ANNUAL REPORT 2024-2025

Life Terra




PLANT TREES








GROW FORESTS


RESTORE EARTH


Let's plant!
#ClimateActionNow





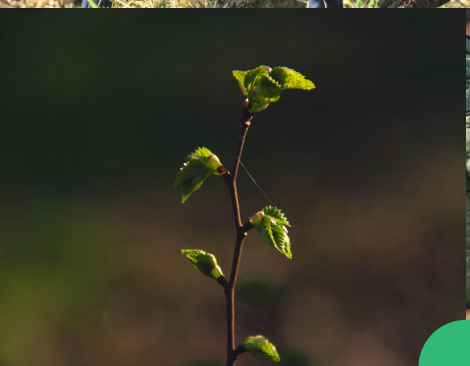






TABLE OF CONTENTS

6 Looking Back

8 Our impact in Europe

9 Beyond Europe

10 Planting Partners

13 Financial Report

15 Executive Summary

17 Who We Are

19 Life Terra Team

20 Supervisory and Management Board

21 Core Values

23 Education: Terra Mission

24 Technology & Monitoring

25 Carbon Removals & Biodiversity Credits

28 Inspiring Cases

33 Supporters

34 Life Terra in the Press

35 Life Terra's Socials

36 European Tree Planting Day

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.

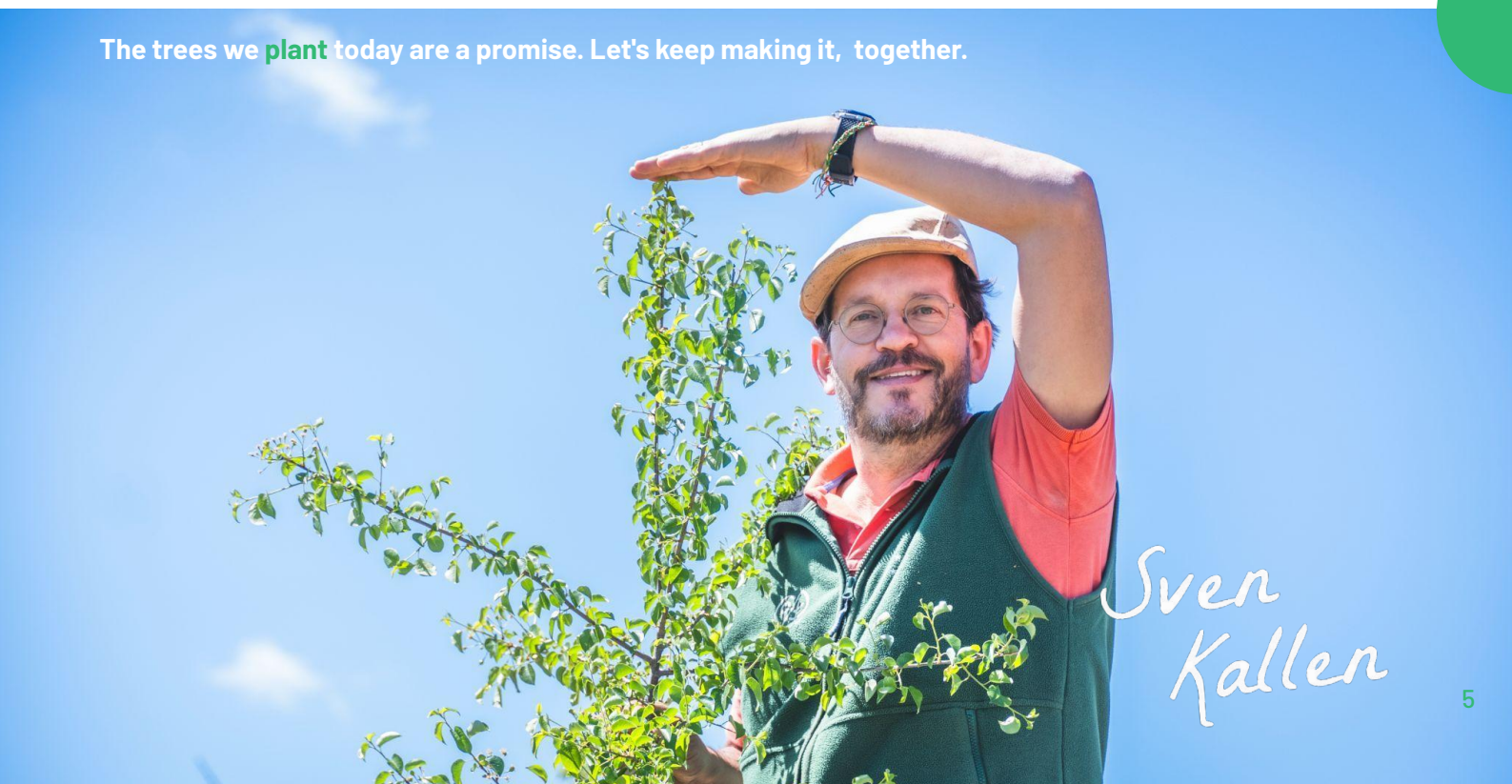
Season 5 was a chapter of delivery and proof. We achieved objectives that once seemed distant. We demonstrated again and again that citizens — from schoolchildren to corporate teams — don't just want to hear about climate action, nature restoration and biodiversity. They want to participate in and learn 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
trees registered in the LT platform

+250
species

+26,500
trees adopted by citizens

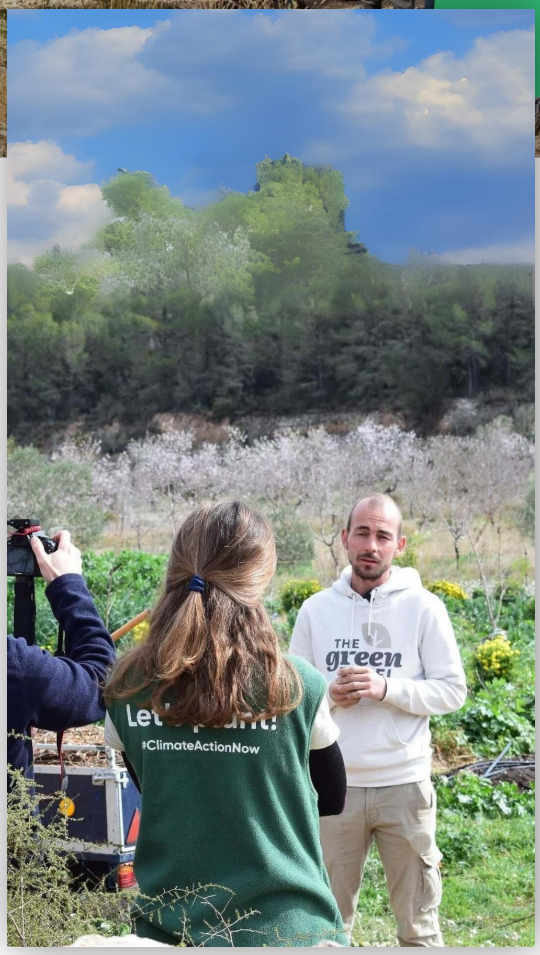
+4,700
accounts created in the platform

+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

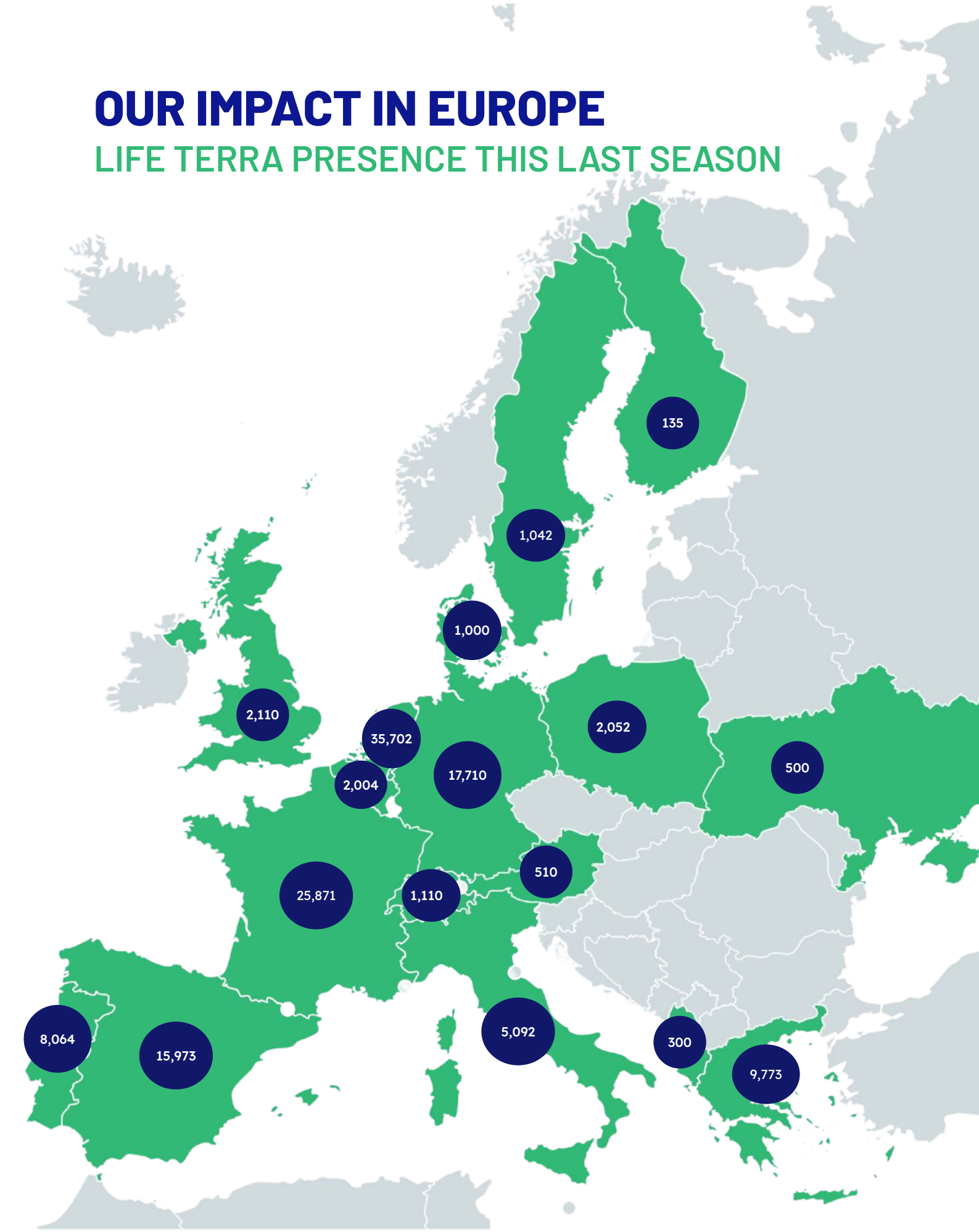
420,000 students &
35,000 teachers reached
with Terra Mission

+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'Ivore 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!

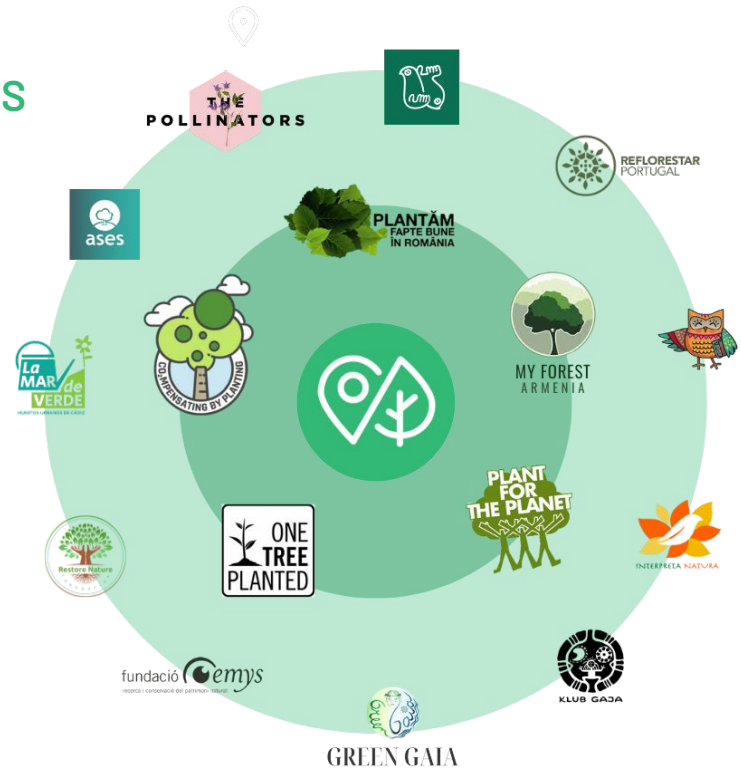


PLANTING PARTNERS

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.



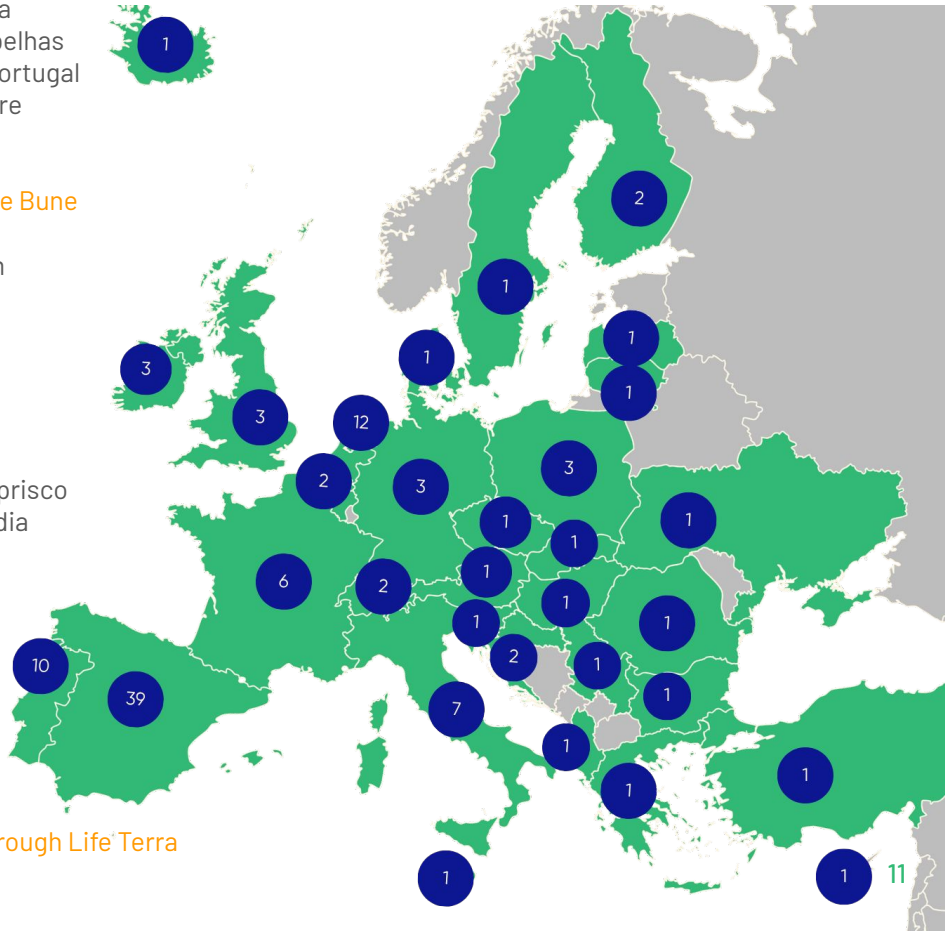
This network is supported by our innovative online tree monitoring platform, which facilitates coordination, knowledge sharing, and collective action. Through these collaborations, we aim to maximize the reach and effectiveness of tree planting initiatives, empowering communities and driving positive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

PLANTING PARTNERS NETWORK

PRESENCE IN EUROPE

ALBANIA
Ecological Vision for Shkodra
AUSTRIA
Wald4Leben
BELGIUM
Bollebos
SRFB-KKBM
BULGARIA
St Cyril & Methodious S.
CROATIA
Boranka
Compensating by Planting
CZECH REPUBLIC
Nadace Partnerství
CYPRUS
300k Nicosia
DENMARK
Growing Trees Network
FINLAND
A million Trees to Finland
Love Forest Finland
FRANCE
A Tree For You
ASES
Forestry Club France
Naudet
PUR
Restore Forest
GERMANY
Aktion Baum
Miya Forest
Viva La Wald
GREECE
We4All
HUNGARY
10 Milio Fa
ICELAND
Land og skogur
IRELAND
Stepping Stone Forests
Reforest Nation
Easy Treesie
ITALY
AlberItalia
AzzeroCO2
CUFA
Med Sea
Regala Un Albero
Rete Clima
Souldfood Forestsfarms
LATVIA
Agnis Graudulis
LITHUANIA
Myliu Miskq
MALTA
Grow10Trees Malta
NETHERLANDS
Bosgroepen
Bosnodig
Grond Verbond
Het Weelde Bos
Natuurlijk Voorne Putten
Meerbomennu
Planboom
ReNature
The Pollinators
Twickel
Voedselbos Lingehout
POLAND
Aeris Futuro
Klub Gaja
PORTUGAL
Climate Farmers
Companhia das Lezirias
Gandum
Montado Freixo do Meio
Plantar Uma Árvore
Porcus Natura
Quinta das Abelhas
Reflorestar Portugal
Restore Nature
Terramay
ROMANIA
Plantam Fapte Bune
SERBIA
Treecikli farm
SLOVAKIA
Chateau Bela
SLOVENIA
Green Gaia F.
SPAIN
Agricolaris
Asociacion Aprisco
Betula Custodia
BioINNOVA
Boodaville
Bosques CO2
Bosquia
Cascos Verdes
CIEF
Corredor Biologico Mundial
Creadoras de Bosques
Desert Leaves F.
Ecodes
Ecoescuelas
Ecotròs
FIEB
Fundació Emys
Fundación Biodiversidad
Fundación Montescola
Fundación Trébol
Fundem
Interpreta Natura
La Junquera
La Mar de Verde
LIFE Teixeres
Montes de Vigo
Montescola
Naranjas del Carmen
Pego Viu
Plant for the Planet
(R)Forest Project
Reforestex
Sèlvans
SEO/BirdLife
Social Forest
The Green Rebel
Tierra Pura
Vivencia Dehesa
SWEDEN
59Degrees
SWITZERLAND
MYBLUEPLANET
There For Trees
TURKEY
Emine Sahbaz B.
UKRAINE
Mama plant a tree
UNITED KINGDOM
Enfield Council
International Tree F.
One Tree Planted



*Reporting trees in the MapMyTree initiative through Life Terra



A LEGACY THAT MATTERS



FINANCIAL REPORT 2024-25

Stichting Life Terra 2024-2025		
01/07/2024 - 30/06/2025		
		Total
Operating income	**€**	**1.872.669**
Operating expenses		
Expenses of employee benefits	€	621.235
Amortizations and depreciations	€	2.662
Other operating expenses	€	712.802
Total Operating Expenses	**€**	**1.336.699**
Result	€	535.970
Interest and related expenses	€	1.833
Total result	**€**	**534.137**



FINANCIAL REPORT 2024-25

Stichting Life Terra 2024-25		
01/07/2024 - 30/06/2025		
		Total
Assets		
Non current assets	€	1.154
Receivables	€	689.901
Cash and cash equivalents	€	6.067
Total assets	**€**	**697.122**
Equity and Liabilities		
Equity	€	103.755
Current liabilities	€	593.369
Total Liabilities and Equity	**€**	**697.122**



EXECUTIVE SUMMARY



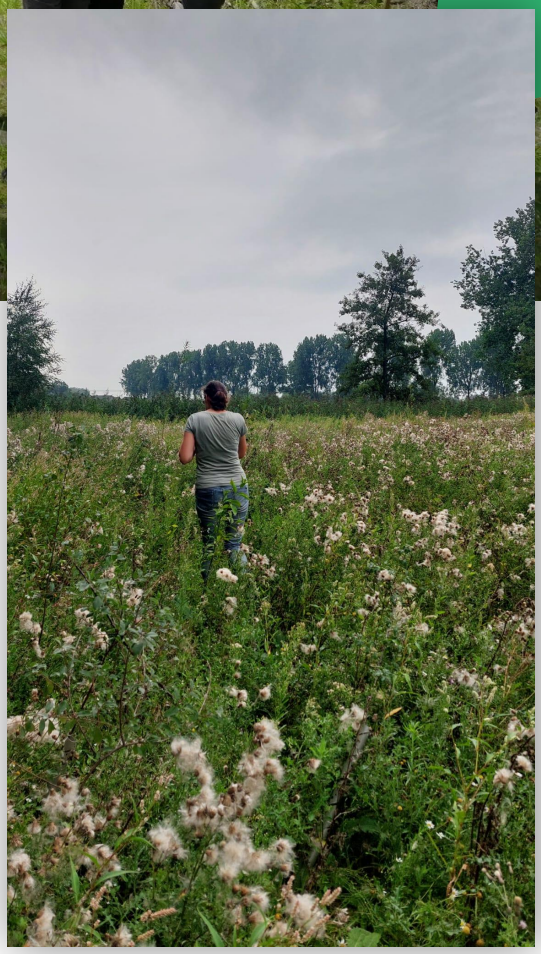
CONTEXT

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 CO_2 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 CO_2 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

anth
CERTH CENTRE FOR RESEARCH & TECHNOLOGY HELLAS
Gynzy
LEGAMBIENTE
BRIGHTVIBES
TRANSFER CONSULTANCY
VOLTERRA power up your soil
CYBELE
LAND LIFE COMPANY
European Schoolnet
UNIVERSITAT DE BARCELONA
viverosfuenteamarga S.L. PLANTA AUTÓCTONA FORESTAL
EFE verde El periodismo del medio ambiente
COMUNICAZIONE ZYGOMALAS & FABIANI GMBH
THE MEDIA NETWORK FOR EUROPE EURACTIV

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"

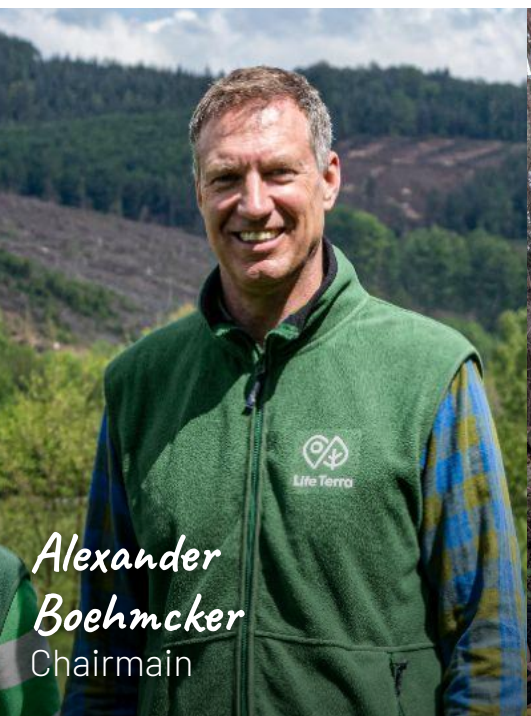
Helen Keller - Rights advocate and activist



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.

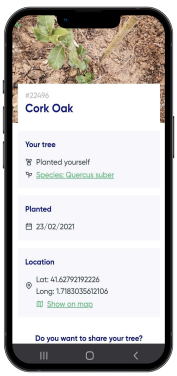
Terra Mission is available in 7 languages.

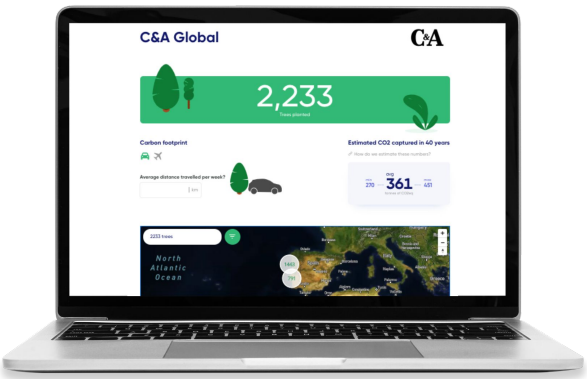
School plantings

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

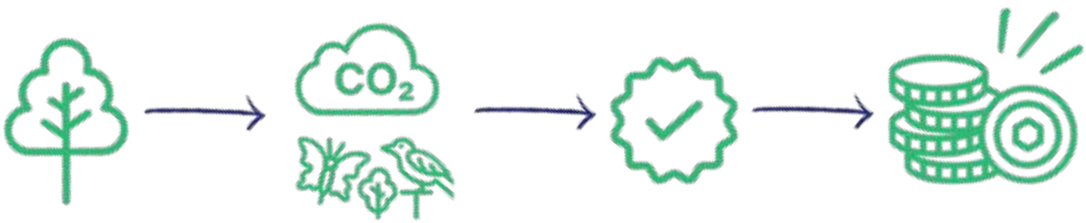
Life Terra's Carbon Removal credits enable companies to take effective climate action supporting reforestation initiatives in Europe. These credits originate from verified projects focused on native and climate adapted species, ecosystem restoration, and community involvement. They complement emission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





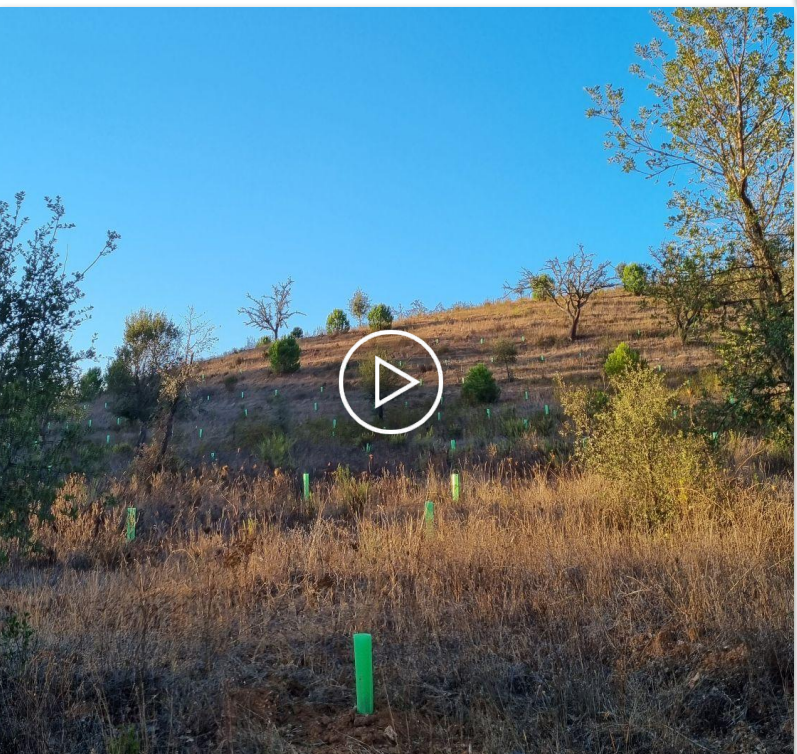
FINCA ALÍA, SPAIN

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



INSPIRING CASE

The Mortgage Forest



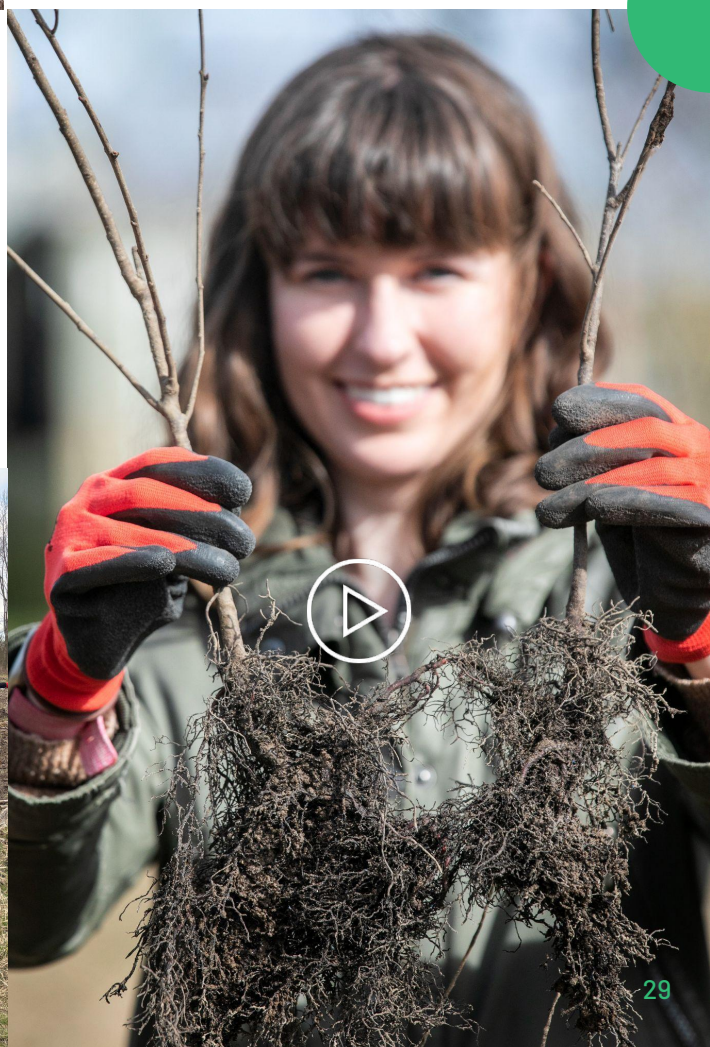
The *Hypotheekbos* (Mortgage Forest) is an ongoing campaign established by De Nationale Hypotheekbond, with the goal of planting 15,000 trees annually funded by donations from partners in the financial sector.

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.

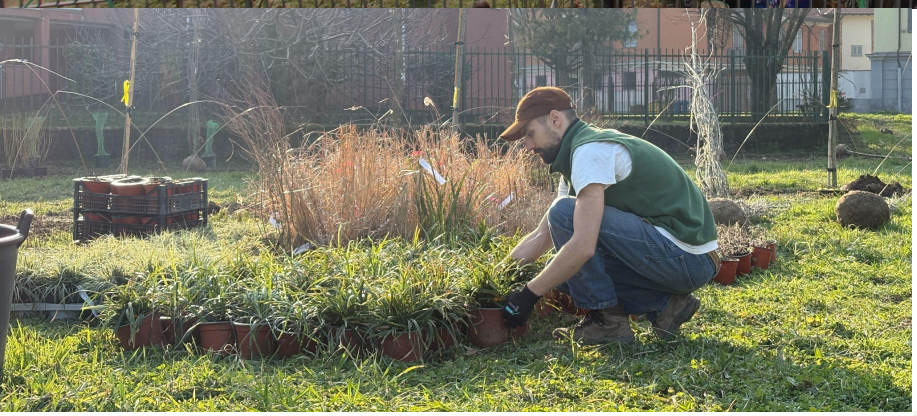
Several companies have supported the campaign by donating trees, including Blinqx, ING Nederland, Obvion, Dutch Media Lab, Faster Forward, and HFBG.nl. These contributions are integral to the ongoing development of the Hypotheekbos forest.





INSPIRING CASE

The Rain Garden in Rho



Life Terra, in partnership with Amazon and local organisations, led a large-scale tree-planting initiative in Mazzo di Rho. With a focus on hyper-local impact, this project engaged over 400 participants, including Amazon employees, residents, volunteers, and schools, in transforming an urban space into a thriving green area.

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.

INSPIRING CASE

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.

INSPIRING CASE

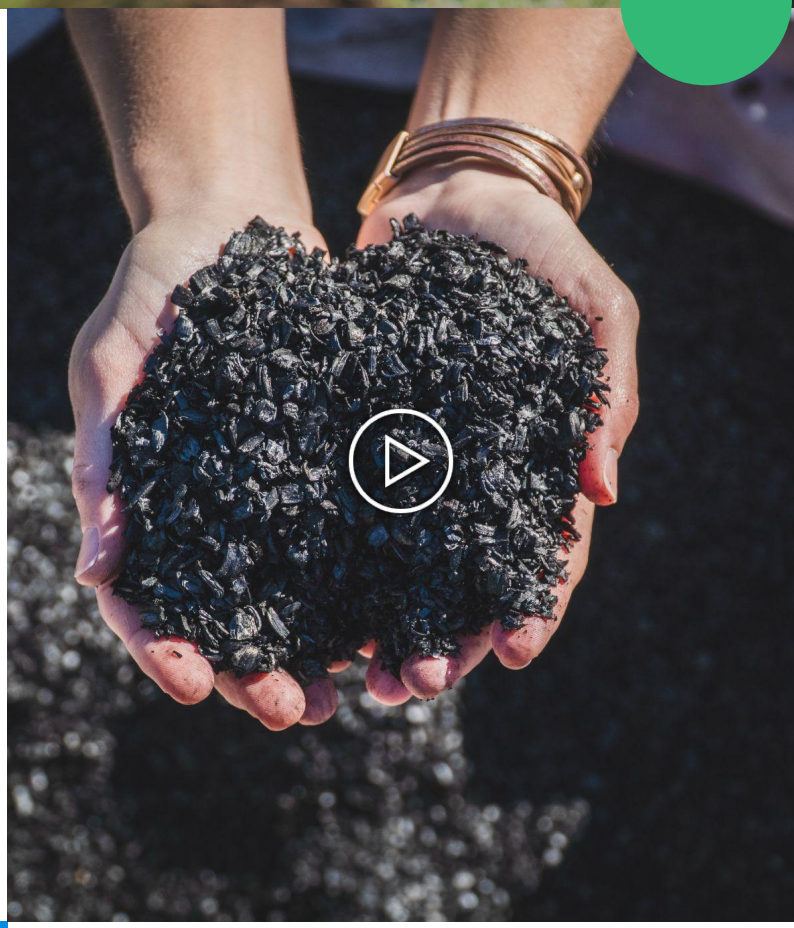


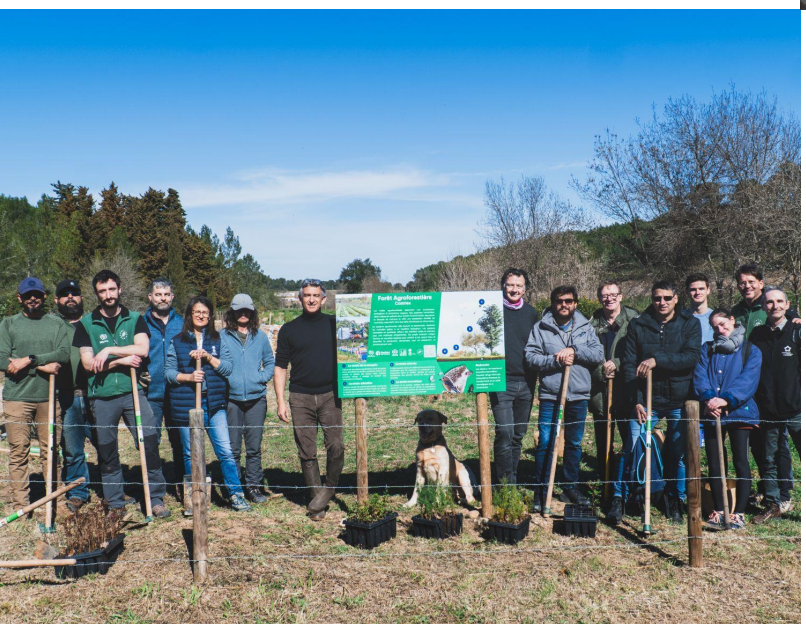
Agroforestry in Montpellier

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.



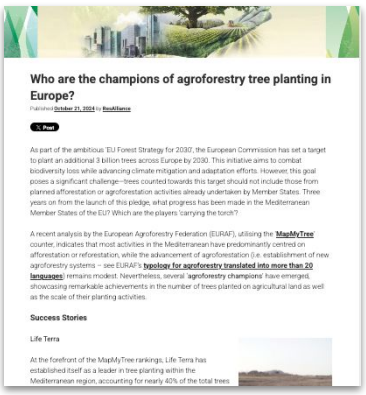
LIFE TERRA IN THE PRESS

Life Terra maintained a strong presence across multiple platforms, from social media to traditional media, to maximize engagement and inspire more people to take action for the planet.

So far, the Life Terra project has received more than **2,600 press mentions** across **16 countries**. Check our website to see the full list of articles.

Read here some of our stories in the press:













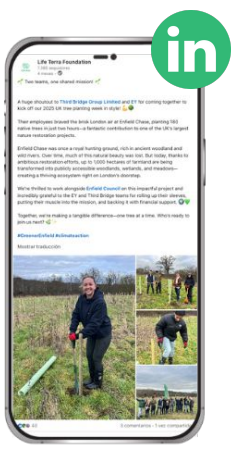


LIFE TERRA'S SOCIALS

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.

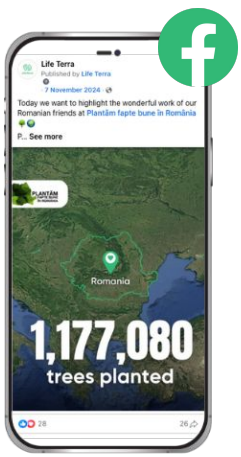
Life Terra has more than **17,000 followers** (LinkedIn, Facebook, Instagram, TikTok and Youtube) and generated more than **1.1 million impressions** during this period.

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	19	29,617	45	418	44
trees	countries	participants	partners	events	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

contact@lifeterra.eu
T: +31 202620240
www.lifeterra.eu

Stichting Life Terra
Kastrupstraat 11D,
1043 CR Amsterdam
The Netherlands

Life Terra

