

# COLOFON

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# **REPORT OF THE BOARD OF DIRECTORS**



# 1. MISSION REGREENING AFRICA BY EMPOWERING SUBSISTENCE FARMERS

Creating a movement of change in agricultural practices, combining food security with climate change adaptation and mitigation benefits



# 2. WORKING TOWARDS A GREENER FUTURE



# 2. WORKING TOWARDS A GREEN FUTURE

#### Since its foundation, Justdiggit's objective is to reverse land degradation in the world and empower climate resilient communities.

More than ever we are out of balance with nature. We need to find ways within our personal lives, societies and institutions to restore that balance with the natural world. In the meantime however, our planet earth is warming while the human population is growing. This results in water and food scarcity, poverty, loss of biodiversity and a growing population of climate refugees. Luckily, we can also turn things around. The Global Partnership for Forest Landscape Restoration recently estimated the world's extent of degraded land available for restoration. Globally, over 2 billion hectares of land can be restored, an area twice the size of Europe.





## 2. WORKING TOWARDS A GREEN FUTURE

According to The Nature Conservancy, 37% of the climate problem can be solved by 'naturebased solutions' (restoring rangeland, forests and wetlands). In doing so we can provide water, food, biodiversity and a better life for millions of people and animals.

To make a significant contribution to worldwide regreening in the coming years, we focus on two core activities:

• IMPLEMENTING REGREENING PROGRAMS IN SUB-SAHARAN AFRICA

#### REALIZING (INTER)NATIONAL AWARENESS CAMPAIGNS

Large-scale application of nature-based solutions will provide a better and more productive living environment for subsistence farmers and contribute to the uptake of  $CO_2$  by biomass, making it (in addition to reducing emissions) a key solution to the climate problem.



# **3. FOREWORDS**



#### **FOREWORD BY MARJOLEIN ALBERS**

#### Managing Director Justdiggit

Imagine that, in the next decade, we can inspire and provide the tools to activate 300 million subsistence farmers in Sub-Saharan Africa to restore their degraded lands, using proven Sustainable Land Management techniques.

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

And could this be done, instead of moving from one 'program area' to the next, by motivating everyone together in one broad and interconnected movement? One that is inclusive of other INGOs, governments and companies alike, and especially one that connects a farmer in Senegal with another in Malawi? This is what we have been working on over the past years in our program countries Kenya and Tanzania, and it all came together in 2019. This is Justdiggit's strategy for the next decade.

In Kenya and Tanzania, hand in hand with our local and international partners, we successfully developed and tested our approach; combining global media networks with mobile technology and effective landscape restoration techniques. Our objective is to become global leaders in the scaling of landscape restoration impact. We have a set of partnerships and in-house skills that are unique to the "industry" of ecosystem restoration. We can be the linking agent between (I)NGOs, businesses and governments interested in ecosystem restoration, and the people on the ground who ultimately benefit through the innovative merging of (mass) media and technology. We are part of these three worlds and are uniquely positioned to bring them together.

For the coming years, our focus is and will remain on Sub-Saharan Africa: it is the most vulnerable to threats of natural resource degradation and poverty, has a high reliance on (subsistence) agriculture and is extremely vulnerable to environmental change. Within this area, we focus on the most overlooked and vulnerable group: the hundreds of millions of subsistence farmers who depend on their land in the most literal sense.

A durable Regreen Revolution, based on Sustainable Land Management (SLM) practices aiming to regenerate entire ecosystems, restoring the essential balance between people and their lands through sustained yield improvements, and resulting in livelihood stability.

years to come.

During the writing of this annual report the COVID-19 pandemic unfolded with huge impact for each and every one of us. As Justdiggit we are responding in several ways. First and foremost, we prioritize the health of our staff, local partners and the communities we serve. In the African countries in which we implement our regreening programs, all staff involved are working from home; any gatherings have been restricted and travel is limited in accordance with WHO, national and local guidelines. We continue to work closely with our local partners and donors to manage and mitigate the effects of COVID-19 on our programs as best we can. This might mean that in the short run we place more emphasis on activities that require no physical contact. Local radio shows on regreening, SMS services and (social) media are great examples of this. But the long-term end goal remains the same: large scale regreening which increases the wellbeing of local communities and their resilience to climate change and helps to cool down the planet by increasing carbon sequestration.

You are hereby invited to join us in building the Regreen Revolution!

But we can only succeed if we are in this together.

In our programs and campaigns, we work with our local implementing partners, media-, tech- and funding partners. We form one big international team, with a matchless commitment, expertise and strength. I truly want to thank all our partners, Rainmakers and donors for their incredible support and trust in Justdiggit the past year and hopefully for many

TAKING CARE 66 **OF OUR PLANET ALSO MEANS TAKING CARE OF EACH OTHER** 

Marjolein Albers





## FOREWORD BY HAROLD KNEBEL

#### **Chairman of the Supervisory Board**

In October 2019 I stepped into the world of ecosystem restoration by taking over the chairmanship from Jenny Elissen. Jenny has been a driving force for the organization for many years. To quote Jenny; "It is a wonderful moment to say goodbye after eight years as chair of Justdiggit. Build from scratch with a lot of drive and enthusiasm, Justdiggit now is a solid international organization with an innovative business model and projects one can only dream of. I will stay connected and hope to keep playing a connecting role within the Advisory Board." We are very thankful for the years of dedication and her great commitment to Justdiggit and are happy that she will remain involved through a role within the Advisory Board.

I became inspired from the first r to regreen farmland by inspiring Despite my recent involvement, i partners and projects, of innovati

The past year has been a year of creating shared value partnerships in line with the Sustainable Development Goals and investments in the ongoing development and upscaling of our programs in Kenya and Tanzania. Furthermore new multi-year funding partnerships with Timberland, IKEA Foundation and Green Climate Fund have been committed.

Of course, times have changed significantly, due to COVID-19. Justdiggit has of course taken the necessary measures to secure the safety of the staff and our partners and continue its work where possible. Fortunately most funders have secured their commitment for 2020 and beyond. We cannot predict the future, but I do hope that we overcome this crisis by global solidarity and invest in a better and greener future.

I also want to take the opportunity to thank the staff of Justdiggit for all their energy and commitment during the course of 2019 and the first months of 2020.

I became inspired from the first moment I heard about Justdiggit, its ambitions and its innovative approach to regreen farmland by inspiring and activating small holder farmers.

Despite my recent involvement, it is a pleasure that we can look back at a year full of opportunities, new partners and projects, of innovation, but also a year of consolidation of our strategy.

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# 4. HIGHLIGHTS OF 2019



## 4. HIGHLIGHTS OF 2019



#### **42.300 BUNDS DUG**

These bunds – or earth smiles – regreened a large area and retained a total of 287.640.000 (or say 287 million!) liters of water.



#### **3 MILLION TREES REGENERATED**

Using the Kisisiki Hai technique in Tanzania we brought back this huge amount of trees!



#### **38.000 HA BROUGHT UNDER RESTORATION**

Using ancient techniques, modern technology and communication.



#### **130.000 PEOPLE VISITED THE MOVIE ROADSHOW**

This drive in cinema-event has been to 250 villages in the Dodoma district in Tanzania.



#### **110.000 FARMERS PRACTICE KISIKI HAI**

On their own land farmers practice this regreening technique to regrow trees.



#### **50.000 FARMERS RECEIVE REGREENING SMS**

These bunds – or earth smiles – regreened a large area and retained a total of 287.640.000 (or say 287 million!) liters of water.

## 4. HIGHLIGHTS OF 2019



#### LAUNCH OF DIGG APP AND REGREENING PLATFORM

Funders all over the world can support landscape restoration with the click of a button. The money goes straight to the farmer who's digging



#### **15.000 PEOPLE VISITED THE RAINDANCE PROJECT**

A music festival in Kenya, Tanzania and The Netherlands to inspire, educate, activate and celebrate for a greener planet.



#### **DOCUMENTARY RAINMAKERS III: A TANZANIAN STORY**

The third episode in the Rainmakers series, premiered in the cinema and broadcasted on television and online.



#### **NEW GLOBAL PARTNERS**

Our programs, campaigns and business development team attracted wonderful new partners. Timberland | IKEA Foundation | Greenchoice Webfleet Solutions | UN Environment



#### **6 AWARENESS CAMPAIGNS DEVELOPED**

In Kenya, Tanzania, Germany, The Netherlands, The U.S., and globally online Justdiggit launched campaigns to raise awareness and funding.



#### **5 NEW AMBASSADORS FROM 4 COUNTRIES**

Reaching more global awareness by expanding our ambassador family. Avril Kenya | Jaymondy | Philippe LeBlond Harm Edens | Thomas D





To implement our regreening programs we use techniques that are based on rainwater harvesting, agroforestry (Farmer Managed Natural Regeneration) and soil improvement.

To scale up this regreening, we use the power of media and communication, by effectively reaching hundreds of thousands of farmers at minimal cost. This integration of media and communication in our programs and that of our partners, makes our regreening approach unique.

Our theory of change revolves around inspiring rural farmers, which opens them up for targeted messaging, using national and regional awareness campaigns. Once predisposed to these messages, they can be educated (learning about a certain practice) and activated (actually applying this practice). By celebrating successes and showcasing these to more people and inspiring them in the process, we restart the cycle.

Since 2018 we have demonstrated the success of our integrated media and communications approach within our Kenyan and Tanzanian programs, using the power of inspiration and communication to increase the efforts of smallholder farmers to restore their land.

In our programs we work with local partners, who are strongly embedded within the local communities. These partners are responsible for the on-theground delivery of our program objectives, working closely together with the Justdiggit team.

To promote the awareness of nature-based solutions on an (inter)national level, we create positive global on- and offline awareness campaigns. Through various channels we also inspire, unite and activate our stakeholders: consumers, companies, foundations, sponsors, rainmakers, followers, alliance partners, project partners, media partners and our ambassadors.



# **5.1 REGREENING TECHNIQUES**











#### **RESTORING DEGRADED LAND**

In dry areas where the soil is degraded, rainwater can no longer infiltrate the ground. When it rains, water washes away unused. This causes erosion and the washing away of the remaining fertile soil and seeds. As a result, the land degrades even further and the vegetation cover is lost. This negative vicious circle can be broken, and land can be restored and regreened by utilizing proven interventions such as semi-circular bunds (half-moon shaped basins dug in earth) on communal lands and terrace bunds on farmland. Furthermore, we help communities to manage dry season grazing grounds, improving access to fodder during the dry seasons.

#### MAKE BEST USE OF THE WATER

Almost everywhere on our planet it rains, even in dry areas. By allowing rainwater to infiltrate the soil, seeds will sprout and vegetation returns. Erosion is diminished and downstream problems such as flooding are reduced. In certain areas, this is complemented with grazing management and grass seed banks to bring back grasses for livestock and wildlife to feed on. In turn, this creates a sustainable source of income e.g. for Maasai women.

#### **AN UPWARD SPIRAL**

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

# **5.1 REGREENING TECHNIQUES**













POgolea

**a** lama







#### **RESTORING DEGRADED FARMLAND**

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

#### **TRAINING FARMERS**

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



TUnza



With our network of trainers, media and communication we teach farmers the practice of FMNR (Farmer Managed Natural Regeneration) or 'Kisiki Hai' in Swahili. By pruning and protecting them, young sprouts are helped to grow into strong and mature trees quickly.

#### **BENEFITS OF TREES**

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

#### **CLIMATE RESILIENT AGRICULTURE**

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

## **5.2 SCALING THE ADOPTION OF REGREENING TECHNIQUES**

We work with a media and communications approach including the use of all available media channels to amplify the effect of landscape restoration interventions such as rain water harvesting and FMNR (Farmer Managed Natural Regeneration); thereby creating a landscape restoration movement. We target both the rural and urban population with messages and techniques that are tailored to the programs. This is especially effective in the case of low/no cost interventions, such as FMNR. Examples of this approach are the use of nationwide media channels such as billboards and television, but also radio channels that reach the rural population. In order to tie the national campaigns to the farmers in rural villages, movie road shows and video tours are organized. We tour with different teams around the rural program areas; organizing day-long events that culminate in the showing of a high quality, enticing movie about FMNR in the local language. This inspires farmers to start adopting FMNR on their own land and directs them to the champion farmers present in their own village and other sources of information for further support.

#### Main partners

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

#### The effect

Our media and communications approach is an 'impact multiplier' for our programs. Not only does it significantly increase adoption of the techniques propagated by the program within the boundaries of the program area, it also has an enormous spillover effect outside of our target area, on a nation-wide scale.







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## 5.3 SUPPORTING THE REGREENING MOVEMENT BY INTERNATIONAL AWARENESS CAMPAIGNS

Our global on- and offline awareness campaigns are developed to promote nature-based solutions and to inspire, unite and activate an entire generation, growing a landscape restoration movement. We communicate through various channels with our stakeholders: consumers, companies, foundations, sponsors, rainmakers, followers, alliance partners, project partners, media partners and our ambassadors, and each of these require a different kind of communications form and approach.

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



# **JUSTDIGGIT** COOLING DOWN THE PLANET



## 5.3 SUPPORTING THE REGREENING MOVEMENT BY INTERNATIONAL AWARENESS CAMPAIGNS

#### **BROADCASTING OUR WORK**

#### Watch and listen

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

















## **5.3 SUPPORTING THE REGREEN** MOVEMENT BY INTERNAT AWARENESS CAMPAIGNS

#### **INFORMING OUR AUDIENCE**

#### Let's talk social

🕥 Justdiggit

Photos

Videos

It is important to keep our (potential) followers informed. Using social media with the support of our online content partners, we inform our followers about the latest projects and insights. Our main social channels are Instagram and Facebook.

#### Instagram





#### Influencers

Through influencers agency IMA we are collaborating with social influencers, whereby we are reaching out to a newer, younger target audience, showing our work and the importance of regreening.



#### **Documenting our work**

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



\* is time to share positive ? te change. People

#### Start spreading the news

Our news page www.justdiggit.org/ news is updated regularly and we are sending informative and inspiring news letters about our projects to our fan base.



#### Always open

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

## 5.4 MONITORING, EVALUATION AND LEARNING (MEL)

In 2019 a MEL Framework has been developed for every program. These frameworks provide an overview of the program logics, a list of key indicators and ways of measuring these indicators during and after program implementation. The program logic follows the Theory of Change structure and results in a list of indicators that cover the outputs, outcomes and impact of the program. While the outputs are directly related to the program activities and interventions, the outcomes and impact are the effects of these activities on the environment and the beneficiaries.



#### MONITORING

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

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





## 5.4 MONITORING, EVALUATION AND LEARNING (MEL)

#### **EVALUATIONS**

Evaluations take place on a regular basis and focus on relevance, efficiency, effectiveness, impact and sustainability questions. In 2019 we worked with the external evaluation company MetaMeta. They conduct evaluations on a yearly basis in the program areas, from baseline to mid-term and final evaluations. In each evaluation they focus on a set of indicators grouped around the topics of soil, vegetation, climate and people. In 2019, MetaMeta delivered a baseline report of the Regreening Dodoma Program and conducted a mid-term evaluation. They also conducted a baseline study on the Restoring OOGR program in Kenya. Reports of the mid-term evaluation and baseline study are expected in mid 2020.

#### **LEARNING**

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





The two main indicators for measuring the impact of our programs are Land regreened and People impacted. However, we are developing additional indicators, some of which are already mentioned here.

In the annual reports we will address the additional impact that has been created in the year under report, in this case 2019. Future projections can be found on our website.





## 6.1 IMPACT KENYA REGREENING PROGRAMS

Kenya is the country where Justdiggit originated in, and to which it will stay fully committed in the years to come. As we are moving to larger scale programs, Kenya provides the perfect foundation to push scale. We have already run multiple successful projects in southern Kenya and in 2019 started a new multi-year restoration program called 'Green Future Farming'. In 2020 we will start another multi-year program, called 'TWENDE'. An important focus within these programs will remain the Amboseli Ecosystem where we work with the Maasai, and in 2019 we worked both in the Olgulului-Ololarashi and Kuku Group Ranches. But in the coming years we will also expand towards central Kenya and possibly the South Rift. Within these programs, Justdiggit and its partners use community-based restoration techniques, such as rainwater harvesting and grass seed banks.



## **KENYA 2019 IMPACT:**

#### Main indicators:



Land: 6,877 hectares brought under restoration



People: 5,200 people positively impacted

#### Additional indicators:



Water: 0.8 billion liters of water retained



## **6.2 IMPACT TANZANIA REGREENING PROGRAMS**

In 2019 we continued and extended our partnership with the LEAD Foundation, a grassroots organization from the Dodoma region in central Tanzania, which is also our program area. The Dodoma region is about the same size as the Netherlands and where ninety percent of the people depend on the land for their existence.

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

For this reason, towards the end of 2017 we co-developed the 'Kisiki Hai' (Swahilli for 'living stump') program with LEAD Foundation. In this program, we promote rainwater harvesting and 'Farmer Managed Natural Regeneration' (FMNR) which is an agroforestry technique helping farmers to regenerate trees on their land at no cost.

After the success of the first pilot phase, reaching 36,000 farmers, we expanded the program in 2018 to its full scope - the entire region.

What is truly unique about this program is the integrated use of media and communication to spread the message of Kisiki Hai. An excellent example of this is the video tour: using 4 mobile video teams from LEAD Foundation, we brought an inspiring movie on Kisiki Hai to hundreds of rural villages that are not connected to a tarmac road or electricity.

#### CO, FOOTPRINT

Carbon sequestration is one of the many positive impacts of our programs. Carbon dioxide is taken up from the atmosphere and stored in the vegetation and soils of our programs.

In order to run our organisation, setup our programs and monitor the impact of our work we have to run our office and travel which results in carbon emissions. In 2019, our footprint was 187 ton CO, which we compensate by carbon sequestration through our own programs.

#### Main indicators:



Land: 32.000 hectares brought under restoration



## TANZANIA 2019 IMPACT:

People: 480,000 people positively impacted

#### Additional indicators:



Trees: 3 million trees regenerated



Water: 6.6 billion liters of water retained



Education: 130,000 people (from almost 250 villages) visited the 2nd movie roadshow, 50,000 farmers subscribed to the weekly regreening SMS service



# 6.3 (INTER)NATIONAL AWARENESS CAMPAIGNS

We have developed five different campaigns in four different countries this year. Whereas our European campaigns have the goal to create awareness and raise funds, our African campaigns have the ambition to inform, inspire and activate farmers in rural areas to protect their land and trees using the Justdiggit FMNR / water harvesting approach.

The campaigns are specifically developed for each country. In Kenya we show the digging techniques (Justdiggit), and in Tanzania we developed a Kisiki Hai do-it-yourself. In our Dutch, German and global online campaigns we simplify the scientific research documents into a more understandable language: regreening = cooling.

Our Tanzanian, Kenyan, Dutch, and German campaigns have been broadcasted across all different media channels from television and radio to online. The visibility extended not only into homes, but also out of home in the cinemas and on digital screens and billboards nationwide in all four countries.

In New York during the New York Climate week our Green Up To Cool Down campaign also received great out of home exposure.



## 6.3 (INTER)NATIONAL AWARENESS CAMPAIGNS

Without the selfless support of our great partners and ambassadors we could not have developed these campaigns, with a special thanks to Havas Lemz – Havas Germany – Havas Africa. The gross media value of this exposure amounts to approximately 8,000,000 euros, completely sponsored thanks to our global media partners. Our social media following has increased with 189% thanks to the influencer campaigns together with IMA and Timm&Pimm.





#### WENN WIR DIE ERDE AUFHEIZEN KÖNNEN, KÖNNEN WIR SIE AUCH WIEDER ABKÜHLEN.

LÖCHER GRABEN. REGEN SAMMELN. AFRIKA BEGRÜNEN.

JUSTDIGGIT.DE

LASST UNS DIE ERDE ABKÜHLEN





## **6.3 (INTER)NATIONAL AWARENESS CAMPAIGNS**

#### **Documentary Rainmakers III**

Whereas Rainmakers I & II show the re-greening in Kenya, this third part in the series Rainmakers III: A Tanzanian Story tells the story about how we inspired thousands and thousands of farmers to regreen their own land.

The documentary premiered in renowned movie theatre Tuschinski in Amsterdam, attended by Justdiggit's ambassadors, (media) partners, volunteers and board members.

Through this movie we've put ourselves on the map when it comes to storytelling in the world of ecosystem restoration - and beyond. It has attracted (non) institutional donors to our organization and showcased our project to corporates who we are now developing new partnerships with.

Rainmakers III has been broadcasted on Tanzanian television channels and further spread online, creating awareness about the regreening technique Kisiki Hai and Justdiggit's communication approach.



**DIRECTED BY: SAFI GRAAUW & TJEERD VAN DER HULST NARRATED BY: JONATHAN BROWN** 



**MUSIC AND SOUND DESIGN: MACLOUD EXECUTIVE PRODUCER: WESSEL VAN EEDEN** 

## RAINMAKERS III ~ A TANZANIAN STORY ~



## 6.3 (INTER)NATIONAL AWARENESS CAMPAIGNS

#### Influencers trip

Justdiggit has been working with Influencers Marketing Agency IMA since 2016 in The Netherlands and with great success. In 2019 we took the partnership a step further and went global.

IMA, Dept Berlin and Justdiggit casted bespoke influencers from United States, Canada, Mexico, Germany, The Netherlands and United Kingdom to fly to Kenya and Tanzania to explore local Justdiggit projects and encourage their audiences to take action. And so they did!

The influencers received over 550.000 responses to their stories, posts and videos, wherefrom 98% had a positive sentiment. Our social media audience increased by 189% and their followers engaged with Justdiggit both with positive responses as donations.

After the trip our fanbase grew to a more global audience and we welcomed Philippe le Blond a.k.a. The Van Man as an ambassador.



# **6.4 THE RAINDANCE PROJECT 2020–2030**

#### **KENYA**

#### THE NETHERLANDS



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

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

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

On September 14, 2019 we demonstrated the potential of The Raindance Project by kicking off concerts in Kenya, Tanzania and the Netherlands, connected through a live satellite link. The mixture of live artists, DJs, celebrities, comedians, African dance performers and scientists played a vital role in spreading the message and planting the seeds of change.



#### TANZANIA

We celebrated the amazing restoration achievements so far and at the same time, showed the urgency and potential to scale up across Africa and the world.

From 2020 onwards, every 2 years, we hope to involve more countries across all continents to join this green journey: "For he who brings rain, brings life".



Unfortunately, the COVID-19 pandemic, has made it impossible to realize our plans for 2020 and we will have to pause the Raindance Project until further notice.

# **6.5 INNOVATION**

We are constantly exploring new and effective ways to involve more people in regreening and to monitor our impact.

#### **DIGG-APP**

In September 2019, we launched the DIGG-APP. Through this app farmers get paid for restoring land by people around the world who would like to fund landscape restoration. This way the whole world can support us with the click of a button. Without any campaigning this has already resulted in 17,900 sponsored bunds in Kenya! In 2020 the DIGG-APP will be promoted through an online international campaign.







Revolution!

#### **Greener** land

There is a global increase in awareness amongst farmers on the positive effects of regreening, and its effect: more fertile land. However, they often face the challenge of how to do so and where to start. That is exactly why Nature Squared, SamSamWater and Justdiggit developed Greener.LAND.

This is a tool that assists farmers by selecting the characteristics that belong to their landscape. It provides them with one or more types of intervention that is best applicable to their particular land. Clear and basic videos and pictures help the farmers apply the specific interventions to their own land. Depending on the type of land, the location, the climate and other factors, they can find the right regreening techniques. This way everyone can join the Regreen

Greener.LAND aims to inspire millions of farmers to start regreening themselves. This means more green, and a cooler earth. The tool will be further developed and promoted further in 2020.

# **6.5 INNOVATION**



#### **Drones for impact monitoring**

We have been using drones to create photo and video footage of our project areas for a while. Last year we have expanded the use of drones to monitor the impact of our work. Together with our partner MetaMeta we equipped drones with special multispectral cameras that can accurately identify trees and vegetation. With the drones we capture very high detailed imagery of our project areas and track changes in vegetation over time.



#### **Tree Tracker GPS monitoring**

In partnership with Greenstand we are developing a 'Kisiki Hai Tree Tracker app' to measure the location and height of trees in Tanzania. Our champion farmers (trainers) are already equipped with smartphones to report their progress. Now they can use these smartphones to measure the position (using GPS) and height of trees too. The app is still in development and will be tested before roll out in 2020. **Greenstand** 




# 7. POWER OF THE NETWORK



### **7. POWER OF THE NETWORK**

### 

**SCIENCE & INNOVATION** 

Wageningen University &

Singularity University -

Mountain View California

SamSamWater Foundation

Aidenvironment / RAIN

Research (WUR)

**ALLIANCE** 

MetaMeta

Aqua for All

Nature<sup>^</sup>Squared

Acacia Water

LEAD Foundation Maasai Wilderness Conservation Trust (MWCT) African Conservation Centre (ACC) Amboseli Ecosystem Trust (AET) Amboseli Conservation Program (ACP) Kenya Wildlife Service (KWS)

### PARTNERS

Global EverGreening Alliance UN Environment AFR100 United Nations Convention to Combat Desertification (UNCCD) SDG Charter Global Great Green Wall Young Expert Programmes (YEP)



### **MAIN FUNDING PARTNERS**

IKEA Foundation Webfleet Solutions GreenChoice Caterpillar Foundation Tony's Chocolonely Rabobank Canna Corporate Evi van Landschot Winclove

### **OTHER FUNDING PARTNERS**

Colijn IT Foundation E-rally Getaway Travel Vandebron Mountgreen Airmiles Geefeenboompje.nl Gezondheidscentrum Voorschoten **Cormorant Commodities** Pure Quality Products MountGreen Edel Sibelco Stadscafé de Boterwaag Zoekgroen ChaletPlus

### MEDIA

AdAlliance blowUP media Centercom Clear Channel CS Digital Dept Dodoma FM **Exterion Media** Havas Africa Havas Germany Havas Lemz IMA Influencer Marketing Agency JCDecaux Africa JCDecaux NL Jean Mineur Mediavision Kinetic Lama Lama MacLoud Amsterdam MMD Digital NEP Ocean Stroom Talpa Network Timm & Pimm

### **7. POWER OF THE NETWORK**

## Partnering with AFR100, UN ENVIRONMENT & the Global Evergreening Alliance

The African Forest Landscape Restoration Initiative AFR100 is a country-led effort to bring 120 million hectares of land in Africa into restoration by 2030. 28 African governments and numerous partners aim to accelerate land restoration, enhance food security, increase climate change resilience and mitigation, and combat rural poverty. As their official media and communications partner we have been asked to develop better visibility of their work, successes and challenges. To that end we are developing a format that that will be presented in 2020.

In 2019, Justdiggit also became an official partner of the UN Environment Programme. The UN General Assembly declared 2021-2030 as 'The Decade of Ecosystem Restoration'. We partnered up and started a global Regreen Revolution.

A concrete example of boosting the Regreen Revolution is creating more awareness of the fact thar nature-based solutions are THE solution to reverse climate change. Therefore, together with the Global Evergreening Alliance, we have launched the international Green Up to Cool Down Campaign, during Climate Week in New York in September 2019. Together we can regreen and cool down the earth again!











# 8. BUSINESS DEVELOPMENT FUNDRAISING & PARTNERSHIPS





### **8. BUSINESS DEVELOPMENT**

## **8.1 RESULTS 2019**

In 2019, our income increased as a result of large donations from Rabobank, Caterpillar, IKEA Foundation, TomTom Telematics, and many sponsors to cover the complete costs of the Raindance Project.

Our income from companies was lower than planned for, because of longer lead-times than expected and a significant contract that did not materialize as planned.

Overall, Justdiggit reported a negative result in 2019, which requires some explanation. In the past, donations were recorded as income in the year that they were received by the Foundation. To the extent that these funds were not spent in the respective reporting year, they were added to either the free reserves or the appropriation funds (if the funds were earmarked for specific projects). Before 2019, Justdiggit received large donations to cover project and overhead costs for years to come, which were all recorded as income in 2018 or earlier. Parts of these funds have only been spent in 2019. Because income and expenses were not recorded in the same year, the result in 2019 turned out negative. However, this 'loss' is covered by our free reserves, where a buffer was built to cover the costs.

Because the timing of the recording of income has not been completely in line with the expenditures associated with them, it does not adequately reflect how Justdiggit is performing in any given year. This is why from 2019 onwards, income is only recognized in the Statement of Income and Expenses in the year that the donations relate to and are (meant to be) spent.



### **Corporate funding**

We signed a multi-year partnerships with Greenchoice and built further on our partnership with TomTom Telematics, now Webfleet Solutions in the Bridgestone family. Together with Webfleet Solutions we developed the Green Your Fleet B2B platform that can engage 50,000 companies nearly 900.000 vehicles throughout Europe to compensate CO<sub>2</sub> emissions while partnering with Justdiggit.

We engaged and established relations with many global brands and companies, from Tommy Hilfiger to Heineken, while partnerships and funding relations continue with companies like Tony's Chocolonely, Caterpillar, Rabobank and Canna Corporate.

In 2019, we raised € 1,378,716 from companies, on top of the funding that was already received in previous years, to cover the costs of 2019.

Timberland Global Partnership (5 years)

We have developed and signed a global partnership with US based Timberland (\$ 3Billon turnover) part of VF Corporation.

In full alignment with Timberlands Green Future Strategy to plant 50 million trees in 5 years and their "Nature Needs Heroes" campaign, Justdiggit is a key impact partner in a five-year partnership. Together with Timberland we will bring back 10 million trees in Tanzania, this is as many trees as going around the world twice if you would place the trees just 8 meters apart. This program will empower hundreds of thousands of farmers through the new vegetation and soils, hundreds of thousands of tons CO<sub>2</sub> ton will be sequestered. Furthermore we are discussing "impact on product" sales activation in which Timberlands consumers can bring even more back nature or trees based on the consumers choice of apparel. This partnership with a total funding of 2.8 mio, will materialize from 2020 onwards.



### **8. BUSINESS DEVELOPMENT**

## **8.1 RESULTS 2019**

### Income from nonprofit organizations

In 2019, we invested in building new partnerships with other (international) NGOs working on climate and ecosystem restoration. Our partnership with IUCN and Conservation International as their business and restoration partner in a five-year proposal to the Green Climate Fund (GCF) was accepted by GCF in October 2019. The contract signing of the TWENDE program for Kenya, will be in the second quarter of 2020 followed by the first year of implementation. The total grant for Justdiggit for the 5-year program is 2.8 mio EUR.

We also successfully developed the Green Future Farming proposal (Kenya, Uganda and Ethiopia) together with our partners MetaMeta and Rain, that was rewarded by a 4-year commitment of IKEA Foundation (1,148,691 EUR).

We also developed new partnerships as partner of the Global Evergreening Alliance that materialized in four multimillion funding proposals for ARK2030 and GCF that will be submitted in 2020.

In total the income from nonprofit organizations was  $\notin$  264,012.







### Individual philanthropists

We can proudly mention that we welcomed 40 new Rainmakers this year and hope to engage them in the coming years. Overall the income from Rainmakers came from individual philanthropists. These donations cover our organizational costs, including the set-up of The Raindance Project. We reach individual philanthropists (Rainmakers) through various networks, fundraising dinners, etc. We establish personal relationships with every Rainmaker. Our MD and our co-founder are managing the relationships and recruiting new Rainmakers as part of their fundraising role. We received a total amount of  $\notin$  492,951 in 2019.

### Consumers

Consumer donations are a spin-off of powerful media campaigns, organized in close collaboration with Havas Lemz and other media partners who donate time, creativity and advertising space at no costs. We are actively driving campaigns on all sorts of media, with donation requests on our website and all other campaign media. Our consumer donations increased significantly again from  $\pounds 262,605$  in 2018 to  $\pounds 456,717$  in 2019 after successful new campaigns including the start of a Justdiggit campaign in Germany and the introduction of the DIGG APP donation platform.



## **9.1 THE TEAM**



MARJOLEIN ALBERS Managing Director



**DENNIS KARPES** Co-Founder & Creative Director



**WESSEL VAN EEDEN** Marketing Director



**NIELS DIERCKX** Director Programs



**MARGOT FREDERIKS** Program Support



**DJ VAN STYRUM** Partnerships



**TJEERD VAN DER HULST** Art Director



**ADRIAAN KAUFFMANN** Manager Programs



MEREL RIKVELD Manager Business Development



NICO BOLLE Finance



**ILSE VAN DER VLIST** Intern



**MARA DE JAGER** Intern



**KIKI CALIS** Production Raindance



**HILLARY ASAMBA** Movement Kenya



LANA MÜLLER Programs Kenya



**GODLOVE KIHUPI** Young Expert Tanzania



WESSEL KONING Director Business Development Chief Technology Officer



SANDER DE HAAS



NADIA DE WAAL Global Manager Marketing & Comms



**SENNE VAN 'T HOF** Marketing, Comms & Program support



**DENISE HOGENDOORN** Office Manager & Marketing Support



**CRIS VAN WOLFFELAAR** Manager NL Marketing & Comms



DAVID OPDAM Manager Raindance



**OLGA ZEGERS** Head of Music Raindance



**JESSE VOORN Communication Raindance** 



**JESSIE DE BOER** Programs Kenya



**AYOUB ASENGA** Young Expert Tanzania



MARIA-LETIZIA VON BIBRA Intern



## **9.1 THE TEAM**

### THE NETHERLANDS

We welcomed 5 new team members in 2019 and 2 new interns. By the end of 2019, the total Justdiggit team consisted of 28 team members (including the freelance Raindance team and 3 interns). In Kenya we have one fulltime country representative on the ground and 2 part-time team members (a media & communications officer and a project coordinator). We are also supported by the Young Expert Program of the Dutch Department of Foreign Affairs (YEP). In Tanzania we have 2 YEP participants assisting us and our implementing partner LEAD with both Communications, and Monitoring, Evaluation and Learning. In Germany we are supported year-round by interns on media and communications and are working with the organization Mindwize as our Germany-based back-office.

The team is organized around the following core activities:

### PROGRAM DEVELOPMENT MOVEMENT (COMMUNICATION, MEDIA, CAMPAIGNS) BUSINESS DEVELOPMENT & PARTNERSHIPS GOVERNANCE & OPERATIONAL EXCELLENCE



## 9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

### **TANZANIA**



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



**LUCY LIWA** LEAD Foundation Treasurer Dodoma, Tanzania







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





**JOHNSON SIPITIEK** ACC (African Conservation Centre) Project Coordinator, Kenya





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



**CHARITY LANOI** MWCT Livelihoods Coordinator Kuku, Kenya



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





## **9.2 SUPERVISORY BOARD**

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

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

In 2019 four regular meetings with the Supervisory Board have been held. During these meetings a wide range of topics is discussed, such as financial and program progress, movement activities, fundraising activities, cooperation with partners and progress on the organization and budgets. A quarterly progress report presented by the Board is shared as preparation for these meetings.

### The Supervisory Board approved the following decisions:

• Approval annual report and financial statements 2019.

• Approval year plan and budget 2020.

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

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

On October 8th, 2019, Jenny Elissen left the Board after being its chair for almost 8 years. We thank Jenny for her expertise and leadership and are happy to announce that she will join the Advisory Board. Harold Knebel joined the Supervisory Board as the new Chairman.

HAROLD KNEBEL (CHAIRMAN)



**EDDY MOORS** 



**NATACHA PIETERSZ** 



**TINEKE BAHLMAN** 



**ERIK HALLERS** 



## **9.3 ADVISORY BOARD**



**DENNIS KUPERUS** 



**TIM DEKENS** 



**TITUS EIKELEBOOM** 



**SEYANABOU BA** 



**ROBIN MILLINGTON** 



**IGNACE SCHOPS** 



**BERT AMESZ** 



**ALLARD RUYL** 







**OLIVIER KARG** 



### **JIM FOURNIER**



**VINEEL AGARWAL** 

**WILLEM BLOM** 



**JAMIE DE BOURBON DE PARME** 



**JENNY ELISSEN** 



### **MASHIRI ZVARIMURA**



## **9.4 AMBASSADORS**



JAYMONDY



**TESS MILNE** 



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



**DESMOND TUTU** 



**ANDRE KUIPERS** 



AMARA ONWUKA



HARM EDENS



**JONATHAN KARPATHIOS** 



### **FLOORTJE DESSING**



MARK VAN DER MOLEN & Rámon Verkoeijen



**PHILIPPE LEBLOND** 

## **9.5 VOLUNTEERS AND STUDENTS**

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

### **VOLUNTEERS**

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

Data analyst: Thomas van den Hof

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

**Film:** Safi Graauw, Nonye Onwuka (Non'Ye Business), Eldar Gross, Jesse Voorn, Marc Haers, Erwin Verweij

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

### **STUDENTS**

#### Rosa Boone

Rosa is a MSc. student of Earth Science and Environmental Management at the University of Amsterdam. She worked as an intern with MetaMeta on our program in Tanzania. Rosa worked on improving the monitoring program, analysing drone imagery and carrying out lab analyses on the bulk density, carbon and glomalin content of soils in Tanzania.

#### **Thomas Deurloo**

Thomas is a data scientist and data visualisation expert and offered his help as a volunteer to support the processing and visualisation of the data collected by our champion farmers in Tanzania in maps and charts.

#### Henk van Duist

Henk is a policy advisor and researcher who helped us with a tool to automatically process the data on Kisiki Hai trainers and trees in Tanzania.

#### Tanya van Dijk

Tanya from Wageningen University focused her MSc. Forest Ecology and Management thesis research on the potential role of FMNR on increased climate resilience of smallholder farmers in Tanzania. Three different aspects were inspected: productivity of ecosystem services, adaptive capacity of farmers and climate mitigation potential.

#### Dante Föllmi

Dante is a MSc. student International Land & Water Management at Wageningen University who carried out field experiments to quantify the water buffering potential of the bunds in Kenya.

#### Eleanor Moore

Eleanor studies Forest Ecology and Management at Wageningen University. She wrote her MSc. thesis research on understanding how farmers' selection, knowledge and management practises are influencing the abundance, taxonomic and functional diversity of regeneration management under FMNR.

#### **Bram Parmentier**

Bram studied the micrometeorological impacts of Kisiki Hai trees in Tanzania as part of his MSc. thesis Water Systems and Global Change at Wageningen University.

#### Lorenzo Villani

Lorenzo is a MSc. student Natural Resources Management for tropical rural development at the University of Florence in Italy. He wrote his MSc. thesis on the use of drone and satellite data to assess the effects of Kisiki Hai agroforestry on the microclimate in Dodoma, Tanzania.



## **9.6 RISK MANAGEMENT**

At least once a year the Board performs a risk assessment in order to identify and assess the main risks that the organization is facing. All risks are incorporated in our Internal Control Framework which includes process descriptions, risk analyses and control measures. Risks are categorized as follows:

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

#### **1. FUNDRAISING AND REPUTATIONAL RISK MITIGATION**

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

### 2. FINANCIAL RISK AND FRAUD MITIGATION

- system.

- explanation of significant deviations.

#### **3. PROJECT IMPLEMENTATION RISK MITIGATION**

#### 4. ORGANIZATIONAL RISK MITIGATION

- for the administration, bank payments and contract signing.

• To respond to negative media or publicity about Justdiggit or about any of our partners or ambassadors, that might have a damaging effect to our brand or reputation, PR guidelines are in place. The guidelines describe how to act if a crisis occurs, who to direct to (spokesperson) and how to evaluate after a crisis took place. These guidelines and any issues that might have occurred are evaluated during a Management Board meeting twice a year.

• The administration of Justdiggit is organized with different checks and balances. This four-eye-principle requires that a business transaction must be approved by at least two individuals. It includes an administration authorization within the internet banking

Invoices are reviewed before they are sent, and invoices are reviewed for correctness prior to payment.

• On a monthly basis, the bookkeeper enters the basic bookings in the program Exact Online; invoices, payroll tax and bank payments. On a monthly basis – during month end - the Commercial & Support Manager checks the correctness of booking classifications, account receivable, account payables, short term liabilities and new contract appointments in the system. A couple of checks are performed on a monthly basis to check the correctness of the administration system; some monthly checks are performed by the Commercial & Support Manager and double checked by the MD.

• Furthermore, every guarter, all expenses are compared to the budgeted amounts and sent to the budget holders for review and

 In Q4 2019 an audit committee was established in which one member of the Supervisory Board cooperates with the Managing Director to supervise financial affairs and governance and a number of other Supervisory Board issues.

• Each project is initiated by a financial assessment, communication plan, financial design and project initiation document to be presented to the Management Team and to be approved by the MD.

Local program managers periodically report their project status and financial updates to Justdiggit for review.

 The Management Team has weekly meetings to discuss and make strategic choices and other important decisions with input from the various disciplines in the organization. This ensures that authorizations are well distributed.

All authorities of steering, primary and supporting processes are summarized in a RASCI-matrix. Separate authorities are defined

• As a relatively small foundation, we are limited in the number of employees we can afford. Therefore, we expanded and invested in our network of external partners, volunteers and students.



## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

Our goals are focused towards 2030, the Decade on Ecosystem Restoration.

Through our regreening programs and by partnering with other organizations, millions of African smallholder farmers are being activated to contribute to regreen millions of hectares of degraded land over the next ten years. Supported by our international campaigns, Justdiggit wants to make the general public aware of the fact that nature-based solutions are the key solution to reverse climate change. In our program approach we distinguish three different focus areas.



### **Build own programs**

Continuation of the implementation of our own programs on the ground in Africa, whereby a combination is sought to make use of the more traditional scalable techniques (which only require knowledge and no other input), supplemented with media and communications to further spread these techniques. At the same time, these programs are our continuous laboratory, where innovations are tested and evaluated.

### **Boost other programs**

Supporting programs of other organizations. Through our knowledge and commitment of media and communication at both at national level and in the rural areas, we strengthen the more traditionally organized programs and our approach serves as a multiplier whereby the number of people reached and activated, accelerates.

### **Moving beyond programs**

Using mobile technology and new media to inspire people and facilitate the transition of knowledge of Sustainable Land Management beyond the traditional program structures. This is made possible mainly by the enormous growth and penetration of internet and mobile telephony in Africa.

## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

### **Strategy Programs 2020**

In 2020 we will significantly grow our own programs on the ground. We will run two existing large scale programs in Tanzania (Regreening Dodoma Program (RDP)) and Kenya (Green Future Farming (GFF)) that jointly reach more than a million people. Following the growth of Justdiggit, we will add two new large scale 5-year programs to the portfolio: the Regreening Singida Program (RSP, development in 2020 and start in May 2021) in Tanzania and the TWENDE-program in Kenya. Just like RDP and GFF, these are largescale landscape restoration programs, based on proven approaches to educate and activate, such as training of trainers. We also continue to see these programs as testing grounds for new and innovative approaches.

We realize that this also requires us to step up our presence in our program countries. That is why in 2020 we will set up our own Field Office in Nairobi, from which the day to day management of the programs and contact with our implementing partners in East-Africa will take place.

In 2019 we developed the concept of 'boosting other programs' in which we use our core strength of scaling through media, communication, events and mobile technology to increase the scale and effectiveness of programs implemented by other INGOs. 2020 could provide a large breakthrough: Justdiggit is part of an international consortium that aims to implement the Grand Savannah Green Up (GSGU) in East-Africa. Contingent on funding, Justdiggit will play this accelerator role for the consortium in four countries: Kenya, Tanzania, Uganda and Malawi.

Our ultimate goal remains to develop ways to reach people anywhere in Sub-Saharan Africa, and inspire, educate and activate them to regreen their own land using foundational practices, without the need for a program on the ground. This will dramatically lower cost per hectare regreened land and will simultaneously exponentially increase the number of farmers that can be reached.

## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

### Goals:

#### **TANZANIA (GROWING OWN PROGRAMS)**

- Develop and start implementation of (final) Stage 4 of Regreening Dodoma Program (RDP)
- Develop 20-year sustainability phase of RDP and prepare for implementation as of May 2021
- Develop Stage 1 of Regreening Singida Program (RSP), implementation as of May 2021

#### **KENYA (GROWING OWN PROGRAMS)**

- Develop Stage 2 of Green Future Farming (GFF) program in southern Kenya
- Develop 20-year sustainability phase of GFF and prepare for implementation in first areas under restoration as of Nov 2020
- Develop and start implementation of Stage 1 of TWENDE program
- Implement and integrate DiggApp-program in Stage 1 TWENDE program

#### **BOOSTING OTHER PROGRAMS**

Contingent on confirmation of funding, develop and start implementation of Grand Savannah Green Up (GSGU) in:

- Kenya
- Tanzania
- Uganda
- Malawi

#### **OTHER GOALS**

- Set up Justdiggit Field Office in Nairobi
- Develop concept Senegal Program
- Develop communication plan for GFF Ethiopia and Uganda
- Ongoing development and testing of rural marketing tools (such as SMS and radio)
- Continue strengthening and streamlining of Program management unit, including new people and management tools

The current circumstances demand a temporary shift of working. As Justdigit we have the responsibility to ensure that our programs are conducted in a safe and healthy manner and follow the WHO guidelines.



### COVID-19

Our programs consist of a diverse mix of activities: some of these activities are affected by COVID-19, others are not. Together with our local implementing partners, we decide how to shift timings or emphasize certain activities within the coming period. Both in Kenya and Tanzania, we will further develop our non-physical interventions. Our current assessment (May 2020) is that this can be done budget and impact-neutral. Activities will mostly shift in time.

## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

### **Strategy Movement 2020**

In 2020 we will expand our media and communications approach. In 2013 we started campaigning to create awareness, and for funding purposes in the Netherlands. We expanded campaigning in our project implementing countries to create awareness, but more importantly to inspire, educate and activate communities to regreen their own land. Both on a national level as on a rural level. Due to its success, from 2020 onwards we will use our communication method to 'Boost other programs'. We will work together with other NGOs in Kenya, Tanzania, Uganda and Ethiopia to create awareness for their mission, which is similar to ours. By joining forces and making best use of each other's expertise we can scale up faster!

Our awareness campaigns are currently active in Germany, Kenya, Tanzania and The Netherlands. In 2020 our aim is to expand to the UK and South Africa and establish the Justdiggit brand together with international media partners such as Havas and JCDecaux. The digital investors platform and app launched in September 2019 will be developed further and promoted on a global scale, with the free support of influencers worldwide.



## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYON**

### **Goals 2020**

- Develop new international Justdiggit Campaign
- Develop new Justdiggit national campaigns in The Netherlands, Germany, UK & South Africa
- Develop and maintain international media partnerships and campaigns in Kenya, Uganda, Tanzania and Ethiopia for the 'Boosting other Programs'-approach.
- Work closely with the in- country partners to implement, design and monitor these campaigns.
- Produce fourth documentary Rainmakers IV and have it premiered in the cinema and on African and European television stations and online.
- Produce new Kisiki Hai movie for Tanzania movie road show
- Increase consumer engagement & brand awareness
- Develop and implement a weekly radio program to promote regreening techniques in Tanzania, together with Farm Radio, LEAD Foundation & Dodoma FM
- Engage two new international ambassadors



## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

### **Strategy on Business Development & Partnerships**

With regards to corporate and brand partnerships in 2020 we expect various national businesses to partner with us for regreening and climate impact next to continuing and starting the conversation with global brands that can eventually result in long term partnerships and funding as the 5-year, multimillion euro partnership contract that we signed with Timberland. We are in contact with a number of additional global brands to speak about cooperation and making a joint impact.

The phrase big business moves slow, does apply and the 'lead time' and time investment for engaging with such brands is significant, but so is a positive partnership. With global partnerships as Timberland (5-year program), Caterpillar, Green Climate Fund (5-year program), Bridgestone (former TomTom Telematics), IKEA foundation (4-year program), JCDecaux, Havas Group and UN Environment, Justdiggit is a credible partner.

Besides this development we do see corporates starting to take on more and more responsibility for combatting climate change and realizing the UN Global Sustainable Development Goals. Developments like the annual letter to CEOs from Larry Fink, CEO of the worlds largest asset management company, in which he mentions that every company must confront climate change and that they, as shareholder, will vote against boards of directors that are not making enough progress on sustainability and climate, has enormous impact on CEOs' behaviors as extra incentive to do the right thing.

## **10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND**

### **Strategy on Business Development & Partnerships**

With existing partners such as Tony's Chocolonely, Canna Corporate, Timberland and Green choice we expect to continue making impact and we expect to receive funding and support for our regreening purpose from various national companies next to starting new global brand partnerships.

In 2020 and beyond we also expect to get more traction and potential funding from companies in Germany where we started a nationwide campaign in 2019. The same goes for England where we will start campaigning in Q3/Q4 2020.

In general we are very positive on the opportunities and growth that companies and global brands can bring to our regreening climate purpose.

Having said that, at the time of this writing, mid May 2020, the global stock markets dropped severely due to the Corona virus. This development will have major impact on funding and partner opportunities for Justdiggit, for our partners, for the subsistence farmers we work with, for the entire world. Fortunately, up to now all committed funding for 2020 has been secured by our partners.



## 10.1 STRATEGY & OUTLOOK TO 2020 AND BEYOND Goals 2020

### **Companies:**

We will continue to expand the network of corporate funders by creating shared value aligned with the SDG focus of each company. We will focus on multiyear partnerships to develop deep relationships involving employees,

customers, corporate social responsibility and marketing/ communication propositions. We will leverage our (inter) national network to engage with corporates through the SDG agenda and the opportunities provided by our network.

### **Consumers:**

We will activate the DIGG-app, the donation platform to connect donors with African farmers in the most transparent impact relationship ever.

Rainmakers.

### **Rainmakers:**

We will maintain our existing Rainmakers to fund our organization costs and focus on recruiting new strategic

### (Non) institutional donors & (family) foundations:

We will target several organizations with a multi-year program proposal and will be part of another Green Climate Fund proposal, 4 ARK2030 proposals through our collaboration with the Global Evergreening Alliance, participate in EU funding proposals and actively connect to (new) (family) foundations to set up partnerships.



## **10.2 BUDGET 2020**

amounts in euros

INCOME	
Private donors	642,000
Corporate donors	1,196,000
Nonprofit organizations	1,781,888
Total income	3,619,888

EXPENSES	
Expenditure on objectives:	
Projects	2,427,850
Movement	1,056,250
Costs of fundraising	265,190
Costs of management and administration	296,360
Total expenses	4,045,650
Result	(425,762)
Appropriation of result	
Withdrawal from appropriation funds	(425,051)
Addition to appropriation funds	300,000
Withdrawal from free reserves	(300,711)
	(425,762)

# FINANCIAL STATEMENTS

### **1. GENERAL**

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

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

### **Boards**

In 2019 the Executive Board of the foundation consisted of Mrs. Marjolein Albers (Chair) and Mr. Dennis Karpes.

Justdiggit has a Supervisory Board responsible for overseeing the general affairs of the Foundation and for the supervision of the Executive Board's management and policies. In 2019 the Supervisory Board consisted of five members.

### ANBI

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

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



### 2. BALANCE SHEET

### 2. Balance Sheet

(after appropriation of result)

amounts in euros	Note	12/31/	2019	12/31/	2018
ASSETS					
Fixed assets					
Tangible fixed assets	5.3.1		21,360		17,465
Current assets					
Receivables	5.3.2	626,459		1,77,892	
Cash at bank and in hand	5.3.3	1,331,965		1,632,576	
			1,958,424		3,409,468
Total assets			1,979,784		3,426,933
LIABILITIES					
Reserves and funds					
Continuity reserve	5.3.4	700,000		500,000	
Other free reserves	5.3.5	602,443		1,768,105	
Appropriation funds	5.3.6	425,051		60.000	
			1,727,494		2,328,105
Provisions	5.3.7		-		150,000
Short-term liabilities	5.3.8		252,290		948,828
Total liabilities			1,979,784		3,426,933



### **3. STATEMENT OF INCOME AND EXPENSES**

### 3. Statement of Income and Expenses

amounts in euros	Note	Realized	2019	Budget 2	2019	Realized	2018
INCOME							
Income from private donors	5.4.1	949,668		975,000		935,605	
Income from companies	5.4.2	1,393,006		2,500,000		1,103,408	
Income from nonprofit organizations	5.4.3	264,012		575,000		-	
Government grants	5.4.4	19,000		-		-	
Total Income			2,625,686		4,050,000		2,039,013
EXPENSES							
Spent on objectives							
Projects	5.4.5	1,754,693		2,590,000		1,242,785	
Movement	5.4.6	1,085,012		970,000		304,136	
Total spent on objectives			2,839,705		3,560,000		1,546,921
Costs of fundraising	5.4.7		197,607		290,000		223,657
Costs management and administration	5.4.8		186,329		198,000		155,224
Total Expenses			3,223,641		4,048,000		1,925,802
Result before financial income and expenses			(597,955)				113,211
FINANCIAL INCOME AND EXPENSES							<u></u>
Interest bank and similar income			-		<u> </u>		71
Banking costs			2,656		- 4		1,300
Result of financial income and expenses			(2,656)		-		(1,229)
Net result			(600,611)		2,000		111,982
Appropiation of result							
Additions to and withdrawals from the reserve:							
Continuity Reserve			200,000				265,000
Other Free Reserve			(1,165,662)				(73,018)
Appropriation funds			365,051				(80,000)



66

### 4. CASH FLOW STATEMENT

### 4. Cash Flow Statement

	2019	2018
Cash flow from operating activities		
Net result	(600,611)	111,982
Depreciation of assets	3,409	1,652
Changes in working capital		
(Increase)/ decrease in debtors	550,398	(645,806)
(Increase)/ decrease in other receivables	600,034	841,571
Increase/ (decrease) in accounts payable	78,452	(24,736)
Increase/ (decrease) in other short-term liabilities	(774,990)	809,643
Increase/ (decrease) in provisions	(150,000)	150,000
Total changes in working capital	303,894	1,130,672
Net cash flow from operating activities	(293,308)	1,244,306
Net cash used in investing activities	(7,304)	(7,909)
Net cash from financing activities	-	-
Net increase/ (decrease) in cash and cash equivalents	(300,612)	1,236,397
Cash and cash equivalents at the beginning of the year	1,632,577	396,180
Cash and cash equivalents at the end of the year	1,331,965	1,632,577

In 2018 the depreciation charge was recorded under cash used in investing activities.





## 5. NOTES TO THE FINANCIAL STATEMENTS 5.1 GENERAL

The financial statements are drawn up in accordance with RJ 650 of the Dutch Accounting Standards, as published by the Dutch Accounting Standards Board ('Raad voor de Jaarverslaggeving') and cover the period from January 1st, 2019 to December 31st, 2019.

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

## **5. NOTES TO THE FINANCIAL STATEMENTS 5.2 ACCOUNTING PRINCIPLES**

### Use of estimates

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

### **Comparative figures**

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

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

### **Foreign currency**

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

### **Tangible fixed assets**

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

### Accounts receivable

Receivables are valued at amortized cost price. This is usually equal to the nominal value.. Provisions deemed necessary for possible bad debt losses are deducted. These provisions are determined by individual assessment of the receivables.

Cash at bank

### **Current liabilities**

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

### **Continuity reserve**

than expected.



Cash and cash equivalents are valued at face value.

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

## **5.2 ACCOUNTING PRINCIPLES**

### **Appropriation funds**

In the appropriation funds all donations with a specific objective given by the donor, that have not been (completely) realized in the current year, are included. The balance of the appropriation funds will be spent on Justdiggit programs in the future.

### Payments received in advance

This relates to contributions of donors received in the reporting year, that relate to specific projects starting after balance sheet date, and will be added proportionally to the results in the years of effectuation of the projects.

### Income

Unconditional donations and gifts are included in the statement of income and expenditures when they are received. When donations are intended for funding projects for several years, the part of donation that is intended for the reporting period is included in income in the corresponding year.

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

Funds that are earmarked for specific projects, that have not been (fully) spent on their objectives in the reporting period, are added to the appropriation funds.

accrual basis.

### **Cash flow Statement**

rate.

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

### **Expenditures**

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

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



## **5.3 NOTES TO THE BALANCE SHEET**

### **5.3.1 Tangible Fixed Assets**

5.3.1	Tangible Fixed Assets		
		12/31/2019	12/31/2018
Balance previous year		17,465	11,206
Investments		7,304	7,807
Depreciation		( 3,409)	( 1,548)
Total		21,360	17,465

Investments made during 2019 are mainly computers.

### 5.3.2 Receivables

5.3.2	Receivables		
	12	12/31/2019	12/31/2018
Donations receivable		509,973	1,108,871
Debtors		108,876	659,274
Other receivables and prepayments		7,610	8,747
Total		626,459	1,776,892

Donations receivable regard committed funds relating to the reporting year, which will be received in the subsequent year. Donations that have been invoiced in 2019, but not yet received, are recorded under debtors. Other receivables and prepayments relate mainly to the deposit for the office rent.

#### 5.3.3

Rabobank s Rabobank c Rabobank K Rabobank d PayPal acco Cash Total

### **5.3.4 Continuity Reserve**

5.3.4

Balance as Addition Total

### **5.3.5 Other Free Reserves**

5.3.5

Balance as Withdrawal Total

### 5.3.3 Cash at Bank and in Hand

Cash at Bank a	nd in Hand	
	12/31/2019	12/31/2018
savings account	1,194,421	1,509,350
current account	89,740	113,225
KES account	378	562
donation platform	16,548	20
ount	30,044	8,230
	834	1,189
	1,331,965	1,632,576

ve	
12/31/2019	12/31/2018
500,000	235,000
200,000	265,000
700,000	500,000
	<b>12/31/2019</b> 500,000 200,000

Other free reserves		
	12/31/2019	12/31/2018
at January 1 st	1,768,105	1,841,122
		-
	1,768,105	1,841,123



## **5.3 NOTES TO THE BALANCE SHEET**

### **5.3.6 Appropiation Funds**

5.3.6	Appropiation Funds		
		12/31/2019	12/31/2018
Balance as at January 1st		60,000	140,000
Withdrawal during the year		( 60,000)	( 80,000)
Addition		425,051	-
Total		425,051	60,000

Several donors have contributed to specific programs in Kenya and Tanzania. A total amount of 425,051 EUR is yet to be spent. These donors are: TomTom, Greenchoice, Colijn IT, Caterpillar, private donors for water bunds, NWP, Winclove and Otterfonds.

### 5.3.7 Provisions

5.3.7	Provisions		
		12/31/2019	12/31/2018
Balance as at January 1st		150,000	han ha ha ha h
Utilization		(150,000)	-
Addition		-	150,000
Total		-	150,000

The provision made in 2018 has been utilized in 2019, because the amount will definitely not be received anymore.

#### 5.3.8

Personnel costs Audit Costs Accounts payab Wage tax Payments recei Other Total

Holiday allowances and vacation days are included in Personnel costs. Accounts payable include the next payment instalment to LEAD Foundation and Farm Radio for our projects in Tanzania. Payments received in advance concern the donation/loan agreements of five rainmakers.

### 5.3.9 Off-balance sheet commitments and contingent liabilities

Justdiggit signed a new contract for the rent of the office which includes additional space as per June 1st 2020. The new contract runs till the end of June 2022 with a three-month notice period. The total rent commitment for 2020 is 37,388 EUR and for the total remaining contract period 90,295 EUR.



### 5.3.8 Short-term Liabilities

Short Term Liabilities		
	12/31/2019	12/31/2018
S	52,533	36,499
	3,500	9,160
ble	125,689	47,237
	30,074	21,654
ived in advance	40,000	831,981
	494	2,297
	252,290	948,828

### 5.4.1 Income from Private Donors

5.4.1 Incon	ne from private donors	
A & C & C & Prove States	2019	2018
Rainmakers/Raindance sponsors	492,951	673,000
Consumer donations	456,717	262,605
Total	949,668	935,605

Income from private donors is the sum of income from individual Rainmakers and consumer donations. Consumer donations almost doubled again this year, due to successful campaigns including the start of a campaign in Germany.

### 5.4.2 Income from Companies

5.4.2	Income from companies		
		2019	2018
Companies		1,378,716	1,040,182
Justdiggit Events		14,290	63,226
Total		1,393,006	1,103,408

Income from companies increased, but was below expectations due to longer lead-times and a contract with one of our partners that did not materialize as forecasted. As a result, an amount of 320,910 EUR had to be writtenoff in 2019. Main funding came from Rabobank, Tony's Chocolonely, EVI, Canna Corporate (BioCanna), TomTom Bridgestone, Colijn IT, Caterpillar, Greenchoice and Winclove.Unfortunately a recurring major fundraising event was cancelled this year. Therefore, income from events was lower than previous year and budget.

### 5.4.3 Income from Nonprofit Organizations

5.4.3	
Foundations	
Total	

**5.4.4 Government Grants** 

5.4.4

Young Expert Prog Total

## 5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

Income from nonprofit organizations		
	2019	2018
	264,012	-
	264,012	-

Government grants		
	2019	2018
grammes (YEP)	19,000	-
	19,000	-



## **5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES**

### 5.4.5 Project expenses

5.4.5	Projects			5.4.5
		2019	2018	Tanzania ( Regreeni
<b>Direct Project expens</b>	ses			Dodoma Program)
	Kuku Kenya/Kenya Legacy			
	Research costs	-	482	
	Excecution Costs	82,781	44,130	
	Monitoring and design costs	2,690	-	
	Total	85,471	44,612	
	Amboseli Kenya			
	Research costs	-	4,268	
	Execution costs	-	46,587	
	Total	-	50,855	
	Kenya OOGR Phase 1			
	Execution costs	293,328	-	
	Monitoring and design costs	65,849		
	Total	359,177		Total direct project e
	Kenya -App Kuku Phase 1			
	Execution costs	58,095		General project exp
	Total	58,095		
	Totat	00,070		

Total general proje

**Total Project costs** 

	Projects		
ening )			
	Research costs	-	65,057
	Execution costs	747,978	643,939
	Monitoring and design costs	59,365	45,052
	Total	807,343	754,048
	Digg App		
	App development	114,144	203,502
	App testing	36,737	-
	Total	150,881	203,502
	Other Projects		
	Other projects	Mary and the state	14,762
	Total	-	14,762
t expense:	S	1,460,967	1,067,779
penses			
	Personnel expenses	255,770	167,536
	Travel expenses	10,406	6,086
	Other costs	1,605	1,385
	Business development	25,945	
ect expens	ses	293,726	175,007
5		1,754,693	1,242,786



## 5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

### 5.4.6 Movement expenses

.4.6	Movement		
		2019	2018
	Movement General		
	Direct movement expenses	102.587	63.617
	Personnel expenses	248.680	184.685
	Travel expenses	27.604	8.873
	Other personnel Expenses	2.946	1.899
	Total	381.817	259.074
	Movement Germany		
	Direct movement expenses	86.040	
	Travel expenses	2.722	
	Other personnel Expenses	1.242	
	Total	90.004	-
	Raindance		
	General expenses Raindance project	362.730	45.062
	Expenses Raindance Netherlands	81.130	
	Expenses Raindance Kenya	122.914	
	Expenses Raindance Tanzania	46.417	2.030
	Total	613.191	45.062
otal	Movement costs	1.085.012	304.136





## **5.4 NOTES TO THE STATEMENT OF INCOME AND EXPEN**

### Kuku Kenya/Kenya Legacy

The execution costs for Kuku are the costs made for the impact projects and monitoring of the project areas in Kuku.

### Amboseli Kenya

The project interventions are finished and the costs for monitoring, evaluation and learning (MEL) are integrated in the larger MEL framework for Kenya.

### Kenya OOGR Phase 1

This is a new regreening project in the Olgulului-Ololarashi group ranch.

### Kenya - App Kuku Phase 1

The first project to launch the Digg App, which aims at regreening an area in Kuku (Kenya).

### Tanzania (Regreening Dodoma Program)

Phase 2 of the implementation of the Regreening Dodoma Program in Tanzania.

### **Digg App**

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

### **Personnel expenses**

Personnel expenses increased after hiring a Monitoring, Evaluation & Learning program manager and a project manager.

### **Business development**

These costs regard tickets and accommodation for development of new programs, attendance of international conferences, and research visits in potential program areas (Uganda, Malawi).





## **5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES**

### Raindance

The Raindance Project is a new initiative of Justdiggit to involve, unite and activate people in Western countries and in African counties to join the Regreen Revolution. From the philosophy that 'there is no movement without rhythm', we use music and dance to mobilize the world to embrace nature based solutions.

In 2019 we developed an international, scalable concept and piloted this in the Netherlands, Kenya and Tanzania with the aim to further develop it together with our international partners resulting in a franchise concept that will generate substantial funding from consumers and companies and put regreening on the (inter)national agenda.

The funding needed for this pilot was made available by a new group of Rainmakers, companies, subsidies and an enormous support of many event partners, artists and volunteers.

The plan was, to organize Raindance events every 2 years, from 2020 onwards. Each edition we hope to involve more countries across all continents to join this green journey. Unfortunately, the COVID-19 pandemic, has made it impossible to realize our plans for 2020 and we will have to pause the Raindance Project until further notice.

#### 5.4.7

Fundraising costs Personnel expenses Travel expenses Hired staff Other personnel expe Costs of actions third Business development

Total costs fundraisi

### Personnel expenses

The cost of personnel dropped temporarily, because we had to allocate 75% of the time of one business developer to the development of the Raindance Project and received temporary in-kind support from an external business developer. In November 2019 we hired a new business development manager, so for 2020 these costs will go up again.

We temporarily made use of a business development agency to optimize our fundraising capacity in Q4.

### **Business development costs**

We invested in expanding our network by attending international conferences and courses which materialized in new corporate partnerships like Timberland.

### 5.4.7 Costs of Fundraising

Costs of Fundraising		
	2019	2018
	27,100	22,043
5	128,147	193,016
	8,226	3,939
	13,077	1,452
benses	2,644	2,496
d parties	-	711
ent costs	18,414	-
sing	197,607	223,656



## **5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES**

### 5.4.8 Costs of management and administration

5.4.8	Costs of Management and Administration		
		2019	2018
Personnel expenses		96,629	89,623
ravel Expenses		1,102	2,662
lired Staff		-	2,661
)ther personnel Expenses		239	1,420
lousing Expenses		26,010	27,348
ffice Expenses		22,020	13,704
dministrative Costs		22,464	6,109
ccountancy Costs		12,490	10,509
)ther Expenses		5,376	1,188
otal		186,329	155,224

### **Office expenses**

Office costs increased with the growth of our team (like increase in lunch costs, depreciation of computers and cleaning).

### Administrative costs

We hired a freelance bookkeeper (0,2 FTE) due to the absence of a finance manager.

### 5499

spent on object % of expenditur % of expenditur % of expenditur

5.4.9 Spent on

We increased the percentage of income and expenditure spent on our mission. Due to the growth of our organization, the relative overhead costs are lower.

### 5.4.9 Spent on Objectives

n Objectives			
	2019	2018	
tives as % of income	108,2%	75,9%	
res spent on objectives	88,1%	80,3%	
are spent on fundraising	6,1%	11,6%	
are spent on management and administration	5,8%	8,1%	



## **5.5 ALLOCATION OF EXPENSES**

5.5 All	location of	f Expenses
---------	-------------	------------

Allocation	Objectives		Cost of fundraising Co	Cost of management and administration	Total 2019	Budget 2019	Total 2018
	Projects	Movement					
Projects	1,460,967	801,818	-		2,262,785	2,650,000	1,199,210
Personnel expenses	293,726	283,194	152,094	97,970	826,984	1,023,000	660,991
Office and other general expenses		-	45,513	88,359	133,872	375,000	66,830
Total	1,754,693	1,085,012	197,607	186,329	3,223,641	4,048,000	1,927,031



## **5.6 PERSONNEL**

During the year 2019 12.0 FTE were employed by Justdiggit.

At December 31st, 2019 the Executive Board consisted of Mrs. Marjolein Albers (Managing Director) and Mr. Dennis Karpes (Creative Director). The remuneration of the Board during 2019 includes holiday allowances and social securities, but no pension or other allowances.

Monthly gross salaries excluding 8% holiday allowances of the Board of Directors:MD: Marjolein Albers (0,9 FTE)5,850 EURCreative Director and Co-Founder: Dennis Karpes (1,0 FTE)6,825 EUR

### **Reward Supervisory Board**

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



# OTHER INFORMATION

### **AUDITOR'S REPORT**



AUDIT SERVICES

Stichting Justdiggit Foundation Prins Hendrikkade 25 1012 TM Amsterdam

#### **INDEPENDENT AUDITOR'S REPORT**

To: The members of the Board and the Supervisory Board

#### A. Report on the audit of the financial statements 2019 included in the annual report

#### Our opinion

We have audited the financial statements 2019 of Stichting Justdiggit Foundation, based in Amsterdam.

In our opinion the accompanying financial statements give a true and fair view of the financial position of Stichting Justdiggit Foundation as at 31 December 2019, and of its result for 2019 in accordance with RJ 650.

#### The financial statements comprise:

- 1. the balance sheet as at 31 December 2019;
- 2. the statement of income and expenses for 2019;
- 3. the notes comprising a summary of the accounting policies and other explanatory information.

#### Basis for our opinion

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

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

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

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

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

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

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

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

NBC AUDIT SERVICES MAAKT DEEL UIT VAN NBC/VAN ROEMBURG & PARTNERS BV EN IS INGESCHREVEN IN HET HANDELSREGISTER VAN DE KAMER VAN KOOPHANDEL ONDER NUMMER 36051804. VAN TOEPASSING ZIJN DE VOORWAARDEN, GEDEPONEERD TEN KANTORE VAN DE KAMER VAN KOO EEN EXEMPLAAR WORDT U OP AANVRAAG TOEGEZONDEN. NBC AUDIT SERVICES IS AANGESLOTEN BIJ NBC NEDERLAND EN SRA



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

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

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

#### C. Description of responsibilities regarding the financial statements

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

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

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

#### Our responsibilities for the audit of the financial statements

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

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

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

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

- Identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- Obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the foundation's internal control;
- Evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by the board;
- Concluding on the appropriateness of the board's use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a foundation to cease to continue as a going concern;
- Evaluating the overall presentation, structure and content of the financial statements, including the disclosures; and
- Evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

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

Volendam, June 4, 2020 NBC Audit Services B.V. w.g.

W.J.T. Jonk RA