



COOLING DOWN THE PLANET

JUSTDIGGIT.ORG



ANNUAL REPORT 2018



COLOFON

This annual report is published by Justdiggit.

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BIC/SWIFTCODE RABONL2U

INDEX

FOREWORDS

MD - Marjolein Albers
Supervisory Board - Jenny Elissen

1. OUR PROGRAMS

- 1.1 How we work
- 1.2 How it works
- 1.3 What impact did we have in 2018?
- 1.4 Monitoring, evaluation and learning

2. OUR MOVEMENT

- 2.1 Communication
- 2.2 What did we achieve in 2018?

3. JUSTDIGGIT ORGANIZATION

- 3.1 The Team
- 3.2 Supervisory Board'
- 3.3 Volunteers and graduates
- 3.4 CO2 neutral

4. BUSINESS DEVELOPMENT& NETWORK

- 4.1 Business Development & Partnerships
- 4.2 Power of the Network

5. STRATEGY JUSTDIGGIT

- 5.1 Mission and vision
- 5.2 Our approach
- 5.3 Strategy and targets
- 5.4 Risk management

6. FUNDRAISING

- 6.1 Results 2018

7. PREVIEW 2019

- 7.1 Program strategy
- 7.2 Campaign strategy
- 7.3 Fundraising strategy
- 7.4 Budget

8. FINANCIALS

- 8.1 General
- 8.2 Notes to financial statement
- 8.3 Budget and cash flow statement
- 8.4 State of income & expenses
- 8.5 Notes to balance sheet
- 8.6 Notes to statement of income & expenses
- 8.7 Personnel
- 8.8 Notes to allocation of expendituresback to index

Annex 1: Auditor's report

FOREWORDS

Foreword by MD Marjolein Albers

The United Nations General Assembly has recently declared 2020-2030 the Decade of Ecosystem Restoration, and not without cause: 'Every year we lose three to five trillion dollars' worth of natural capital, roughly equivalent to the amount of money we lost in the financial crisis of 2008 -2009'. However, research led by The Nature Conservancy (TNC), has estimated that cost-effective nature-based climate mitigation solutions can account for 37% of the needed mitigation within the coming decade to keep us on the <2 degrees scenario. Put simply, there is no time to lose.

If we want to win the first battle against climate change we must act now. The oft-quoted 'Paradigm shift' related to establishing the balance between economy and ecology is gaining global traction and is our sole hope for a stabilising the world pre and post 2030. But to ensure it is not too late by then, we need to shift our reliance from systems - to people. Especially those empowered with the foresight to change their own lands today in order to actualise the change tomorrow. In this regard, the subsistence farmers of Sub Saharan Africa are critical.

Against this background Justdiggit has generated significant momentum, aiming to scale-up our own programmes where possible to increase our impact. Therefore, we've expanded our Tanzania program after a successful pilot, extending the scope to 194,000 farmers, reaching almost a million people and restoring approximately 200,000 ha of land. This program will run well into 2021.



[BACK TO INDEX](#)

In Kenya the first steps were made in implementing a large-scale program, to be further expanded in 2019 and running until at least 2023. We have also run successful on-the-ground tests in Tanzania of our newly developed mobile platform, the "DiggApp", which is expected to launch in Q3 2019.

With a fully integrated media and communication approach across all our current African programs we have been invited to partner in two Green Climate Fund-proposals for large scale programs in East-Africa, besides another GCF proposal for scaling our rainwater harvesting programmes in Kenya as a subcontractor of Conservation International (CI).

As part of this movement, we have developed three international marketing campaigns fully supported by our media partners who have donated over 2.6 million euros worth of free media exposure for us, as well as their in-kind support on content development. By leveraging the power of

communication, we have also invested in setting the outline for a joint mobilization effort to mobilize millions of farmers to start regreening their land. In 2019 the ReGreen Revolution will be kicked-off, including an exciting new project with huge potential; The Raindance Project - since we believe that there is no movement without rhythm.

A lot has happened on the fundraising side too; developing our partnership with Rabobank and converting the relationship with Caterpillar into two donations for both Kenya and Tanzania, that boosted the expansion of both programs. TomTom Telematics (taken over by Bridgestone) became a funding partner and together we have developed a special "green your fleet" platform to offer their EMEA business customers a regreening platform that will go live in 2019 and beyond. We particularly invested in the set-up of multi-year partnerships with our relations to build solid programme structures and provide sustainability in overall program development.

Our consumers donations almost doubled in 2018 after a successful new campaign with our ambassador Floortje Dessing and new income from Airmiles donations. We could also count again on the support of our Rainmakers (philanthropists) to cover most of our organization and fundraising costs.

We truly want to thank all our partners, Rainmakers and donors for their incredible support and trust in Justdigg.it. Together we can create A REGREEN REVOLUTION, a grassroots movement based on learnings and best practices, powered by you all; our network!

Marjolein Albers
Managing Director



[BACK TO INDEX](#)



[BACK TO INDEX](#)

Foreword by Supervisory Board, Jenny Elissen

“The supervisory board of Justdiggit looks back at 2018 as a year to build new partnerships and ways to reach out to the greater public. We worked towards creating shared value partnerships with (global) brands to positively impact climate change and seven other sustainable development goals (SDG’s). Our programs will allow an international roll out of all the principles and joint partnerships we stand for in cooling down the planet. Justdiggit started from a creative heart. Communication and media involvement have grown to be an important connector for our subject to transition this world and regreen our planet.

The supervisory board welcomed Natacha Pietersz to the board to deepen our supervisory skills on risk and finance. This will be my last year as a chair. Having serviced the organisation for over eight years, I am proud to hand over a truly capable and international organisation that is ready to raise the bar again to a more diverse and stable supervisory system.

Last year, the supervisory board met four times and spent time on recruiting a new Managing Director for Justdiggit. We thank Olivier Maes for his contribution over the past years and welcomed Marjolein Albers as the new Managing Director of the organisation. Also in 2018 co-founder Dennis Karpes has setup the new Raindance Project, an initiative of Justdiggit to promote our cause further through an international format of bi-annual events.

We thank you for joining us in our pursuit to cool down the planet.”

Jenny Elissen
Chair Justdiggit

1. OUR PROGRAMS



1.1 HOW WE WORK

Justdiggit was founded with the objective of reversing land degradation in the world and empowering climate resilient communities.

More than ever we are out of balance with nature. We need to find ways within our personal lives, societies and institutions to restore that balance with the natural world. In the meantime, however our planet earth is warming while the human population is growing. This results in water and food scarcity, poverty, loss of biodiversity and a growing population of climate refugees.

Luckily, we can also turn things around. Globally, it is estimated that over 2 billion Ha of land can be restored, an area twice the size of Europe and according to The Nature Conservancy (TNC), 37% of the climate problem (global warming) can be solved by "nature-based solutions" (restoring rangeland, forests & wetlands). In doing so we can provide water, food, biodiversity and a better life for millions of people and animals.

Our re-greening techniques are based on rainwater harvesting, agro-forestry (Farmer Managed Natural

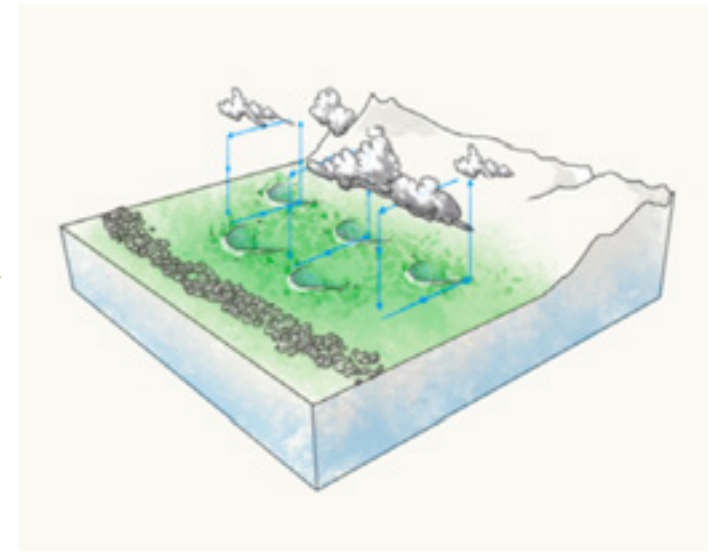
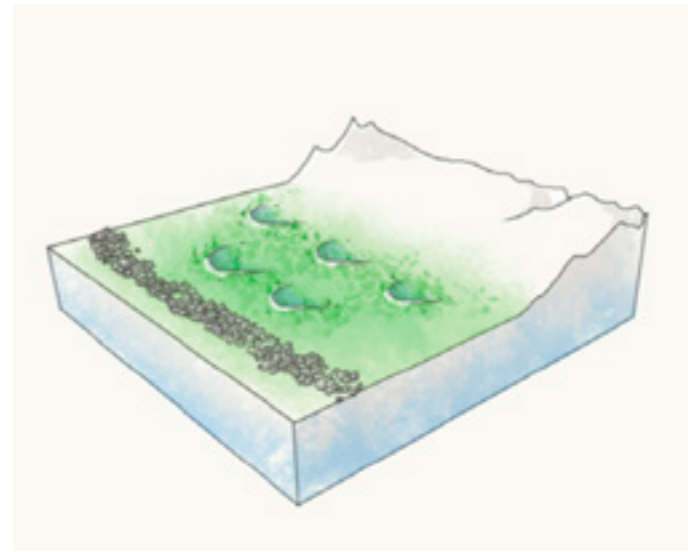
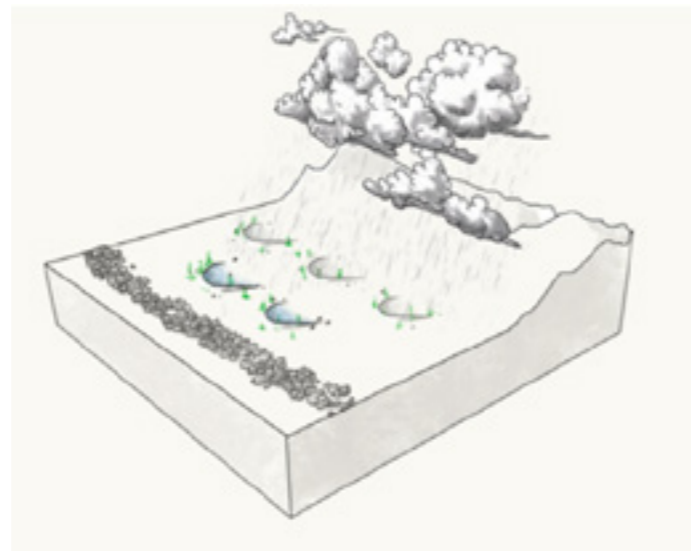
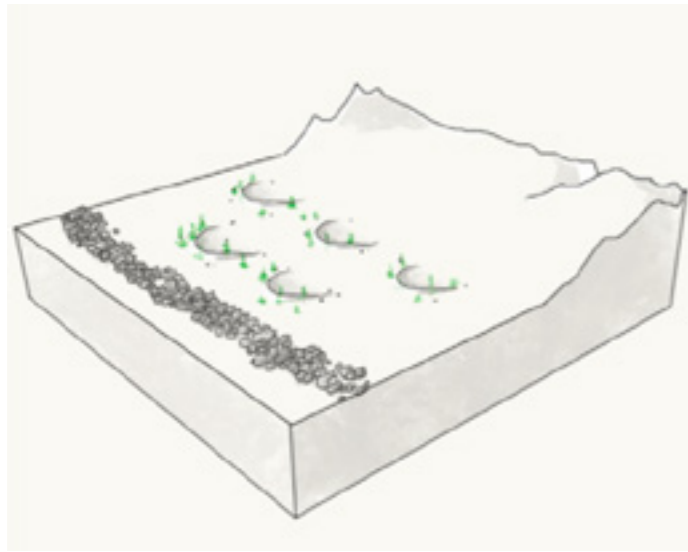
Regeneration) and soil improvement.

We work with local partners, who are strongly embedded within the local communities. These partners are responsible for the on-the-ground delivery of our program objectives, working closely together with the Justdiggit program and movement team. In 2018 we have demonstrated the success of our integrated media and communication approach within the Tanzanian program, using the power of inspiration and communication to mobilize the efforts of small holder farmers to restore their land. In the coming years, we will establish our approach as a viable and scalable climate adaptation solution for many African countries and beyond. From 2019 onwards we will focus on speeding and scaling up the ReGreen Revolution and show the world that systematic change, including interventions at large scale can work. We will do this with our own programs but also in collaboration with partners and other organizations with similar missions. Together we want to inspire and activate millions of subsistence farmers to start regreening their land with low-cost, community-based landscape restoration in Sub Saharan Africa.



[BACK TO INDEX](#)

1.2 HOW IT WORKS



DEGRADED LAND CAN BE RESTORED

In dry areas where the soil is degraded, rainwater can no longer infiltrate into the ground. When it rains, water washes away unused. This causes erosion and the washing away of the remaining fertile soil and seeds. This causes further land degradation and the loss of vegetation cover. This negative vicious circle needs to be broken to restore and regreen the land utilising successfully demonstrated interventions.

MAKE BEST USE OF THE WATER

Almost everywhere on our planet it rains, even in dry areas. By Water Harvesting and other Sustainable Land Management interventions rainwater can infiltrate the ground again jumpstarting' mother nature to achieve regreening.

MORE VEGETATION MEANS MORE RAINS

By allowing rainwater to infiltrate into the soil, seeds will sprout and vegetation returns. We complement this with improved agriculture and agroforestry to improve the livelihood of local communities.

AN UPWARD SPIRAL

The restored vegetation brings more moisture into the air, which cools the area, helping to create clouds and restore the water cycle.



1.3 WHAT IMPACT DID WE HAVE IN 2018?

Our program approach changed slightly in 2018. Instead of having multiple medium-scale programs, we have decided to focus on scaling our existing programs in East-Africa. We focus our resources, media and communication, technology and innovative power on creating something truly extraordinary which can set an example to the world. We already see the payoff of this: 2018 has been the most successful year of JustdiggIt so far. We have scaled up our program in Tanzania to a level that will lead to exponentially more regreened land in the coming years. Others see it too, we have been asked by different international NGOs to bring our approach to multiple large-scale programs that are currently under consideration by the GCF and can hopefully start in 2020. However saying “yes” to these opportunities also means saying “no” to others. For example, together with our Moroccan government partners, we have decided to cancel our Moroccan program for now.

[BACK TO INDEX](#)

TANZANIA

In 2018 we continued and extended our partnership with the LEAD Foundation, a grassroots organization from the Dodoma-region in central Tanzania, which is also our program area. The Dodoma region is about the same size as the Netherlands and where ninety percent of the people depend on the land for their existence.

However, due to poor land management, the yield of the land has fallen dramatically with severe top soil loss resulting in more and more farmers struggling to produce sufficient livelihoods for their families: Land degradation is one of the most significant problem affecting their lives as well as the wider ecosystem.

For this reason, towards the end of 2017 we co-developed the “Kisiki Hai”(Swahilli for “living stump”) program with LEAD Foundation. In this program, we promote rainwater harvesting and “Farmer Managed Natural Regeneration” (FMNR) which is an agro-forestry technique helping farmers to regenerate trees on their land at no cost. After the success of the first pilot phase, reaching 36,000 farmers, we decided to expand the program in 2018 to its full scope - the entire region; home to 194,400 farmers in the coming years.

What is truly unique about this program is the integrated use of media and communication to spread the message of Kisiki Hai. An excellent example of this is the video tour: using 4 mobile video teams from LEAD Foundation, we have brought an inspiring movie on Kisiki Hai to over 300 rural villages that are not connected to a tarmac road or electricity. In total, more than 220,000 villagers have seen the movie, which we think will be a great booster for the adoption of this techniques throughout the region.

[BACK TO INDEX](#)



 **36,000**
farmers reached with
FMNR

 **220,000+**
villagers have seen the movie
during video tour

1,314 FARMERS



Training and educating 1,314 champion farmers

20,000 KM²



Development, planning and design 20,000 km² program

14,000,000 TREES



180,000 hectares under FMNR x 80 trees/ha = 14 million trees!

1,000,000 PEOPLE



324 communities = 194,000 families = almost 1,000,000 people

1.5M TON CO₂



An estimated additional amount of 1.5 million-ton CO₂ equivalent is being stored in trees, vegetation and soil. By capturing CO₂ the regional climate will be influenced.

24B LITERS



24 billion liters of water is retained instead of washing away the fertile soil and causing flooding and erosion. The water infiltrates into the ground for the benefit of the population, soil, agriculture and animals.

CLOUD FORMATION



Recovery of the water cycle and temperature reduction: The increased vegetation cover also increases the amount of evapotranspiration and thereby the moisture in the air. This causes local cooling and changes in air circulation. All these processes can increase local cloud formation and rainfall.

[BACK TO INDEX](#)



KENYA

Next on the list is Kenya: the country where Justdiggit originated within, and to which it will stay fully committed in the years to come. As we are moving to larger scale programs, Kenya provides the perfect foundation to push scale. We have already run multiple successful projects in southern Kenya and have now strategised a scaled up, multi-year re-greening program in the same area, improving the lives of nearly one million Maasai people.

KENYA PROGRAM 2017-2025

Together with our local partners, we have started developing, planning and designing a 20,000 km² restoration program that will run well into the 2020's. Within this program, we want to re-green the South Rift and Amboseli ecosystems by using community-based restoration techniques, such as rainwater harvesting and grass seed banks. Detailed planning has been done for the first two group ranches in which we plan to start: Olgulului-Ololarashi and Kuku.

[BACK TO INDEX](#)



IMPACT 2018 KENYA

We have finished the implementation of pilot projects in both the Amboseli National Park and the Kuku Group Ranch. These are both part of a multi-year-program totalling 476 ha and multiple grass seed banks. Larger scale activities are anticipated to start in 2019.

1.4 MONITORING, EVALUATION AND LEARNING

For monitoring, evaluation and learning we work closely with our partner Meta Meta; a research and consultancy service specialising in water governance.

In 2016 we developed a new impact metrics model which has matured in 2018. The model shows the most important metrics for JustdiggIt projects and programs. This model has been used in our projects for the first time on a small scale in 2017 and has been implemented fully in 2018 including an extensive baseline study in Tanzania covering approximately 30 villages.

FOR EVERY PROJECT WE MEASURE THE IMPACT ON:

- **Water:** the volume of water retained by the project (litres).
- **Vegetation (and soil):** the surface area of sustainably 're-greened' and restored land (ha).
- **People:** the number of people benefiting directly from the implementation of our projects.
- **Climate:** the above leads to a positive impact on the local and regional climate (temperature and rainfall).

Before the start of every project we determine the expected impact of our projects. During and after completion of the project, the actual impact is evaluated to determine if the inception goals have been achieved. The methodology is specified in the [monitoring framework](#).

In 2018, we have also worked for the first time using the KoboToolBox, which consists of different (digital) tools to collect data in demanding contexts. In Tanzania, our 1,314 champion farmers report on a monthly basis using an app of this toolbox on their smartphones. This gives us up to date information on the important program indicators, such as the number of farmers that have been trained or are practising Kisiki Hai.



[BACK TO INDEX](#)



“WE ARE COOLING DOWN THE PLANET.”

40.8°C

29.9°C

2. OUR MOVEMENT



2.1 COMMUNICATION

If you want to start a movement, you need to be everywhere, news, ads, content, social channels, conversations, and above all in people's hearts and minds. Justdiggit uses the power of media and communication in order to do so; to create awareness, understanding and to bring hope regarding the changing climate.



BROADCASTING OUR WORK

Watch and listen

We develop campaigns customized for television, radio, cinema, and out of home purposes. The campaigns are being broadcasted completely free of charge thanks to our wonderful media partners and well-known broadcasting channels.

In 2018 we have created three campaigns showing Justdiggit's work and its positive impact on [climate](#), [people](#), and [biodiversity](#).



INFORMING OUR AUDIENCE

Let's talk social

It is important to keep our (potential) followers informed. Using social media where our partner Timm & Pimm has been supportive for many years regarding content creation, we inform our followers about the latest projects and insights. Our main social channels are Instagram, Facebook, LinkedIn, and Twitter.

Through Influencers Agency IMA we are collaborating with social influencers, this way we are reaching out to a newer, younger target audience, showing Justdiggit's work and the importance of regreening.

Documenting our work

We create state-of-the-art documentaries about our regreening projects. With high-end moviemakers, directors and high-quality cameras and drones, we document our approach and results. All documentaries are watchable online and royalty free in order to broadcast these.

Start spreading the news

Our [news page](#) is updated regularly and we are sending informative and inspiring news letters about our projects to our fan base.

ALWAYS OPEN

Connect with us

To connect with our audience, we believe it is important to always stay open for questions, ideas, suggestions, and feedback. Our general e-mail address info@justdiggit.org gives our followers the chance to get in touch 24/7.

INNOVATION

Showing new possibilities

Another way of approaching the broader public is by innovation. We use new techniques in our regreening projects, we are also innovating in the way we present ourselves to the world. In 2018 we have, together with our partners, developed the first contactless payment shelter in the city center of Amsterdam, The Netherlands. Winning the global campaign of the month within the JCDecaux network and being nominated for a prestigious advertisement prize regarding innovation.

All commercial broadcasting on television, radio, out of home, and cinema are completely sponsored by Justdiggit's amazing media partners across the globe.

**KEY VISUAL
COMMUNICATION 2018**



**IT'S POSSIBLE.
IT WORKS.
DIGG IN.**

**COOLING DOWN THE PLANET
JUSTDIGGIT.ORG**



STRATEGY

INNOVATIVE ASPECTS OF THE COMMUNICATIONS APPROACH

The approach

Our approach is to use a media and communication strategy and all available media channels to amplify the effect of landscape restoration programs; thereby creating a landscape restoration movement. We target both the rural and urban population with messages and techniques that are tailored to the program. This is especially effective in the case of low/no cost interventions, such as Farmer Managed Natural Regeneration. Examples of this approach are the use of nationwide media channels such as billboards and television, but also radio channels that reach the rural population. An interesting element of this, that really ties the national campaign to the farmers in rural villages is a movie road show/video tour. We have implemented this in Tanzania with 4 different teams touring around rural Dodoma; organizing day-long events that culminate in the showing of a high quality, enticing movie about FMNR in the local language (Kigogo). We have already visited >300 villages reaching an estimated 220,000 people.

Main partners

We have a pan-African partnership with Havas Media and JCDecaux, both leading corporations in the media and communications industry who have supported Justdiggitt for years within Europe. This partnership has now been extended to our African programs with in-kind media support in potentially each of the 24 African countries they operate in. Furthermore, together with Justdiggitt they engage their own extensive media network, which significantly leverages their support. So far, we have taken this approach in Tanzania and Kenya, which resulted in the engagement of all types of national and local media partners. They provide sponsored advertising space across a broad range of media outlets including TV, radio, billboards, cinema, ambassadors, influencers - and many more.



The effect

This is an “impact multiplier” for our programs. Not only does it significantly increase adoption of the techniques propagated by the program within the boundaries of the program area, it also has an enormous spill-over effect outside of our target area, on a nation-wide scale.

[BACK TO INDEX](#)

2.2 WHAT DID WE ACHIEVE IN 2018?

3 X CAMPAIGN

Our creative and strategic agency Havas Lemz has helped developing three international campaigns. Showing the results and benefits of re-greening, besides that of the positive climate impact and extending the impact by engaging a broader audience.



START OF AN AFRICAN MOVEMENT

As all of Justdiggits' projects are situated on the African continent, it is only natural to develop specific campaigns there too. Whereas our European campaigns have the goal to create awareness and raise funds, our African campaigns have the ambition to inform, inspire and activate farmers in rural areas to protect their land and trees using the Justdiggitt FMNR / water harvesting approach.

KENYA

In Kenya we took the first small steps in campaigning. Through our international partner Havas, we have reached media partners who support the mission of Justdiggitt with out of home campaigning in Nairobi.

In 2019 we will expand the media exposure.



TANZANIA

Launch first campaign

Through our international partner Havas we have been able to launch campaigns free of charge throughout Tanzania. In 2018 we were broadcast on multiple radio stations and Out of Home billboards.

Our first Swahili radio campaign was broadcasted from May onwards and our billboards have been visible from July onwards in Tanzania's newest capital Dodoma, Arusha, biggest city Dar es Salaam and other cities.

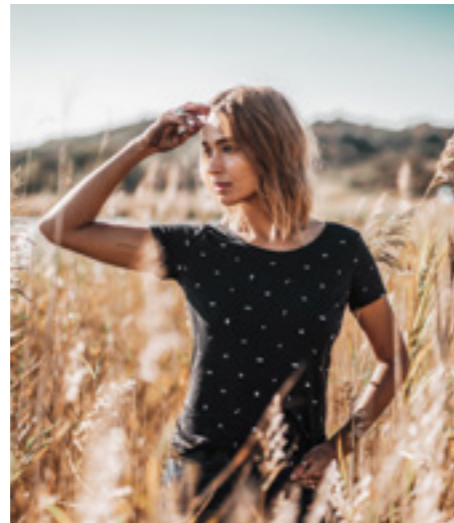
Media

In December 2018 we organized a media gathering with Tanzanian media houses such as The Guardian, Clouds Media, and JCDecaux, also present were Tanzanian celebrities. All of them have pledged their support to Justdiggitt and local implementation partner LEAD Foundation to spread the re-greening message.



LAUNCH SUSTAINABLE FASHION T-SHIRT

Together with Kuyichi and designer Antoine Peters we have created a sustainable fashionable t-shirt, showing our re-greening process in symbols on the shirt.



INNOVATIVE DONATING

In The Netherlands we have developed the first contactless payment donation shelter; with users waiting for public transport able to swipe a single donation.

To promote this we made a [short movie](#) with our newest ambassador Tess Milne.

The campaign itself was chosen as 'campaign of the month' in the JC-Decaux network world wide.



RESTAURANTS SERVING JUSTDIGGIT TAPWATER

New partner restaurant Lokaal Edel has introduced "Justdiggitt water" to their menu. By serving tapwater in Justdiggitt glass ware and ask a voluntarily amount for it, they raise money for our re-greening projects.



[BACK TO INDEX](#)

OUT OF HOME

In the heart of Amsterdam, we were visible on a completely sponsored and PVC-free banner, created by blowUP media and Havas Lemz.





APP

In 2018 we developed and tested an innovative mobile app. Through this app farmers get paid for restoring the world by people around the world who want to fund landscape restoration. This way the whole world can support us with the click of a button.

AFR100

The African Forest Landscape Restoration Initiative AFR100 is a country-led effort to bring 100 million hectares of land in Africa into restoration by 2030. More than 25 African governments and numerous partners aim to accelerate land restoration, enhance food security, increase climate change resilience and mitigation, and combat rural poverty. We are their first official media partner.

OVERALL COLLABORATIONS

Together with several brands we have developed consumer campaigns raising thousands of euros.

MEDIA VALUE

In the Netherlands and Tanzania, we have received 2,600,000 EUR of sponsored media value.



La *Dress*
by Simone

Greener land makes a cooler planet



[BACK TO INDEX](#)

THE RAINDANCE PROJECT 2020-2030

Since there is no movement without rhythm, JustdiggIt introduces Raindance Project: a series of simultaneous biannual live concerts, to showcase the potential of landscape restoration to the world - and raise funds for our JustdiggIt projects in Africa.

Through music, events and a global media format, we aim to inspire and activate farmers, citizens, governments, NGOs and companies worldwide to accelerate the re-greening of our planet.

In Africa, publicly accessible and free of charge Raindance events will be held in rural and drought-stricken areas, to inspire and activate millions of farmers across the continent to re-green their own land.

On September 14, 2019 we'll demonstrate the potential of Raindance Projects by kicking off concerts in Kenya, Tanzania and the Netherlands, connected through a live satellite link. A mixture of live artists, DJs, celebrities, comedians, African dance performers and scientists who will all play a vital role in spreading the message and planting the seeds of change.

We celebrate the amazing restoration achievements so far and show the urgency and potential to scale up across Africa and the world.

From 2020 onwards, every 2 years more countries across all continents will join this green journey:

For he who brings rain, brings life.



THERE IS NO MOVEMENT WITHOUT RHYTHM.

3. JUSTDIGGIT ORGANIZATION



3.1 THE TEAM

THE NETHERLANDS

We welcomed 5 new team members in 2018 and 2 of our colleagues left. In August, Marjolein Albers became the new Managing Director, replacing Olivier Maes who left the organization after 4.5 successful years. By the end of 2018, the Justdiggitt team consisted of 14 team members.

We are also supported by the Young Expert Program of the Dutch Department of Foreign Affairs (YEP). This allowed us to embed two young experts, one Dutch and one Tanzanian, to our Tanzanian program. In 2017, they've started for an assignment of two years and have been a great asset to the program since then. In 2019, we aim to do the same in Kenya.

The team is organized around the following core activities:

[BACK TO INDEX](#)

**Program
Development**

**Movement
(communication,
media,
campaigns)**

**Fundraising,
partnerships
& business
development**

**Governance
& operational
excellence**

TANZANIA:



Njamasi Chiwanga
Program Manager Dodoma,
Tanzania



Godlove Kihupi
Communication & Marketing Specialist
Dodoma, Tanzania



Lucy Liwa
Treasurer Dodoma,
Tanzania



Lieke Hulshof
Monitoring and Evaluation,
Tanzania

KENYA:



Lana Muller
Project Coordinator Kuku,
Kenya



George munyao King'ola
Project Coordinator Kuku,
Kenya



Jackson Mwato
Project Coordinator Amboseli,
Kenya



Lanoi Meitekini
Livelihoods Coordinator Kuku,
Kenya

[BACK TO INDEX](#)

THE AFRICAN
TEAM



Marjolein Albers
Managing Director



Dennis Karpes
Co-founder & Fundraising



Margot Frederiks
Communication, Operation &
Organization



Sander de Haas
Programs & Technology



Nadia de Waal
Marketing & Communications



Tjeerd van der Hulst
Brand and Design



Wessel Koning
Business Development &
Partnerships



Niels Dierckx
Programs



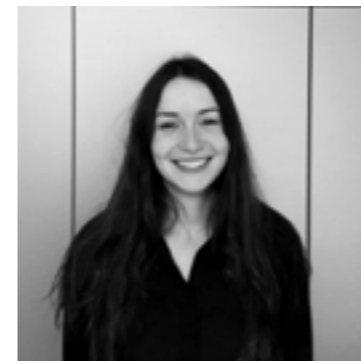
Wessel van Eeden
Marketing & Communications



David Opdam
Project Manager
The Raindance Project



Nico Bolle
Finance



Denise Hoogendoorn
Marketing & Office



Olga Zegers
Head of Music The Raindance Project

THE DUTCH TEAM

[BACK TO INDEX](#)

3.2 SUPERVISORY BOARD

To have a clear division between the executive and supervisory responsibilities, Justdiggit has a Supervisory Board in place. Justdiggit's Supervisory Board is responsible for supervising and acting as a sounding board for management, supervising general affairs and for entry to supporting networks.

The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments.

In 2018 four regular meetings with the Supervisory Board have been held. During these meetings both financial and content program progress, movement activities as for example campaign topics, fundraising activities, cooperation with partners and progress on the organization and budgets is discussed. The quarterly progress report presented by the Board is shared as preparation for these meetings.

THE SUPERVISORY BOARD APPROVED THE FOLLOWING DECISIONS:

- Approval annual report and financial statements 2018.
- Approval year plan and budget 2019.

All Supervisory Board members work on a voluntary basis. They are responsible for filling Supervisory Board vacancies but only after the co-founder of the organization has been heard. All members have specific experience and expertise to contribute to Justdiggit.

The constitution of the Supervisory Board is included in the organization's statutes.

In 2018, Hans Bruggink left the Board and Erik Hallers joined the Supervisory Board.

Natacha Pietersz will join the Board from January 2019 onwards.



Erik Hallers
Founder Conclusion



Tineke Bahlmann
Professor Business Administration
at Utrecht University



Jenny Elissen
NewGenes,
business impact network



Eddy Moors
Head Climate Change & Adaptive
Land and Water Management AL-
terra WageningenUR/ Professor at
Vrije Universiteit Amsterdam

3.3 VOLUNTEERS AND GRADUATES

Last year we were very fortunate again to work with dedicated volunteers and graduates who all, in their own expertise, added value to our organization and more importantly, to our re-greening projects. They deserve to be named.

VOLUNTEERS:

Education: Jan Hoetmer, Andrea Forzoni, Boy Vissers, Jesse Voorn
This team focused on setting up a combined teaching program for primary school kids.



Photography: Emilie Houben & Nanda Hagenaaars
Art photographer Emilie captured our Kenya projects on camera and Nanda took beautiful photos of our ambassador Tess Milne.

Design: Sanne Koenen
Sanne not only does the design for the annual report 2017, she also designed T-shirts for the champion farmers in Tanzania who are happy to wear them!

Post-production: Philip Huis in 't Veld (Storm Postproductions)
He has been supporting us for years with his expertise for post-production.

Film: Safi Graauw, Nonye Onwuka (Non'Ye Business), Eldar Gross, Jesse Voorn, Marc Haers, Erwin Verweij
Behind the movies and the short clips - we use to inspire others - you'll find a bunch of enthusiastic people who help us free of charge. For example, earth scientist student and filmmaker Safi Graauw directed the new Rainmakers documentary for us!

STUDENTS:

All four students travelled to one of our project areas to conduct field research on a specific topic:

Anneke Bach

In collaboration with partner organization MetaMeta, Anneke studied the value of youth participation in re-greening projects. In this case, our Kisiki Hai project in Dodoma, Tanzania. Her research showed that many youths are already aware of Kisiki Hai and that practical education can assure their participation.

Martijn Mulder

As a part of his Master thesis in Water Management at the TU Delft, Martijn did his graduation project in Kuku, Kenya, on behalf of Satel-

lite company Vandersat. He researched the impact of our water-bund based re-greening projects by using satellites and sensors. He found that water-bunds have a positive effect on the soil moisture content and enhance the growth of vegetation.

Thijs van der Zaan

During his graduation project, Thijs investigated the impact of Kisiki Hai in Dodoma, Tanzania. Additionally, he looked at how to monitor this within the project areas. The results of his project are expected in 2019.

Bram Parmentier

Bram investigated the effects of Kisiki Hai on the micro-climate in Dodoma, Tanzania, as part of his graduation project for the Master Climate Studies at the Wageningen University. His research showed that trees increase the soil moisture content and decrease the soil temperatures, preventing evaporation of the water from the soil.

Lara Aelen

For her internship, as part of her Master at the Wageningen University, Lara looked into the evaluation and monitoring techniques used by Justdiggitt and MetaMeta when examining the effects of Kisiki Hai on water and soil in Kongwa, Tanzania. Her research helped to determine the best way to measure the impact of Kisiki Hai on the infiltration and run off of water in Tanzania.

Eduardo Tovar Lopez

As part of his study at the Wageningen University, Eduardo helped to trial and improve our Monitoring & Evaluation methodologies in Tanzania. This in cooperation with our partner organization MetaMeta.

**“VOLUNTEERS HELP US
TO DO MORE.”**



[BACK TO INDEX](#)

3.4 CO2 NEUTRAL

We calculated the Justdiggit organization carbon footprint in 2018 which we compensate through our own programs by allocating part of the carbon stock for our own organization footprint.

For 2018, our CO2 footprint is determined at 138 ton.

The calculation is performed based on the method of klimaatplein.com.



4. BUSINESS DEVELOPMENT & NETWORK



4.1 BUSINESS

DEVELOPMENT & PARTNERSHIPS

Sustainability and SDG17, the partnership for the SDG goals between NGO's and Corporates is growing in importance. Even the most established business names, such as Harvard Prof Michael Porter now believe that "Business" can solve social issues much faster and more efficiently than government or traditional charities can and companies worldwide are seeing increasing value in doing good for their stakeholders so that increasing positive P&L and Brand go hand in hand with making positive impact.

Since 2017 Justdiggit is partner of the SDG Charter. The Sustainable Development Goals are defined by the United Nations as goals for sustainable development worldwide. Justdiggit impacts directly 8 SDGs. By restoring the ecosystem, we have an impact on water, food, biodiversity and poverty alleviation. Justdiggit offers companies partnerships that bring positive impact to climate, people and nature in relation to their strategic goals and by involving employees, customers or other stakeholders. A way of working were our joint endeavours not only create a greener and cooler planet but also add value to the organization.

While active partnerships and funding relations with companies as Tony's Chocolonely, BioCanna and Air Miles continued and various new contacts are developed for 2019, Justdiggit entered into new partnerships with companies in 2018, such as:

TOMTOM TELEMATICS

In 2018 Justdiggit has become an official partner/vendor of TomTom (Bridgestone) Telematics.

Via an initial project related to Carbon some initial funding was received in 2018. But the focus of the new partnership was long term and aimed at creating a Green proposition by Telematics to present to their business customers throughout Europe as a service in 2019 and beyond.

Each individual company based on the size of their fleet and estimated carbon emissions can now, via this program, support Justdiggit on all our SDG goals but based on carbon emission from driving. They will



receive a Green PR kit showing that they contribute to a greener planet. See <https://green-yourfleet.telematics.tomtom.com/>

The funding size of the project depends on the 'conversion' of the optional participation of their b2b company customers. The duration of this partnership if the project successful in 2019 is expected to be a multiple year.

CATERPILLAR FOUNDATION

Caterpillar Corporate endorsed Justdiggit to apply for a co-funding grant at the Caterpillar Foundation that resulted in significant funding for our Tanzania and Kenya projects for 2018 -2019 and opened the door for more funding in a later stage.

SPARKOPTIMUS

Next to Co2 footprint compensation from 2019 onwards, SparkOptimus (a leading digital consultancy agency) is advising Justdiggit pro-bono for corporate customer journey digital projects such as for the TomTom Green Your Fleet platform and others.



Growing a better world together.

RABOBANK AND RABO FOUNDATION

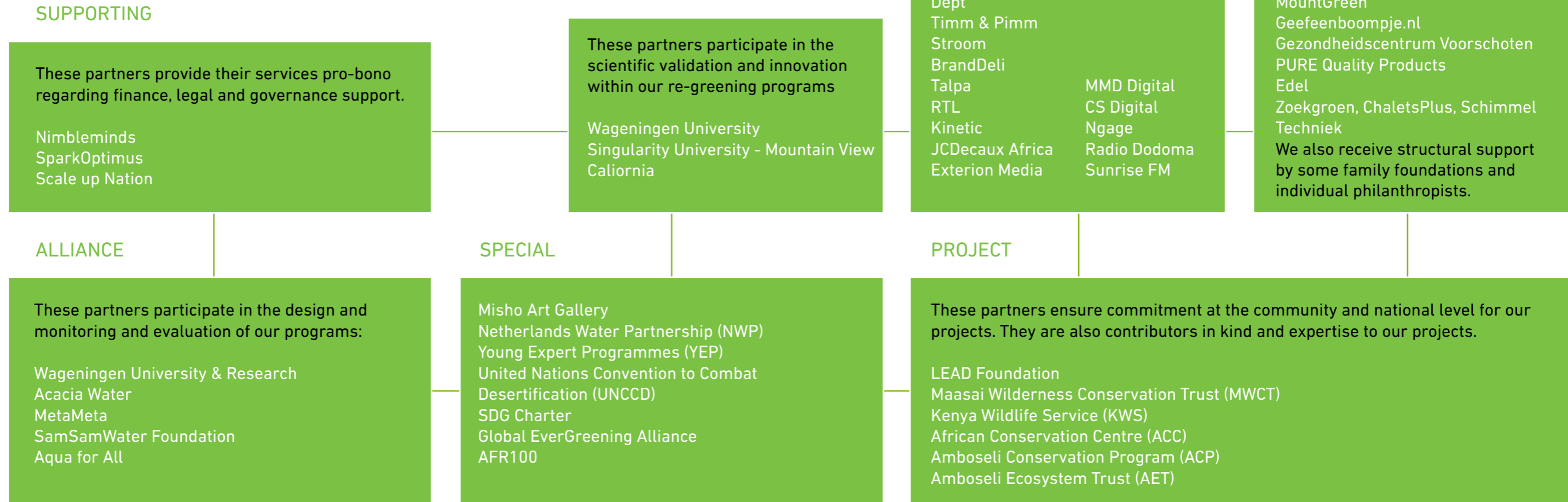
In line with the new positioning of Rabobank; **'Growing a better World Together'**, Rabobank and Rabo foundation funded the development of our projects in Kenya and the first stages of the five year program in Dodoma Region in Tanzania. We are looking forward to a multiple year partnership including an activation of Rabobank employees and their relevant business network.

SUSTAINABLE DEVELOPMENT GOALS JUSTDIGGIT IMPACTS :



[BACK TO INDEX](#)

4.2 POWER OF THE NETWORK



AMBASSADORS

Our ambassadors continued their enthusiastic support by promoting Justdiggit.

Tess Milne



Desmond Tutu



André Kuipers



Floortje Dessing



Reinier van den Berg



Jonathan Karpathios



Amara Onwuka



ADVISORY BOARD

The Advisory Board members provide knowledge, advice, expertise and their network.

Dennis Kuperus
Titus Eikelboom
David Wyler
Robin Millington
Olivier Karg
Jim Fournier
Ignace Schops

Bert Amesz
Tim Dekens
Allard Ruyl
Vineel Agarwal
Willem Blom
Seynabou Ba

**“DIG DEEP WITHIN YOUR HEART AND JOIN
ME IN STARTING A GREEN REVOLUTION.
JUSTDIGGIT!”** - Desmond Tutu

5. STRATEGY



5.1 MISSION AND VISION



MISSION

We restore degraded landscapes by inspiring and activating millions of Sub Saharan African farmers, and leverage their success stories to mobilise a global movement for positive climate action and awareness.



VISION

People across the world will positively impact the regional - and ultimately global climate, by restoring degraded ecosystems through landscape restoration.

5.2 OUR APPROACH

JustdiggIt inspires, educates and activates farmers to make dry land green again. Degraded landscapes are restored by combining sustainable land management techniques with state-of-the-art mobile technology and a coherent, pan-African, media and communication approach.

What makes us unique, is our constant focus to innovate for scale: using media, communication, events and mobile technology to spread Sustainable Land Management practices across Sub-Saharan Africa. This gives us an opportunity to reach the scale that is necessary to truly make an impact, but also gives us a unique position vis-à-vis other organizations (IOs, INGOs and other) that are active in landscape restoration. We take the lead in this approach, as **a global centre of excellence for scaling landscape restoration** through the use of media and communication and we invite other (I)NGO's to join forces.



**TOGETHER, WE CREATE A REGREEN
REVOLUTION, A GRASSROOTS MOVEMENT,
BASED ON LEARNINGS AND BEST
PRACTICES, POWERED BY OUR NETWORK**

[BACK TO INDEX](#)

5.3 STRATEGY & TARGETS

Justdiggit is part of a larger landscape restoration “industry”, that consists of different organizations with largely overlapping aims. We bring a unique approach, expertise, network and skillset to this field by using media and communication to significantly increase the adoption of restoration techniques by farmers in Africa, which is good for their environment (creating healthy ecosystems) and themselves (creating stable livelihoods; more food, fresh water and diversified incomes). We want to move the needle from a linear way of thinking about programs, to a more viral way in which these best practices are spread through media and communication.

In the coming years, we want to gain more experience with this approach, by applying it at large scale in a few selected African countries on programs that are entirely led by Justdiggit. Within these programs, we are also collecting all relevant data on the effectiveness of this method, vis-à-vis more traditional approaches.

Simultaneously however, we want to bring this approach to other programs and countries, in which international partners are already implementing programs. We think we can help them to scale these programs significantly which are already being recognised: we have been invited by large INGOs and IOs to join in several GCF-proposals to do just that. Ultimately, we believe this will be the most effective and scalable path towards fulfilment of our ambitious vision.

IN THE ROLL-OUT OF OUR PROGRAMS WE FOCUS ON TWO MAIN COMPONENTS:

1) Design scale for local successes

Most of the local organizations we are working with, have experience with landscape restoration, but have not yet managed in applying it at scale. We therefore start each program with identifying successful small-scale initiatives with the potential to scale massively. We bring various local and international partners together and co-create a scale up program to mobilize millions of farmers to regreen their land. Our programs are designed to provide a high return on impact for every euro we invest, thereby providing resiliency of the program for many years. This process starts with the identification of suitable partners that have the capacity and ambition to engage with us in a program of such scale.

2) Broadcast successes to mobilize the world: the ReGreen Revolution

Through our strong network of international media partners, we aspire to kick-start a Global Regreen Revolution; a movement for largescale landscape restoration.

There are many INGO's working in the field of landscape restoration. We offer them the unique possibility to partner up and integrate our communication approach in their existing programs. We strongly believe that this approach and the teaming up of organizations can lead to an impact multiplier unseen before, and results in large-scale adoption of our joint programs.

The content of our campaigns, documentaries, education programs, etc. is based on the local communities and their successful climate adaptation work. We combine inspirational design with real world impact to put landscape restoration on the world's map of solutions to global warming - and raise awareness of the consequences of not doing it.

Our media and communication approach is tailored to the specific audience of the targeted country. We are set for a global uptake in 2020 when we will have developed a knowledge base to scale our approach through partner organizations in Africa and other continents. We are convinced that hands on proven programs will inspire others to replicate our approach, which will drastically increase the scale and impact of landscape restoration programs.

[BACK TO INDEX](#)

5.4 RISK MANAGEMENT

We work with an Internal Control Framework which includes process description, risk analyses and control measurements.

We categorized the following risks:

1. FUNDRAISING AND REPUTATIONAL RISK
2. FINANCIAL AND FRAUD RISK
3. PROJECT IMPLEMENTATION RISK
4. ORGANIZATION RISK



[BACK TO INDEX](#)

RISKS

1. FUNDRAISING AND REPUTATIONAL RISK MITIGATION:

- An income forecast is created by the MD. It includes a cost overview which is updated based on current information. Furthermore, on a monthly basis, the income forecast is discussed with the Management Team. On a quarterly basis, the forecast is discussed with the Supervisory Board. Projected income is not included as confirmed in the income forecast.
- Standard contract templates (drafted by Allen & Overy) are used for all donor contracts. Contracts are drafted by the Commercial & Support Manager, reviewed by the MD and signed by the MD and Co-founder.
- Invoices are created by the Commercial & Support Manager based on agreed upon contracts with donors and approved by the MD.
- Payment terms are used. The Commercial & Support Manager checks on a weekly basis whether payments are received timely. When payments are not received on time, the Commercial & Support Manager informs the MD and asks the responsible manager to follow up with the donor.

2. FINANCIAL AND FRAUD RISK MITIGATION:

- The administration of JustdiggIt is organized with different checks and balances. This four-eye-principle requires that a business transaction must be approved by at least two individuals. It includes an administration authorization within the internet banking system.
- Invoices are reviewed before it is sent, and invoices are reviewed for correctness prior to payment.
- On a monthly basis, the Commercial & Support Manager proceeds the basic bookings in the program E-Boekhouden; invoices (A/R), salaries tax and bank payments (A/P). On a monthly basis - during month end - the Commercial & Support Manager checks the correctness of booking classifications, account receivable, account payables, short term liabilities and new contract appointments in the system. A couple of checks are performed on a monthly basis to check the correctness of the administration system; some monthly checks are performed by the Commercial & Support Manager and double checked by the MD.
- Furthermore, every month the bank statement sheet is sent to the marketing and program manager with the allocation of the costs, including an analysis on how the costs deviate from the budget.
- In 2019 an audit committee will be established in which two members of the Supervisory Board cooperate with the Managing Director to supervise financial affairs and governance and a number of other Supervisory Board cases.

3. PROJECT IMPLEMENTATION RISK MITIGATION:

- Each project is initiated by a financial assessment, communication plan, financial design and project initial document to be presented to the Management Team and to be approved by the MD.
- Program managers periodically report project status and financial updates to JustdiggIt for its review.

4. ORGANIZATIONAL RISK MITIGATION:

- The Management Team has monthly meetings to discuss and make strategic choices and other important decisions with input from the various disciplines in the organization. This ensures that authorizations are well distributed.
- All authorities of steering, primary and supporting processes are summarized in a RASCI-matrix. Separate authorities are defined for the administration, bank payments and contract signing.
- As a small foundation, we are limited in the number of employees we can afford. Therefore, we expanded and invested in our network of external partners, volunteers and students.

6. FUNDRAISING



6.1 RESULTS 2018

In 2018, all income sources remained steady, although the income from companies was lower than planned for due to longer lead-times than expected. Overall the results increased versus 2017 and we continue to build on and expand our network of (funding) partners in 2019.



[BACK TO INDEX](#)

PRIVATE SECTOR COMPANIES

We have experienced that in the corporate world the 'purpose era' has started. Concepts as 'charity and CSR' are being replaced by 'Impact non-profits and Sustainability'. Sustainability has become part of the corporate strategy and SDG17, partnership for the SDG goals with NGO's and Corporates is growing. Companies are approaching us as they recognize the Justdiggit brand from our campaigns. We offer them various ways of supporting us, from carbon offsetting schemes, co-marketing activities to corporate social responsibility funding. In 2018, Rabobank and Caterpillar were our biggest financial partners. In total we have raised 1,040,182 EUR from companies, almost a 100% increase compared to 2017.

NON INSTITUTIONAL FUNDERS (FOUNDATIONS)

In 2018, we invested in building new partnerships with other (I)NGO's. We target climate and ecosystem restoration foundations. We joined IUCN and Conservation International as their business and restoration partner in a five-year proposal to the Green Climate Fund (GCF). In 2019, this proposal will be tabled. We also started exploring new partnerships with (I)NGO's that will be concretised in two other GCF proposals in 2019.

INDIVIDUAL PHILANTHROPISTS

Income from **Rainmakers** (include individual philanthropists or private foundations) increased in 2018 with donations from the same list of donors and two new Rainmakers. These donations are used to cover our organizational costs. We reach Individual philanthropists (Rainmakers), through various networks, fundraising dinners, etc. We establish personal relationships with every Rainmaker. Our MD and our co-founder are managing the relationships and recruiting new Rainmakers as part of their fundraising role. The overall Rainmakers donation increased slightly compared with 2017 with a total amount of 673,000 EUR.

EVENTS AND SPONSORSHIP FROM BRANDS

In 2018 we were approached by a number of organizations who – after seeing the campaigns of Justdiggit - wanted to start sponsoring us. At the end of every quarter or every six months we receive a donation, depending on the donation agreement. Furthermore, we engaged again with the E-rally Foundation, which generated 17,000 EUR. In total we doubled this source of income by collecting 63,226 EURO in 2018.

CONSUMERS

Consumer donations are a spin-off by powerful media campaigns, organized in close collaboration with Havas Lemz and other media partners, who donate time, creativity and advertising space at no costs. We are actively driving campaigns on all sorts of media, with donations requests on our website and all other campaign media. Our consumers donations almost doubled in 2018 to 262,605 EUR after a successful new campaign and new income from Airmiles. In 2018, we became beneficiary of the Airmiles program, and many people donated their Airmiles to Justdiggit.

Our marketing team is in charge of co-developing and managing all our campaigns.

7. PREVIEW 2019



7.1 PROGRAM STRATEGY

We run 2 large scale programs in Tanzania and Kenya, that jointly reach more than a million people. These are largescale landscape restoration programs, based on proven approaches to educate and activate, such as training of trainers. However, we also use this as a testing ground for new approaches, such as mobile apps, the use of radio, television and more. So, we start from growing our own programs.

Secondly, we will be boosting other programs. Using our core strength of scaling through media, communication, events and mobile technology, we partner with existing largescale (most often national scale) programs of large INGOs, to increase their scale and effectiveness. This has been initiated by these other INGOs, and we are now part of several large proposals.

However, our ultimate goal, is to develop ways to reach people anywhere in SSA, and inspire, educate and activate them to regreen their own land using foundational practices, without the need for a program on the ground. This will dramatically lower cost per ha regreened land and will simultaneously exponentially increase the number of farmers you can reach.

GOALS 2019

- Develop and implement Stage 3 of Tanzania program
- Develop and Implement Stage 1 of large scale restoration project in Olgololui-Ololarashi Group Ranch (Kenya)
- Develop, test and implement DiggApp in Kuku Group Ranch (Kenya)
- Test integrated use of radio in programs for education and activation
- Test integrated use of SMS in programs for education and activation
- Streamline management information, creating monthly dashboard with data from Kobo monitoring tool

7.2 CAMPAIGN STRATEGY

In 2019, we will evolve our Dutch campaign (The Netherlands) to an international platform through partnerships with international media partners and globally relevant and inspiring content. We will start our campaign in Germany in Q3 together with Havas Germany (Creative and media). Also we will create and distribute out nationwide campaigns in Kenya and Tanzania, where we have secured national and sponsored media partnerships across all media. Our digital app and investors platform will launch in Q3 or Q4 in Netherlands, Germany and Kenya. New ambassadors will help promote Justdiggitt in Kenya and Tanzania. Singers such as Avril Kenya and comedians such as Jaymondy will launch their official ambassadorships for Justdiggitt.

GOALS 2019

- Develop new Justdiggitt Campaign in Tanzania
- Develop new Justdiggitt Campaign in The Netherlands
- Develop international media partnerships in Kenya like in Tanzania and The Netherlands
- Launch Justdiggitt Campaign in Kenya
- Develop international media partnerships in Germany like in Tanzania and The Netherlands
- Launch Justdiggitt Campaign in Germany
- Produce third documentary Rainmakers III and have it premiered in the cinema and broadcast on African television
- Increase consumer engagement
- Start actively working with social media influencers and have them visit the projects
- Engage new international ambassadors to spread the positive message of hope
- Soft launch of the first series of The Raindance Project in three countries

7.3 FUNDRAISING STRATEGY

In 2019, we will focus on building out multi-year corporate income sources, increase our consumer donations, win at least one GCF grant and two other grants from non-institutional donors and grow our Rainmakers community.

GOALS 2019

- Corporations: whilst securing our partnership with Rabobank, we will continue to expand the network of corporate funders by creating shared value aligned with the SDG focus of each company. We will focus on multiyear partnerships to develop deep relationships involving employees, customers, corporate social responsibility and marketing/communication propositions.
- We will leverage our (inter)national network to engage with corporations through the SDG agenda and the speaking opportunities provided by our network.
- Consumers: we will launch the DIGG-app, a new donation platform to connect donors with African farmers in the most transparent impact relationship ever.
- Rainmakers: We will maintain our existing Rainmakers to fund our organization costs and focus on recruiting new strategic Rainmakers, also to collect seed money to fund our new program The Raindance Project.
- Foundations: we will target several foundations with a multi-year program proposal (DOB Ecology, NPL, Good Energies, Caterpillar Foundation, COmOn Foundation, IKEA Foundation) and will be part of 1-3 Green Climate Fund proposals.

7.4 BUDGET 2019

JUSTDIGGIT EXPENSES AND INCOME 2019

	2019
Income	
Rainmakers	€ 675,000
Consumer donations	€ 300,000
Companies	€ 2,500,000
Sponsoring and events	€ 75,000
Non-institutional donors	€ 500,000
TOTAL INCOME	€ 4,050,000
Expenses	
JD organization costs	€ 100,000
JD fundraising costs	€ 40,000
Salary costs fundraising	€ 250,000
Salary costs general management	€ 98,000
Justdiggitt organisation expenses	€ 488,000
Program execution	€ 2,200,000
Salary costs Program team	€ 390,000
Movement costs	€ 235,000
Salary costs movement team	€ 285,000
Raindance Project	€ 450,000
Program & Movement costs	€ 3,560,000
TOTAL EXPENSES	€ 4,048,000

8. FINANCIALS



8.1 GENERAL

By statute, Justdiggitt Foundation aims at reversing the process of global desertification and developing in a sustainable, viable, ecological and economical perspective for the local and regional communities and consequently the international community.

Activities are focused on developing re-greening programs in countries most impacted by climate change and the creation of a global social movement for climate action. The Foundation is a non-for-profit organization registered at the Chamber of Commerce in Amsterdam; registration number 51457008.

BOARDS

In 2018 the Executive Board of the foundation was formed by Mr. Olivier Maes and Mr. Dennis Karpes. In August 2018, Mrs. Marjolein Albers came on board as the new Managing Director, replacing Olivier Maes.

Justdiggitt Foundation has a Supervisory Board responsible to oversee the general affairs of the Foundation and for the supervision of the Executive Board's management and policies. Stichting Justdiggitt Foundation is not liable for corporate tax, neither for value added tax.

In 2018 the Supervisory Board consisted of four members. Mrs. Natacha Pieterz will join the Supervisory Board from the 1st of January 2019.

ANBI

As per December 8th, 2010 our foundation has been identified by the Dutch Tax Authority as an 'Algemeen Nut Beogende Instelling' (ANBI). As per December 8th, 2010 all donations are deductible from the taxable income as long as the foundation is identified as an ANBI.

8.2 NOTES TO THE FINANCIAL STATEMENT

GENERAL

The financial statements are drawn up in accordance with RJ 650 of the Dutch Accounting Standards, as published by the Dutch Accounting Standards Board ('Raad voor de Jaarverslaggeving') and cover the period from January 1st, 2018 to December 31st, 2018.

Valuation of liabilities and determination of the result take place under the historical cost convention, unless presented otherwise. Liabilities and any losses originating before the end of the financial year are taken into account if they have become known before preparation of the financial statements.

COMPARATIVE FIGURES

The financial statements of the previous year also have been prepared in accordance with RJ 650.

CURRENCY

The annual accounts are presented in Euro's, which is the functional currency of the organization. Presented total amounts can deviate by a maximum of € 1 due to rounding differences.

ACCOUNTING PRINCIPLES IN RESPECT OF THE VALUATION OF ASSETS AND LIABILITIES

ACCOUNTS RECEIVABLE

Accounts receivable upon initial recognition the receivables are valued fair value including transaction cost (if material). These receivables are subsequently valued at amortised cost price, which is, in general, equal to the nominal value. Provision deemed necessary for possible bad debt losses are deducted. These provisions are determined by individual assessment of the receivables.

CASH AT BANK

Cash and cash equivalents are valued at face value.

CURRENT LIABILITIES

On initial recognition current liabilities are recognised at fair value. After initial recognition current liabilities are recognised at the amortised cost price. This is usually the nominal value.

FOREIGN CURRENCY

Monetary assets and liabilities in foreign currencies are converted to the closing rate of the functional currency on the balance sheet date. The translation differences resulting from settlement and conversion are credited or charged to the Statement of income and expenses.

TANGIBLE FIXED ASSETS

These Assets are valued at cost price (acquisition price) and are reduced by the cumulative depreciation.

PRE-RECEIVED PAYMENTS

Contributions of donors to specific projects, starting after balance sheet date are added to pre-received payments and will be added to the results in the years of effectuation of the project in equal amounts.

APPROPRIATION FUNDS

In the appropriation funds all donations with a specific objective given by the donor, that have not been realized in the current year, are included. The balance of the appropriation funds will be spent on Justdiggit programs in the future. Accounting principles in respect of Statement of income and expenses.

CONTINUITY RESERVE

The Board of Justdiggit Foundation believes it is necessary to put aside a part of the general reserve into the continuity reserve. The continuity reserve is kept in order to ensure the continuity of Justdiggit Foundation when income is temporarily less than expected. We've decided to increase the continuity reserve to 500,000 EUR. This balance makes it able to pay 100% of the salaries of fundraising and general management staff during a year as well as the costs needed to operate the business such as office rent, insurances and website hosting (as budgeted in coming year, 2019). Costs of other staff is budgeted for in the expenditures spent on objectives.

COMMITMENTS AND CONTINGENT LIABILITIES

The total rent of our office for the remaining contract period (January 1st, 2019 till December 1st 2020), is 52,398 EUR.

ACCOUNTING PRINCIPLES IN RESPECT OF STATEMENT OF INCOME AND EXPENSES

[BACK TO INDEX](#)

INCOME

Unconditional donations and gifts are included in the statement of income and expenditures when they are received. When the donation is meant for several years the total donation is included for the related in the corresponding year.

Contributions of donors to specific projects, starting after balance sheet date are added to pre-received payments and will be added to the results in the years of effectuation of the project in equal amounts. The amounts of the contributions which have not been spent on the specific object in the year of effectuation are added to the appropriation funds.

Realized and unrealized exchange rate and bank interest results are included in the statement of income and expenditure in the year they relate to. Profit is only included when realized on balance sheet date.

CASH FLOW STATEMENT

The Cash flow Statement has been prepared using the indirect method. The cash items disclosed in the cash flow statement are comprised of cash and cash equivalents and there are no deposits or other investments. Cash flows in foreign currencies have been converted at the applicable exchange rate.

EXPENDITURES

Expenditures of conditional project agreements are included in the year they incur. The own fundraising, management and administration costs are included as spent in a year. Costs are allocated to Programs, Campaigns, Fundraising, Management and administration costs.

All direct attributable costs are allocated directly. All personnel expenses are allocated to the activities based on an estimation of FTE's per activity. Both income and expenses are accounted for on accrual basis.

8.3 BUDGET AND CASH-FLOW STATEMENT

Cash flow Statement (in Euro's)	2018	2017
Gross cash flow from operational activities Result	€ 111,982	€ 61,929
Cash flow from changes in working capital:		
(Increase)/ decrease in accounts receivables	(€ 645,806)	(€ 13,468)
(Increase)/ decrease in other receivables	€ 841,571	(€ 316,587)
Increase/ (decrease) in accounts payable	(€ 24,736)	€ 54,477
Increase/ (decrease) in other short-term liabilities	€ 959,643	€ 22,174
Net cash flow from operational activities		
Cash flow from investment activities:	(€ 6,257)	(€ 11,206)
Cash Flow from finance activities		
Cash flow	€ 1,236,397	(€ 202,681)
Balance cash at bank and in hand January 1st	€ 396,180	€ 598,860
Balance cash at bank and in hand December 31rd	€ 1,632,577	€ 396,180
Cash flow	€ 1,236,397	(€ 202,681)

8.4 STATE OF INCOME AND EXPENSES

STATE OF INCOME AND EXPENSES PER 31-12-2018

INCOME	Realized 2018	Budget 2018	Realized 2017
Income from consumers (8.6.1.)	€ 935,605	€ 820,000	€ 774,603
Income from companies (8.6.2)	€ 1,040,182	€ 1,500,000	€ 550,027
Income from other fundraising organisations (8.6.3.)	€ 63,226	€ 390,000	€ 31,217
Total income	€ 2,039,013	€ 2,710,000	€ 1,355,847
EXPENSES			
Spent on objectives			
Campaign (8.6.4)	€ 304,136	€ 318,000	€ 180,762
Projects (8.6.5)	€ 1,242,785	€ 1,300,000	€ 634,428
	€ 1,546,921	€ 1,618,000	€ 819,190
% of income spent on objectives		75.9%	60.4%
% of expenditures spent on objectives		80.3%	63.3%
Costs of fundraising(8.6.6)	€ 223,657	€ 280,000	€ 275,392
% of expenditure spent on fundraising	11.6%	13.4%	21.30%
Costs management and administration (8.6.7.)	€ 155,224	€ 190,000	€ 198,760
% of expenditure spent on management and administration	8.1%	9.1%	15.40%
Total Expenses	€ 1,925,802	€ 2,088,000	€ 1,293,342
Result before financial income and expenses	€ 113,211	€ 622,000	€ 62,505
FINANCIAL INCOME AND EXPENSES			
Interest bank and similar income	€ 71	€ -	€ 367
bankingcosts	€ 1,300	€ -	€ 943
Result of financial income and expenses	€ (1,229)	€ -	€ (576)
Net result	€ 111,982	€ 622,000	€ 61,929
Appropriation of results			
Additions to and withdrawels from the reserve			
Continuity Reserve	€ 265,000		€ -
Other Free Reserve	€ (73,018)		€ 383,668
Appropriation funds	€ (80,000)		€ (321,739)

Income from consumers is the sum of income from Rainmakers and consumer donations. Rainmakers include philanthropists or private foundations and increased in 2018 with donations from the same list of donors and two new Rainmakers. Consumer donations almost doubled in 2018 due to succesfull campaigning and program results in Kenya & Tanzania and a succesfull Airmiles campaign.

Income from companies was below budget due to longer lead-times than expected, but increased versus 2017. Main income comes from Rabobank, Tony's Chocolonely, EVI, Biocanna, TomTom Telematics, Sibelco and Caterpillar.

We've increased the percentage of income and expenditures spent on our mission.

The percentage costs of fundraising dropped. We received a lot of pro bono support and did not pursue our actual presence in the USA.

Expenditures on management and administration dropped because the CFO left in february and financial tasks were taken over by the Program Director and CEO.



8.5 NOTES TO BALANCE SHEET

Balance sheet as per 31-12-2018	31/12/18	31/12/17
ASSETS		
Fixed assets		
Tangible fixed assets (8.5.1)	€ 17,465	€ 11,206
Current assets		
Receivables (8.5.2)	€ 1,776,892	€ 1,972,657
Cash at bank and in hand (8.5.3)	€ 1,632,576	€ 396,180
	€ 3,409,468	€ 2,368,837
Total assets	€ 3,426,933	€ 2,380,043
LIABILITIES		
Foundation capital		
Continuity reserve (8.5.4)	€ 500,000	€ 235,000
Other free reserve (8.5.5)	€ 1,768,105	€ 1,841,122
Appropriation funds (8.5.6)	€ 60,000	€ 140,000
	€ 2,328,105	€ 2,216,122
Provisions	€ 150,000	€ -
Short term liabilities (8.5.7)	€ 948,828	€ 163,921
Total liabilities and provisions	€ 3,426,933	€ 2,380,043

8.5.1 Tangible fixed assets

	2018	2017
Investments	€ 7,807	€ 11,206
Depreciation	(€ 1,548)	€ -
Balance	€ 11,206	€ -
Balance as per 31-12	€ 17,465	€ 11,206

Increase of the fixed assets: new computers & office furniture

The partnership with Vandebron signed in 2016 (ends in 2020) did not yet materialize in the expected revenue for 2017-2018. Therefore we've made provisions to compensate the expected amount of 150,000 EUR for this period.

8.5.2 Receivables

	31/12/18	31/12/17
Receivables own fundraising	€ 1,108,871	€ 1,942,683
Accounts receivables	€ 659,274	€ 13,468
Receivables and prepayments	€ 8,747	€ 16,138
Other accounts receivable	€ -	€ 368
	€ 1,776,892	€ 1,972,657

Receivables own fundraising: includes all contractually agreed donations for which part of the agreement has been committed for the coming years. Main contracts are Vandebbron, EVI, Biocanna, Tony's Chocolonely en Rabobank. Our partnership with Vandebbron signed in 2016 did not yet materialize in the expected revenue. We have evaluated the contract and took the necessary steps to make provisions.

8.5.3 Cash in hand and at bank

	31/12/18	31/12/17
Rabobank savings account	€ 1,509,350	€ 349,983
Rabobank current account	€ 113,225	€ 25,376
Rabobank KES account	€ 562	€ 10,129
Rabobank glass project account	€ 20	€ 4,561
Paypal account	€ 8,230	€ 5,343
Cash	€ 1,189	€ 788
	€ 1,632,576	€ 396,180

8.5.4 Continuity reserve

	31/12/18	31/12/17
Balance as at January 1st	€ 235,000	€ 235,000
Addition	€ 265,000	€ -
Balance as at December 31st	€ 500,000	€ 235,000

The continuity reserve is kept in order to ensure the continuity of Justdiggitt Foundation when income is temporarily less than expected.

We've decided to increase the continuity reserve to 500,000 EUR. This balance makes it able to pay 100% (in stead of 50%) of the salaries of fundraising and general management staff during a year as well as the costs needed to operate the business such as office rent, insurances and website hosting (as budgeted in coming year, 2019). Costs of other staff is budgeted for in the expenditures spent on objectives.

8.5.5 Other free reserves

	31/12/18	31/12/17
Balance as at January 1st	€ 1,841,122	€ 1,457,454
Addition	(€ 73,018)	€ 383,668
Balance as at December 31st	€ 1,768,105	€ 1,841,122

Free reserves are funds freely available to spend on the objectives of Justdiggitt Foundation

8.5.6 Appropriation funds

	31/12/18	31/12/17
Balance as at January 1st	€ 140,000	€ 461,739
Withdrawal during the year	(€ 80,000)	(€ 401,739)
Addition	€ -	€ 80,000
Balance as at December 31st	€ 60,000	€ 140,000

Appropriation of reserves; Otterfonds (60K EUR) has not yet been spent as it is allocated to a new project in Kenya in 2019. All other funds from the appropriation funds have been spent on objectives.

8.5.7 Short term liabilities

	31/12/18	31/12/17
Personnel costs	€ 36,499	€ 35,691
Audit costs	€ 9,160	€ 6,500
Accounts payable	€ 47,237	€ 71,973
Wage taks	€ 21,654	€ 21,591
Pre received payments	€ 831,981	€ -
Other	€ 2,297	€ 28,166
	€ 948,828	€ 163,921

Holiday allowances and vacation days are included in Personnel costs
Accounts payable include payments to LEAD Foundation (RWH project), MWCT (Kuku project), costs program/media meeting Tanzania
Pre received payments: Caterpillar Foundation funding and Rabobank donations for Tanzania and Kenya Programs 2019

8.6 NOTES TO STATEMENT OF INCOME & EXPENSES

8.6.1 Income from consumers

	31/12/18	31/12/17
Rainmakers	€ 673,000	€ 637,267
Consumers	€ 262,605	€ 137,336
	€ 935,605	€ 774,603

Income from Rainmakers include philanthropists or private foundations and increased in 2018 with donations from the same list of donors and two new Rainmakers. Consumer donations almost doubled in 2018 due to succesfull campaigning and program results in Kenya & Tanzania and a succesfull Airmiles campaign.

8.6.2 Income from companies

	31/12/18	31/12/17
CSR Companies	€ 1,040,182	€ 550,027
	€ 1,040,182	€ 550,027

Income from companies was below budget due to longer lead-times than expected, but increased versus 2017. Main income comes from Rabobank, Tony's Chocolonely, EVI, Biocanna, TomTom Telematics, Sibelco and Caterpillar.

8.6.3 Income from actions by third parties

	31/12/18	31/12/17
Donations from foundations	€ -	€ 610
Justdiggit Events	€ 63,226	€ 30,607
	€ 63,226	€ 31,217

E-rally and an increase in several other fundraising activities by companies represent our main sponsoring & events income.

TOTAL INCOME	€ 2.039.013	€ 1.355.847
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8.6.4 Movement

	31/12/18	31/12/17
Direct Campaign expenses	€ 63,617	€ 33,630
Expenses The Raindance Project	€ 45,062	€ -
Personnel expenses	€ 184,685	€ 138,829
Travel expenses	€ 8,873	€ 6,450
Other personnel expenses	€ 1,899	€ 1,853
	€ 304,136	€ 180,762

Direct movement expenses are production costs & expenses are almost doubled compared to last year, due to an increase in activities. Content creation for our campaigns in the Netherlands and a new campaign country; Tanzania. Fieldtrip with our main mediapartners to Kenya. A media meeting in Dar es Salaam to involve the Tanzanian media and communications network. Costs for website, printing costs for campaigns and production costs for commercials. These costs are minimal compared to the in kind donations of 2,5 million EUR in free media creation & distribution. Included are also the costs for the filming of our documentary Rainmakers III.

The Raindance Project is a new initiative of Justdiggit, to involve and activate people in Western countries and in Africa to join us in the Re-Green Revolution. Costs are for research, concept development, fieldvisits, website, trailer. Personnel expenses increased due to a new hire in the Movement Team and a salary increase of the existing movement team.

8.6.5 Projects

Direct Project expenses:

Kuku Kenya

Research costs	€ 482	€ 3,530
Execution costs	€ 44,130	€ 101,576
	€ 44,612	€ 105,106

The execution costs for Kuku are the costs made for the quick impact project and monitoring of the project area's in Kuku

Amboseli Kenya

Research costs	€ 4,268	€ -
Execution costs	€ 46,587	€ 40,169
Monitoring and design costs	€ -	€ 9,195
	€ 50,855	€ 49,364

The Execution costs in Amboseli are expenses for the Kenya Quick impact projects. Both projects are part of the 2 large scale restoration programs we developed in H2 2017 after winning the Rabobank competition. The projects will further expand in 2018.

Morocco

Research costs	€ -	€ 1,161
Start-up costs	€ -	
Execution costs	€ -	€ (3,000)
Monitoring and design costs	€ -	€ 4,373
	€ -	€ 2,534

In 2018 we have decided to focus on Kenya and Tanzania as our flagship projects and not to pursue Morocco, therefore we did not make any expense in 2018.

Tanzania

Research costs	€ 65,057	€ 14,196
Execution costs	€ 643,939	€ 87,275
Monitoring and design costs	€ 45,052	€ 117,513
	€ 754,048	€ 218,984

Research costs include mainly the development of a Monitoring and Evaluation framework, applicable in Tanzania and other areas.

Execution costs are for the first implementing year of a large Farmer Managed Natural Regeneration program in Tanzania.

Monitoring & evaluation costs for the Tanzania program.

Other Projects

Other projects	€ 14,762	€ 59,583
	€ 14,762	€ 59,583

Other project costs were made mainly for the Carbon Feasibility study and our presence and travel costs for AFR100 conference in Nairobi

Project innovation (app)

project innovation (app)	€ 203,502	€ -
	€ 203,502	€ -

Development and testing (in Tanzania) of the donation platform and website.

TOTAL direct project expenses	€ 1,067,779	€ 435,571
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Personnel expenses	€ 167,536	€ 194,125
Travel expenses	€ 6,086	€ 6,692
Other personnel expenses	€ 1,385	€ 2,040

TOTAL Personnel expenses projects	€ 175,007	€ 202,857
	€ 1,242,786	€ 638,428

8.6.6 Costs of fundraising

	31/12/18	31/12/17
Fundraising costs	€ 22,043	€ 40,046
Justdiggitt USA	€ -	€ 28,008
Personnel expenses	€ 193,015	€ 191,520
Travel expenses	€ 3,939	€ 6,778
Hired staff	€ 1,452	€ 1,904
Other personnel expenses	€ 2,496	€ 6,616
Costs of actions third parties	€ 711	€ 520
	€ 223,656	€ 275,392

8.6.7 Costs of management and administration

	31/12/18	31/12/17
Personnel expenses	€ 89,623	€ 117,507
Travel expenses	€ 2,662	€ 6,326
Hired staff	€ 2,661	€ 1,904
Other personnel expenses	€ 1,420	€ 2,512
Housing expenses	€ 27,348	€ 28,049
Office expenses	€ 13,704	€ 11,147
Administrative costs	€ 6,109	€ 8,351
Accountancy costs	€ 10,509	€ 10,661
Profesional fees	€ -	€ 1,287
Other expenses	€ 1,188	€ 11,016
	€ 155,224	€ 198,760

Personnel expenses dropped because the CFO left in february and financial tasks were taken over by the Program Director and CEO.

TOTAL COSTS

€ 1.925.802

€ 1.293.342

8.7 PERSONNEL

During the year 2018 9.6 FTE were employed by Justdiggitt Foundation.

At December 31st 2018 the Executive Board consisted of Mrs. Marjolein Albers (CEO) and Mr. Dennis Karpes (Creative Director). Marjolein Albers started in August 2018 as Managing Director, replacing former CEO Olivier Maes.

The remuneration of the Board during 2018 includes holiday allowances and social securities, but no pension or other allowances. Olivier Maes (0.8FTE) 5,600 p/m, Dennis Karpes (0.95 FTE) 6,000 p/m) and Marjolein Albers (0.9 FTE) 5,850, excluding 8% holiday allowances.

REWARD SUPERVISORY BOARD:

No remuneration was offered to Supervisory Board members and no loans, advances or guarantees were given.



[BACK TO INDEX](#)

8.8 NOTES TO THE ALLOCATION OF EXPENDITURES

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2018	Budget 2018	Total 2017
	Projects	Campaign (Movement)					
Projects	€ 1,067,777	€ 108,679	€ 22,754	€ -	€ 1,199,210	€ 1,295,000	€ 537,775
Personnel expenses	€ 175,008	€ 195,457	€ 200,903	€ 89,623	€ 660,991	€ 733,000	€ 685,056
Office and other general expenses	€ -	€ -	€ -	€ 65,601	€ 65,601	€ 60,000	€ 70,511
Banking costs	€ -	€ -	€ -	€ 1,229	€ 1,229	€ -	€ 943
TOTAL	€ 1,242,785	€ 304,136	€ 223,657	€ 156,453	€ 1,927,031	€ 2,088,000	€ 1,294,285

Stichting Justdiggit Foundation
Prins Hendrikkade 25
1012 TM Amsterdam

INDEPENDENT AUDITOR'S REPORT

To: The members of the Board and the Supervisory Board

A. Report on the audit of the financial statements 2018 included in the annual report

Our opinion

We have audited the financial statements 2018 of Stichting Justdiggit Foundation, based in Amsterdam.

In our opinion the accompanying financial statements give a true and fair view of the financial position of Stichting Justdiggit Foundation as at 31 December 2018, and of its result for 2018 in accordance with RJ 650.

The financial statements comprise:

- 1 the balance sheet as at 31 December 2018;
- 2 the statement of income and expenses for 2018;
- 3 the notes comprising a summary of the accounting policies and other explanatory information.

Basis for our opinion

We conducted our audit in accordance with Dutch law, including the Dutch Standards on Auditing. Our responsibilities under those standards are further described in the 'Our responsibilities for the audit of the financial statements' section of our report.

We are independent of Stichting Justdiggit Foundation in accordance with the Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore we have complied with the Verordening gedrags- en beroepsregels accountants (VGBA, Dutch Code of Ethics).

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

B. Report on the other information included in the annual report

In addition to the financial statements and our auditor's report thereon, the annual report contains other information that consists of:

- The board's report;
- Other information as required by RJ 650.

Based on the following procedures performed, we conclude that the other information:

- Is consistent with the financial statements and does not contain material misstatements;
- Contains the information as required by RJ 650.

We have read the other information. Based on our knowledge and understanding obtained through our audit of the financial statements or otherwise, we have considered whether the other information contains material misstatements.

By performing these procedures, we comply with the requirements of the Dutch Standard 720. The scope of the procedures performed is substantially less than the scope of those performed in our audit of the financial statements.

The board is responsible for the preparation of the board's report in accordance with RJ 650 and other information as required by RJ 650.

C. Description of responsibilities regarding the financial statements

Responsibilities of the board for the financial statements

The board is responsible for the preparation and fair presentation of the financial statements in accordance with RJ 650. Furthermore, the board is responsible for such internal control as the board determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

As part of the preparation of the financial statements, the board is responsible for assessing the foundation's ability to continue as a going concern. Based on the financial reporting framework mentioned, the board should prepare the financial statements using the going concern basis of accounting unless the board either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

The board should disclose events and circumstances that may cast significant doubt on the foundation's ability to continue as a going concern in the financial statements.

Our responsibilities for the audit of the financial statements

Our objective is to plan and perform the audit assignment in a manner that allows us to obtain sufficient and appropriate audit evidence for our opinion.

Our audit has been performed with a high, but not absolute, level of assurance, which means we may not detect all material errors and fraud during our audit.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The materiality affects the nature, timing and extent of our audit procedures and the evaluation of the effect of identified misstatements on our opinion.

We have exercised professional judgement and have maintained professional skepticism throughout the audit, in accordance with Dutch Standards on Auditing, ethical requirements and independence requirements. Our audit included e.g.:

- Identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control;

ANNEX 1: AUDITOR'S REPORT

- Evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the board;
- Concluding on the appropriateness of the board's use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a foundation to cease to continue as a going concern;
- Evaluating the overall presentation, structure and content of the financial statements, including the disclosures; and
- Evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

Volendam, June 25, 2019

NBC Audit Services B.V.



W.J.T. Jonk RA

[BACK TO INDEX](#)