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REPORT OF THE BOARD OF DIRECTORS



1. MISSION

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1. MISSION

WE ARE ON A MISSION

TO REGREEN AFRICA IN THE NEXT 10 YEARS, TOGETHER WITH MILLIONS OF FARMERS, PASTORALISTS AND MILLIONS OF OTHERS ALL OVER THE WORLD.

Imagine sub-Saharan Africa in 2030; lush, rich and cool. Imagine being able to inspire and empower millions of subsistence farmers to restore their degraded lands, using proven Sustainable Land Management techniques.

Can you imagine the enormous effects this will have on crop yields, household income, biodiversity, water availability, the regional climate and ultimately climate change?

And that this could be done, instead of moving slowly from one area to the next on the ground, by motivating everyone together in one interconnected, international movement. One that unites INGOs, governments, science and companies, and one that connects a farmer in Senegal with another in Malawi?

At JustdiggIt, we've made a promise to the planet to regreen Africa within the next decade, and our goal is to inspire and empower people all over the world to join us.

By combining landscape restoration techniques with the power of media and communication, data, and mobile technology, we can spread our message and scale up our regreening practices. We want to inspire, unite and empower an entire generation, and together grow a landscape restoration movement.



2. APPROACH

WORKING TOWARDS A GREENER FUTURE





2. WORKING TOWARDS A GREENER FUTURE

We are in a global climate crisis: our planet is warming while the human population is growing. In sub-Saharan Africa, climate change, land degradation, and overexploitation are causing temperatures to rise, land to dry up and fertile soils to erode. This causes serious problems such as extreme droughts and famine. Every year, the world loses 12 million hectares of productive land ([UNCCD, 2009](#) and [Behrend, 2016](#)), with far-reaching consequences, including failing crop yields, rising tensions over natural resources, forced migration and weakened resilience to climate change. Luckily, there is a solution. If we bring back nature on a large enough scale, we can positively impact climate change. Globally, over 2 billion hectares of degraded land can be restored, an area twice the size of Europe! Now is the time to dig in and scale up. The race is on.

RESEARCH HAS ESTIMATED THAT BY APPLYING **COST-EFFECTIVE NATURE-BASED SOLUTIONS (RESTORING RANGELANDS, FORESTS AND WETLANDS), WE CAN MITIGATE GLOBAL WARMING BY**

37%

[The Nature Conservancy, 2017](#)

2. WORKING TOWARDS A GREENER FUTURE

Large-scale application of nature-based solutions will provide a better and more productive living environment for subsistence farmers and contribute to the uptake of CO₂ by biomass, making it (in addition to reducing emissions) a key solution to the climate problem.

TO REACH OUR GOAL AND REGREEN AFRICA IN THE UPCOMING DECADE, WE FOCUS ON THREE CORE ACTIVITIES:



IMPLEMENTING REGREENING PROGRAMS IN SUB-SAHARAN AFRICA



SCALE UP THROUGH THE POWER OF COMMUNICATION & TECHNOLOGY



REALIZING (INTER)NATIONAL AWARENESS CAMPAIGNS

3. PREFACE



PREFACE BY MARJOLEIN ALBERS

Managing Director Justdiggitt

Last year, everyone was affected by the severe impact of COVID-19, but in particular the poorest people, including the subsistence farmers and pastoralists in the landscapes we work in. The pandemic made it even more clear that the world is in crisis and that we need a global reset. There has never been a more urgent need to restore damaged ecosystems than now, because ecosystems support all life on earth. The healthier our ecosystems are, the healthier the planet - and its people. Therefore, the UN Assembly announced in 2020, the UN Decade on Ecosystem Restoration (2021-2030) to prevent, halt and reverse the degradation of ecosystems on every continent and in every ocean. Restored farmlands and grazing lands will be essential to end poverty, combat climate change and prevent a mass extinction.

As an official partner of The Decade, we dedicate our work to speed up and scale up our own and our partner's landscape restoration programs. Together with our network of global and local media and communication partners, such as Havas and JCDecaux, Justdiggitt promotes greening to farmers and inspires and mobilizes people, companies and artists to become part of the (green) solution because we will only succeed if everyone plays their part.

In 2020, we have been able to successfully implement our programs in Kenya and Tanzania, despite some operational delays due to local COVID-19 restrictions. To name a few highlights; we've restored over 2.3 million trees in the Dodoma region in Tanzania, 32,400 water bunds were dug in the Enkii area in southern Kenya and 3 new grass seed banks were established together with Maasai women groups. We've partnered up with Rain, MetaMeta and the IKEA Foundation for the new Green Future Farming program that revolves around regenerative agriculture and landscape improvement and have expanded our communication building strategy to strengthen and scale greening to Uganda and Ethiopia. 2020 also marked the kick-off of our 10 million tree commitment in Tanzania, in partnership with Timberland. Unfortunately, the start of the 5-year TWENDE program in Kenya, funded by the Green Climate Fund, was postponed till Q1 2021.

Financially we had to deal with longer lead times and downsized budgets due to COVID-19 and, therefore, didn't realize the projected growth. On the other side the urge to support the global Sustainable Development Goals and invest in a healthy planet was never so prominent in the corporate world and offered new opportunities and partnerships for the years to come. We partnered with World Economic Forum's 1t.org and Uplink. 1t.org named Justdiggitt as one of the top scale-up innovators that helps to restore and grow 1 trillion trees. We became a member of WEF's Uplink, a digital platform for surfacing and scaling innovations, that intends to solve some of the world's most pressing challenges.

Last December we celebrated our 10th anniversary. Over the past years, Justdiggitt has been growing as an organisation, with an increasing number of programs and partnerships in East-Africa. We wish to secure the impact that we have realised so far and want to maximize our value for all our partners and donors. In the coming years we see a need and many opportunities to scale up the regreen revolution and impact we are all striving towards. All these reasons have led us to make a next step in our development and we've opened a regional office for East Africa in Nairobi, Kenya, next to our main office in Amsterdam. The team will take shape in the coming year, covering all our core strengths such as marketing & communication, soil and water conservation and monitoring, evaluation and learning (MEL).

In line with the new decade ahead of us, our partner HavasLemz started developing a brand new identity for Justdiggitt. The rebranded Justdiggitt is spot on! It reflects our earth shot ambition to build the regreen revolution and mobilize every single person, organization or company to be part of it. In fact, this annual report is one of the first designed publications in this new style.

On behalf of the entire Justdiggitt team, I want to thank all our partners and funders for their incredible support, and we invite you all to keep joining us and DIG IN!

“ **TAKING CARE OF OUR PLANET ALSO MEANS TAKING CARE OF EACH OTHER** ”

Marjolein Albers



PREFACE BY HAROLD KNEBEL

Chairman Supervisory Board

The year 2020 was defined by the turmoil created by the effects of the COVID-virus. Of course, we as Justdiggit were also affected by the virus, but we managed to keep the spirits high and far more than that. With a staff of only 28, mostly working from home, we succeeded to increase new activities, to develop a new brand identity and increase our donor base, not only in the Netherlands, but also in the UK and in Germany.

After ten years of development, Justdiggit has become a much-appreciated partner in Africa for institutional organisations, other NGOs and companies. Our innovations, the quality and impact of our communication approach and last but not least our impact on landscape restoration have become well known. It has given Justdiggit the opportunity to scale up our activities in Africa to restore damaged ecosystems. To coordinate and develop activities even better, we have opened a regional office in Nairobi, Kenya, last year. This was a huge step for us, but we are convinced that local representation creates a lot of opportunities and gives us credibility in the region as a development partner for a wide range of organisations. The fact that we became an official partner of the UN Decade on Ecosystems Restoration (2021-2030) underlines our present role and impact in Africa. In Tanzania, we've started a pilot with affordable smart feature phones with free data and an app with instructions for small-holder farmers to restore their farmlands. The pilot will give us information how we can scale up greening, by making use of the mobile revolution that is currently taking place in rural Africa. When we will be able to connect to farmers directly, it creates a very effective, scalable and low-cost way to educate and support farmers across the continent.

Last year the Executive Board of Justdiggit was changed. Founder Dennis Karpes stepped down to concentrate himself on creative processes and the external promotion of Justdiggit in his well-known energetic way. We thank him for his stewardship, his innovations, but most of all for his energy that he brought both into the organisation and into the cooperation with all our partners. Wessel van Eeden (marketing director) and Niels Dierckx (director programs) form together with Marjolein Albers (managing director) the new Executive Board.

Natacha Pietersz decided to leave the Supervisory Board at the end of 2020. She was responsible for finance in the board and we want to thank her for her role and her contributions to Justdiggit. We are currently filling in this vacancy and are in the process of changing the composition of the Board, especially with international/African representatives. We expect to inform you soon about this matter.

On behalf of the supervisory Board, I want to thank the entire Justdiggit team for their superb work under sometimes difficult circumstances and I want to thank all our partners and founders for their incredible support.

DIG IN!



DIG GREEN COOL

4. HIGHLIGHTS 2020



4. HIGHLIGHTS 2020

KENYA

Even though we had to pause the digging activities, we managed to dig all the planned 32,400 water-bunds or earth smiles in the Enkii area in time before the rainy season took off. In total we have dug over **140,000** of these half-moons in Kenya!

We have implemented **three new grass seed banks**. These are women owned and led projects where these Maasai women are trained to sow, harvest and sell grass seeds. This provides them with an extra income and positively impacts the local environment.



TANZANIA

In 2020 we started a new approach: **contactless greening**

Instead of physically visiting all Kisiki Hai villages, we've explored new ways of informing, educating, inspiring and mobilizing people to regreen their own lands. Coincidentally this was right before the COVID outbreak which made the execution even more valuable.

We've developed a 4-months radio program about the Kisiki Hai technique and its benefits, with **300,000 listeners** in total, involving experts, panel discussions, events, comedy and drama.

Our sms-service now has 69,000 farmers subscribed – receiving bi-weekly text messages with tips, tricks, weather forecasts and motivations to keep on regreening!

In 2020 we have brought back **2,300,000** trees in Tanzania. In total we've brought back **6,300,000** trees in Tanzania.



4. HIGHLIGHTS 2020

BELGIUM

We **started campaigning** in Belgium with beautiful out of home digital screens.



UK

We launched our first campaigns in the UK. And if that isn't special enough, with these campaigns we managed to reach **27,000,000 UK citizens**. This is half of the English population!

Electronic music duo **Disclosure** became an official partner of Justdiggit. We're delighted and proud to have these regreening ambassadors on board!



THE NETHERLANDS

Thanks to our wonderful partners we received sponsored media with a total worth of **€ 7,000,000** in 2020.



GERMANY

This was our second year of nationwide sponsored campaigning in Germany and it has paid off: we have **new partners & ambassadors** and an increasing number of fans and donors. All this in partnership with Havas Dusseldorf and Frankfurt!



4. HIGHLIGHTS 2020

10-YEAR ANNIVERSARY

While we are entering the UN Decade on Ecosystem Restoration, we've just closed the first decade of Justdiggit. It has been a fantastic ride with ups and downs. We've learnt so much while finding our way within the world of ecosystem restoration. From the start we were convinced that besides implementing large scale restoration programs in Africa, we wanted to build a global ecosystem restoration movement. A movement that would show the world hope, positivism and solutions. A movement that would attract and involve civil society, governments and big corporates because of our positive approach and positioning as an active social and iconic brand. All leading of course to more funding and more restoration programs in the field. Well finally after 10 years we are proud to say that the Justdiggit brand and our icon the shovel is very much alive and digging! It's amazing to see that Justdiggit, with a young, motivated and competent team, has built solid international partnerships with corporates, foundations, NGO's and financial institutes and that we have so many consumers joining our movement. We have become a well-known and respected player in the world of ecosystem restoration and that is something to be very proud of!

But it's still only the beginning! The future looks promising because it is time for climate action! It's no coincidence that the UN declared the 'Decade on Ecosystem Restoration' starting officially on the 5th of June this year. And we are a proud partner. The world is ready for a re-green revolution and we will make sure that our shovel will be well known all over the world and especially on the continent of Africa, our focus area. That combined with our new mobile digital platform and potential carbon business models, we are excited to grow our work. We are ready for the coming 10 years to create a massive positive impact for the people on the ground but also for nature and climate!

So please DIG IN and let's build this Decade on Ecosystem Restoration!

DENNIS KARPES
Co-founder





5. HOW DO WE WORK?



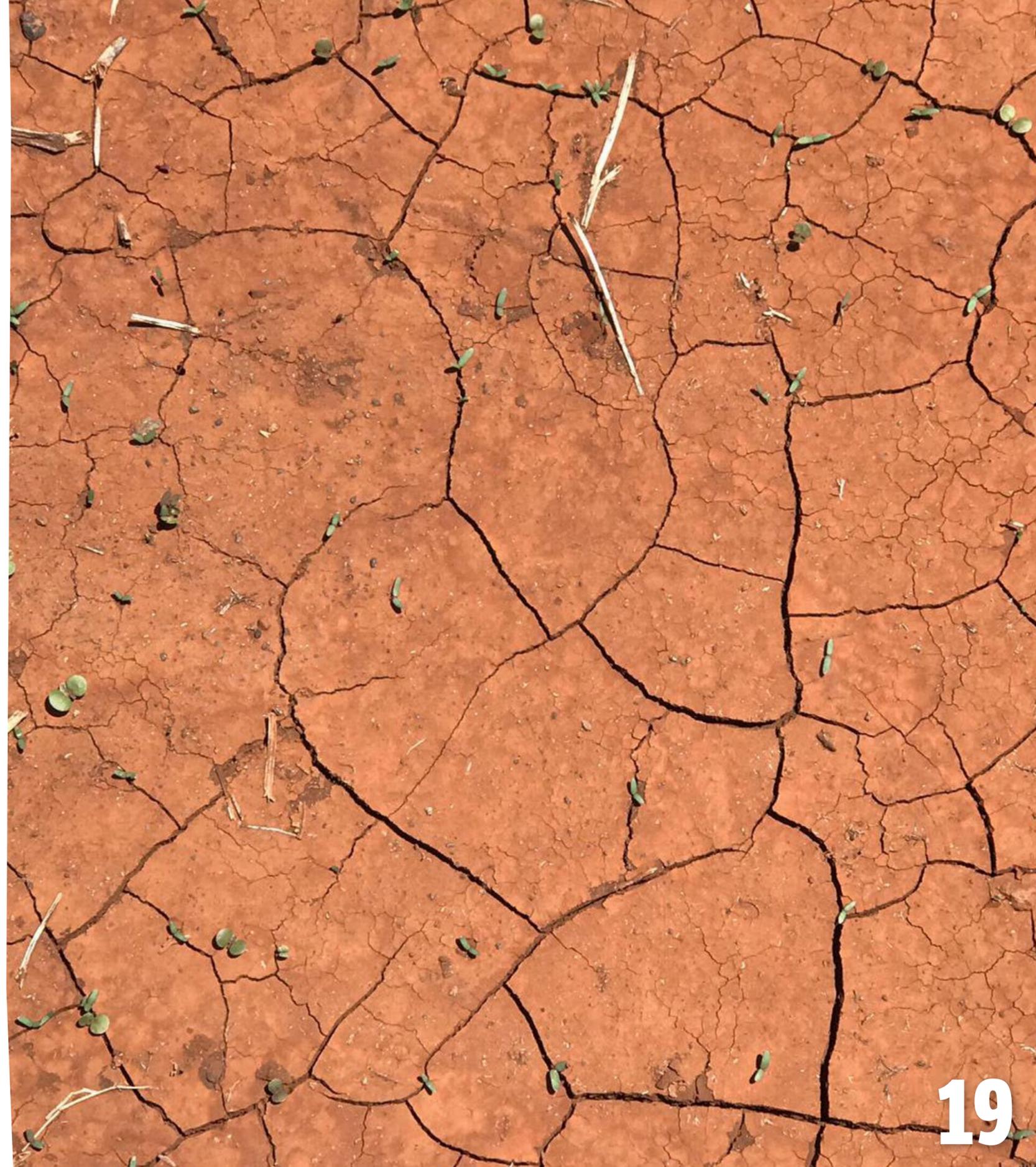
OVER THE LAST DECADE, OUR REGREENING PROGRAMS HAVE PROVEN THAT IT IS POSSIBLE TO REGREEN DEGRADED LANDSCAPES IN SUB-SAHARAN AFRICA QUICKLY AND EFFICIENTLY. THE NEXT STAGE IS: SCALE UP LANDSCAPE RESTORATION AND MAKE THE WORLD AWARE THAT NATURE-BASED SOLUTIONS ARE THE KEY TO REVERSING CLIMATE CHANGE WITH HELP OF AWARENESS CAMPAIGNS.

5.1 REGREENING PROGRAMS

Implementing greening programs in sub-Saharan Africa

Together with our partners we implement greening programs in Africa, where we use traditional scalable and easy-to-apply landscape restoration techniques. In order to further spread these techniques and scale up within our programs, we use media, data, technology and communications.

Together with communities and local partners, designated areas are greened in a sustainable way. This improves livelihoods, and positively impacts biodiversity and climate change. At the same time, these programs are where new ideas and innovations are tested and evaluated.





5.1.1 REGREENING TECHNIQUES

Choosing the right landscape restoration technique

Within our projects, we select a combination of the most suitable landscape restoration techniques for our project areas in close collaboration with our local partners. This decision is based on physical conditions (land use, climate, soil conditions, slope) and social conditions (socio-economic structures and purpose of the land). The main techniques used in our programs are:

1 RAINWATER HARVESTING

Degradation of fertile land

In dry areas where the soil is degraded, rainwater can no longer infiltrate the ground. When it rains, water washes away unused. This causes erosion and the washing away of the remaining fertile soil. As a result, the land degrades even further.

Water bunds

By digging semi-circular water bunds, we open up the hard top layer of the soil. The bunds slow down and capture rainwater running downhill, preventing erosion of fertile soil. Rainwater has more time to enter the soil and restore the water balance. The seeds in the soil get the chance to sprout, and eventually allow the area to grow green, lush and cool.

An upward spiral

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

5.1.1 REGREENING TECHNIQUES

2 AGROFORESTRY



Restoring degraded farmland

Vast areas of farmland are degraded. Poor farming practices, monocultures and removal of trees have depleted the soils, leaving the farmland vulnerable to erosion and pests. But these lands can be restored by bringing back trees into the farmlands.

Training farmers

We inform and educate farmers about the benefits of having trees on their farmland. This combination of agriculture and forestry is called agroforestry and has many benefits for both the farmers and the natural environment.

Kisiki Hai

With our network of trainers, media and communication we teach farmers the practice of Farmer Managed Natural Regeneration (FMNR). FMNR, or Kisiki Hai ('living stump' in Swahili), is an agroforestry approach to regrow trees and support new, naturally emerging sprouts to grow big. Kisiki Hai involves a process of selecting, pruning and protecting stumps of cut-down trees. With the right care, these stumps get the chance to grow into real trees again.

Benefits of trees

The root systems of the trees improve the soil conditions and reduce erosion which increases the farmer's crop yields. Trees also increase biodiversity and reduce the risk of pests. And they provide fruits, nuts, fodder, medicinal values, shade and wood for farmers.

Climate resilient agriculture

By combining FMNR with rainwater harvesting, farmers create a more climate resilient, profitable and sustainable farmland and regreen their environment.

5.1.1 REGREENING TECHNIQUES

3 GRASS SEED BANKS

Grass seed banks

Grass seed banks are small parts of communal land that are used for the production of grasses and grass seeds. The grasses that grow on the grass seed banks are protected from grazing livestock and wildlife by a so-called living fence of local shrubs. They form an oasis of green in the barren surroundings!

Benefits for the women

The grass seed banks are managed and maintained by Maasai women groups in Kenya. Once the grasses are fully grown, the grasses produce grass seeds which are sold by the women on local markets or to other greening projects. This income serves as an alternative livelihood, making the women more independent. It can help the women to pay for school fees, health care and support their family. Additionally, other people within the communities see the successes of the grass seed banks, providing the women a higher status within their community.

Benefits for the environment

The grasses grown in the grass seed banks attract insects and small animals. Their return stimulates the recovery of the ecosystem and supports vegetation in the surrounding areas to start to grow as well. The grass seeds which are sold to other landscape restoration projects, will add to the greening of other areas as well, for example within our water bund projects!

Grass seed banks as social enterprises

In our projects in Kenya we started to turn the grass seed banks into landscape restoration enterprises. These enterprises are based on selling the harvested grass seeds on the local market. The aim is to improve economic opportunities for local communities while restoring degraded landscapes.

Besides an extra income for the women and more green in the dry areas, this project also helps to maintain indigenous rangeland grasses which are often neglected and underdeveloped in terms of market and conservation.



5.1.2 SPREAD THE GREEN

BY JOINING FORCES, WE SPREAD THE WORD AND **SPREAD THE GREEN**. SINCE 2018, OUR SUCCESSFUL INTEGRATED MEDIA AND COMMUNICATIONS APPROACH WITHIN OUR KENYAN AND TANZANIAN PROGRAMS HAS SHOWN HOW **THE POWER OF COMMUNICATION** WORKS, INCREASING THE NUMBER OF SMALLHOLDER FARMERS **RESTORING THEIR LAND**.



- **Contactless greening**

To spread the word about greening even further, we've set up various approaches to reach and inspire farmers, without physically visiting them.

Together with partners LEAD Foundation, Dodoma FM and Farm Radio International, we developed a special Kisiki Hai radio program. The goal of the show is to inform, inspire and activate farmers to start practicing Kisiki Hai on their own land, in a fun and entertaining way.

We've also set up a Kisiki Hai SMS-service. Farmers can subscribe for this service, which will send them a text message every week with tips and tricks on how to practice Kisiki Hai and Fanya Juu and Fanya Chini.

- **Movie roadshow**

Part of this media and communications approach is our movie roadshow in Tanzania: a video-caravan going from village to village. The roadshow is a whole day event, filled with theatre, music, dance and performances all about Kisiki Hai. When the evening falls, a large movie-theatre screen is set up, which shows the inspiring movie Kisiki Hai that is filmed entirely in Tanzania.



5.2 SCALE UP

SCALE UP THROUGH THE POWER OF COMMUNICATION & TECHNOLOGY

We know that regreening works and we know how it works. The next step is to share this knowledge and inspire, educate and empower farmers to restore their own land using simple techniques, without the need for a physical presence on the ground. Our media and communication approach within our programs showed we can do this through the power of communication & technology. With this approach we have already reached hundreds of thousands of people at minimal cost within our programs.

Communication

With our media campaigns, we target both rural and urban populations with messages and regreening techniques that are tailored to their particular landscape. These campaigns are fully supported by our media partners Havas Group and JCDecaux. Both companies are leading corporations in the media and communications industry and have supported JustdiggIt for years within Europe. This partnership has been extended to our African projects with in-kind media and strategic support in potentially each African country where they operate.

JCDecaux

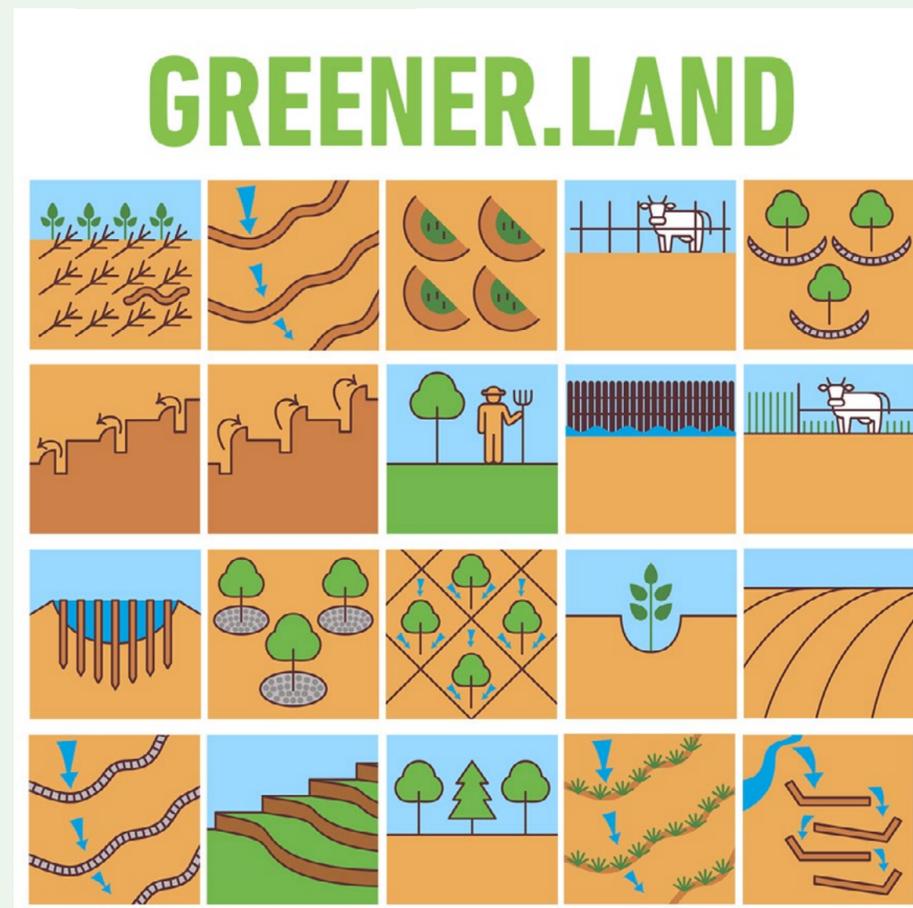


5.2 SCALE UP

Technology

Our moonshot is to make every African farmer an ambassador for regreening. With an ever-increasing mobile penetration in both rural and urban Africa, the usage of data and mobile technology can help us to reach this goal. That's why we are developing a new concept: a digital regreening platform. This regreening app for farmers and pastoralists inspires, educates and empowers them to restore their own land. With this app we can reach millions of farmers and pastoralists at once.

Together with Nature^Squared and SamSamWater, we also developed the online platform Greener.LAND. This easy-to-use online tool helps farmers and other organizations to find the regreening techniques that best suit their particular landscapes and climates and help get them started.



5.3 AWARENESS CAMPAIGNS

REALIZING (INTER)NATIONAL AWARENESS CAMPAIGNS

We use the power of media and communications to create awareness and understanding, and to offer real solutions in the face of climate change. Our global online and offline awareness campaigns are developed to promote nature-based solutions and to inspire, unite and empower an entire generation, growing a landscape restoration movement.

In our European and global campaigns, we have been breaking down the science into a more easy-to-digest language:

regreening = cooling down the planet.

Our awareness campaigns are broadcast across different media channels, from television and radio to online. This visibility extends not only into homes, but also out of home in the cinemas and on digital screens and billboards everywhere.



5.3 AWARENESS CAMPAIGNS

Media partners with a mission

We work together with amazing media partners who support us on a global level by developing our campaigns and giving them the exposure they need. They have effectively donated millions in terms of media value, but more importantly we have reached millions and millions of people in both Europe and Africa.

Communication outlets

Although there are many more - these are our main communication outlets to inspire, unite and mobilize people through our awareness campaigns:

- **Watch and listen**

We develop customized campaigns for television, radio, cinema, and out-of-home purposes. The campaigns are broadcast completely free of charge thanks to our wonderful media partners and well-known broadcasting channels. Our campaigns show Justdiggitt's work and its positive impact on climate, people, and biodiversity.

- **Being social**

- Using social media with the support of our online content partners, we keep our followers up to date on our latest projects and insights. Our main social channels are Instagram and Facebook, but we are also active on LinkedIn and Twitter and are currently looking for new channels to start using.

We are also collaborating with social influencers, reaching out to a newer, younger target audience, to share our work and the importance of regreening.



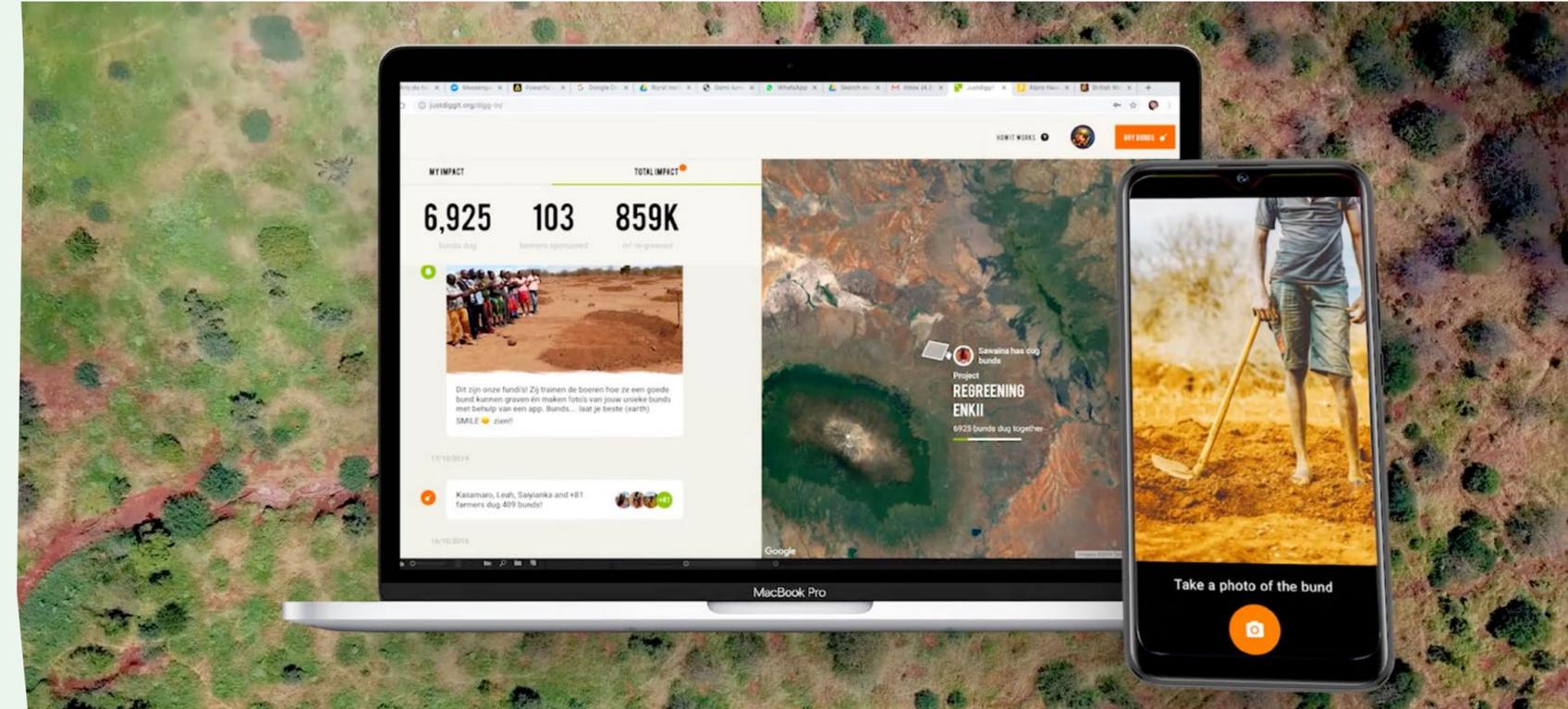
5.3 AWARENESS CAMPAIGNS

- **Regreening Platform**

We developed a Regreening Platform where consumers can buy bunds and make a positive climate impact. They also directly support a farmer who digs the bund in Kenya. Once the bund has been dug, they receive a photo update of their very own bund.

- **Films and documentaries**

We create state-of-the-art documentaries about our regreening projects, documenting both our approach and the impressive results.



- **Raindance**

Since there is no movement without rhythm, we launched The Raindance Project: a series of simultaneous biennial live concerts, to celebrate and showcase the potential of landscape restoration to the world - and to raise funds for our projects in Africa. In September 2019, the festival was held simultaneously at three different locations (Kenya, Tanzania and the Netherlands), and all locations were live connected to one another, to bring together one movement and celebrate regreening together.

Due to COVID-19 we were forced to put the Raindance Festival 2020 on hold until further notice.





6. IMPACT 2020 & 2021 OUTLOOK

THE IMPACT OF JUSTDIGGIT'S CORE ACTIVITIES IN THE RESPECTIVE LANDSCAPES.



6.1 HOW WE MEASURE OUR IMPACT

REGREENING PROGRAMS

To measure the impact of our programs we developed a Monitoring, Evaluation & Learning (MEL) framework for every program. These frameworks provide an overview of the program logics, a list of key indicators and ways of measuring these indicators during and after program implementation. The program logic follows the Theory of Change structure and results in a list of indicators that cover the outputs, outcomes and impact of the program. While the outputs are directly related to the program activities and interventions, the outcomes and impact are the effects of these activities on the environment and the beneficiaries.

- **Monitoring**

The monitoring of programs revolves around checking activities and tracking progress. It covers the outputs and a part of the outcome indicators. Most of the monitoring is being conducted by our implementing partners. They collect data and information around the interventions, such as the number of trainings given, video events and number of trees and amount of vegetation. They share this information in monthly, quarterly and yearly reports with Justdiggit. Since 2019, most of our implementing partners have MEL Officers on staff who oversee the daily monitoring and are responsible for data collection, analysis and reporting. The MEL officers also support external evaluators and make sure that everyone learns from the data, observations and analyses.

- **Evaluations**

Evaluations take place on a regular basis and focus on relevance, efficiency, effectiveness, impact and sustainability questions. In 2020 we worked with the external evaluation company MetaMeta. They conduct evaluations on a yearly basis in the program areas, from baseline to mid-term and final evaluations. In each evaluation they focus on a set of indicators grouped around the topics of soil, vegetation, climate and people. In 2020, MetaMeta delivered the midterm report of the Regreening Dodoma Program and, together with LEAD, conducted the annual evaluation. They also compiled the Baseline report on the OGR program in Kenya. Regular project monitoring in 2020 has been carried out by our partners ACC, ACP, MWCT and LEAD.

- **Learning**

This is a critical part of our MEL approach. We constantly learn from our programs. Lessons are derived from each report from the local implementing partners, the monitoring visits, the recommendations in the evaluation reports as well as from our network of organizations, scientists and experts. Lessons can lead to changes and improvements of the program and are therefore discussed between Justdiggit and the implementing partners on a regular basis. If feasible, the program is adjusted immediately. But, because Justdiggit works in one-year program cycles, lessons are often incorporated into the next program year.

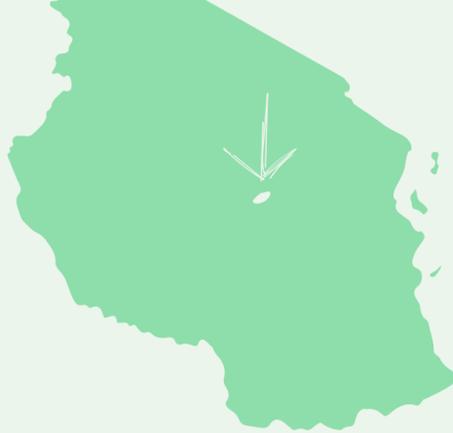
AWARENESS CAMPAIGNS

We monitor the marketing of our programs and organization in Kenya, Tanzania and Europe ourselves. We do so through the monitoring of GRPs (the reach that our sponsored media campaigns have) per country, the volume of donations, Google analytics, brand mentions, followers and hashtags on social media. In addition, we are starting a partnership with Havas to be part of their monitoring framework. This will be further developed in 2021.



6.2 REGREENING PROGRAMS

DODOMA REGION, TANZANIA



Landscape partner

Dodoma farming communities, LEAD Foundation, Timberland, Greenchoice, Webfleet Solutions, St. De Roeper, St. De Hoorn, KaiOS, Havas, JCDecaux Tanzania, Dodoma FM, ambassador comedian Jaymondy

General information about the landscape and Justdiggit's involvement

The Dodoma region is situated in central Tanzania and is about the same size as the Netherlands. Over the past decades the landscape has degraded rapidly as a result of poor land management and deforestation by an increased number of people and farmers, as well as weather extremes caused by climate change. About ninety percent of the people in the Dodoma region depend on the land for their existence. As land productivity is decreasing, more and more farmers are struggling to produce sufficient livelihoods for their families. So, land degradation is one of the most significant problems affecting their lives as well as the wider ecosystem. Towards the end of 2017, Justdiggit and LEAD Foundation found each other in the fight against land degradation and developed the 'Kisiki Hai' (Swahili for 'living stump') program. This program aims to regenerate trees via 'Farmer Managed Natural Regeneration' (FMNR) and further regreens the area with rainwater harvesting. Next to this, Fanya Juu & Chini is promoted as a rainwater harvesting method.

Justdiggit history

After the success of the first pilot phase, reaching 36,000 farmers, we expanded the program in 2018 to its full scope - the entire region. Central to our program is the Training of Trainer program which equips a selected group of farmers – so called Champion Farmers – with the necessary knowledge and expertise to train their fellow farmers on FMNR and Fanya Juu & Chini. Another unique aspect of the program is the integrated use of media and communication. Over the past years we have developed several communication tools to spread the message of FMNR and Fanya Juu & Chini, such as billboards, murals, a radio show and SMS. One that stands out is the video tour. An inspiring and amusing movie is produced and shown across all villages. Around the viewing of the movie, a full 'infotainment' program educates and inspires thousands of farmers across Dodoma.





6.2 REGREENING PROGRAMS

DODOMA REGION, TANZANIA



- **Activities 2020**

Although the activities in 2020 were affected by the COVID-19 pandemic, we have been able to implement an important part of the program. We had a third and final round of our Training of Trainer program which was an advanced training that reiterated the techniques, but also focused on the quality and benefits of trees, next to creating an understanding of the bigger picture of agroforestry and, more generally, its relation to climate change. As part of advocacy, we further engaged with governments and authorities on getting their support and buy-in. Further, we developed an SMS service where farmers can subscribe to and get weekly free updates and tips around FMNR and Fanya Juu & Chini. We also developed and implemented a special 16-week Radio Show together with Farm Radio International that - especially during pandemic times - allowed us to inspire and activate farmers without having to visit them physically.

We are constantly looking for new ways to put regreening knowledge into the hands of farmers. The increasing internet and mobile penetration in both rural and urban areas unlocks potential for the development of a digital regreening platform. This will finally enable us to reach an entire country and millions of farmers and pastoralists at once, helping them to restore their own land. In 2020, in partnership with KaiOS, we started a pilot in Dodoma with 300 farmers, to explore the use of a mobile app to provide regreening knowledge.

- **Planned activities 2021**

In 2021 we are planning to shift gears as we are closing the intervention phase and entering the sustainability phase of the program. The intervention phase will run up to April 2021, in which there will be extensive support and education to farmers on implementing FMNR and Fanya Juu & Chini. In these final months of the intervention phase, we will set up demonstration farms throughout the project area. These farms will showcase the effects of FMNR and Fanya Juu & Chini thereby inspiring and helping others to practice these techniques.

The sustainability phase is planned from May 2021 onwards and will last for approximately 17 years. This would complete a total of 20 years of engagement with FMNR and Fanya Juu & Chini in the region of Dodoma. The aim of the sustainability program is to protect all trees that have been regenerated since 2017, but also push for an increase and further diffusion of FMNR among farmers. The sustainability program will consist of awareness raising activities, an educational program for farmers and rural marketing.

In 2021 we will continue the regreen-app pilot program and plan to design the full version of the regreening platform based on the tests, preparing for a nationwide launch in Tanzania in 2022.

6.2 REGREENING PROGRAMS

DODOMA REGION, TANZANIA



Impact 2020

Number of FMNR trees regenerated **2.3 million**

Estimated amount of water retention by FMNR **4 billion of liters of water yearly**

Total length of Fanya Juu and Chini **over 60 thousand meters (60 kilometers)**

Estimated amount of water retained by Fanya Juu and Chini **100 million liters of water yearly**

Total impact to date

People empowered so far **over 509 thousand**

Number of FMNR trees regenerated **6.3 million**

Total length of Fanya Juu and Chini: **75 thousand meters (75 kilometers)**

Over 250 times the Eiffel Tower!





6.2 REGREENING PROGRAMS

OLGULULUI-OLOLARASHI GROUP RANCH & AMBOSELI NATIONAL PARK, KENYA

- **Landscape partners**

Maasai pastoral community, Amboseli Conservation Centre (ACC), Amboseli Ecosystem Trust (AET), Amboseli Conservation Program (ACP), IKEA Foundation, AidEnvironment, MetaMeta, Havas Kenya

- **General information about the landscape and Justdiggit's involvement**

Amboseli National Park in the South of Kenya is a protected natural area that is surrounded by Olgulului-Ololarashi Group Ranch (OGR), which is a rangeland area. In these two areas, wildlife and pastoralists with their livestock live next to each other. The ever increasing human, livestock and wildlife pressures on the rangelands have led to the reduction and disappearance of woody vegetation and grass species. This has then led to heavy erosion which is causing a further decrease of rangeland productivity and loss of habitat for livestock and wildlife. The limited amount of pasture has resulted in a decline in wildlife and livestock productivity leading to increasing competition between people and wildlife. Justdiggit and its local partners decided to counteract and start restoring and greening this fragile environment.

- **Justdiggit history**

Justdiggit has a long history of restoration in these two areas. Since 2015 we have created 44 different plots in which we implemented various restoration techniques, such as water bunds, Olopololis (grazing reserves), exclosures (temporarily fenced off areas to allow trees to grow back), Vallerani ploughing (a special type of water harvesting plough) and Grass Seed Banks. Landscape restoration is not just a matter of working with soils, seeds and rains, it is equally important to engage with pastoralists on the matter of grazing management and respecting the restoration plots. OGR has more than 80,000 people of which a big part own livestock that depend on the grazing grounds in the area. Justdiggit has worked directly with communities, local leaders and grazing committees on the management of these grazing areas.



6.2 REGREENING PROGRAMS

OLGULULUI-LOLOARASHI GROUP RANCH & AMBOSELI NATIONAL PARK, KENYA

- **Activities 2020**

14 plots have been added in 2020, of which 11 Olopololis and 3 Grass Seed Banks.

- **Planned activities 2021**

We are moving towards a sustainability program for the 44 plots that have been created in the area. This program will be built on two pillars: grazing management and community engagement. Grazing management aims to secure the restoration of the area and protects it against overgrazing through a set of grazing rules for pastoralists owning livestock. Community engagement revolves around awareness raising and sharing knowledge on grazing and restoration. As part of this, Justdiggit will also make use of its expertise and experience in rural communication.

- **Impact 2020**

Hectares brought under restoration **11 thousand hectares**

Amount of grass seed banks created **3**

- **Total impact to date**

Number of people benefiting from our programs **more than 80 thousand people (inhabitants of OGR)**

Hectares under restoration **over 17 thousand hectares**

Amount of grass seed banks **3**

Number of women group members owning a Grass Seed Bank **128**



6.2 REGREENING PROGRAMS



KUKU GROUP RANCH, KENYA

- **Landscape partners**

Maasai pastoral community, Maasai Wilderness Conservation Trust, Disclosure, bund investors (via Regreening Platform), Havas Kenya

- **General information about the landscape and Justdiggit's involvement**

Kuku Group Ranch (1,200 km²) is situated in the Oloitokitok Division of Kajaiido District in southern Kenya and lies in the heart of the Amboseli-Tsavo ecosystem. Kuku Group Ranch is an important wildlife corridor between the national parks (Tsavo West, Chyulu Hills and Amboseli NP) and other protected areas in the region. The area contains a wide range of habitat types, ranging from hilly cloud forests along the summits of the Chyulu hills in the north western part of the Group Ranch to woodland and grassland savannahs at lower elevations. In this landscape you can find wildlife species including lions, elephants, leopards, buffalos and cheetahs as well as endangered species such as the wild dog.

There are approximately 30 thousand people living on Kuku Group Ranch. The majority of them are Maasai. The Maasai are traditionally pastoralists and live in scattered semi-permanent villages or bomas. Although pastoralism is still the main occupation of Maasai living in Kuku Group Ranch, they are also diversifying their income sources. Farming now occurs in the remaining wetland areas and along the rivers.

In this area, Justdiggit mainly focuses on the regreening technique 'rainwater harvesting' by digging water bunds and generating income through regreening by setting up grass seed banks with Maasai women groups.

- **Justdiggit history**

The first project implemented by Justdiggit was the Moilo grass seedbank (2015), followed by 2 large bund plots in 2016. In 2017, 2 more grass seed banks near the villages of Inkisanjani and Enkii followed. In 2019 another large bund plot was implemented, followed by the Enkii bund plot in 2020.



6.2 REGREENING PROGRAMS

KUKU GROUP RANCH, KENYA

- **Activities 2020**

14,500 bunds were constructed in Enkii.

- **Planned activities 2021**

With the innovative Regreening Platform - that enables donors to buy bunds – we expect to dig at least 65,000 bunds. Furthermore, 2 grass seed banks will be set-up in collaboration with Maasai women groups.

- **Impact 2020**

Degraded land is intensively restored (Enkii)

213 hectares

110 community members and their families' livelihood directly benefited through employment provided by the project, impacting over **1,000** people.

- **Total impact to date**

Number of people benefiting from our programs:

- Through job creation **3,552**
- Through restoration of ecosystem and improved pasture for their livestock **29,000**

Entire group ranch population ↙

Hectares under restoration **766 (with a total of 116,248 bunds constructed)**

Amount of grass seed banks **3**

Number of women group members owning a Grass Seed Bank **45**



6.2 REGREENING PROGRAMS

SOUTH RIFT VALLEY, KENYA

- **Landscape partners**

Maasai pastoral community, SORALO, IKEA Foundation, Boat Bike Tours, Havas Kenya

- **General information about the landscape and Justdiggit's involvement**

The South Rift Landscape is located in the South of Kenya at the border with Tanzania and is a bridge between the Maasai Mara and Amboseli (in which Justdiggit is also active). Its inhabitants – in majority Maasai people - are pastoralist and have a nomadic or semi-nomadic livelihood. The Landscape is part of the East African Great Rift Valley and substantial elevation differences of over 1800 m exist in the area. This rangeland hosts one of the richest large mammal populations on earth, including both wildlife and livestock.

- **Justdiggit history (when did we start working and what did we already do)**

NA

- **Activities 2020**

NA

- **Planned activities 2021**

As part of the IKEA Foundation-funded Green Future Farming program, Justdiggit and its local partner the South Rift Association of Land Owners (SORALO) will start working in this landscape in the second half of 2021, focusing on the restoration of rangelands. SORALO is a strong grassroots organization, whose founder has won the Tusk Trust Conservation award in 2020.

- **Impact 2020**

NA

- **Total impact to date**

NA

6.2 REGREENING PROGRAMS

SINGIDA REGION, TANZANIA

- **Landscape partners**

Singida farming communities, LEAD Foundation, Timberland, Havas, JCDecaux Tanzania, St. de Hoorn, Otterfonds, Webfleet Solutions

- **General information about the landscape and JustdiggIt's involvement**

Just west of central Tanzania's Dodoma region, in which JustdiggIt and its partner LEAD Foundation have been working for years, lies the Singida region. Like Dodoma, Singida is a predominantly agricultural area in which many farmers are active, from large scale to subsistence farmers. It has a population of about 1.5 million people who mainly live in rural villages. It is semi-arid with low rainfall and a short rainy season, and from an ecological perspective it is one of the most degraded regions of Tanzania.

- **Planned activities 2021**

In 2021, JustdiggIt and LEAD Foundation will start a large new Farmer Managed Natural Regeneration (FMNR) based program in Singida. This has been made possible by significant foundational support from Timberland, which has a larger aim of regenerating millions of trees throughout Africa. As in Dodoma, we will focus both on direct training of farmers and on using communication tools, such as SMS, radio, billboards and video tours to further increase the impact of the program.

Starting with almost 50 villages in 2021, we want to expand this significantly in the years to come.



6.2 REGREENING PROGRAMS



ARUSHA, TANZANIA

Landscape partners

Pastoral and farming communities Monduli, LEAD Foundation, Erbacher Foundation, Havas Africa, JCDecaux Tanzania

General information about the landscape and JustdiggIt's involvement

The Arusha region, in northern Tanzania, is one of the country's areas that is heavily affected by deforestation. As in the Kenyan landscapes we work in, a large part of the population consists of Maasai pastoralists. Comparable in size to the Netherlands, the region has approximately 1.7 million inhabitants. 2021 will be the first year that JustdiggIt, together with our trusted partner LEAD Foundation, will start working here.

Planned activities 2021

In 2021 we will start our first project, together with LEAD Foundation, which revolves around Pastoralist Managed Natural Regeneration (PMNR) and rainwater harvesting in the Monduli district in southern Arusha, which is one of the driest districts in Tanzania. The project builds on all the lessons we have learned both in Central Tanzania and Southern Kenya and will allow us to gain experience in the Arusha region. Starting with 2 villages, our aim is to expand in the years to come.



6.3 AWARENESS CAMPAIGNS

EUROPE

Through the wonderful in-kind support of our media partners, our 2020 campaign has been visible through billboards, digital screens, radio and television, social media, in cinemas and digital ads in 4 different European countries: the Netherlands (starting in 2013), Germany (starting in 2019) and - as per 2020 - Belgium and the UK.

Since we first started campaigning in 2013 in the Netherlands, our campaigns have completely transformed. In the first years we mostly created awareness about our mission, whereas now we're able to demonstrate our regreening successes and the benefits of nature-based solutions. Our sole goal is to spread this positive message, make people aware and bring them hope: there is a solution to climate change.

Activities in 2020

Despite the challenges COVID-19 brought along, in terms of brand awareness, 2020 was all about growth for Justdiggit.

THE NETHERLANDS

In 2020 we managed to get more brand visibility than ever through our on and offline awareness campaigns in the Netherlands. We also started valuable new partnerships, such as with Milkshake Research and OAK. Lastly, our (digital) campaign efforts have been rewarded with 3 awards in 2020: our Regreening Platform was the winner of a Dutch Interactive Award and two Lovie Awards.

PARTNERS

Adalliance, Alpha Tango, BlowUP Media, Centercom, Clear Channel Outdoor, CS Digital, DEPT Agency, Exterion Media NL, Gardeners, Havas Lemz, Influencer Marketing Agency (IMA), JCDecaux, Jean Mineur Mediavision, Kinetic Nederland, Lama Lama - Digital Agency, Mac Loud, Milkshake Research, Non'Ye Business, OAK - We drive organic growth, OBI4wan, Ocean Outdoor, QMusic, RTL, Stroom, Talpa Media Solutions, Timm & Pimm, Z in Zaken RTL

GERMANY

We secured all year visibility on out-of-home advertising, tv and radio. Our ambassador Thomas D. promoted Justdiggit even more in 2020 by starring in the Podcast "Uncovered" where he was invited as a guest speaker.

PARTNERS

Ad Alliance GmbH, Der Spiegel, Havas Dusseldorf, Havas Frankfurt, Mindwize, SevenOne Media GmbH, Sky Media GmbH, Ströer DERG Media GmbH, TM-TV GmbH, Visoon Video Impact GmbH & Co. KG

Entering new European countries

We also expanded our campaigning activities into two new countries:

THE UK

In March 2020 we started with our first campaign in the UK with our partners JCDecaux and Ocean Outdoor. Since that moment our positive awareness campaigns have been visible throughout the country on hundreds of billboards and digital screens. We were also visible on advertising screens during several cricket matches in Wembley Stadium, London. Altogether, these events have led to a huge increase in both donations as well as website visitors.

In November 2020 the British electronic music duo Disclosure hopped aboard to become brand ambassadors.

PARTNERS

Alight Media, BlowUP Media, Disclosure, JCDecaux, Ocean Outdoor

BELGIUM

Since March 2020 our campaign has been visible on various out-of-home screens in Belgium's major cities, thanks to our partner blowUP Media.

PARTNERS

BlowUP Media

6.3 AWARENESS CAMPAIGNS

IMPACT 2020

Thanks to these completely sponsored efforts by our global media partners, we have been able to reach a total of millions of people in 2020 with our European awareness campaigns. The gross media value of this exposure amounts to approximately €10,600,000. Our social media following has increased with 1,589 new followers on Facebook and 6,113 new followers on Instagram.

All exposure combined with our other marketing & communication efforts together have contributed to a record-breaking year in terms of donations and (online) brand visibility.

ALL TIME HIGH CONSUMER DONATIONS

We have had our best year ever in terms of (online) visibility and donations in all four European countries we are active in: We have experienced 43,09% growth in consumer donations vs 2019:

Our campaign was broadcasted on both tv and radio (The Netherlands and Germany), and throughout the year we have run non-stop out-of-home campaigns throughout the country (all countries).

Some other examples of our donation growth based on website-only donations.

IN 2020, WE HAVE HAD OUR:

- **BEST MONTH EVER AT €112,000 (+56% VS LAST YEAR) + FIRST TIME ABOVE 100K!**
- **BEST QUARTER EVER AT €246,000 (+57% VS LAST YEAR)**
- **BEST YEAR EVER AT €610,000 (+77%! VS LAST YEAR)**



6.3 AWARENESS CAMPAIGNS

AFRICA

Activities in 2020

With the support of JCDecaux, our campaign has been visible on over 20 billboards in Tanzania in 2020.

In 2020 we also started the production of a documentary for the AFR100. This documentary, developed in collaboration with the World Resources Institute (WRI) team and the AFR100, shows the potential of greening throughout Africa. From June 2021, the documentary will be aired in over 14 African countries. The production of the documentary is financially supported by the Good Energies Foundation.

Partners

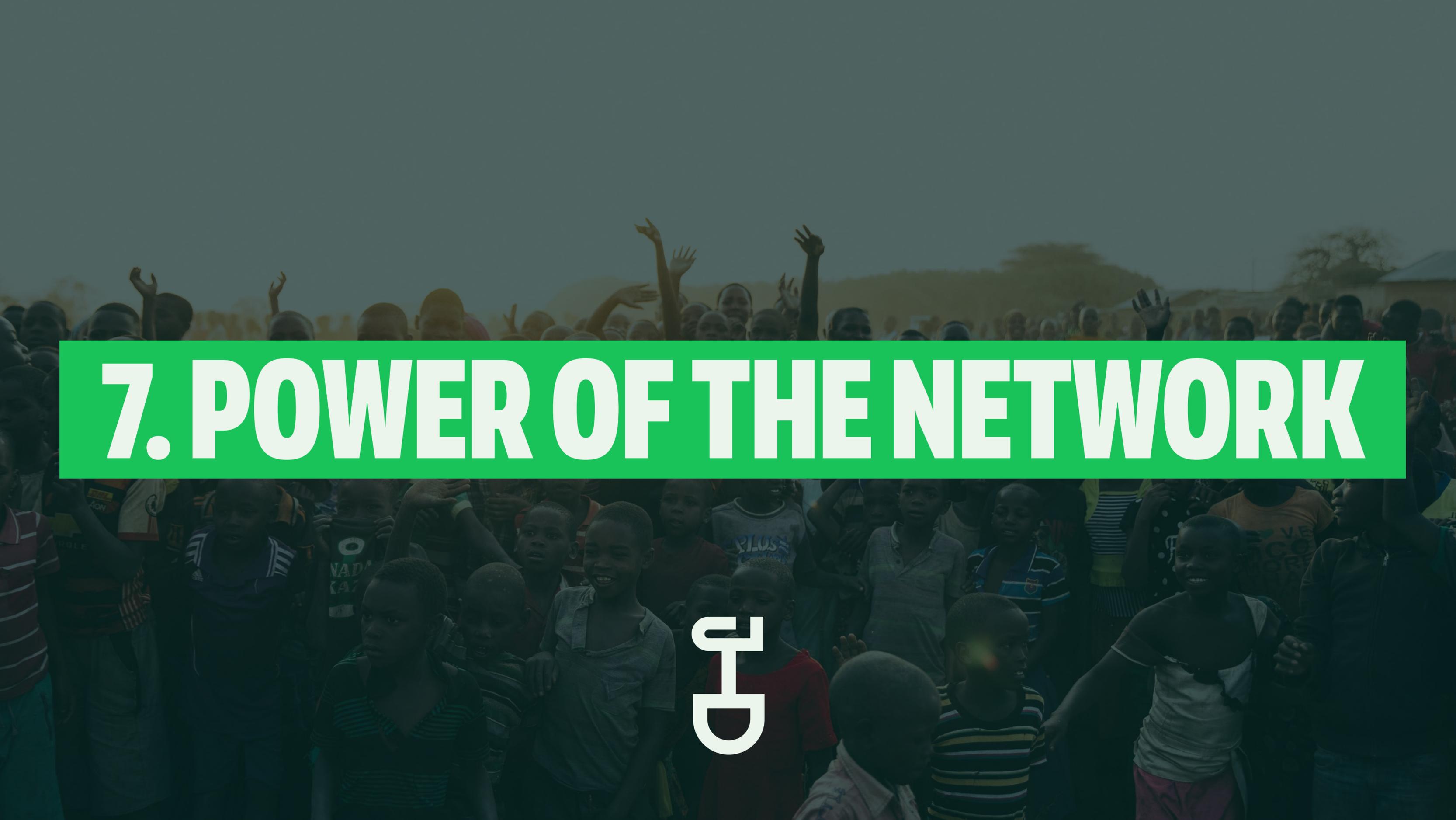
Havas Gabon, Havas Kenya, Havas South Africa, Havas Uganda, JCDecaux Africa



6.3 AWARENESS CAMPAIGNS

PLANNED **ACTIVITIES** 2021

- **NEW GLOBAL CAMPAIGN (OFF AND ONLINE) WITH HAVAS LEMZ**
- **NEW BRAND IDENTITY LAUNCHED**
- **NEW WEBSITE RELEASED WITH LAMA LAMA**
- **NEW AMBASSADORS IN EACH COUNTRY THAT WILL SPREAD JUSTDIGGIT'S STORY**
- **JOINT LAUNCH OF PARTNER UNITED NATIONS ENVIRONMENTAL PROGRAMME (UNEP)'S DECADE ON ECOSYSTEM RESTORATION**
- **(VIRTUAL) EXHIBITION AND AUCTION WITH PICTURES FOR PURPOSE AND UN ENVIRONMENT TO RAISE FUNDS AND AWARENESS FOR JUSTDIGGIT**
- **RELEASE OF THE AFR100 DOCUMENTARY, WHICH WILL BE AIRED IN > 14 AFRICAN COUNTRIES IN PARTNERSHIP WITH DISNEY AND NATIONAL GEOGRAPHIC AFRICA**
- **EXPANSION TO NEW COUNTRIES WITH OUR CAMPAIGNS IN BOTH EUROPE AND AFRICA**
- **PRODUCE AND CREATE A DOCUMENTARY FOR INTERNATIONAL STREAMING PLATFORMS IN PARTNERSHIP WITH RIDLEY SCOTT CREATIVE GROUP**

A large crowd of children, many with their hands raised, is visible in the background. The image is dimmed and serves as a backdrop for the text.

7. POWER OF THE NETWORK



7. POWER OF THE NETWORK

GLOBAL AND REGIONAL PARTNERS

AFR100
Global Evergreening Alliance
UN Decade on Ecosystem Restoration
UN Environment Programme
Uplink & 1t.org

FUNDING & SUPPORTING PARTNERS

Caterpillar Foundation
Green Climate Fund
Greenchoice
Good Energies Foundation
IKEA Foundation
KaiOS
Stichting Virtutis Opus
Timberland
Tony's Chocolonely
Webfleet Solutions a Bridgestone Company

3ACP B.V.
Active Giving
Air Miles
Amor Luminis
Bieterbal
Boatbiketours

Byzondere reizen
Canna Corporate
Charlie's Travels
Club Kakatua
Colijn IT
Cormorant Commodities
Cortazu
Dailywine.nl
De Afvalbak
De Bouwmarktshop
Disclosure
Duguneh
Dutch Protein & Services
Energie Aalsmeer Duurzaam
Expo-Mate
Ezeep
Fietscentrum
Five Star Verrassingsreizen
Fruitbedrijf Bloeiend Merm
Geefeenboompje.nl
Great Green Wall
Green Lifestyle Store
Handig Goed
Het Consultancyhuis
Hogan Lovells International LLP
Holie Foods
Hungarian Corner
I.C.Y
IZY Bottles
JustNimbus

Kadotikker
Kroon Meubels
Kuyichi
Matoke Tours
Matt Faces
Miani Caffé
Minbuza- Ministerie van Buitenlandse Zaken & YEP- Young Expert Programmes
Mud Jeans
Muller XXL
Nimbleminds
Nutrifoodz
Objeqtive Recruitment
Otter Fonds
Peara Wines
Planeet in Actie
PURE Quality Products
SDG Charter
SeaGoingGreen
Shoesme International BV
Splendid-Life
Stichting De Hoorn
Stichting De Roeper
Stichting Summer Fund
Stichting Trifid
Suppleam B.V.
The Social Handshake
The Soul Community & Soul water
Tiger Concept BV

Top of Minds
Travvo
United Nations Convention to Combat Desertification (UNCCD)
VAIN.store
VandeBron
ViS Detachering BV
Voited
Wereldhave
Winlove Probiotics
XD Design
ZoekGroen

MEDIA

Havas Group:
• Havas Africa
• Havas Germany Dusseldorf
• Havas Germany Frankfurt
• Havas Lemz

JCDecaux

Ad Alliance
Alpha Tango
AOK Events
blowUP media
Candid Group
Centercom
Clear Channel
CS Digital Media
DEPT





7. POWER OF THE NETWORK

Der Spiegel
Dodoma Fm 98.4
DPG media
Earhtoday
Exterior Media
Eyeforce
FD Media / BNR
Getaway Travel
Google
Hearst
I4Nature
IMA
iXL Hosting
JCDecaux Africa
Jean Mineur Mediavision
Kinetic
Lama Lama
Mediahuis
Milkshake Research
Mindwize
MMD Digital
Mollie
National Geographic
NEP
Nonye Business
NRC Media
OAK
OBI4WAN
Ocean Outdoor
Ocean Outdoor Nederland

ORN - Omroep Reclame Nederland
Qmusic
Sanoma
STER
Storm post production
Ströer DERG Media GmbH
Stroom
Studio MacCloud
Talpa Network
The Gardeners
The Media Nanny
These Cavemen
Timm & Pimm
WaterBear
Wild Tree Productions

PROGRAMS

African Conservation Centre
Amboseli Ecosystem Trust
Conservation International
LEAD Foundation
Maasai Wilderness Conservation Trust

Acacia Water
Amboseli Conservation Program
Aqua For All
Farm Radio International
Greenstand
Kenya Wildlife Service (KWS)

Lynxx
MetaMeta
Nature^Squared
Netherlands Water Partnership
Quivertree
RAIN/Aidenvironment
SamSamWater Foundation
SORALO
Wageningen UR
Weave
MetaMeta
Netherlands Water Partnership
Quivertree
RAIN/Aidenvironment
SamSamWater Foundation
SORALO
Wageningen UR
Weave



JUSTDIGGIT

8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

In the corporate world the 'purpose era' has started. Purpose is absolutely a non-negotiable part of any company's portfolio; global giving is on the rise. Creating awareness on the importance of contributing to the United Nations Sustainable Development Goals (SDG) is still growing. COVID-19 has also helped to shift priority towards climate change: there are many reasons to take climate action; to improve our health and reduce risks for infectious disease emergence is one of them.

Nature based solutions will be very important for the growing numbers of companies that have set net-zero commitments. This decade, which the United Nations declared as 'the Decade on Ecosystem Restoration', is focused on action and delivery for sustainable development. Ramped up CSR programs and public - private partnerships have to tackle areas of both social and environmental needs. Many organizations also are embracing the idea that they can make a profit and difference at the same time. We offer them a variety of impact solutions, for instance: carbon offsetting, co-marketing activities, regreening dedicated areas, bringing back trees, water replenishment, empowering the local communities and tailor-made solutions.

IMPACT 2020

In 2020 our income from companies was significantly lower than planned for as a result of the pandemic. The first 6 months after the start of the pandemic many companies were waiting to see how the pandemic was evolving. Also lead times were longer and some industries we were focusing on, are severely affected by the pandemic, mainly hospitality, travel industries and apparel/fashion. Luckily, we were still able to sign some new contracts with various other companies. We also built further on our partnerships with Webfleet Solutions, a Bridgestone Company; we co-created a Green Your Fleet platform for their customers that they launched and expanded globally. Partnerships and funding relations continue with companies like Timberland, Tony's Chocolonely, Caterpillar, Greenchoice and Canna Corporate. We also saw a tremendous growth in 'Support Partnerships' with 33 new small and medium sized businesses. In 2020, we raised € 974,014 from companies.



United Nations Sustainable Development Goals (SDG)

EMMANUEL FABER, CEO Danone, 2019, urged brands to either **“BE BOLD OR DIE.”** He touched on all of the planetary challenges we face and assured everyone it would be a certain death for our species, if business cannot rally and change. He challenged companies to “set a **BOLD** purpose” and then consistently act to deliver on it.

8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

BRINGING BACK 10 MILLION TREES WITH TIMBERLAND

In 2020 we officially started our global partnership with Timberland (5 years). Together we will bring back 10 million trees in Tanzania: this is as many trees as going around the world twice if you would place the trees just 8 meters apart. The program will empower hundreds of thousands of farmers through new vegetation, restored soils and millions of tons of CO2 that will be sequestered.



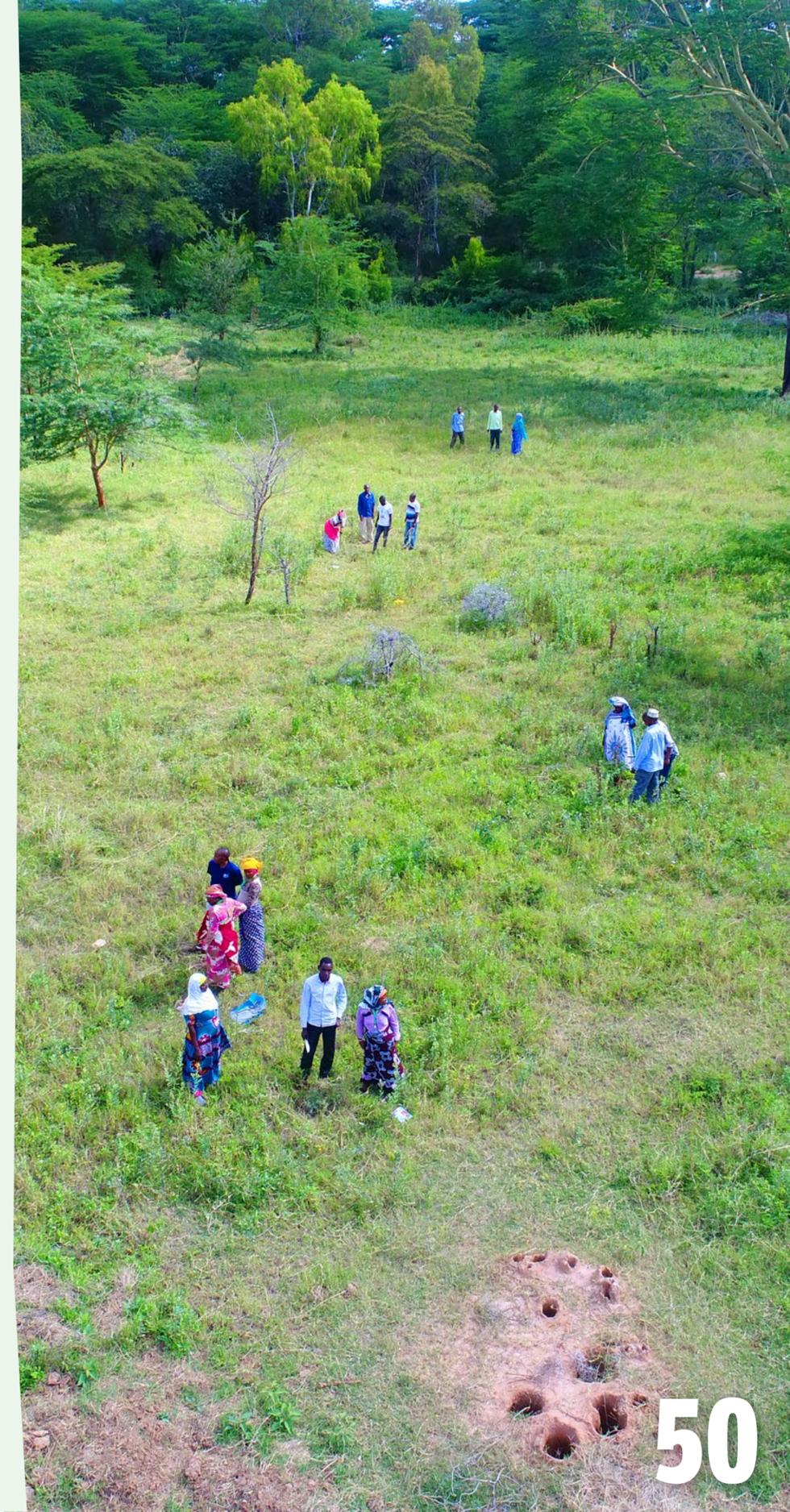
NEW STRATEGIC PARTNERSHIPS

Besides partnerships with corporations and brands, we also added new strategic international partners with the UN Decade on Ecosystem Restoration, World Economic Forum's 1T.org and Uplink.

[1T.org](#) has named Justdiggit as one of the top innovators that helps to restore and grow 1 trillion trees ([see article](#)) and continues to provide credibility and valuable partners and knowledge.

Justdiggit also became a member of WEF's [UpLink](#) - a digital platform for surfacing and scaling innovations that could solve some of the world's most pressing challenges.

Another new partner is KaiOS. In 2020, Justdiggit has created a first mobile platform that runs on KaiOs, to make our regreening knowledge accessible to rural communities without the need for trainers on the ground. It empowers farmers to regreen their lands independently wherever they are. KaiOS already runs on more than 145 million phones worldwide. The KaiOs operating system runs on low cost, affordable smart feature phones and comes with hundreds of apps, like WhatsApp, YouTube, and Google Maps. By partnering with KaiOS, we help regreen farmlands, make a positive impact on climate change, nature and people, and at the same time closing the digital divide by connecting farmers to the Internet.



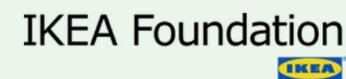
8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

INCOME FROM FOUNDATIONS AND NON-GOVERNMENTAL INSTITUTIONS

Income from nonprofit organizations increased compared to 2019, but stayed significantly behind budget. A major new program in Kenya that was due to start in May 2020, the Green Climate Fund funded TWENDE program, was delayed until early 2021. Furthermore, due to COVID-19 the execution of a number of projects was delayed, which also meant that funding was delayed or could not be recognized as revenue yet. The total income in 2020 was € 441,176.

We successfully started the Green Future Farming program (in Kenya, Uganda and Ethiopia) alongside our partners MetaMeta and Rain, with funding from the IKEA Foundation.

As a partner of the Global Evergreening Alliance we are taking part in several multi-year funding proposals that are submitted in 2020 and the results will be known in 2021.



INCOME FROM PRIVATE DONORS

Income from private donors is the sum of income from individual Rainmakers (philanthropists) and consumer donations. Consumer donations are a spin-off of powerful media campaigns, organized in close collaboration with Havas Lemz and Havas Germany 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 donation requests on our website and other media platforms.

We were happy to welcome new Rainmakers this year and hope to engage them in the coming years. Their donations make it possible to invest in innovations and in the growth of the organization. We reach individual philanthropists (Rainmakers) through various networks, fundraising dinners, etc., and establish personal relationships with every Rainmaker. Twice a year, a Rainmaker community event is planned where we share our updates and Rainmakers have the opportunity to meet each other. In 2020 we've organized ZOOM-sessions instead.

In 2019 the donations from Rainmakers were a substantial part of total income from private donors due to the specific funding for the Raindance project. In 2020 the Raindance project was discontinued as a result of COVID-19. Hence, income from Rainmakers significantly decreased.

Despite COVID-19 and a general decline in consumer donations in the non-profit sector, our consumer donations excluding Rainmakers increased 43% this year and exceeded the budget by 10%. The total income in 2020 was € 710,575.

8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

PLANNED **ACTIVITIES** 2021

STRATEGY ON **BUSINESS DEVELOPMENT, PARTNERSHIPS & FUNDRAISING**

Given the latest trends and developments on corporate commitments on net-zero targets and the growing awareness of the climate crisis and potential of nature-based solutions, we believe that, dependent on COVID developments, there will be many opportunities to attract and secure new partnerships to reach our goals.

With regards to new corporate and brand partnerships in 2021, we expect various national businesses to partner with us for greening and climate impact and we will continue our current partnerships with Tony's Chocolonely and Greenchoice. Also, we start or continue conversations with global brands and corporations with the focus on making a joint impact and long-term partnerships. Due to the pandemic the lead-time will be significant, but it also offers new opportunities.

We will also keep on building our global partnerships with Timberland (5-year program), Caterpillar, Green Climate Fund (5-year program), Bridgestone, IKEA foundation (4-year program), JCDecaux, Havas Group, KaiOs, World Economic Forum's 1t.org, Uplink and UN Environment.

Given the upward trend on consumer donations and the upcoming awareness campaigns in The Netherlands, Belgium, the UK and Germany, we foresee a further increase in 2021 of at least 25%.

We will continue to recruit new rainmakers to fund the development of a global film project, a new fundraising music concept and to invest in realizing our 'moving beyond programs' strategy including the development of a regreen app.

In 2021 we will invest in hiring a junior business developer to build on existing partnerships and initiate new ones with small and medium sized businesses. At the same time this offers the current team the opportunity to focus more on strategic global partnerships and private / corporate (family) foundations, a funding area that has been underexposed due to insufficient manpower.



9. JUSTDIGGIT ORGANIZATION



9. JUSTDIGGIT ORGANIZATION

Justdiggitt has a Supervisory Board, that appoints and controls the Executive Board. In 2020 co-founder and Creative Director Dennis Karpes stepped down from the Executive Board, to concentrate himself on creative processes and the external promotion of Justdiggitt and was replaced by Niels Dierckx (Director Programs) and Wessel van Eeden (Marketing Director). Marjolein Albers remains chair of the Executive Board.

The Management Team consists of Marjolein Albers, Niels Dierckx, Wessel van Eeden, Dennis Karpes, Wessel Koning (Director Business Development), Diederik van Styrum (Partnerships), Cindy van der Top (Finance Manager) and Sander de Haas (Chief Technology Officer).

THE TEAM IS ORGANIZED AROUND THE FOLLOWING CORE ACTIVITIES:

- REGREENING PROJECT DEVELOPMENT & IMPLEMENTATION
- AWARENESS PROJECTS & CAMPAIGNS
- BUSINESS DEVELOPMENT & PARTNERSHIPS
- GOVERNANCE & OPERATIONAL EXCELLENCE

9.1 THE TEAM

In 2020 we have welcomed 5 new staff members, 8 new interns and 2 volunteers. In total we worked with 34 team members (including the volunteers and interns). In the beginning of the year, we've strengthened our team with Cindy van der Top, Finance Manager, who will further professionalize our finance department. The Programs team welcomed Thijs van der Zaan as Project Officer and Emmanuel Atamba Oriedo, Landscape restoration enterprise developer and Samwel Jakinda Onyango, Technical support landscape restoration officer, who are both based in Kenya. We also have Lana Muller as Manager programs present in Kenya. In the UK, Stuart Taylor has started as Country director, with a focus on building partnerships and coordination of the new awareness campaigns.

In Tanzania we are still supported by the Young Expert Program of the Dutch Department of Foreign Affairs (YEP). Godlove Kihupi and Ayoub Asenga are assisting us and our implementing partner LEAD as YEP participants with both Communications and Monitoring, Evaluation and Learning. In Germany we are supported year-round by interns and volunteers on media and communications and are working with the organization Mindwize as our Germany-based back-office.

Over the past years, Justdiggitt has been growing as an organization, with an increasing number of programs and partnerships in East-Africa. We wish to secure the impact that we have realized so far and want to maximize our value for all our partners and donors. In the coming years we see a need and many opportunities to scale up the regreen revolution and impact we are all striving towards. All these reasons have led us to make a next step in our development and we've opened a regional office for East Africa in Nairobi, Kenya, next to our main office in Amsterdam. From January 2021, Adriaan Kauffmann will be based in Nairobi as our Head of Regional Office East Africa and leading the Justdiggitt office and team in its first years.

The team will take shape in the coming year, covering all our core strengths such as marketing & communication, soil and water conservation and monitoring, evaluation and learning (MEL).

9.1 THE TEAM



**ADRIAAN
KAUFFMANN**
(Manager Programs)



**AYOUB
ASEGA**
(Young Expert
Program Tanzania)



**BENTHE
VERHOEK**
(Intern)



**CINDY VAN
DER TOP**
(Finance Manager)



**CRIS
WOLFFELAAR**
(Manager Marketing &
Communications NL)



DANIËL MOOIJ
(Intern)



**DENISE
HOOGEN-
DOORN**
(Office Manager &
Marketing Support)



**WESSEL
VAN EEDEN**
(Marketing Director)



**WESSEL
KONING**
(Director Business
Development)



**DENNIS
KARPES**
(Co-Founder, Creative
Director)



**DIEDERIK VAN
STYRUM**
(Partnerships)



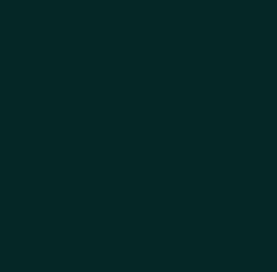
**EMMANUEL
ATAMBA
ORIEDO**
(Landscape
Restoration Enterprise
Developer Kenya)



**GODLOVE
KIHUPI**
(Young Expert
Program Tanzania)



**JESSIE DE
BOER**
(Programs Kenya)



**JOHANNA
SPITZY-JOOP**
(Intern)



LANA MÜLLER
(Manager Programs
Kenya)



**VADA
CRANDEL**
(Volunteer)

9.1 THE TEAM



LEON CASSE
(Intern)



**LISELOTTE
HABLÉ**
(Intern)



**MARA DE
JAGER**
(Intern)



**MARGOT
FREDERIKS**
(Project Manager)



**MARJOLEIN
ALBERS**
(Managing Director)



**MEREL
RIKVELD**
(Manager Business
Development)



MEREL PEEK
(Intern)



**SUSANNE
YOW-SIN-
CHEUNG**
(Volunteer)



**NADIA DE
WAAL**
(Manager Marketing
& Communications)



**NIELS
DIERCKX**
(Director Programs)



**ROMY DE
GROOT**
(Intern)



**SAMWEL
JAKINDA
ONYANGO**
(Technical Support
Landscape
Restoration Kenya)



**SANDER DE
HAAS**
(Chief Technology
Officer)



**SENNE VAN 'T
HOF**
(Programs &
Communication)



**STUART
TAYLOR**
(Country Director UK)



**THIJS VAN DER
ZAAN**
(Project Officer)



**TJEERD VAN
DER HULST**
(Art Director)

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

TANZANIA



**NJAMASI
CHIWANGA**
LEAD Foundation
Program Director
Dodoma, Tanzania



LUCY LIWA
LEAD Foundation Treasurer
Dodoma, Tanzania



KENYA



JACKSON MWATO
AET (Amboseli Ecosystem
Trust) Project Director
Amboseli, Kenya



**LUCY
WARUINGI**
ACC (African Conservation
Centre) Executive Director



**GEORGE
KING'OLA**
MWCT (Masai Wilderness
Conservation Trust) Project
Coordinator Kuku, Kenya



CHARITY LANOI
MWCT Livelihoods
Coordinator Kuku, Kenya



**TIMOTHY
LENAYIA**
MWCT DiggApp
Coordinator Kuku, Kenya

9.2 SUPERVISORY BOARD

TO HAVE A CLEAR DIVISION BETWEEN THE EXECUTIVE AND SUPERVISORY RESPONSIBILITIES, WE HAVE 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 2020 four regular meetings with the Supervisory Board have been held. During these meetings a wide range of topics is discussed, such as financial and program progress, movement activities, fundraising activities, cooperation with partners and progress on the organization and budgets. A 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 2020.**
- **Approval year plan and budget 2020.**

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

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

On December 1st, 2020, Natacha Pietersz left the Board due to personal circumstances. We thank Natacha for her expertise and commitment to the organization and there is a vacancy for her position.



**HAROLD KNEBEL
(CHAIRMAN)**



EDDY MOORS



**NATACHA
PIETERSZ**



**TINEKE
BAHLMAN**



ERIK HALLERS

9.3 ADVISORY BOARD



**DENNIS
KUPERUS**



TIM DEKENS



**TITUS
EIKELBOOM**



**IGNACE
SCHOPS**



BERT AMESZ



ALLARD RUYL



SEYNABOU BA



OLIVIER KARG



**VINEEL
AGARWAL**



**MASHIRI
ZVARIMWA**



**SUSAN
MASHIBE**



WILLEM BLOM



**JAMIE DE
BOURBON DE
PARME**



**JENNY
ELISSEN**



**JESSIE DE
BOER**

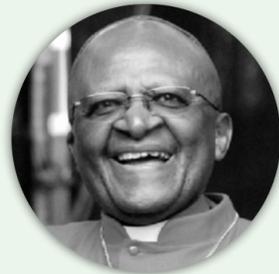


**PAUL
VOSBEEK**



**JUDITH
PETERS**

9.4 AMBASSADORS



**DESMOND
TUTU**



**ANDRE
KUIPERS**



**FLOORTJE
DESSING**



JAYMONDY



TESS MILNE



**AVRIL A.K.A
JUDITH
NYAMBURA
MWANGI**



**JONATHAN
KARPATHIOS**



**AMARA
ONWUKA**



**MARK VAN
DER MOLEN
&
RÁMON
VERKOEIJEN**



**PHILIPPE
LEBLOND**



HARM EDENS



**REINIER VAN
DEN BERG**



THOMAS D

9.5 VOLUNTEERS AND STUDENTS

LAST YEAR WE WERE VERY FORTUNATE TO WORK WITH DEDICATED VOLUNTEERS AND GRADUATES WHO ALL, WITH THEIR OWN EXPERTISE, ADDED VALUE TO OUR ORGANIZATION AND MORE IMPORTANTLY, TO OUR REGREENING PROJECTS.

Data analysis

THOMAS VAN DEN HOF

PIM VAN DER MEULEN

Film

SAFI GRAAUW, NONYE ONWUKA, ELДАР GROSS, ERWIN VERWEIJ

Behind the movies and the short clips that we use to inspire others, you will find a bunch of enthusiastic people who help us free of charge. For example, earth scientist and filmmaker Safi Graauw.

Research

MARTA LOREGGIAN

Marta is a Master student International Land and Water Management at the Wageningen University. Together with our partner MetaMeta she carried out a research to quantify the impact of trees on the water balance for our agroforestry program in Tanzania.

MATTHIAS VERHAAK

In collaboration with our partner Nature^Squared Matthias Verhaak, a student Geo Media & Design at the HAS university of applied sciences, helped to improve the Greener.LAND website to help people select landscape restoration interventions for their land.

EEFJE VISSER AND KIM DE GROOT

Kim and Eefje are data scientists working for Lynxx. They are developing a machine learning algorithm for Justdiggitt that detects trees on our drone imagery of Dodoma, Tanzania. Using this machine learning model we can automatically count the number of trees on large plots of land and detect changes over time.

LISA JAGER AND STELLA VAN HOENSELAAR

Lisa and Stella are UX researchers working for our partner Milkshake Research. They conducted user experience research for our Regreening Platform and facilitated a survey with over 500 participants, providing Justdiggitt with valuable new insights into its position and reputation within the Dutch NGO market. The research was followed by an extensive report on Justdiggitt's Dutch target audiences.

LEON CASSE

Leon holds a MSc. Climate Studies from Wageningen University. He processes and analyses the data from our weather stations and compares these measurements with other weather stations and remote sensing (satellite) data. Based on this analysis we can determine the best (alternative) way of observing the changes in micro- and meso-climate induced by the Justdiggitt projects in Kenya and Tanzania.



9.6 RISK MANAGEMENT

JUSTDIGGIT MAINTAINS A STRUCTURED PROCESS FOR ASSESSING AND MANAGING RISKS, WHICH IS PART OF ITS WIDER INTERNAL CONTROL FRAMEWORK.

The management of Justdiggitt performs risk assessments biannually. In identifying and assessing the main risks and uncertainties, the following categories are taken into consideration:

- **strategy** (including reputation),
- **operational activities** (including fraud risk),
- **financial risks,**
- **financial and impact reporting,**
- **and legislation and regulations.**

THE FOLLOWING MAIN RISKS AND UNCERTAINTIES HAVE BEEN IDENTIFIED:

- Justdiggitt is becoming less and less dependent on a few large funders. Income is spread between consumer donations, large and small companies, and private foundations and (I)NGOs. However, there are still a few large funders that are important to Justdiggitt's ability to support and execute major programs. Justdiggitt tries to keep its organization flexible in order to deal with any financial setbacks, and programs are not started before funding is secured.
- There is a risk that current activities divert Justdiggitt from implementing its long-term strategy and/or that there are insufficient resources (people, funds, partners etc.) to execute the strategy. Justdiggitt holds regular strategy meetings and monitors deadlines for its execution. In addition, specific funding is sought to be able to make enough resources available. Furthermore, Justdiggitt has developed into a strong brand, which makes it easier to develop new partnerships.

- In order to minimize the risk of not meeting the objectives/ targets of its programs, Justdiggitt uses Prince II project management techniques, applies the Theory of Change and has implemented a Monitoring, Evaluation and Learning framework. Despite this, there is always the risk that due to external factors or a lack of capabilities with staff and/or partners, that programs are not adequately executed, and objectives are not met.
- In addition to the above, external factors such as political instability and natural disasters, could lead to major delays in programs. Should this happen, the specific situation will be assessed, and alternatives will be discussed with the (major) funders as soon as the impact becomes apparent.
- Negative press or public accusations could damage Justdiggitt's reputation and quickly lead to critical questions from major funders who may consider pulling back, and an immediate decline in consumer donations. In order to minimize this risk, Justdiggitt is fully transparent in its communication, and also monitors all external communication about the organization, the impact of its programs, partnerships etc. Should a PR crisis arise, a toolkit is at hand to guide Justdiggitt through this and take immediate and adequate measures.
- Like many organizations, Justdiggitt experienced the impact of the COVID-19 pandemic. Funding from corporate organizations was significantly less than forecasted, and the execution of some programs had to be put on hold or could only be carried out to a limited extent. As a result of lower project costs and some additional cost cutting measures, the overall net result was just slightly less than budget. There will still be an impact from the pandemic in 2021, but Justdiggitt expects to close the year with an increase in income and a slightly positive net result.

10. BUDGET 2021



10. BUDGET 2021

Consumer donations are expected to keep increasing, albeit at a slower pace than the previous years. Income from corporates and from nonprofit organizations are expected to increase significantly compared to realized 2020, but similar to budget 2020. Due to COVID-19 the 2020 realized income remained significantly under budget. For 2021, over 65% of the budgeted amounts have already been committed.

With an expected higher income in 2021 compared to 2020, expenditure on objectives will increase accordingly. Costs of fundraising are expected to increase significantly due to extra marketing efforts and new hires in countries that JustdiggIt is expanding into, such as Germany and the UK.

As the organization grows, general management and administration costs will also show some increase compared to 2020.

Of the budgeted result of EUR 262,000, a net amount of EUR 240,678 is expected to be allocated to the appropriated funds for the financing of future project expenses. The remainder, just over EUR 20,000, will be added to the free reserves.

Budget 2021

amounts in euros

INCOME

Private donors	926,660
Corporate donors	1,912,500
Nonprofit organizations	1,918,690

Total income	4,757,850
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EXPENSES

Expenditure on objectives:	
Regreening projects	2,604,930
Awareness projects	1,082,290
Costs of fundraising	458,110
Costs of management and administration	350,520

Total expenses	4,495,850
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Result	262,000
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Appropriation of result

Withdrawal from appropriated funds	(344,322)
Addition to appropriated funds	585,000
Addition to free reserves	21,322
	262,000



FINANCIAL STATEMENTS



1. GENERAL

Stichting Justdiggig Foundation (hereafter called 'Justdiggig' or the 'Foundation') is statutorily committed to reversing the process of global desertification, and developing a sustainable, livable, ecological, and economic perspective for the local and regional communities and the resulting international community.

Activities are focused on developing greening programs in countries most impacted by climate change and the creation of global social awareness for climate action. The Foundation is a nonprofit organization registered at the Chamber of Commerce in Amsterdam under number 51457008.

Boards

Until June 8th, 2020, the Executive Board of the Foundation consisted of Mrs. Marjolein Albers (Chair) and Mr. Dennis Karpes. As of June 9th, Mr. Niels Dierckx and Mr. Wessel van Eeden joined the Board. On the same day, Mr. Dennis Karpes (co-founder) resigned as Board member. He is still part of Justdiggig's Management Team.

Justdiggig has a Supervisory Board responsible for overseeing the general affairs of the Foundation and for the supervision of the Executive Board's management and policies. Until December 1st, 2020 the Supervisory Board consisted of five members. Per the same date, one of the members withdrew from the position due to personal circumstances. There is currently a vacancy for a fifth Board member.

ANBI

As per December 8th, 2010, the Foundation was designated by the Dutch Tax Authority as an 'Algemeen Nut Beogende Instelling' (ANBI) – a Public Benefit Organization. As of this date, all donations are deductible from the taxable income of the donors as long as the Foundation maintains its ANBI status.

Justdiggig is not liable for corporate tax, nor for value added tax.



2. BALANCE SHEET

(after appropriation of result)

amounts in euros	Note	12/31/2020	12/31/2019
ASSETS			
Fixed assets			
Tangible fixed assets	5.3.1	25,407	21,360
Current assets			
Receivables	5.3.2	100,900	626,459
Cash at bank and in hand	5.3.3	<u>1,645,057</u>	<u>1,331,965</u>
		1,745,957	1,958,424
Total assets		1,771,364	1,979,784
LIABILITIES			
Reserves and funds			
Continuity reserve	5.3.4	700,000	700,000
Other free reserves	5.3.5	223,061	602,443
Appropriated funds	5.3.6	<u>344,322</u>	<u>425,051</u>
		1,267,383	1,727,494
Provisions	5.3.7	-	-
Liabilities	5.3.8	503,981	252,290
Total liabilities		1,771,364	1,979,784

3. STATEMENT OF INCOME AND EXPENSES

<i>amounts in euros</i>	Note	Realized 2020	Budget 2020	Realized 2019
INCOME				
Income from private donors	5.4.1	710,575	642,000	949,668
Income from companies	5.4.2	974,014	1,196,000	1,393,006
Income from nonprofit organizations	5.4.3	441,176	1,781,888	264,012
Government grants	5.4.4	10,500	-	19,000
Total Income		2,136,265	3,619,888	2,625,686
EXPENSES				
Spent on objectives				
Regreening projects	5.4.5	1,424,477	2,427,850	1,754,693
Awareness projects	5.4.6	643,629	1,056,250	1,085,012
Total spent on objectives		2,068,106	3,484,100	2,839,705
Costs of fundraising				
Costs management and administration	5.4.7	227,789	265,190	197,607
	5.4.8	297,740	296,360	186,329
Total Expenses		2,593,635	4,045,650	3,223,641
Result before financial income and expenses		(457,370)		(597,955)
FINANCIAL INCOME AND EXPENSES				
Interest bank and similar expenses		815	-	-
Banking costs		1,926	-	2,656
Result of financial income and expenses		(2,741)	-	(2,656)
Net result		(460,111)	(425,762)	(600,611)
Appropriation of result				
Additions to and withdrawals from the re-serve:				
Continuity Reserve		-		200,000
Other Free Reserves		(379,382)		(1,165,662)
Appropriated funds		(80,729)		365,051



4. CASH FLOW STATEMENT

amounts in euros

	2020	2019
Cash flow from operating activities		
Net result	(460,111)	(600,611)
Depreciation of assets	5,123	3,409
<i>Changes in working capital</i>		
(Increase)/ decrease in debtors	93,056	550,398
(Increase)/ decrease in other receivables	432,503	600,034
Increase/ (decrease) in accounts payable	(87,347)	78,452
Increase/ (decrease) in other liabilities	339,038	(774,990)
Increase/ (decrease) in provisions	W-	(150,000)
Total changes in working capital	<u>777,250</u>	<u>303,894</u>
Net cash flow from operating activities	322,262	(293,308)
Net cash used in investing activities	(9,169)	(7,304)
Net cash from financing activities	-	-
Net increase/ (decrease) in cash and cash equivalents	313,093	(300,612)
Cash and cash equivalents at the beginning of the year	1,331,965	1,632,577
Cash and cash equivalents at the end of the year	1,645,058	1,331,965



5. NOTES TO THE FINANCIAL STATEMENTS

5.1 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, 2020 to December 31st, 2020. All amounts are stated in Euros unless indicated otherwise.

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.

5.2 ACCOUNTING PRINCIPLES

Use of estimates

In applying the principles and policies for drawing up the financial statements, the Board of Justdiggit makes different estimates and judgments that may be essential to the amounts disclosed in the financial statements. If it is necessary in order to provide transparency, the nature of these estimates and judgments, including supporting assumptions, are disclosed in the notes to the relevant financial statement item.

Comparative figures

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

Functional currency

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

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. Computers are depreciated over five years and office furniture over 10 years, both on a linear basis.

Accounts receivable

Receivables are valued at amortized cost price. This is usually equal to the nominal value. Provisions 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 recognized at fair value. After initial recognition, current liabilities are recognized at the amortized cost price, being the amount received taking into account any premiums, discounts or transaction costs. This is usually the nominal value.

Continuity reserve

The Board of Justdiggit puts aside a part of the general reserve into the continuity reserve. The continuity reserve is kept in order to ensure the continuity of the Foundation when income is temporarily less than expected.

5. NOTES TO THE FINANCIAL STATEMENTS

Appropriated funds

In the appropriated funds all donations with a specific objective given by the donor, that have not been (completely) realized in the current year, are included to the extent that there is no repayment obligation. The balance of the appropriated funds will be spent on JustdiggIt programs in the future.

Donations received in advance

Donations received in advance consist mainly of donations with a specific objective given by the donor and a repayment obligation in case the funds are not (all) spent, that have not been (completely) realized in the current year. These funds will be added proportionally to the results in the years of effectuation of the projects.

Also included are donations without a specific objective given by the donors, that have been paid in advance for future years. These funds will be added to the result in the years to which they have been pledged.

Income

Unconditional donations and gifts are included in the statement of income and expenditures when they are received. When donations without a repayment obligation are intended for funding projects for several years, the part of donation that has been received in the reporting period is included in income in the corresponding year. Any unused funds at the end of the reporting year are allocated to the appropriated funds.

Donations received for specific projects that are not completed before the year ends and which have a repayment obligation, are only recognized as income to the extent that the corresponding costs have been made. Any remaining funds are recorded on the balance sheet under donations received in advance.

Contributions from donors to specific projects starting after balance sheet date are added to payments received in advance and will be added proportionally to the results in the years of effectuation of the projects.

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

Expenditures

Expenditures of conditional project agreements are included in the year in which they are incurred. Fundraising, management and administration costs are included as spent in a year. Costs are allocated to either Programs, Awareness (campaigns), Fundraising or Management and administration costs.

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

Cash flow statement

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





5. NOTES TO THE FINANCIAL STATEMENTS

5.3 NOTES TO THE BALANCE SHEET

5.3.1	Tangible Fixed Assets	12/31/2020	12/31/2019
	Balance previous year	21,360	17,465
	Investments	9,170	7,304
	Depreciation	(5,123)	(3,409)
		25,407	21,360

Investments made during 2020 are mainly computers and office furniture for the additional office space that is rented as of June 2020.

All assets are held for operations.

5.3.2	Receivables	12/31/2020	12/31/2019
	Donations receivable	64,667	509,973
	Debtors	15,820	108,876
	Other receivables and prepayments	20,413	7,610
		100,900	626,459

Donations receivable regard committed funds relating to the reporting year, which will be received in the subsequent year.

Donations that have been invoiced in 2020, but not yet received, are recorded under debtors.

Other receivables and prepayments relate mainly to the deposit for the office rent and prepaid expenses that relate to 2021.

5. NOTES TO THE FINANCIAL STATEMENTS

5.3.3 Cash at Bank and in Hand		
	12/31/2020	12/31/2019
Rabobank savings account	1,319,585	1,194,421
Rabobank current account	213,183	89,740
Rabobank KES account	269	378
Rabobank donation platform	79,307	16,548
PayPal account	31,501	30,044
Cash	1,212	834
	1,645,057	1,331,965

5.3.4 Continuity Reserve		
	12/31/2020	12/31/2019
Balance as at January 1 st	700,000	500,000
Addition	-	200,000
	700,000	700,000

The amount put aside in the continuity reserve makes it possible to pay 100% of the salaries of fundraising and general management staff for the period of one year, as well as the costs needed to operate the business such as office rent, insurances and website hosting (as budgeted in the coming year, 2021).

5.3.5 Other free reserves		
	12/31/2020	12/31/2019
Balance as at January 1 st	602,443	1,768,105
Withdrawal from/ (addition to) appropriated funds	80,729	(365,051)
Withdrawal from/ (addition to) continuity reserve	-	(200,000)
Result of current year	(460,111)	(600,611)
	223,061	602,443

5.3.6 Appropriated Funds		
	12/31/2020	12/31/2019
Balance as at January 1 st	425,051	60,000
Withdrawal during the year	(425,051)	(60,000)
Addition	344,322	425,051
	344,322	425,051

Several donors have contributed to specific programs in Kenya and Tanzania. A total amount of 344,322 EUR is yet to be spent. These donors are: Timberland, Webfleet, Disclosure and private donors for water bunds.

The appropriated funds per the end of 2019 have been fully spent on the designated objectives during the year 2020.

5.3.7 Provisions		
	12/31/2020	12/31/2019
Balance as at January 1 st	-	150,000
Utilization	-	(150,000)
Addition	-	-
	-	-

5.3.8 Liabilities		
	12/31/2020	12/31/2019
Personnel costs	63,622	52,533
Accrued expenses	73,175	3,994
Accounts payable	38,342	125,689
Wage taxes and social security contributions	-	30,074
Donations received in advance	328,842	40,000
	503,981	252,290

Holiday allowances and vacation days are included in Personnel costs.

Accrued expenses are expenses that were incurred during the year, but for which no invoice had been received yet by the end of the year.

Wage taxes and social security contributions for the month December are not due until January of the next year. Given that Justdiggitt pays interest on bank balances over 1 million Euros, it is not in its interest to delay payments.

Donations received in advance mainly consist of the remaining funds from two donors (IKEA Foundation and Good Energies Foundation) that have not been spent during the year. These funds will be spent on the designated objectives during 2021.

A smaller part of the donations received in advance concern the donation/loan agreements of six Rainmakers (Rainmakers are a dedicated group of individuals that support Justdiggitt and in particular innovative projects). An amount of 26,000 EUR of which has a long-term character (2019: 30,000 EUR).



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.9 Off-balance sheet commitments and contingent liabilities

Justdiggit signed a new contract for the rent of the office which includes additional space as per June 1st, 2020. The new contract runs till the end of June 2022 with a three-month notice period. The total rent commitment for 2021 is 46,450 EUR and for the total remaining contract period 66,085 EUR.

5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

amounts in euros

5.4.1	Income from private donors	
	2020	2019
Consumer donations	710,575	949,668
Total	710,575	949,668

Income from private donors is the sum of income from individual Rainmakers and consumer donations. In 2019 the donations from Rainmakers were a substantial part of total income from private donors due to the specific funding for the Raindance project. In 2020 the Raindance project was discontinued as a result of COVID-19. Hence, income from Rainmakers significantly decreased.

Consumer donations excluding Rainmakers increased 43% this year (2019: 74%) and exceeded the budget by 10%.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4.2 Income from companies		
	2020	2019
Companies	974,014	1,378,716
Justdiggit Events	-	14,290
Total	974,014	1,393,006

Income from companies decreased compared to 2019 and was also below budget. This was the result of the global COVID-19 outbreak which led to fewer businesses having funds available to invest in climate action.

The majority of the funding came from Timberland, Tony's Chocolonely, Webfleet Solutions, Disclosure and Greenchoice.

5.4.3 Income from nonprofit organizations		
	2020	2019
Foundations	441,176	264,012
Total	441,176	264,012

Income from nonprofit organizations increased compared to 2019, but stayed significantly behind budget. A major new program in Kenya that was due to start in May 2020, the Green Climate Fund funded TWENDE program, was delayed until early 2021. Furthermore, due to COVID-19 the execution of a number of projects was delayed, which also meant that funding was delayed or could not be recognized as revenue yet. In addition, new funding (partners) proved to be difficult to obtain as a result of the global pandemic.

5.4.4 Government grants		
	2020	2019
Young Expert Programmes (YEP)	10,500	19,000
Total	10,500	19,000

The grants issued to Justdiggit are of an incidental nature.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4.5 Regreening Projects		2020	2019
Direct Project expenses			
Kenya Legacy			
Execution Costs		31,887	82,781
Monitoring and design costs		5,034	2,690
Total		36,921	85,471
Kenya OOCR Phase 1			
Execution costs		207,082	293,328
Monitoring and design costs		33,222	65,849
Total		240,304	359,177
Kenya -App Kuku			
Execution costs		48,640	58,095
Total		48,640	58,095
Tanzania (Regreening Dodoma Program)			
Execution costs		619,930	747,978
Monitoring and design costs		74,303	59,365
Total		694,233	807,343
Dig App			
App development		10,890	114,144
App testing			36,737
Total		10,890	150,881
Other Projects			
Other projects		20,895	-
Total		20,895	-
Total direct project expenses		1,051,883	1,460,967
General project expenses			
Personnel expenses		291,991	255,182
Travel expenses and business development		15,540	36,351
Other personnel expenses		48,361	588
Innovation		13,313	-
Other expenses		3,389	1,605
Total general project expenses		372,594	293,726
Total costs regreening projects		1,424,477	1,754,693

Kenya legacy

The costs of the Kenya legacy project consist mainly of the last two payments to our implementation partner for restoring the Kuku habitat. The project was closed during 2020.

Kenya OOCR phase 1

This regreening project in the Olgulului-Ololarashi group ranch, which started in 2019, was fully implemented during 2020 and will go into a new, sustainability phase as of 2021. A significant part of the implementation costs was made by our local partners African Conservation Centre, the Amboseli Ecosystem Trust and the Amboseli Conservation Program.

Kenya App Kuku

These are the costs of digging the bunds in the Kuku group ranch (Kenya) that are funded through the Dig App. Most of the payments are made to our local implementation partner Maasai Wilderness Conservation Trust who pay farmers for restoring their land.

Tanzania (regreening Dodoma program)

These costs relate to phases 3 and 4 of the implementation of the Regreening Dodoma Program in Tanzania. Our main local implementation partner is LEAD Foundation.

Dig App

In 2019 the Dig App, the online donation platform and website for Kenya, was developed and tested. In 2020 some enhancements were made to the app.

Other projects

These costs regard the startup costs of the TWENDE program which will start in 2021.

5. NOTES TO THE FINANCIAL STATEMENTS

General project expenses

Personnel expenses increased due to the hiring of a part time employee to support the programs team, and the full year impact of the salary of the project manager that was hired in the course of 2019.

Travel expenses and business development costs were less than last year and then budgeted due to COVID-19 restrictions.

Other personnel costs consist mainly of the hiring of a local program manager for the TWENDE program which was due to start in May 2020 but was delayed until early 2021.

Innovation costs were made for research into a Regreen App that works on smart feature phones and runs on the KaiOS platform. Smart feature phones are an affordable alternative to smart phones and give users access to the internet.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4.6	Awareness Projects	
	2020	2019
Awareness General		
Direct awareness expenses	50,114	102,587
Personnel expenses	262,860	248,680
Travel expenses	17,753	27,604
Other personnel expenses	11,315	2,946
Other expenses	741	-
Total	342,783	381,817
Awareness Europe		
Direct awareness expenses	134,057	86,040
Travel expenses	58	2,722
Other personnel expenses	1,692	1,242
Other expenses	2,232	-
Total	138,039	90,004
Music and Events		
Raindance project expenses	28,094	538,622
Raindance personnel expenses	-	74,569
Direct awareness expenses	4,242	-
Travel expenses	5,758	-
Total	38,094	613,191
AFR100 Documentary		
Direct awareness expenses	31,258	-
Personnel expenses	93,455	-
Total	124,713	-
Total costs awareness projects	643,629	1,085,012

Awareness projects general

Direct awareness expenses (production costs) decreased and were significantly lower than budget due to some required cost cutting measures as a result of reduced income due to the COVID-19 pandemic.

Justdiggitt does not pay for media space. The only costs are for printing and flighting of campaign materials and production costs for commercials. These costs are minimal compared to the in-kind donations of 7.5 million euros in free media space across different media such as TV, Radio, Out-Of-Home, cinema and influencer marketing.

During 2020 no new employees were hired. However, personnel expenses increased because of two new hires in 2019 whose salaries have taken their full effect in 2020.

Other personnel expenses relate to the temporary hiring of a PR advisor.

Awareness Europe

After the successful launch of our awareness campaign in Germany, Justdiggitt also launched in the UK and Belgium in 2020. The direct awareness expenses consist mainly of our continued campaigns in Germany.

Music and events

The plan was to organize Raindance events every 2 years, from 2020 onwards. Unfortunately, the COVID-19 pandemic has made it impossible to realize our plans for 2020 and the Raindance project has been paused until further notice.

During 2020 Justdiggitt has been working on the development of a new concept 'Stream to Regreen' which should launch in 2021.

AFR100 documentary

In 2020 Justdiggitt was asked to make a documentary for the African Forest Landscape Restoration Initiative (AFR100), which is a country-led effort to bring 100 million hectares of land in Africa into restoration by 2030. The documentary was made possible by Good Energies Foundation. The costs for this documentary have been fully funded by several donors and will run into early 2021.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.7	Costs of fundraising	
	2020	2019
Fundraising costs	13,820	27,100
Personnel expenses	201,102	128,147
Travel expenses	5,005	8,226
Hired staff	-	13,077
Other personnel expenses	1,952	2,644
Business development costs	5,910	18,414
Total costs fundraising	227,789	197,607

Personnel expenses

In 2019, 75% of the time of one business developer was allocated to the development of the Raindance project and Justdiggitt received temporary in-kind support from an external business developer. In November 2019, the Foundation hired a new business development manager. So in line with expectations, the costs for 2020 have gone up.

Hired staff

During the fourth quarter of 2019, Justdiggitt temporarily hired a business development agency to optimize its fundraising capacity.

Business development costs

In 2019, business development costs also included part of the travel expenses made by the team. As of 2020, these costs have all been recorded under travel expenses. Overall, both business development and travel expenses have gone down in 2020 as a result of the global pandemic and travel restrictions.

5.4.8	Costs of management and administration	
	2020	2019
Personnel expenses	153,863	93,961
Travel expenses	2,043	1,102
Other personnel expenses	1,922	2,906
Housing expenses	41,484	26,010
Office expenses	22,009	22,020
Administrative costs	21,663	22,464
Auditors' costs	26,629	12,490
Startup costs Regional Office East Africa	25,730	-
Other expenses	2,397	5,376
Total	297,740	186,329

Personnel expenses

Personnel expenses increased mainly as a result of the hiring of a Finance Manager early 2020.

Housing expenses

Due to the growth of the team, the office space was becoming too small, and as of June 1st, 2020 Justdiggitt had the opportunity to rent an additional floor in the same office building.

Auditors' costs

As of 2020 Justdiggitt has appointed new auditors. Part of the increase in the auditors' fees is a result of the first-year startup costs.

Startup costs Regional Office East Africa

In October 2020, Justdiggitt formally established a branch office in Nairobi, Kenya. At the end of December, one of the Dutch employees temporarily moved to Kenya as an expat and will soon be accompanied by another colleague from South Africa (who serves as program manager TWENDE).

The activities of the regional office do not start until January 2021. However, several startup costs were made such as advisory and legal costs in order to establish the branch.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.9 Personnel expenses	2020	2019
Wages and salaries	858,411	681,600
Social security contributions	139,433	111,639
Other employee benefits	5,427	7,299
Total	1,003,271	800,538

The average number of FTEs increased in 2020 as a result of four new hires in the course of 2019 who were fully accounted for in 2020, the hiring of a finance manager and part time project officer in 2020, and an increased number of interns working for Justdiggitt throughout 2020.

As a result, the overall salaries increased. However, the average salary per employee decreased due to the overall less seniority of staff.

Other employee benefits are accrued vacation days.

5.4.10 Spent on objectives	2020	2019
spent on objectives as % of income	96,8%	108,2%
% of expenditures spent on objectives	79,7%	88,1%
% of expenditure spent on fundraising	8,8%	6,1%
% of expenditure spent on management and administration	11,5%	5,8%

The percentage of costs not spent on objectives increased as a result of lower income than budgeted.



5. NOTES TO THE FINANCIAL STATEMENTS

5.5 ALLOCATION OF EXPENSES

amounts in euros

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2020	Budget 2020	Total 2019
	Regreening projects	Awareness projects					
Direct project expenses	1,051,883	247,765			1,299,648	2,593,900	2,262,785
Personnel expenses	291,991	356,315	201,102	153,863	1,003,271	1,096,750	800,538
Office and other general expenses	80,603	39,549	26,687	143,877	290,716	355,000	160,318
TOTAL	1,424,477	643,629	227,789	297,740	2,593,635	4,045,650	3,223,641

5.6 PERSONNEL

On December 31st, 2020, the Executive Board consisted of Mrs. Marjolein Albers (Managing Director), Mr. Niels Dierckx (Director Programs) and Mr. Wessel van Eeden (Global Marketing Director). The remuneration of the Board during 2020 includes holiday allowances and social security contributions, but no pension or other allowances.

Monthly gross salaries excluding 8% holiday allowances of the Board of Directors:

Managing Director: Marjolein Albers (0.9 FTE)	6,143.00 EUR
Director Programs: Niels Dierckx (0.9 FTE)	5,358.60 EUR
Global Marketing Director: Wessel van Eeden (1.0 FTE)	5,954.00 EUR

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



AUDITOR'S REPORT

Auditors



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To the members of the Board and the Supervisory Board
Stichting Justdiggit Foundation

INDEPENDENT AUDITOR'S REPORT

A. Report on the audit of the financial statements 2020 included in the annual report

Our opinion

We have audited the financial statements 2020 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 December 31, 2020 and of its result for 2020 in accordance with RJ 650.

The financial statements comprise:

1. the balance sheet as at December 31, 2020;
2. the statement of income and expenses for 2020; and
3. the notes comprising of 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 of 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 report of the board of directors.

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.

Auditors



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.

Management is responsible for the preparation of report of the board of directors in accordance with RJ 650.

C. Description of responsibilities regarding the financial statements

Responsibilities of management for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with RJ 650. Furthermore, management is responsible for such internal control as management 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, management is responsible for assessing the foundation's ability to continue as a going concern. Based on the financial reporting framework mentioned, management should prepare the financial statements using the going concern basis of accounting, unless management either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

Management 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.

The supervisory board is responsible for overseeing the company's financial reporting process.

Our responsibilities for the audit of the financial statements

Our objective is to plan and perform the audit engagement 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 among others:

- 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 entity's internal control;

Auditors



- evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- concluding on the appropriateness of management'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 the supervisory board 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.

Amsterdam, April 20, 2021

Baker Tilly (Netherlands) N.V.

Signed by

L. den Boer RA
Director Audit