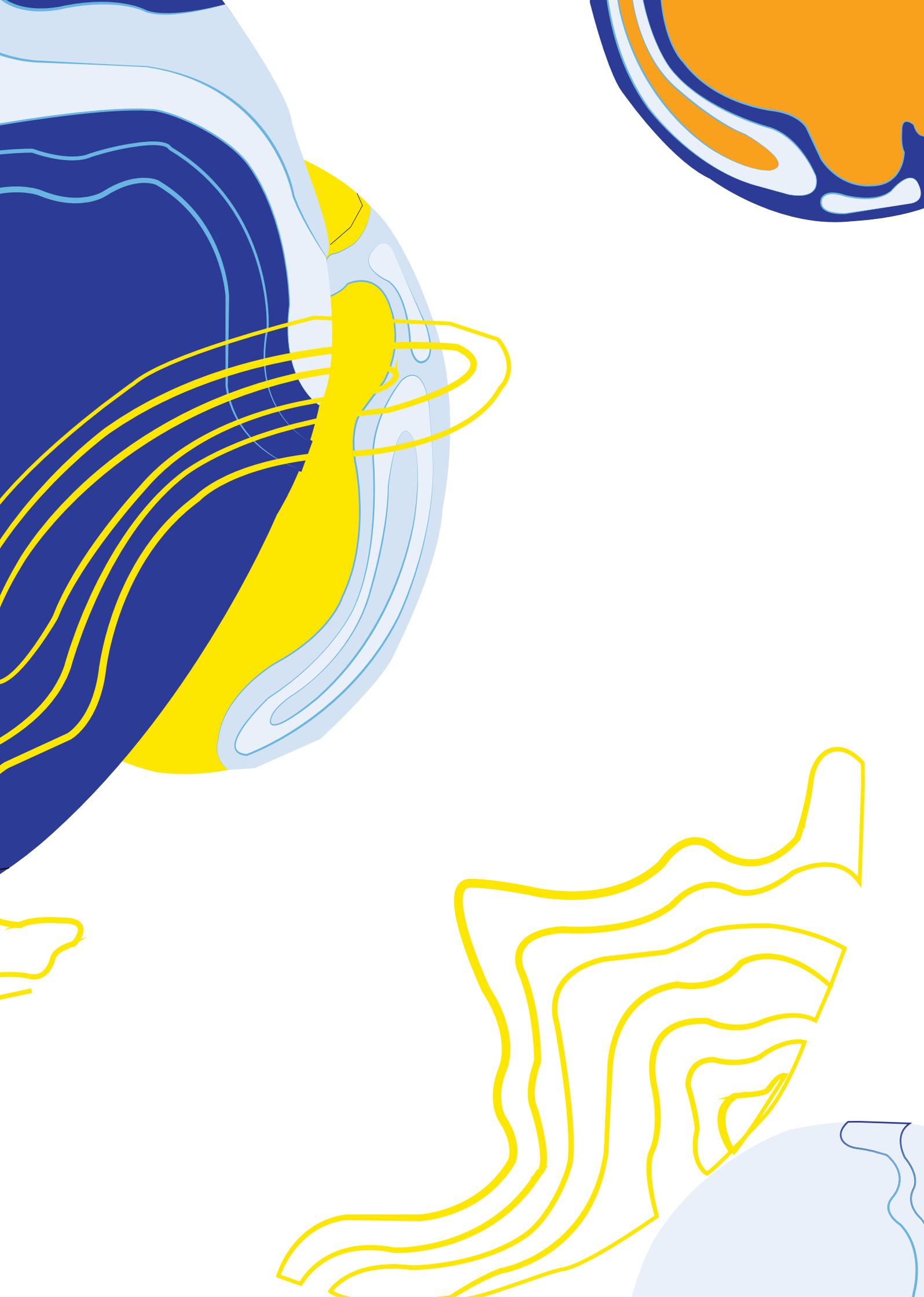




# Annual report 2014

Naga Foundation





# Introduction

It's with great pleasure that I present you with the annual report of the Naga Foundation for 2014.

The climate change issue is more than ever on the agenda with governments, individuals, NGOs and scientists raising the urgency to take action while we still can. I am an optimist by nature and confident there are enough committed and smart people on our planet to tackle the climate issue together. Because we owe it to ourselves. As a kickstarter start up, we will inspire and challenge you to join our global Justdiggitt movement and build our community to move the status quo. Let's reclaim what is our most fundamental priority: a living planet that provides food, water and soil for this and future generations to come. We have no choice. We look back at 2014 as a year with 2 phases:

- In the first half of the year we faced several internal organizational challenges with the departure and later fatal disease of cofounder Peter Westerveld who passed away in August. As you can imagine, this impacted considerably our team and activities. Our projects were on hold for a period of time and we decided to re-evaluate our strategy and project approach. Never before has the pressure on our planet's ecosystem be so intense and the need to take action so pressing. Giving up was not an option.
- During the summer of 2014, we pulled through our difficult time and implemented a series of changes that led the way to where we are today, with a new team of dedicated people that are up for the task.

- All our sponsors and donors remained committed to Naga, which is a strong signal of loyalty and confidence in our team to deliver on our promise. We rationalized our project portfolio to focus on the areas with most chances of success, and kicked off our new projects for the hydrologic corridor in Kenya.

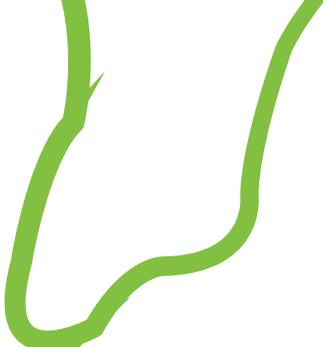
2014 has not been our easiest year, but we are stronger than ever. I would like to thank everyone who believes in our mission and gave us the mandate to deliver on our promise. Whether you are a family, an individual, corporate, NGO or government, your support means a lot to us.

Thank you

*Olivier Maes - CEO Naga Foundation*







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# 1 Summary 2014: In a nutshell

- The E-Rally raised €36,805,-
- The Kitenden project, Kenya is visible on Google Earth
- NPL donated a million euro to the Naga Foundation
- Co-founder Peter Westerveld passed away, we thank him for his wisdom and inspiration
- Olivier Maes joined Naga as the new CEO
- Naga's education project is developed for primary schools
- The media event was a great success at restaurant Vork & Mes
- Naga moved from Schiphol to Rokin, Amsterdam thanks to Kroonenberg Group
- €47,395,- raised through [www.justdigg.it.org](http://www.justdigg.it.org) as donations for our projects

Powered by  
**ATHLON**  
CAR LEASE



**E-rally** 2014

rally  
10  
SCHIP EER  
EN HERSTEL





2014  
Bentley  
DE GROENE WERELD  
HET KLIMAAT

# 2 Bringers of rain and guardians of water

## 2.1 who we are

**W**e are Naga. We have a passion for mother Earth. We work to preserve and restore humanity's most precious assets: soil and water. We do so through our three main activities;

- Projects; re-greening the planet using water harvesting techniques and conservation methods
- Campaigns; informing, inspiring and activating the general public on solutions
- Education; Educating the next generation

We are collaborators and innovators with a 'can do attitude' and a strong sense of urgency and accountability. We are a Netherlands-based foundation focused on ecosystem restoration and climate change.

### Our mission

Kick-starting Mother Nature to provide a green livable planet for now and the future.

### Vision

We restore large areas of degraded land by building hydrologic corridors. Through rain water harvesting and infiltration, we impact food, water, biodiversity, climate change and social stability.

We invite the world to join our global movement Justdiggit and educate future generations through our learning program.

We believe in the capacity and wisdom of people to solve problems bigger than the individual if we enable them with the right tools, inspiration and awareness.

### Our ambitions for the next 18 months are:

- Identification and design of 3 hydrologic corridors
- An international campaign with our Justdiggit brand in at least two other countries.
- A full roll out of our education program in The Netherlands.



## 2.2 Urgency

In 2014 a switch is made from long-term focus to urgency. At the United Nations Climate Summit world leaders, banks, insurers, and other corporations made big promises to fight climate change. These promises have been made for the past 20 years, only actions have fallen short. But as climate change accelerated and the effects become real:

- Coastal flooding owing to rising sea levels and more extreme weather
- The percentage of Earth's land area stricken by serious drought has more than doubled from the 1970s
- 25% of Earth's land mass is seriously degraded
- 12 million hectares of fertile land is lost every year
- World forest cover continues to shrink by 13 million hectares a year
- 24 billion tons of nonrenewable fertile soil disappear per year
- 52% of the land used for agriculture is moderately or severely affected by soil degradation
- Climate change impacts crop yield by 15-50% in most countries by 2050
- Worldwide 1,5 billion people are depend on degrading land in more than 100 countries
- Water scarcity could displace up to 700 million people
- GDP in dry lands is 50% lower than in non-dry lands
- Desertification impacts biodiversity; 27,000 species disappear every year
- By 2030 half of the world population (4 billion people) will be living in areas of high water stress

There seems to be more urgency about finally establishing a binding international agreement at the big next round of climate negotiations in Paris 2015. Many ecosystems can no longer restores themselves. Desertification has become a self-sustaining process of negative feedback loops including regional climate change. In order to break this vicious circle and its root causes a systematic approach is needed to address social, environmental and climate aspects of the problem.



## 2.3 Our approach

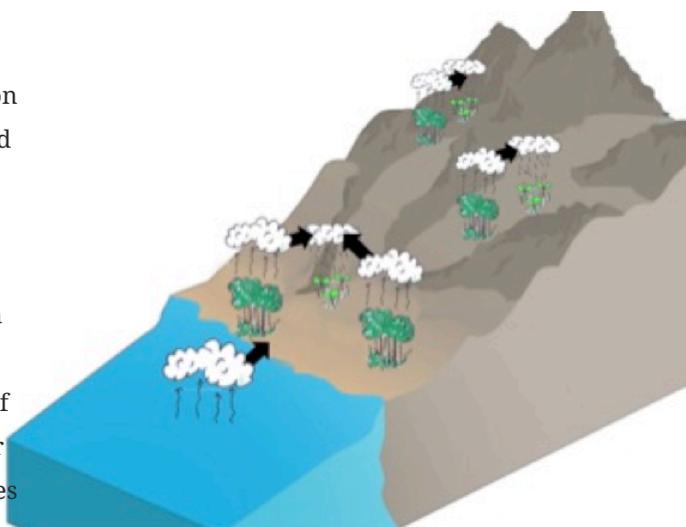
**T**he good news is that there are solutions to mitigate climate change. We are actively contributing to these solutions by restoring strategically located degraded lands on a large scale through local interventions using rainwater harvesting techniques and conservation methods. Creating local effects and impacting the regional climate.

The challenges we have faced during the first half of 2014, also brought us new insights. At the start of the second half of the year we have asked two technical experts in the field of hydrology, Sander de Haas and Cedrick Gijsbertsen from SamSamWater Foundation, to visit historical and potential new project locations. Based on their analyses, experiences, and advice we have decided to choose for a more holistic approach. Climate change and land degradation links to several fields such as food, water, soil, social and economic aspects. Therefore a system approach is needed that takes into account all different effects and interests.

Our solution is to reverse the cycle of vegetation decline by bringing back water in the degraded soil. We kick-start Mother Nature and create a hydrologic corridor, a system of restored land which impacts local climate. We bring back vegetation through rainwater infiltration and conservation methods in 15 strategic and degrading project locations covering an area of 20 km<sup>2</sup> each, thereby restoring the small water cycle (local impact). The restored microclimates

interact to form a hydrologic corridor, creating atmospheric cooling resulting in more and more equally distributed rain in the whole region of the hydrologic corridor covering an area of 20,000 km<sup>2</sup> (regional impact). So this unique approach uses local social ecological interventions to impact regional climate. Naga's ambition is to re-green the world's restorable landmass through hydrologic corridors, contributing to a stable global climate and a habitable planet (global impact).

We do implement local projects with all the usual benefits, but we do it in a manner that they create a regional impact. Project locations are selected based on hydrologic and social circumstances. To work from a more holistic approach we are starting to invite local partners to design project plans to implement local projects, with all the usual benefits, move and scale these to create sustainable projects with more than just local impact.



Simple explanation of the hydrologic corridor

## 3 Our projects

### 3.1 Kitenden project, Kenya

**T**he project was realized together with Naga's predecessor Westerveld Conservation Trust and was completed in 2011. The landscape was re-vegetated in a few years' time, and river water was diverted

into trenches which came together with a dam to form a (semi-) permanent drinking supply for local communities and their livestock. In 2014 the results are visible on google earth:



The results of the Kitenden project are getting visible on Google Earth.

### 3.2 Olgulului river project, Kenya

**T**he Olgulului river project started in the beginning of 2014. In the area around the Olgulului river grassland, farmland and forest has become so degraded they no longer produce regular pasture for livestock, crops or food for wildlife. Vast areas have lost all vegetation and with it the fertile

soils. Infrequent and heavy rainfall and erosion floods have set the river outside its original riverbed, losing all infiltration capacity, drying out the land, and threatening the Maasai community. With this project we aimed to restore the local water cycle by using a water harvesting technique.

In the catchment area of the Ogulului river interventions and excavation work have been completed. To mitigate the danger of flooding, a 600 meter long dyke has been built to guide the river in the correct direction. This passed the danger of flooding for the Maasai community and their settlements. The dyke also safeguarded the borehole of the local water supply. Due to the large amounts of water the river has incised into the landscape, riverbanks have been eroded and can no longer moisten the grasslands. To overcome this we have started to construct water diversions (e.g. using gabions) in the river to spread the water over the floodplains, to increase water availability for the grasslands. The water diversion trenches have been constructed.

Due to the illness of Peter Westerveld the project has been delayed. In September we have visited the project location with the two technical experts from SamSamWater Foundation. After a thorough analyses they shared their concerns about the technical feasibility of the solution. The river is located in deep gully which makes transporting the water to the floodplains challenging. Due to the large amount of rain water that needs to be processed it's not sure if the gabions can handle this amount of water. Last but not least they observed that there were conflicting interests that could jeopardize the project outcome. They have advised Naga to stop with the project and to transfer the work to be carried out to other NGO's. We have decided to follow their advice.



Consultations in the Ogulului River area

## 3.3 New projects

The visit with our technical advisors in September was also used to identify new project locations within the hydrologic corridor East Africa. Two potential project locations have been identified: Kitirua Spring near Amboseli National Park and Kuku- Tsavo West.

### Kitirua springs

Due to the hydrogeological influence of Mount Kilimanjaro, the Amboseli ecosystem is home to a very diverse ecology containing swamps, savannas and deserted landscapes. The Nomadic Maasai people used to share this area with their livestock and local wildlife. This wildlife used to migrate to the swamp areas in the dry season and return to the savanna during the wet periods. However, as a result of poaching, settlements and the installation of the national park the elephants have largely stopped their seasonal migration and they have settled in and around the park. Since the 80's they have increased their numbers in fivefold and the ecosystem can no longer sustain their numbers. Once densely forested areas within the Amboseli ecosystem have turned into deserted land. Extensive grazing by livestock (mainly cattle) forms another negative influence on the vegetation cover in the area. The reduced vegetation cover results in shallower root structures, which in turn lead to less infiltration and further land degradation. The Kitirua Springs have a potential of supplying more than 300,000 liters of water a day. This water can be used for large scale re-greening of the degraded area. The area can be temporarily enclosed for wildlife to give nature a chance to rehabilitate itself. On the site of the area water and drink facilities can be provided for animals and people. After recovery of the

vegetation cover the temporarily enclosed area can be opened in stages.

In 2015 we will further investigate the Kitirua Springs project and start to consult local partners to further develop a plan.

### Kuku - Tsavo West

The borderlands of Kuku- Tsavo West are a low-lying area. Collected rainfall from a very large catchment area (partly outside the National Park) is not infiltrating and surface runoff is increasingly eroding the entire area, turning it into wasteland. In order to preserve the little vegetation left and green the area, the erosion must be stopped. After the first inspection of the area potential techniques to prevent erosion in the area are gabions, contour bunds, gully head protection, pre rain-season ploughing, fencing or dams. Maasai Wilderness Conservation Trust (MWCT) and Finch Hatton's camp are interested in working together with Naga on this project; they do have knowledge, experience and materials available to start this project.

We are working together with MWCT how we together can further develop the project design and involve the community with it.

## 4 Create a global movement: Awareness & activation campaign Justdigggit

**N**aga develops international off- and online campaigns under the label Justdigggit to highlight the positive effects of our projects. These efforts are meant to inform, inspire and activate both the general public and funders to become rainmakers.

As a social brand and movement, Justdigggit continues to actively mobilize people around the world to work together for a greener, more sustainable, future. In 2014 the campaign was visible in the Netherlands and distributed at no cost by our partner Stroom Media.

The total media value at the end of 2014 is 2,3 million EUR and the reach is:

**TV:** 63 percent of the Dutch people of 6 years and older have seen one of more of the Justdigggit commercials this means 9.630.000 people. On average they have seen the commercial 5.2 times.

**Radio:** Through the Justdigggit radio commercial Naga has reached 80 % of the Dutch population (10 years and older), which equals 11.657.719 people. On average they have heard the commercial 8 times.



Still of the Justdigggit Television commercial, starring Desmond Tutu



On April 19th Naga organized a media partner event at the Vork and Mes restaurant, which is owned by Jonathan Karpathios, one of Justdiggit's ambassadors. Virtually all relevant national media companies were present. André Kuipers and Reinier van den Berg presented their reasons to become ambassadors for Justdiggit and asked for the support of the media for the forthcoming campaign. All media companies agreed to provide Naga with free advertising space again so the next campaign will reach even more people at no costs. The next campaign is expected to be ready in the summer of 2015.

Astronaut André Kuipers giving a inspirational talk, at the Naga Media Event

**A**lso Naga was awarded the prestigious Google Grants for the Justdiggit campaign, this is a budget of 10.000 USD per month, so 120.000 USD yearly of free advertising budget by Google. This is used on the Google Adwords (search) network to promote our foundation and website. Expand Online, one of our new partners, supported the application for this grant.

Naga also partners with one-off (funding) campaigns and events with well-established brands and event organizers. We also work with a network of ambassadors such as Desmond Tutu, Andre Kuipers, Reinier van den Berg and Floortje Dessing who have all joined our movement.

## Events

In 2014 to following events teamed up with Justdiggit to raise awareness and funds for our projects:

- The E-rally: The first ever fully electronic rally in the Netherlands took place on May 17th and raised €36.805,-
- De cyclists of the 'Ronde van Nijmegen' supported Justdiggit too and raised €3000,-
- Aveda raised €15.000,- during their Earth Month in April 2014

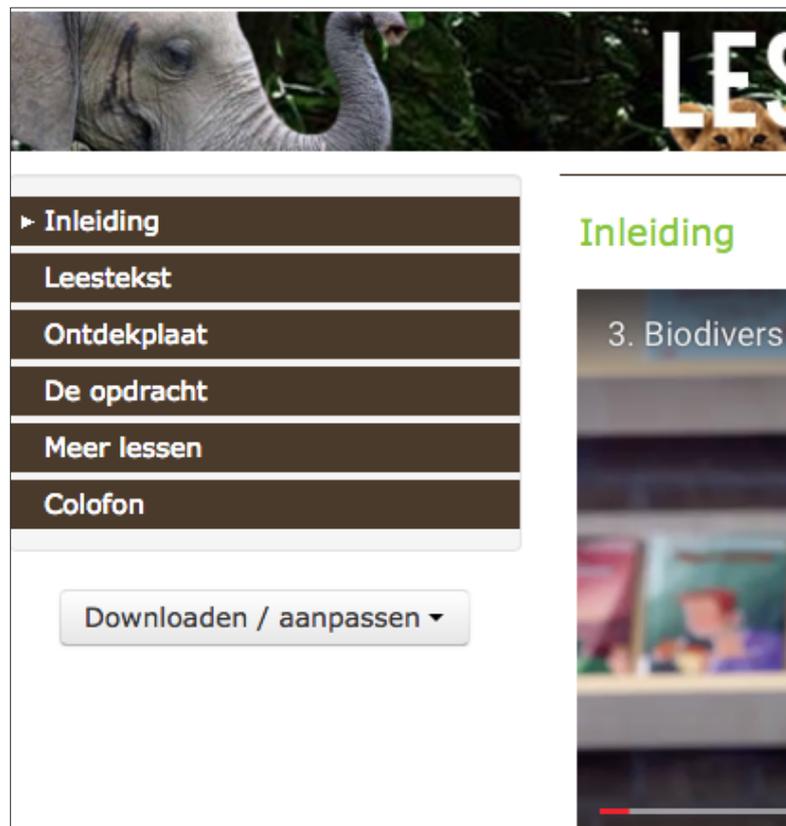
# 5 Invest in future generations through our education project

**W**e work with universities and primary schools to educate and actively involve younger generations in ecosystem restoration projects. In particular, local universities such as the Wageningen University participate in the monitoring of our project in relation to the impact on ecosystem services like water, soil and biodiversity.

The importance to educate youth about land degradation, deforestation and its connection to climate change is eminent to the Naga foundation. We want knowledge about ecosystems to be natural to kids as it will spark their interest about nature and will ensure their respect for the environment. That's exactly why we also launched an educational program for primary schools in the Netherlands; to increase awareness of the importance of water for healthy and balanced ecosystems.

We are currently rolling out an education project aimed at the highest classes in primary schools with four lessons covering the following themes: 1) Soil, 2) Water, 3) Biodiversity and 4) Naga's solutions, which will all be discussed in four days divided over four weeks. Within these themes all topics the Naga foundation cares so much about are covered. In the first theme, Soil, we will explain what soils consist of and emphasize the importance of healthy soils for food, for animals and for our own health and wellbeing. Within the topic Water we will discuss the many different uses of water, the way the watercycle works and

how it interacts within our ecosystem called Earth. Biodiversity will zoom in on all the different species of animals, plants and other organisms our planet hosts and why the diversity of species in nature is so important to us. All these themes will come together in the fourth week of the programme: Naga's solutions. This week we will summarize the former themes and, with all the new acquired knowledge about the importance of soils, water and biodiversity, kids will think and learn about Naga's ways to restore the ecosystem. This last day of the four-week programme will be fun and outstanding as it will be held outside of the classroom.



The very well known Dutch astronaut André Kuipers and weather reporter Reinier van den Berg, who are both JustdiggIt ambassadors, have committed to this education project and they will appear as presenters and hosts in the videos within the curriculum. This makes the programme even more fun for the kids as they'll learn from their national heroes.

This project is developed with and distributed by national education organization, Kennisnet, and the Dutch Nature and Environment centres. The Haarlemmermeer region has already agreed to pilot the project in their schools in 2015. The programme will be offered for free to every Dutch teacher. This way the programme will be picked up by many and the impact the project makes can be huge.



Screenshot of the Education Project by Naga

# 6 Our team

## 6.1 Head quarter

In February 2014 Naga office moved from Schiphol location to an 'A' location at Rokin in the centre of Amsterdam. With special thanks to the Kronenberg group who have offered us this outstanding office space free of charge.

## 6.2 Team

We parted way with our CEO Marie Christine Allaer in July 2014. She was temporary replaced by board member Hans Bruggink till new CEO Olivier Maes took over in November 2014. Olivier works part time for Naga.

The changes in company strategy were reason for Co-founder and CTO Peter Westerveld to stop his work for Naga and concentrate on his own foundation Westerveld Conservation Trust. He left Naga in July 2014 and sadly he passed away in August 2014. To compensate and strengthen the teams technical knowledge, Naga has recruited Sander the Haas. Through his own foundation SamSamWater he started consulting Naga on Kenya project identification in 2014. He will be joining Naga in January 2015.

Co-founder and Director of project office (DPO) Paul Martijn has decided to take a step back from 2015 onwards to focus on a new venture. Naga has recruited Carlo Wesseling as DPO to start working for Naga in 2015.

As a result of the new strategy the position of business model developer of Mackenzie Masaki was no longer necessary and he decided to leave Naga in July 2014. Naga has recruited Project Manager Roos Willard who will also start in 2015. We thank Mackenzie Masaki for his contribution to Naga and welcome Roos and Carlo to the team.

### These people have come to complete the Naga team:



**Olivier Maes** has a strong background in business development, sales and partnerships, for both multi-national corporations and

technology start-ups. As Cisco's Managing Director for Africa and the Middle East, he built up an extensive knowledge of how emerging markets work and operate.



**Carlo Wesseling** has over 15 years working experience as an engineering officer in the Royal Dutch Army. During his service time he built up

extensive experience in out of area engineering projects such as road and camp construction and

maintenance in harsh environments. Besides his operational experience Carlo also worked as a policy advisor at the Ministry of Defense and an instructor for young officers.



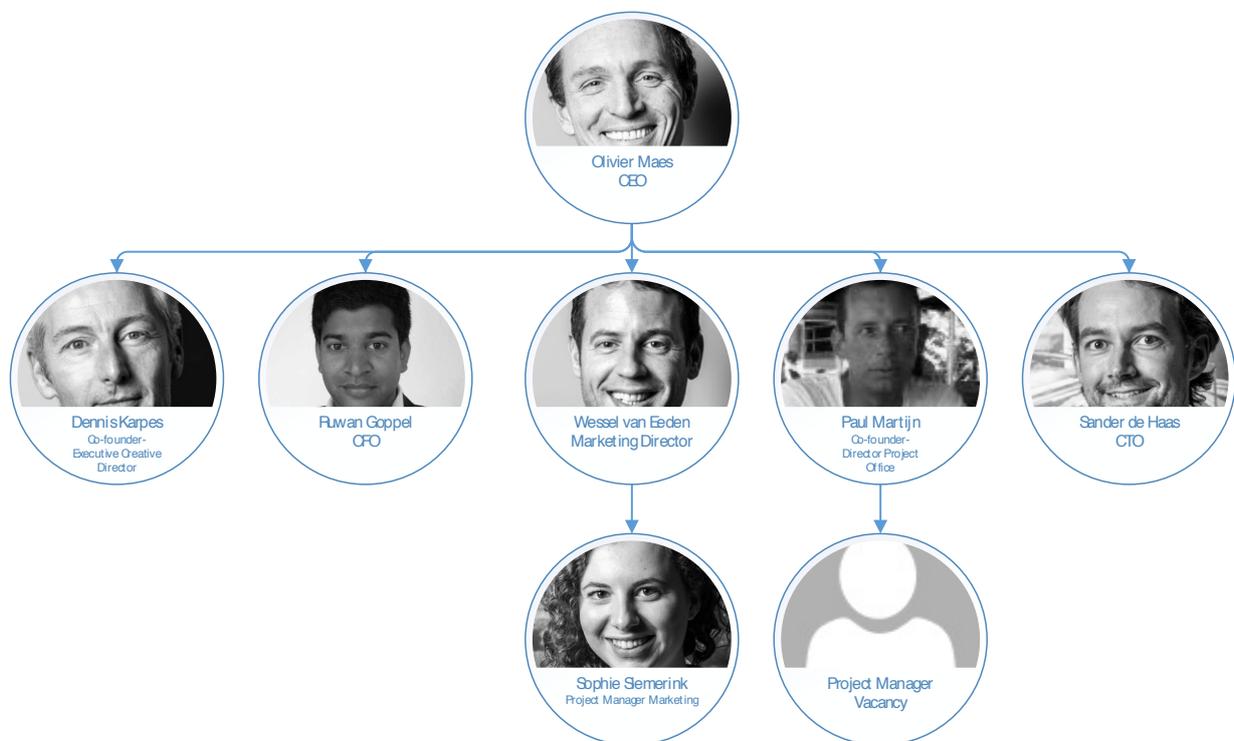
**Sander de Haes** discovered Kenya whilst studying for his Masters in hydrological research. He identified that he wanted to help others obtain clean drinking

water and found the SamSamWater Foundation to whom he provides hydrological and technical advice in respect of water projects in developing countries. Sander also works as a hydrologist at PWN, a Dutch drinking water supply company.



**Roos Willard** spent over eight years within the financial sector, both as a consultant and risk management professional. She is experienced in a variety of

projects and possesses strong analytical skills and has a 'hands on' mentality. As Project Manager, Roos ensures an efficient and professional approach to project management is adopted and clear communication channels are in place.



The Naga team in 2014

# 7 Our supervisory board

To have a clear division between the executive responsibilities and its supervisory responsibilities, Naga has a Supervisory Board in place.

The Supervisory Board is responsible for overseeing the general affairs of the Foundation, and for advising, monitoring and supervising the Executive Board's management and policies. The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments.

All board members work on a voluntary basis, but they can be allocated an expense allowance. In 2014 only some travel compensation has been provided. The board members are responsible for filling its own vacancies but only after the founders of the organisation have been heard. Members of the board have specific experience and expertise to contribute to Naga Foundation. In 2014 the Supervisory Board met six times.

End of May 2015 Hans Bruggink joined Naga Foundation's Supervisory Board. Because of the statutory duty of having a CEO, the Supervisory Board directly appointed Hans as alternate CEO after having relieved Marie Cristine Allaer of her active duties. After the appointment of Olivier Maes in November 2014, Hans became Vice Chairperson in the Supervisory Board. At the end of 2014 the board recruited Tineke Bahlmann and Bert Amesz who will both be appointed to the board in 2015.



**Hans Bruggink** is a very experienced Financial Executive with broad experience in all aspects of accounting, auditing and financial management. He has

direct global experience with airlines transport, ICT, real estate and financial consulting. Hans fulfilled previous Supervisory Board memberships at CITO, Westerveld Conservation Trust, SPF Beheer, MECC, CSC Holding, hotels and several KLM companies.



**Tineke Bahlmann** is one of the most prominent Dutch according to 'De Volkskrant'. Teaching and her work as supervisor have a central position in her

career. Tineke is active as professor Business Administration at Utrecht University and fulfills several positions as supervisor and advisor for different organisations.



**Bert Amesz** is an independent senior consultant and publicist in the field of water, environment and climate change. Over the last fifteen years he performed

multiple assignments in Africa, Asia, and the Middle-East on technical aspects, water resource management, the environment, and other aspects. He is author of the book "Aan de Knoppen van het klimaat" (2012). The book summarizes the causes and impacts of global climate changes and addresses climate policies.

## Naga Supervisory board, December 2014

	Name	Additional fuctions
Chairman	<p>Jenny Elissen</p> 	<ul style="list-style-type: none"> <li>• Advisory Board member PYMWYMIC</li> <li>• Co author and founder Perfect World Principle</li> <li>• Non executive board member African spirit group/Asilla safari's eco tourism</li> <li>• Founding and managing partner NewGenes</li> </ul>
Vice-Chari and temporary CEO in 2014	<p>Hans Bruggink</p> 	
Member	<p>Geeske Zanen</p> 	<ul style="list-style-type: none"> <li>• Board member World YWCA</li> <li>• Director Haëlla Foundation</li> </ul>

# 8 Finance

## Assets

	December 31, 2014		December 31, 2013	
<b>Current assets</b>				
<b>Current assets</b>				
Receivables	€ 77.418		€ 91.615	
Cash at bank and in hand	€ 963.553		€ 232.612	
		€ 1.040.971		€ 324.227
		<b>€ 1.040.971</b>		<b>€ 324.227</b>

## Liabilities

	December 31, 2014		December 31, 2013	
<b>Foundation capital</b>				
Continuity reserves	€ 160.000			
Other reserves	€ 9.234		€ 90.195	
Appropriation funds	€ 813.049			
	-			
		€ 982.292		€ 90.195
<b>Short-term liabilities</b>		€ 58.679		€ 234.032
		<b>€ 1.040.971</b>		<b>€ 324.227</b>

## Statement of income and expenses 2014

	2014	2013
<b>Income</b>		
Income from own fundraising	€ 63.829	€ 66.406
Income from actions third parties	€ 1.284.994	€ 58.897
Other income	€ 5.465	€ 1.057
	<b>€ 1.354.288</b>	<b>€ 126.360</b>

<b>Expenses</b>		
<i>Spent on objectives</i>		
Movements	€ 100.138	€ 94.789
Projects	€ 235.890	€ 119.390
	€ 336.028	€ 214.179
<i>Fundraising</i>		
Costs of own fundraising	€ 48.261	€ 91.419
	€ 48.261	€ 91.419
<i>Management and administration</i>		
Cost of management and administration	€ 77.902	€ 138.547
	€ 77.902	€ 138.547
<b>Total Expenses</b>	<b>€ 462.191</b>	<b>€ 444.145</b>
<b>Net result</b>	<b>€ 892.097</b>	<b>€ -317.785</b>

<b>Appropriation of results</b>	
<i>Additions to and withdrawals from the reserves</i>	
Continuity reserves	€ 160.000
Appropriation reserves	
Other free reserves	€ -80.952
Appropriation funds	€ 813.049
	<b>€ 892.097</b>

## 9 What's next?

In 2015 and beyond Naga Foundation will aim on these important areas;

- Ensure that the team is complete for the tasks ahead by officially appointing a new director of project office, chief technology officer and project manager
- Scientific validation of our approach by Wageningen University
- Design and fundraising for new projects within the East Africa corridor
- Exploration and design of new hydrologic corridors in Morocco
- The development of new awareness campaigns, a new website and new brand identity for Naga
- The first pilot of our education program in the Netherlands, aimed at expansion in 2016
- Expansion of the Supervisory Board with different experts including scientists, and entrepreneurs with a network that can help further Naga's work

With our new team and strategy in place Naga is equipped to create more impact than ever. Through our projects, campaign and education program we are able to make a real difference. But we cannot do so without the energy and support of people, media, universities, brands, NGO's and many others around the world.





Tell them I'll be  
in Tsavo

Tsavo  
Kenya



“ Not even a single raindrop should be allowed to flow into the rivers and sea without it first having been used for the benefit of the people”.

King Parakramabahu the Great

### Address

Rokin 69  
1012KL Amsterdam  
The Netherlands

CoC: 51457008

Tax number: 850026556

Bank: IBAN NL59 RABO 0160 3724 88

BIC RABONL2U

### Any questions:

If you have any questions relating this annual report, feel more than welcome to share those. Please contact us at [info@nagafoundation.org](mailto:info@nagafoundation.org)

### Website:

Because we do respect the environment we have decided to only upload this annual report on our website, therefore no hardcopies are available. The annual report is available at: [www.nagafoundation.org](http://www.nagafoundation.org)

### Redaction:

Naga Foundation

### Design:

Quince

# Annex 1 Our partners

## Funding partners



## Project partners



## Research Partners



## Media Partners



## Education Partners

