



JUSTDIGGIT

ANNUAL REPORT

2024

COLOFON

THIS ANNUAL REPORT IS PUBLISHED BY JUSTDIGGIT

STATUTORY NAME Stichting Justdiggitt Foundation

FOUNDED 2010

CHAMBER OF COMMERCE 514 57 008

CEO Marjolein Albers

CHAIR SUPERVISORY BOARD Harold Knebel

TEXT Team Justdiggitt

EDITOR Bart Schuurman

COMPOSITION FINANCIAL REPORT

Marjolein Albers & Cindy van der Top

DESIGN Luna Beeker

W: www.justdiggitt.org

E: info@justdiggitt.org

Prins Hendrikkade 25
1012 TM Amsterdam
The Netherlands

T: +31 (0) 20 737 23 66

B: IBAN NL59 RABO 0160 3724 88

In the name of Justdiggitt

BIC/SWIFTCODE RABONL2U



INDEX

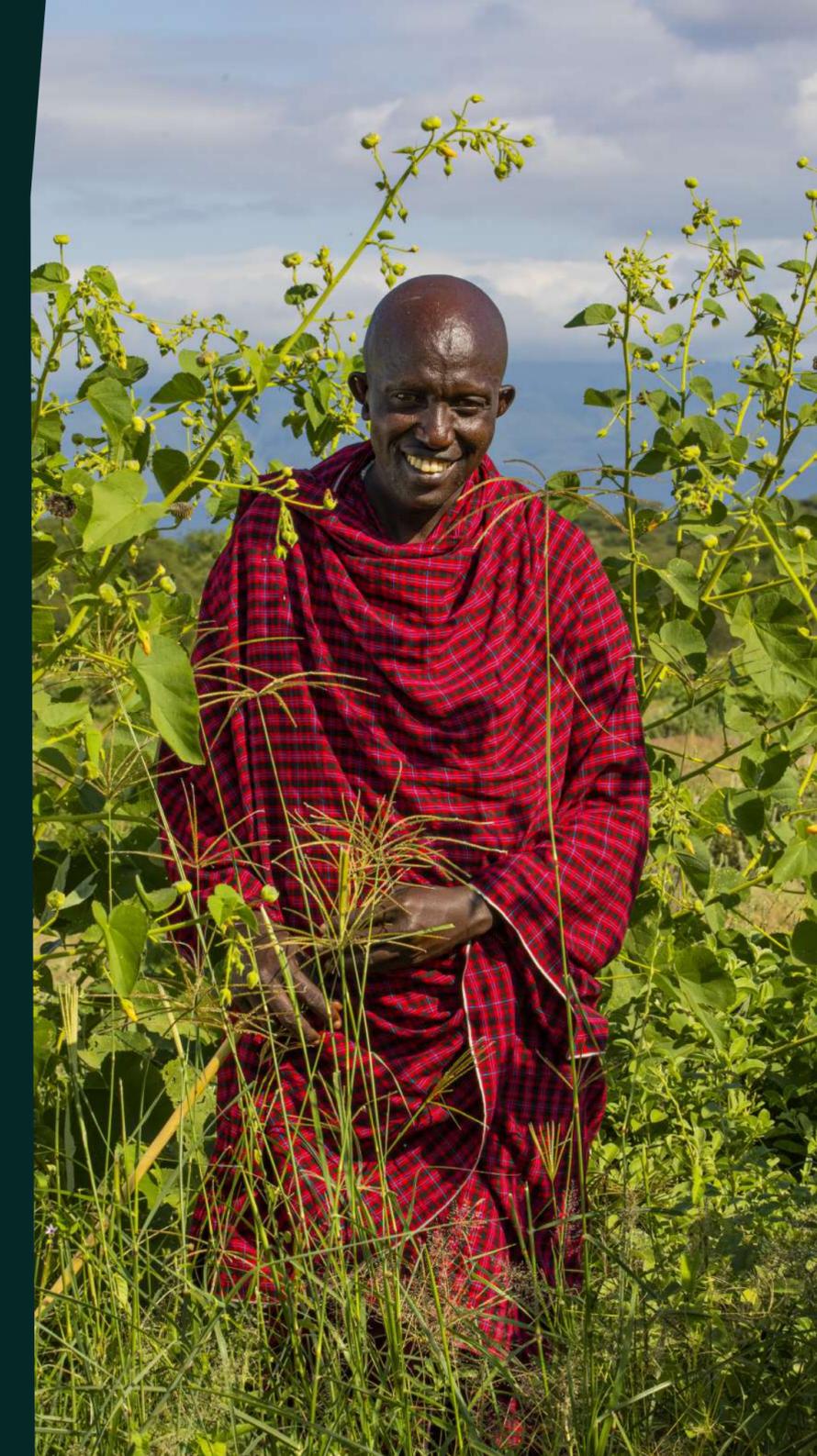
REPORT FROM THE BOARD OF DIRECTORS

1	MISSION	5
2	APPROACH	7
3	PREFACE	10
4	HIGHLIGHTS 2024	13
5	HOW DO WE WORK?	26
	5.1 Regreening programs	
	5.2 Boosting other programs	
	5.3 Digital Regreening	
	5.4 Awareness campaigns	
6	IMPACT 2024 & OUTLOOK FOR 2025	31
	6.1 How We Measure Our Impact	
	6.2 Regreening programs	
	6.3 Boosting other programs	
	6.4 Digital Regreening	
	6.5 Awareness campaigns: Global	
7	POWER OF THE NETWORK	82
8	BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS	86

9	JUSTDIGGIT ORGANISATION	92
	9.1 The Team	
	9.2 Supervisory Board	
	9.3 Advisory Board	
	9.4 Ambassadors	
	9.5 Volunteers and Students	
	9.6 Risk Management	
	9.7 Carbon footprint	
10	FINANCIAL PERFORMANCE 2024 AND BUDGET 2025	110

FINANCIAL STATEMENTS

1	GENERAL	114
2	BALANCE SHEET	115
3	STATEMENT OF INCOME AND EXPENSES	116
4	CASH FLOW STATEMENT	117
5	NOTES TO THE FINANCIAL STATEMENTS	118
	5.1 General	
	5.2 Accounting Principles	
	5.3 Notes to the Balance Sheet	
	5.4 Notes to the Statement of Income and Expenses	
	5.5 Allocation of Expenses	
	5.6 Personnel	



OTHER INFORMATION

ACRONYMS	133
AUDITOR'S REPORT	134

REPORT FROM THE BOARD OF DIRECTORS

A rusty shovel is stuck upright in the ground. The shovel's head is partially buried in the soil, and its handle extends upwards. The background consists of dry, brownish ground with sparse green and yellowish plants. A green rectangular banner is overlaid across the middle of the image, containing the text "1. MISSION".

1. MISSION

3D

1. MISSION

OUR VISION:

COOLING DOWN THE PLANET.

OUR MISSION:

INSPIRING MILLIONS TO TAKE ACTION TO REGREEN DEGRADED LANDSCAPES IN AFRICA.



2. APPROACH





2. APPROACH

WORKING TOWARDS A GREENER FUTURE

We are in a global climate and biodiversity crisis: our planet is warming up while the human population continues to grow. In Sub-Saharan Africa, climate change, land degradation and over-exploitation are causing temperatures to rise, land to dry up and fertile soils to erode. This causes serious problems, such as extreme droughts and famine. According to the latest [UNCCD research](#), the world now loses 100 million hectares of productive land annually. In total, a quarter of the Earth's terrestrial surface already has a diminished ability to support life.

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 forests and 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.

We know what must be done: if millions of people start using nature-based solutions to improve their immediate land, it will lead to more biodiverse, climate resilient, and productive landscapes and ecosystems. But it will also lead to a massive uptake of CO₂ by biomass, making it (in addition to reducing emissions) one of the key solutions to the climate problems.

The techniques are simple, but scaling them is challenging. That's why we believe that executing on-the-ground greening programmes with local partners is crucial but not enough. Mass communication and innovative digital solutions are essential to spreading the message to millions. This, along with our unwavering commitment to greening, is what makes the Justdiggit approach unique in the world.

Join us and dig in!

2. APPROACH

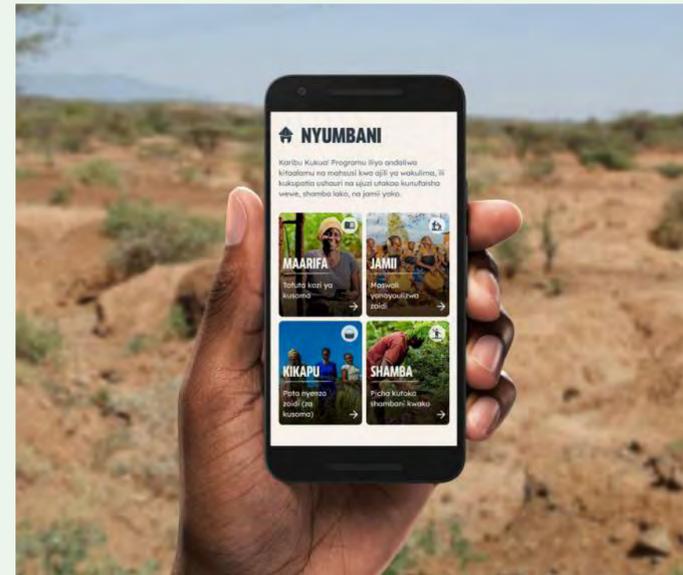
TO REACH OUR MISSION TO INSPIRE MILLIONS TO TAKE ACTION TO REGREEN LANDSCAPES IN AFRICA, WE FOCUS ON FOUR CORE ACTIVITIES:



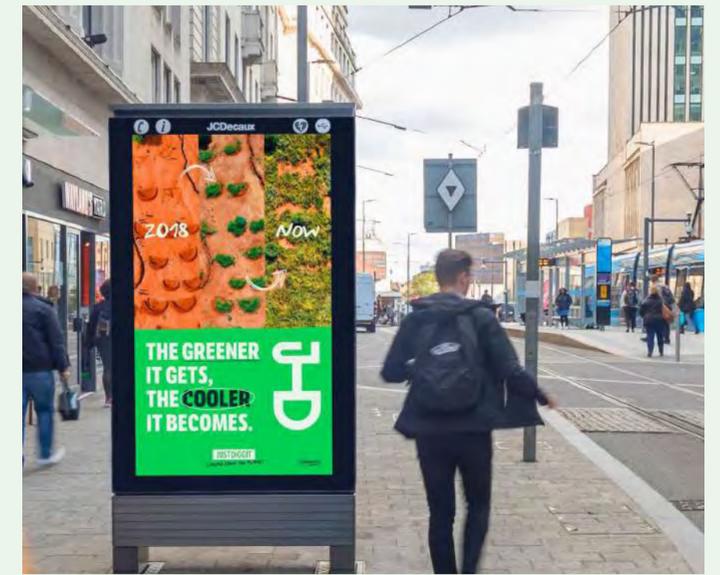
**IMPLEMENTING
REGREENING PROGRAMS**



**BOOSTING
OTHER PROGRAMS**



**DIGITAL
REGREENING**



**REALISING INTERNATIONAL
AWARENESS CAMPAIGNS**



3. PREFACE

3

3.1 PREFACE BY MARJOLEIN ALBERS

MARJOLEIN ALBERS, CEO

2024 was a year of both significant achievements and considerable challenges for Justdiggit. The evolving macroeconomic and political landscape, including changes in government priorities and corporate sustainability regulation, is placing significant pressure on public funding, government grants and corporate funding. However, in a world facing increasing uncertainty, our mission to restore degraded African landscapes and cool down the planet is more relevant than ever. Although we encountered setbacks, we also reached major milestones that set the stage for long-term impact.

A key success of 2024 was the development of the Kijani app and its launch in Tanzania, a game-changer in making greening knowledge accessible to millions of smallholder farmers and pastoralists across Africa. This app drastically reduces the cost per hectare restored by equipping farmers with the tools and information they need—right at their fingertips, without the need of physical presence on the ground.

Similarly, the launch of the Greener Land app supports restoration organisations worldwide with free, open-source resources to drive landscape restoration efforts.

In Senegal, our pilot programme surpassed expectations by restoring over 100,000 trees in the first months, demonstrating the power of scalable, community-driven greening. Another milestone was the first step towards the establishment of the Landscape Restoration Enterprise (LRE), a social enterprise that enhances the profitability and sustainability of our grass seed bank projects. By producing certified indigenous grass seeds, the LRE will strengthen the socio-economic position of Maasai women managing these seed banks while ensuring a reliable supply of critical native grass seed species for restoration projects in Kenya.

Across Kenya, Tanzania and Senegal, we successfully brought an additional **45,000 hectares** under restoration, set up **16 new grass seed banks**, regenerated **4.4 million trees**, and dug **over 218,000 bunds**—each contributing to the reversal of land degradation. Meanwhile, our online and out-of-home awareness campaigns went viral in Europe, expanding the greening movement and inspiring millions to take action.

Despite these successes, 2024 was a challenging year financially. Justdiggit had ambitious growth plans, but increased pressure on international development budgets meant that we secured less funding than anticipated. This shortfall forced us to implement internal reorganisation measures to ensure financial stability while maintaining our mission's momentum.

Looking ahead to 2025, stability will be our focus. Strengthening our foundation will allow us to scale effectively in the years to come. We will invest in awareness-raising campaigns to further increase support for nature-based solutions, expand the Kijani app to a new country and further upscale our greening programmes in Kenya, Tanzania and Senegal. Investing in our fundraising capabilities is essential, and we will work to strengthen our team while professionalising our organisation in preparation for future growth. The world needs large-scale landscape restoration now more than ever, and Justdiggit is determined to rise to the challenge.

The work we do is urgent, action-driven and positive. We invite everyone to join us and be part of this movement. Together, we can restore landscapes, empower communities and create a cooler, greener future for all!

**“ THE WORLD NEEDS ”
LARGE-SCALE
LANDSCAPE
RESTORATION NOW
MORE THAN EVER,
AND JUSTDIGGIT IS
DETERMINED TO RISE TO
THE CHALLENGE.**



3.2 PREFACE BY HAROLD KNEBEL

HAROLD KNEBEL, CHAIR OF THE SUPERVISORY BOARD

Dear all,

As we reflect on 2024, we recognise it as a year of both successes and challenges. Despite recent financial constraints that have required us to make difficult decisions, the Justdiggit team, along with our dedicated implementation partners in Kenya, Tanzania and, as of this year, Senegal, has made remarkable progress in landscape restoration and climate action.

To date, their unwavering commitment has led to the regeneration of **23 million trees**, the establishment of **36 women-led grass seed banks**, the digging of **659,000 waterbunds**, and the greening of **478,000 hectares of land**. These achievements are a testament to the power of nature-based solutions in restoring ecosystems and revitalising communities.

The reality of reduced funding has not hindered the momentum of our mission. On the ground, thousands of smallholder farmers and pastoralists have continued to restore degraded land, contributing to a greener and more sustainable future for their communities and the planet. These grassroots efforts showcase the power of local engagement, demonstrating that community-led restoration is not only possible but also a crucial driver of long-term change.

As a Supervisory Board, our focus remains on ensuring Justdiggit's strategic resilience and long-term stability. Strengthening our financial foundation, optimising partnerships and maintaining operational efficiency are critical as we move into the next phase of growth. We remain committed to supporting the organisation in securing a sustainable mix of funding and raising global awareness for our cause.

Looking ahead, we are confident that Justdiggit's mission will continue to gain momentum. The scaling of regreening efforts across Africa will serve as a powerful example of how nature-based solutions can combat climate change. With continued collaboration between communities, partners and supporters worldwide, we will continue pushing to mainstream regreening and accelerate climate action at scale.

On behalf of the Supervisory Board, I would like to express my sincere gratitude to our partners, funders and, most importantly, the Justdiggit team, whose dedication and hard work make all of this possible. Together, we will keep striving for a greener, cooler planet for generations to come.



**“THE SCALING OF
REGREENING EFFORTS
ACROSS AFRICA
WILL SERVE AS A
POWERFUL EXAMPLE
OF HOW NATURE-
BASED SOLUTIONS
CAN COMBAT CLIMATE
CHANGE.”**



A photograph of two Black women standing outdoors, looking at a smartphone together. The woman on the left is pointing at the screen, while the woman on the right holds the phone. They are both smiling and appear to be engaged in a collaborative activity. The background is a blurred natural setting with green foliage. A green banner with white text is overlaid across the middle of the image.

4. HIGHLIGHTS 2024



IMPACT

HIGHLIGHTS 2024

IMPACT
5.4 HIGHLIGHTS 2024



OVER

218,000 NEW BUNDS

were dug in Kenya and Tanzania. That is a growth of 48% in one year



The number of grass seed bank projects grew from

20 TO 36

in 2024

A GROWTH OF 75%!

IMPACT
5.4 HIGHLIGHTS 2024



In total they harvested
7748 KG
of grass seeds last year,
compared to 2305 kg in 2023



355 NEW WOMEN

joined a grass seed banks project.
A total of 770 women entrepreneurs are
now able to benefit from these projects



IMPACT
5.4 HIGHLIGHTS 2024

4.4 MILLION NEW TREES

regenerated in Tanzania -
that's a growth of 24%.

*TOGETHER WITH OUR PARTNERS, WE
HAVE NOW REGENERATED OVER 23
MILLION TREES IN TOTAL!*



OVER

18.000 NEW FARMERS

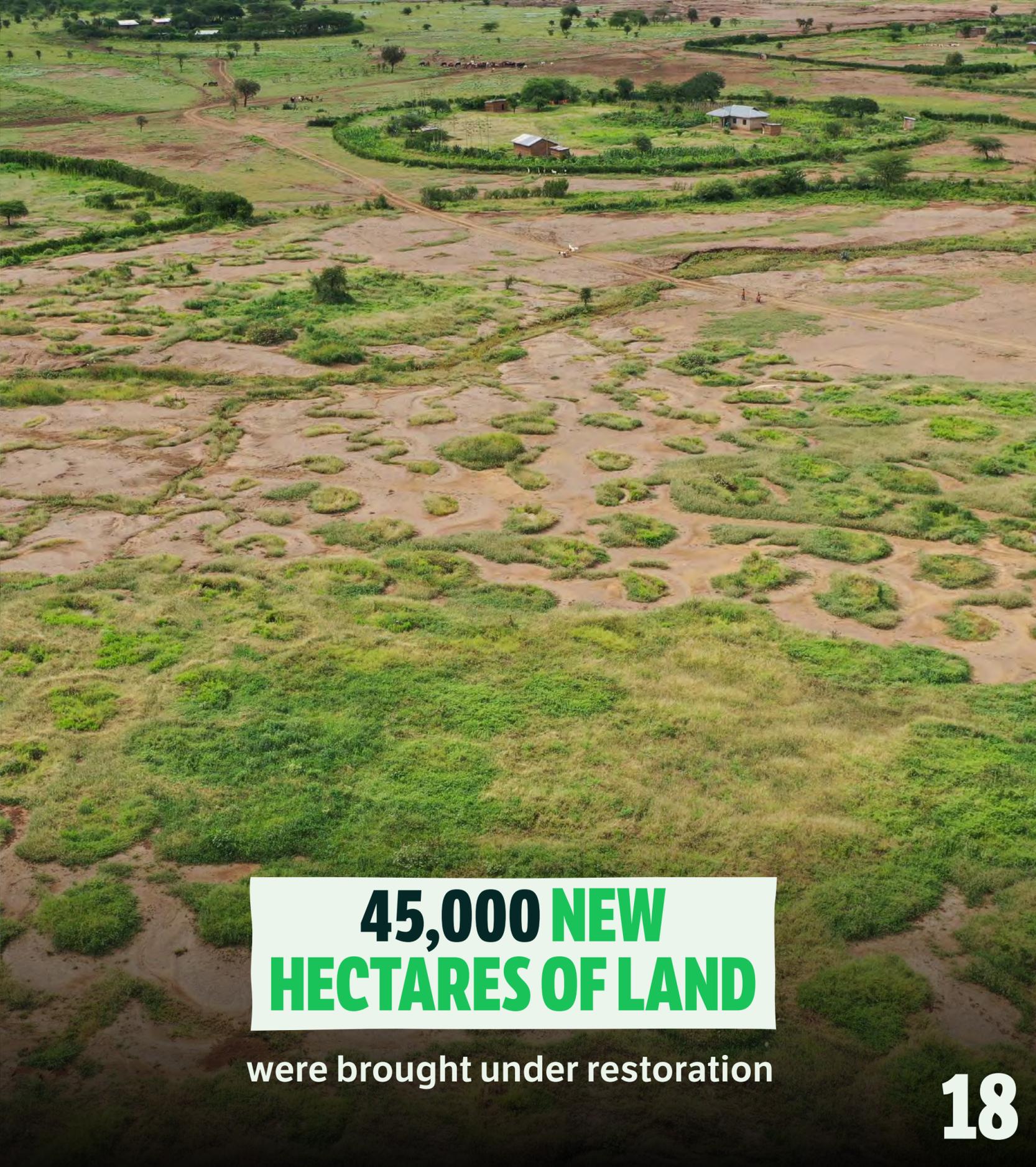
were activated to regenerate
trees on their farms. In total,
almost 200,000 farmers have
been activated

IMPACT
5.4 HIGHLIGHTS 2024



636 VILLAGES

are now involved in the Treecovery (FMNR) programme, including those in Senegal



45,000 NEW HECTARES OF LAND

were brought under restoration

PROGRAMME

HIGHLIGHTS 2024

PROGRAMME
5.4 HIGHLIGHTS 2024



We started the very

**FIRST TREECOVERY
PROJECT IN KENYA**



OVER 100K TREES RECOVERED

in our pilot programme in Senegal

PROGRAMME
5.4 HIGHLIGHTS 2024



A big celebration for
6 YEARS REGREENING TANZANIA
with LEAD Foundation



We set up our very first grass seed bank enterprise:

NYASI SEED CLG

AWARENESS

HIGHLIGHTS 2024

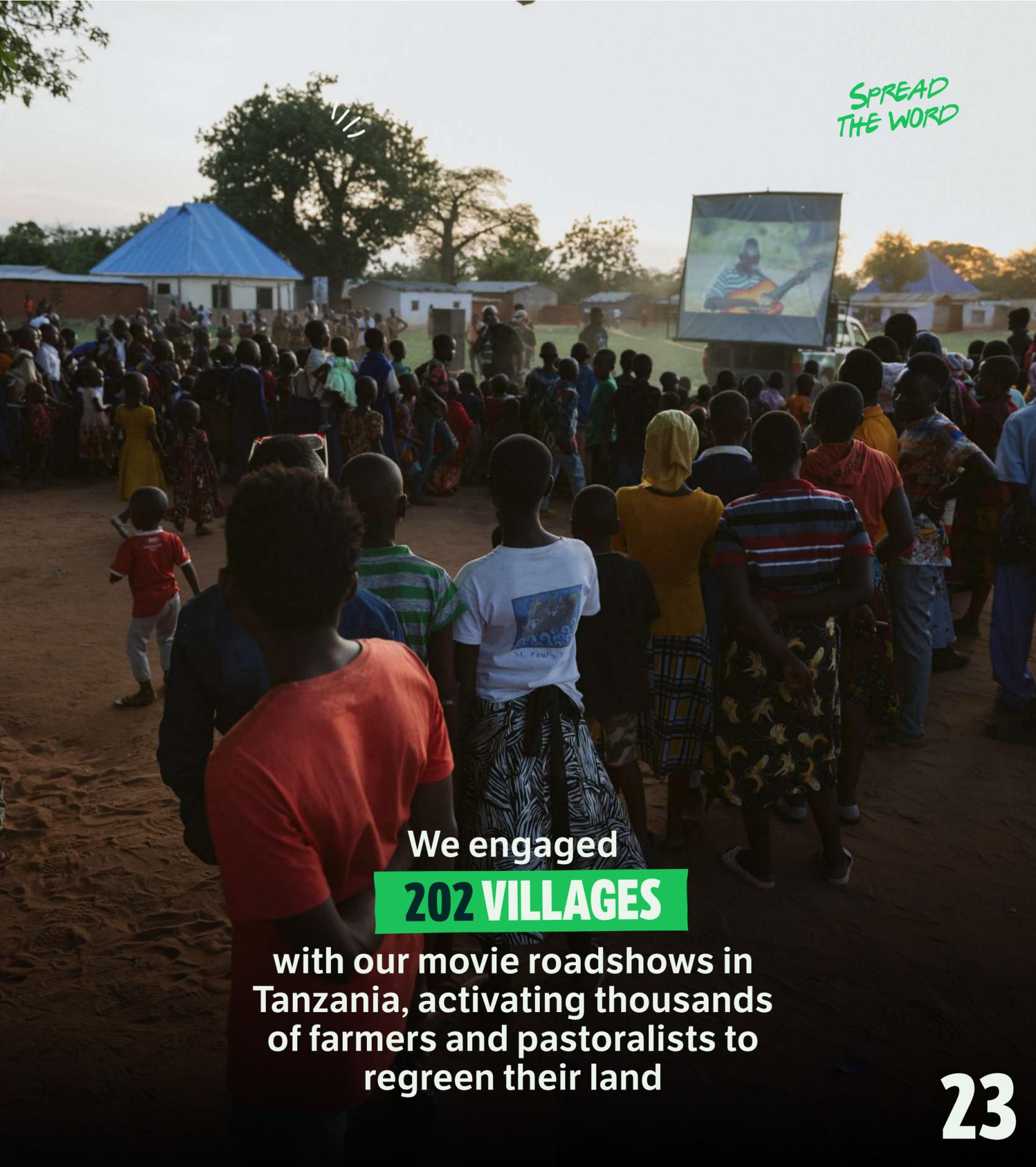
AWARENESS
5.4 HIGHLIGHTS 2024



We launched
THE KIJANI APP

on Nane Nane Day in Tanzania, sharing this powerful tool for regreening with over 30 million people through TV, radio, and digital campaigns

SPREAD THE WORD



We engaged
202 VILLAGES

with our movie roadshows in Tanzania, activating thousands of farmers and pastoralists to regreen their land

AWARENESS
5.4 HIGHLIGHTS 2024

TIKTOK TOP 50

2024

Justdiggit takes the
in the TikTok Top 50, K
off as the best newcor

OUR TIKTOK RANKED #1

in the TikTok Top 50 The
Netherlands, and our
Instagram climbed to #12!

in News, TikTok Top 50 by Marketing

SPREAD
THE WORD

CHANGE CLIMATE CHANGE CLIMATE

CLIMATE CLIMATE CLIMATE CLIMATE
CHANGE CHANGE CHANGE CHANGE
CLIMATE CLIMATE CLIMATE CLIMATE
CHANGE CHANGE CHANGE CHANGE
CLIMATE CLIMATE CLIMATE CLIMATE

A BRAND-NEW CAMPAIGN

visible in The Netherlands,
the UK, Germany and Belgium

AWARENESS
5.4 HIGHLIGHTS 2024

JUSTDIGGIT
PRESENTS

OUR WORLD

A 360 EXPERIENCE

WE LAUNCHED
“OUR WORLD”

An interactive documentary that brings people directly to our project sites

A MONTH LONG
RADIO CAMPAIGN

in Senegal to spread the Karkaral (Treecovery) message across the region

An aerial photograph showing two individuals working in a field of rich, reddish-brown soil. One person, wearing a white shirt and dark pants, is bent over, possibly digging or tilling the earth. The other person, wearing a pink shirt and dark pants, stands nearby, holding a large white bag. The ground is uneven, with some tracks and small mounds of soil. A small, leafless tree is visible in the lower-left corner.

5. HOW DO WE WORK?



OVER THE PAST DECADE, JUSTDIGGIT AND ITS PARTNERS HAVE DEMONSTRATED THAT IT IS POSSIBLE TO REGREEN DEGRADED LANDSCAPES IN SUB-SAHARAN AFRICA AT SCALE AND IN A SUSTAINABLE WAY. NOW, WE AIM TO SCALE UP FURTHER TO ADDRESS THE CHALLENGES AHEAD.

BY EXPANDING OUR REGREENING PROGRAMMES, DEVELOPING AND SPREADING DIGITAL TOOLS FOR FARMERS, AND LAUNCHING INTERNATIONAL AWARENESS CAMPAIGNS, WE INSPIRE MILLIONS TO TAKE ACTION AND RESTORE DEGRADED LANDSCAPES ACROSS AFRICA.



5.1 REGREENING PROGRAMS

Regreening programmes

We're on a mission to regreen Africa and cool down the planet! By restoring degraded landscapes, we're bringing back nature, boosting biodiversity, and creating thriving ecosystems that support both people and the planet. Together with farmers, pastoralists, local communities, and committed partners, we are making dry land green again—improving soil health, capturing rainwater, and regenerating vegetation. With a growing global movement of individuals and companies, we are scaling up restoration efforts to create lasting impact.

Scaling up regreening

Our large-scale landscape restoration programmes are designed to revive ecosystems in ways that are effective, scalable, and tailored to each landscape. By combining traditional knowledge with innovative approaches around rainwater harvesting and natural regeneration, we create solutions that fit the local environment and inspire farmers and pastoralists to join the regreening movement.

Beyond working on the ground, we use data, technology, and grassroots communication to spread awareness and encourage participation. Through video tours, radio programmes, SMS services, and demonstration farms, we make regreening practical and easy to adopt for everyone.

Grass seed banks: restoring landscapes and creating opportunities

Together with our programme partners, we establish grass seed banks operated by pastoralist women's groups. These farms cultivate and sell native grass seeds for restoration efforts, creating a sustainable source of seeds while offering an additional income stream for local communities.

Collaboration at the core

Our programme partners in Kenya, Tanzania, and Senegal are central to everything we do. These organisations are deeply embedded in the landscapes where we work, maintaining strong relationships with communities and local leaders.

Together, we develop long-term restoration strategies to regenerate ecosystems for at least 20 years. Justdiggit supports these efforts by mobilising resources, providing technical expertise, developing communication strategies, conducting monitoring & evaluation, and assisting in programme management.

By working together, we are making large-scale regreening a reality—one landscape at a time!



5.2 BOOSTING OTHER PROGRAMS

We believe large-scale regreening is only possible through collaboration. That's why we share our expertise, networks, and communications capabilities with like-minded (I)NGOs and partners to amplify the impact of landscape restoration. By leveraging our core strength of scaling through media, communication, and behaviour change communication (BCC), we work alongside key partners to enhance ongoing initiatives and expand the global regreening movement.

Activities & impact in 2024

In 2024, our partnerships remained a driving force behind meaningful impact. A key highlight was our collaboration with GIZ on the Forests for Future programme, which rolled out a national and grassroots campaign across Togo, Ethiopia, and Madagascar—engaging diverse audiences with locally tailored messaging. Additionally, our work with the Global Evergreening Alliance and World Vision Kenya helped strengthen our Behaviour Change Communication (BCC) approach. Through a research study on the behavioural drivers and barriers to landscape restoration, we gained valuable insights that now shape a more focused communications strategy to inspire long-term change.

Prospects for 2025

Looking ahead to 2025, we'll focus on sharpening our media and behaviour change communication strategies, making them easier to use and apply for our partners. By improving the way we share knowledge, we aim to better support global regreening networks, helping them grow their impact. Collaboration remains at the heart of what we do, and together, we can keep scaling up landscape restoration.



5.3 DIGITAL REGREENING

Over the last years, we set out to scale up regreening by tapping into the rapid rise of smartphones in rural Africa—and now, it's happening. Last summer on Nane Nane Day, Tanzania's national farmer's day, we proudly launched Kijani, our Digital Regreening app. Since then, thousands of farmers have downloaded it and started learning regreening techniques, marking an exciting new chapter in our journey.

With Kijani, we can inspire, educate, and activate farmers like never before. Every step in our digital regreening funnel is helping us fine-tune our approach:

- **Inspiring downloads:** Sparking interest in regreening through engaging digital outreach.
- **Educating farmers:** Offering personalised regreening advice tailored to their land and needs.
- **Activating action:** Sending timely notifications that guide and encourage real-life implementation.

And this is just the beginning. Every farmer who regreens their land through Kijani brings us closer to a greener, cooler future. With each download, we're gaining valuable insights to optimise, personalise, and scale our impact even further.



5.4 AWARENESS CAMPAIGNS

True impact begins with understanding not only what we do but also why it matters. That's why we make sure our message is everywhere: on social media, in ads, in the news, and most importantly, in people's hearts and minds. With the power of media and the support of our global partners, we're reaching millions and turning awareness into action.

Restoring nature isn't just possible, it's necessary. And when we do it together, it becomes a powerful solution to climate change. To make our message stick, we tailor our campaigns to different audiences.

In Europe, we focus on clear, accessible language and compelling calls to action. It's not just about showing that regreening works—it's about inspiring people to be part of the movement.

In Africa, we use local storytelling, powerful visuals, and interactive content to bring regreening to life. By working with trusted voices, cultural narratives, and local languages, we make the message real and relatable. Our goal is not only to demonstrate that it works but also to inspire communities to take the lead in the movement.

Spreading the word

We wouldn't be able to reach millions without the support of our incredible media partners. By developing campaigns and providing sponsored exposure, they help us share the message of regreening across Europe and Africa, turning awareness into action.

We create and distribute campaigns across television, radio, cinema, social media, print, and Out-of-Home advertising. With the support of leading broadcasting channels, these campaigns are aired completely free of charge. They showcase the transformation of degraded land and the positive ripple effects on climate, livelihoods, and biodiversity.

Our growing digital community plays a key role in keeping the momentum going. Through Instagram, TikTok, Facebook, and LinkedIn, we share updates, success stories, and calls to action. We also run bund raisers, inspiring our followers to take direct action and be part of the movement.

Whenever possible, we co-create high-quality videos and documentaries that bring our regreening projects to life. We capture the approach, the people behind the change, and the impact on the ground. With powerful photography and drone footage, we capture every step of the journey, proving that regreening is not just possible but already transforming landscapes.





6. IMPACT 2024 & OUTLOOK FOR 2025



6.1 HOW WE MEASURE OUR IMPACT

MONITORING, EVALUATING AND LEARNING

In 2024, we took major steps to enhance our Monitoring, Evaluation & Learning (MEL) systems, improving how we track impact, generate insights, and refine our approach. A key milestone was the development and testing of a new vegetation monitoring tool for our rangeland restoration programmes. By tracking both the quantity and quality of vegetation in our project areas, we gain a deeper understanding of ecosystem recovery and biodiversity impact.

Healthy vegetation doesn't just mean greener landscapes. It plays a crucial role in carbon sequestration, soil restoration, and creating a more stable microclimate. It also directly affects local livelihoods, particularly for Maasai communities that depend on restored grasslands for grazing. With this new tool, we can better assess when areas are ready to be reopened for sustainable use.

To further improve the quality and efficiency of our data collection, we developed additional monitoring tools and dashboards. These allow us to gather insights more effectively and translate them into action.

Later this year, we will publish our fourth impact report, sharing updated key performance indicators and the latest lessons from our work.

MONITORING OUR IMPACT

At an organisational level, we track key performance indicators such as the total area under restoration and the number of people engaged in greening activities. We also monitor the number of trees brought back and the number of soil bunds dug. These figures help us estimate our contribution to carbon sequestration and water retention across landscapes.

We are always looking for ways to improve our monitoring approach. In 2024, we worked on developing the following new tools and methods:

A standardised vegetation monitoring tool

Across all landscapes and programmes, our goal remains the same: bringing back permanent vegetation to degraded areas. While remote sensing helps us track vegetation recovery from above, some aspects of greening require on-the-ground data. That's why we're developing an integrated monitoring approach, combining remote sensing with field data to assess vegetation cover, species composition, the presence of invasive species, and the balance between grass and woody plants.

In 2024, we tested the first version of this tool with our long-term partner MWCT in the Chyulu landscape. The results will guide further development and rollout in 2025, helping us refine how we measure greening success.

By continuously improving our MEL systems, we're not just measuring impact—we're making sure we maximise it!

A performance monitoring dashboard for Treecover projects

The first version of our interactive performance monitoring dashboard for Treecover, developed by our partner Spatial Insight, is ready to go live. This tool allows us to compare performance across different projects and landscapes, quickly spot data inconsistencies, and extract deeper insights to improve efficiency and accuracy.

In the first half of 2025, we will focus on user testing and refining the release plan. By the second half, we will roll out the dashboard, integrating it into our systems while exploring new features to enhance its capabilities. This marks a major step toward making our Treecover projects even more effective and data-driven!

More information can be found [here](#).

6.1 HOW WE MEASURE OUR IMPACT

Satellite monitoring: trend analysis and dashboard

Digital innovation is at the heart of our regreening efforts, and satellite data is playing an increasingly important role. In 2024, we partnered with Meta Meta to analyse trends in biomass production, bare ground frequency, and land surface temperature across our restoration sites. The results confirmed what we already knew from the ground: our interventions are driving real, measurable change.

Building on this, Meta Meta created the first version of a dashboard to track these trends over time. The next step is refining it by developing procedures for maintenance, fine-tuning reference area selection, and exploring additional indicators to strengthen our ability to detect early warning signs and maximise long-term restoration success.

Strengthening grazing management in the Amboseli rangelands

In the OOGR region of the Amboseli rangelands, effective grazing management is a key strategy for restoring degraded landscapes. Overgrazing, soil erosion, and the loss of perennial grasses are major challenges, and grazing committees play a critical role in enforcing sustainable practices at a zonal level.

In 2024, we worked with AET to develop a standardised tool to assess the performance of 11 grazing committees and their impact on restoration efforts. Created through a participatory workshop with the committee members, this tool provides a structured way to measure effectiveness and identify areas for improvement.

An assessment using the tool has already been completed, and an award ceremony is planned to celebrate the best-performing committees. We see potential for expanding this approach to other landscapes, ensuring that responsible grazing management continues to support the health of rangelands for years to come.

Estimating the carbon stock in our Regreening Singida Program

In October 2024, we expanded our partnership with Face the Future to assess carbon sequestration in our Treecovery programme in Central Tanzania. This builds on their 2022 assessment in the Dodoma region, now focusing on the newest part of the Central Tanzania Program, in the Singida region, which began in 2021-2022.

Covering 140 villages, this part of the programme has mobilised nearly 50,000 farmers to regenerate over 7 million trees. To assess the amount of carbon stored, a team from Face the Future, supported by data collectors from our partner LEAD Foundation, visited 244 farms and institutions across 15 villages. By measuring Treecovery trees in the field and comparing them with data from our monitoring system, they estimated total carbon sequestration.

The findings confirmed the performance of our Treecovery programme. Field assessments revealed tree counts might be three times higher than what was recorded in monitoring booklets. As a result, the estimated carbon impact of the Singida programme may be more than double the initial projections. These results align with the 2022 Dodoma assessment. Moving forward, we use the insights and recommendations from Face the Future to continue to refine our monitoring and assessment methods for carbon impact monitoring.



6.1 HOW WE MEASURE OUR IMPACT

EVALUATIONS

Regreening Arusha Program

In 2024, we conducted an internal evaluation of the Regreening Arusha Program, which ran from 2020-2024 in Tanzania's Monduli District. As Justdiggit and LEAD Foundation's first regreening initiative in northern Tanzania, the programme combined two key techniques: Treecovery on farmland and rainwater harvesting (bunds) to restore communal rangelands. The goal of the evaluation was to gather insights on impact, sustainability, and community perspectives.

The evaluation showed that the effect of bunds was perceived very positively and farmers replicated them on private land after seeing their benefits on communal sites. However, concerns about overgrazing in some areas signaled the need for stronger community engagement and awareness efforts.

The Treecovery programme showed steady adoption and growth, with farmers actively protecting and increasing tree cover. Many interviewees reported reducing tree-cutting and instead pruning trees for firewood—an approach that both provides a sustainable fuel source and reduces deforestation. While the programme has driven significant behavior change, there remains potential to increase tree density per household and expand the adoption of Treecovery practices. These insights will inform our sustainability strategy and future programme designs.

Rangeland programs evaluation by Meta Meta

To strengthen our rangeland restoration strategy, we evaluated three key landscapes in southern Kenya. The study focused on lessons from the Green Future Farming (GFF) programme in OOGR and the South Rift (2019-2023, funded by the IKEA Foundation), as well as Justdiggit's longest-running landscape in Chyulu, where restoration began in 2015.

The evaluation, conducted by Meta Meta between March and May 2024, aimed to assess impact, sustainability, and best practices for scaling. It involved 28 key informant interviews and 39 focus group discussions with community members, grazing committees, grass seed bank groups, local leaders, partners, and Justdiggit staff. In addition, restoration sites were visited, and a remote sensing study was carried out.

Key findings emphasised the importance of community awareness, engagement, and ownership in ensuring long-term sustainability. The results will help refine our rangeland restoration strategy, including landscape restoration techniques, grazing management, and grass seed banks, while also guiding future project designs and sustainability planning.

LEARNING/ RESEARCH

Measure the effects of bunds on soil moisture & temperature with sensors

Soil bunds play a crucial role in restoring vegetation on degraded land by improving water infiltration and reducing surface runoff. To better understand their long-term impact, we installed a network of sensors in the Chyulu landscape at a depth of 60 cm. These sensors continuously measure soil moisture and temperature, allowing us to track changes over time and compare conditions inside and outside the bunds.

This research, conducted in partnership with [Wyss Academy for Nature](#), will provide scientific evidence on the effectiveness of bunds and contribute to a broader understanding of their impact in different landscapes. By comparing our findings with similar projects, we aim to refine best practices for bund implementation and maximize their restoration potential.

Assessing the effect of bunds on water run-off and water balance in the Chyulu landscape

A master's student conducted research in the Chyulu landscape to analyse how bunds influence water runoff and overall water balance. Soil samples were collected and analysed, along with data on infiltration rates and surface runoff in areas with bunds and without bunds (the control plots). While the analysis is still on-going, the hypothesis is that bunds have a significant impact on the water balance within the restoration areas, regardless of the soil characteristics.

6.1 HOW WE MEASURE OUR IMPACT

THE PRELIMINARY RESULTS INDICATE THAT:

- The soil bunds reduce the soil layer compactness (bulk density)
- Soil bunds enhance soil spaces that allow water to infiltrate into the soil. This is more evident in the oldest bund plots, followed by medium and newly bunded areas. The unbunded plots are the least permeable for water to percolate into the soil
- There is a direct correlation between soil moisture and bunds, that is, bunded plots tend to have higher moisture content than the unbunded plot

Socio-economic study on the benefits and challenges of the grass seedbanks

Another master's student conducted a study on the social and economic impact of grass seed banks, exploring both their benefits and challenges, including the effects of land fragmentation and climate change. The research highlighted how these seed banks have become a transformative initiative for women in the community, boosting household incomes and strengthening resilience.

Key findings include:

- The hay production from the grass seed banks was found to be very crucial during the dry season, minimising the loss of the animals
- Grass seed banks enhance the production of quality seeds. This is essential for scaling up rangeland restoration
- The transition from communal to individual land ownership is limiting the space available for establishing and maintaining grass seed banks, potentially restricting future expansion

Field research by Wageningen University students in Tanzania

In November and December 2024, two MSc students from Wageningen University conducted field research in the Dodoma region of central Tanzania. Their study focused on the adoption and maintenance of fanya juu & fanya chini—trenches designed for rainwater harvesting on farmland. These techniques play a key role in our regreening programme in the region.

The students are currently concluding this research by writing a thesis report to finish their Environmental Sciences programme at Wageningen University. The outcomes of their research will be instrumental in understanding barriers to adopting the techniques, as well as maximising their effect on landscape restoration.



6.1 HOW WE MEASURE OUR IMPACT

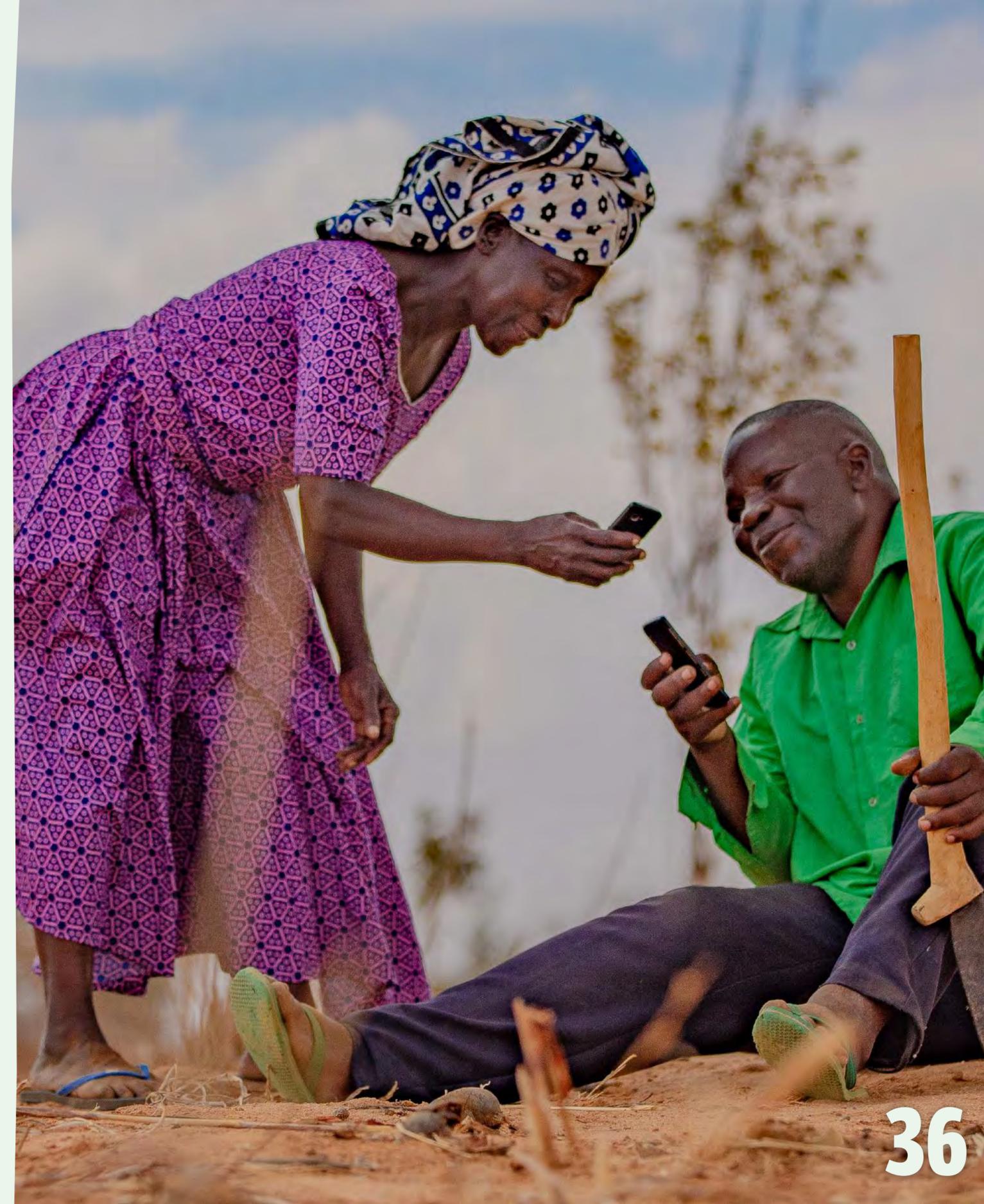
MEASURING THE IMPACT OF OUR COMMUNICATION EFFORTS

Communication is a crucial part of our work. It enables us to reach and engage farmers and pastoralists, equipping them with the knowledge and motivation to restore their land. It also connects people globally with nature-based solutions.

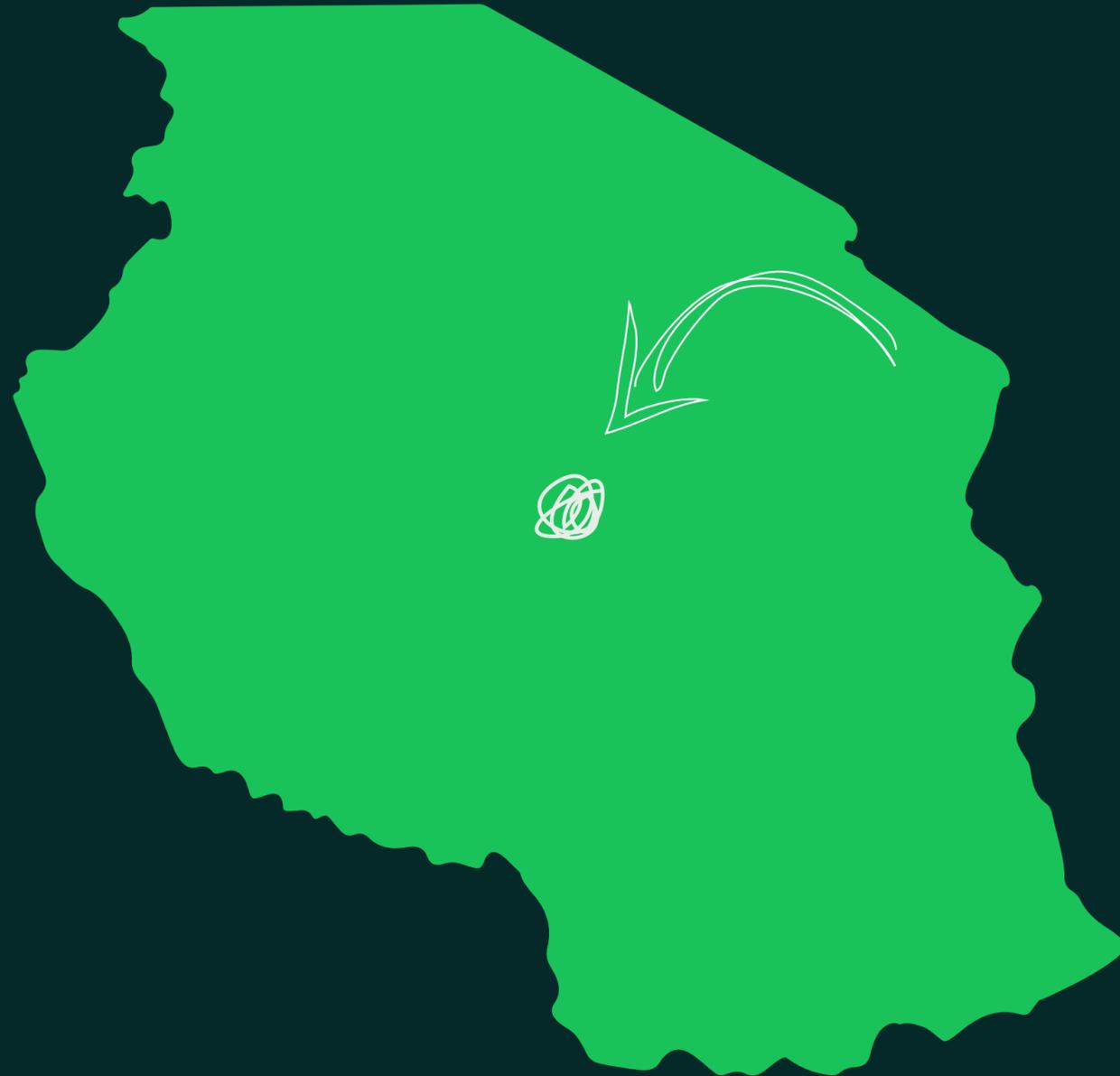
To assess impact, we track key indicators such as reach, knowledge transfer, attitude change, and activation across our communication channels. These include movie roadshows, SMS technology, offline training apps, and media campaigns. Over the coming year, we will strengthen our measurement approach by integrating pre- and post-campaign surveys, focus groups, and audience sentiment analysis to better understand behaviour change over time.

We monitor our awareness campaigns through Gross Rating Points (GRPs), donation volumes, Google Analytics data, brand mentions, and social media engagement. A yearly survey, conducted with support from Havas Media and MSI-ACI, helps evaluate campaign effectiveness in Africa and Europe.

Each month, our social media team analyses engagement rates, reach, and audience demographics, reviewing what worked and where we can improve. They review the success and shortcomings of posts and campaigns, using both quantitative metrics and qualitative insights from comments and messages. The team compiles a comprehensive report summarising the month's performance, highlighting trends, key learnings, and actionable recommendations for improvement. This process ensures we continuously refine our communication strategy to maximise impact.



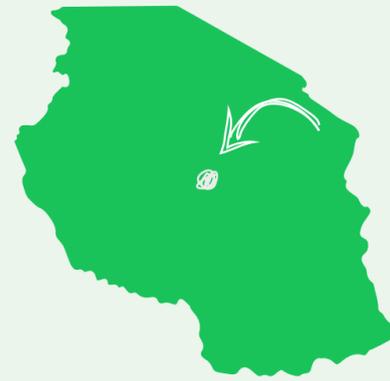
6.2 REGREENING PROGRAMS



LANDSCAPE

**CENTRAL
TANZANIA**

6.2 REGREENING PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Landscape partners

LEAD Foundation and farming communities in Dodoma and Singida regions.

About the landscape

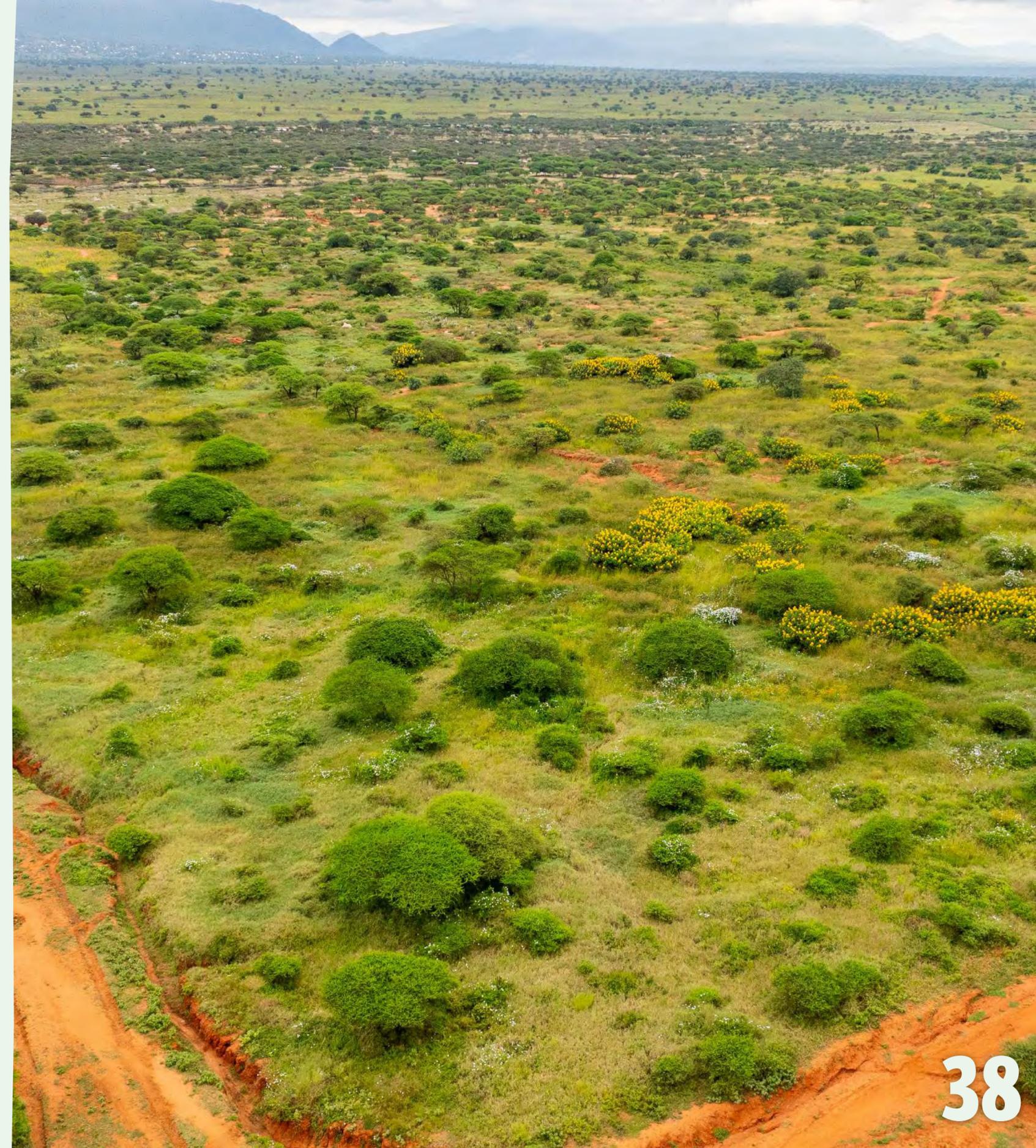
We work with landscape partners in Dodoma and Singida, two vast regions in central Tanzania—each the size of the Netherlands. These landscapes have suffered rapid degradation due to deforestation, poor land management, and climate change, affecting 90% of the population who rely on the land for survival. As productivity declines, farmers struggle to sustain their families.

To combat this, we partnered with LEAD Foundation in 2017 to launch the Kisiki Hai program, promoting Treecovery to restore trees. We also implement Fanya Juu & Chini rainwater harvesting techniques to boost vegetation growth.

Our history

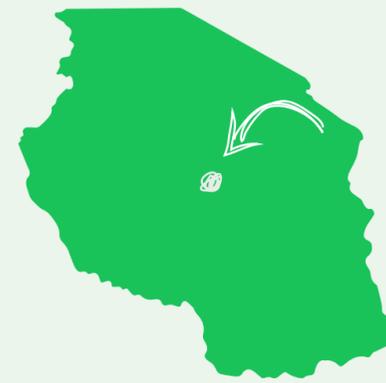
Launched in late 2017, the Regreening Programme began in Dodoma, focusing on a Training of Trainers approach. Selected Champion Farmers are equipped to train others in Treecovery and water harvesting trenches.

A key feature is its integrated media strategy. Tools like billboards, murals, radio shows, and SMS services spread awareness, but the video tour called ‘movie road show’ absolutely stands out. These educational films, created with young filmmakers, are shown across villages as part of an ‘infotainment’ programme, inspiring thousands of farmers in Dodoma and Singida.





6.2 REGREENING PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Activities 2024

2024 was a big year for our Central Tanzania landscape. Here are the key highlights:

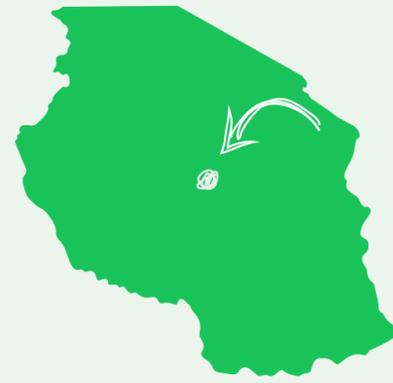
- **Expansion of our programme:** We added **30 new villages** to our Kisiki Hai programme, moving closer to our long-term vision of bringing Treecovery to 1,000 villages!
- **Training of Trainers:** Over **520 champion farmers** received training on regreening techniques, including **120 from newly added villages**. These farmers are crucial in training households on Treecovery and rainwater harvesting to improve soil fertility
- **Launch of the Kijani app:** Together with **LEAD Foundation**, we launched the **Kijani app** to complement physical training efforts. The app offers 10 courses on sustainable agriculture, with over 6,800 active users already engaging in learning and discussions. We are promoting it through billboards, radio shows, movie roadshows, and local events
- **Celebration of 6 years of Treecovery:** In February, we marked six years of Treecovery with a celebration bringing together farmers, pastoralists, media, government authorities, and brand ambassadors. Stakeholders pledged ongoing support for the programme
- **Rural communication rollout:** We continued engaging communities through movie roadshows, SMS services, murals, brochures, and posters. Dodoma FM and Standard FM partnered with us to air regreening radio shows, also promoting the Kijani app
- **Kisiki Hai conference:** In late 2024, we held a Kisiki Hai conference with development partners, including USAID, TerraFund, and government representatives. The event was followed by a field visit, where participants saw regenerated trees and heard from farmers applying the method
- **Partners field visit:** Our partner **Milkywire** visited our project sites to assess progress, drawing valuable insights from farmers and champion farmers

Prospects 2025

Looking ahead to 2025, here's what's on the horizon:

- **More champion farmer training:** New villages will receive basic training, while ongoing villages will progress to intermediate and advanced levels. These farmers will continue activating and training others
- **Start of the new sustainability phase:** Together with LEAD Foundation, we will launch a three-year sustainability phase for the Regreening Dodoma Programme and Cluster A of the Regreening Singida Programme
- **Rural communication expansion:** We will keep expanding roadshows, radio programmes, SMS services, murals, posters, and brochures to further inspire and activate farmers
- **Kijani app promotion:** We will integrate Kijani app promotion into all communication materials and roadshows, with district coordinators helping participants download and use it
- **Expansion to new villages:** Fundraising is ongoing, and we expect to add new villages to Treecovery, bringing us even closer to our 2030 vision
- **Production of Kisiki Hai 3 movie:** We are developing a new film for Regreening Singida, covering all regreening techniques and the Kijani app, to prepare programme areas for the sustainability phase. The film is set for release in 2025

6.2 REGREENING PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Results 2024

New villages added to the programme:	30 VILLAGES
New trees regenerated with Treecovery:	4,236,000 TREES
New farmers practising Treecovery:	13,277 FARMERS
New institutions practising Treecovery:	359 INSTITUTIONS
New total length of water harvesting trenches dug:	17,969 METRES

Total results to date

Total number of villages in the programme:	537 VILLAGES
Total number of trees regenerated with Treecovery:	22,911,000 TREES
Total number of farmers practising Treecovery:	182,268 FARMERS
Total number of institutions practising Treecovery:	3,431 INSTITUTIONS
Total number of water harvesting trenches dug:	176,646 METRES



6.2 REGREENING PROGRAMS



LANDSCAPE

**NORTHERN
TANZANIA**



6.2 REGREENING PROGRAMS



LANDSCAPE NORTHERN TANZANIA

Landscape partners

Farming and pastoral communities from Arusha and Manyara regions, IDEXX foundation, Anonymous foundation, LEAD foundation, Trias, CMA CGM, MVIWAARUSHA, MVIWAMA, Pastoral Women Council, Safina FM, FM Manyara and Peace Studios (videographer).

About the landscape

The Arusha and Manyara regions, in the Northern part of Tanzania, are among the areas most heavily affected by deforestation. The two regions have approximately 4.2 million inhabitants. The majority of inhabitants in the landscape are Maasai and Irakw that are heavily dependent on agriculture and livestock keeping.

Our history

Justdiggit's work in Northern Tanzania started in December 2020 when we were included in the Regreening Monduli programme that was started by LEAD Foundation. After a successful engagement in the project, a further regreening opportunity emerged where we started developing a 5-year programme with Trias (a Belgium-based NGO) in May 2021. Justdiggit and Trias are co-funding and managing the programme. The programme is named HUSISHA, a Swahili name for INCLUDE, and aims to include women, men, youth and the underprivileged in the restoration of agricultural and grazing lands. Implementation of the programme is spearheaded by LEAD Foundation and several Member-Based Organisations (MBOs) namely Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Arusha (MVIWAARUSHA), Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Manyara (MVIWAMA) and Pastoral Women Council that are long-term partners of Trias.



6.2 REGREENING PROGRAMS



LANDSCAPE NORTHERN TANZANIA

Activities 2024

Here are the key achievements of 2024 in the Northern Tanzania landscape:

- **First harvest celebration at grass seed banks:** On International Women's Day, together with Pastoral Women Council and Trias, we honoured the women managing four grass seed banks as they harvested their first batch of seeds
- **Expansion of grass seed banks and bund digging:** One half-moon bund site and two new grass seed banks were established in Monduli, with a total of **6,334 bunds dug** by the end of 2024!
- **Training of Champion Farmers:** 112 champion farmers received basic and advanced training in regreening techniques. They will continue training local communities in nature-based solutions
- **Cross-learning among Justdiggitt teams:** Our programs, tech, and monitoring teams visited Northern Tanzania to exchange knowledge. Lessons included soil measurement for nutrient analysis, seed viability testing, and innovative tools like pruning saws for Treecoverly trees
- **Strengthening rural communication:** A new film on HUSISHA and local culture was produced and screened in several villages, with more screenings planned. Murals, posters, brochures, and radio partnerships with Safina FM, FM Manyara, Olkonolei FM, and Arusha One supported awareness efforts
- **Exchange learning visit to Central Tanzania:** HUSISHA programme partners visited Central Tanzania for knowledge sharing. Key lessons included organizing interactive roadshows and improving community engagement strategies
- **Community training initiatives:** Several training sessions were conducted, covering Treecoverly, site excavation, and grass seed bank management for women's groups. Additional training included safety, weeding, harvesting, and packaging.
- **Launch of CMA CGM-supported programme:** Justdiggitt and LEAD Foundation launched a new initiative to restore degraded landscapes. Goals include establishing grass seed banks in two villages, restoring 20,000 trees with Treecoverly.





6.2 REGREENING PROGRAMS



LANDSCAPE NORTHERN TANZANIA

Prospects for 2025

Looking ahead, these are the planned activities for 2025 in this landscape:

- **Scaling up regreening efforts:** More bund sites will be identified and dug for the March–May rainy season. Ongoing discussions with MVIWAARUSHA, Monduli District authorities, and village leaders aim to secure land for regreening
- **Regreening Monduli sustainability phase:** A two-year sustainability phase will focus on Meserani Juu and Esilalei, the highest-performing villages
- **Finalising and implementing the Northern Tanzania vision 2030:** The 300,000-hectare restoration plan will be completed and support will be mobilised together with partners to realise this ambitious landscape restoration program.
- **Expanding rural communication efforts:** Roadshows, radio programmes, murals, posters, and brochures will continue inspiring farmers and pastoralists to regreen their lands





6.2 REGREENING PROGRAMS

LANDSCAPE NORTHERN TANZANIA



Results 2024

New bunds dug:	8,156 BUNDS
New trees regenerated with Treecovery:	104,424 TREES
New farmers practising Treecovery:	3,883 FARMERS
Total length of water harvesting trenches dug:	7,157 METRES
New grass seed banks established:	2

Total results to date

Total number of bunds dug:	39,311 BUNDS
Total number of trees regenerated with Treecovery:	201,841 TREES
Total number of farmers practising Treecovery:	11,459 FARMERS
Total length of water harvesting trenches dug:	35,343 METRES
Total number of villages added to the programme:	69 VILLAGES
Total number of grass seed banks established:	6 GRASS SEED BANKS
Total number of women participating in the grass seed bank project:	121 WOMEN

6.2 REGREENING PROGRAMS



LANDSCAPE

**AMBOSELLI,
KENYA**



6.2 REGREENING PROGRAMS



LANDSCAPE AMBOSELI, KENYA

Landscape partners

Amboseli Ecosystem Trust (AET) and the Maasai community

About the landscape

JustdiggIt and AET have been working to restore land in Olgulului Ololarashi Group Ranch (OGR), which surrounds the fragile Amboseli National Park (ANP)—a UNESCO World Heritage Site and Biosphere Reserve.

ANP spans 40,000 hectares within the 133,000-hectare OGR and supports diverse wildlife, including large elephant herds. However, due to its limited size, wildlife migrates to community lands in the wet season and returns to the park during dry periods. At the same time, Maasai pastoralists, the area's main inhabitants, move their livestock into the park in search of water and pasture, leading to human-wildlife conflicts.

The land, categorized as arid and semi-arid, faces severe degradation due to overgrazing by both livestock and wildlife. Key grass species have disappeared, woody vegetation is declining, and invasive plants like *Acacia Nubica* are spreading, further threatening the fragile ecosystem.

Our involvement

Our interventions in this landscape focus on four key objectives:

- Restoring vegetation by harvesting rainwater through soil bund construction
- Managing invasive species by actively removing them
- Promoting grass seed banks to provide seeds for reseeded degraded rangelands and improving women's household incomes
- Implementing grazing management to protect restored sites and prevent overgrazing



6.2 REGREENING PROGRAMS

LANDSCAPE AMBOSELI, KENYA



Activities 2024

In 2024, our activities focused on strengthening ecosystem health and building community resilience by ensuring the long-term sustainability of initiatives launched in 2023. This year, we prioritised the sustainability of grass seed banks and grazing management governance through:

- **Improved grazing management:** Enhanced the management of grazing blocks in OGR grazing zones, preventing overgrazing and improving vegetation cover
- **Strengthening grazing committees:** Supported grazing management committees in monitoring, enforcing grazing bylaws, and regulating grazing activities
- **Stronger coordination:** Worked with local authorities, including chiefs, police, game scouts, OGR leadership, and livestock officials, to enforce grazing regulations.
- **Empowering women's groups:** Provided training and support to help women independently manage grass seed banks, from planting and harvesting to record-keeping for rangeland restoration and sustainable livelihoods
- **Promoting collaboration:** Promoted partnerships between community members and stakeholders for sustainable resource management





6.2 REGREENING PROGRAMS



LANDSCAPE AMBOSELI, KENYA

Prospects for 2025

In 2025, we will launch the Inclusive GEF Assembly Challenge Programme in the Amboseli landscape. Running from January 2025 to September 2027, this project aims to restore degraded rangelands through water harvesting techniques, women-led grass seed banks, improved governance, and intensive community involvement. These efforts will strengthen ecosystem resilience, enhance livelihoods, and support biodiversity conservation.

Key activities will include:

- Establishing two new grass seed banks to provide seeds for rangeland restoration and economic opportunities for women
- Constructing bunds on 140 hectares of land to improve water retention and vegetation growth
- Supporting grazing management to prevent overgrazing and maintain healthy pasturelands

Additionally, in partnership with AET, we developed the Vision 2030 plan to scale up restoration efforts in the Amboseli landscape. This ambitious plan aims to restore 75,000 hectares of land, with 10,606 hectares under intensive restoration through rainwater harvesting techniques, including hundreds of thousands of bunds. The plan also includes the development of 20 grass seed banks to further support regreening efforts.

We're seeking partners to help restore and protect this vital landscape for future generations!



6.2 REGREENING PROGRAMS

LANDSCAPE AMBOSELI, KENYA



Total results to date

Total area under restoration: **17,048 HECTARES**

Total number of olopololis established and protected: **32 OLOPOLOLIS**

Total number of women participating in grass seed bank groups: **89 WOMEN**

Total number of grass seed banks established: **3 GRASS SEED BANKS**

Total number of bunds dug: **25,132 BUNDS**



6.2 REGREENING PROGRAMS



LANDSCAPE CHYULU, KENYA



6.2 REGREENING PROGRAMS



LANDSCAPE CHYULU

Landscape partners

Maasai community; Maasai Wilderness Conservation Trust (MWCT) and Big life Foundation. The work has also been supported by other partners including; Disclosure, Bund investors, Big Life Foundation, corporate donors, State Department of Livestock-Kenya, Conservation International (CI) and International Union for Conservation of Nature (IUCN).

About the landscape

The Chyulu Landscape, part of the larger Tsavo-Amboseli ecosystem in southwest Kenya, lies at the foot of Mount Kilimanjaro. It includes the Chyulu Hills, a volcanic mountain range known for its lush forests, grasslands, and rich biodiversity. As a vital wildlife corridor, it connects Tsavo West, Chyulu Hills, and Amboseli National Parks, allowing large mammals like elephants to migrate in search of water and pasture.

A key feature of this landscape is Kuku Group Ranch, covering 1,200 km² and home to around 30,000 Maasai people who rely on pastoralism and small-scale farming. However, overgrazing, poor land management and climate change have led to severe land degradation, threatening both wildlife and local livelihoods.





6.2 REGREENING PROGRAMS



LANDSCAPE CHYULU

Our involvement

Justdiggit, in collaboration with local partners (MWCT and Big life Foundation), is actively involved in restoring degraded lands in the Chyulu Landscape. Our work focuses on rainwater harvesting and land restoration techniques that not only improve the health of the ecosystem but also enhance the livelihoods of the local Maasai communities.

Activities 2024

In 2024, we made significant progress in our greening efforts in Chyulu with MWCT and BLF:

- **Bunds construction:** 89,444 bunds were dug and seeded in Kuku Group Ranch, with an additional 36,042 bunds in Mbirikani Group Ranch and 11,590 bunds in ALOCA
- **Grass seed banks:** Two grass seed banks were established in Kuku Group Ranch, four in Imbirikani and one in ALOCA, contributing to rangeland restoration
- **Land restoration:** A total of 930 hectares were brought under intensive restoration through bunds and grass seed banks, made possible by strong partnerships and community collaboration
- **Community engagement:** Raising awareness among leaders, grazing committees, and local communities has been crucial in driving restoration efforts

Prospects for 2025

In 2025, we aim to expand our impact by:

- **Bunds expansion:** Digging bunds in Iltal (Kuku Group Ranch), Langata, Inkisanjani, Emukutan, and Olngosua to improve soil and climate resilience
- **Grass seed banks:** Establishing at least two new grass seed banks with MWCT and two with BLF as part of the TWENDE project
- **Capacity building:** Providing training to strengthen women's groups managing the grass seed banks
- **Sustainability planning:** Developing a long-term strategy to ensure lasting impact

6.2 REGREENING PROGRAMS



LANDSCAPE CHYULU

Results 2024

Area under restoration:

1,313 HECTARES

New bunds dug:

123,039 BUNDS

New grass seed banks established:

7 GRASS SEED BANKS

New women participating in the grass seed banks project:

151 WOMEN

Total results to date

Total area under restoration:

5,148 HECTARES

Total number of bunds dug:

5,097 BUNDS

Total number of grass seed banks:

14 GRASS SEED BANKS

Total number of women participating in the grass seed bank project:

277 WOMEN



6.2 REGREENING PROGRAMS



LANDSCAPE

**SOUTH RIFT,
KENYA**

6.2 REGREENING PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA



Landscape partners

South Rift Association of Land Owners (SORALO) and Maasai pastoral communities

General information about the landscape and Justdiggit's involvement

The South Rift landscape spans 1.5 million hectares, sitting between the Serengeti-Mara and Kilimanjaro-Amboseli-Tsavo ecosystems. It is home to around 240,000 Maasai pastoralists and supports an incredible diversity of wildlife. Land here is traditionally communally owned, though tenure systems are shifting.

This region is part of the Southern Kenya Borderlands, with 52 IUCN-protected areas within 50km. It also includes three key biodiversity areas (South Nguruman, Lake Magadi, and Kwenia) while linking Maasai Mara, Amboseli, and Lake Natron.

For the past four years, Justdiggit and SORALO have partnered with the Maasai community to restore degraded land, focusing on valley-by-valley restoration. Embirika Valley was the first, where rainwater harvesting, grazing management, and four grass seed banks were introduced. These efforts proved successful, showing initially skeptical communities that restoration works. The grass seed banks also created a new source of income for 80 women, a rare opportunity in the area. Now, communities are eager to expand restoration efforts to more valleys.



6.2 REGREENING PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA



Activities 2024

This year, we continued strengthening governance in grazing management for Olkiramatian and Shompole group ranches. Our restoration plots, known as Olopololis, remained key demonstration sites, showcasing how rainwater harvesting and grazing management can revive degraded land. We also facilitated village-to-village learning exchanges, helping communities share knowledge and best practices.

Women from the four established grass seed banks maintained strong management practices, successfully harvesting and generating income from their work. Additionally, we launched the TerraFund programme, setting up systems to restore 499,172 trees through afforestation and Treecovery.

Prospects for 2025

For the Maasai communities in the South Rift, seeing is believing. Restoration efforts along Embirika Valley have demonstrated to the Olkiramatian and Shompole communities that land regeneration is both necessary and achievable through simple, community-led interventions. Interest in restoration is growing across 30 communities, and we aim to build on this momentum through four key interventions:

- **Sustaining restoration efforts:** Providing technical support, training, and governance improvements for existing grass seed banks, as well as purchasing hay balers and grass seed to strengthen their sustainability
- **Expanding knowledge sharing:** Facilitating peer-to-peer learning visits and targeted training on pasture management and storage, ensuring communities continue exchanging valuable insights
- **Enhancing restoration sites:** Offering technical support and small grants to help communities maintain and protect restoration sites, including grass seed banks and rainwater harvesting interventions
- **Strengthening rangeland governance:** Holding seasonal meetings with grazing committees and Olopololi leaders to discuss restoration strategies, enforce grazing rules, and ensure fair resource sharing

With the TerraFund programme framework now in place, we will accelerate tree recovery efforts. Additionally, SORALO is revising its strategic plan, and together, we will develop a 10-year restoration roadmap for scaling up our efforts across the South Rift.



6.2 REGREENING PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA



Results 2024

New bunds dug:

7,540 BUNDS

Area under restoration:

1,313 HECTARES

Total results to date

Total number of bunds dug:

9,897 BUNDS

Total number of olopololis established and protected:

4 OLOPOLOLIS

Total amount of water harvesting trenches dug:

891 WATER HARVESTING TRENCHES

Total length of water harvesting trenches dug:

8019 METRES

Total number of grass seed banks established:

4 GRASS SEED BANKS

Total number of women participating in the grass seed bank project:

80 WOMEN



6.2 REGREENING PROGRAMS



LANDSCAPE

**NORTHERN
LANDSCAPE,
KENYA**



6.2 REGREENING PROGRAMS



LANDSCAPE NORTHERN LANDSCAPE

Landscape partners

Maasai community; Samburu community, Borana and Somali community, Westgate, Kalama Conservancy, Biliqo Bulesa Conservancy, Northern Rangeland Trust (NRT), Green Earth warriors, Wyss academy of nature, State Department of Livestock-Kenya, Conservation International (CI), and International Union for Conservation of Nature (IUCN).

General information about the landscape and Justdiggit's involvement

The Northern landscape of Kenya, encompassing counties such as Laikipia, Isiolo, Samburu, and Marsabit, is a region characterised by its arid and semi-arid lands (ASALs). These areas are home to diverse pastoralist communities, including the Samburu, Maasai, Borana, Somali, Turkana, Rendille, Gabbra, Pokot, Lchamus, Orma, and Wardei. These communities have developed traditional rangeland management strategies over generations, which are finely tuned to the harsh and variable climatic conditions of the region. The Northern landscape of Kenya is a unique and ecologically significant region, home to diverse pastoralist communities whose livelihoods are deeply intertwined with the rangelands. Their traditional knowledge and practices have allowed them to thrive in a challenging environment for centuries. However, as external pressures increase, there is a growing need for collaborative efforts, such as those led by NRT, to ensure the sustainability of both the rangelands and the communities that depend on them.

Our involvement

The restoration journey in Kenya's Northern landscapes, in partnership with NRT and supported by the Green Climate Fund under the TWENDE project, has been a remarkable experience. So far, we have dug over 60,200 semi-circular soil bunds, restoring more than 750 hectares of degraded land in the Kalama and Westgate conservancies. Additionally, we have established four women-led grass seed banks, creating restoration enterprises that strengthen local communities.

6.2 REGREENING PROGRAMS

LANDSCAPE NORTHERN LANDSCAPE



Activities 2024

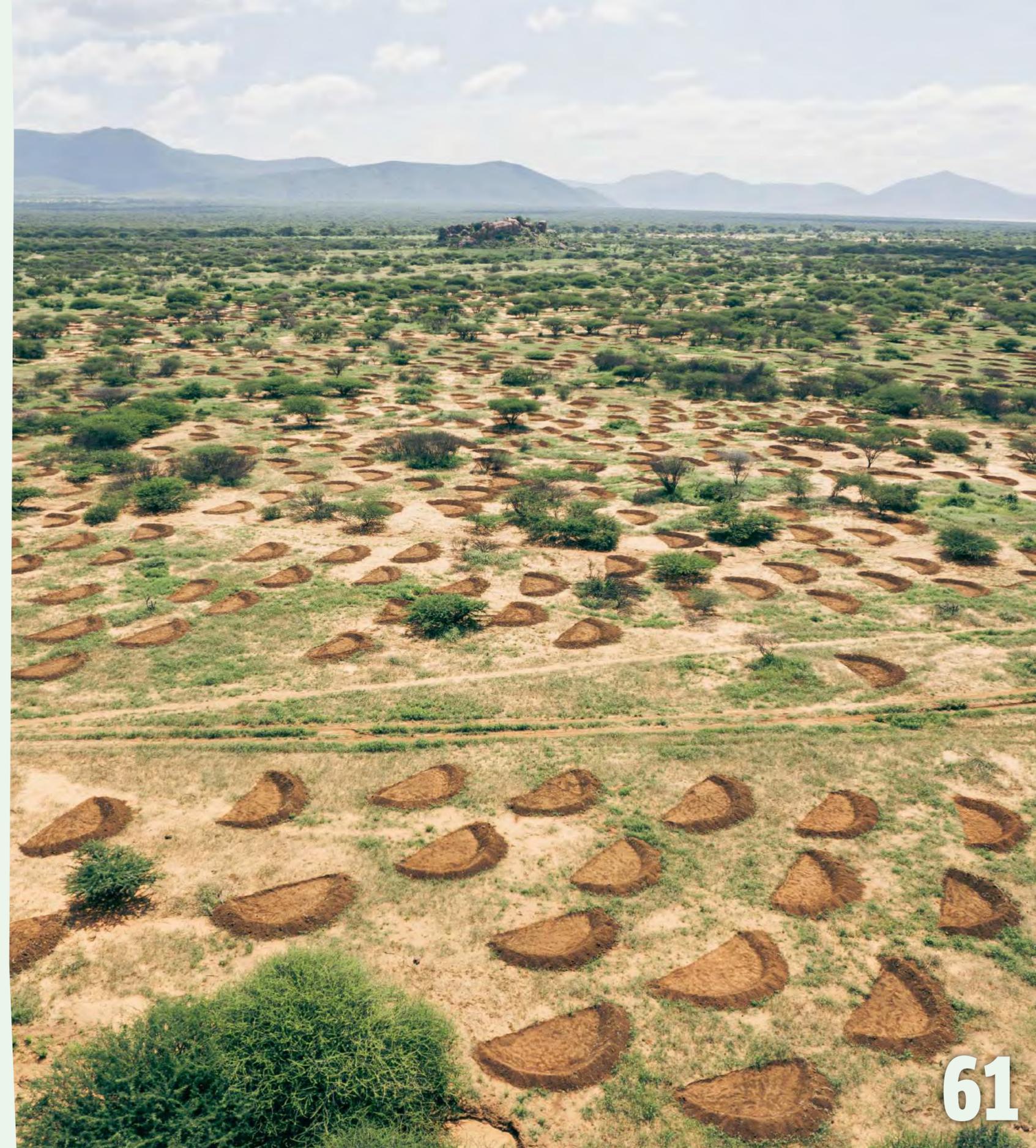
Our regreening efforts in the Northern landscape began in late 2023 under the TWENDE (Towards Ending Drought Emergencies in Kenya) project. Here's what we achieved last year:

- **33,600 bunds** were dug and seeded in Kalama and Westgate Conservancies
- **Over 284 hectares** of land were restored through a collaborative effort with our programme partners and local communities
- **Four grass seed banks** were established, boosting women's entrepreneurship and strengthening community resilience
- **Community awareness and engagement** with leaders, grazing committees, and conservancies played a key role in the success of our restoration efforts

Prospects for 2025

In 2025, we plan to scale up our work in this evolving landscape:

- **80,000+ bunds** targeted by the end of the year
- **1,000 hectares** of land to be restored
- At least **two new grass seed banks** to be established with NRT in Sera and Nakuprat Conservancies (Samburu and Isiolo Counties)
- **Ongoing awareness campaigns** to promote sustainable land management within communities and the general public



6.2 REGREENING PROGRAMS



LANDSCAPE NORTHERN LANDSCAPE

Results 2024

New grass seed banks established:

4 GRASS SEED BANKS

New women participating in grass seed bank groups:

100 WOMEN

New bunds dug:

38,090 BUNDS

Total results to date

Total area under restoration:

766 HECTARES

Total number of bunds dug:

60,200 BUNDS

Total number of grass seed banks established:

4 GRASS SEED BANKS

Total number of women participating in grass seed bank groups:

100 WOMEN



6.2 REGREENING PROGRAMS



NEW

LANDSCAPE

**MID-TANA,
KENYA**



6.2 REGREENING PROGRAMS



LANDSCAPE MID-TANA

Landscape partners

The Mid-Tana landscape restoration is a collaborative effort involving the Kambaa community, Tharaka Nithi community, Anglican Development Service Eastern (ADSE), the State Department of Livestock-Kenya, Conservation International (CI), and the International Union for Conservation of Nature (IUCN). These partners work together to address land degradation and promote sustainable land management practices in the region.

General Information about the Mid-Tana Landscape:

The Mid-Tana landscape spans several counties in Kenya, including Kitui, Makueni, Machakos, and Tharaka Nithi. The region is predominantly arid and semi-arid (ASAL), characterized by low and erratic rainfall. As part of the larger Tana River Basin, the Tana River plays a vital role in supporting biodiversity, agriculture, and local livelihoods. The landscape is home to diverse communities, including the Kamba, Tharaka, and Mbeere, who practice agro-pastoralism and smallholder farming, cultivating crops such as sorghum and millet and livestock rearing. However, activities like charcoal production and sand harvesting are prevalent and have contributed to deforestation and land degradation, threatening the ecological balance of the region.

Despite these challenges, the communities possess rich indigenous knowledge in resource management, which has enabled them to thrive in harsh conditions marked by water scarcity, food insecurity, and climate change threats. The Mid-Tana landscape is ecologically significant, featuring acacia-commiphora woodlands, savanna grasslands, and riverine forests. However, invasive species like *Prosopis Juliflora* and increasing external pressures pose significant threats to the ecosystem. Collaborative efforts, such as those led by ADSE, are essential to ensure the sustainability of the rangelands and the communities that depend on them.

Justdiggit's Involvement in the Mid-Tana Landscape:

Justdiggit's involvement in the Mid-Tana landscape began through ADSE, supported by the Green Climate Fund under the TWENDE (Towards Ending Drought Emergencies in Kenya) project. Since its inception, the initiative has achieved significant milestones, including the restoration of nearly 30,000 semi-circular soil bunds and retention ditches, and the rehabilitation of over 350 hectares of degraded land across Makueni, Kitui, and Tharaka Nithi Counties. Additionally, five women-owned Grass Seed Banks have been established, benefiting over 125 women economically and inspiring them to take an active role in land restoration.

6.2 REGREENING PROGRAMS

LANDSCAPE MID-TANA



Activities 2024

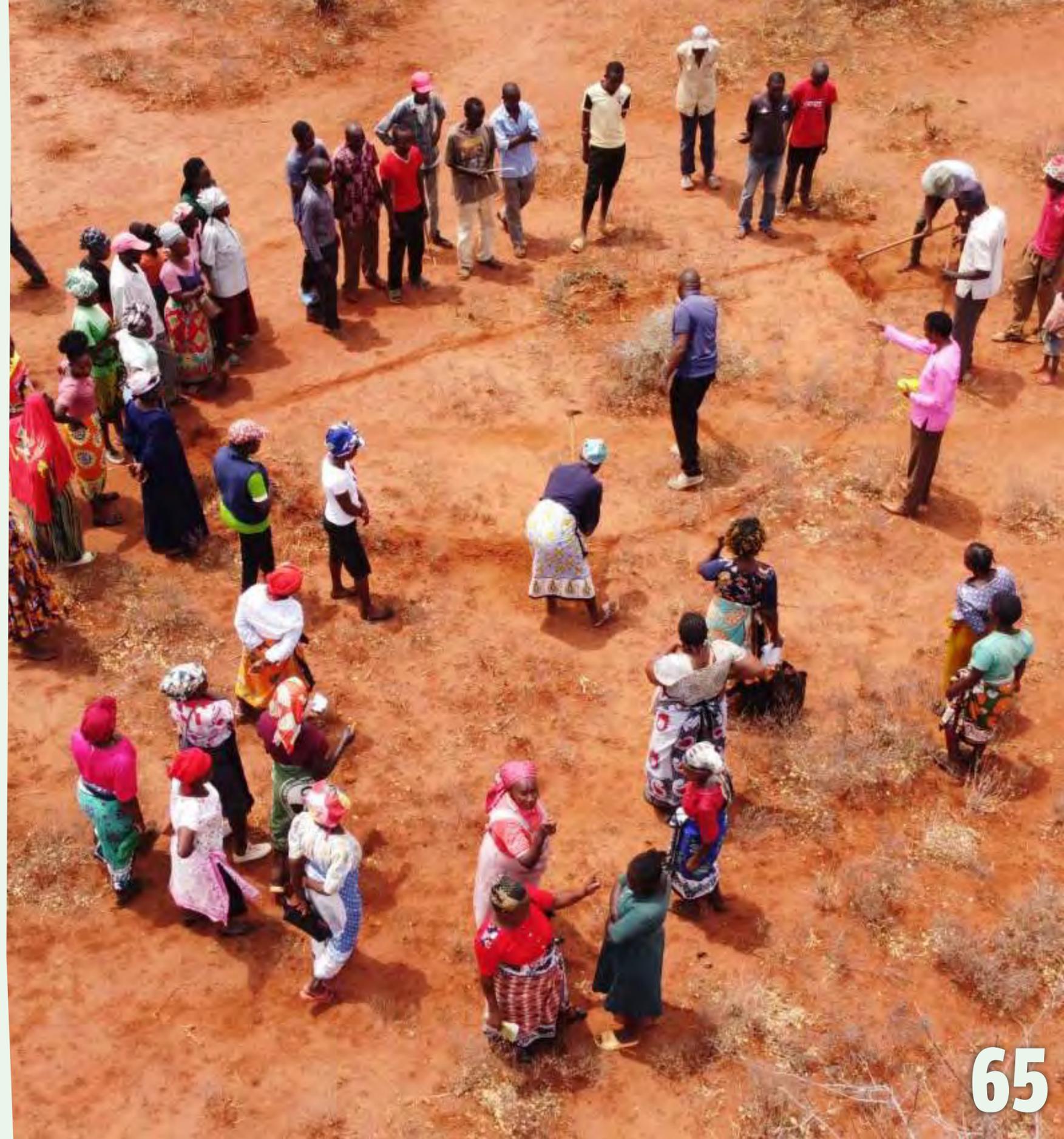
Justdiggit's regreening efforts in the Mid-Tana landscape gained momentum in the last quarter of 2023 under the TWENDE project. Key achievements of 2024 include:

- A total of 29,162 soil bunds and retention ditches were dug and seeded across the three counties, restoring over 350 hectares of degraded land through joint efforts with programme partners and local communities
- Five Women-led Grass Seed Banks initiatives were established, supporting women in the region. Over 850 kg of Maasai Love grass seeds (*Eragrostis superba*) and 880 bales of hay pasture were harvested, contributing to both ecological and economic benefits
- Awareness creation among community leaders, local administration, and residents has been a cornerstone of the project's success, fostering a sense of ownership and commitment to sustainable land management practices

Prospects for 2025

Looking ahead to 2025, Justdiggit and its partners aim to expand their efforts in the Mid-Tana landscape:

- Through the TWENDE project, we plan to scale up restoration activities with a goal of digging over 50,000 bunds and restoring 600 hectares of degraded land
- We will continue to enhance the operations of the five established grass seed banks, maximising their production and economic impact by building the capacity of women in collaboration with ADSE across Makueni, Kitui, and Tharaka Nithi Counties
- Ongoing awareness campaigns and community engagement initiatives will highlight the importance of sustainable land management and the long-term benefits of restoration efforts



6.2 REGREENING PROGRAMS



LANDSCAPE MID-TANA

Results 2024

New grass seed banks established:

3 GRASS SEED BANKS

New women participating in grass seed bank groups:

64 WOMEN

New bunds dug:

29,162 BUNDS

Total results to date

Total area under restoration:

370 HECTARES

Total number of bunds dug:

29,162 BUNDS

Total number of grass seed banks established:

5 GRASS SEED BANKS

Total number of women participating in grass seed bank groups:

104 WOMEN



6.2 REGREENING PROGRAMS



NEW
LANDSCAPE
SENEGAL



6.2 REGREENING PROGRAMS

LANDSCAPE **SENEGAL**



About the landscape

Senegal, a West African nation that spans over 196,000 km² with a population of eighteen million people, is confronted with significant challenges such as land degradation, water scarcity, climate change, and food insecurity. Historically, traditional agricultural practices, including the utilisation of *Faidherbia albida* trees to enhance soil fertility, were disrupted during the colonial era, which prioritised cash crops like peanuts and cotton, leading to soil depletion.

Expanding our impact in Senegal

To tackle land degradation, boost agricultural productivity, and address climate change, we launched a pilot project in January 2024, set to run for twelve months. This initiative, in collaboration with our grassroots partners JIG JAM, URAPD, and RECODEF, focuses on sustainable land management and tree recovery in Senegal's Peanut Basin region.

Our goal is to scale up tree recovery and landscape restoration, particularly through Treecovery—a technique locally known as “**Karkaral.**”

The initiative is structured around four key areas:

- **Stakeholder engagement:** Workshops and awareness campaigns ensure support from local governments, communities, and traditional leaders
- **Training of Trainers (ToT):** Partners undergo intensive training on Treecovery, data collection, and tree counting before training 30 champion farmers, who will then mentor 3,000 farmers in their own villages
- **Monitoring, Evaluation, and Learning (MEL):** Facilitators and supervisors track progress through household visits, ensuring Treecovery adoption. Champion farmers record and transmit data on training sessions and farmer engagement
- **Communication and advocacy:** A mix of traditional and modern communication tools, including radio broadcasts, animation videos, WhatsApp messages, and village meetings, is used to promote the project and encourage wider adoption

6.2 REGREENING PROGRAMS



LANDSCAPE SENEGAL

Prospects for 2025 & expected impact

Building on its success, the project aims to expand under the KARKARAL 500 initiative, targeting 500 villages starting in 2025. This ambitious scale-up seeks to recover over 9 million trees and restore more than 230,000 hectares of farmland. A network of 1,000 champion farmers will train and mentor nearly 60,000 farmers, strengthening sustainable land management and climate resilience in Senegal and beyond.

We expect that the project will have the following benefits:

- **Environmental:** Increased tree cover will enhance soil fertility, reduce erosion, and improve water availability
- **Social:** Communities will gain sustainable land management knowledge, while women and children may benefit from reduced workloads due to better access to fuelwood
- **Economic:** Improved agricultural yields and new income opportunities through the sale of forest products such as firewood and fodder

A robust Monitoring, Evaluation, and Learning (MEL) framework will track progress through farm mapping and household visits, with champion farmers sharing data via WhatsApp.

By combining traditional practices with modern restoration techniques, we are supporting local communities to reclaim their landscapes and create a more resilient, productive future.



6.2 REGREENING PROGRAMS



LANDSCAPE SENEGAL

Results 2024

New villages added to the programme:

30 VILLAGES

New trees regenerated with Treecovery:

101,233 TREES

New farmers practising Treecovery:

1,735 FARMERS

Number of new hectares under restoration:

9,002 HECTARES

Results to date

New villages added to the programme:

30 VILLAGES

New trees regenerated with Treecovery:

101,233 TREES

New farmers practising Treecovery:

1,735 FARMERS

Number of new hectares under restoration:

9,002 HECTARES





6.2 REGREENING PROGRAMS

GRASS SEED BANK ENTERPRISE

About Nyasi Seed CLG

Nyasi Seed CLG is a social enterprise dedicated to producing and supplying certified indigenous pasture seeds to support land restoration and sustainable livelihoods in Kenya. It works with community-run Grass Seed Banks (GSBs), many led by women's groups, to cultivate and harvest high-quality seeds for both restoration efforts and income generation. A select number of GSBs will be contracted to ensure a steady supply of quality seeds while creating financial opportunities for local communities.

Activities in 2024

In 2024, Nyasi Seed CLG was officially registered in Kenya, marking an important step in its development. The enterprise operates from JustdiggIt's Nairobi office with a storage facility in Kimana, Kajiado County, allowing for strong local engagement and expansion into national markets. It initially focuses on three drought-resistant grass species—*Eragrostis superba*, *Cenchrus ciliaris*, and *Enteropogon macrostachyus*—grown by contracted women's groups, processed centrally, and sold to restoration projects, ranchers, and government agencies.

Kenya's pasture seed market has an estimated demand of 150–200 tonnes per year, yet much of the trade remains informal, leading to poor seed quality and low germination rates. Nyasi Seed CLG aims to change this by providing certified, high-germination seeds. Partnerships with KALRO and KEPHIS will support the certification process, ensuring reliability and quality for buyers.

Prospects for 2025

In 2025, Nyasi Seed CLG will focus on refining its business model, improving seed production, and taking the first steps in the certified pasture seed market. Key priorities include:

- Increasing seed yields to maximise production and profitability
- Finalising business setup, securing certification, and improving harvesting and processing techniques
- Developing distribution networks, branding, and marketing to establish Nyasi Seed in the sector
- Strengthening partnerships with county governments, NGOs, and private sector players, while also exploring international markets
- Seeking funding and investment to scale up operations

Nyasi Seed CLG is creating a viable market for high-quality pasture seeds while supporting rural economies. By connecting small-scale seed producers to formal markets, it provides both economic opportunities and a solution for sustainable land restoration. With strong foundations in place, 2025 will be a defining year in establishing Nyasi Seed CLG as a key player in Kenya's pasture seed industry.

6.3 BOOSTING OTHER PROGRAMS

At Justdiggit, we believe that large-scale greening is only possible through collaboration and knowledge-sharing. That's why we continue to boost the impact of our partners by leveraging our expertise in media, behaviour change communication (BCC), and grassroots engagement to enhance landscape restoration initiatives.

Activities & Impact in 2024

This year, we successfully completed our support for the GIZ Forests for Future programme, rolling out a full-scale national and grassroots campaign across Togo, Ethiopia, and Madagascar. By tailoring messaging to each region's unique needs, we helped increase awareness and engagement in landscape restoration.

As part of our Global Evergreening Alliance (GEA) partnership in Kenya, we launched the first phase of our BCC expertise, conducting comprehensive behavioural research to better understand barriers and motivators for sustainable practices. This evidence-based approach now guides a tailored communications campaign designed to encourage and reinforce positive behaviours within communities. Additionally, our work in collaboration with World Vision Kenya, Self Help Africa, ICRAF, the Greenbelt Movement, Africa Harvest, led to the development of County Campaign Plans and Communication Strategies, ensuring more targeted and impactful outreach.

Through these partnerships, we:

- Developed and scaled BCC strategies, ensuring greening messages are actionable and locally relevant
- Enhanced community engagement, using storytelling, visual media, and interactive content to drive behaviour change
- Strengthened knowledge-sharing, equipping partners with insights to improve their communication strategies

Prospects for 2025

Looking ahead, we aim to further refine and embed BCC at the core of our communications strategy, ensuring it is:

- Integrated into all Justdiggit initiatives, with communities and their stories at the centre
- Expanded across global greening networks, including deeper collaboration with AFR100
- Enhanced through digital platforms, working with our Digital Regreening team to develop interactive and scalable communication tools
- Guided by continuous research, ensuring interventions are data-driven and community-responsive

By leveraging storytelling, media, and behavioural insights, we continue to scale greening efforts and inspire action—because when communities take ownership, they can restore landscapes and create a greener, more resilient future for all.



JUSTDIGGIT GOES DIGITAL



6.4 DIGITAL REGREENING

We set out to scale our regreening impact exponentially by leveraging the rapid adoption of smartphones in rural Africa. Now, we're seeing it happen. On NaneNane Day (8-8), we proudly launched Kijani, our Digital Regreening App in Tanzania. Since then, thousands of farmers have downloaded the app and started learning regreening techniques; a milestone that marks a new chapter in our journey.

With Kijani, we can inspire, educate, and activate farmers like never before. We're now learning from every step in our digital regreening funnel:

Inspiring more people to download: sparking interest in regreening through engaging digital outreach.

- **Educating farmers more:** providing personalised regreening advice tailored to their needs.
- **Activating action:** sending targeted notifications to guide and encourage real-life implementation.
- **Celebrating impact:** making it as easy and fun as possible to make impact and share it with others.

This is just the beginning. Every farmer who regreens their land through Kijani brings us one step closer to a greener, cooler future. And with each download, we gain deeper insights into how to optimise, personalise, and scale our impact even further.

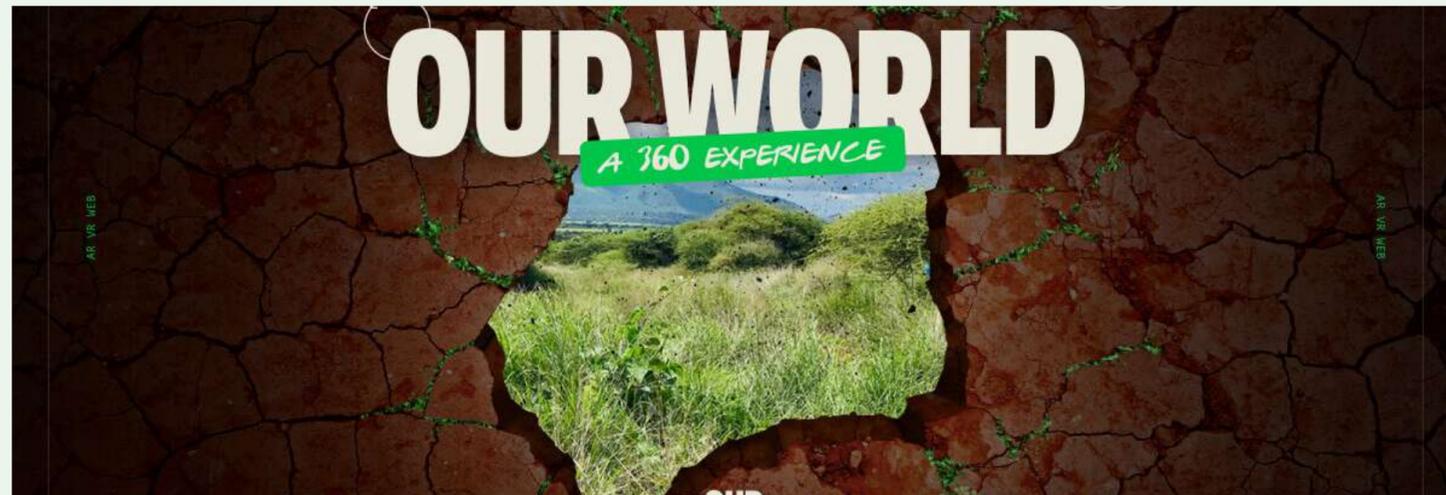


6.5 AWARENESS CAMPAIGNS

1. GLOBAL

Our global awareness campaigns are designed to promote nature-based solutions and inspire a worldwide movement of regenerators. Through powerful storytelling, strategic partnerships, and engaging events, we are bringing the message of regreening to millions—uniting people across the globe in the fight against climate change!

Activities & Impact in 2024



Our World

In 2024, we launched Our World, an immersive online experience that takes users on a journey through the impact of land degradation and the power of regreening. Through interactive storytelling, audiences explore the natural beauty and great potential of the land restoration sites and witness how simple solutions can transform landscapes and livelihoods.

Strengthening our global presence

Throughout the year, we expanded our reach by forming new partnerships and participating in key international events like COP, Sustainability Live and Climate Week. From global climate conferences to grassroots initiatives, we used every platform to spread our message and engage new audiences. With the continued support of our media partners in the different European and African countries, we are regreening hearts and minds all over the world.

Prospects for 2025

Looking ahead to 2025, our focus will be stronger than ever. As the urgency of climate action grows, so does the need for a hopeful and positive narrative. We are committed to expanding our presence at international events such as ChangeNow, blue Earth Summit, Climate Week and COP and launching impactful nationwide campaigns in NL, Belgium, Germany and the UK with a clear call to action—encouraging people to join us in making a difference. Together, we can change climate change!





6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2024

The Netherlands

Partners

Ad Alliance, Alpha Tango, Bereik, Basic Fit, BlowUP Media, Centercom, CSDigital, Clear Channel Outdoor, CS Digital, DEPT Agency, HavasLemz, Hillenaar Outdoor JCDecaux, IDS Animatie Studio, Jean Mineur Mediavision, Lama Lama - Digital Agency, LIJM, Soundsright, Milkshake Research, Non'Ye Business, OBI4wan, QMusic, Stroom, TAG Outdoor, Talpa Network, The Groundbreakers, Wolfstreet, Memo2, National Geographic, Nanda Hageaars, Netprofler, TikTok, Pumpkin Spice, Safi Grauw, Rubinstein, Storytel, Nationale Postcode Loterij, Zuiver Media.

In 2024 our campaign continues to reach audiences through diverse media channels across the Netherlands. The campaign maintains its strong presence on thousands of Digital Out-Of-Home screens throughout the country. Through our collaboration with media agencies Stroom and Zuiver, we continue to broadcast our message on the commercial channels of Ad Alliance and Talpa Network.

Our TV campaigns have maintained their impressive reach of approximately 11 million people! Jean Mineur Mediavision ensures our ongoing presence in cinemas nationwide. Our radio campaign, featuring ambassador Floortje Dessing, continues to air across multiple radio stations. Through partnerships with blowUP media and JCDecaux, our (D)OOH content maintains visibility throughout the country.

Look-out 2025:

In 2025 we're building on our success from recent years. Our main goal continues to be boosting brand awareness and getting our name out there. We're kicking things off with an exciting new DOOH (Digital Out-Of-Home) campaign.

We will also launch a fresh TV commercial that we'll be rolling out for TV and cinemas, while keeping our presence strong on radio with our current activation.

Additionally, we're teaming up with some cool sports initiatives and events, and we will reach out to new potential Dutch ambassadors and influencers who can help spread our message. Next to this we will be present at events such as the Impact Fair, 24 The Planet and the Climate Classic.

As always, we value our long-standing relationships with our media partners and are looking to connect with organisations that share our mission and can help us make an even bigger impact.

6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2024

The UK

Partners

Alight Media, BlowUP media, Harvard PR, JCDecaux, Ocean Outdoor, Digital Cinema Media, Open Media, The New Statesman magazine, NextGenMedia, ModernCitizens, and Executive Channel Network.

Since launching our campaign efforts in the UK in 2020, we have steadily increased our visibility, thanks to the continued support of our media partners. Their expertise in communication strategy, key message development, and securing free exposure has played a crucial role in amplifying our reach.

Activities in 2024

In 2024, we achieved year-round, nationwide exposure through Digital Out-of-Home screens, ensuring that our message reached millions across the country. From August onwards, we sharpened our focus on advertisements with a clear call to action, encouraging direct engagement. Our *Our World* video was screened in cinemas nationwide, bringing the story of greening to the big screen.

With the support of Harvard PR, we secured features in major publications such as *The World's Best Magazine*, *Africa Outlook*, and *Diginomica*, helping us connect with new audiences. Additionally, we gained exposure through leading podcasts like the *Edie Podcast* and took part in industry discussions at *Sustainability Live* and King's College panels, further strengthening our presence in the sustainability space.

Prospects for 2025

In 2025, we will continue to grow our brand awareness in the UK, refining our messaging to include stronger calls to action, particularly around donations and engagement. A new cinema ad, launching in early 2025, will highlight the impact of our greening efforts using satellite data.

We will also deepen our focus on business-to-business (B2B) communication in collaboration with the Business Development team, exploring new funding opportunities. Expanding our network of mission-aligned partners and working with UK-based ambassadors will further extend our reach. Later in the year, we will participate in *EDIE 25*, *Sustainability Live*, and *Blue Earth Summit*, ensuring that JustdiggIt remains at the forefront of the sustainability conversation in the UK.



6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2024

Germany

Partners

Ad Alliance GmbH, Havas Düsseldorf, Havas Frankfurt, SevenOne Media GmbH, Sky Media GmbH, Ströer DERG Media GmbH, BlowUP media

Activities in 2024

In 2024, we maintained strong visibility across Germany through Digital and Out-of-Home (D/OOH) screens, thanks to the support of BlowUP media and Stroer's info & facts screens. Our message also reached national television audiences, with a highlight in October when we once again took part in Green Seven Week on ProSieben—dedicated to raising awareness about sustainability. With impactful cut-ins, we brought the power of nature-based solutions to the table.

Prospects for 2025

In 2025, we will continue to focus on television and DOOH to ensure widespread reach. Additionally, we aim to collaborate with German influencers to expand our message—particularly engaging younger audiences and inspiring the next generation of regreeners.



6.5 AWARENESS CAMPAIGNS

2. EUROPE

Belgium Activities in 2024

In 2024, we maintained a strong presence in Belgium through Digital Out-of-Home (DOOH) visibility in Knokke and Antwerp, thanks to our ongoing partnership with BlowUP media. Building on the success of previous years, our message continued to reach wide audiences in key locations.

Prospects for 2025

We will further strengthen our DOOH presence throughout Belgium in 2025. Additionally, we aim to collaborate with Belgian ambassadors and influencers to expand our reach—particularly engaging younger audiences.



6.5 AWARENESS CAMPAIGNS

3. AFRICA

In 2024, our regreening message resonated louder than ever. From radio broadcasts in Senegal to a striking billboard at UNEA-6 in Nairobi, we captured attention on national and global stages.

Across Kenya and Tanzania, awareness efforts flourished through peer-to-peer learning, media campaigns, and community celebrations. Kenya's regreening movement gained momentum with international coverage, while Tanzania's Training of Trainers programme supported more Champion Farmers to drive large-scale restoration.

Activities in Tanzania in 2024

In 2024, we continued to scale regreening efforts in Tanzania by supporting farmers and engaging communities through hands-on training and media outreach.

- **Growing the Champion Farmer network:** Our Training of Trainers (ToT) programme expanded with 37 new Champion Farmers from Arusha and Manyara, bringing the total to 92. These champions are now actively restoring landscapes and sharing regreening techniques
- **Expanding movie roadshows:** We reached 202 villages in Monduli, Babati, Dodoma, and Singida, inspiring thousands of farmers and pastoralists, with strong participation from women and children.
- **Nationwide radio outreach:** A 16-part radio campaign with Safina FM under the HUSISHA/INCLUDE programme generated engagement across Tanzania, reaching listeners as far as Kigoma and Mara and encouraging tree restoration practices like Treecovery.

Kijani app launch

2024 was a game-changer for digital regreening! In August, we launched the Kijani regreening app at Nane Nane Grounds in Dodoma, bringing large-scale restoration solutions directly to farmers, pastoralists, and community leaders.

The launch made waves across Tanzania's biggest media platforms, reaching over 30 million listeners through TBC TV, Dodoma TV, Clouds FM, and TBC Taifa FM. Regional stations and major print and digital outlets like Daily News and The Guardian amplified the message further.

To drive adoption, we rolled out a dynamic media campaign with radio ads, interviews, and OOH advertising in high-traffic areas. At Nane Nane, live demonstrations let farmers experience the app firsthand, showcasing its potential to scale regreening and build climate resilience.



6.5 AWARENESS CAMPAIGNS

3. AFRICA

KENYA

In Kenya, our awareness campaigns continue to inspire action, celebrate community-led restoration, and amplify local voices.



International Women's Day celebration

This year, we marked International Women's Day in Moilo, bringing together women from all 18 grass seed banks to honour their dedication to restoration. The event, aired on four Maasai radio stations and Citizen TV and KTN, spotlighted their impact in regreening.



Planet Wild documentary

Our efforts also gained international recognition. In 2024, Planet Wild, a global community dedicated to nature restoration, featured our work in Kenya as part of their 20th mission. The documentary showcases how simple yet effective regreening techniques (such as rainwater harvesting) are reviving degraded land and restoring biodiversity. A key highlight of the film features Fridah Makau, our landscape coordinator in Chyulu, who shares how our work is transforming communities and ecosystems. Her passionate storytelling brings the impact of regreening to life, showcasing the strength of local leadership in landscape restoration.

Beyond amplifying our message on a global scale, this collaboration with Planet Wild also led to a generous €65,000 donation, further fueling our mission to restore degraded lands.

[VIEW](#)



Media coverage

Radio engagement soared, with AET and SORALO broadcasting across multiple stations, highlighting the importance of land restoration.

The **Safari Collection Footprint Trust** also published an article highlighting the success of Justdiggit's semi-circular bunds in Westgate, Samburu, showcasing their positive impact on both local livelihoods and ecological health since their establishment last year.



Learning sessions

We expanded peer-to-peer learning, enabling communities to exchange insights on regreening techniques, land restoration, and climate resilience. These sessions reinforced confidence in interventions like grass seed banks and water harvesting, strengthening local ownership.

6.5 AWARENESS CAMPAIGNS

3. AFRICA

Prospects for 2025

Outlook for 2025

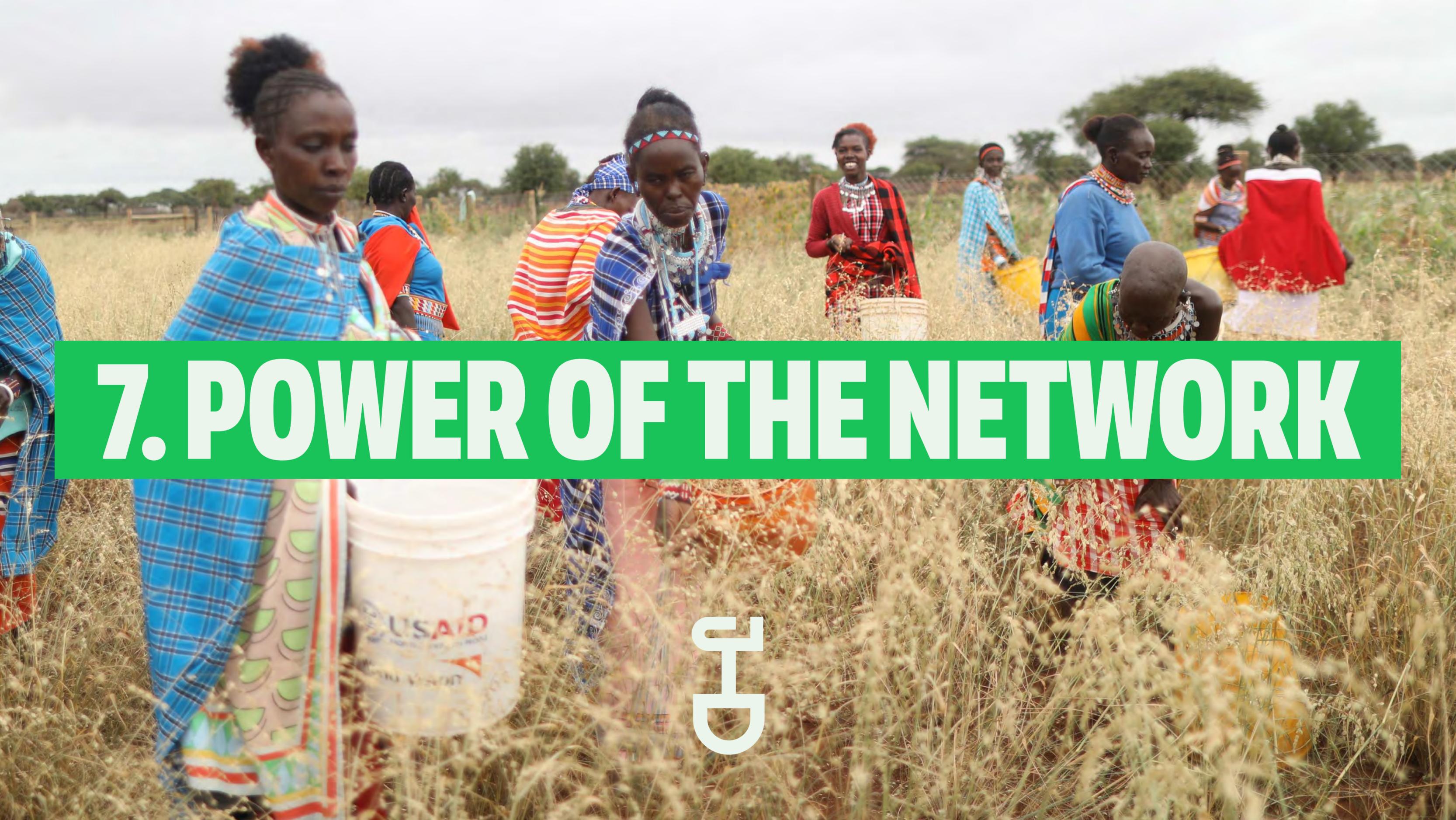
In 2025, we are set to scale our awareness efforts across Africa, making greening a movement that not only reaches more people but also shifts attitudes and behaviours. Our Awareness Africa strategy will focus on scaling impact, enhancing rural communications, increasing visibility, and embedding behaviour change at its core to drive lasting transformation.

Key priorities include:

- Expanding movie roadshows in Kenya, following their success in Tanzania, to bring greening stories to life and inspire action in more communities
- Enhancing rural communication efforts, using informative murals, localised radio programmes, and visual storytelling to integrate greening messages into daily life
- Increasing visibility across Africa, strengthening radio, TV, print, and digital campaigns to ensure greening reaches and resonates with wider audiences
- Embedding behaviour change at the heart of our strategy, focusing on shifting mindsets, growing community ownership, and creating long-term engagement with greening practices

With a strategic mix of grassroots engagement, large-scale media outreach, and behaviour change communication (BCC) strategies, 2025 will be a year of scaling awareness, transforming attitudes, and accelerating greening across Africa!





7. POWER OF THE NETWORK



7. POWER OF THE NETWORK

7.1 GLOBAL AND REGIONAL PARTNERS

Global and Regional Partners
AFR100
ESA
Global Evergreening Alliance (GEA)
UN Decade of Ecosystem Restoration

7.2 FUNDING & SUPPORTING PARTNERS

1%fortheplanet
24CyclingClub
24theplanet
333Travel
ACS Audiovisual
Ader
Advanced Climate Systems
Adventure Specialists B.V.
Advocaten van nu
Agrisynergie
Benevity
Blauwbos Land en Water Consultancy
Boat Bike Tours B.V.
Bos Kaasgereedschappen B.V.
Brandsolo B.V.
Brewgoodder Foundation
Bridgestone Mobility Solutions B.V.
Bro 4 B.V.
Byzondere Reizen
Cardano Asset Management N.V.

Caudalie
Charlies Travels
CMA CGM Tanzania
Condor Carpets
Conservation International Foundation
Cormorant commodities
Cortazu B.V.
CTRLChain B.V.
De Bouwmarktshop
De Verdwaalde Jongens
DECIDE
Deloitte Impact Foundation
Dentons
Die2 Dienstverlening
Duguneh
E-Flight Group B.V.
Energie Aalsmeer Duurzaam
Ennatuurlijk B.V.
Epic Foundation
Erbacher
Every Day
Explore Tanzania
Ezeep
Fairticken
Fiber Optic Works
Fruitbedrijf bloeiend merm
G3 Worldwide Mail
Geefeenboompje.nl
Geo Impact Stichting
Gerdes + Landwehr

Gezondheidscentrum Voorschoten
Global Transport Solutions
Go Delphi
GoconnectIT
GoDutch
Greatvibes
Green Future Project
Green Got
Handig Goed
Havas Lenz
Hexagon
Holie Foods
Homer B.V.
Hottentot Herbs & Spices
Human Dimensions
I Muri Piemonte Holiday Resort
IBS Capital Management
IDEXX
IG & H Consulting
InTime
Janado GmbH
Jingle Jam
JO2i B.V.
JustNimbus (Heaps)
Klimbos Overijssel
KMC Chain Europe N.V.
Koninklijke Van der Most B.V.
Kwadro / Group A
Larry's
Leaf Advies

Loylogic
Maecenata Stiftung
Mama Mushroom
Manitou BF
Matoke Tours
Matt Faces
McCoy & Partners
Messier Holdings Limited
Miani Caffé
Milkywire
Moving Spirits
MR MARVIS
Natsanna - Tauron Ventures GmbH
Naturefund
Nedap
Nhow Amsterdam
Night Star Express Hellmann
Nutrifoodz
Objective Recruitment
Pinwheel
Planet Wild
Rabobank Foundation
Rotom Nederland
Route Partners
ScanCard
Scildon
Shoesme International
Soundsright
Splendid-life
Sprints & Sneakers





7. POWER OF THE NETWORK

Sterkur
Stichting De Hoorn
Stichting Doelwijk
Stichting Otter Fonds
Stichting Summer Fund
Stichting Zadelhoff Familiefonds
Stijl Advocaten
Stock Point Cosmetics
Suppleam
Sur La Iri
T Gymlokaal Alkmaar
T Gymlokaal Bergen
T Gymlokaal Heerhugowaard
T Gymlokaal Heiloo
TakeAware
Temporary Works Design Engineering
Terrafund
Textcetera
The Groundbreakers
The Lost Boys B.V.
The Social Handshake
Thuishaven Events
Tony's Chocolonely
Trans-Logo-Tech (TLT) GmbH
Treebytree
Treemore
TReNT Glasvezel
Tubble
VenturiX Belgium
VenturiX Outdoor

Vips Trade & Consultancy S.L.
Vitals Voedingssupplementen
Voited
Wegter Grootverbruik
Winlove
Wolf Dikken adviseurs
Working Spirit
World Vision
World Vision Kenya
Wristler
Wurth Elektronik Nederland
WWF Deutschland
WWF Germany
WWF Kenya
WWF Kenya
Young Advisory Group
Zoekgroen
ZOYO Travel

7.3 MEDIA PARTNERS

Ad Alliance
Alight Media
Basic Fit
Bus Radio
CS Digital
Centercom
Citizen TV
Clear Channel
DEPT
Digital Cinema Media

EDIE
Executive Channel Network
Google
Harvard:
Havas Africa
Havas Germany
Havas Lemz
JCDecaux
Jean Mineur Mediavision
Lama Lama
Mayian FM
MediaPlus
Memo2
Modern Citizens
Mwananchi Communications Ltd.
National Geographic
Next Gen Media
OBI4WAN
Ocean Outdoor
Oneni Films - Adaka Lineker
Open media
Paran TV and Radio
Planet Wild
ProSieben
Soundsright
Stroom
Stroër
Talpa Network
TikTok

Waterbear
Wolfstreet
Zuiver Media
blowUp Media

7. POWER OF THE NETWORK

PROGRAMME PARTNERS

Amboseli Ecosystem Trust (AET)
Amboseli Land Owners Conservation Association (ALOCA)
Analytics for a better world
Anglican Development Services Eastern (ADSE)
Big Life Foundation
Blueteam Intelligence
CIFOR ICRAF
Conservation Alive Kenya (COAKE)
Conservation International (CI)
De Natuurverdubbelers
Face the Future
Freelancer Jacob Haule
Freelancer Merel Hoogmoed
Freelancer William Critchley
Gainforest
Gamechanger
German Development Cooperation (GIZ)
Greenbelt Movement
JigJam
LEAD Foundation
Lynxx
Maasai Wilderness Conservation Trust (MWCT)
MetaMeta
MVIWAARUSHA
MVIWAMA

Nature Squared
Neko Media
New Nexus
Northern Rangeland Trust (NRT)
NovioQ
OutSystems
Pastoral Women's Council (PWC)
Planet Labs
Restor
Rain/Aidenvironment
RECODEF
SamSamWater
Seqana
Self Help Africa (SHA)
Smart Africa Group
South Rift Association of Land Owners (SORALO)
Spatial Insight
The International Union for Conservation of Nature (IUCN)
Tony Wild
TRIAS
URAPD (Regional Union of Peasant Associations of Diourbel)
Vrije Universiteit
Wageningen University
WorldVision Kenya
WRI
WWF Kenya

WWF Germany
Wyss Academy
Young Expert Programmes (YEP)



JUSTDIGGIT





8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS



8.1 IMPACT OF 2024

At Justdiggit, we believe everyone can contribute to greening. That's why we collaborate with individuals and organisations worldwide to support our projects. Our partners come in all shapes and sizes, but they have one thing in common: they are ready to use their organisations for good and want to take action to cool down the planet!

Over the past year, we have taken a more proactive approach to fundraising. We are actively engaging corporations, institutions, foundations, venues, and events whose missions align with Justdiggit, inviting them to take direct action in supporting our work. By expanding our partnerships and refining our fundraising efforts, we are building a stronger foundation for future growth.

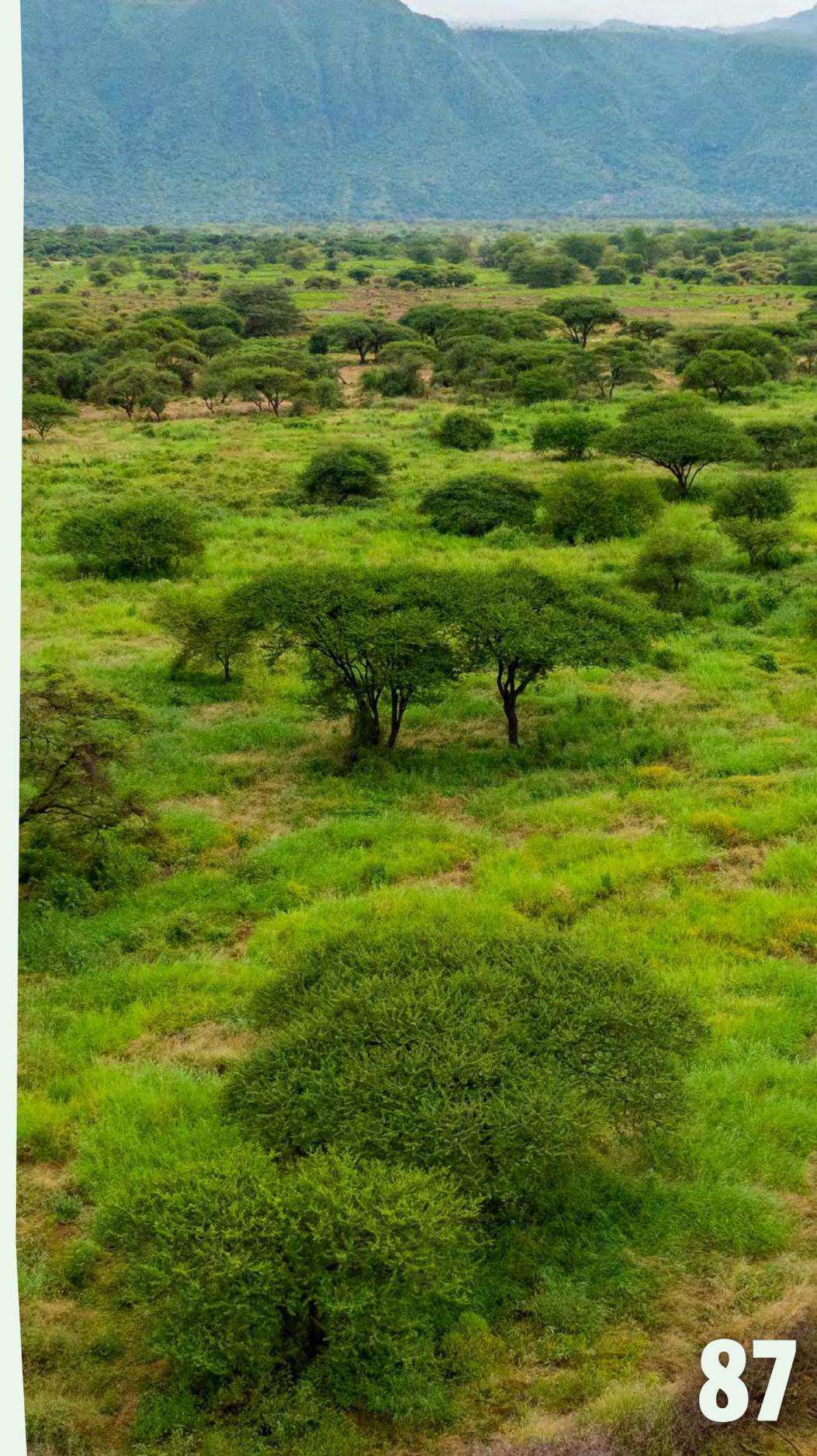
At the same time, global economic trends, regulatory developments such as the Corporate Social Responsibility Directive (CSRD), and evolving discussions around carbon offsetting and insetting have influenced corporate funding priorities. These shifts reinforce the need for a diversified approach, ensuring Justdiggit remains adaptable and resilient.

Institutional and foundation funding has been part of our long-term strategy, and in 2024, we took concrete steps to strengthen this area. With the addition of dedicated expertise, including the hiring of senior fundraiser Lewis Smith, we are in a stronger position to secure larger and multi-year grants. While some applications were unsuccessful, these funding streams require long-term commitment, and we are confident that continued investment will yield positive results.

Fundraising efforts are becoming more globally integrated through stronger inter-office collaboration and a more diverse partnerships team that reflects our regional presence. In Africa, we are working closely with our Nairobi office to explore regional fundraising opportunities and establish a stronger support structure. In the UK, we are enhancing visibility through awareness campaigns and actively pursuing registration to expand our fundraising capacity.

Alongside immediate fundraising efforts, we are also investing in long-term financial sustainability. This includes strengthening relationships with major donors and increasing focus on legacy giving. While these efforts take time to materialise, they are expected to provide valuable funding opportunities over the years to come.

Though 2024 presented challenges, it also laid the groundwork for future growth. By refining our strategies, expanding partnerships, and investing in long-term funding opportunities, we are confident in our ability to scale our impact in 2025 and beyond.



8.2 NEW PARTNERSHIPS 2024

In 2024, we welcomed 33 new partners! They are all on board to support our land restoration projects for the next few years, and we are incredibly proud of these partnerships. Long-term collaborations are essential for creating lasting, sustainable change.

At Justdigg it, we ensure that every project lasts 20 years, with the first few years focused on implementation, and the remaining years dedicated to guiding farmers in sustainably maintaining and managing the land. This approach guarantees that the land remains green, cool, and full of life for generations to come. We're excited to share some of our newest partners with you:



Ennatuurlijk: Ennatuurlijk provides sustainable heating and cooling through district heating networks, and we are proud that they have chosen to support our bunds programme in 2024. With their contribution, we expect to dig 3,100 bunds, restoring 38,75 hectares of land in Kenya. Together, we're making degraded land green again!



Planet Wild: We're proud to partner with Planet Wild, an organisation that's making a real difference by mobilising communities worldwide to restore nature. With their support, we'll dig 8,065 bunds to harvest rainwater, restore 100 hectares of land, and retain 2 billion litres of water over the next 20 years



333travel: 333travel is a Dutch travel agency, and we're thrilled to have them as a partner. Their generous support will help us restore over 380 hectares of degraded land annually in Tanzania, where we are bringing back trees, restoring the water balance in the soil, and positively impacting the lives of local farmers and communities.



Caudalie: Facilitated by Epic Foundation, we are proud to announce our partnership with beauty brand Caudalie. Guided by their commitment to 'Give back to the Earth a little of what it gives us each day,' Caudalie is supporting us in scaling up our regreening programmes, bringing back trees and helping nature thrive.



GoDutch: GoDutch does banking differently, sharing success with users while investing in a greener future. Every active account helps restore 5m² of degraded land in Kenya each month. Additionally, GoDutch supports our Treecovery programme in Tanzania, enabling user donations. Though our collaboration is new, GoDutch is a valued partner in restoring nature and fighting climate change.

Other new partnerships

Last year, we had the privilege of working with IBS Capital, 24CyclingClub, GoDelphi, Jingle Jam, Aeres, Sprints & Sneakers, TakeAware, Green Future Project, and several family and corporate foundations. We're proud of our diverse network of partners and excited for the year ahead, looking forward to building even more impactful collaborations!



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

INCOME 2024

In 2024, our financial funding performance saw a 12% decrease compared to 2023, largely due to a reduction in income from government grants and subsidies and no income from sales of products. While this funding source was significantly impacted, it's important to note that if this contribution had remained stable, our overall funding would have nearly matched the 2023 levels, despite the headwinds we faced. The evolving macroeconomic and political landscape, including changes in government priorities and corporate sustainability regulations, have created new challenges. However, the resilience of our funding sources, particularly from private individuals and nonprofit organisations, highlights our growing ability to diversify and build sustainable partnerships. As we continue to adapt to these shifts, we remain focused on strengthening our connections across sectors to ensure the long-term stability and impact of our mission.

Income from enterprises

In 2024, we experienced an 8% decline in income from corporate partnerships, reflecting the evolving landscape of corporate sustainability initiatives and regulation. While there is a growing interest among companies in sustainability, particularly in reducing the environmental impact of their operations and supply chains, this shift has resulted in changes of their funding priorities, which have impacted our corporate funding.

Income from private individuals

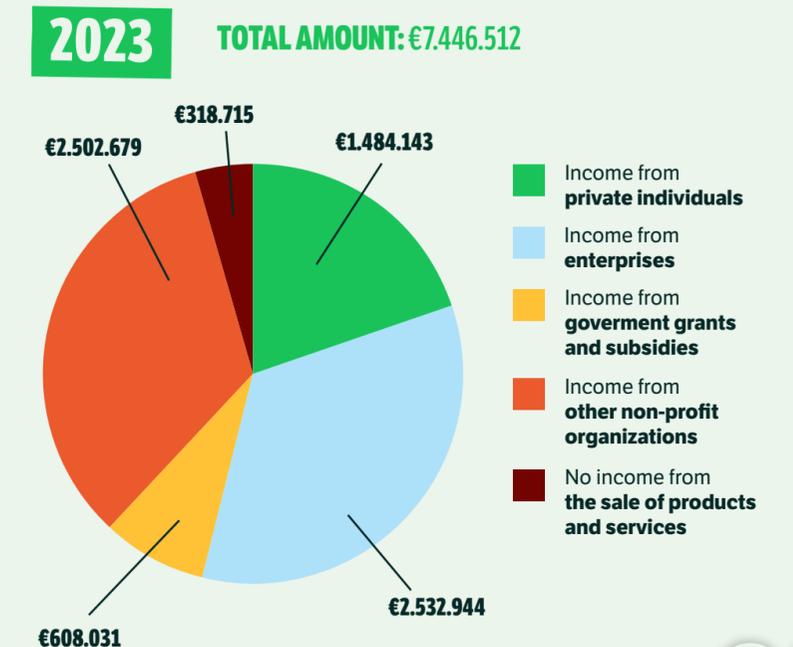
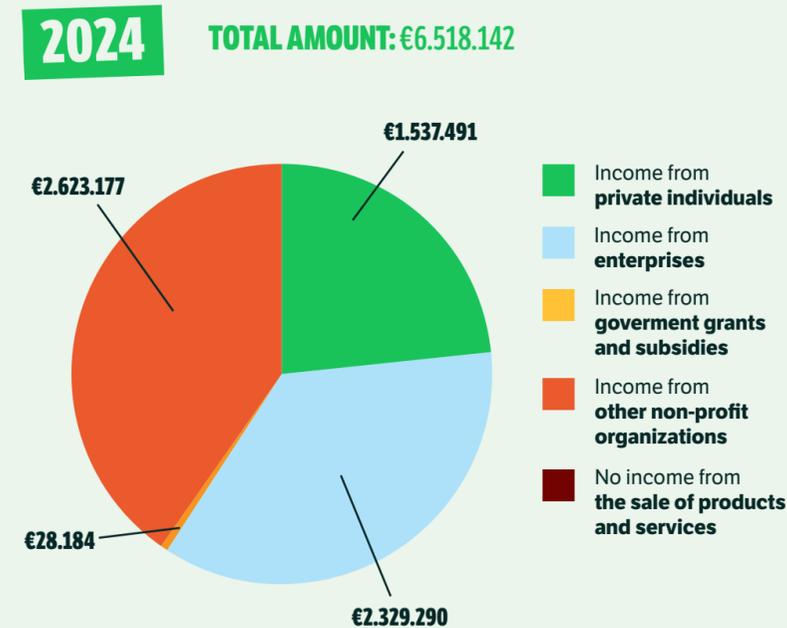
Once more our individual supporters proved to be a vital source of stability, contributing to nearly a 4% increase in 2024. Their continued generosity has been key to sustaining a steady stream of funding throughout the year, enabling us to maintain momentum in our greening efforts despite external challenges.

Income from government grants and subsidies

In 2023 we successfully strengthened our partnership with GIZ through the Forests4Future Programme, which played a crucial role in institutional funding. With the successful conclusion of this project, government grants and subsidies saw a sharp decline. The current macroeconomic and political situation is placing significant pressure on public funding, leading to reduced availability of government grants. Despite the evolving priorities of governments and subsequent budget constraints, we believe that now more than ever, it is time to invest in institutional partnerships.

Income from other nonprofit organisations

While this approach requires significant investment and relationship building, our efforts are beginning to pay off. In 2024 we saw nearly a 5% increase and we expect a much greater uplift in the coming year as we continue to focus on building relationships. Key partners in 2024 included World Vision Kenya, Conservation International, Epic Foundation, Milkywire, Jingle Jam and several anonymous family foundations, all of whom have contributed to sustaining and expanding our greening projects. This growing collaboration within the nonprofit sector is crucial to our long-term success.



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

8.4 PROSPECTS FOR 2025

While expanding our programmes has always been a key priority for our team, the focus for the upcoming year will shift towards stabilisation. This will involve reassessing the strategies of our various funding sources and placing greater emphasis on proactively engaging potential funding partners. Additionally, we will invest in strengthening our existing partnerships, ensuring their satisfaction so they continue to support us in the future.

A stabilised funding model will be crucial for sustaining our work. By establishing a balanced mix of funding partners and setting the right strategy, we aim to ensure long-term stability. This will include a particular focus on increasing our partner base, unearmarked funds, expanding consumer donations, and securing long-term contracts that allow us to plan and scale our impact effectively.

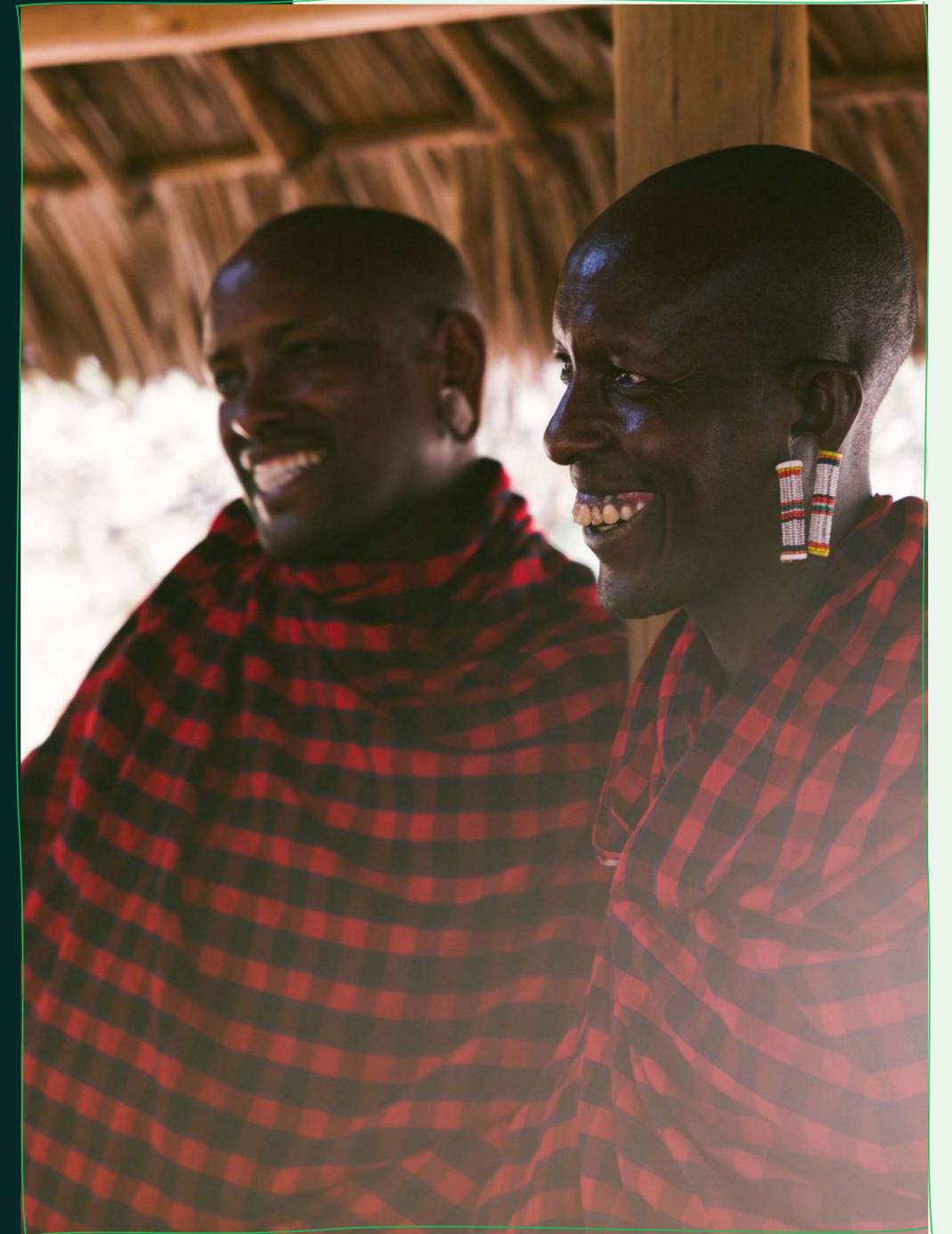
Our funding goals for the coming years are ambitious but achievable. We will hire a Senior Business Development and Fundraising manager for our Amsterdam office that will bring additional expertise to the team.

Opportunities

Our commitment to building and nurturing relationships remains at the forefront of our strategy. We will continue to be active in key events and sustainability networks to increase our visibility, develop partner intelligence, and ensure that we remain responsive to our partners' needs. By truly understanding how we can best support them, we aim to create continued shared value for all stakeholders involved.

Furthermore, we will keep exploring opportunities within new regulatory landscapes. As companies face tightening environmental standards, we see a growing need for nature-based solutions that restore ecosystems and contribute to long-term sustainability. Carbon credits are a key priority for many businesses, but we believe the evolving regulatory environment presents even broader opportunities for Justdiggitt. Our proven impact in greening and combating desertification aligns directly with these goals, and we are actively engaging with organisations looking to meet these new challenges. By leveraging our expertise and successful track record, we aim to offer companies valuable opportunities to integrate meaningful environmental actions into their sustainability strategies.

We anticipate significant funding growth driven by our expanding team, heightened global awareness of climate change, and our increasingly international outreach. A key priority will be to expand our operations to the UK, forging strong partnerships with African-based companies and partnering with sustainable brands. We will also develop a robust carbon sequestration strategy, aligned with both corporate needs and Justdiggitt's core values.



8.5 EXISTING PARTNERSHIPS

Existing and renewed partners 2024

With over 160 partners contributing to a greener, cooler planet, our network of supporters continues to grow. Many of these partnerships are ongoing, and this year, we are proud to share that 29 partners whose contracts were up for renewal have chosen to extend their commitment to JustdiggIt, reinforcing our shared mission and long-term impact.

We are deeply grateful for all our partnerships, as they drive meaningful change for both people and the planet. Here's a look at the incredible partners making this impact possible:



24theplanet: We are incredibly proud to partner with 24ThePlanet, a movement that is rapidly growing into a global event. This 24-hour walking challenge is taking place in six cities this year (Vancouver, London, Amsterdam, New York, Berlin, and Budapest), mobilising people for climate action. Their impact so far is inspiring: over 20,000 trees restored and nearly 8,000 bunds dug, bringing degraded land back to life. Thank you, 24ThePlanet, for walking alongside us in the fight for a greener planet!



Nedap: We are thrilled that our partner Nedap has extended their partnership for another two years! Since joining us in 2023, Nedap has supported our bunds programme in Kenya. With their yearly donation, we can potentially dig 3,100 bunds and restore 38 hectares of land. With this partnership extension, Nedap is doubling their initial impact, helping us restore more degraded landscapes and empower local communities.



Mr Marvis: Mr Marvis is an Amsterdam-based fashion brand that shows the world you can produce high-quality clothing while caring for the planet. As proud partners, we've been regreening in Tanzania for over 3 years. We've already achieved incredible results. So far, we have restored over 40,000 trees, regreened 1,200 hectares of land, and positively impacted 4,000 people through landscape restoration.



Milkywire: We are incredibly grateful for the continued support of Milkywire and WRLD Foundation, who is our partner for the 4th consecutive year! Thanks to their contribution, we have already been able to bring back more than 270,000 trees. But it doesn't stop there! Milkywire has also sponsored us in the development and rollout of our Kijani app, with which we can provide thousands of farmers with virtual training in landscape restoration. This support is invaluable, as it enables us to accelerate our mission and have an even greater impact on the restoration of nature and the well-being of local communities.



Adventure Specialist: Since 2022, Adventure Specialists has been a proud partner of our Treecovery programme, helping to restore nature and cool down the planet. We're thrilled that they've decided to extend their partnership and even double their impact this year. With their support, we are set to restore over 55,000 trees and regreen 1,528 hectares of land. This partnership is creating real impact, and we are excited to continue growing our efforts together.



Epic Foundation: Epic Foundation has been a dedicated supporter of JustdiggIt for multiple years, helping us accelerate our mission to regreen Africa and cool the planet. With a strong focus on providing unearmarked funds, Epic enables JustdiggIt to grow, develop and allocate resources where they are needed most. Their multiyear, unrestricted contributions enable us to support landscape restoration, community empowerment, and the development and rollout of our Kijani app, which provides virtual regreening training to thousands of farmers.

A photograph of five women standing in a dry, open field. From left to right: the first woman wears a colorful patterned shuka; the second wears a red and white patterned shuka and multiple necklaces; the third is a young woman in a white t-shirt with a green logo and the word 'JUSTDIGGIT' on it; the fourth wears a red and white checkered shuka; the fifth wears a red and white striped shuka. A large green banner with white text is overlaid across the middle of the image. A white logo is visible at the bottom center.

9. JUSTDIGGIT ORGANISATION



9. JUSTDIGGIT ORGANISATION

Justdiggit has a Supervisory Board that appoints and controls the Executive Board. In 2024 the Executive Board was formed by Marjolein Albers (CEO) and Niels Dierckx (COO).

The Executive Board is supported by the Management Team (MT) and the Strategy Team (ST). The MT is responsible for short-term (< 3 months) tactical and operational leadership and management to guide the organisation toward its long-term vision (as set by the Strategy Team). The Strategy Team is responsible for defining our long-term vision, milestones, and opportunities for the entire organisation as well as in the different areas of expertise.

At the start of 2024, the Management Team (MT) consisted of Marjolein Albers, Niels Dierckx, Cindy van der Top (Head of Finance), Adriaan Kauffmann (Head of Regreening Programs), Ronald van der Bij (Head of Business Development and Partnerships), Michael Muthui (Head of Regional Office East Africa) and Alvas Onguru (Global Head of Communications). Michael Muthui left the organisation as of May 2024, and was replaced by Kate 'Ochieng in the same role and in the MT, as of August 2024. In October 2024, Cathelijn Feith (Head of People & Culture) was also added to the MT. Alvas Onguru also left the organisation at the end of 2024.

The Strategy Team consisted of the members of the MT and Carl Lens (Head of Digital Regreening), Tessa Witte - van der Laan (Head of Monitoring Evaluation and Learning), Milga Liban (Head of Boosting other Programs), Jesse Owino (Head of Technical team), Sander de Haas (CTO), Merel Rikveld (Head of Communications Europe), Reinhard Bonke (Head of Communications Africa) and Nadia de Waal (Global Communication and Partnerships Lead, and in the second half of the year Growth Lead Digital Regreening). Both Reinhard Bonke and Nadia de Waal left the organisation at the end of 2024.



9.1 THE TEAM

Headcount, FTE, countries and departments:

- In total **98 team members** (including interns and long-term contractors) worked at Justdigg in 2024.
- **67 FTE during the year**, which is 15 FTE more than in 2023.
- Of these FTEs, **32 FTE were based in Europe** and **35 FTE in Africa**, making 2024 the first year with more team members on the African continent than on the European continent, which is a desirable shift we want to make.
- The half of our team worked for/on our regreening programmes, digital regreening, tech, or monitoring, evaluation & learning. A quarter of the team works on increasing our awareness and the remaining quarter on fundraising and in support roles.



ADRIAAN KAUFFMANN
Head of Regreening Programs



ALEX OGELO
Monitoring Officer & Data Analyst



ALEXANDER BROWN
Visual Designer



ALICIA ALEXEY
Intern Communications Germany



ALVAS ONGURU
Head of Global Communications



ANGELINA TARIMO
Program Coordinator



BABACAR GUEYE
Landscape Manager Senegal



BART SCHUURMAN
Copywriter



BEATRIZ DE ANDRÉS
Sr. Business Development & Fundraising Manager



BELINDA MIGELE
Program Finance Officer



BONIFACE GOR
Visual Designer



CARL LENS
Head of Digital Regreening



CAROLINE KERICHU
Northern Landscape Coordinator



CATHELIJ FEITH
Head of People & Culture



CHRISTINE JOHN
Landscape Coordinator Tanzania



CINDY VAN DER TOP
Head of Finance



CLEMENT CHERUIYOT
Technical Intern



CLETUS LUNALO
Landscape Restoration Technician

9.1 THE TEAM



DAMARIS MAINA
Technical Intern



DANAE TSEKOURAS
Intern Creative Project Management



DANIEL METEMI
Driver



DANIELA ROJAS
Finance & Operations Officer



DILAY BAYRAKTAROGLUA
UX/UI Designer



DOUGLAS MUJIDU
Driver



ELSELINE WIJFFELAARS
Communications Manager
The Netherlands



FELIX ORIWA
Program Finance Coordinator



FEY MALONGA
Communications Manager
Tanzania



FLOICE ASHILAKA
Admin & Logistics Intern



FRANCIS MKILEMA
Program Support Officer



FREDERIQUE BOSVELD
Institutional Funding & Partnerships Manager



FRIDAH MUTAVE MAKAU
Chyulu Landscape Coordinator



GEORGE OMOLLO
Project Coordinator
Restore Africa



GILBERT ULAYA
Educational Content Editor



GIULIA BIANCHI
Social Media & Community Management



HILLARY ROTICH
Landscape Manager
Kenya - Northern & Chyulu Landscapes



JACKIE KEMBOI
Landscape Restoration Quality Coordinator



JAN POMPE
Business Innovator & Fundraiser



JELLE VAN KLEEF
Intern UX/UI Design



JESSE OWINO
Head of Technical Team /
Regreening Expert



JUSTINE O'MOORE
Product Owner



KARIM ZIDANE
Intern Social Media



KATE OCHIENG
Head of Regional Office
East Africa

9.1 THE TEAM



KEVIN ONG'IDI
Program Manager
Impact Communication



KITANA LOURENS
Intern Copywriting



KIZZY PEMBERTON
Office Manager The
Netherlands



LANA MÜLLER
Sr. Restoration Expert



LEWIS SMITH
Sr. Business
Development &
Fundraising Manager



LILIAN KIRURI
Accountant



LORRAINE SAJORDA
Intern Business
Development



LUNA BEEKER
Visual Designer



MARGOT FREDERIKS
Project Manager



MARJOLEIN ALBERS
Chief Executive Officer



MARY SENGELELA
Landscape Manager
Tanzania



MAXIME KOSTERMAN
Corporate Funding &
Partnerships Manager



MBOLATIANA RAVAKINIAINA
Project & Communication
Coordinator Madagascar



MEREL RIKVELD
Head of Communications
Europe



MICHAEL MUTHUI
Head of Regional Office East
Africa



MILGA LIBAN
Head of Communications
Africa



MOKINYO SINTOYIA
Rural Communications
Coordinator



MOSES MAESYA
Landscape Restoration
Enterprise Manager



MYKOLAS METELIONIS
Intern Social Media



NADIA DE WAAL
Growth Lead Digital
Regreening



NIELS DIERCKX
Chief Operating Officer



NOA DE GEUS
Intern Business
Development



NOA FIAL
Intern Creative Project
Management



PATRICIA JIZWALO
Digital Community
Coordinator

9.1 THE TEAM



PETER OCHUKA
Project Officer Restore
Africa



PHILIP MUTINDA
Driver



PHYLLIS NDIINU
Operations Officer
Regional Office East
Africa



RAFAEL FERNANDEZ
Intern Creative Project
Management



**REBECCA BLINSTON
- JONES**
Head of Marketing & PR
United Kingdom



REINHARD BONKE
Business Development
& Fundraising Manager
Africa



RICO SAMSON
Manager Finance &
Control



ROMY DE GROOT
Social Media Manager



RONALD VAN DER BIJ
Head of Global Business
Development &
Fundraising



RUTH WAMUGI
Finance Manager
Regional Office East
Africa



SAMWEL JAKINDA
Landscape Manager
Kenya - Amboseli & South
Rift Landscapes



SANDER DE HAAS
Chief Technical Officer
/ Regreening Expert



**SANGEETA VAN
BEEMEN**
Creative Project
Manager



SHANAKEE ADAMS
Intern Social Media



SHARON KOGO
Monitoring, Evaluation &
Learning Assistant



SIMON KAGIMA
Driver



SONAM RADDER
Intern Marketing &
Communications



SOSPETER MUMBO
Monitoring, Evaluation &
Learning Officer



STERRE VAN ECK
Intern Business
Development



STIJN STAAL
Intern Business Development



STUART TAYLOR
Country Director United
Kingdom



TESSA WITTE-LAAN
Head of Monitoring,
Evaluation & Learning



THERESA EBERT
Communications
Germany



**THIJS VAN DER
ZAAN**
Monitoring, Evaluation
& Learning Officer



9.1 THE TEAM



THYSA BEEKMAN
External
Communications
Manager



**TIM VAN DER
MEULEN**
Intern Business
Development



**TIMOTHY
SCOLLAY**
Online Community
Germany



**TJEERD VAN DER
HULST**
Art Director



VIRGINIA NDALA
Social Media Intern



XANTHE BURUMA
Digital Communications
Coordinator



YASMIN KAMEL
Project Manager



**ZUZANNA
GOLABIECKA**
Intern Social Media

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

TANZANIA



BISHOP CHIWANGA
Founder



NJAMASI CHIWANGA
Director of Programs



RITHA TARIMO
Regional Director Trias East Africa



VALENTIN NGORISA
Coordinator



DAMIAN SULUMO
Program Officer



MAANDA NGOITIKO
Director



RACHEL LETIETY
Project Officer, Climate Change and Environment



LUCY LIWA
Treasurer Dodoma



GODLOVE KIHUPI
Marketing & Communication Specialist



LILIAN MAKOY
Programs Manager



9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

KENYA



JACKSON MWATO
Project Director Amboseli



KOIKAI OLOITIPTIP
Partnership Coordinator



LUCY WARUNGI
Executive Director



TIMOTHY LENAYIA
Restoration Officer



TITUS MUIA
Finance Director



CHARITY LANOI
Livelihoods Coordinator



SOFFIYA KADZO
Admin & Operations



JOHN KAMANGA
Executive Director



GUY WESTERN
Program Manager



OGELI MAKUI
Program Coordinator

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

KENYA



BENSON N. LEYIAN
Chief Executive Officer



JEREMY GOSS
Head of Conservation,
Communication and Science



ERNEST LENKOINA
Restoration Officer



JOHN K. MUTUA
Chief Executive Officer



SAM MWENDWA
Programs Manager



TOM LALAMPAA
Chief Executive Officer



MOHAMED SHIBIA
Director, Rangelands &
Caron Program



SENEGAL



ABDOULAYE DIOUF
President



IBRAHIMA DIOUF
President



CHEIKH SALL
President



ELIMANE DIOUF
Secretary General



SARA DIOUF
Coordinator



OUSSEYNOU GUEYE
Secretary General



9.2 SUPERVISORY BOARD

Justdiggit's Supervisory Board is responsible for supervising and acting as a sounding board for the management, supervising general affairs and entry into supporting networks. The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments. In 2024, four regular meetings with the Supervisory Board were held. During these meetings, a wide range of topics was discussed, such as financial and programme progress, awareness activities, fundraising activities, strategy updates, cooperation with partners and progress on the organisation and budgets. A quarterly (financial) progress report is shared by email in preparation for these meetings. The Supervisory Board approved the following decisions:

- Approval of annual report and financial statements 2024
- Approval of year plan and budget 2025

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 organisation has been heard. All members have specific experience and expertise to contribute to Justdiggit. The composition of the Supervisory Board is included in the organisation's statutes.



HAROLD KNEBEL
Chairman



VINEEL AGARWAL



EDDY MOORS



SEYNABOU BA



JOS HUIJBREGTS

9.3 ADVISORY BOARD



**MARLENE
WICKEL**



**DENNIS
KUPERUS**



**TITUS
EIKELBOOM**



**ALLARD
RUYL**



JENNY ELISSEN



JUDITH PETERS



**VOLKER
SCHLONDÖRFF**



**WESSEL
KONING**



**BAS VAN
SCHOUWENBURG**

9.4 AMBASSADORS



BEN POL



JOH MAKINI



DON DIABLO



FRIDA AMANI



CHRISTINA SHUSHO



**JONATHAN
KARPATIOS**



ANDRE KUIPERS



FLOORTJE DESSING



JAYMONDY



TARIKH JANSSEN

9.5 VOLUNTEERS AND FREELANCERS

Last year we were very fortunate to work with dedicated volunteers and freelancers. They all greatly contributed their expertise and value to our organisation, but most importantly to the regreening projects our organisation operates.

Business Development & Fundraising

Chris de Jong (Freelancer)

Sam Baring (Freelancer)

Sterre van Eck (Volunteer)

Monitoring, Evaluation and Learning

Dr Wilfred Odadi (Freelancer)

Team Regreen

Dennis Karpes (Freelancer)

Digital Regreening

Jacob Haule (Freelancer)

Julia van der Veld (Freelancer)

Merel Hoogmoed (Freelancer)

Thijs Krijnen (Freelancer)

William Critchley (Freelancer)

Charlotte Blankenberg (Volunteer)



9.6 RISK MANAGEMENT

Justdiggit manages its risks at different levels in the organisation. For operational risks, a comprehensive risk and control system is in place that is updated every year. For each new program, a risk assessment is performed and mitigating measures are determined. Strategic risks are reassessed each year and presented in the overview on the next page. Additionally, a due diligence procedure is integrated into the risk management framework to mitigate risks related to our partnerships, ensuring that we engage with stakeholders who share our values and commitment to sustainability.

During 2024, an additional three strategic risks have been identified, namely:

- **Competitive Advantage Risk:** the risk of missing funding opportunities and/ or losing partners because Justdiggit cannot distinguish itself sufficiently from its implementing partners and competitors.
- **Cyber Security Risk:** the risk that unauthorised access to systems causes data breaches, data loss, system downtime, operational interruptions and/ or loss of funds (e.g. ransom).
- **Climate Risk:** the risk that the objectives of Justdiggit's projects are negatively impacted, or rendered unachievable, due to climate variability and extreme weather events in its project areas.

Competitive advantage risk and climate risk are considered high risks and cyber security risk is deemed medium.

Additionally, three risks have been downgraded: reputational risk, project risk and compliance risk. Funding risk and contextual risk have increased in terms of their likelihood of occurrence.

The overall rating of the strategic risks is a combination of the likelihood of occurrence and the impact in case it happens on Justdiggit's financial stability and/ or ability to achieve its strategic objectives.

SEE NEXT PAGE →

9.6 RISK MANAGEMENT

STRATEGIC RISKS

HOW BIG IS THE RISK?

● Medium

● High

● Very High

Reputational risk

The risk is the threat to the sustainability impact of Justdiggit, that is caused by unfavourable public perception of the organisation, its partnerships or its projects.

Justdiggit is fully transparent in its communication, and monitors all external communication about the organisation, the impact of its programs, partnerships etc. Should a PR crisis arise, a toolkit is at hand to guide Justdiggit through this and take immediate and adequate measures.

Project risk

The risk that the objectives of projects are not delivered within the strategy, deadline and/ or budget caused by inadequate program execution, resulting in additional (project) costs.

Justdiggit uses Prince II project management techniques, applies the Theory of Change and has implemented a Monitoring, Evaluation and Learning framework.

Climate Risk

The risk that the objectives of Justdiggit's projects are negatively impacted, or rendered unachievable, due to climate variability and extreme weather events in its project areas.

The increasing geographic spread of Justdiggit's projects and the Digital Regreening platform reduce the overall risk to the organisation. However, climate risk to individual projects cannot be prevented.

Compliance risk

The risk that the execution of Justdiggit's operations will be negatively affected, caused by changing laws and regulations.

Standards and regulations are monitored and acted upon. Several tier 1 professional organisations have committed themselves to helping Justdiggit in these subject matters.

Resource risk

The risk that Justdiggit's long-term strategy can no longer be executed caused by insufficient resources (e.g. people, partners etc.).

Programs are monitored closely at different levels in the organisation. Specific funding is sought to be able to make enough resources available. Furthermore, Justdiggit has developed into a strong brand, which makes it easier to develop new partnerships and allow access to different resources.

Funding risk

The risk associated with the organization's funding ability to deliver its strategy.

A significant part of the profits are put aside in the free reserves, which together with the continuity reserve provide sufficient backup during periods of lower (general) funding. Periodically, alignment sessions are held to ensure that fundraising efforts are aligned with strategic goals.

Cyber Security Risk

The risk that unauthorised access to systems causes data breaches, data loss, system downtime, operational interruptions and/ or loss of funds (e.g. ransom).

Justdiggit's computers and systems are monitored by an external party and all staff is made aware of the risks and how to prevent malware.

Contextual risk

The risk arises when there are external forces (e.g. political instability, natural disaster, terrorist activity) that could affect the viability of Justdiggit's business model, including the fundamentals that drive the overall objectives and strategies that define that model.

Each specific situation in each program area will be assessed, and alternatives will be discussed within the management team and the (major) funders as soon as the impact becomes apparent.

Growth risk

The risk is not adequately managing growth as an organisation in terms of safeguarding our culture and welfare of our employees, and keeping the power to innovate and pioneer, whilst having appropriate systems and processes in place.

Justdiggit holds regular strategy meetings where this topic is addressed, has a COO and People & Culture department in place and pro-actively assesses the need for improved systems and processes without putting an unnecessary burden on the organisation.

Competitive Advantage Risk

The risk of missing funding opportunities and/ or losing partners because Justdiggit cannot distinguish itself sufficiently from its implementing partners and competitors.

Justdiggit monitors the activities and communication of its implementing partners and most important competitors. If and when needed, these actions are discussed internally, and appropriate action is taken if needed.

9.7 CARBON FOOTPRINT



With the flights we took in 2024, we emitted 111 tons of CO₂. This year, we included all modes of transport in our footprint calculation (flights, train, mileage of office cars and mileage of private cars). This adds up to 152.2 tons of CO₂ in total. To store 152,2 tons of CO₂ next year, we will regenerate and dedicate 15,850 trees in our programme Dodoma, Tanzania, in 2024.

9.8 INTEGRITY POLICY

INTEGRITY POLICY

Our organisation is committed to maintaining a culture of integrity and a safe working environment. Our integrity policy—new as of 2024—is designed to underline our code of conduct and to ensure that employees and stakeholders know how and feel safe to report any concerns or misconduct. The policy includes the scope of type of violations and misconduct, the reporting and investigation process, including designated reporting lines, and it emphasises confidentiality and non-retaliation for reporters.

In 2024, no official reports of misconduct were recorded within our organisation. However, some workplace conflicts arose that were carefully reviewed and appropriate measures were taken where necessary.

EVALUATION AND NEXT STEPS

The policy was shared with all employees and is easily accessible. Some employees, however, indicated the need to better understand how to implement it. Therefore, in 2025, we will organise an awareness workshop to focus on practical behaviors according to our code of conduct, the recognition and prevention of misconduct, and the reporting process.





10. FINANCIAL PERFORMANCE 2024 AND BUDGET 2025



10. FINANCIAL PERFORMANCE 2024 AND BUDGET 2025

amounts in EUR 1,000

Financial Performance 2024

Justdiggit was ready for growth at the start of 2024. However, despite our drive and ambition, reality turned out different than we had hoped and planned for. Our funding performance did not meet our target, due to a reduction in income from government grants, subsidies and corporate donations. The evolving macroeconomic and political landscape, including changes in government priorities and corporate sustainability regulations, have created challenges.

Halfway through the year, we observed that our growth ambition requires more time to realise and some significant cost savings were made, including the discontinuation of a number of employment contracts. By the end of the year, the net result was disappointing at minus EUR 456 and a reduction of our free reserves of EUR 91. On the other hand, cash flow was favourable at plus EUR 807 due to a strong reduction of working capital.

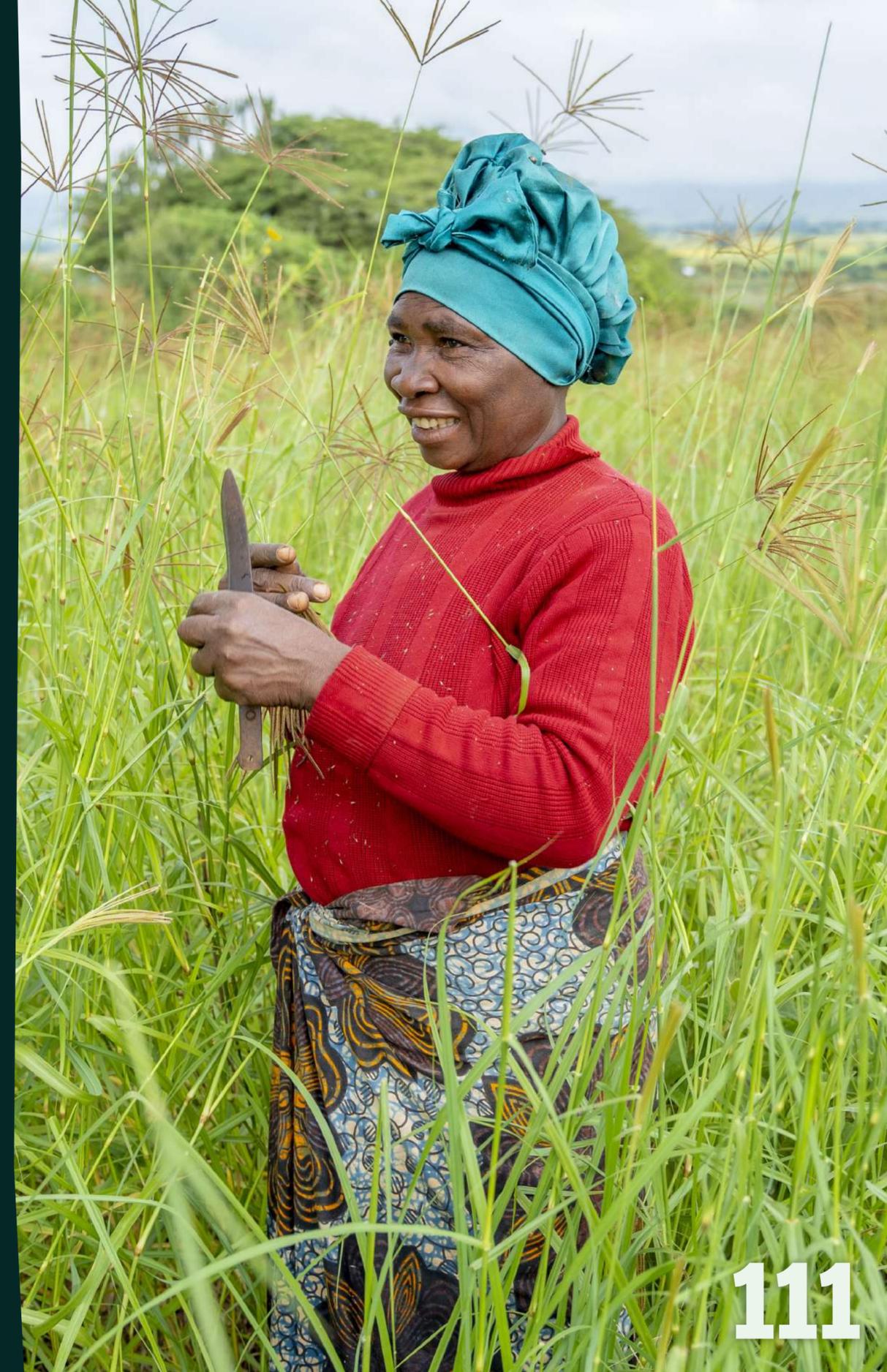
Total income was 12% behind 2023 and 51% behind budget. Several factors contributed to this, such as the upcoming implementation of the Corporate Sustainability Reporting Directive (CSRD) which has shied some corporate donors away from Justdiggit's greening programmes, moving towards carbon credits instead.

Total expenses (EUR 6974) were 6% lower than in 2023 and 43% below budget, which is the result of lower than expected income. Expenditure on objectives reduced in line with the lower income, more so than overhead costs which are mostly fixed. The percentage of costs spent on objectives decreased from 85.5% to 77.7% due to fewer new programmes being started in 2024.

Personnel costs and operating charges increased compared to the previous year with 23% and 24% respectively. Personnel costs increased in line with the increase in FTEs from 52 in 2023 to 67 in 2024. The increase in operating charges include increased costs for rent due to inflation and additional auditor's costs in Kenya, but also programmatic expenses such as MEL costs and the purchase of grass seeds.

Our cash balance remained in line with 2023: the amount in our bank accounts was EUR 807 higher and the amount placed in interest-earning short-term bank deposits (recorded under receivables) was EUR 800 lower than last year. Our outstanding accounts receivable were EUR 504 lower than last year due to the fact that this year we did not send out as many large invoices just before the end of the year.

Total Reserves and funds are reduced by EUR 456 of which EUR 225 is attributable to the appropriated funds, EUR 140 to the appropriated reserves and EUR 91 to the free reserves. The free reserves amount to EUR 1,050 per the end of 2024. The continuity reserve is maintained at EUR 955.



10. FINANCIAL PERFORMANCE 2024 AND BUDGET 2025

Budget 2025

With lessons learned from the previous year, Justdiggit has put together a more conservative budget for 2025. In terms of income, this means a budgeted overall increase of income of 19% to EUR 8 million which should come mainly from non-profit organisations and to a lesser extent from companies. With the Business Development & Fundraising team at full strength and 60% of the income already committed, we expect this increase to be feasible. The budget does not include any new landscapes or new types of activities, but rather a continuation of programmes in existing landscapes.

Expenditure on objectives is expected to increase again to 80% of total costs, and the overhead costs are planned at 20%.

The increase in expenditure on greening projects compared to 2024 is 19% whereas the costs of awareness projects are expected to decrease by 8% which is mainly the result of a reduction in headcount that took place in 2024.

The increase in overhead costs (fundraising, management and administration) is 5%, bringing these costs more in line with expected income, as a percentage.

The net result is expected to be slightly positive (EUR 67). The appropriated reserves of EUR 230 will be fully used during the year, all in all leading to an expected addition to the free reserves of EUR 269, which will total EUR 1.3 million by the end of 2025.

Budget 2025

amount in euros

INCOME

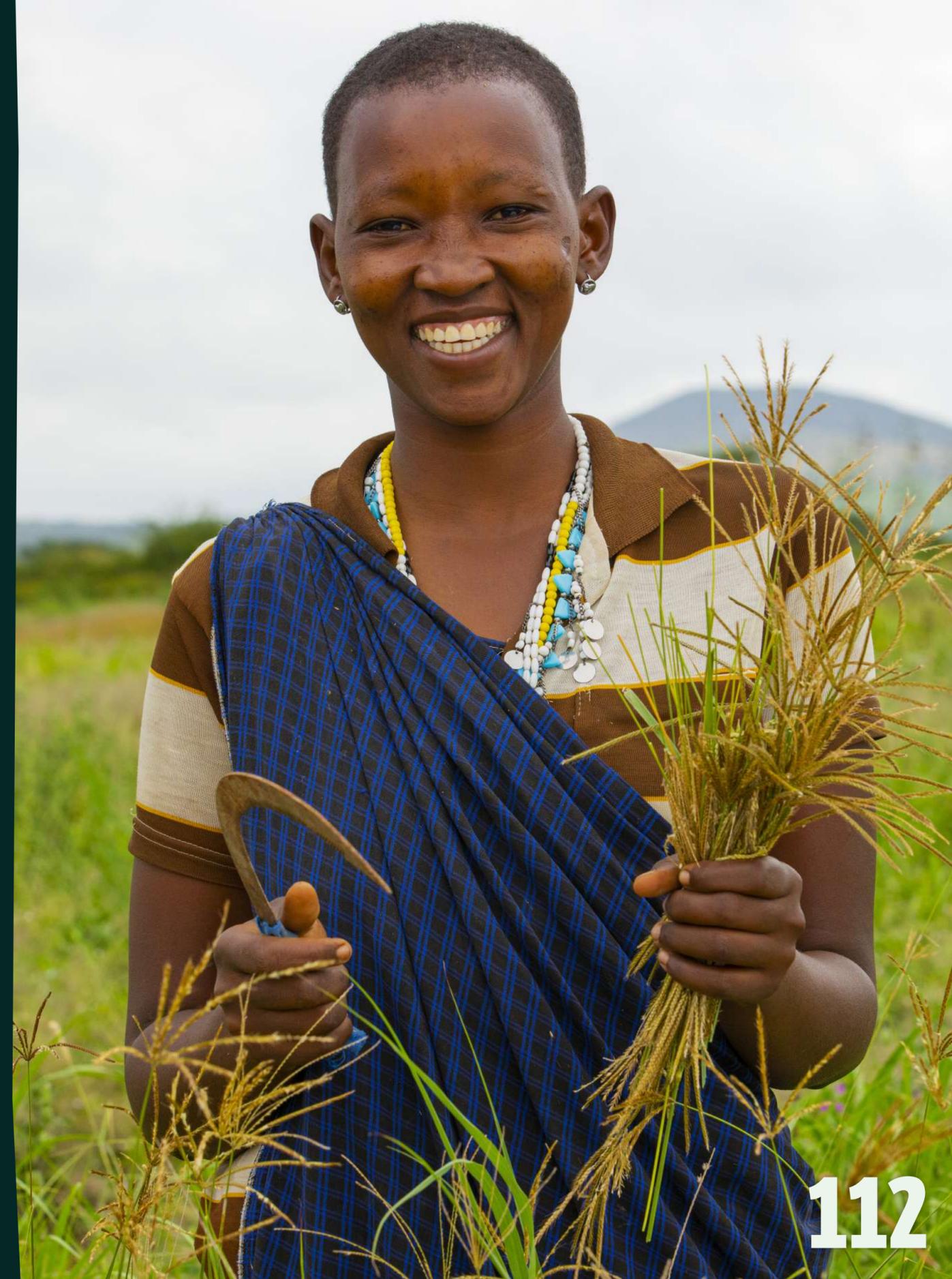
Private donors	1,576,500
Corporate donors	2,817,880
Nonprofit organisations	3,669,040
Total income	8,063,420

EXPENSES

Expenditure on objectives:	
Regreening projects	5,431,520
Awareness projects	948,630
Costs of fundraising	604,570
Costs of management and administration	1,032,610
Financial income	(21,390)
Total expenses	7,995,940

Net result	67,480
-------------------	---------------

Appropriation of result	
Withdrawal from appropriated funds	(1,372,560)
Addition to appropriated funds	1,381,260
Withdrawal from appropriated reserves	(230,000)
Addition to continuity reserve	19,700
Addition to free reserves	269,080



FINANCIAL STATEMENTS



1. GENERAL

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

Activities are focused on developing greening programmes in countries most impacted by climate change and the creation of global social awareness for climate action. The Foundation is a non-profit organisation registered at the Chamber of Commerce in Amsterdam under number 51457008. We hold offices in Amsterdam, the Netherlands, and Nairobi, Kenya.

Boards

The Executive Board of the Foundation (Board of Directors) consists of Mrs. Marjolein Albers (CEO) and Mr. Niels Dierckx (COO).

Justdiggitt has a Supervisory Board that is responsible for overseeing the general affairs of the Foundation and for the supervision of the Executive Board's management and policies. The Supervisory Board consists of five members.

ANBI

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

As of 1 March 2024 Justdiggitt became certified by the CBF, the Dutch Fundraising Regulator.

Justdiggitt is not liable for corporate tax, nor for value-added tax except on its income and related costs from the sale of products and services.





2. BALANCE SHEET

2. Balance Sheet

(after appropriation of result)

amounts in euros	Note	31/12/2024	31/12/2023
ASSETS			
Fixed assets			
Tangible fixed assets	5.3.1	132,517	153,662
Current assets			
Receivables, prepayments and accrued income	5.3.2	2,860,063	4,042,369
Cash and cash equivalents	5.3.3	<u>1,967,698</u>	<u>1,160,205</u>
		4,827,761	5,202,573
Total assets		4,960,278	5,356,235
LIABILITIES AND RESERVES			
Reserves and funds			
Continuity reserve	5.3.4	955,300	955,300
Other free reserves	5.3.5	1,049,962	1,141,333
Appropriated reserves	5.3.6	230,000	369,700
Appropriated funds	5.3.7	<u>2,083,373</u>	<u>2,308,160</u>
		4,318,635	4,774,494
Liabilities	5.3.8	641,642	581,742
Total liabilities and reserves		4,960,278	5,356,235

3. STATEMENT OF INCOME AND EXPENSES

3. Statement of income and expenses

<i>amounts in euros</i>	Note	Realised 2024	Budget 2024	Realised 2023
INCOME				
Income from private donors	5.4.1	1,537,284	1,916,300	1,484,143
Income from companies	5.4.2	2,329,291	7,364,220	2,532,944
Income from non-profit organisations	5.4.3	2,623,177	3,773,420	2,502,679
Governments, grants and subsidies	5.4.4	28,184	-	608,031
Income from sale of products or services	5.4.5	-	380,000	318,715
Total income		6,517,936	13,433,940	7,446,512
EXPENSES				
Spent on objectives				
Regreening projects	5.4.6	4,416,580	8,172,190	5,496,647
Awareness projects	5.4.7	1,023,240	1,966,190	921,779
Total spent on objectives		5,439,820	10,138,380	6,418,426
Costs of fundraising				
Costs management and administration	5.4.8	569,922	804,240	274,229
	5.4.9	995,045	1,311,580	752,076
Total expenses		7,004,787	12,254,200	7,444,731
Result before financial income and expenses		(486,851)	1,179,740	1,781
FINANCIAL INCOME AND EXPENSES				
Interest income	5.4.10	(56,889)	(14,590)	(45,421)
Bank costs		9,369	-	8,945
Exchange rate differences		16,527	-	65,522
Result of financial income and expenses		(30,993)	(14,590)	29,046
Net result		(455,858)	1,194,330	(27,265)
Appropriation of result				
Addition to/ (withdrawal from) appropriated funds		(224,787)	1,375,790	(437,950)
Addition to/ (withdrawal from) appropriated reserves		(139,700)	(369,700)	294,700
Addition to continuity reserve		-	97,000	55,300
Addition to/ (withdrawal from) free reserves		(91,371)	91,240	60,685

4. CASH FLOW STATEMENT

4. Cash Flow Statement

amounts in euros

	2024	2023
Cash flow from operating activities		
Net result	(455,858)	(27,265)
Depreciation of assets	39,004	34,759
Interest income on deposits	(56,889)	(45,421)
<i>Changes in working capital</i>		
(Increase)/ decrease in debtors	504,366	(607,155)
(Increase)/ decrease in other receivables	(122,060)	(105,133)
Increase/ (decrease) in accounts payable	(82,206)	(280,711)
Increase/ (decrease) in other liabilities	142,107	(247,918)
Total changes in working capital	442,207	(1,240,917)
Net cash flow from operating activities	(31,537)	(1,278,843)
Cash flow from investing activities		
Net investment in tangible fixed assets	(17,859)	(122,767)
Movement in deposits	800,000	(2,400,000)
Interest income received on deposits	56,889	45,421
Net cash flow from investing activities	839,030	(2,477,347)
Net increase/ (decrease) in cash and cash equivalents	807,493	(3,756,190)
Cash and cash equivalents at the beginning of the year	1,160,205	4,916,395
Cash and cash equivalents at the end of the year	1,967,698	1,160,205



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 1 January 2024 to 31 December 2024. All amounts are stated in euros, unless indicated otherwise.

The financials relating to the Regional Office East Africa (ROEA) form an integral part of these financial statements.

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 the 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 organisation. Presented total amounts can deviate by a maximum of EUR 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 cumulative depreciation. Computers, other digital equipment and vehicles are depreciated over five years, and office furniture over 10 years, all on a linear basis.

Accounts receivable

Receivables are valued at amortised 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. Balances in foreign currencies are revalued at the year end exchange rate.

Current liabilities

On initial recognition, current liabilities are recognised at fair value. After initial recognition, current liabilities are recognised at the amortised cost price, being the amount received taking into account any premiums, discounts or transaction costs. This is usually the nominal value.

5. NOTES TO THE FINANCIAL STATEMENTS

5.2 ACCOUNTING PRINCIPLES

Continuity reserve

The continuity reserve is calculated on the basis of a possible liquidation of the foundation in which case all obligations need to be paid off and staff will be paid an additional three months' salary. It is assumed that all running regreening programmes including their financing can be handed over to a third party and hence do not require additional funds.

Appropriated reserve

In the appropriated reserve, the Board of Justdiggit puts aside a part of the free reserve for a specific purpose.

Appropriated funds

In the appropriated funds, all donations with a specific objective given by the donor, that have not been (completely) realised 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 programmes 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) realised 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 recognised 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 the 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.

Income from sale of products or services encompasses the bringing back of trees for clients that purchase this as a service. Income is recognised when the agreed regreening activities have taken place and have been invoiced.

Realised and unrealised 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 realised on or prior to the balance sheet date.





5. NOTES TO THE FINANCIAL STATEMENTS

5.2 ACCOUNTING PRINCIPLES

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 programmes, 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

amounts in euros

5.3.1 Tangible Fixed Assets

	2024	2023
Opening balance:		
Historical cost price	207,550	97,234
Accumulated depreciation	(53,888)	(31,580)
Net book value 1 January	153,662	65,654
Movements:		
Additions	21,952	129,588
Disposals	(4,092)	(6,821)
Depreciation for the year	(39,004)	(34,759)
Total movements during the year	(21,144)	88,008
Closing balance:		
Historical cost price	222,442	209,918
Accumulated depreciation	(89,925)	(56,257)
Net book value 31 December	132,517	153,662

Investments made during 2024 are mainly computers for new staff. All assets are held for operations.

5.3.2 Receivables

	31/12/2024	31/12/2023
Donations receivable	509,628	393,329
Debtors	679,724	1,184,090
Bank deposits	1,600,000	2,400,000
Other receivables and prepayments	70,711	64,950
	2,860,063	4,042,369

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

Donations that have been invoiced in 2024, but not yet received, are recorded under debtors.

Part of the excess bank balances are invested in bank deposits with fixed interest rates and durations. The bank deposits at the end of 2024 had durations varying between three months to one year.

Other receivables and prepayments relate mainly to the deposit for the office rent, both in the Netherlands and in Kenya, and prepaid expenses that relate to 2025.

None of the receivables has a term of more than one year



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.3 Cash and cash equivalents

	31/12/2024	31/12/2023
Bank accounts in the Netherlands	1,777,486	1,069,316
Bank accounts in Kenya	143,627	80,747
Paypal account	43,889	8,264
Cash on hand	2,695	1,878
	1,967,698	1,160,205

5.3.4 Continuity Reserve

	31/12/2024	31/12/2023
Balance as at January 1 st	955,300	900,000
Addition	-	55,300
	955,300	955,300

The continuity reserve is calculated on the basis of a possible liquidation of the foundation in which case all obligations need to be paid off and staff will be paid an additional three months' salary. Since the number of employees at the end of the year does not differ significantly from the previous year, no addition has been made to this reserve in 2024.

5.3.5 Other free reserves

	31/12/2024	31/12/2023
Balance as at January 1 st	1,141,333	1,080,649
Withdrawal from appropriated funds	224,787	437,950
Addition to continuity reserve	-	(55,300)
Withdrawal from/ (addition to) appropriated reserves	139,700	(294,700)
Result of current year	(455,858)	(27,265)
	1,049,962	1,141,333



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.6 Appropriated Reserves

	31/12/2024	31/12/2023
Balance as at January 1 st	369,700	75,000
Withdrawal during the year	(339,700)	(51,442)
Addition at the end of the year	200,000	346,142
	230,000	369,700

The appropriate reserves were used for the pilot program in Senegal and sustainability programmes for project areas where implementation activities have been completed.

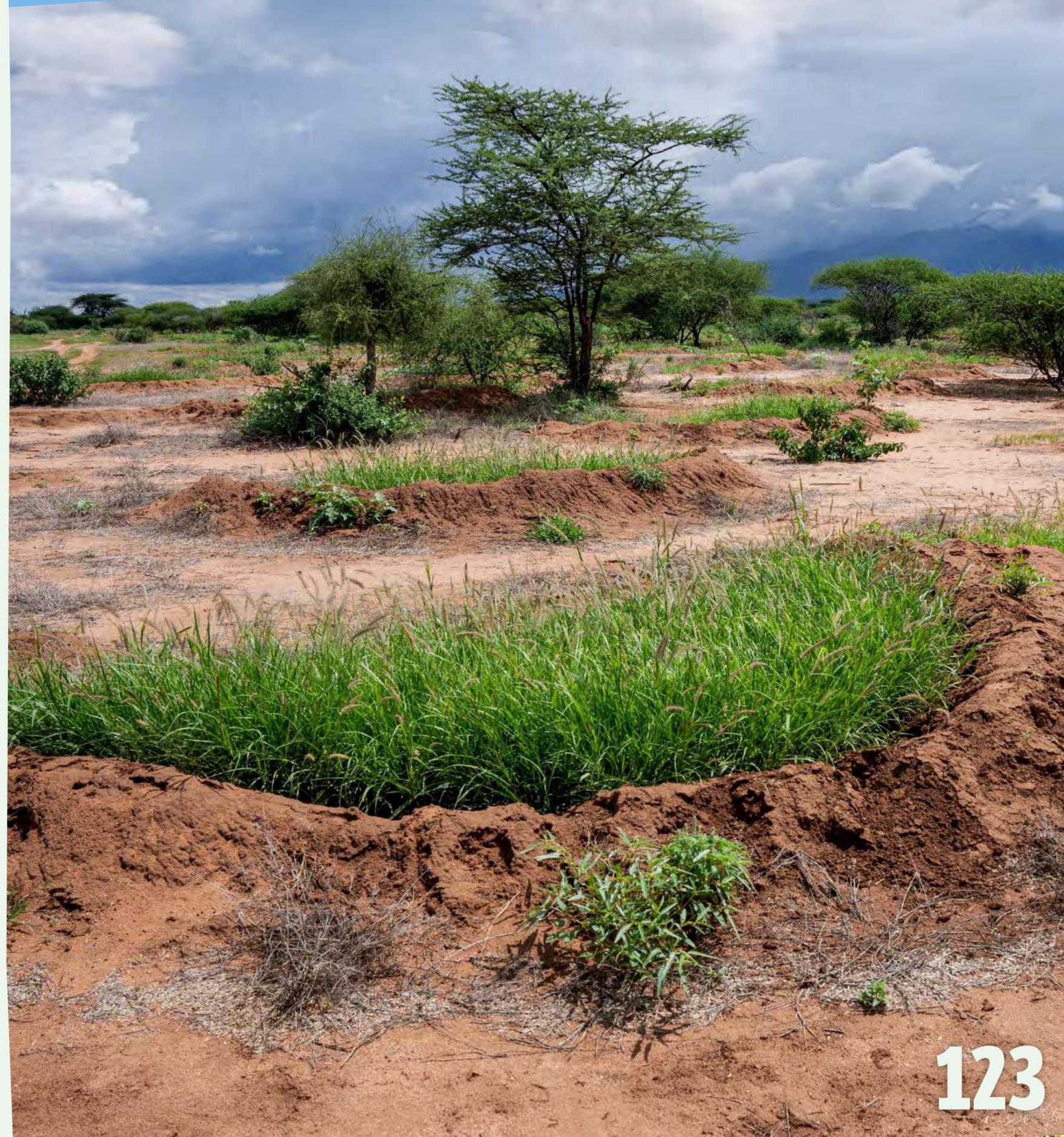
At the end of the year, the Board of Directors set aside an additional EUR 200,000 to strengthen the internal organisation and to cover unfunded expenses in key programmes.

5.3.7 Appropriated Funds

	31/12/2024	31/12/2023
Balance as at January 1 st	2,308,160	2,746,110
Withdrawal during the year	(1,349,066)	(1,723,819)
Addition during the year	1,124,279	1,285,870
	2,083,373	2,308,160

The appropriated funds include all donations with a specific objective given by the donor, that have not been spent yet, to the extent that there is no repayment obligation to the donor. Since the majority of the donations are allocated to multi-year programmes including their sustainability phase (up to 20 years), the appropriated funds will not be depleted until up to 20 years after the initial allocation to the fund.

During 2024 an amount of EUR 1,124,279 was added to the appropriated funds and EUR 1,349,066 was withdrawn from the previous year's balance.



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.8 Liabilities

	31/12/2024	31/12/2023
Personnel costs	174,949	177,957
Accrued expenses	205,537	73,820
Accounts payable	90,910	173,116
Taxes and social security contributions	83,233	13,546
Donations received in advance	87,013	143,302
	641,642	581,742

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. This included among others, a EUR 56.408,00 for Maasai Wilderness Conservation Trust and EUR 14.060,20 for Baker Tilly (Netherlands) N.V.

Accounts payable consist of amounts due to suppliers for goods or services received that have not been paid for yet by 31 December 2024. The balance is subject to the timing of invoices.

Taxes and social security contributions include a tax liability of EUR 59,224 that arose from our Kenyan operations.

Donations received in advance mainly consist of the remaining funds from three organisations: One Tree Planted, Stichting Otter Fonds and United Nations Industrial Development Organization that have not been spent

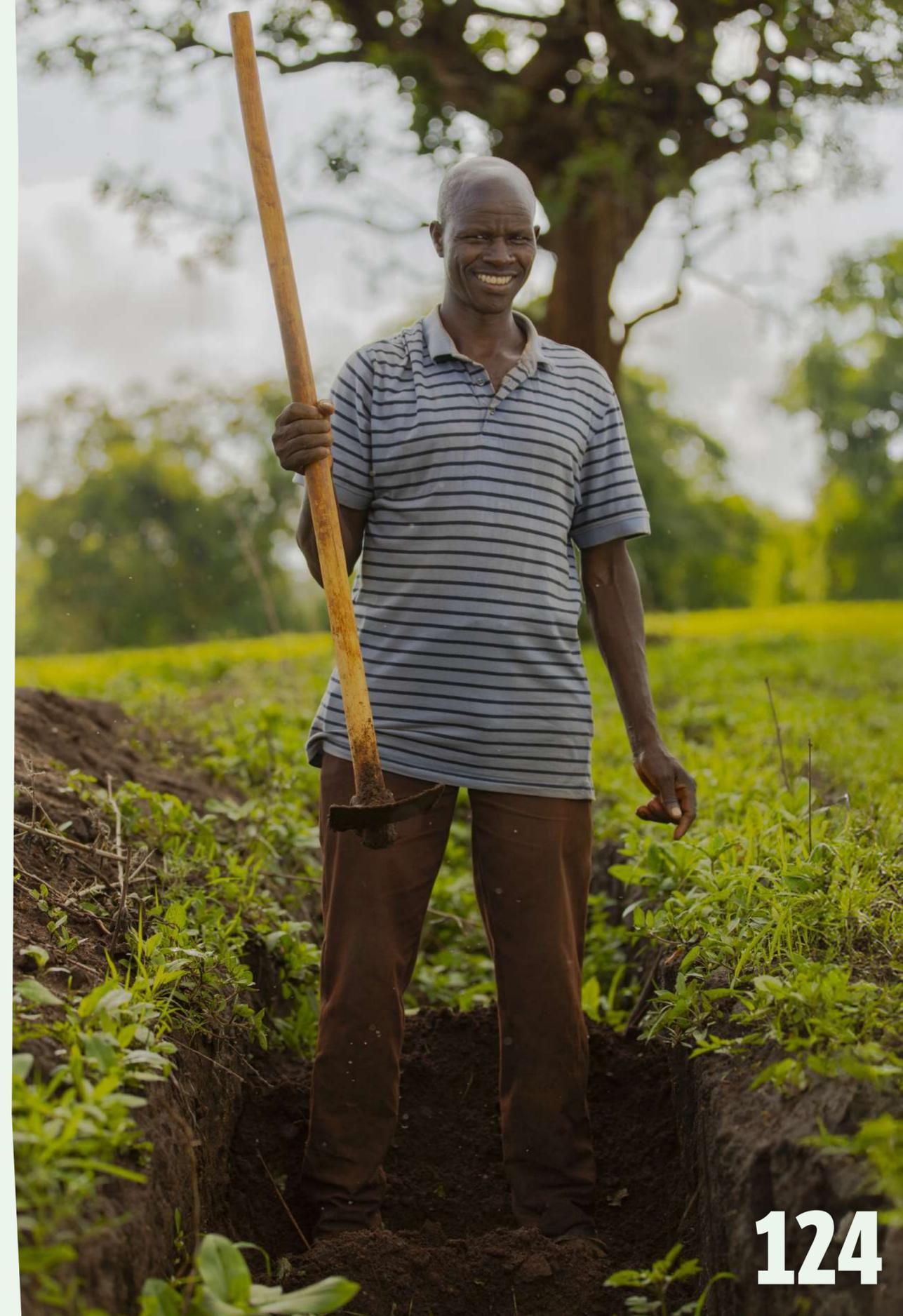
during the year. These funds will be spent on their designated objectives during 2025.

A smaller part of the donations received in advance concern the donation/loan agreements of four Rainmakers (Rainmakers are a dedicated group of individuals that support Justdiggitt, in particular with innovative projects), an amount of EUR 10,000 of which has a long-term character (2023: EUR 26,000).

5.3.9 Off-balance sheet commitments and contingent liabilities

Justdiggitt has rental agreements for its offices in Amsterdam and Nairobi. The agreement for the office in Nairobi runs till the end of June 2025 with a three-month notice period. The agreement for the Amsterdam office runs until the end of May 2025. The agreement for our Tanzania office runs until the end of December 2026.

The total rent commitments for 2025 amount to EUR 68,680 and for the remaining contract period EUR 7,920.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

5.4.1 Income from private donors

	2024	2023
Consumer donations	1,391,951	1,351,139
Bunds	145,333	133,004
Total	1,537,284	1,484,143

Income from private donors is the sum of income from individual Rainmakers and consumer donations. Consumer donations can be generic or specific for the digging of bunds.

Consumer donations increased 4% this year (2023: 12%) and were 20% behind budget (2023: -1%).

5.4.2 Income from companies

	2024	2023
Company donations 50,000 euros or more	1,588,858	1,735,269
Company donations under 50,000 euros	740,433	797,675
Total	2,329,291	2,532,944

The evolving macroeconomic and political landscape, including changes in government priorities and corporate sustainability regulations such as CSRD, have created challenges. This led to a decrease in income from companies of 8% (2023: -18%), which is 68% less than budgeted (2023: -43%).

5.4.3 Income from non-profit organisations

	2024	2023
International NGOs	1,565,639	1,823,403
Other foundations and non-profit organisations	1,057,538	679,276
Total	2,623,177	2,502,679

Income from non-profit organisations increased by 5% this year (2023: 79%) as existing programmes continued to be executed.

5.4.4 Governments, grants and subsidies

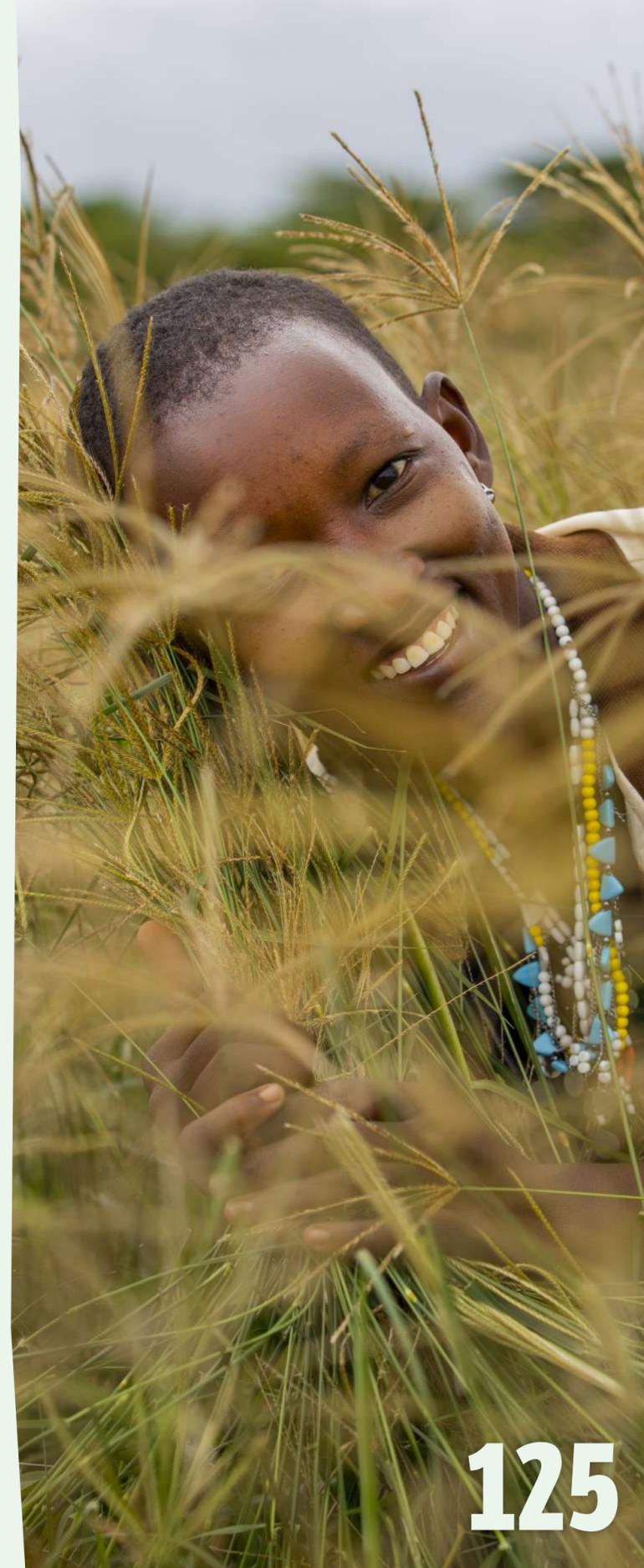
	2024	2023
Young Expert Programmes (YEP) subsidy	29,249	40,295
Government grant	(1,065)	567,736
Total	28,184	608,031

Income from governments decreased by 95% (2023: +46%) as we did not receive new government grants in 2024.

5.4.5 Income from the sale of products or services

	2024	2023
Restoration activities	-	318,715
Total	-	318,715

At the end of 2022 JustdiggIt partnered with TreebyTree, a company that sells a corporate gifting experience where trees are brought back in Africa. In 2024 TreebyTree underwent a strategic re-orientation and as a result did not generate any income for JustdiggIt. The partnership is still active.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4.6 Regreening Projects

	2024	2023
Direct project expenses		
<i>Regreening programs</i>		
Kenya - Chyulu landscape	685,589	1,182,468
Kenya - Amboseli landscape	60,788	65,305
Kenya - South Rift landscape	133,238	297,827
Kenya - Kimana landscape	101,148	27,653
Senegal - pilot program	144,824	51,442
Tanzania - Central Tanzanian landscapes	914,216	1,058,997
Tanzania - Northern Tanzanian landscapes	173,987	291,353
<i>Boosting other programs</i>		
Ethiopia, Madagascar, Togo - Forests for Future	(1,064)	511,474
Kenya - Restore Africa Program	229,178	89,594
<i>Moving beyond programs</i>	1,032,506	907,906
<i>Innovation and other programs</i>		
Other projects	-	59,289
Total direct project expenses	3,474,410	4,543,308
General project expenses		
Personnel costs	730,967	702,739
Travel costs	96,649	101,025
External hires	28,557	87,072
MEL and technical expenses	12,986	2,249
Costs for YEP program	43,312	32,293
Other costs	29,699	27,961
Total general project expenses	942,170	953,339
Total costs regreening projects	4,416,580	5,496,647

Decreased growth in overall income this year led to an overall decrease in the costs for regreening projects of 20% (2023: +62%).

Regreening programs

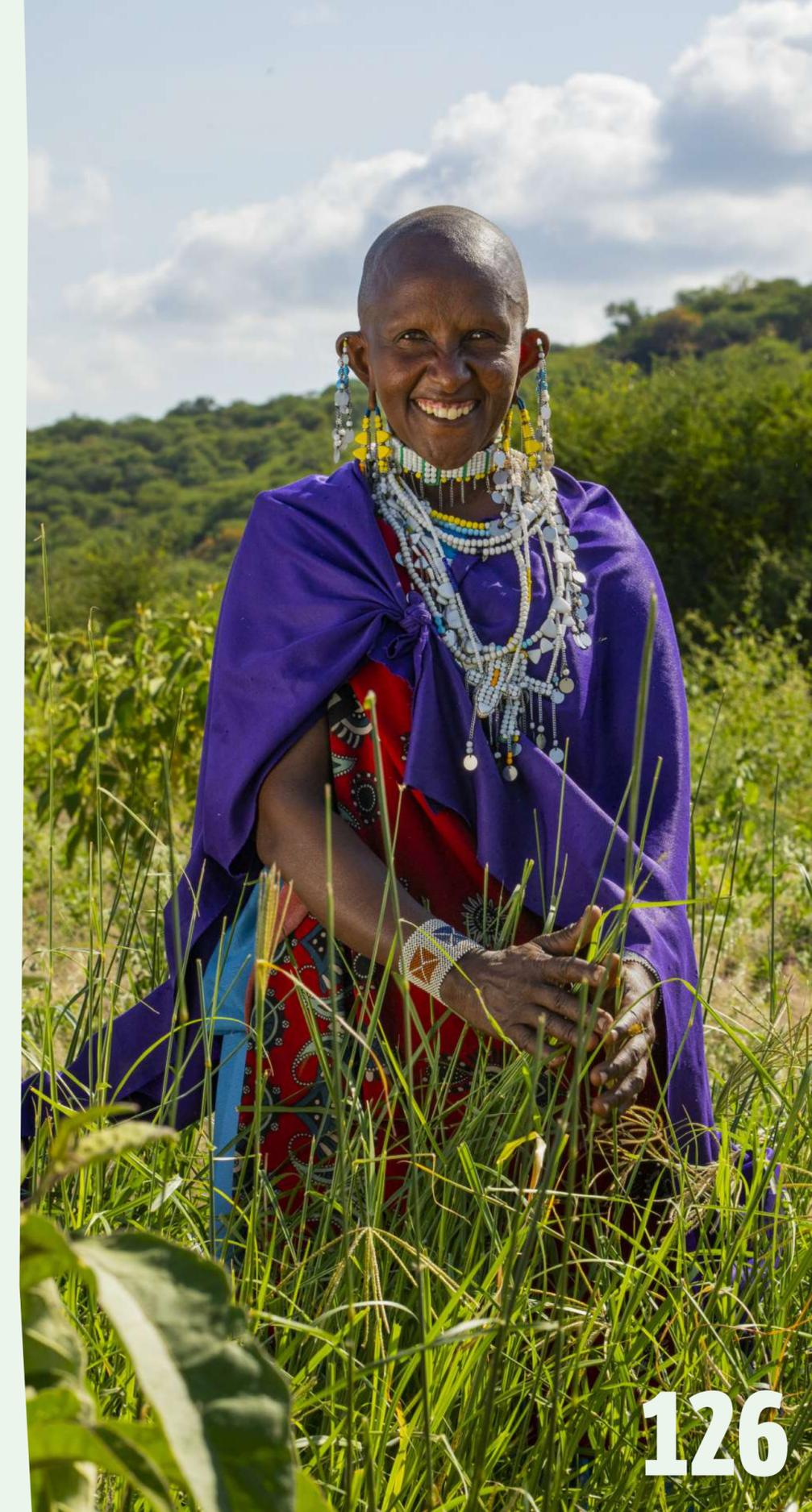
Program activities in the Chyulu landscape significantly decreased due to a long delay in receiving funds from the Kenyan government for the running TWENDE program. These funds were received in January of 2025 and consequently the program continued.

The pilot in Senegal continued throughout the year and was successfully finished by the end of 2024.

Costs of program activities in Tanzania decreased 19% (2023: +7%) as funding slowed down during the year.

Boosting other programs

The Forests for Future program ended in 2023, whereas the Restore Africa program gained momentum in 2024, leading to increased expenses.





5. NOTES TO THE FINANCIAL STATEMENTS

Digital Regreening

During 2024 Justdiggit was able to invest significantly in the further development of this program, launching the first version of the Digital Regreening app, Kijani, in Tanzania.

Innovation and other programs

No new innovation or other programmes were started during the year.

General program expenses

General project expenses comprise all the costs of staff, travel and other expenses that were not allocated directly to one program, but rather relate to several or all programmes.

With the programmes remaining relatively stable, personnel expenses also remained steady. Most new project staff were hired in the Regional Office East Africa.

External hires decreased significantly as a result of the ending of the Forests for Future programme.

Monitoring, Evaluation and Learning activities in our programmes increased due to a strengthened focus on these areas.

In 2024, we had three staff active in the YEP program compared to two in 2023.

This year, other costs comprise a variety of costs not included in the above categories such as grass seeds that were purchased directly by Justdiggit from the women groups running the Grass Seed Banks.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.7 Awareness Projects

	2024	2023
Awareness General		
Direct awareness expenses	49,281	46,889
Personnel expenses	531,421	356,956
Travel expenses	31,412	41,656
External hires	3,408	1,694
Other expenses	17,053	25,324
Total	632,575	472,519
Awareness Europe		
Direct awareness expenses	80,159	103,873
Personnel expenses	81,716	112,400
Travel expenses	30,837	44,944
External hires	53,409	55,316
Other expenses	4,756	2,175
Total	250,877	318,708
Awareness Africa		
Direct awareness expenses	37,592	31,241
Personnel expenses	58,491	45,217
Travel expenses	19,941	20,138
External hires	22,781	26,866
Other expenses	983	7,090
Total	139,788	130,552
Total costs awareness projects	1,023,240	921,779

Direct awareness expenses

Overall, direct awareness expenses decreased by 8%, whereas they stayed significantly behind budget, mainly as a result of insufficient funding. Justdiggitt does not pay for media space. The only costs are for printing and flighting of campaign materials, and production costs for commercials and documentaries. These costs are minimal compared to the in-kind donations of free media space across different media such as TV, radio, Out-of-Home, cinema, and influencer marketing.

Personnel expenses

Personnel expenses increased because in 2023 there was no head of the department for 6 months of the year, whereas this vacancy was filled in 2024 (in Kenya). Furthermore, a new manager was hired for the Netherlands during the year.

Travel expenses, external hires and other expenses

These expenses decreased by 18% compared to 2023, mainly due to a reduction in travel and some one-off consultancy costs that were made in 2023 but not in 2024.

5.4.8 Costs of fundraising

	2024	2023
Fundraising and business development costs	48,508	37,359
Personnel expenses	414,869	203,683
Travel expenses	27,702	6,008
External hires	72,397	24,024
Other expenses	6,446	3,155
Total costs fundraising	569,922	274,229

Fundraising costs are the fees that are paid to the payment platforms that collect the consumer donations. Business development costs include advertising costs, the development of new features on the website to facilitate fundraising and other expenses designed to help obtain funding.

In the third quarter of 2023, we strengthened our Business Development and Fundraising team with the addition of a new Head of Business Development and Fundraising, a Senior Business Development Manager, an interim Business Development Manager and interns who were employed at the end of 2023.

Externally, we engaged specialists to support key areas, including freelancers to support the fundraising effort and a strategy advisor.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.9 Costs of management and administration

	2024	2023
Personnel expenses	563,701	403,040
Travel expenses	48,774	40,504
External hires	5,965	81
Housing expenses	156,818	129,544
Office expenses	53,381	45,989
Administrative costs	21,543	24,977
Insurance costs	15,933	12,854
Audit and advisory costs	82,765	53,857
Depreciation expenses	17,870	13,877
Other expenses	28,295	27,353
Total	995,045	752,076

During 2024, a new full-time Head of the Regional Office East Africa was hired whereas the previous person combined this role with fundraising and programmatic responsibilities. Additionally, a new HR Manager started at the end of 2023, with the increase in expenses becoming visible in 2024. A Finance Officer based in the Netherlands also joined the team.

The addition of an office space in Tanzania and the annual rent increases represent most of the increase in housing expenses.

Audit and advisory costs increased due to the addition of the statutory audit in Kenya, as well as advisory services for the recruitment of management team members in Africa.

5.4.10 Interest income

Interest income consists of interest earned on bank deposits with a duration between 3 and 12 months, and interest earned on balances on the various checking and savings accounts.

5.4.11 Personnel expenses

	2024	2023
Wages and salaries	2,450,771.06	2,014,079
Social security contributions	362,071	229,566
Other employee benefits	213,797	219,877
Total	3,026,639	2,463,522
Average number of FTEs during the year	66.3	52.0
<i>of which interns</i>	4.5	2.9
FTEs in Europe	32.3	27.2
FTEs in Africa	34.0	24.9

The average number of FTEs increased by 28% in 2024 mainly as a result of people that were hired during 2023 in anticipation of expected increasing income and activities in our programmes. This led to an increase in salary costs of 20% due to a lower average salary cost of new hires.

Social security contributions increased more than salary costs (58% versus 28%) due to the fact that a Kenyan tax liability for the years 2021 till 2024 became apparent in 2024 which relates to staff cost reimbursements that should have been taxed, but had not been (EUR 59,224).

Other employee benefits consist of accrued vacation days, retirement contribution, health insurance, expat allowances, training, food & beverage, team events and other employee related costs. The reduction of 23% in these costs compared to 2023 is mainly due to a decrease in the accrued vacation days and a large reduction in expat allowances due to the fact that there is only one part-time expat left in 2024 (in 2023 there were two expats).



5. NOTES TO THE FINANCIAL STATEMENTS

Remuneration Board of Directors

Name	Marjolein Albers	Niels Dierckx
Position	Managing Director	Director Programs
EMPLOYMENT		
Type (duration)	Permanent employment	Permanent employment
Hours per week	40	24.3
Part-time percentage	100	60.8
Period	1/1 - 31/12	1/1 - 31/12
REMUNERATION		
Annual income		
Gross wages	97,201	54,680
Holiday allowance	7,797	4,361
Total	104,998	59,041
Contribution to retirement fund	6,318	3,554
TOTAL 2024	111,316	62,595

The annual income of the individual directors remains within the maximum of EUR 114,366 (1 FTE for 12 months) according to the Regulation on the Remuneration of Directors of Charitable Organisations.

For an explanation of the policy and principles regarding executive remuneration, please refer to section 5.6 of the annual report.

No loans, advances or guarantees have been issued to the directors.

5.4.12 Spent on objectives

	2024	2023
spent on objectives as % of income	83.5%	86.2%
% of expenditures spent on objectives	77.7%	86.2%
% of expenditure spent on fundraising	8.1%	3.7%
% of expenditure spent on management and administration	14.2%	10.1%

Expenditure on objectives as a percentage of income reduced somewhat during the year.

The fundraising team had been understaffed in 2023 which led to an increase in these costs in 2024. Due to the fact that income stayed well below budget, expenditure on management and administration was relatively high in 2024 despite cost cutting measures that were taken throughout the year. The result is a relative decrease in the spend on objectives.



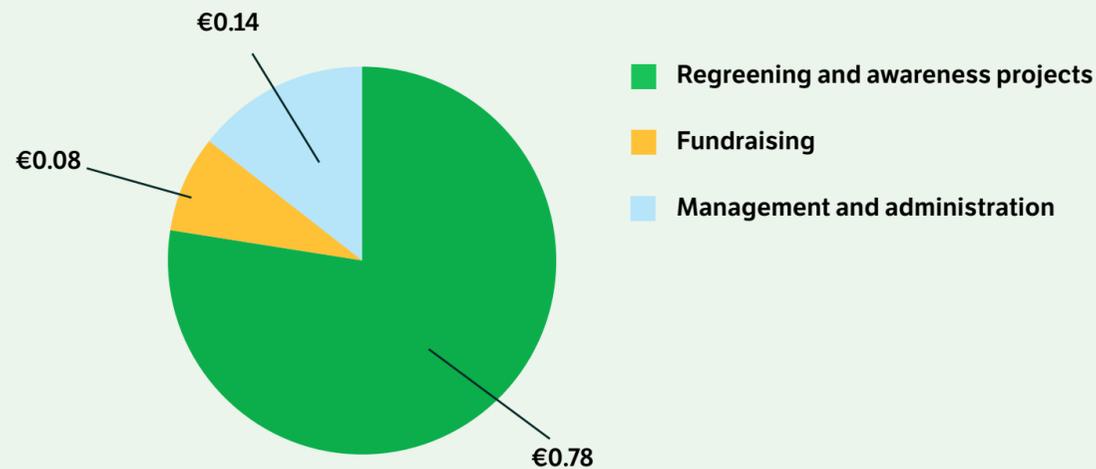
5. NOTES TO THE FINANCIAL STATEMENTS

5.5 ALLOCATION OF EXPENSES

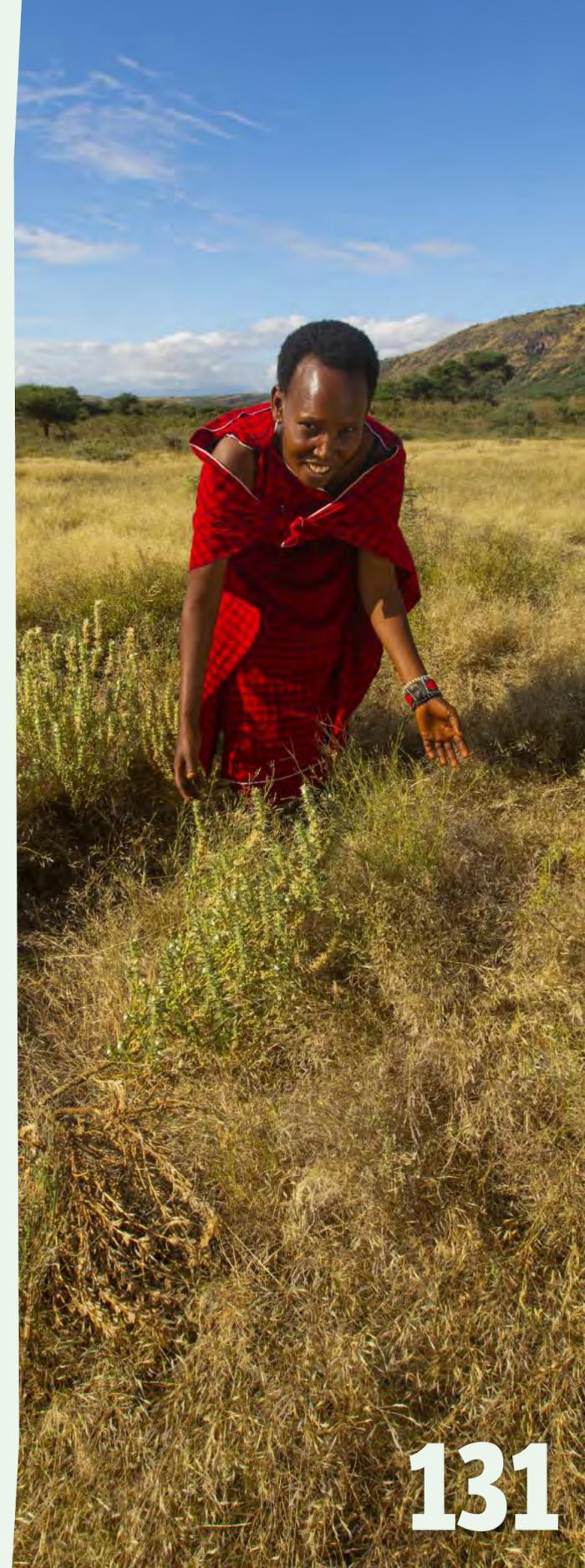
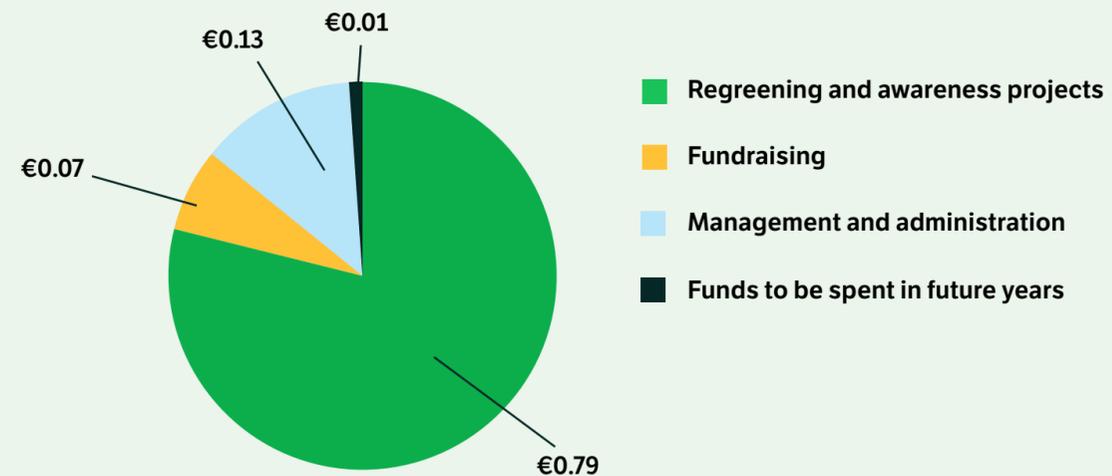
amounts in euros

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2024	Budget 2024	Total 2023
	Regreening projects	Awareness projects					
Purchases and acquisitions	69,397	12,090	1,093	7,909	90,489	140,954	51,135
Work sub-contracted	2,622,177	174,486	92,007	5,965	2,894,635	6,047,389	3,769,403
Communications	72,691	61,938	17,045	159	151,833	824,641	243,515
Employee benefits	1,376,440	671,629	414,869	563,701	3,026,639	3,732,974	2,521,658
Accommodation	-	-	-	148,817	148,817	148,466	122,180
Office and other general expenses	255,402	102,560	44,785	250,624	653,370	1,305,090	702,081
Depreciation	20,473	537	124	17,870	39,004	54,686	34,759
TOTAL	4,416,580	1,023,240	569,922	995,045	7,004,787	12,254,200	7,444,731

1 EURO DONATED IN 2024 WAS SPENT ON:



1 EURO DONATED IN 2025 WILL BE SPENT ON:



5. NOTES TO THE FINANCIAL STATEMENTS

5.6 PERSONNEL

Remuneration Board of Directors

In determining the remuneration policy and setting the compensation, Justdiggit follows the Regulation on the Remuneration of Directors of Charitable Organisations (see www.goededoelennederland.nl).

The regulation sets a maximum norm for annual income based on weighted criteria. The assessment of the situation at Justdiggit was conducted by the Supervisory Board. This resulted in so-called BSD scores of 409 points for the Managing Director and 376 points for other Directors with a maximum annual income of EUR 114,366 (1 FTE for 12 months).

The actual annual incomes of the directors in 2024, relevant for testing against the applicable maximum amounts, were:

Marjolein Albers (1 FTE for 12 months): EUR 111,079

Niels Dierckx (0.61 FTE for 12 months): EUR 62,743

These compensations remained within the applicable maximum amounts.

The level and composition of the remuneration are explained in the annual report in the notes to the statement of income and expenses.

Reward Supervisory Board

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



ACRONYMS

ACC	Amboseli Conservation Centre
AET	Amboseli Ecosystem Trust
AFR100	African Forest Landscape Restoration Initiative
ANBI	Algemeen Nut Beogende Instelling
CI	Conservation International
CNN	Cable News Network
CO2	Carbon dioxide
FMNR	Farmer Managed Natural Regeneration
FTE	Full-time equivalent
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GPS	Global Positioning System
GRP	Gross Rating Point
ICRAF	International Council for Research in Agroforestry
INGO	International Non-Governmental Organisation
KBC	Kenya Broadcasting Corporation
MBO	Member-Based Organisation

MEL	Monitoring, Evaluating and Learning
MT	Management Team
MWCT	Maasai Wilderness Conservation Trust
NGO	Non-Governmental Organisation
NWP	the Netherlands Water Partnership
OGR	Olgulului-Ololarashi Group Ranch
PWC	Pastoral Women's Council
ROEA	Regional Office East Africa
SDGs	Sustainable Development Goals
SEO	Search engine optimisation
SMS	Short Message Service
SORALO	South Rift Association of Land Owners
TWENDE	Towards Ending Drought Emergencies in Kenya
UNCCD	United Nations Convention to Combat Desertification
YEP	Young Expert Programme



AUDITOR'S REPORT

Auditors



Baker Tilly (Netherlands) N.V.
Laarderhoogweg 25
PO Box 94124
1090 GC Amsterdam
Netherlands

T: +31 (0)20 644 28 40

amsterdam@bakertilly.nl
www.bakertilly.nl

Reg.no.: 24425560

DRAFT

To the shareholders of
Stichting Justdiggit Foundation

INDEPENDENT AUDITOR'S REPORT

A. Report on the audit of the financial statements 2024 included in the annual report

Our opinion

We have audited the financial statements 2024 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, 2024 and of its result for 2024 in accordance with RJ 650.

The financial statements comprise:

1. the balance sheet as at 31 December 2024;
2. the profit and loss account for 2024; 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.

Baker Tilly (Netherlands) N.V. trading as Baker Tilly is a member of the global network of Baker Tilly International Ltd., the members of which are separate and independent legal entities.

Baker Tilly (Netherlands) N.V. is a public limited company and is the exclusive contracting party in respect of all commissioned work. The company's general terms and conditions, filed with the registry of the Dutch chamber of commerce under no. 24425560, which include a limitation of liability, are applicable to all work performed and to all legal relationships with third parties.

Auditors



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.

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 the 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 foundation'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.

Auditors



We have exercised professional judgement and have maintained professional scepticism 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;
- 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 those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

Amsterdam, April 10, 2025

Baker Tilly (Netherlands) N.V.

drs. L.den Boer RA
Director Audit