



JUSTDIGGIT

BEFORE

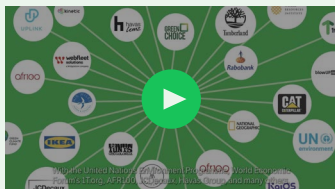
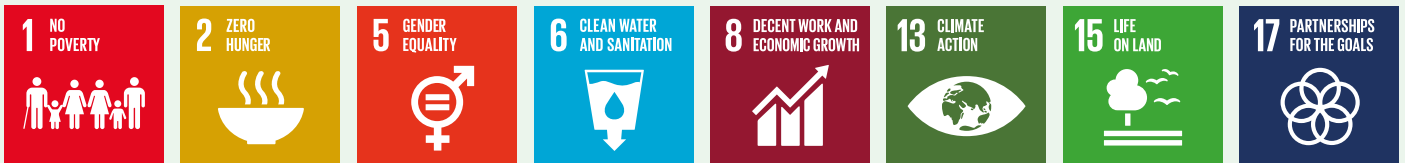
AFTER

BUSINESS PARTNERSHIPS

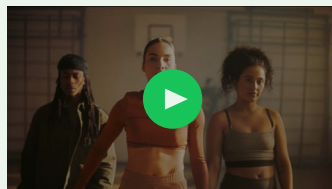
WHAT WE DO

JustdiggIt makes dry lands green again with great impact on climate, nature and people.

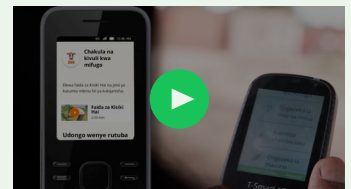
We implement and scale proven **re-greening** methods, such as **Rainwater Harvesting** and **FMNR**, by inspiring and activating millions of people in rural **Africa**. JustdiggIt believes in strong global partnerships that aim to reverse climate change through Nature Based Solutions, impacting **8 SDGs** simultaneously.



JustdiggIt Business Partnership



JustdiggIt Manifesto



Regreening Africa via Mobile Tech and Media

JUSTDIGGIT FOR BUSINESS

JustdiggIt is interested in partnerships to make positive impact on Climate, Nature and People. We work with all types of organisations, from small and local to Multinational and Global.

There are many ways of partnering with us and we offer clear tangible results for climate/SDG impact which are relevant for organisations. Our solutions can positively impact and engage key stakeholders such as customers, partners-, and employees, and can even be implemented on product level impact sales / PNL.

See some partnership examples below or visit justdiggIt.org/business.

PARTNERSHIP EXAMPLES

TIMBERLAND

Justdiggit and Timberland are engaged in a global 5 year partnership from 2020 – 2025 to bring back 10,000,000 trees in Tanzania, save billions of liters of water, sequester 4,000,000 tons of CO2 and positively impact the livelihoods of 100,000's of people. See the press release [here](#).



BLOWUP MEDIA

blowUP media, a Ströer Group company, has been an international expert of large-format outdoor advertising spaces for three decades, from large posters to big digital screens. With sizes of up to 3,000m², they help brands to be completely unmissable and reach urban target groups in Europe's major cities.

blowUP media is one of the earliest supporters of Justdiggit. Justdiggit and blowUP media have an intensive Europe wide cooperation ([see article](#)).



BRIDGESTONE & WEBFLEET SOLUTIONS

Together with Justdiggit, Bridgestone's division Webfleet Solutions has built a B2B platform called 'Green Your Fleet' that enables 50,000 international partner companies that own a fleet of vehicles, to offset their carbon emissions while regreening land, saving water and impacting local people at the same time.

See the 'Green your Fleet' platform [here](#) and the press release [here](#).



RABOBANK

Rabobank is the largest agricultural investment bank globally and supports Justdiggit by empowering farmers to regreen their lands with the aim to make dry lands fertile again.

See Rabobank 'Growing a Better World' video with Justdiggit [here](#).



Rabobank

TONY'S CHOCOLONELY

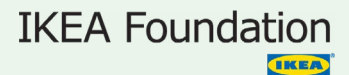
Tony's Chocolonely is not only the most sustainable brand in the Netherlands, but also and the most sustainable chocolate brand in the world. Justdiggit & Tony's have a longstanding partnership whereby Tony's offsets its Carbon Footprint.



IKEA

Funded by IKEA Foundation Justdiggit is a coalition partner in the Green Future Farming programme that empowers young farmers in East Africa in creating a green future in Ethiopia, Kenya and Uganda.

See the 'Green Future Farming' video [here](#).



CATERPILLAR

Caterpillar and Justdiggit are both digging to build a better world. Caterpillar Global supports Justdiggit programs for positive impact.



UN ENVIRONMENT & UN GREEN CLIMATE FUND

Justdiggit is an official partner of the UN Environment (UNEP) and part of the UN Decade on Ecosystem Restoration. The UN Decade is part of 1t.org, the one trillion trees initiative, launched by WEF @Davos in 2020 and managed by UNEP and partners.

Justdiggit is also funded by the UN Green Climate Fund. See the UN Decade on Ecosystem Restoration Partner list [here](#).



1T.ORG – WORLD ECONOMIC FORUM

JustdiggIt has been listed in the **World Economic Forum's** One Trillion Trees Challenge, **1t.org** and **UpLink** as one of the 20 most compelling innovators ([see video](#)) that will grow and restore one trillion trees globally before **2030** ([see WEF Article](#)). **1t.org**, by WEF, exists to connect, empower and mobilize a global reforestation community of millions, unleashing their potential to act at an unprecedented scale and speed, to ensure the conservation and restoration of one trillion trees within this decade.



GLOBAL EVERGREENING ALLIANCE

JustdiggIt is a key member of the **The Global EverGreening Alliance** (GEA), a collaborative platform consisting of Nature Based Solution NGO members that support the scaling of EverGreening practices worldwide. JustdiggIt is engaged in several on the ground greening programs setup by GEA. Other members include the Conservation International, World Vision, WRI and Nature Conservancy ([see all members](#)).



JustdiggIt has also created the 'Green Up to Cool down' [campaign](#) and [video](#) launched at the NY UN Climate Week in **2019**.

AFR100

AFR100 is a country-led effort to bring **100** million hectares of land in Africa into restoration by **2030**. More than **20** African governments and numerous partners aim to accelerate land restoration, enhance food security, increase climate change resilience and mitigation, and combat rural poverty. JustdiggIt is an AFR100 partner.



KAIOS

KaiOs is a mobile Operating System (OS) that aims to provide the best (apps) on affordable internet 4G phones. With over **140** million users already, they aim to connect the **4** billion (!) people worldwide that do not have access to the mobile internet with proper apps.

JustdiggIt has developed a strategy to use mobile tech and to provide the regreen knowledge to rural communities throughout Africa.

JustdiggIt and KaiOs have set up a partnership in which JustdiggIt has developed its first Regreen app that runs on KaiOs devices which has been piloted and rolled out in Tanzania at the end of **2020**. These learnings and this partnership are key to the broader goals of reaching and empowering the **350** million smallholder farmers in Sub Saharan Africa.



JCDECAUX

JCDecaux is the global marketleader in out of home advertising, supporting JustdiggIt reaching millions of people in Africa and the Western World.

See out of home example [here](#).



HAVAS GROUP

Havas is a global partner, with 100 offices worldwide, that supports JustdiggIt with their creative knowledge, power and network to help build a global Regreen Revolution. Together with Havas Lemz and Havas Global JustdiggIt launched campaigns throughout Africa and Europe. From the Netherlands, UK and Germany.

See partnership case [here](#), English TV spot [here](#), and German TV spot [here](#).



DESMOND TUTU & ANDERE JUSTDIGGIT AMBASSADEURS

JustdiggIt is supported by various well known ambassadors, such as Nobel Peace Prize winner Archbishop Desmond Tutu who has been supporting JustdiggIt for many years. JustdiggIt is supported by various national and international celebrities like the Dutch TV host Floortje Dessing, Astronaut André Kuipers, MMA Fighter Simon Biyong and the German rapper Thomas D.

See Desmond Tutu TV spot for JustdiggIt [here](#).



JustdiggIt Patron Desmond Tutu

JOIN US AND MAKE IMPACT

If we can warm up the earth, we can also cool it down!

Nature Based Solutions are **37%** of the solution to stabilizing our climate by **2030** (Source [the Nature Conservancy](#))

Join Justdiggit and our partners in the **Regreen Revolution** and make real impact on Climate, Nature and People. See how your impact can be directly linked to your products or services and key stakeholders such as customers, partners and employees.

Drop us an email to get to know us and learn about the **partnership possibilities** for your organisation.



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DIG IN

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COOLING DOWN THE PLANET