuine ownership over a tree they've planted themselves, I remember why we started. They don't need convincing. They need the opportunity.

The trees we **plant** today are a promise. Let's keep making it, together.





LOOKING BACK

PLANTING SEASON 4 & 5 (JUL '24 - JUNE '25)



+500

events organised

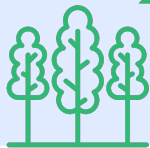


+30

European countries

+174,000

trees planted



+27,000,000

0



trees registered in the LT platform



+250

species



+26,500

trees adopted by citizens

+4,700

accounts created in the platform



+30,000

citizens involved



+130

Terra Leaders trained



LOOKING BACK

(ACCUMULATIVE SINCE BEGINNING OF THE PROJECT)



+17,000
followers on social media



165 videos created that reached
+2,600,000 people

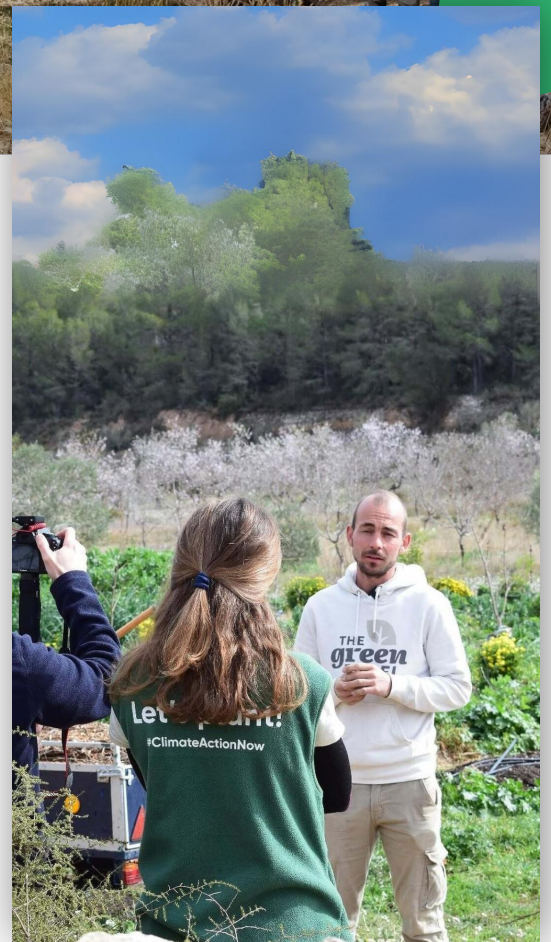
420,000 students &
35,000 teachers reached
with Terra Mission



+13,600,000
people reached via SM

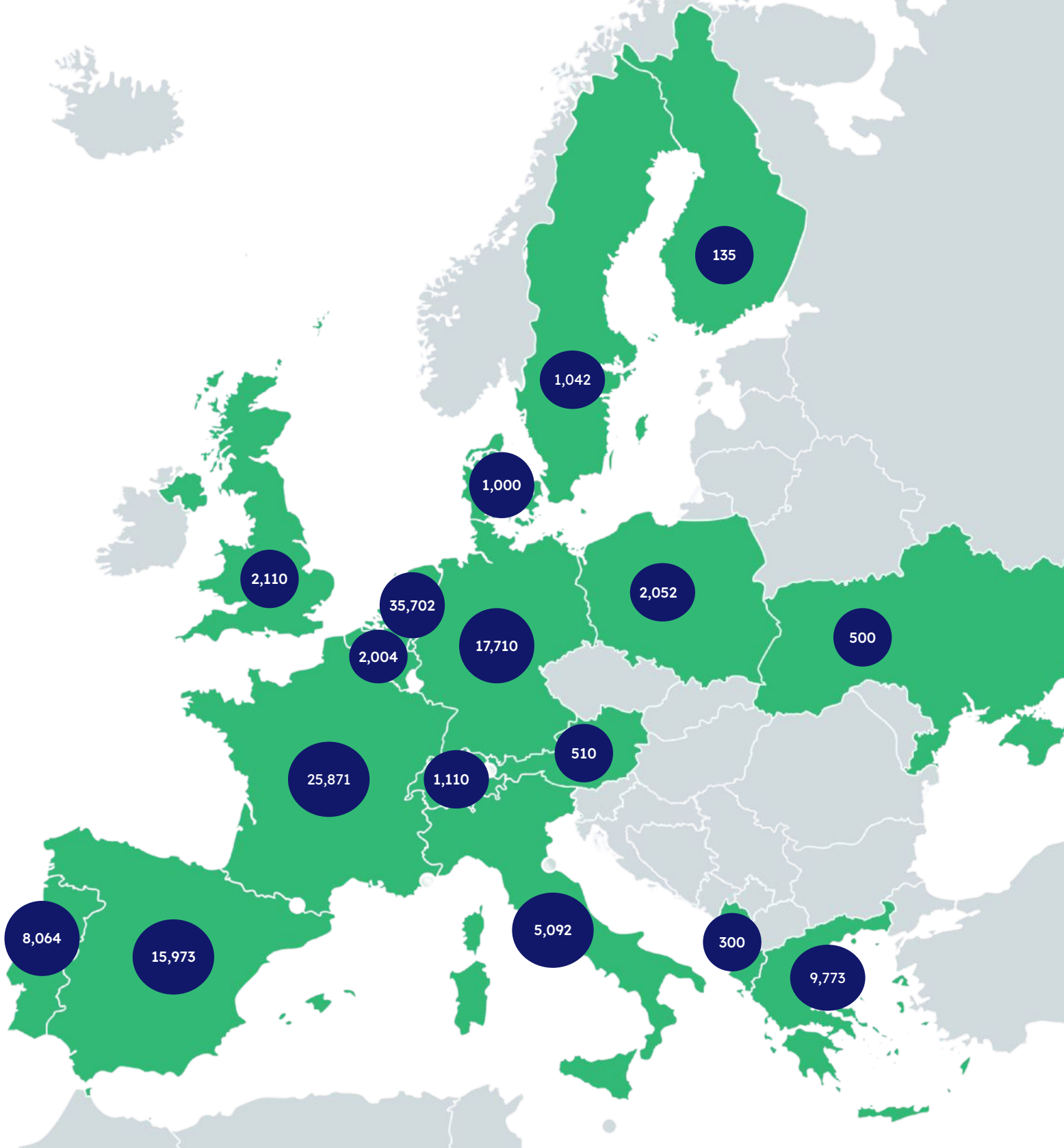


+2,600
press mentions



OUR IMPACT IN EUROPE

LIFE TERRA PRESENCE THIS LAST SEASON





BEYOND EUROPE

LIFE TERRA CONTINUES TO EXPAND

We have continued to expand not only across Europe, but also beyond it!

This last season, Life Terra has supported tree planting events in **Colombia, Cambodia, Cote d'Ivoire, Indonesia, Kenya, Nepal and Uganda.**

We collaborate with local NGOs, schools and tree-planting initiatives and involve local communities to raise awareness on the importance of taking care of the environment.

With the same idea as our planting partners, we have supported these initiatives and NGOs with trees, planting capacity and monitoring services.

We hope to continue making true change, one tree at a time!



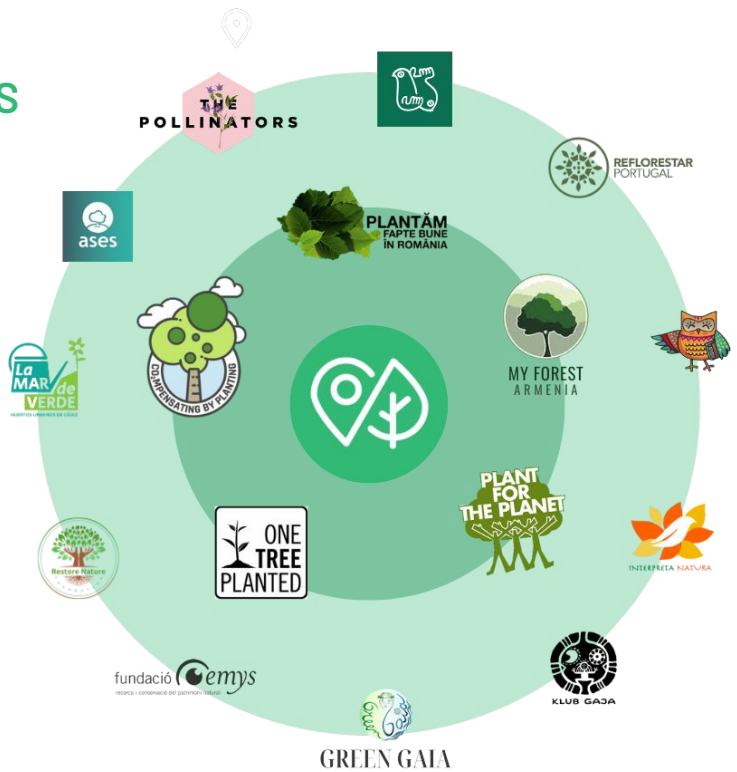


PLANTING PARTNERS

UNITING REFORESTATION EFFORTS

At Life Terra, we understand that meaningful environmental impact arises from the collaboration of committed individuals and organisations sharing a common vision. To advance our mission of scaling up tree planting efforts and raising environmental awareness across Europe and beyond, we build strong partnerships with NGOs and organisations dedicated to reforestation and ecosystem restoration.

To date, Life Terra has collaborated with over 113 planting organisations across 32 European countries, fostering a vibrant and growing network of partners.



This network is supported by our innovative online tree monitoring platform, which facilitates coordination, knowledge sharing, and collective action. Through these collaborations, we aim to maximize the reach and effectiveness of tree planting initiatives, empowering communities and driving positive change on a continental scale.

As Lead Reporter for DG Environment, we also helped some of these organisations by reporting their trees through the MapMyTree initiative, part of the EU's 3 Billion Trees pledge.



A LEGACY THAT MATTERS



FINANCIAL REPORT 2024-25

Stichting Life Terra 2024-2025

01/07/2024 - 30/06/2025

		Total
Operating income	€	1.877.820
Operating expenses		
Expenses of employee benefits	€	499.296
Amortizations and depreciations	€	1.598
Other operating expenses	€	827.661
Total Operating Expenses	€	1.328.754
Result	€	549.067
Interest expenses and related expenses	€	1.797
Total result	€	547.270

*Results from July 1st 2024 till June 30th 2025.

**Figures are currently being audited by an independent auditor, in accordance with Dutch law, including the Dutch Standard 4410, 'Compilation engagements'.



FINANCIAL REPORT 2024-25

Stichting Life Terra 2024-25

01/07/2024 - 30/06/2025

		Total
Assets		
Non current assets	€	2.218
Receivables	€	667.804
Cash and cash equivalents	€	6.066
Total assets	€	676.088
Equity and Liabilities		
Equity	€	117.026
Current liabilities	€	559.062
Total Liabilities and Equity	€	676.088

*Results from July 1st 2024 till June 30th 2025.

**Figures are currently being audited by an independent auditor, in accordance with Dutch law, including the Dutch Standard 4410, 'Compilation engagements'.



EXECUTIVE SUMMARY

CONTEXT

This year has made the climate crisis impossible to ignore. From deadly floods in southern Europe to prolonged droughts and wildfires across the Mediterranean, extreme weather has disrupted lives, economies, and ecosystems on an unprecedented scale. What was once discussed as “climate change” is now widely recognized for what it is: a climate crisis.

Europe continues to emit around 8,500 tons of CO₂ equivalent every minute. Yes, efforts are underway, in how we produce energy, how we move, how we eat, but they are not enough. If we are to reach net zero by 2050, we also need to remove carbon already in the atmosphere. However, existing carbon capture technologies are still prohibitively expensive, energy-intensive, and far from ready for large-scale deployment.

At the same time, smaller organisations, foundations, and local initiatives are working tirelessly to make a difference, restoring ecosystems, engaging communities, and piloting nature-based solutions. These efforts are vital, but too often remain overlooked or unsupported by mainstream climate policy. Without stronger recognition and integration into national strategies, their impact risks being limited, despite their enormous potential.





EXECUTIVE SUMMARY

OUR SOLUTION

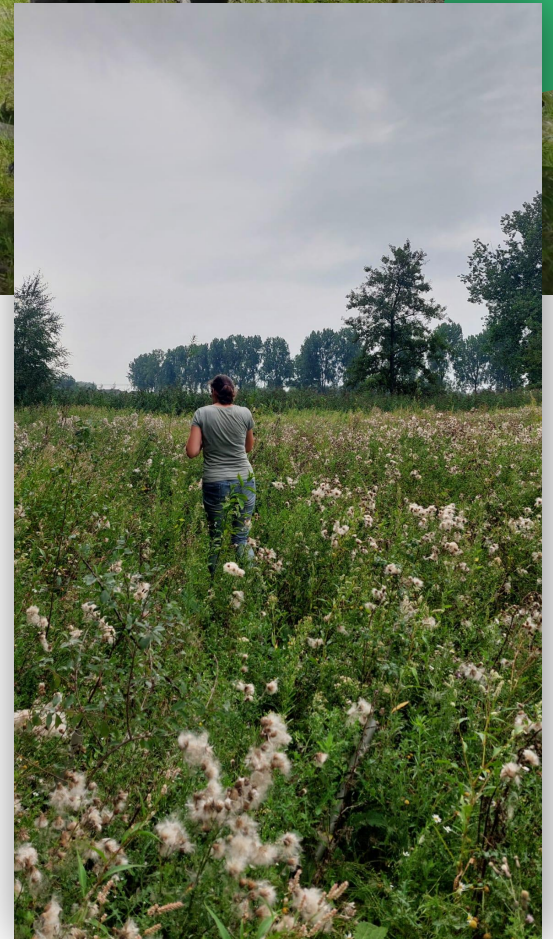
Nature has already given us one of the most powerful, cost-effective tools to combat climate change: trees. At Life Terra, we're harnessing this natural solution by planting trees on a massive scale to restore ecosystems and protect biodiversity. To date, we've planted over 34.6 million trees across 34 countries, and we're just getting started. Our first milestone continues: 500 million trees planted, with the potential to capture up to 100 million tonnes of CO₂ equivalent.*

OUR APPROACH

The gist of our strategy is to differentiate Life Terra from other tree-planting initiatives and enhance its uniqueness. Our goal is to inform, inspire, and empower individuals and communities across Europe to take meaningful, measurable action against climate change, not only by planting trees but also by providing tree-monitoring technology and educating future generations with Terra Mission.

To achieve this ambitious project, we started working with a consortium of 17 partners from 8 EU countries that brought expertise, knowledge and network in implementation, technology, education and communication. The project also counted with the support of the European Commission through the LIFE programme and was awarded €7 mln, seed money to put the initiative on the map. We will continue to raise money to fund our tree-planting activities and developing high-quality nature-based solutions.

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



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 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

STRONG PACT: Life Terra's Consortium



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.



ENGAGE

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.

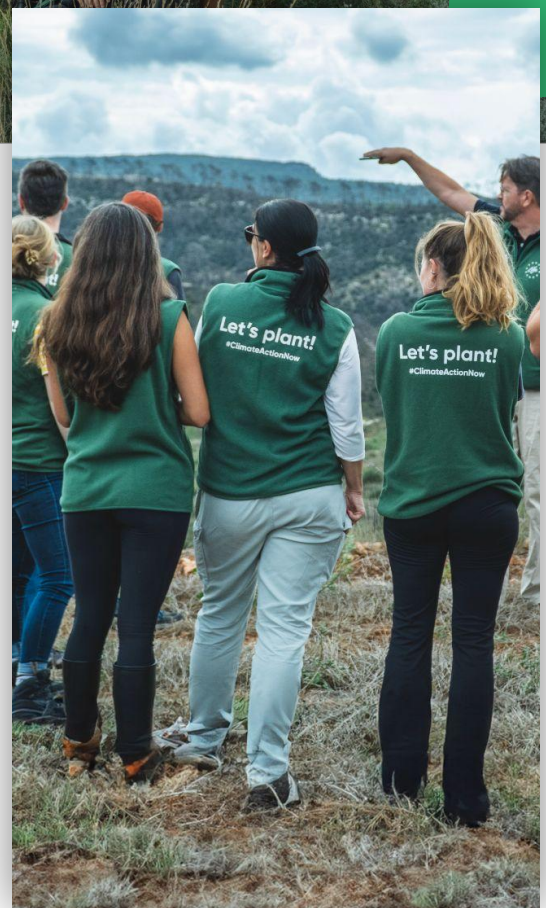


THE LIFE TERRA TEAM

We are a diverse group of people coming from different countries, but we all do have one thing in common: our intention to take impactful climate action. And this is why we all joined Life Terra.

The foundation is based in Amsterdam and Barcelona.

Meet the team in our [website](#)!



“Alone we can do so little; together we can do so much”

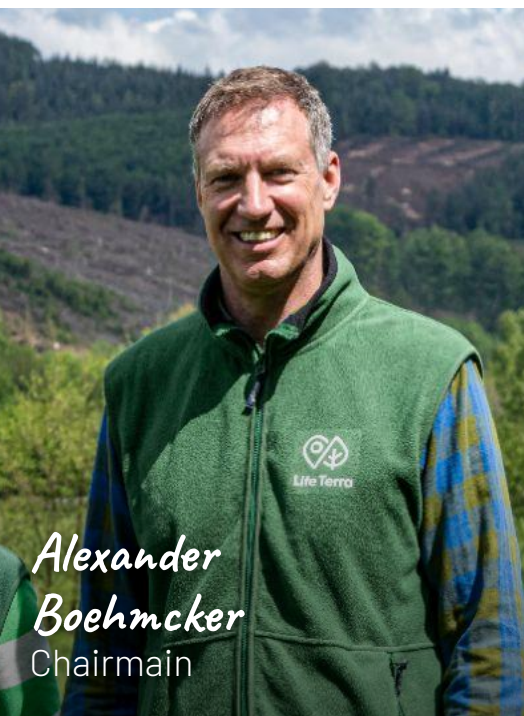
Helen Keller - Rights advocate and activist



SUPERVISORY & MANAGEMENT BOARD

The Supervisory and Management Board played a critical role in guiding Life Terra through a year of continued growth and impact. The Board provided strategic oversight on key initiatives, including the expansion of our pan-European tree planting network, strengthening partnerships with institutional and private stakeholders, and enhancing the transparency and traceability of our restoration efforts. Regular meetings and working sessions ensured alignment with our mission, with a strong focus on governance, risk management, and long-term sustainability.

The Board also oversaw the development of Life Terra's climate action strategy, supporting the rollout of innovative educational programs and the scale-up of monitoring technologies to improve the survivability and accountability of planted trees. Their collective expertise and commitment have been instrumental in maintaining the foundation's operational resilience and ensuring that our activities align with both environmental goals and stakeholder expectations.



*Alexander
Boehmcker*
Chairmain



Jeroen Jansen
Treasurer



Sven Kallen
Founder & Secretary



OUR CORE VALUES



TRANSPARENCY

We want to be transparent not only in the number of trees planted during the project but also with the success of these reforestations. This is why we are creating the tools to make planting initiatives measurable and visible.



BIODIVERSITY

All Life Terra plantings will be multispecies, involving an average of 6 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.



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.



OUR CORE VALUES

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.



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.

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.



GREEN PROCUREMENT



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



ACT **LOCALLY**
THINK **GLOBALLY**



EDUCATION: TERRA MISSION

Education is one of our most valuable investments. Life Terra is continuously raising environmental awareness among all ages, with a focus on children and youth.

Through our educational package Terra Mission, we have engaged students, teachers, and schools into learning about the environment, but also into taking real and meaningful climate action.

Since the project started, more than **420,000 students** and **35,000 teachers** across **68 countries** have learned and explored sustainable solutions around 8 different themes: climate change, energy, waste, circular economy, water, agriculture, air and trees.

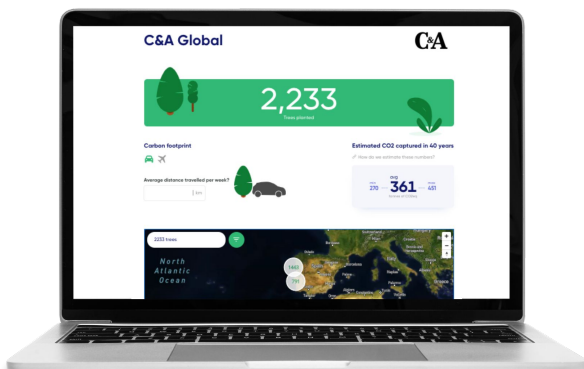
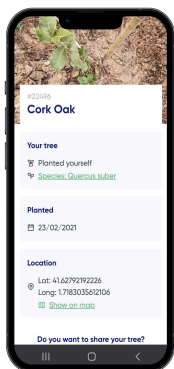
Terra Mission is available in 7 languages.

School plantings

Students are also encouraged to take action beyond the class. Life Terra developed the Guide for School Plantings, a step-by-step guide to help teachers organise a planting activity. Thanks to that, more than **1,000 classes** have planted trees with their school in their schoolyards or as part of a broader tree-planting activity in combination with local stakeholders.



TECHNOLOGY & MONITORING



We believe that monitoring the trees planted is crucial to ensure that the climate and environmental benefits we claim to make are happening.

This is why Life Terra has developed its own tagging tool and online platform to geolocalise the newly planted trees. These tools are open and available to all users and continuously upgraded.

Information collected by the tagging tool is then visible in our online platform through the Life Terra Dashboard. So far, more than **27,000 users** have opened an account with the Life Terra platform to track their planted trees and more than **800 organisations** have their own company dashboard to showcase their climate impact.

Carbon Footprint Calculator

The University of Barcelona (UB) and CERTH have created an open and free [carbon footprint calculator](#). With this tool, people can calculate their personal carbon footprint based on their travels, diet and daily activities to understand their impact on the planet.

Citizen Monitoring App and Satellite Monitoring System

We are committed to transparency not only in the number of trees planted but also in the long-term success of our reforestation. By combining a citizen monitoring tool—developed by IFER and UB—and satellite monitoring with Cybele, we enable both detailed, on-the-ground tracking and broader landscape insights to support landowners, citizens, and organisations alike.



NATURE-BASED SOLUTIONS: CARBON REMOVALS & BIODIVERSITY CREDITS

CARBON REMOVALS

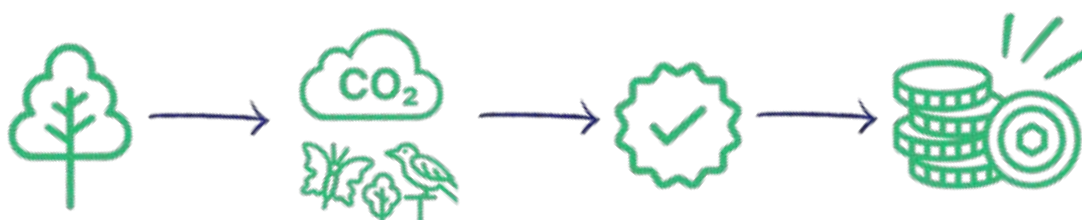
Life Terra's Carbon Removal credits enable companies to take effective climate action supporting reforestation initiatives in Europe. These credits originate from verified projects focused on native and climate adapted species, ecosystem restoration, and community involvement. They complement emission reduction strategies, promoting climate neutrality with transparency and lasting impact.

Our Added Value: We ensure long-term impact by partnering with landowners, supporting rural economies, and involving communities in every step. Our EU-based projects offer high transparency, strict monitoring, and public traceability through our digital platform.

BIODIVERSITY CREDITS

Our Biodiversity credits transform ecological restoration into a measurable asset, rewarding actions that enhance ecosystem health, improve species richness, and helps to connect natural habitats. Based on scientifically validated methods and verified by Nat5, these credits allow companies to support conservation and foster a nature-based economy.

Our Added Value: Biodiversity credits facilitate a new conservation economy, providing verified methodologies and tech-driven transparency that empower landowners, attract investment, and establish future stakeholder networks.



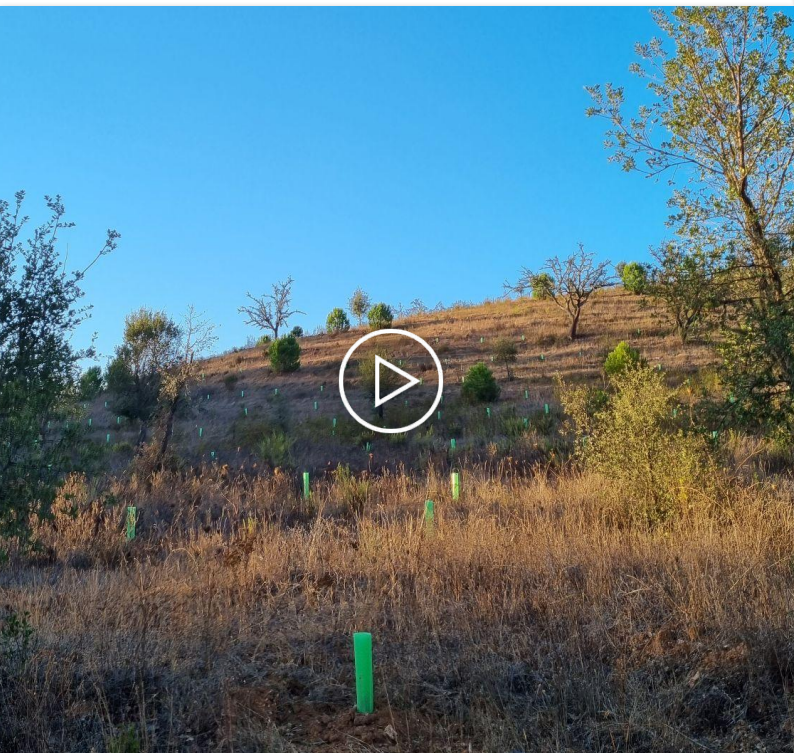


FINCA ALÍA, SPAIN

Planting of 60,000 trees of 19 different native species to restore a deforested 38ha area in one of the driest regions in Spain. [Learn more.](#)

LENTILLÈRES, FRANCE

Planting of 1,000 trees to restore an area highly affected by deforestation and water erosion. [Learn more.](#)



SANTA CLARA-A-VELHA, PORTUGAL

Planting of more than 65,000 trees and shrubs to restore a damaged area of 55ha previously invaded by Eucalyptus. [Learn more.](#)

BE PART OF A
UNIQUE
MOVEMENT TO
GREEN OUR
PLANET





The Mortgage Forest

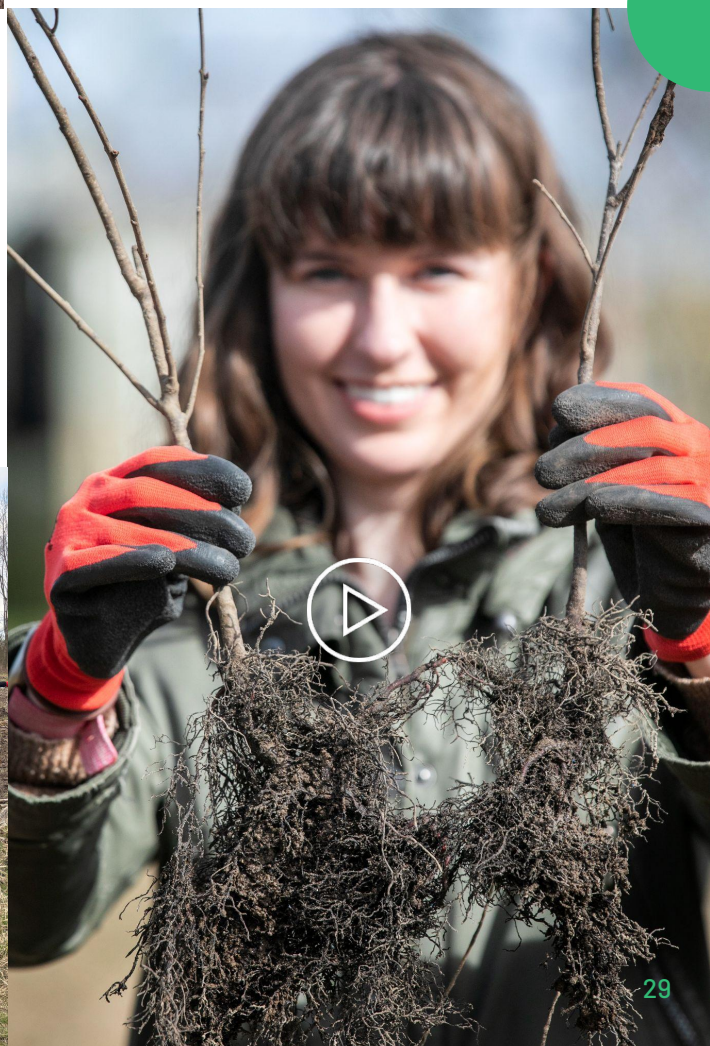


The *Hypotheekbos* (Mortgage Forest) is an ongoing campaign established by De Nationale Hypotheekbond, with the goal of planting 15,000 trees annually funded by donations from partners in the financial sector.

Led by Jeroen Oversteegen, director of the National Mortgage, the initiative has already secured pledges for more than 15,000 trees. In collaboration with Life Terra, over 8,000 trees have been planted to date.

In November, Stater N.V. contributed by donating 1,200 trees and initiating planting activities at the Klarenbeek estate in Voorst, targeting the restoration of an area affected by bark beetle damage.

Several companies have supported the campaign by donating trees, including Blinqx, ING Nederland, Obvion, Dutch Media Lab, Faster Forward, and HFBG.nl. These contributions are integral to the ongoing development of the *Hypotheekbos* forest.





The Rain Garden in Rho



25 volunteers actively participated in the planting of 1,500 plants into the area through the Amazon in Communities programme. This reflects Amazon's ongoing commitment to environmental sustainability and community engagement, contributing to the creation of healthier urban spaces.

The Rain Garden improves soil permeability, reduces flood risks, and supports the development of a micro-ecosystem. The use of diverse native species ensures greater resilience to climate challenges.



The Educational Dimension

Local schools were involved in the project, with students symbolically adopting trees and personalising them with name tags. This hands-on experience strengthens their connection to nature and raises awareness about the importance of urban green spaces.

This tree-planting effort supports a broader vision to strengthen the city's green infrastructure, bringing cleaner air, richer biodiversity, and accessible nature to the community for years to come.





European Ambassadors take climate action

Raising environmental awareness in Madrid

Life Terra and the Las Rozas City Council organised a tree-planting event at the Dehesa de Navalcarbón in Las Rozas (Madrid). The event, which promoted climate action and environmental education, brought together European ambassadors, local officials, and students from Gredos San Diego School.

The event concluded the first edition of European Tree Planting Day, an initiative led by the Life Terra Foundation. This campaign brought together more than 40 organizations and NGOs from 19 European countries to work on shared environmental goals.

Ten embassies representing **Austria, Croatia, Denmark, Estonia, Finland, Hungary, Latvia, Norway, Portugal**, and the **Netherlands** participated, alongside the **European Commission's Representative in Spain, Lucas González Ojeda**; the **Mayor of Las Rozas, José de la Uz**; the **Director General of Biodiversity and Forest Management of the Madrid Region, Irene Aguiló Vidal**; **Life Terra founder, Sven Kallen**; and the **director of Gredos San Diego School, Gustavo Pita Puértolas**.



During the event, 100 native trees and shrubs were planted to boost local biodiversity, including strawberry trees, holm oaks, stone pines, and hawthorns. Each ambassador planted alongside students, fostering intergenerational collaboration for environmental stewardship.

Since 2019, when the first tree-planting event was organized during the COP25 Madrid Climate Conference, Life Terra and the Las Rozas City Council have built a strong partnership. Together, they've facilitated planting thousands of trees and engaged the local community in impactful reforestation initiatives.

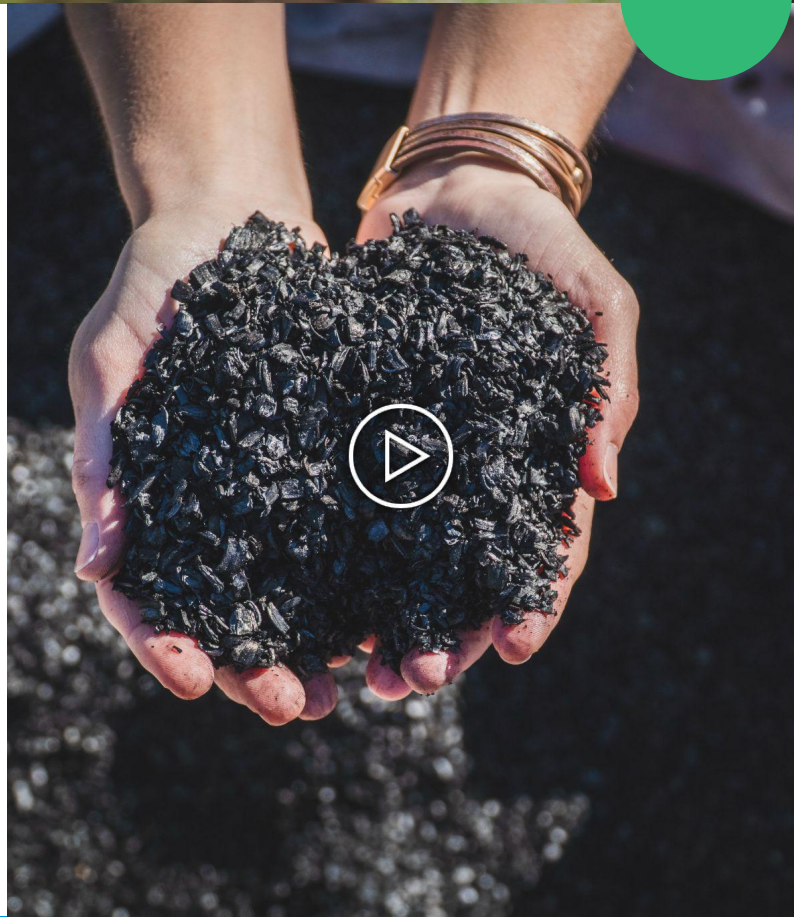


Agroforestry in Montpellier

A Model for Mediterranean Landscapes

Life Terra recently joined forces with Racines de France, Carbon Emergente, Volterra Ecosystems, ASES, and local community members for a tree-planting activity at the Arches Castriotes agroforestry site in Castries, near Montpellier. Managed by Racines de France, the site is part of a broader effort to develop sustainable land-use models that integrate agriculture and forestry.

The Arches Castriotes project is situated on former farmland and aims to transform the site into a climate-resilient and biodiverse landscape. The planting design includes native and fruit-bearing tree species arranged to serve both environmental and productive functions: reducing soil erosion, restoring degraded soils, increasing water retention, and improving local biodiversity while supporting future food or resource production.



This initiative was made possible with the financial support of One Tree Planted and the Arconic Foundation, and the operational coordination of ASES. Life Terra supports such collaborative efforts as part of its mission to scale up climate-smart solutions and engage communities in ecosystem restoration.

As a demonstration and learning site, Arches Castriotes is intended to serve as a model for other Mediterranean regions facing climate pressures, such as drought and soil degradation. It also serves as a platform for community involvement, training, and experimentation with regenerative practices.

INSPIRING CASE



50,000 trees for Kikkoman

Launching Reforestation Efforts

In Engelskirchen, Germany, a tree-planting event was organised in collaboration with Kikkoman Trading Europe to advance forest restoration and ecological recovery in the area. Despite snowy weather, a small group of participants from the company actively planted and tagged over 100 trees of various species, including *Thuja plicata* (Western red cedar) and *Prunus avium* (wild cherry).



A long term-commitment

This event marks the initial phase of Kikkoman's goal to plant 50,000 trees by 2030, reflecting its broader sustainability strategy.

The involvement of management and marketing teams underscores the company's integrated approach to environmental responsibility.



The initiative supports reforestation efforts aimed at increasing local biodiversity, strengthening ecosystem resilience, and contributing to climate change mitigation.

It lays the groundwork for a sustained partnership focused on delivering measurable environmental impact over time.



OUR SUPPORTERS

Life Terra collaborates with more than **70 business organisations** facilitating tree-planting events and providing other nature-based solutions to help them reach their ESG goals.



Check our [website](#) to see the full list of partners.

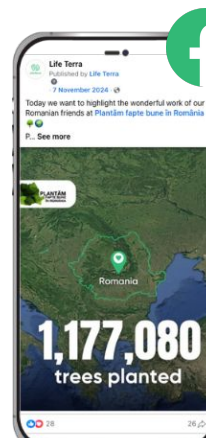
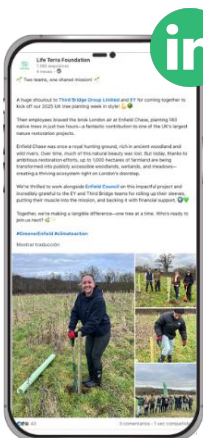
LIFE TERRA'S SOCIALS



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

Life Terra has more than **17,000 followers** (LinkedIn, Facebook, Instagram, TikTok and Youtube) and generated more than **1.1 million impressions** during this period.

Check out some of our most recent successful stories:



EUROPEAN TREE PLANTING DAY

As one of the pillars of our "After Life" activities, we launched the European Tree Planting Day initiative in November 2024 in collaboration with Nadace Partnerství.

The initiative aimed at uniting communities across Europe in a coordinated tree-planting effort. Designed as a continent-wide event, it serves to bring together individuals, schools, organisations, and local communities to participate simultaneously in activities that contribute to ecological restoration and climate action.

The initiative's core objective is to amplify the collective impact of tree planting efforts by synchronizing activities across multiple countries, thereby demonstrating a shared commitment to addressing environmental challenges. By mobilising diverse participants from all age groups and regions, the event fosters a sense of community engagement and highlights the importance of direct, tangible action in response to pressing ecological issues.

The inaugural edition achieved notable success, with widespread participation reflecting broad public interest and dedication. The coordinated efforts contributed to meaningful environmental outcomes and reinforced the role of collective action in promoting sustainable land management and biodiversity enhancement across Europe.

240,984

trees

19

countries

29,617

participants

45

partners

418

events

44

schools



"To care about climate change, you only need to be one thing, and that's a person living on planet Earth who wants a better future."

Atmospheric Scientist, Katharine Hayhoe
(Picture by The New York Times)



"If we choose not to act, Or fail to adapt, Then suffer we will."

Climatologist & Climate Activist,
Ed Hawkins
(Picture by University of Reading)



"What we do today will determine the next millennia."

Climate Activist & Founder of Hope!, Javier Peña
(Picture by El Mundo)





**LET'S PLANT
TOGETHER**

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Life Terra

