



ANNUAL REPORT 2023-2024



PLANT TREES



GROW FORESTS



RESTORE EARTH

RESTORE OUR CONNECTION WITH THE EARTH





TABLE OF CONTENTS

7	Looking back
9	Planting Partners
10	Our impact in Europe
12	Financial report
14	Executive Summary
16	Board Members
17	Life Terra Team
19	Who we are
21	Core Values
23	Education
24	Technology & monitoring
25	Business solutions
28	Inspiring cases
33	Supporters
35	Press
36	Social media

Hi, I'm **Sven**

Founder of Life Terra!

Ever since my childhood fascination with trees in the Netherlands, I've been on a journey to plant and nurture their growth. From family events to projects with friends, I've seen firsthand how people love planting trees and genuinely care about their impact.

In the face of climate change, I believe in positive action. That's why I envisioned a project where every European can plant his/her own tree. It's not just about 500 million trees; it's a collective story of inspiration, climate awareness and change.

The Climate Threat is now real and we see a lot of citizens of all ages very concerned and wondering if and how this can still be fixed. Many young people are now striking regularly and demanding action by politicians, who often also don't know what to do. Is that it? Do we give up or can we take action?

The recent discovery that 1 trillion trees can fix our planet resonated with me. So, why not start planting together? Life Terra isn't just a number; it's a shared mission. This project was conceived on the above experience and conviction that by organising positive action people will gladly join. We add technology to this project to engage the planters as well as monitor our efforts and allow full transparency.

We have a fantastic team of 16 partners from across Europe with deep expertise, technological skills, media power and most importantly a strong passion to execute this project successfully.

Join us in planting the seeds of change. Let's make a genuine difference together!





looking back..



LOOKING BACK SEASON Y3 & Y4

PLANTING SEASON 3 & 4 (OCT '22 - JUNE '24)



946

events organised

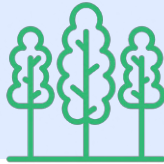


25

European countries

2,523,946

trees planted



440

species planted

20,183

accounts created
in the app



3,402

trees adopted by citizens

+50

partners collaborating



56,392

citizens involved



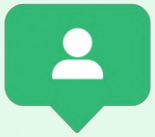
102

Terra Leaders trained



LOOKING BACK

(ACCUMULATIVE SINCE BEGINNING OF THE PROJECT)



14,727

followers on
social media



12,098,021

people reached via SM



130 videos

created that reached

+2,545,512 people



2,326

press mentions



322,968 students &

26,914 teachers

reached with Terra Mission



3,335,970,354

potential impressions
in the media



PLANTING PARTNERS

UNITING REFORESTATION EFFORTS

At Life Terra, we recognize that true impact is born from the synergy of like-minded individuals and organisations.

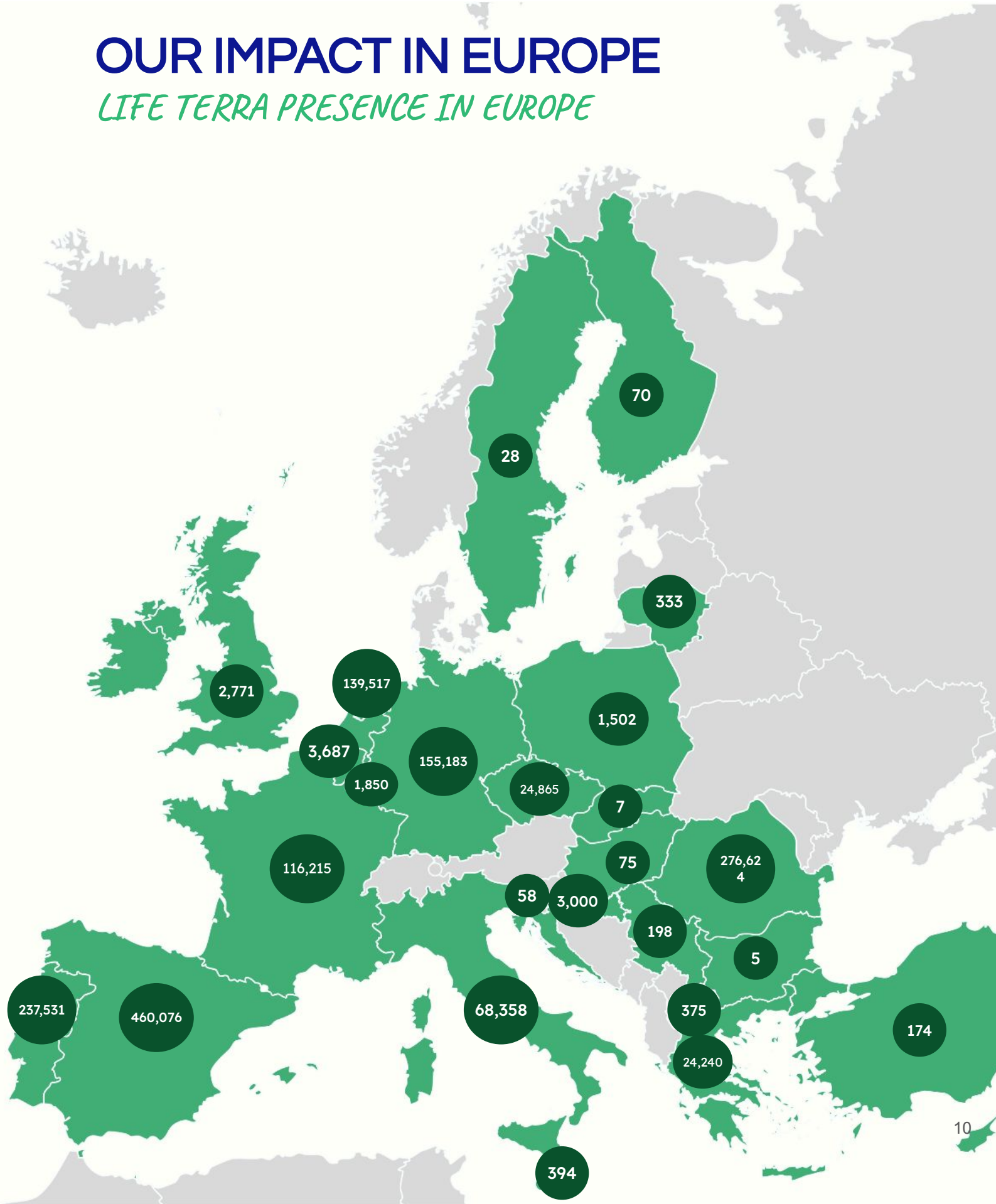
Since 2020, Life Terra has collaborated with many tree-planting initiatives from all around Europe to share knowledge and expertise and showcase our efforts in taking climate action.

Our app to register and geolocalise trees is free to use so we welcome all new initiatives to add trees to our platform. We support our planting partners with trees, planting capacity and monitoring services.



OUR IMPACT IN EUROPE

LIFE TERRA PRESENCE IN EUROPE





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 **Brazil, Lesotho, Argentina, Egypt and Armenia** .

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!



FINANCIAL REPORT 2023-24

Balance				
Stichting Life Terra		2023-'24*	2022	2021
Assets				
	Non current assets	4.905	6.695	70
	Inventories	1.255.562	529.705	104.619
	Receivables	40.758	49.598	529.009
	Cash and cash equivalents	9.988	61.923	621.942
Total assets		<u>1.311.212</u>	<u>647.921</u>	<u>1.255.640</u>
Equity & liabilities				
	Equity	310.404	65.274	22.586
	Current liabilities	1.000.808	582.647	1.233.054
Total equity & liabilities		<u>1.311.212</u>	<u>647.921</u>	<u>1.255.640</u>

*Results from January 1st 2023 till June 30th 2024. Due to a statutorial change to better reflect the planting season, our fiscal year as of now runs from 1st of July to the 30th of June.

FINANCIAL REPORT 2023-24

Statement of Income and Expenses				
Stichting Life Terra 2022		2023-'24*	2022	2021
Income		2.416.209	1.280.233	1.147.380
	Income	2.416.209	1.280.233	1.147.380
	<i>Fundraising</i>	1.630.846	817.678	684.826
	<i>Life Subsidy</i>	693.831	462.554	462.554
	<i>Provision non-sold trees/carbon credits</i>	-690.641		
	<i>Increase in stock</i>	782.174	425.086	104.619
Operating Expenses		-2.341.059	-1.235.827	-1.073.495
	Expenses of employee benefits	-919.985	-624.543	-424.257
	Other operating expenses	-1.421.074	-611.284	-649.238
Result		75.151	44.405	73.885
	Interest expenses and related expenses	-1.790	-1.716	-1.263
Total result		73.360	42.689	72.622

*Results from January 1st 2023 till June 30th 2024. Due to a statutory change to better reflect the planting season, our fiscal year as of now runs from 1st of July to the 30th of June.

EXECUTIVE SUMMARY

CONTEXT

Numerous countries are reporting increases in climate related impacts such as extreme flooding, droughts and forest fires. Climate change has become such an important economic, social and environmental issue that it has been renamed in mainstream discussions as the “climate crisis”.

This crisis demands urgent, large scale action and cooperation between the public and private sectors. However, it has become evident that the crisis is not being properly addressed. The UNFCCC has recently acknowledged that “the pace of current action remains too slow and must be accelerated.”

Europe continues to emit 8,500 tons of CO₂ eq. every minute. Changes in the way we generate energy, move around and eat are necessary to help limit future emissions. Yet, in order to reach a carbon neutral future by 2050, these limiting mechanisms are not enough; we must also capture the carbon emitted. Unfortunately, carbon capture technologies are still extravagantly expensive and energy intensive and at their current stage of development they are unfit for scaling up.





EXECUTIVE SUMMARY



OUR SOLUTION

Nature has already provided us with a cost effective, regenerative climate capture technology: trees. Stichting Life Terra will harness this technology, implementing massive tree planting for nature restoration and conservation. Our first goal will be to facilitate the planting of 500 million trees, effectively capturing 100 million tons of CO2 equivalent*.

OUR APPROACH

Life Terra must distinguish itself from various other tree planting initiatives, take tree planting out of its niche and give it a **new agency**. We think Life Terra boasts many elements of distinction that make it unique – it combines science-based knowledge, innovative monitoring and tracking technology, educating younger generations and the active involvement of citizens across multiple countries.

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

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

SUPERVISORY & MANAGEMENT BOARD



Alexander Boehmcker
Member



Julia van Boven
Chairman



Tomas Simons
Treasurer



Sven Kallen
Founder & Secretary

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

A LEGACY THAT MATTERS



WHO WE ARE

Life Terra is a foundation with a mission to **restore our connection with the Earth** and to enable people to take impactful climate action now. We facilitate tree planting, educate future generations, and develop tree monitoring technology. Our Consortium is present in 8 European countries.

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



PURPOSE

To create a healthy planet for next generations by empowering citizens and organisations to take effective climate action now



VISION

To be Europe's leading tree planting movement, driven by and for citizens



STRATEGY



Build on our common passion to be a proud and motivated team



Create long term healthy and climate resilient forests



Offer engaging and empowering climate action experiences on a local level



Leverage the power of multi-stakeholder partnerships



Deliver our services through efficient and scalable processes

WHO WE ARE



Plant

A diverse mix of tree species is essential to our planting plan. We believe firmly in “the right tree in the right place”, for more effective land restoration and greater ecosystem resilience.



Monitor

It is important to ensure that the climate & environmental benefits we claim to make are happening. We have developed a state-of-the-art monitoring program to track all trees planted.



Educate

We have created an interactive environmental education programme for students ages 8-14 based on STEM and the best available science, called Terra Mission.



Build

Community involvement is key to our success. If we want to scale tree planting and speed up the pace of climate action, we need to spread the message.

STRONG PACT: Life Terra’s beneficiaries



TRANSFER
CONSULTANCY



OUR CORE VALUES

1. TRANSPARENCY



We are creating the tools to make planting initiatives measurable and visible.

2. BIODIVERSITY

All Life Terra plantings will be multispecies, involving an average of 8 different kinds of trees to ensure mixed forest stands and rich, biodiverse ecosystems. Together with the landowner we choose species that are right for the area.



3. THE RIGHT TREE IN THE RIGHT PLACE



We work from an “ecosystem-based approach” meaning that we consider all the conditions of a terrain and its surrounding area to ensure that the lands we are restoring actually need trees.

4. TREES ARE NOT ENOUGH

We love trees, but they alone cannot halt the climate crisis. We believe our governments, companies, and individual households all need to take action, prioritizing sustainable agriculture, the circular economy, green energy, and biodiversity.





OUR CORE VALUES

5. KNOWLEDGE IS POWER



We want a brighter future for our children. We work to educate the next generation so that they can be equipped with the knowledge and tools they need, to make decisions as future leaders, tree caretakers, and stewards of this earth.

6. SUSTAINABILITY

We want our trees to survive and thrive! We only work with landowners that are committed to maintaining their new trees over the long term to take full advantage of their carbon capture potential.



7. GREEN PROCUREMENT



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





EDUCATION: TERRA MISSION



Life Terra keeps also engaging students, teachers and schools with its educational package, **Terra Mission** .

Terra Mission is Life Terra's sustainability educational package developed by Gynzy. It challenges teachers and students to investigate and learn about the environment, both inside and outside of school. It is now available in 7 languages.

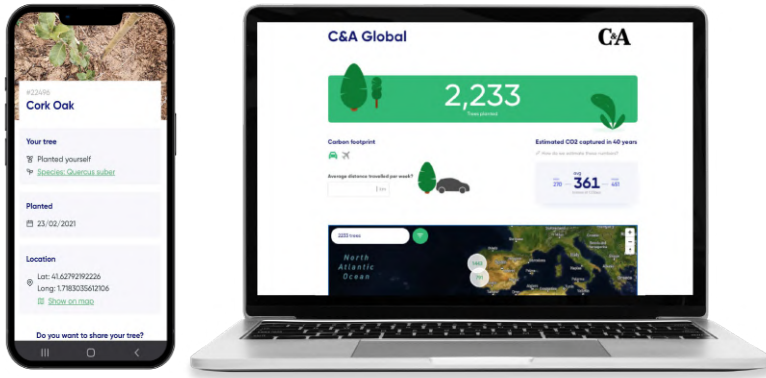
Since the project started, more than **300,000 students and 26,000 teachers** used Terra Mission to learn about the importance of taking climate action, globally and locally.

Also, more than 600 classes have organised tree-planting events with their schools with the help of the [Life Terra Guide for School Plantings](#).

The 2024 STEM Discovery Campaign

Scientix co-organised together with Life Terra, the 2024 STEM Discovery Campaign which has been the largest ever with **46,000 activities in +50 countries** and involving more than 700,000 participants. More results of this campaign [here](#).

TECHNOLOGY & MONITORING



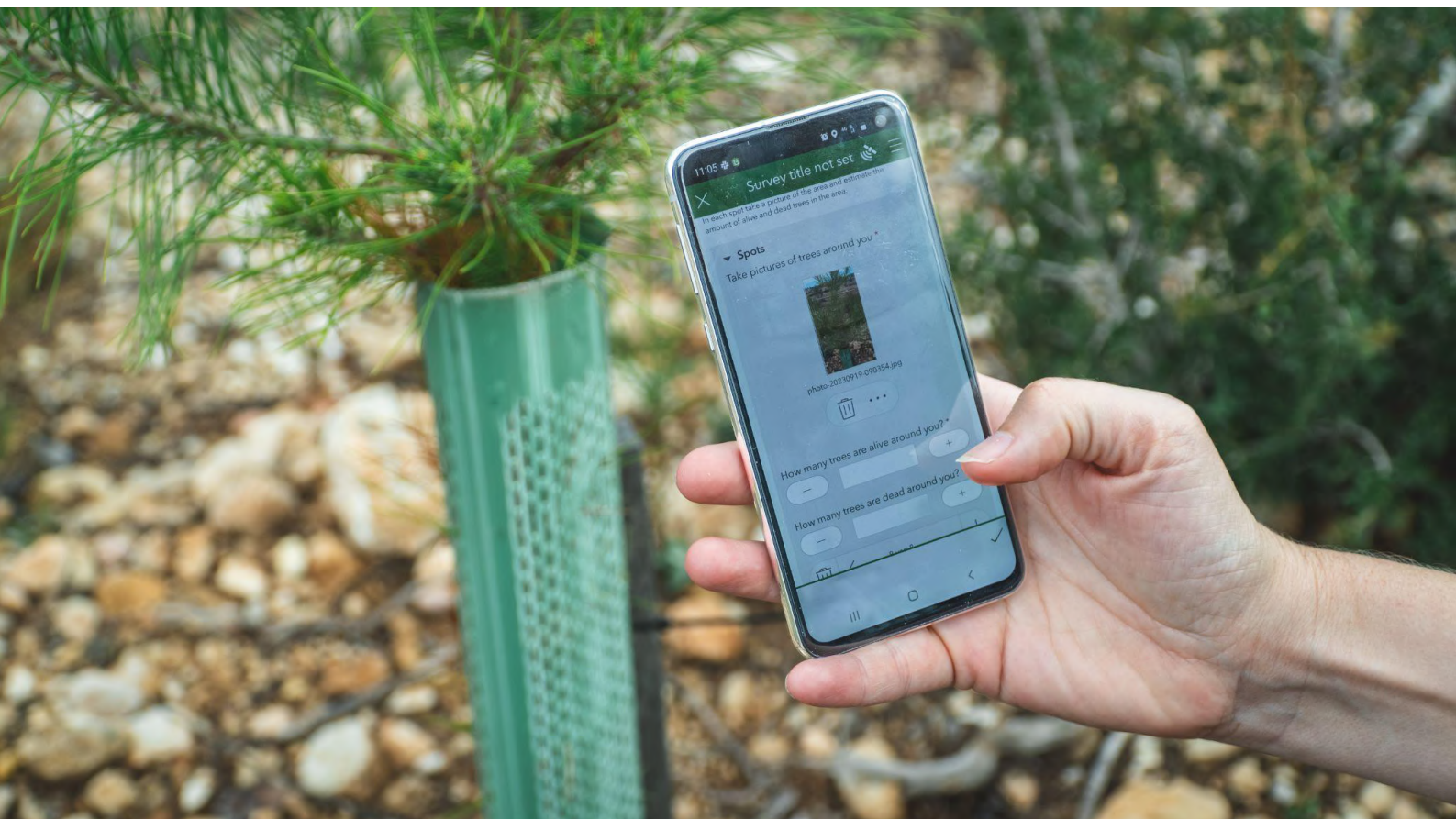
Life Terra's platform allows users to count and monitor the newly planted trees. The aim is to be transparent not only in the number of trees planted during the project but also with the success of these reforestations.

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

Once tagged, they can afterwards monitor them and check some relevant information (species, CO2 estimation, and other details) in their own **personal dashboard**. So far, more than **20,000 people** have opened an account with the Life Terra platform to track their planted trees.

Also, companies can have their own **Company dashboard** and showcase their impact. More than **650 organisations** are using now this feature.

All [Life Terra events](#) can be checked in our website, where we track all trees tagged in a particular event, tree species, CO2 estimation and satellite monitoring updates for all plots.



BUSINESS SOLUTIONS

Life Terra offers various solutions for businesses, organisations and individuals that want to take climate action, compensate their carbon footprint or make sustainability concrete and tangible:



CARBON REMOVALS & BIODIVERSITY CREDITS

Life Terra is involved in carbon credits that remove CO2 thanks to our large professional tree-planting projects in more than 20 European countries involving the local community in climate action. [Learn more.](#)



TEAM BUILDING EVENTS

Many companies have joined us in the field to experience climate action firsthand. They planted trees themselves and learn about species, biodiversity and taking care of the environment. [Learn more.](#)



EMPLOYEE TREE GIFT

Life Terra planted trees can be adopted by companies to support reforestation efforts around Europe. Companies can gift them to their employees for Christmas, New Year's or other special occasions. [Learn more.](#)

BUSINESS SOLUTIONS



TREE PLEDGE

Life Terra has developed a digital infrastructure where pledgers can adopt trees and “compete” with one another. A fun way to engage stakeholders into climate action. [Learn more.](#)



LIFE TERRA PLANTING PARTNER

We want to empower other tree-planting initiatives around the world by providing our tree-monitoring technology and helping them to be more transparent and achieve their objectives. [Learn more.](#)



ADOPT TREES

Adopting a tree is the most effective climate change solution available. People can adopt our planted trees via our web app or gift them to their colleagues, friends, or family. [Learn more.](#)



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





INSPIRING CASE

6 MILLION TREES PLANTED!



In February 2024, we achieved a remarkable milestone: we reached 6 million trees planted!

With the help of dedicated volunteers, like Tristan, we put in the ground our tree number 6 million in the Green Rebel farm, in Miravet, Catalonia (Spain).

We were extremely proud of this achievement and to be able to share this beautiful moment with Tristan, his family and the people of the Green Rebel farm.

We extend our heartfelt gratitude to all who have contributed to this remarkable journey. From volunteers to partners, your commitment to our planet's well-being is truly inspiring.

While we celebrate this milestone, let's remember that our work is far from over. Let's continue planting seeds of change, nurturing a greener, more sustainable world for generations to come.

Together, we can make a difference, one tree at a time.





INSPIRING CASE

MIYAWAKI FORESTS: the urban micro forests



This allows neighbours to use and enjoy this forest

Together for greener cities

Urban climate resiliency is increasingly becoming a trending topic. Cities will have to adapt to the fast changing climate and weather shocks. To help prevent the Urban Heat Island effect, potential floodings, etc. fast climate action is required to keep cities liveable.

Selective Miyawaki/Micro forests help to create more resilient neighbourhoods by providing green spaces for citizens.

Urban fruit forest in Las Rozas, Madrid

We made a successful start with the first Micro forests for cities. Las Rozas (Madrid, Spain) is actively looking to increase its green spaces with 3 main objectives: increase local biodiversity, fight the Urban Heat Island effect and involve citizens in local climate action. Together with a local foundation for mentally challenged youngsters we planted 2,500 trees and bushes including fruit trees to support a new green space and local food provisioning.



Community Micro forest in Toulouse

In January 2024, Life Terra planted the first Miyawaki forest in the heart of the beautiful city of Toulouse, in the green area of Argoulets, in collaboration with the City Hall of Toulouse, ASES, and ClimatePartner.

This urban mini-forest consists of several thousand trees and shrubs, aligning with the municipality's "100,000 trees" initiative aimed at creating green spaces in the city, by and for its citizens, by 2030.

The local community was invited to actively participate by planting the trees themselves, as part of an initiative that combines climate action and environmental education.



INSPIRING CASE

GANDUM VILLAGE: an eco-village in the South of Portugal



Gandum Village is an eco-village located in Montemor-o-Novo, in the region of Alentejo, south of Portugal.

What Martina and Joao, the founders, wanted to create is not only an eco-hotel where travellers can enjoy a peaceful stay but also a place to honour, connect and live harmoniously with local nature.

Gandum Village offers rooms and housing options, a restaurant that works with local products, a co-working space and a variety of outdoor experiences to enjoy the village's surroundings.

Sustainability is their main driver. They offer their customers sustainable solutions for daily challenges, from the food they produce and eat, to the architecture and energy used in the village. All generating the lowest impact possible.

Gandum Village & Life Terra

Life Terra has helped the eco-village to make the farm's regeneration a reality. We have planted more than 20,000 trees in the farm, putting a strong focus on biodiversity and using more than 80 species to help boost local flora and fauna, attract pollinators and increase soil regeneration.

They use syntropic agriculture where plants are strategically arranged to mimic the structure and functions of a natural forest.

Holistic restoration projects stand as exemplars of sustainable lifestyle and symbiotic coexistence with nature. We certainly believe that Gandum Village is a living example!





INSPIRING CASE

LENTILLÈRES: Restoring a clear-cut damaged area



...to plant 1,000 trees, for and by the supermarket E. Leclerc.

In the heart of Haute Valette, France, a landscape once destroyed by illegal clearcutting now stands as a testament to resilience and restoration.

Through the combined efforts of Life Terra and ASES, as well as the Supermarket E.Leclerc Aubenas, a remarkable transformation has taken place.

With 1,000 new trees and bushes carefully planted, the once desolate landscape now teems with life and vitality.

The restoration project

This ambitious initiative was not just about planting trees; it was about revitalizing the soil, fostering biodiversity, and creating a sustainable future for generations to come. By selecting 20 different species, we ensured that the ecosystem would thrive, providing habitats for local fauna and serving as a crucial carbon sink to combat climate change.

We have planted many local and native species to create a mixed ecosystem that will help increase the biodiversity and resilience of the area.

The goal is to green and restore the landscape while creating a safe home for animals and bringing back to life what was once lost.

Our partnership with E.Leclerc and the efforts of our planting partner ASES have been instrumental in realizing this ambitious project.





INSPIRING CASE

ANTWERP: A new food forest for the city

ING Belgium and Life Terra partnered up to plant 300 of the 1,000 trees they have donated near Antwerp, Belgium. These trees were planted in Zoersel to create a biodiverse and fruitful food forest.

The Zoersel food forest contains more than 30 local and native species, mixing trees, fruit trees, flowers and shrubs.

The aim of this food forest is to build a green space that will help to boost biodiversity, attract pollinators and local fauna while also promoting food security.

It will also be a space to strengthen community bonds and raise awareness about the importance of environmental care.



Food forests

A food forest is a diverse, multi-layered agroecosystem designed to mimic the structure and function of a natural forest. It can incorporate a variety of edible plants, trees, fruit trees and shrubs.

The plants are arranged in vertical layers to maximize productivity and biodiversity, while minimizing the need for external inputs like fertilizers and pesticides.

Food forests can provide a diverse array of edible crops throughout the year, creating a sustainable and resilient source of food.

It was amazing to see what can be achieved when passionate individuals and organizations come together with a shared vision for a greener world!



OUR SUPPORTERS

Life Terra collaborates with more than **100 partners** from different fields: business organisations, planting partners, NGOs, tree-planting initiatives and other interested stakeholders.



ClimatePartner



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



OUR SUPPORTERS

WHAT OUR PARTNERS SAY



„At Kyndryl we are maintaining the critical infrastructure our economy is running on. There was no question that we are supporting the most critical infrastructure our world is depending on: Our forests and trees. Thank you Life Terra for our joint events, planting a tree for each of our employees and all the best for your ongoing work.”



“This was an opportunity for us to take care of one of our own and give back to the environment. We are grateful to Life Terra, for helping us make a positive impact, on team spirit, on solidarity and on the planet.”



During the opening of the Agrifood conference, Life Terra’s founder Sven Kallen was invited to hand over a Certificate for 5 planted trees to **Mr Simonas Gentvilas**, the Minister of Environment of Lithuania. The handover followed a video of the tree planting project close to Vilnius where Lithuanian school kids helped plant 300+ trees the previous day.



LIFE TERRA IN THE PRESS

So far, Life Terra has appeared in **2,325 press mentions** from more than 20 European countries, getting 3,335,970,354 potential press impressions since the beginning of the project.



[Rdg Today](#)



[El Periódico](#)



[VIEWS magazine](#)



[Nature Today](#)



[SAPO](#)



[TAG 24](#)



[Madrid Actual](#)



[Kozani TV](#)



[L'Opinion](#)

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

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 **14,000 followers** (LinkedIn, Facebook, Instagram, Twitter, TikTok and Youtube) and generated more than **12.5 million impressions** .

These are some of our most engaging stories:



in 9,861 impressions



Instagram 3,778 impressions



YouTube 348,025 impressions




f 10,644 impressions



TikTok 2,100 views




X 7,798 impressions

A close-up portrait of Elizabeth Wathuti, a climate activist. She has dark hair styled in thick braids with yellow and green beads. She is wearing a dark top and a small Kenyan flag earring. Her expression is serious and focused.


“The anger gave me a hunger to do something about global environmental challenges like deforestation and climate change for the sake of humanity’s survival”

Climate Activist, Elizabeth Wathuti
(Picture by Tagesspiegel)

A portrait of Ursula von der Leyen, President of the European Commission. She has short, light-colored hair and is wearing a blue jacket. She is looking upwards and to the right with a thoughtful expression. A microphone is visible in the foreground.

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

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

A portrait of Rodolfo Sabayton Jr., a Greenpeace activist. He has dark hair and a goatee, and is wearing a black t-shirt with the word "GREENPEACE" in white. He is looking upwards and to the right. The background is a blurred outdoor setting with greenery.

“My work aims to cultivate a global community that embraces environmental stewardship and preservation of the earth. Through social media, I am able to share my art as well as show the beauty of our planet as well as the devastating impacts of human activity.”

Greenpeace Philippines, Rodolfo “Jun” Sabayton Jr.
(Picture by Asia Schools of Business)



**LET'S PLANT
TOGETHER**

EUROPEAN TREE PLANTING DAY

Life Terra is proud to launch the European Tree Planting Day, an inspiring initiative with its first edition this coming Autumn. Together with our tree planting partners we are inviting anyone interested in contribution to local climate action. We are calling on municipalities, companies, NGOs, and of course individuals, to join forces in a collective effort to combat climate change through the simple yet powerful act of planting trees.

Envisioned as a festival of nature and sustainability, the European Tree Planting Day will see communities across Europe coming together to plant trees simultaneously. This joyous event aims to raise awareness about climate change, encourage responsibility for our planet's future, and create a lasting impact through communal action.



[More info](#)



[Email us](#)

OUR GOAL

As one of the pillars of our "After Life" activities, European Tree Planting Day is dedicated to scaling up our environmental efforts and drawing more attention to the pressing issues facing our planet.

Participating will make everyone part of a larger movement committed to a greener, healthier world.

Join us in making a difference. Together, let's plant the seeds for a sustainable future.





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



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

