

COLOFON

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REPORT FROM THE BOARD OF DIRECTORS



1. MISSION

WE ARE ON A MISSION TO REGREEN AFRICA IN THE NEXT 10 YEARS, TOGETHER WITH MILLIONS OF FARMERS, PASTORALISTS AND PEOPLE FROM ALL OVER THE WORLD.

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

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

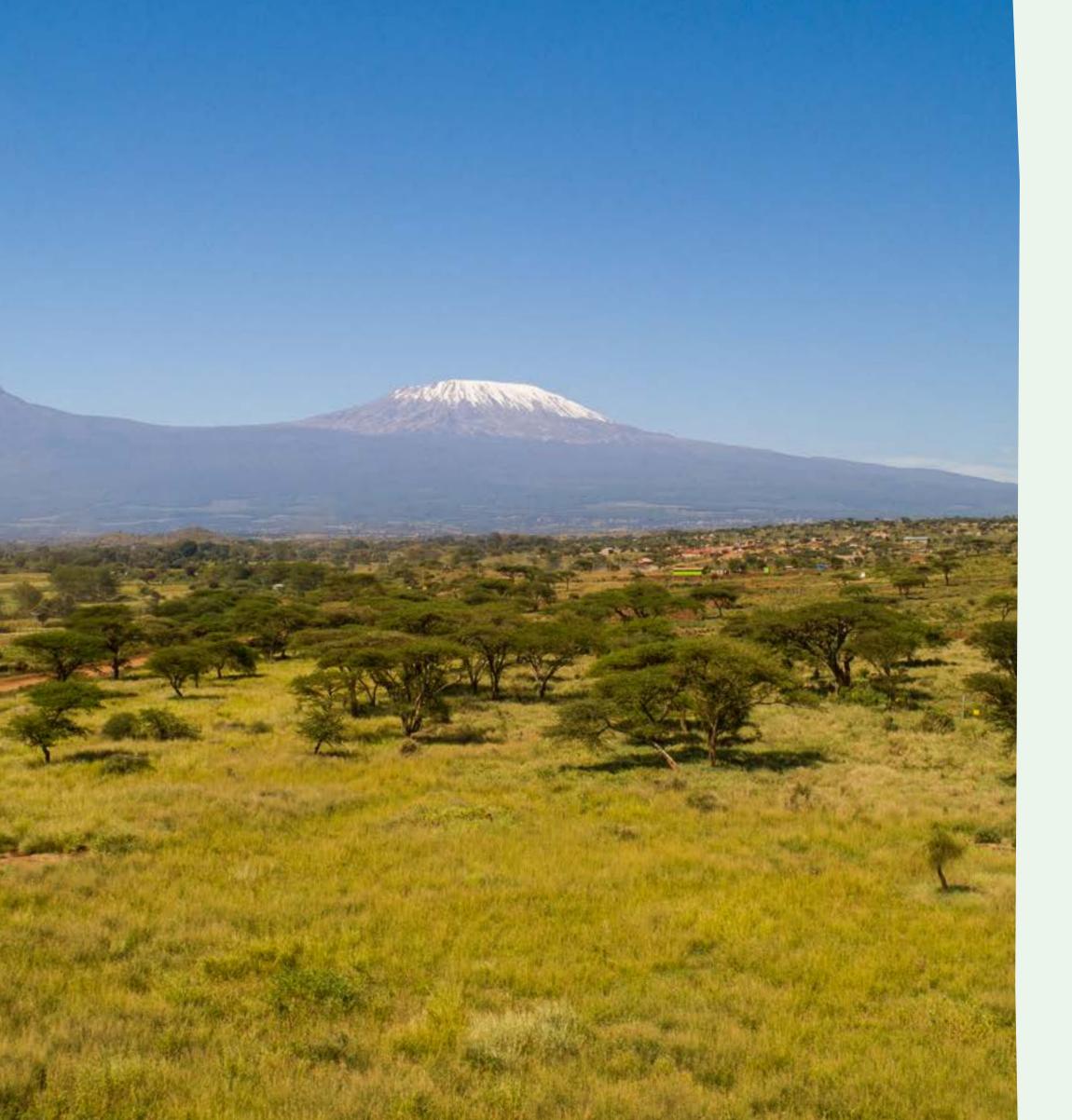
And that this could be done, instead of moving slowly from one area to the next on the ground, but by motivating everyone together in one interconnected, international movement. One that unites INGOs, governments, scientists and companies, and one that connects a farmer in Senegal with another in Malawi?

At Justdiggit, we want to regreen Africa this decade, and our goal is to inspire and empower people all over the world to join us.

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



2. APPROACH WORKING TOWARDS A GREEN FUTURE

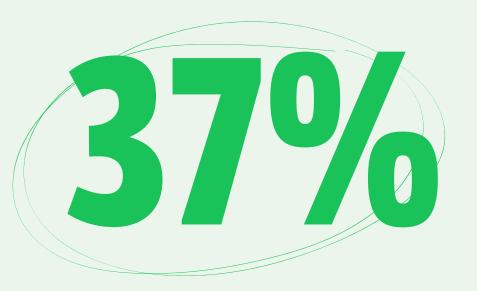


2. APPROACH

WORKING TOWARDS A GREENER FUTURE

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

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



The Nature Conservancy, 2017



2. APPROACH

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

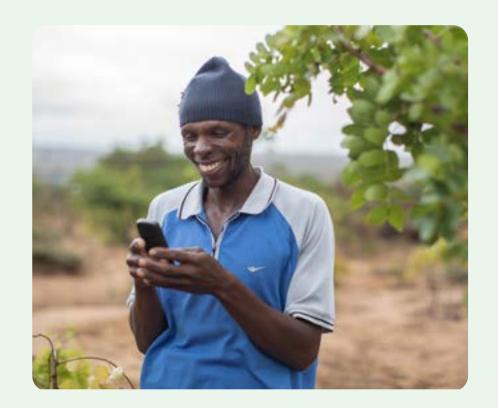
TO REACH OUR GOAL AND REGREEN AFRICA THIS DECADE, WE FOCUS ON FOUR CORE ACTIVITIES:



IMPLEMENTING **REGREENING PROGRAMS** IN SUB-SAHARAN
AFRICA



BOOSTING OTHER PROGRAMS



MOVING BEYOND PROGRAMS



REALISING INTERNATIONAL AWARENESS CWAMPAIGNS



3. PREFACE BY MARJOLEIN ALBERS

Managing Director Justdiggit

Two years after the global pandemic started, the world has still not returned to normal and COVID continues to impact our lives. But we also emerged from this crisis with a renewed sense of purpose. For a long time, global warming was primarily understood as an environmental concern, but recently more and more it is also seen as a humanitarian crisis. Not only the environment is in danger, we are in danger, and only we can turn this immense problem around. Fortunately, on a global level, companies, governments and people are beginning to feel the urge to translate this realisation into decisive action.

At Justdiggit we strongly believe that we can mobilise the world most effectively with a positive, solution driven approach and narrative to realise healthy ecosystems. And it works! We are acknowledged for our focus on communication and storytelling as tools to scale up regreening. Apart from the Justdiggit awareness campaigns in many African and European countries, we proudly organised a joint COP26 campaign with IUCN, The Global Assembly and many others. Also, we created a beautiful documentary on the work and ambition of AFR100.

We are grateful for many new and continuing partnerships that make it possible to further scale up our work. The past year, together with our local partner organisations, we were able to start new rainwater harvesting programs in Southern Kenya, and we are developing a grass seed bank restoration enterprise as an income generating activity for Maasai women's groups. In Central Tanzania the successful 'Kisiki Hai' program will be replicated in more areas, bringing back millions of trees on farmland with benefits for people, nature, and climate.

Because the urgency to scale up regreening is critical and must happen before the end of this decade, our focus is on speeding and scaling up as fast as possible. Last year, we successfully established our Regional Office East Africa, based in Nairobi, with a dedicated and skilled team in place. We will grow our organisation with more regreening experts, communication specialists and new implementation partners in the years to come. In many conversations with (potential) partners, we've been asked what our biggest challenge is in realising further scaling. Externally, we all see that climate change is dramatically impacting the countries we work in. Each year there is less rainfall, and the rainy seasons are shorter and unpredictable or completely absent. That makes our work more urgent than ever, but also challenging and partly beyond our control. However, there is also an internal challenge; growing fast as an organisation, we feel it is crucial to maintain the unique 'Justdiggit spirit and DNA' and remain 'the rebels with a cause'. In that respect, I want to express a big thank you to our founding rebel, Dennis Karpes, for starting this amazing organisation. His creativity, vision, and neverending ambition have brought us where we are. He has decided to step back from the daily operation of Justdiggit and focus on a new chapter in life, but will keep supporting us from a distance.

Sadly, at the end of 2021, our patron and ambassador who accompanied us from the start, Archbishop Desmond Tutu, passed away. We thank him for his amazing support, inspiration and wisdom and will keep sharing his words; "Dig deep within your heart and join me in starting a green revolution."

STRONGLY BELIEVE THAT WE CAN MOBILISE THE WORLD MOST EFFECTIVELY WITH A POSITIVE, SOLUTION DRIVEN APPROACH AND NARRATIVE TO REALISE HEALTHY ECOSYSTEMS.

Marjolein Albers



3. PREFACE BY HAROLD KNEBEL

Chairman Supervisory Board

The year 2021 was again defined by the effects and turmoil of the Coronavirus. Under these complex circumstances we were very happy to see that the organisation Justdiggit grew and is increasingly rewarded for its efforts. Justdiggit has established itself as an impactful communication and regreening trendsetter. It is needless to say that time is running out for all of us to act against global warming and all its devastating effects. Luckily, we see a lot of leading companies and governments worldwide making a turn in the right direction. The sense of urgency is increasing at a rapid pace. The question remains whether the urgency at this level will be enough.

Therefore, Justdiggit stays ambitious and motivated to scale up its activities. Last year our new Regional Office East Africa, based in Nairobi, became an essential hub to coordinate and develop activities in the East African region. It is our goal to further grow our activities in Africa in the near future. Not only with restoration and regreening programs, but also by scaling up regreening with our unique communication approach. On the drawing board are projects in Togo, Madagascar and Ethiopia, to name a few. We were also part of the start of the UN Decade of Ecosystem Restoration, with support from the famous DJ Don Diablo. The development and launch of the innovative 'Stream to Regreen' music concept (the more you stream, the more you regreen) shows how creative our communication, awareness and fundraising activities have become.

Our awareness campaigns in The Netherlands, Germany and the UK drew a lot of attention from individuals and companies. We want to thank our communication partners JCDecaux and Havas amongst many others, for helping us spread our mission. It is great to see Justdiggit present in 7 European and 13 African countries through the awareness campaigns last year.

The Supervisory Board is proud of the achievements of Justdiggit and its staff, especially considering the difficult circumstances they had to cope with. All in all, our organisation grew rapidly despite all Covid-related circumstances. The expanding teams in Amsterdam and Nairobi managed to keep their spirits high, increase the number of organisations we are partnered with, and doubled our income. Which enhanced our ability to conduct restoration activities.

Last year, the Supervisory Board welcomed two new members. Vineel Agarwal lives and works in (South) Africa. She is a specialist in communications and marketing, but also brings in her extensive partner network to the table. Jos Huijbregts replaces Natacha Pietersz, who left the Board in 2020. Jos brings in his experience in finance and management in both profit and not for profit organisations. We are delighted that Vineel and Jos have joined the Board, and we are looking forward to a successful cooperation with them.

At the end of 2021, we said goodbye with deepest respect and appropriate sadness to our figurehead and Justdiggit co-founder, Dennis Karpes. Dennis was for years the driving force behind Justdiggit. Now that the organisation is growing and getting more mature, Dennis decided to focus on new challenges in life without leaving Justdiggit completely out of sight. The Supervisory Board wants to express its gratitude for the ambition and tremendous energy Dennis has put into Justdiggit, allowing the organisation to become what it has.

On behalf of the Supervisory Board, I want to thank the entire Justdiggit team and all our supporters for their efforts and superb work. The world is in need of a cool down, and we will participate in this ambition with the coolest team and partner network around.

Dig in!

NEED OF A COOL DOWN, AND WE WILL PARTICIPATE IN THIS AMBITION WITH THE COOLEST TEAM AND PARTNER NETWORK AROUND.

Harold Knebel





4. HIGHLIGHTS 2021

1st

Program in northern Tanzania started



55,800

Bunds dug in Kenya & Tanzania



3.4 MILLION Trees regenerated in central Tanzania



Grass seed banks set up



OVER

31 THOUSAND

Metres Fanya Juu & Chini dug in central Tanzania



THIGHLIGHTS TO THE PROPERTY OF THE PROPERTY OF



NEW BRAND IDENTITY,
WEBSITE AND CAMPAIGN
INTRODUCED



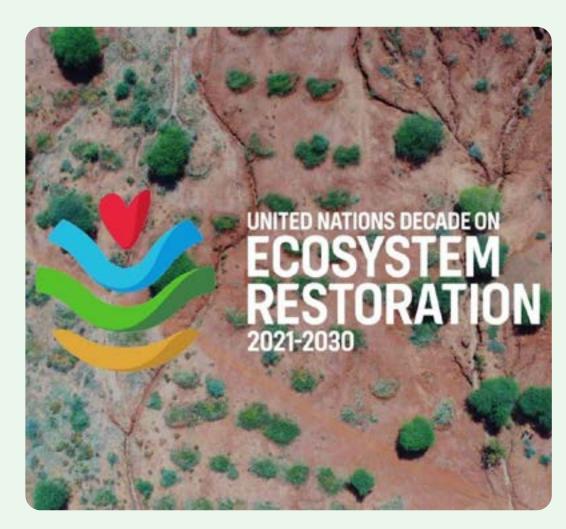
TWO NEW AFRICAN
AMBASSADORS: BEN POL &
SIMON BIYONG



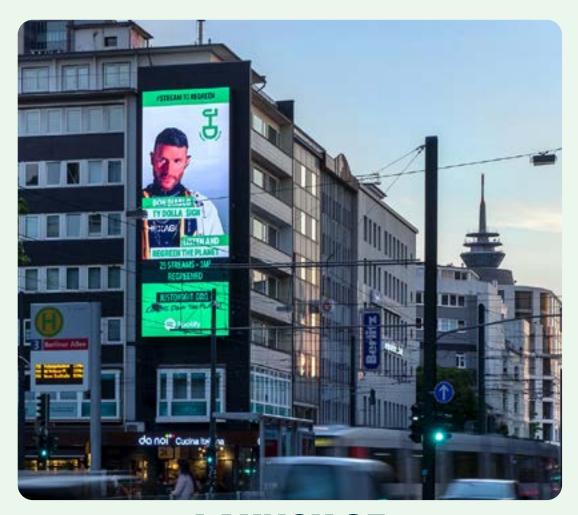
VISIBLE IN 7 EUROPEAN AND 13
AFRICAN COUNTRIES WITH OUR
AWARENESS CAMPAIGNS

5.4 HIGHLIGHTS 2021

HIGHLIGHTS HIGH



START UN DECADE ON ECOSYSTEM RESTORATION



LAUNCH OF STREAM TO REGREEN



PRODUCED THE GRAND
AFRICAN GREEN UP
DOCUMENTARY FOR THE
AFR100



OVER THE LAST DECADE, OUR REGREENING PROGRAMS HAVE PROVEN THAT IT IS POSSIBLE TO RESTORE DEGRADED LANDSCAPES IN SUB-SAHARAN AFRICA IN A SUSTAINABLE MANNER. THE NEXT PHASE IS: SCALING UP LANDSCAPE RESTORATION WITH THE HELP OF MEDIA & COMMUNICATION AND A DIGITAL REGREENING PLATFORM FOR FARMERS ALL OVER AFRICA. OUR AWARENESS CAMPAIGNS HELP US TO MAKE THE WORLD AWARE THAT NATURE-BASED SOLUTIONS ARE KEY TO REVERSING CLIMATE CHANGE.

One of our core activities is the implementation of large-scale regreening programs in Sub-Saharan Africa, we call this "Growing Own Programs".

We use a broad portfolio of proven, scalable and easy-to-apply landscape restoration techniques, such as rainwater harvesting and farmer managed natural regeneration. These techniques are scaled in traditional and non-traditional ways. We are always looking out for innovations, such as the use of video tours, radio programs or mobile applications, to increase the spread and impact of our programs.

Without our partner organisations on the ground, we could never be successful in this. That is why we work with grassroots, community based organisations that are embedded within the landscape and who share our vision of sustainable ecosystem restoration. Together we set up a long term vision for ecosystem restoration in these project areas. Our goal is to be engaged in a landscape for at least 20 years.





Intervention example: water bunds

In dry areas where the soil is degraded, rainwater can no longer infiltrate the ground. When it rains, water runs off the topsoil unused. This causes erosion, eventually washing away the remaining fertile soil and resulting in further land degradation.

By digging semi-circular water bunds, we open up the hard top layer of the soil. The bunds slow down and capture rainwater running downhills, preventing erosion of fertile soil. Rainwater has more time to enter the soil and restore the water balance. Seeds already present in the soil get the chance to sprout, eventually allowing the area to grow green, lush and cool. The restored vegetation captures carbon and brings more moisture into the air, which cools the area down, helping to create clouds and restore the water cycle.

Read **here** more about the regreening techniques we use within our programs.

5.2 BOOSTING OTHER PROGRAMS

Over the years we gained a lot of experience and knowledge on how to develop and implement communication approaches. These approaches help us to spread and scale up regreening awareness. We also built a large network of media partners globally. With our tailor made communication strategy that connects, empowers and activates local communities to start regreening, we've been able to reach hundreds of thousands of people at minimal cost. Using our core strength of scaling through media, communication and mobile technology, we partnered with large INGOs to increase the scale and effectiveness of their existing landscape restoration programs. All of our partners know the communities in their landscape personally, they understand the politics and have a mandate to act. Together we transform the landscape.

During 2021 our 'Boosting other programs' activities have not been significant enough to be included in our impact reporting in the next chapter. Our activities and impact in 2022 will increase significantly, which is when we will start reporting on them.



Case study: Green Future Farming Program

Funded by the IKEA Foundation, in 2019 we started our partnership with Rain and MetaMeta in the 'Green Future Farming' (GFF) program. GFF is a four-year program aimed at showing how in three completely different landscapes, in three different countries (Uganda, Ethiopia, and Kenya), regenerative agriculture can benefit both farmers and the environment. More specifically, the program introduces and promotes sustainable practices in farming, rangeland management, rural livelihoods, and rural value chain development.

What makes the GFF program special is the fact that each organisation not only runs its own local program, but also supports the other programs within its own expertise (for Justdiggit, our expertise is mainly communication). The ultimate goal of these programs is to create a green future for many, particularly for women and young people, in different parts of East Africa.

Watch the GFF introduction movie here.

In 2021 we have deepened our knowledge in communication building strategy and expanded our African media network to strengthen and scale regreening in Uganda and Ethiopia. In Uganda we support RAIN with communication products for their regenerative agriculture program, targeting coffee farmers at the northern slopes of Mount Elgon. In Ethiopia, we support MetaMeta with developing communication tools to strengthen their regenerative agriculture projects in the Amhara and Oromia regions.



5.3 MOVING BEYOND PROGRAMS

Our ultimate goal is to let farmers and pastoralists anywhere in Sub-Saharan Africa regreen their environment. Inspiring, educating and activating them to restore their own land using foundational practices, without the need for a physical program on the ground. This will dramatically lower the cost per regreened hectare and will simultaneously exponentially increase the number of farmers and pastoralists that can be reached. We call this Moving Beyond Programs.

The rapid spread of internet enabled mobile phones and network coverage in Sub-Saharan Africa has created the opportunity to use mobile applications to support rural development. It helps to overcome the physical barriers of reaching remote and dispersed farmers. Using very detailed satellite imagery it is now also possible to provide farmers with tailored advice and track their impact down to the level of an individual tree. This, together with the growth of "big data", creates a perfect storm to move beyond traditional 'hands-on' regreening programs.

Scaling our regreening with an online regreening platform is the biggest 'impact' leap we intend to make, as it allows us to directly reach farmers and enable them to regreen their own land. If we can educate and activate farmers without the necessity of an on-the-ground program, we will have truly revolutionised landscape restoration. This approach will require "mass customisation": targeting, at scale, farmers throughout Africa with a specific message and technique that is applicable to their situation. Technology and new advances in (social media) marketing make this possible.

Last year in Tanzania, we completed a successful first pilot in the Dodoma region of Tanzania to explore the use of a mobile app to provide regreening knowledge. We tested a very basic application together with 300 farmers. Learning and best practices, together with a first service design, and new partners in user-testing and co-creation will allow us to take next steps.

2022 will be the year that we invest in realising the development of an online Regreening Platform for smartphones and smart feature phones. Together with Havas Africa, JCDecaux and many others, we will develop and distribute long term on-and offline campaigns to inspire, onboard and activate farmers. We will start in Tanzania and expand to other countries from there.

During 2021 'Moving beyond programs' was still in a concept phase, hence there is no impact to report on in the next chapter.





5.4 AWARENESS CAMPAIGNS

REALISING INTERNATIONAL AWARENESS CAMPAIGNS

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

The campaigns are specifically developed for each country or landscape. In our European and global campaigns, we have been breaking down the science into a more easy-to-digest language:

regreening = cooling down the planet.

In Africa we focus on inspiring and activating farmers to regreen.

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

MEDIA PARTNERS WITH A MISSION

We work together with amazing media partners who support us on a global level by developing our campaigns and giving them the exposure they need. Thanks to them, we have reached millions and millions of people in both Europe and Africa.

5.4 AWARENESS CAMPAIGNS

COMMUNICATION OUTLETS

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



Watch and listen

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

Watch all our campaigns **here**



Being social

Using social media with the support of our online content partners, we keep our followers up to date on our latest projects and insights. Our main social channels are Instagram Facebook and LinkedIn but we are also active on Twitter and We Don't Have Time and TikTok.

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



Films and documentaries

We create state-of-the-art documentaries about our regreening projects, documenting both our approach and the impressive results. We not only use these documentaries to share our own stories, we also use them to showcase other landscape restoration initiatives pursuing the same goal: regreening and cooling down the earth.

Watch all our documentaries here.



6.1 HOW WE MEASURE OUR IMPACT

MONITORING, EVALUATING AND LEARNING

To measure the impact of our programs we developed a Monitoring, Evaluation & Learning (MEL) framework for every program. These frameworks provide an overview of the program logics, a list of key indicators and ways of measuring these indicators during and after program implementation. The program logic follows a Theory of Change 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. As of 2022, Justdiggit will publish a yearly Impact Report on its website.

Monitoring

The monitoring of programs revolves around checking activities and tracking progress. It covers the outputs and a part of the outcome indicators. This is done by our implementing partners and the Justdiggit MEL-team. Data is collected on such indicators as the number of trainings given, the number of trees and the amount of biomass vegetation. For our communication outlets (which include roadshows, use of SMS technology, offline training apps and media campaigns) key indicators of success include number of people reached, knowledge transfer, attitude change and level of activation as a result of exposure to the communication tools. This will further be developed in 2022 in collaboration with Havas as we launch new boosting other programs projects that apply such tools. In the meantime, monitoring of our awareness campaigns is done through 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. We supplement this with a yearly survey on the effectiveness of our awareness campaigns in Africa and Europe, supported by Havas Media and MSI-ACI.

Evaluations

Evaluations take place on a regular basis and focus on relevance, efficiency, effectiveness, impact and sustainability questions. Justdiggit works with local implementation partners in program areas on a yearly basis, together conducting baseline, mid and final evaluations. In each evaluation a set of indicators grouped around the topics of soil, vegetation, climate, knowledge levels and people reached among others are evaluated. In 2021, a baseline survey for the newly launched program in Singida was conducted in addition to the final evaluation of the Regreening Dodoma Program.

Learning

This is a critical part of our MEL approach. We constantly learn from our programs. Lessons are derived from each monitoring, evaluation and impact report from the local implementation partners, the monitoring visits, the recommendations in the evaluation reports as well as from our network of organisations, scientists and experts. Lessons can lead to changes and improvements of the program and are therefore discussed between Justdiggit and the implementing partners on a regular basis. If feasible, the program is adjusted immediately.



LANDSCAPE CENTRAL TANZANIA

Landscape partners

Dodoma and Singida region farming communities, LEAD Foundation, Timberland, Greenchoice, Webfleet Solutions, Gerdes Landwehr, IBS, InTime, TLT, Ader, Stichting de Hoorn, Otterfonds, Havas, JCDecaux Tanzania, Dodoma FM, ambassador comedian Jaymondy

General information about the landscape and Justdiggit's involvement

Justdiggit and its landscape partners are working in two large regions in central Tanzania: the Dodoma region and the Singida region. Each of them is similar in size to the Netherlands. The landscapes in these regions have degraded rapidly in the past few decades as a result of poor land management and deforestation by an increased number of people and farmers, as well as weather extremes caused by climate change. About ninety percent of the people in these regions depend on the land for their existence. As land productivity is decreasing, more and more farmers are struggling to produce sufficient livelihoods for their families. So, land degradation is one of the most significant problems affecting their lives as well as the wider ecosystem. Towards the end of 2017, Justdiggit and LEAD Foundation found each other in the fight against land degradation and developed the 'Kisiki Hai' (Swahili for 'living stump') program. This program aims to regenerate trees via 'Farmer Managed Natural Regeneration' (FMNR), a technique that protects and promotes the growth of young trees. Additionally, through the implementation of rainwater harvesting techniques called Fanya Juu & Chini, excess rainwater is retained to boost vegetation growth.

Justdiggit history

The program was started at the end of 2017, with a focus on the region of Dodoma. Central to our program is the Training of Trainer program which equips a selected group of farmers – so called Champion Farmers – with the necessary knowledge and expertise to train their fellow farmers on FMNR and Fanya Juu & Chini. Another unique aspect of the program is the integrated use of media and communication. Over the past years we have developed several communication tools to spread the message of FMNR and Fanya Juu & Chini, such as billboards, murals, a radio show and SMS. One that stands out is the video tour. An inspiring and amusing movie is produced and shown across all villages. Around the viewing of the movie, a full 'infotainment' program educates and inspires thousands of farmers across Dodoma and Singida.







LANDSCAPE CENTRAL TANZANIA

Activities 2021

2021 was a year with many milestones for this landscape, despite the ongoing COVID-19 pandemic. The first 300 villages finished the 3-year intervention phase in this year, and will now be moving into the sustainability phase of the program. In 2021 we also extended our scope: as we were initially active in only the Dodoma region, 2021 saw us begin work in the Singida region, onboarding 66 new villages to our program. In total, over 126,000 farmers are bringing back trees through FMNR on approximately 304,000 hectares of farmland. We also established a 2030 vision for Central Tanzania together with LEAD Foundation: within this decade, we want to introduce FMNR to a 1,000 villages in Central Tanzania! This will make it one of the largest programs in landscape restoration and a true FMNR flagship program.

Planned activities 2022

In 2022 the program will be expanding even more: we are planning to add close to a 100 new villages to the program throughout Central Tanzania, which will bring the total of active villages close to 500. At the same time, we keep on improving the individual elements of this program.

LANDSCAPE CENTRAL TANZANIA

Impact 2021

Number of villages added to program	66
Number of FMNR trees regenerated	over 3.4 million
Estimated amount of water retention by FMNR	1.9 billion of litres of water yearly
Number of new farmers practising FMNR	15,517 farmers
Total length of Fanya Juu and Chini added	over 31 thousand metres (31 kilometres)
Estimated amount retained by Fanya Juu and Chini	210 million litres of water yearly



LANDSCAPE CENTRAL TANZANIA

Total impact to date

Number of villages incorporated in program	<u>366</u>
Number of FMNR trees regenerated	over 9.7 million
Number of farmers practising FMNR	126,251 farmers
Total length of Fanya Juu and Chini	over 106 thousand metres (106 kilometres)

Over 350 times the Eiffel Tower!





LANDSCAPE NORTHERN TANZANIA

Landscape partners

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

General information about the landscape and Justdiggit's involvement

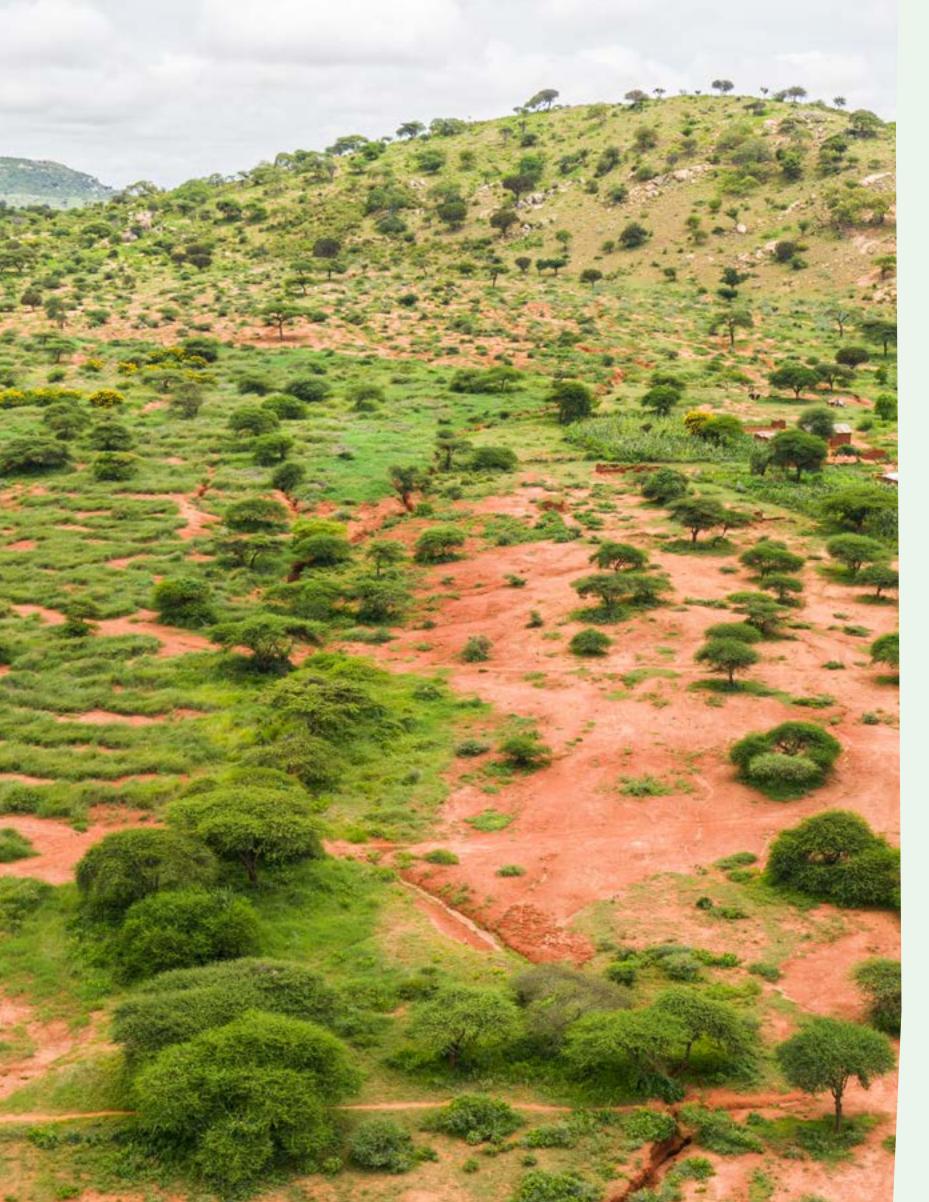
The Arusha region, in northern Tanzania, is one of the country's areas most heavily affected by deforestation. As in the Kenyan landscapes we work in, a large part of the population consists of Maasai pastoralists. Comparable in size to the Netherlands, the region has approximately 1.7 million inhabitants.

Activities 2021

In 2021 we started our first project, together with LEAD Foundation and Erbacher foundation, which revolves around Pastoralist Managed Natural Regeneration (PMNR) and rainwater harvesting in the Monduli district in southern Arusha, which is one of the driest districts in Tanzania. The project builds on all the lessons we have learned both in Central Tanzania and Southern Kenya and allows us to gain experience in the Arusha region.

Planned activities 2022

Because of the success of this first pilot, we have been able to extend this program both in scope and duration: the program will continue until the end of 2024 and expand from an initial 2 villages to 6 villages. Furthermore, we aim to start a new 5-year program throughout the region (and possibly also reaching villages in the neighbouring Manyara region) together with the Belgian TRIAS Foundation.



LANDSCAPE NORTHERN TANZANIA

• Impact 2021

Area under restoration

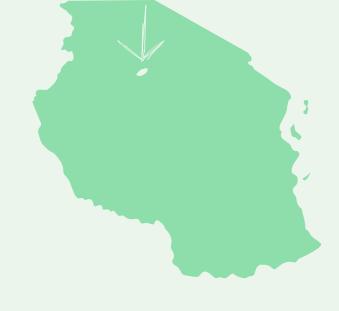
195 hectares

Number of water bunds dug

Estimated amount of water retention by the bunds

53 million litres of water

Number of PMNR (Pastoralist Managed Natural Regeneration) trees







LANDSCAPE AMBOSELI, KENYA

Landscape partners

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

General information about the landscape and Justdiggit's involvement

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

Justdiggit history

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





LANDSCAPE AMBOSELI, KENYA

Activities 2021

The past year the program has gone through a transition. We moved from the implementation phase, where we actively used landscape restoration techniques to bring back vegetation, to the sustainability phase, in which we will make sure the vegetation brought back remains. We used 2021 to design and set up a sustainability program together with AET that aims to maximise the impact achieved. This program commenced in November 2021. Other activities in 2021 included the preparation of the three grass seed banks in Lenkism, Noonkotiak and Meshenani at the beginning of the year, and the digging of giant water bunds in the Meshenani grass seed bank to ensure that the short rains that fall are captured, catalysing the sprouting of grass seeds. We also trained our local partner AET on Community Attitude Change Tools. This will help them to work together with the communities directly. Our partner ACC resumed vegetation monitoring across the landscape, which provided Justdiggit with great insights into the restoration process.

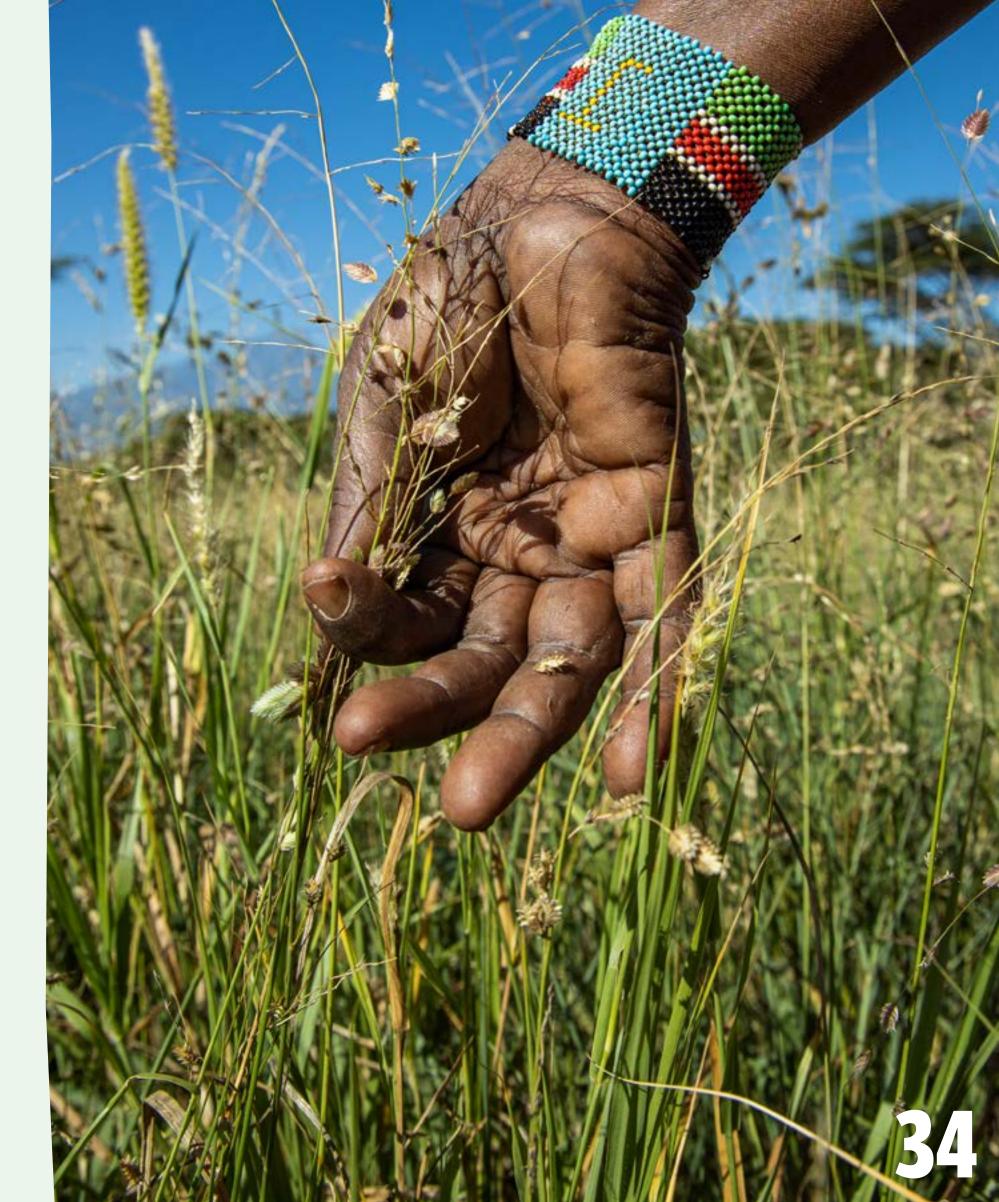
Planned activities 2022

In 2022 we will further establish the three grass seed banks in the project area until they become fully operational. This includes the training of women's groups to set up, seed and maintain the grass seed banks, as well as teaching them farming and business skills. Next to this we will further develop the concept of the Olopololis. We will do this by sustainably marking the boundaries of the protected areas and through the training and empowerment of Grazing Committees who monitor the implementation of the Olopololi concepts. In turn these Committees educate surrounding communities on the methodology and benefits of these techniques. We will also develop and implement grazing management rules together with all relevant stakeholders. To ensure that these rules are adopted and enforced, we will focus a lot on stakeholder engagement (e.g. grazing committees, county government, community members and leaders). Next to this, we will also develop a communication strategy which aims to raise maximum awareness of grazing management rules and the Olopololi concept among the population of OOGR. All together, we aim to contribute to better livelihoods for all 80,000 inhabitants of the group ranch through improved access to healthy rangelands. The program ends in October 2022. From July 2022 a follow-up plan will be developed.

LANDSCAPE AMBOSELI, KENYA

Total impact to date

Area under restoration	17,000 ha
Number of bunds dug	25,132
Number of olopololis implemented	18
Number of grass seed banks	3
Number of women owning grass seed banks	128







LANDSCAPE CHYULU

Landscape partners

Maasai community of Kuku Group Ranch; Maasai Wilderness Conservation Trust, Disclosure, Bund investors, Corporate donors, Conservation International and Green Climate Fund.

General information about the landscape and Justdiggit's involvement

The Chyulu Landscape lies within the heart of the Tsavo-Amboseli ecosystem in South-West Kenya at the foot of Mount Kilimanjaro and the Chyulu Hills. Kuku Group Ranch, where we have been working for the last 7 years, is located within the Chyulu Landscape, covers an area of 1200 km² and is home to about 30,000 people who heavily depend on the land. Kuku Group Ranch is an important wildlife corridor between the national parks (Tsavo West, Chyulu Hills and Amboseli National Park) and other protected areas in the region. The area contains a wide range of habitat types and has a large diversity of wildlife.

There are approximately 30,000 people living on Kuku Group Ranch. The majority of them are Maasai. The Maasai are traditionally pastoralists and live in scattered semi-permanent villages or bomas. Although pastoralism is still the main occupation of Maasai living in Kuku Group Ranch, they are also diversifying their income sources. Farming now occurs in the remaining wetland areas and along the rivers.

There is extensive land degradation in this landscape. The main drivers are overgrazing, poor grazing practices and management, and climate change. Justdiggit aims to restore the land mainly focussing on the regreening technique 'rainwater harvesting' by digging water bunds and generating income through setting up grass seed banks with Maasai women groups.



LANDSCAPE CHYULU

Justdiggit history

Justdiggit started restoring the degraded areas in the Chyulu landscapes back in 2015. Since then, we've set up five grass seed banks in Molio, Enkii, Inkisanjani, Olkaria and Enkusero and dug over 150 thousand water bunds within Kuku Group Ranch. We did this together with our local partner MWCT, who coordinates the diggers that dig the bunds, the rangers who protect the regreened areas and the Maasai women's groups who manage and maintain the grass seed banks.

Activities 2021

In 2021 a total of 36,800 bunds were dug and seeded in Inkisanjani, covering an area of 304ha. Thanks to the support of our partner Disclosure, we also set up two new grass seed banks in Olkaria and Enkusero which are managed and maintained by 45 women. Next to this, we started with the preparation for the TWENDE project. This included site visits, meetings, appointments with the Chyulu Landscape Coordinator and Finance Officer, stakeholder analysis and developing an Environmental and Social Management Framework.

Planned activities 2022

In the first half of 2022 we will start digging in two new bund plots on Kuku group Ranch. Over 60,000 bunds will be dug, restoring an area of ± 750 ha. In the second half of the year we will establish two more bund plots in the area. We will also establish at least two new grass seed banks on Kuku Group Ranch and Imbirikani Group Ranch respectively, as part of the TWENDE project. Next to this, we will conduct a pilot restoration project on Imbirikani Group Ranch, experimenting with some new restoration and rainwater harvesting techniques.

6.2 GROWING OWN PROGRAMS



LANDSCAPE CHYULU

Impact 2021

Area under restoration	311.2 ha (the impact is felt wider in the surrounding land)
Number of bunds dug	33,800
Water retention volume by bunds	640 million litres
Number of grass seed banks established	2
Number of women owning grass seed banks	48

Total impact to date	
Hectares under restoration	1,077
Numbers of bunds dug	150,048
Number of grass seed banks	<u>5</u>
Number of women owning grass seed banks	90



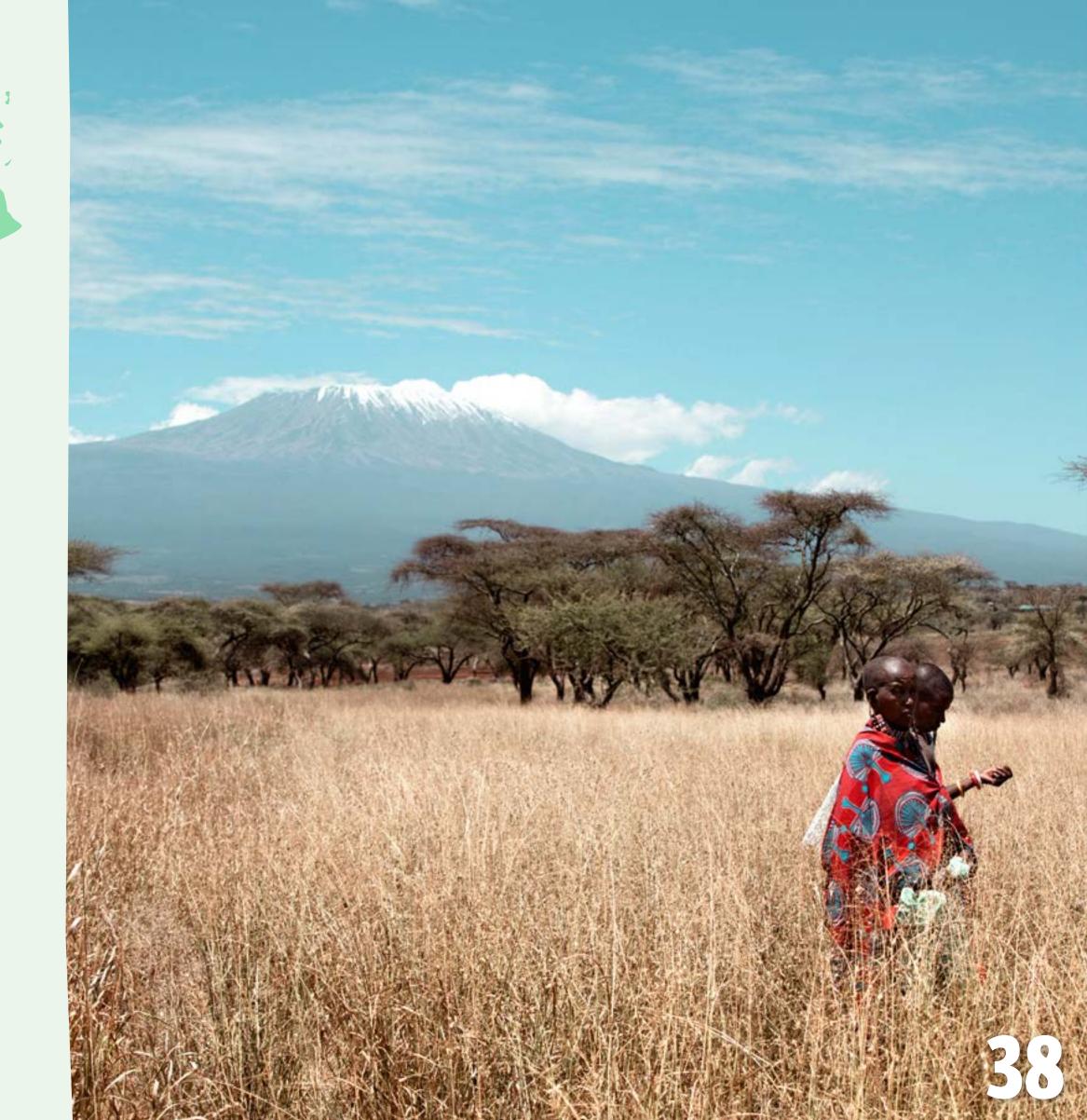
6.2 GROWING OWN PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA

- Landscape partners
- Maasai pastoral communities, South Rift Association of Land Owners (SORALO), IKEA Foundation
- General information about the landscape and Justdiggit's involvement

 The South Rift Landscape is part of the East African Rift Valley and is located in South Kenya, close to the border with Tanzania. The area sits adjacent to two large wildlife reserves the Serengeti-Mara and the Great Kilimanjaro-Amboseli-Tsavo and supports some of the richest mammal diversity in the world. It's home to Maasai pastoralists: a nomadic or semi-nomadic community whose main source of income is livestock keeping. Together with partner SORALO, Justdiggit will help to restore degraded rangelands in the area, which play an important role in the wider ecosystem of the South Rift. SORALO is a strong grassroots organisation, whose founder won the Tusk Trust Conservation award in 2020.
- Activities 2021

Our project in the South Rift Region officially started in 2021.



6.2 GROWING OWN PROGRAMS



Planned activities 2022

After the kick off of the program in 2021, we will move into the next phase in 2022: implementing different landscape restoration techniques in order to bring back sustainable vegetation in the area. The exact restoration interventions that will be used are yet to be determined. Next to this, we will also be focussing on controlling two specific invasive species in the area: Prosopis Juliflora and Ipomea. Both vegetation species grow well on the degraded rangelands and absorb a lot of water from the soil. As they outcompete the vegetation that should be present (e.g. sustainable grass and shrubs that can be eaten by livestock and wildlife) they pose a big threat to the health of the rangelands and wider environment. To maximise the impact of landscape restoration in the area, we promote the implementation of different types of sustainable land use practices to the communities. This is achieved through training, organising community meetings and using different communication tools focused on knowledge sharing and inspiration.

Impact 2021

As the program in the South Rift Region started during the last two months of 2021, we don't have any impact numbers that can be reported yet.



1. GLOBAL

Activities & Impact in 2021

A new look and feel

In 2021, the Justdiggit brand received a total make-over: our old shovel logo was replaced by a fresh new design, we launched a new brand identity and website and - last but not least - we kicked off a new campaign with the tagline 'Dig In'. All this happened thanks to our fantastic partners Havas Lemz and Lama Lama. With our fresh new story and identity, we aim to attract, inspire & mobilise even more people around the world to join our regreening movement.



Launch of Stream to Regreen

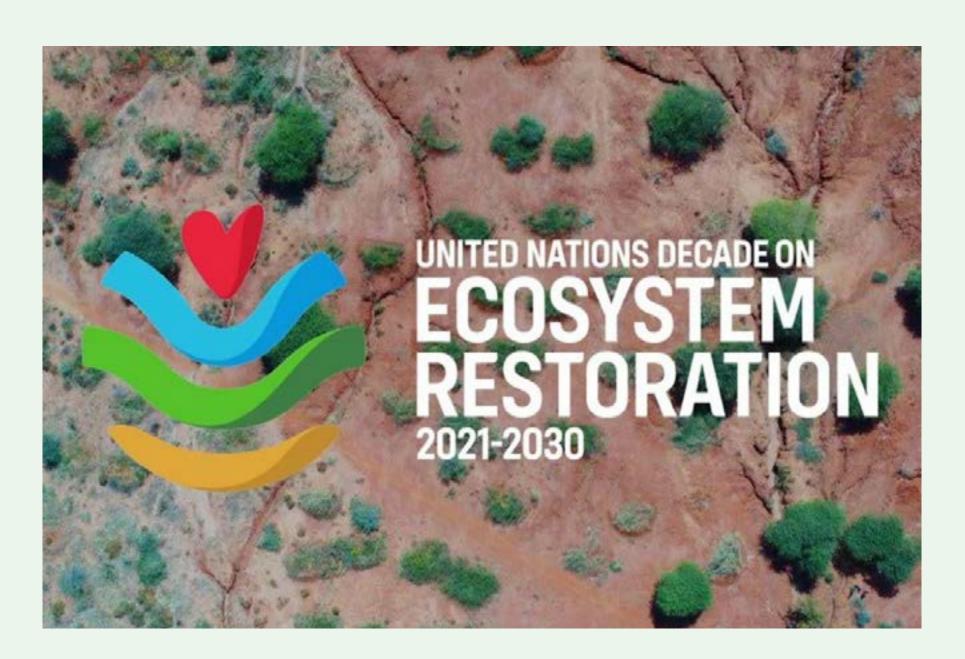
Last year we also launched Stream to Regreen: a concept where you can help regreen the planet by listening to music. The first track was titled "Too Much to Ask" by Don Diablo and Ty Dolla \$ign, and it has generated 12 million streams in 2021, allowing us to regreen 480 thousand m² of degraded land!



1. GLOBAL

Launch of the UN Decade on Ecosystem Restoration

On the 5th of June 2021, the UN launched **the Decade on Ecosystem Restoration** (2021-2030). *Now is the time to revive damaged ecosystems on our planet!* The program aims to do just that and halt the degradation of land within the next ten years. As an official partner, we were one of the highlights during the launch with our new concept Stream to Regreen. This decade it is our mission to spread the word and scale-up like never before to meet the ambitious goal of the UN: restoring ecosystems all over the world and creating a healthy planet.



Justdiggit at COP26

In the beginning of November, we were invited to speak during the world's leading climate event, COP26. Here, two of our colleagues got a chance to present our story to a global audience. In our presentation, 'How positive storytelling can help solve climate change', we spoke about how nature-based solutions along with positive storytelling and communication can lead to large scale restoration of degraded land and help fight climate change.

Rewatch the presentation **here**.



1. GLOBAL

Mars Can Wait Campaign

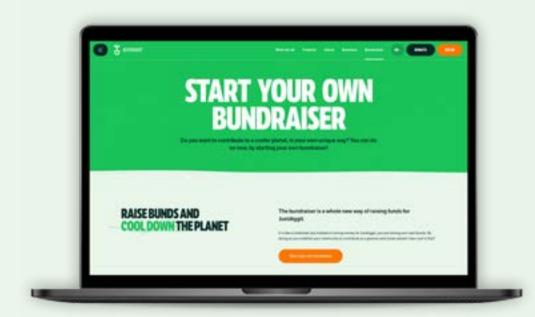
In February we launched our Mars Can Wait campaign, together with Havas Turkey and Social Monks. Mars is often referred to as the planet where we can go when we can't live on the Earth anymore. With this campaign we wanted to show that Mar Can Wait, but Earth can't and that we all need to act up to save the planet and make it a liveable place for future generations. This is the Decade of Doing!



Digital presence & growth

In order to mobilise a young(er) global generation, we've been focussing more intensively on our digital growth. In April 2021, our partner LamaLama built our brand new, multiple language website www.justdiggit. org. We also launched our Dig In campaign across all our digital channels. Additionally, we went live with the Bundraiser: a platform where anyone can start their own fundraiser for Justdiggit.

As a result, we've seen much growth in our digital channels: Our social media following has increased on average 46,5%, with LinkedIn being the most successful with 9,292 new followers. We also gained more online brand visibility with our awareness campaigns than ever before, specifically in new countries. Website traffic in 20+ new countries increased 100-200%. All exposure combined with our other marketing & communication efforts have contributed to our most successful year in terms of online brand visibility.





1. GLOBAL

All time high Consumer donations

Similarly, all exposure combined with our other marketing & communication efforts have contributed to a record-breaking year in terms of consumer donations.

We have experienced 63% growth in Global consumer donations (per volume) compared to 2020.

In 2021 when it comes to consumer donations, we've had our:

- **★ BEST MONTH EVER IN DECEMBER AT €239,597 (+56% VS LAST YEAR)**
- **★ BEST QUARTER EVER AT €417,722 (+61% VS LAST YEAR)**
- **★ BEST YEAR EVER AT €1,011,558 (+55% VS LAST YEAR + first time over 1 million euro consumer donations!)**

Outlook 2022

In 2022 we aim to reach millions of people with our positive, hopeful, solution-driven message that nature is one of the most available effective means to mitigate climate change. With the ongoing support of our (media) partners and ambassadors who help spread this message, we know it's possible; we have done it before! Our approach is to deliver the right content, to the right audience, all with the same objective: regreening the hearts and minds of people all over the globe.

Digital presence & growth

In 2022 we will continue to increase our presence on social media. Besides growing the amount of followers on all our different social media channels, we will also focus on increasing the engagement with our online community. Next to this, we will be partnering up with new (social) ambassadors. By showing their support for Justdiggit via their own social media channels, they can inspire and motivate others to follow their lead. Furthermore, we will officially go live on one of the fastest growing social media platforms among the youth today: TikTok. This will help us to reach out to the younger generation and mobilise them to become part of the regreening movement.

In addition to our social media goals, we will also be working on many other (digital) projects. For example, the Give a Green Gift concept. With this concept it will become possible to purchase bunds as a gift for your loved ones.



2. EUROPE

Activities & Impact in 2021

Campaigns throughout Europe

Through the wonderful support of our media partners, our brand new 2021 campaign has been visible through billboards, digital screens, radio and television, social media, in cinemas and digital ads in eight different European countries: the Netherlands, Germany, the UK, Belgium, France, Italy, Ireland and Spain. This way we have been able to reach millions of people in 2021. The gross media value of this exposure amounts to approximately 10 million euros.

The Netherlands

Partners:

AdAlliance, Alpha Tango, Blow UP Media, Centercom, Clear Channel Outdoor, CS Digital, DEPT Agency, Exterion Media NL, Gardeners, Havas Lemz, Social. Monks, JCDecaux, Jean Mineur Mediavision, Kinetic Nederland, Lama Lama - Digital Agency, MacLoud Amsterdam, Milkshake Research, Non'Ye Business, OAK - We drive organic growth, OBI4wan, Ocean Outdoor, QMusic, Stroom, Talpa Network, Timm & Pimm, Z in Zaken RTL

Last year, our brand new campaign could be seen and heard via a wide range of media channels in the Netherlands. The campaign was visible on thousands of Digital Out-Of-Home screens throughout the country. With the help of our media partners AdAlliance and Talpa Network, our television campaign was aired on multiple different commercial channels. The gross financial value of broadcasting the television campaign was 2 million euro. Thanks to Jean Mineur Mediavision, our new manifest video was also visible in various cinemas nationwide. Next to this, our campaign was also aired on numerous radio stations.



2. EUROPE

The UK

Partners:

Alight Media, BlowUP Media, Disclosure, JCDecaux, Ocean Outdoor, Digital Cinema Media, Media Vision, Woodrow Communications, Harvard

In 2021 our Out-Of-Home campaigns were visible on hundreds of screens across the UK (including Scotland & Ireland). In total they were broadcasted several million times on billboards and digital screens. Thanks to our new media partner Digital Cinema Media, our Dig In campaign was also visible in multiple cinemas across the UK. The financial value of this exposure was just over 2 million euros, which is higher than the financial value of 2020. With this great exposure all over the UK, Scotland and Ireland we were able to reach millions of people with our regreening message.

This year we also welcomed onboard a fantastic new partner in the UK: MediaVision. This performance marketing agency supported us in kind with professional advice on SEO related subjects. Besides this they are also donating 1% of their sales to our regreening projects.

Germany

Partners:

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

Last year we were visible on many different platforms throughout Germany. From billboards and digital screens on the streets to online advertisements and television commercials at home. In total this exposure had a gross media value of over 1.4 million euros.

Belgium

Partners:

BlowUP Media & JCDecaux

We ran several nationwide out of home campaigns in Belgium.



2. EUROPE

Outlook 2022

Through our campaigns and the support of our partners, we already have a strong presence in three European countries: The Netherlands, The United Kingdom and Germany. Our mission for 2022 is to further grow our presence in these countries and spread our regreening message to other European countries as well. We already have concrete plans to establish Justdiggit in two additional countries: Belgium and France.

The Netherlands

In 2022 we will keep spreading our message throughout The Netherlands with the support of our media partners. We will be focussing on getting people more and more involved with our mission through the specific campaign, Dig In. Additionally, we will create new radio commercials, digital screen and online advertisements (pre-rolls), which will help us to spread our message. We will also be working on several other, inspiring projects that will help us reach even more people with our regreening message.

The UK

Upcoming year we will keep on building awareness in the UK. We will do this together with our media partners and two new UK PR agencies, who we've welcomed onboard as our partners in 2021: Harvard and Woodrow communications. Together we will spread awareness about nature-based solutions and our mission to regreen Africa in the coming decade across different UK media channels. Besides creating awareness through press, they will also help us with finding suitable ambassadors in the UK to join our regreening mission.

Germany

Justdiggit has been promoting nature-based solutions in Germany since 2019 together with Havas Dusseldorf and Frankfurt, and we're steadily getting more traction with the German audience. Ströer has been a great partner from the start as well, and they're now officially our strategic partner in the German media landscape. Thanks to them we will have nationwide exposure with targeted content. We will welcome at least one new German ambassador and are looking for more people to help spread our regreening message.

Belgium

In Belgium we have promoted our global "Dig In" campaign, as of 2022 with the support of Havas Brussels both on the media and creative side. We will develop a specific campaign for the Belgium audience and spread it through on- and offline communication channels.



3. AFRICA

Activities & Impact 2021

Partners

JCDecaux, Havas South Africa

Awareness campaigns

With the fantastic in-kind support of our media partners Havas South Africa and JCDecaux, our 2021 campaigns were visible on 131 digital & print screens in 13 African countries. These campaigns were tailor made for the African public, focussing on awareness raising about nature-based solutions and the fact that when we work together, we can cool down the planet.

Documentary: The Grand African Green Up

'The Grand African Green Up' is a documentary produced by Justdiggit to give a centre stage for the AFR100 initiative, which aims to restore 125 million hectares of degraded African soil back to productivity within 10 years. This documentary goes beyond Justdiggit, showing other restoration organisations' approach and impact as well. We believe we need to join forces in order to regreen the African continent and are proud to showcase other success stories, in this case in an artful way.

The documentary was aired via National Geographic Africa in 53 African countries. In total, 17 million households have seen the documentary.

Ambassadors

We also welcomed two new ambassadors in Africa: Simon Biyong and Ben Pol. As a professional MMA fighter, Simon Biyong is prepared for the fight against climate change. Growing up in Cameroon gave him insight on the bigger effects of landscape degradation. Now he has joined Justdiggit to fight for a greener and cooler planet. His ambassadorship was announced in his home country Cameroon via 5 large billboards.

Benard Paul Mnyang'anga, better known as Ben Pol, is a leading East African artist and environmental activist. Justdiggit and Ben are pursuing the same mission and are therefore a perfect fit! Ben Pol, together with Justdiggit and LEAD Foundation, will help increase awareness for nature-based solutions and climate change, and speed up the positive impact these solutions have on degraded land in sub-Saharan Africa. With his music, he will inspire, mobilise, and activate his audience to join the regreening movement. Ben Pol's ambassadorship was grandly announced via a press release. This was picked up by 8 of the most prominent TV stations in Tanzania and led to 10 publications about the partnership.



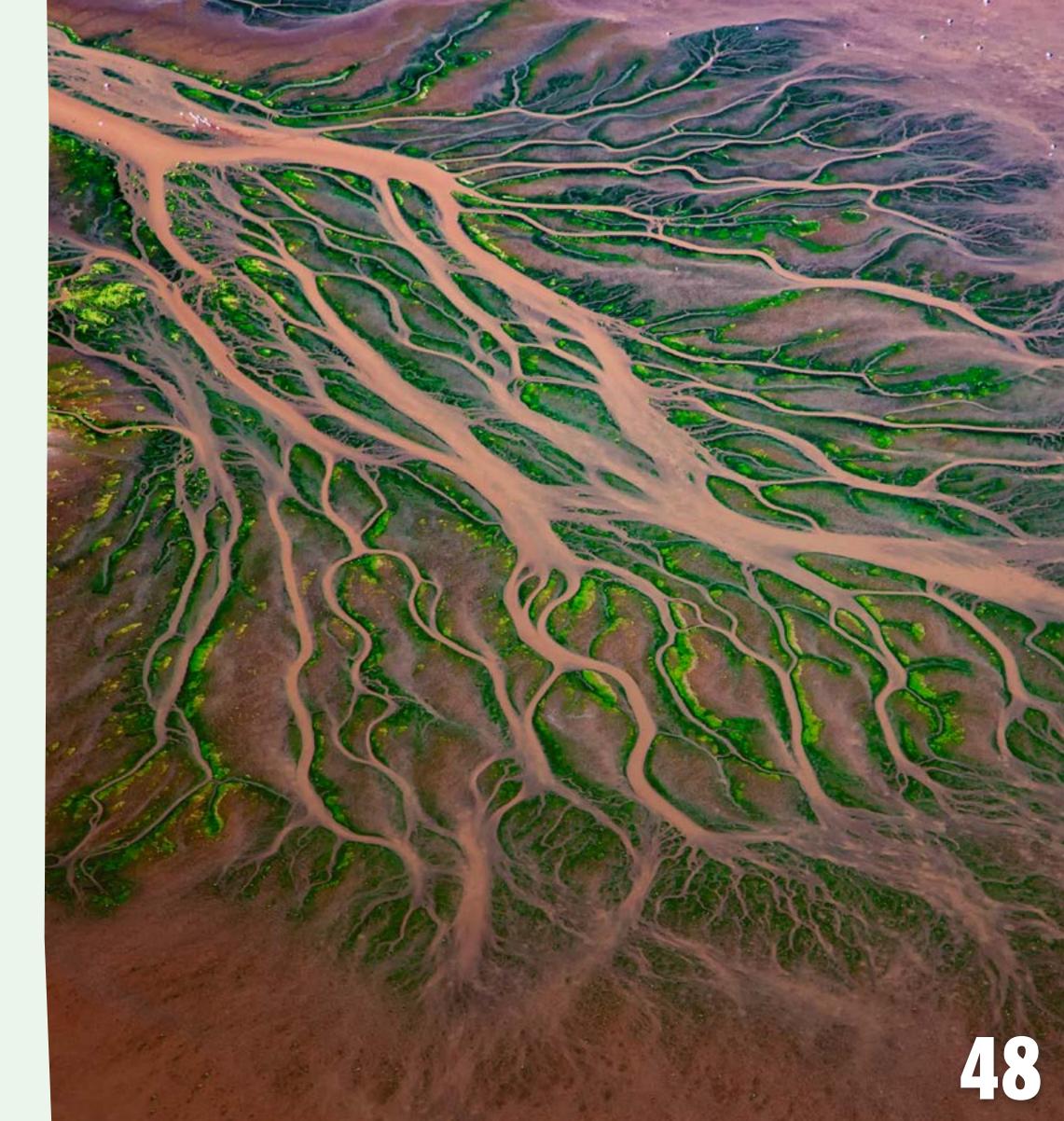
3. AFRICA

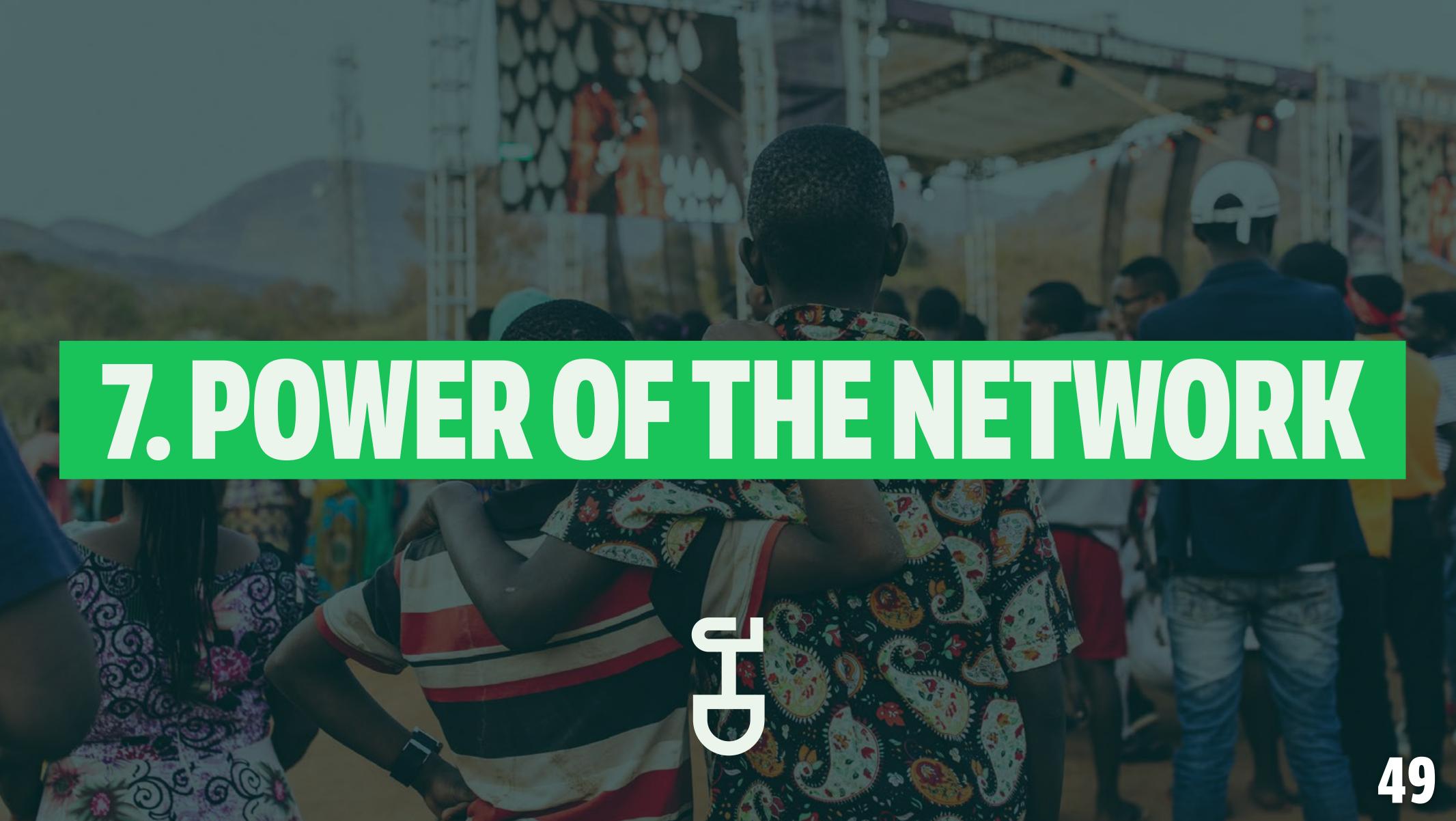
Outlook 2022

In 2022 we aim to grow our regreening movement even further in both Kenya and Tanzania. In Kenya we will be launching our national awareness campaign, both on TV and radio, by partnering with the top three broadcasters in Kenya. This gives us the potential to reach millions of households in Kenya with our regreening message. In addition, we will continue to broadcast our campaigns on billboards throughout both countries.

Meanwhile, we are also working extensively to have several communication activities within our project areas by next year. For example, radio shows that will contain elements of information about landscape restoration and regreening techniques, entertainment programs and competitions. Besides this we will also offer murals, movie roadshows, informative giveaway assets and many more communication tools.

Next to this we are also planning to increase our communication reach to many more African countries, spreading awareness and mobilising people to start regreening.





7. POWER OF THE NETWORK

GLOBAL AND REGIONAL PARTNERS

AFR100

Global Evergreening Alliance

UN Decade on Ecosystem Restoration

UN Environment Programme

Uplink

World Economic Forum & 1t.org

FUNDING & SUPPORTING PARTNERS

Ader

BioCanna

Boat Bike Tours

Bridgestone Mobility Solutions- Webfleet

Solutions

Caterpillar Foundation

Colijn IT

Conservation International Foundation

Dentons

DHL Supply Chain

Disclosure

Erbacher

Gerdes + Landwehr

Deutsche Gesellschaft für Internationale

Zusammenarbeit (GIZ) GmbH

Green Climate Fund

Greenchoice

Good Energies Foundation

Holie Foods

IDEXX Foundation

IKEA Foundation

InTime ExpressLogistik GmbH

KaiOS

Mediavision

Milkywire

Netherlands Water Partnership

(YEP Program) Pictures for Purpose

Spirit Hospitality Services

Stichting Otter Fonds Stichting Trifid

Storytel

Timberland

TLT GmbH

Tony's Chocolonely Winclove Probiotics

XD-Design

3ACP B.V.

3 Op Reis

Active Giving

Advocaten van Nu

African Union Development Agency-NEPAD

Air Miles

Amazon Operations

Amor Luminis

Arv & Co AT Osborne

Autosloopbedrijf M.J. Rutte en Zonen

Bag To Nature

Better Places Green Lifestyle Store Bieterbal **Greenleaves Vitamins**

Boska Hammerfest Boterwaaq Handig Goed

Brillen Atelier Het Consultancyhuis

Brisa Gaia Hogan Lovells International LLP

Gezondheidscentrum Voorschoten

Byzondere Reizen Homerr Club Kakatua Humatch **Cormorant Commodities IBS** Capital

I.C.Y Cortazu

Creator Items Improven Dailywine.nl Industrial Parts te Booy

De Afvalbak Interimage De Agile Testers Jedlix JustGiving De Bouwmarktshop

De Lease Maatschappij **JustNimbus** Denise Roobol Kadotikker Doing Goods **Kroon Meubels**

Duguneh Le Guess Who Dutchen Linklaters LLP E-flight Academy Lisman Forklifts

Energie Aalsmeer Duurzaam

Loylogic Matoke Tours Etiquet Expo-Mate **Matt Faces** Miani Caffé EyeOn Ezeep Mollie Five Star Verrassingsreizen Mud Jeans

NDI Fruitbedrijf Bloeiend Merm Nextfarm Geefeenboompje.nl





7. POWER OF THE NETWORK

nlmtd

NNEK

Nimbleminds

Nutrifoodz

Objective Recruitment

Ouderkerks Goud

PCI Media Impact

PointLogic

Play Hard Be Good

Route Partners

Royal Haskoning DHV

Sam Balink

Sam Mobile B.V.

Shoesme International BV

Silverjet Vakanties

Splendid-Life

SQL Brander

Stichting De Hogeschool van Arnhem

en Nijmegen

Stichting de Hoorn

Stichting De Roeper

Stichting Summer Fund

Stijl Advocaten

Suppleam B.V.

Team Liquid

Tel International

The Resource

T Gymlokaal Bergen

T Gymlokaal B.V.

The Good Roll

The Social Handshake

The Soul Community & Soul Water

Tiger Concept BV

Top of Minds

Tubble

VAIN.store

VandeBron

Van Harper

Velour

ViS Detachering BV

Voited

Wereldhave

Wetlands International

Witteveen + Bos

WJ Projects

Working Spirit

Wristler

ZoekGroen

MEDIA

Havas Group:

Havas Africa

• Havas Johannesburg

• Havas Germany Düsseldorf

Havas Germany Frankfurt

Havas Lemz

Havas Turkey

JCDecaux

Ad Alliance

Alight Media

Alpha Tango

blowUP media

Candid Group

Centercom

Clear Channel

CS Digital Media

DEPT

Der Spiegel

Digital Cinema Media

Exterion Media

Dodoma Fm 98.4

DPG media

Eyeforce

Google

Hans Cosmas Ngoteya

Harvard

Hearst

I4Nature

iXL Hosting

JCDecaux Africa

Jean Mineur Mediavision

Kellerman Kinetic

Lama Lama

Mediahuis

Media.Monks

Media Vision

Memo2

Mindwize

MMD Digital

Mollie

MSI-ACI Europe BV

National Geographic

Nonye Business

OBI4WAN

Ocean Outdoor

Open media

Orb

ORN - Omroep Reclame Nederland

Qmusic

Social.Monks (former IMA)

Storm post production

Ströer DERG Media GmbH

Stroom

Soundsright

Storytel

Studio MacCloud

Talpa Network

The Gardeners

These Cavemen

Tony Wild

WaterBear

Wild Tree Productions

Woodrow Communications

XITE

7. POWER OF THE NETWORK

PROGRAMS

African Conservation Centre
Amboseli Ecosystem Trust
Big Life
Conservation International
LEAD Foundation
Maasai Wilderness Conservation Trust
SORALO

Amboseli Conservation Program

Climate Edge

Face the Future

GIZ

Lynxx

MetaMeta

Nature^Squared

Quivertree

RAIN/Aidenvironment

SamSamWater Foundation

Spatial Insight

Valeriy Skachko

Vandersat

VU University

Wageningen UR

Weave







2021 was a dynamic year for the Business Development Partnerships and Fundraising team. In the middle of the COVID pandemic, the clear results and final warnings of the IPCC report were presented. The year 2021 also marked the official start of the United Nations 'Decade on Ecosystem Restoration'. This decade unites the world behind a common goal: preventing, halting, and reversing the degradation of ecosystems worldwide. It will only succeed if everyone plays a part. That is why Corporate Social Responsibility, a movement towards B-Corp certification and public-private partnerships are essential in tackling areas of both social and environmental needs.

There is already a clear shift taking place in the corporate world. For example, in December 2021 over 622 of the 2000 largest public companies had net-zero carbon commitments in place (according to IUCN), and this amount is rising. To tackle such commitments, companies are increasingly depending on partnerships that focus on nature-based solutions, as these solutions positively impact climate, nature and people.

We aim to encourage such partnerships by engaging with businesses that seek to make a positive impact. We offer our partners tailor made impact solutions such as 'regreening a dedicated area', 'bringing back trees' or 'saving millions of litres of water with our rainwater harvesting techniques'. These impact solutions have a positive impact on climate, nature and people. By supporting Justdiggit, partners help to realise 8 of the 17 UN Sustainable Development Goals.

IMPACT OF 2021

In 2021 our income from companies doubled compared to 2020. Whereas the pandemic had the corporate world in its grip in 2020, companies began to set plans for post-COVID recovery in 2021. With the pandemic shining a bright light on the importance of properly assessing and mitigating risk, these recovery plans inevitably focused on combining performance with sustainability targets. As a result, we saw an increased corporate interest in climate action, particularly in nature-based solutions.

In 2021 we raised nearly 2 million euros (€1,948,776) from companies. Next to this we built several new long term partnerships. We also hired a new Business Development & Partnership Manager as well as an intern to support the Business Development & Partnerships team.



NEW PARTNERSHIPS 2021

Via our long-term partner Bridgestone Mobility Solutions (Webfleet Solutions) and our joint "Green Your Fleet platform" we received traction and increased interest from several big companies in the logistics/transportation industry. These companies joined our regreening mission via an international funding partnership. Three examples of newly built partnerships in 2021 in this segment are:

Gerdes + Landwehr

In 2021, the German logistics, building, and construction company Gerdes + Landwehr joined Bridgestone Mobility Solutions' 'Green Your Fleet' movement. Through this partnership, Gerdes + Landwehr will capture thousands of tons of CO₂, bring back more than 400,000 trees and regreen a total area of 100 million m² of dry land in Tanzania over the next 5 years. An area over 2.5 times the size of Berlin's city centre!

Read more about the partnership **here**.

InTime Express Logistics, TLT and Ader

These organisations, which are part of Supergroup Europe, are based in South-Africa, Germany and Spain. This joint partnership, with a 5-year commitment, will contribute to the restoration of over 330,000 trees, regreening over 81 million m^2 of dry land in Tanzania. Consequently, this will lead to the removal of thousands of tons of CO_2 through new vegetation.

Read more about the partnership **here**.

DHL

We also have secured a funding partnership with DHL. At the end of 2021, the DHL Supply Chain Benelux and Nordics board have committed to a multiple year partnership to support Justdiggit. DHL is funding rainwater harvesting programs in Kenya. With their help thousands of waterbunds will be dug in dry and degraded areas. The DHL board committed to further expand this partnership in the coming years.

Other new business partnerships

Justdiggit has also partnered with Milkywire, Boatbike tours, the Good Roll, XD Design, Obam, Storytel and many others. Justdiggit now has over 100 business and/or corporate partners differing in size, industry and geographic location.

Ongoing Key Partnerships

In 2021 we are building further on solid existing partnerships, for example with Bridgestone Mobility Solutions (Webfleet Solutions), and are continuing long-term partnerships with companies such as Greenchoice and Tony's Chocolonely.

Timberland - regenerating 10 million trees in Tanzania

A highlight is our global partnership with Timberland, a VF Company. Together with Timberland we have already brought back over 2.5 million trees in Tanzania between 2020 and 2022, and we are well on track to reach 10 million trees or more by 2025. Through this partnership we are able to regreen dry lands at scale and empower hundreds of thousands of farmers. Read more about this partnership **here**.



INCOME FROM FOUNDATIONS AND NON-GOVERNMENTAL INSTITUTIONS

The income from non-profit organisations was less than forecasted due to a delay at the start of part of the TWENDE program in Kenya. This program is funded by the Green Climate Fund and headed by IUCN as lead implementing organisation. Furthermore, there has been a delay in the execution of the Green Future Farming project, funded by IKEA Foundation in Kenya, due to the longer onboarding process of a new implementation partner. The total income from foundations and non-governmental institutions in 2021 was €1,106,271.

INCOME FROM PRIVATE DONORS

Income from private donors is the sum of income from individual "Rainmakers" (philanthropists) and consumer donations. The total income from private donors in 2021 was €1,099,558, a 55% increase since 2020.

Consumer donations are a spin-off of powerful media campaigns, organised in close collaboration with our media partners who donate time, creativity and advertising space at no cost. We are actively driving campaigns on all sorts of media, with calls to action on our website and other media platforms.

We were happy to welcome new Rainmakers this year and hope to engage others in the coming years. Their donations make it possible to invest in innovations and in the growth of the organisation. In the years prior to the outbreak of COVID-19 we reached individual philanthropists (Rainmakers) through various network events and fundraising dinners, and established personal relationships with every Rainmaker. Twice a year, a Rainmaker community event was held where we shared various updates, and where Rainmakers had the opportunity to meet each other. In 2021, just as in 2020, we organised online sessions instead.

INCOME FROM GOVERNMENTAL INSTITUTIONS AND SUBSIDIES

In 2021 we received a yearly subsidy from the Dutch government for our colleagues following the Young Expert Programme (YEP). The YEP programme's mission is to create a young, renewed, inspiring international network of people, building expertise in the field of water, agrofood and renewable energy. This is achieved through Dutch organisations operating in emerging markets and contributes to the fulfilment of the UN Sustainable Development Goals. By the end of the year, we also received a multi-year grant from The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ). In 2021 income from these parties was €52,734.



PLANNING & EXPECTATION 2022

Strategy on Business Development, Partnerships & Fundraising

Given the latest trends and developments amongst corporate commitments on sustainability targets, as well as the growing interest in nature-based solutions, we believe that there will be a continued and most likely increased interest in our regreening projects. In 2022 we will aim to offer new partnership formats and impact solutions. In combination with the increased interest, we believe that this will allow for many opportunities to attract and secure new partnerships.

Opportunities

Justdiggit partners with companies and brands in a wide variety of industries, and in 2022 we expect this to continue. This growth will be achieved through partnerships in the logistics sector, especially in Western European countries like the Netherlands and Germany, where we will keep on campaigning actively in 2022.

Next to this we are interested in other innovative industries, with opportunities to build new partnerships in the Digital, Gaming / Metaverse industry, through NFTs and Blockchain technologies.

We are also speaking with several Foundations and NGOs, with whom we expect to create new multi-year partnerships, for example with the Global Evergreening Alliance. As one of their partners we are taking part in the 5-year program 'Restore Africa', in Kenya, funded by Climate Asset Management. The design will be finalised in Q1 2022 and the implementation starts mid 2022. Potentially we will participate in more projects with Restore Africa from 2022 onwards.

Consumer donations

As our awareness campaigns in The Netherlands continue to grow and develop, we expect to initiate new partnerships with various other national businesses. Given the upcoming awareness campaigns and developments in other European countries, we foresee an increased interest in our projects amongst businesses in Germany, France, the UK, and Belgium. These awareness campaigns will undoubtedly also have an effect on consumer donations, which we expect to grow significantly in 2022.



Existing partnerships

In 2022 we will build on our (global) long-term partnerships with Timberland, Tony's Chocolonely, Conservation International, GIZ, Global Evergreening Alliance, Bridgestone, IKEA foundation, JCDecaux, Havas Group, KaiOs, 1T.org/World Economic Forum, the UN Environment, DHL and many more. Finally, we will continue to recruit new partners to help realise our 'moving beyond programs' strategy, including the development of an online regreening platform.





























9. JUSTDIGGIT ORGANISATION

Justdiggit has a Supervisory Board that appoints and controls the Executive Board. In 2021 the Executive Board was formed by Marjolein Albers (Managing Director), Niels Dierckx (Director Programs) and Wessel van Eeden (Director Communications).

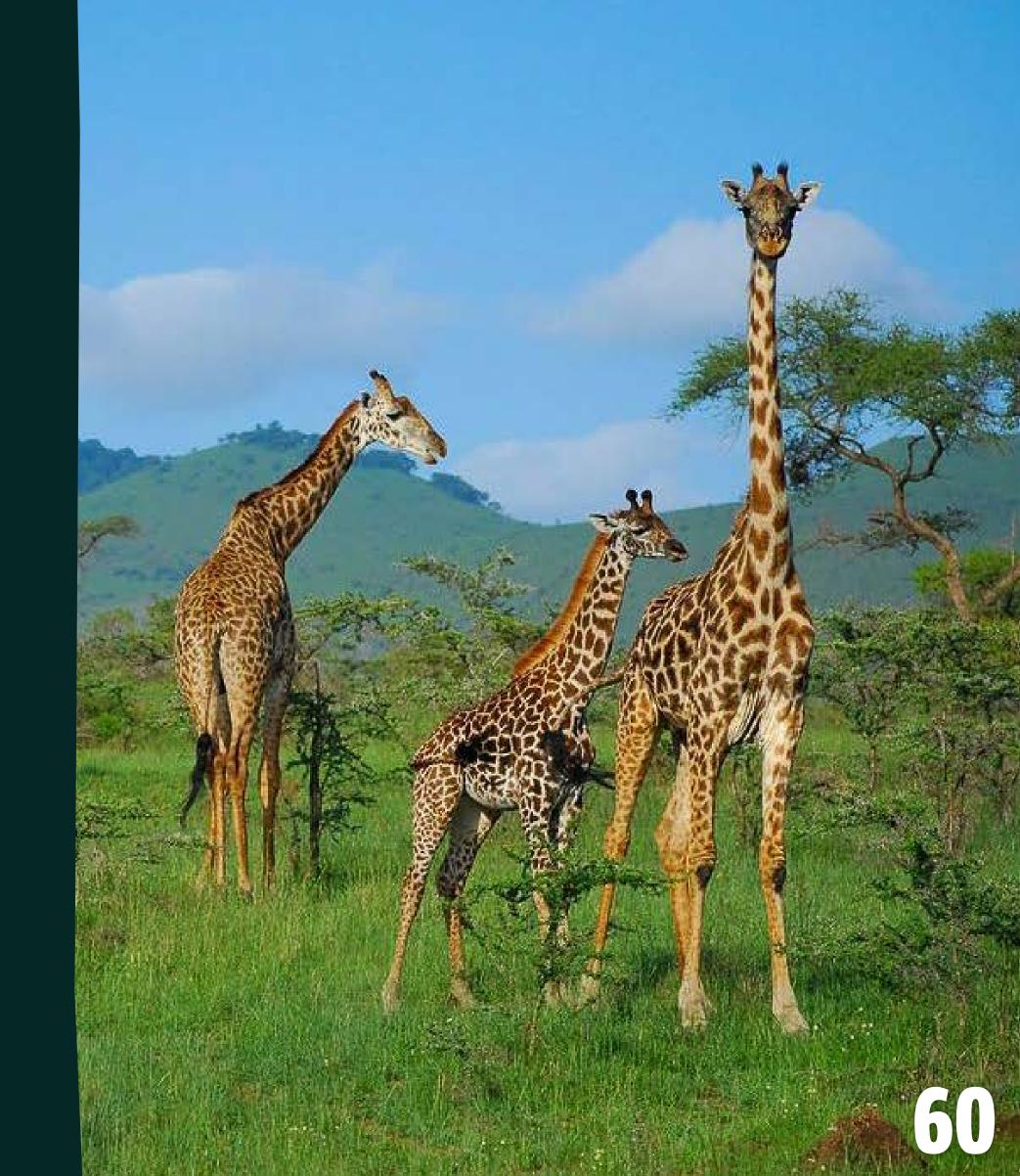
The Management Team consisted of Marjolein Albers, Niels Dierckx, Wessel van Eeden, Dennis Karpes (Co-founder & Creative), Wessel Koning (Director Business Development), Diederik van Styrum (Partnerships), Cindy van der Top (Finance Manager) and Sander de Haas (Chief Technology Officer).

9.1 THE TEAM

In 2021 we welcomed 11 new staff members and 14 new interns. In total we worked with 48 team members (including volunteers and interns). In the beginning of the year, we strengthened our team with Mary Bezabeh, who will focus on growing our regreening movement in Africa as Marketing and Communications Manager Africa. We've also welcomed Carlijn Huesken as Business Developer, Chris de Jong as Finance Support and Kizzy Pemberton as our new Office Manager. In the UK, we've expanded our team with Rebecca Blinston-Jones who will focus on growing the awareness of Justdiggit in the UK as UK Manager of Marketing & PR.

This year we officially opened our regional office for East Africa in Nairobi, Kenya. With the opening of this new office, we also expanded our African based team with four new staff members. Tabby Njung'e is our new Monitoring & Evaluation expert. She is focusing on measuring the impact of our regreening programs. Ruth Wamugi strengthens our financial department and is in charge of the Program Finance of several programs. Roniance Adhiambo and Jackie Kemboi are joining the team as Chyulu Landscape Coordinator and Landscape Restoration Quality Coordinator respectively.

In Kenya and Tanzania, we are still supported by the Young Expert Program of the Dutch Department of Foreign Affairs (YEP). In Tanzania, Ayoup Asenga and Angelina Tarimo are assisting us and our implementing partner, LEAD, as YEP participants with Monitoring, Evaluation and Learning (MEL). In Kenya, Jackie Kemboi and Thijs van der Zaan joined the Young Expert Program.



9.1 THE TEAM



ADRIAAN KAUFFMANN East-Africa)



ANGELINA TARIMO (Head of Regional Office (Young Expert Monitoring & Evaluation Tanzania)



ANNA NWANKWO (Intern)



AYOUB ASENGA (Young Expert Program Tanzania)



BENTHE VERHOEK (Intern)



CARLIJN HUESKEN (Business development)



CHIGOZIE ARTS (Intern)



CHRIS DE JONG (Finance)



CINDY VAN DER TOP (Finance Manager)



CLAUDIA DE GROOT (Intern)



CRIS WOLFFELAAR (Manager Marketing & Communications NL)



DENISE HOOGENDOORN (Office Manager & Marketing Support)



DENNIS KARPES (Co-Founder, Creative Director)



DIEDERIK VAN STYRUM (Partnerships)



EMMANUEL ATAMBA ORIEDO (Landscape Restoration Enterprise Developer Kenya)



GEMMA NEWBOLD (Intern)



GREGOR SABITZER (Intern)



IRIS VAN DE RIJT (Intern)



JACKIE KEMBOI (Landscape Restoration Quality Coordinator)



JULIA FRIEDEL (Intern)



KIZZY PEMBERTON (Office manager)



LANA MÜLLER (Senior program manager Kenya)



MARGOT FREDERIKS (Project manager)



MARIA ARREDONDO (Intern)



MARJOLEIN ALBERS (Managing Director)



MARY BEZABEH (Marketing Communications Manager Africa)



MAX BRUIJN (Intern)

9.1 THE TEAM



MEREL RIKVELD (Manager Business Development)



MONICA ALEGRE (Intern)



NADIA DE
WAAL
(Global Manager
Marketing &
Communications)



NIELS
DIERCKX
(Director Programs)



NORAH KEUTER (Intern)



REBECCA
BLINSTONJONES
(UK Head of Marketing
& PR)



ROMY DE GROOT (Social Media manager)



RONIANCE
ADHIAMBO
(Chyulu Landscape
Coordinator)



RUTH WAMUGI (Program Finance)



SAMWEL
JAKINDA
(Program Coordinator)



SANDER DE
HAAS
(Chief Technology
Officer)



SENNE VAN 'T
HOF
(Programs &
Communication)



STUART TAYLOR (Country Director UK)



YOW-SIN-CHEUNG (Volunteer)



TABBY
NJUNG'E
(Monitoring &
Evaluation expert)



THIJS VAN DER
ZAAN
(Monitoring &
Evaluation officer)



TJEERD VAN
DER HULST
(Art director)



WESSEL
KONING
(Director Business
Development)



WESSEL
VAN EEDEN
(Director
Communications)



YURY KANN (Intern)



ZARA-GRACE
HUSSEY
(Volunteer)



ZOE REINING (Intern)

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS





NJAMASI CHIWANGA
LEAD Foundation Program Director
Dodoma, Tanzania



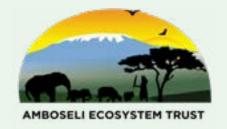
LUCY LIWALEAD Foundation Treasurer
Dodoma, Tanzania







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





LUCY
WARUINGI
ACC (African Conservation
Centre) Executive Director





TIMOTHY LENAYIA

MWCT Restoration Officer



CHARITY LANOI MWCT Livelihoods Coordinator Kuku, Kenya



TITUS MUIA

MWCT Finance Director



SOFFIYA KADZO MWCT Admin Kuku



JOHN KAMANGA
SORALO (South Rift
Association of Land
Owners) Executive Director,
Kenya



GUY WESTERN
SORALO (South Rift
Association of Land
Owners) Program Manager,
Kenya





9.2 SUPERVISORY BOARD

Justdiggit's Supervisory Board is responsible for supervising and acting as a sounding board for the management, supervising general affairs and entry into supporting networks. The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments. In 2021 four regular meetings with the Supervisory Board were held. During these meetings a wide range of topics were discussed, such as financial and program progress, movement activities, fundraising activities, cooperation with partners and progress on the organisation 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 2021
- Approval year plan and budget 2022.

All Supervisory Board members work on a voluntary basis. They are responsible for filling Supervisory Board vacancies but only after the Executive Board of the organisation has been heard. All members have specific experience and expertise to contribute to Justdiggit. The composition of the Supervisory Board is included in the organisation's statutes.

Justdiggit welcomed two new board members in 2021. Jos Huijbregts brings his extensive experience in corporate finance, not-for-profit finance and business management to the board, and Vineel Agarwal will support Justdiggit with her in-depth knowledge, management experience and unique media and communications partner network in Africa.



HAROLD KNEBEL (Chairman)



JOS HUIJBREGTS



EDDY MOORS



TINEKE BAHLMAN



ERIK HALLERS



VINEEL AGARWAL

9.3 ADVISORY BOARD



MARLENE WICKEL



OLIVIER OULLIER



VOLKER SCHLONDÖRFF



DENNIS KUPERUS



TIM DEKENS



TITUS EIKELBOOM



IGNACE SCHOPS



ALLARD RUYL



SEYNABOU BA



OLIVIER KARG



MASHIRI ZVARIMWA



SUSAN MASHIBE



WILLEM BLOM



JAMIE DE BOURBON DE PARME



JENNY ELISSEN



JUDITH PETERS

9.4 AMBASSADORS



BEN POL



SIMON BIYONG



ANDRE KUIPERS



FLOORTJE DESSING



JAYMONDY



TESS MILNE



JONATHAN KARPATHIOS



AMARA ONWUKA



RÁMON VERKOEIJEN



PHILIPPE LEBLOND



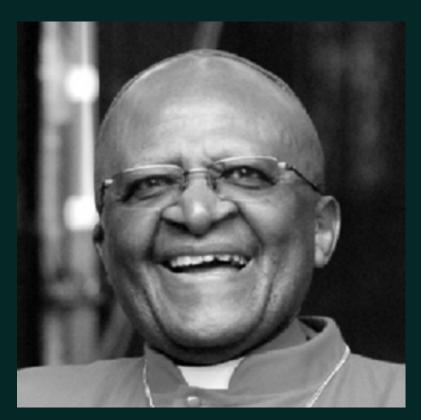
HARM EDENS



REINIER VAN DEN BERG



THOMAS D



"Dig deep within your heart and join me in starting a green revolution."

- Desmond Tutu

DESMOND TUTU

At the end of 2021 our late patron Desmond Tutu passed away. In addition to having been a social rights activist and a Nobel Peace Prize winner, Archbishop Desmond Tutu devoted his time to creating a greener and cooler planet. As the patron of Justdiggit, Desmond Tutu helped for many years promoting our mission to cool down the planet and the importance of joining the regreen revolution. Besides the fantastic work he did for Justdiggit, we are even more thankful for what he did for all of humanity. His leadership, alongside his sense of humour, will be missed by many. We will always be grateful for his years of invaluable support from the beginning of our organisation. Justdiggit would not be where we are today without his wisdom and support.

9.5 VOLUNTEERS AND STUDENTS

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

• Education

Jan Hoetmer

Jan focused on setting up a combined teaching program for primary school kids.

Data analysis

Thomas van den Hof, Pim van der Meulen, Martijn de Loor, Max Reilman

These great volunteers helped us to collect and analyse the data of our digital communications.

Website

Nick Castricum, Jort Boot, Zee Kazmi

Nick and Jort supported us to improve our newly developed website. Zee helped us with our SEO analysis and strategy.

Social Media

Madelin Hiddingh, Bart Schreurs, Javier van Heckers

This great team from our partner Kellerman helped us with the creation of social media posts and our social media strategy.

Film

Safi Graauw, Nonye Onwuka, Michelle van Huisstede, Joost Bastmeijer, Roman Strijbos, Nadiya Haddad, Lennart Deen, Baroosh Qasim, Debora den Iseger, Alex Danklof, Zulaicca Khedoe, Vincent van der Klaauw, Nadjim Tsouli

This fantastic team created our newest documentary this year: The Grand African Green Up.

Research

Friso Tigchelaar & Floor Wolfhagen

Friso and Floor have analysed the collected data we gained interviewing households in Dodoma, Central Tanzania. These households were part of our regreening projecta in his area. The main goal of the research was to better understand the impact of different communication channels on knowledge, attitudes and activation of smallholder farmers regarding regreening.

Tom Eames and Sanne Kuipers

Tom is a PhD candidate and Sanne a MSc student at the Vrije University of Amsterdam. Together they are developing machine learning models to detect trees in satellite images. With their work, we will be able to better monitor the impact of our regreening programs on a larger scale.

Kim de Groot, Eefje Visser and Simon Langbroek (Lynxx)

Kim and Eefje have developed an algorithm that helps us recognise and count trees on drone images. With this algorithm, we can get many valuable insights into the progress and impact of our regreening programs in Tanzania.

Stephen Gass

Stephen is a data scientist and helps to refine the outcomes of the algorithm developed by Kim and Eefje. Stephen performs statistical analysis on the accuracy of the model in order to understand how we can improve the quality of the results.

Peninah Murage

Peninah is a post-doc researcher at the London School of Hygiene and Tropical Medicine. She studies the benefits of regreening, in particular regeneration of trees, on human health. With our Regreening Dodoma Program as a case study, she conducted several focus group discussions with FMNR farmers in four program villages.

Floris de Vries, Leonie Koot and Tim Karsmakers

Floris, Leonie (Havas Media) and Tim (MSI-ACI Europe BV) helped us to set up and conduct a survey focused on our communication strategy in the Netherlands, Germany, the UK, Kenya and South Africa. With this research we generated more insight into the attitude of people towards climate change, their brand awareness of Justdiggit and the effectiveness of our awareness campaigns.

9.6 RISK MANAGEMENT

During 2021 Justdiggit started evaluating and improving its risk management process and activities. The risk management process will be documented in more detail than before, there will be separate but aligned processes for strategic risks and operational risks, the risk taxonomy has been updated and the organisation's risk appetite has been articulated for the different strategic risks.

The following key strategic risks have been identified:

People

Project risk

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

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

Reputational risk

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

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

Process

Resource risk

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

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

Compliance risk

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

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

Funding risl

The risk associates with the impact on a project's cash flow from higher funding costs or lack of availability of funds.

New programs are not started until they are fully funded. Also, as significant part of the profits is put aside in the free reserves, which together with the continuity reserve provides sufficient backup during periods of lower (general) funding.

Environment

Contextual risk

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

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

Risk



Medium





Very High

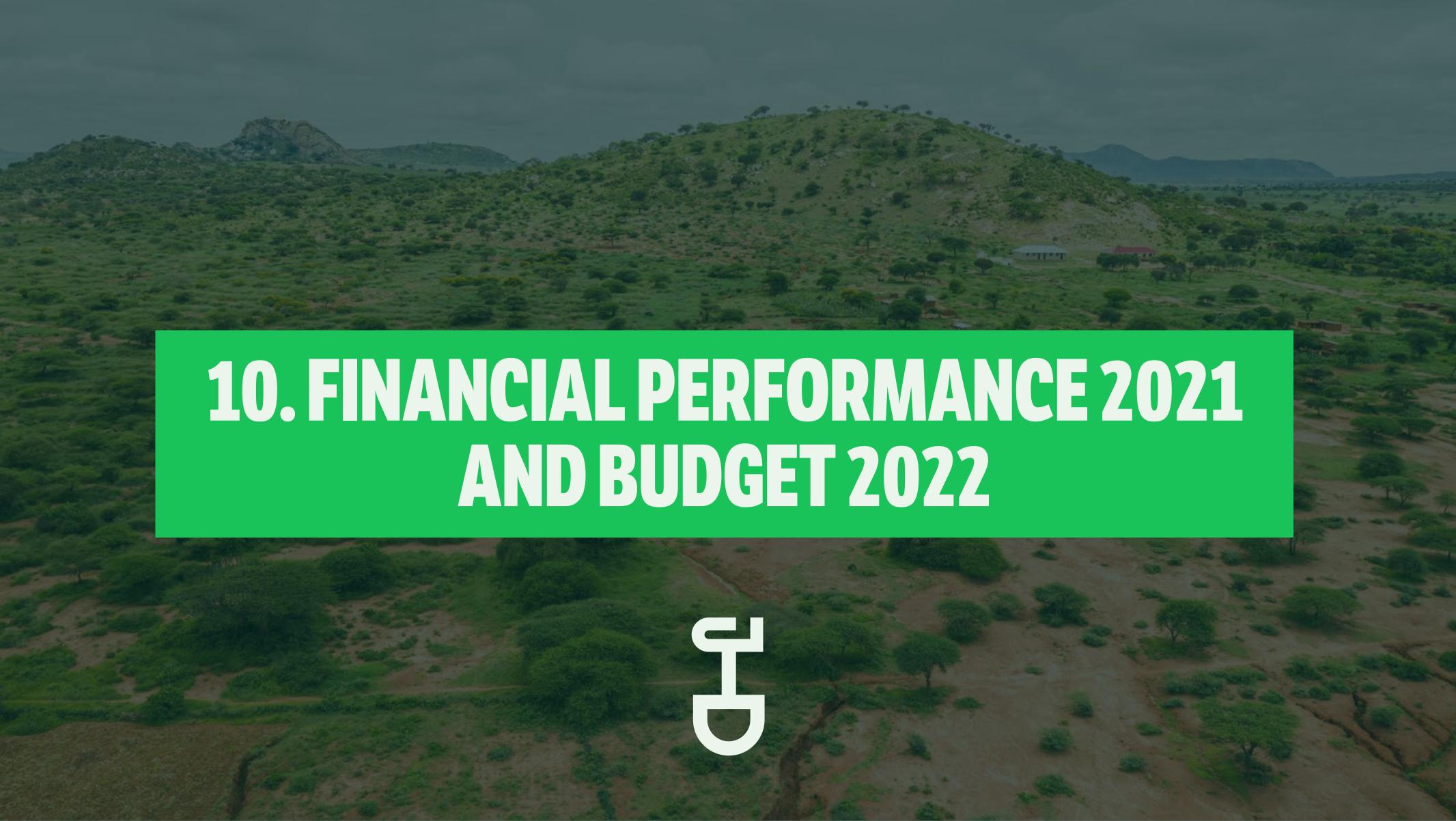
Growth risk

The risk that Justdiggit loses its power to innovate and power to pioneer, by focusing too much on formalising processes and tightening controls due to organisational growth.

Justdiggit holds regular strategy meetings and monitors deadlines for its execution.

Operational risks are largely similar to the previous year. As a result of the organisation's growth and new large donors with more detailed requirements on process and internal controls, our internal processes have been further formalised and improved. This has in turn reduced a number of our operational risks.

The COVID-19 pandemic continued throughout 2021, but fortunately this did not affect the funding from corporate organisations as it did the year before. The income from non-profit organisations was significantly less than forecasted due to a delay in the start of some key programs. As a result of lower project costs, some additional cost cutting measures, an increase of consumer donations and a number of new funding partners, the overall net result was significantly higher than budgeted.



10. FINANCIAL PERFORMANCE 2021 AND BUDGET 2022

Financial Performance 2021

2021 can be considered a successful year, also in financial terms. Just diggit recovered from the previous year in which COVID-19 had a significant impact on its results.

Income increased from EUR 2,136,265 to EUR 4,210,921 (97%) and expenses by 29% compared to 2020, which resulted in a significant positive result of EUR 855,515. Of this total result, EUR 460,945 was added to the free reserves, further strengthening Justdiggit's funds and reserves position. An amount of EUR 394,570 has been earmarked by donors and has been added to the appropriated funds.

Given how Justdiggit weathered the COVID-19 crisis, an increase in the continuity reserves is not deemed necessary. The current reserve would cover more than 7 months of all fixed costs including salaries in case there was absolutely no income anymore.

Due to some delays in contracting, Justdiggit spent less than budgeted on its regreening programs. Overhead costs were also lower than budget, but increased proportionally more than the expenses on objectives. As projects will pick up speed in 2022 this will improve going forward.

As a result of increased income and activities, and also an increased portfolio of (multi-year) signed donor contracts, the number of staff increased from 15.5 FTE in 2020 to 24.7 FTE in 2021, 4.7 of which are based in our newly established office in Nairobi.

Budget 2022

Justdiggit is expecting to continue its double-digit growth, increasing revenues by over 65% and almost doubling its mostly program-related spending.

Consumer donations are expected to keep increasing, albeit at a slower pace than in previous years. Income from corporations is expected to increase 38%. More than 80% of this amount has already been committed. Income from non-profit organisations is expected to double compared to 2021. Almost 70% of this amount has already been committed. Income from governments, just over 700,000 euros, consists mainly of a secured grant from GIZ (German government organisation).

Expenditure is expected to increase more than revenues compared to 2021. This is due to the fact that in 2021 a significant positive net result was booked, which we are not planning for in 2022. Most of the increase in expenditure is expected in the regreening projects. The increase in overhead costs (fundraising, management and administration) is much lower, at 19%.

Of the budgeted result of EUR 318,000, a net amount of EUR 244,025 is expected to be allocated to appropriated funds for the financing of future project expenses. The remainder, just under EUR 74,000, will be added to the free reserves.

amounts in euros	
INCOME	
Private donors	1,262,680
Corporate donors	2,692,330
Non-profit organisations	2,318,720
Goverments, grants and subsidies	712,250
Total income	6,985,980

EXPENSES	
Expenditure on objectives:	
Regreening projects	4,488,075
Awareness projects	1,354,055
Costs of fundraising	356,495
Costs of management and administration	456,095
Financial expenses	13,260
Total expenses	6,667,980
Net Result	318,000
A	
Appropriation of result	
Withdrawal from appropriated funds	(629,145)
Addition to appropriated funds	873,170
Addition to free reserves	73,975



1. GENERAL

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

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

On 16 October 2020 Justdiggit established a branch office in Nairobi (Regional Office East Africa 'ROEA') which has been in operation since January 2021.

Boards

The Executive Board of the Foundation (Board of Directors) consists of Mrs. Marjolein Albers (Chair), Mr. Niels Dierckx and Mr. Wessel van Eeden.

Justdiggit has a Supervisory Board that is responsible for overseeing the general affairs of the Foundation and for the supervision of the Executive Board's management and policies. The Supervisory Board consists of five members. Two new members have joined the Supervisory Board in June 2021.

ANBI

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

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





2. BALANCE SHEET

(after appropriation of result)					
amounts in euros	Note	31/12/2	2021	31/12/2	2020
ASSETS					
Fixed assets					
Tangible fixed assets	5.3.1		34,021		25,407
Current assets					
Receivables	5.3.2	412,638		100,900	
Cash at bank and in hand	5.3.3	2,362,105		1,645,057	
			2,774,743		1,745,957
Total assets			2,808,764		1,771,364
LIABILITIES					
Reserves and funds					
Continuity reserve	5.3.4	700,000		700,000	
Other free reserves	5.3.5	684,006		223,061	
Appropriated funds	5.3.6	738,892	_	344,322	
			2,122,898		1,267,383
Liabilities	5.3.7		685,866		503,981
Total liabilities			2,808,764		1,771,364

3. STATEMENT OF INCOME AND EXPENSES

amounts in euros	Note	Realise	d 2021	Budget	2021	Realise	d 2020
INCOME							
Income from private donors	5.4.1	1,099,558		926,660		710,575	
Income from companies	5.4.2	1,952,358		1,912,500		974,014	
Income from non-profit organisations	5.4.3	1,106,271		1,918,690		441,176	
Governments, grants and subsidies	5.4.4	52,734		-		10,500	
Total Income			4,210,921		4,757,850		2,136,26
EXPENSES							
Spent on objectives							
Regreening projects	5.4.5	1,945,778		2,604,930		1,424,477	
Awareness projects	5.4.6	717,669		1,082,290		643,629	
Total spent on objectives			2,663,447		3,687,220		2,068,10
Costs of fundraising	5.4.7		379,492		458,110		227,78
Costs management and administration	5.4.8		304,480		350,520		297,74
Total Expenses			3,347,419		4,495,850		2,593,63
Result before financial income and expenses			863,502				(457,370
FINANCIAL INCOME AND EXPENSES							
Interest bank and similar expenses			3,346		-		81
Banking costs			4,641		-		1,92
Result of financial income and expenses			(7,987)		-		(2,741
Net result			855,515		262,000		(460,111
Appropiation of result							
Addition to/ (withdrawal from) appropriated funds			394,570		240,678		(80,729
Addition to/ (reduction of) free reserves			460,945		21,322		(379,382



4. CASH FLOW STATEMENT

	2021	2020
Cash flow from operating activities		
Net result	855,515	(460,111)
Depreciation of assets	7,978	5,123
Changes in working capital		
(Increase)/ decrease in debtors	(180,973)	93,056
(Increase)/ decrease in other receivables	(130,765)	432,503
Increase/ (decrease) in accounts payable	79,345	(87,347)
Increase/ (decrease) in other liabilities	102,540	339,038
Total changes in working capital	(129,853)	777,250
Net cash flow from operating activities	733,640	322,262
Net cash used in investing activities	(16,592)	(9,170)
Net cash from financing activities	-	
Net increase/ (decrease) in cash and cash equivalents	717,048	313,092
Cash and cash equivalents at the beginning of the year	1,645,057	1,331,965
	2,362,105	1,645,057



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, 2021, to December 31st, 2021. All amounts are stated in euros, unless indicated otherwise.

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

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

5.2 ACCOUNTING PRINCIPLES

Use of estimates

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

Comparative figures

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

Functional currency

The annual accounts are presented in euros, which is the functional currency of the organisation. Presented total amounts can deviate by a maximum of $\in 1$ due to rounding differences.

Foreign currency

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

Tangible fixed assets

These assets are valued at cost price (acquisition price) and are reduced by the cumulative depreciation. Computers are depreciated over five years and office furniture over 10 years, both on a linear basis.

Accounts receivable

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

Cash at bank

Cash and cash equivalents are valued at face value. Balances in foreign currencies are revalued at the year end exchange rate.

Current liabilities

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

Continuity reserve

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



Appropriated funds

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

Donations received in advance

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

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

Income

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

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

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

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

Expenditures

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

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

Cash flow statement

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



5.3 NOTES TO THE BALANCE SHEET

5.3.1	Tangible Fixed Assets		
		2021	2020
Opening balance:			
Historical cost price		35,398	26,228
Accumulated depreciation		(9,991)	(4,868)
Net book value 1 January		25,407	21,360
Movements:			
Additions		17,860	9,170
Disposals		(1,268)	-
Depreciation for the year		(7,978)	(5,123)
Total movements during the year		8,614	4,047
Closing balance:			
Historical cost price		51,990	35,398
Accumulated depreciation		(17,969)	(9,991)
Net book value 31 December		34,021	25,407

Investments made during 2021 are mainly computers for new staff.

All assets are held for operations.

5.3.2	Receivables	
	12/31/2021	12/31/2020
Donations receivable	170,188	64,667
Debtors	196,793	15,820
Other receivables and prepayments	45,657	20,413
	412,638	100,900

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

Donations that have been invoiced in 2021, but not yet received, are recorded under debtors.

Other receivables and prepayments relate mainly to the deposit for the office rent, both in the Netherlands and in Kenya, and prepaid expenses that relate to 2022.

5.3.3	Cash at Bank and in Hand	
	12/31/2021	12/31/2020
Rabobank accounts	1,236,724	1,612,344
ABN AMRO accounts	752,333	-
Standard Chartered accounts	289,465	-
PayPal account	81,856	31,501
Cash and cash equivalents	1,727	1,212
	2,362,105	1,645,057

The Standard Chartered bank accounts are held in Kenya; Rabobank and ABN AMRO in the Netherlands.

5.3.4	Continuity Reserve	
	12/31/2021	12/31/2020
Balance as at January 1st	700,000	700,000
Addition	-	-
	700,000	700,000

The amount put aside in the continuity reserve makes it possible to pay 100% of all salaries of staff that is not programs related for the period of at least six months, as well as the costs needed to operate the business such as office rent, insurances and website hosting (as budgeted in the coming year, 2022).

5.3.5 Other free r	eserves	
	12/31/2021	12/31/2020
Balance as at January 1st	223,061	602,443
Withdrawal from/ (addition to) appropriated funds	(394,570)	80,729
Result of current year	855,515	(460,111)
	684,006	223,061



5.3.6	Appropiated Funds		
		12/31/2021	12/31/2020
Balance as at January 1st		344,322	425,051
Withdrawal during the year		(344,322)	(425,051)
Addition		738,892	344,322
		738,892	344,322

Just diggit had many more donors in 2021 than in 2020 that contributed to specific regreening programs. A total amount of 738,892 EUR is yet to be spent. These funds are not all expected to be spent in 2022, as part of the donations are allocated to multi-year programs including their sustainability phase (up to 20 years).

The appropriated funds per the end of 2020 have been fully spent on the designated objectives during the year 2021.

5.3.7	iabilities
	12/31/2021 12/31/2020
Personnel costs	93,636 63,622
Accrued expenses	95,298 73,175
Accounts payable	117,687 38,342
Wage taxes and social security contributions	2,204 -
Donations received in advance	376,022 328,842
Unearned revenue	1,019 -
	685,866 503,981

Holiday allowances and vacation days are included in personnel costs.

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

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

Donations received in advance mainly consist of the remaining funds from two donors (Conservation International and GIZ) that have not been spent during the year. These funds will be spent on their designated objectives during 2022.

A smaller part of the donations received in advance concern the donation/loan agreements of six Rainmakers (Rainmakers are a dedicated group of individuals that support Justdiggit, in particular with innovative projects), which consists of an amount of 32,000 EUR and has a long-term character (2020: 26,000 EUR).

5.3.8 Off-balance sheet commitments and contingent liabilities

Justdiggit signed a contract for the rent of a new office in Nairobi as per July 1st, 2021. The new contract runs till the end of June 2023 with a three-month notice period. Also, the office space in Amsterdam was expanded with one room.

The total rent commitments for 2022 amount to 102,492 EUR and for the remaining contract period 144,340 EUR.



5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

amounts in euros			
5.4.1	Income from private donors		
		2021	2020
Consumer donations		946,136	651,272
Bunds		153,422	59,303
Total		1,099,558	710,575

Income from private donors is the sum of income from individual Rainmakers and consumer donations. Consumer donations can be generic or specific for the digging of bunds. Since the donations on our bunds platform have risen significantly, they are now shown separately.

Consumer donations increased 55% this year (2020: 43%) and exceeded the budget by 19%.

5.4.2 Incon	ne from companies	
	2021	2020
Company donations 50,000 euros or more	1463,824	937,952
Company donations under 50,000 euros	488,534	36,062
Total	1,952,358	974,014

During 2021, Justdiggit's income from companies recovered from the COVID-19 impact in 2020 and increased by 100%. Five new large donors (50,000 euros or more) were acquired, and the number of smaller partners more than doubled.

Income from non-profit organisations		
	2021	2020
	444,382	222,025
	661,889	219,151
	1,106,271	441,176
	Income from non-profit organisations	2021 444,382 661,889

Income from non-profit organisations recovered significantly after the COVID-19 affected year of 2020.

The number of NGOs and other foundations that supported Justdiggit increased, as did the size of some of its programs and the related revenue. The long-awaited TWENDE program finally kicked off in March 2021.

Revenue did stay significantly behind budget (42%) due to the fact that it is taking much longer to select and onboard new implementation partners for the regreening programs.

5.4.4 Governments, grants and subsidies		
	2021	2020
Young Expert Programmes (YEP) subsidy	18,564	10,500
Government grant	34,170	-
Total	52,734	10,500

In 2021 Justdiggit secured a grant from the German Agency For International Cooperation (GIZ) which is backed by the German Federal Ministry for Economic Cooperation and Development (BMZ). Justdiggit will bring in its expertise in media and communication to scale up the regreening efforts of the Forests4Future program.

5.4.5	Regreening Projects		
		2021	2020
Direct Project expenses			
	Kenya - Chyulu landscape		
	Execution Costs	297,169	80,527
	Monitoring and design costs	6,413	5,034
	Total	303,582	85,561
	Kenya - Amboseli landscape		
	Execution costs	12,494	207,082
	Monitoring and design costs	-	33,222
	Total	12,494	240,304
	Kenya - South Rift landscape		
	Execution costs	257,747	_
	Monitoring and design costs	-	_
	Total	257,747	-
	T : 0 : 1 T : 1 I		
	Tanzania - Central Tanzanian landscapes	605.000	610.000
	Execution costs	635,282	619,930
	Monitoring and design costs Total	32,824 668,106	74,303 694,233
	Tanzania - Northern Tanzanian landscapes		
	Execution costs	76,369	-
	Monitoring and design costs	-	
	Total	76,369	-
	Ethiopia, Madagascar, Togo - Forests for Future		
	Execution costs	30,784	-
	Monitoring and design costs	· -	-
	Total	30,784	-
	Dig App		
	App development	27,951	10,890
	Total	27,951	10,890
	Program Innovation	100 500	
	Development Moving Beyond Programs	183,503	-
	Total	183,503	-

Total costs regreening projects		1,945,778	1,424,477
Total general project expenses		385,242	372,594
	Other expenses	11,205	3,389
	Innovation	-	13,313
	Other personnel expenses	12,776	48,361
	Travel expenses and business development	14,865	15,540
	Personnel expenses	346,396	291,991
General project expenses			
Total direct project expenses		1,560,536	1,051,883
	Total	-	20,895
	Other projects	-	20,895
	Other Projects		

During 2021 Justdiggit organised itself around the landscapes it works in. In light of this and the increasing number of programs, the costs for regreening projects have been combined per landscape.

Kenya – Chyulu landscape

This is mostly the costs of implementing large scale rainwater harvesting activities, such as the digging of bunds. Originally, most intervention sites were located in the Kuku group ranch (Kenya) and were funded through the Dig App. During 2021 funding was also obtained from companies, and the programs expanded into the wider Chyulus area. Most of the payments are made to or through our local implementation partner Maasai Wilderness Conservation Trust.

In addition, the TWENDE program started in March 2021, which is a large program funded by the Green Climate Fund, in which we are a subcontractor to Conservation International (CI).

Kenya – Amboseli landscape

This regreening project in the Olgulului-Ololarashi group ranch, which started in 2019, was fully implemented during 2020 and has gone into the sustainability phase as of 2021. A significant part of the implementation costs was made to and through our local partners African Conservation Centre (ACC), the Amboseli Ecosystem Trust (AET) and the Amboseli Conservation Program (ACP).

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Kenya – South Rift landscape

During 2021 Justdiggit started a new program with its new implementation partner SORALO in the South Rift area, restoring degraded rangelands with a variety of techniques.

Central Tanzanian landscapes

Approximately half of the costs in 2021 relate to the regreening Dodoma program, finished in 2021. The other half of the costs relate to the newly started programs in Singida. For both programs our main implementation partner is LEAD Foundation.

Northern Tanzanian landscapes

In 2021 Justdiggit started its first project in the Monduli district in southern Arusha. Together with implementation partner LEAD Foundation, Pastoralist Managed Natural Regeneration (PMNR) and rainwater harvesting are applied in one of the driest districts in Tanzania.

Ethiopia, Madagascar, Togo – Forests for Future

The Forests for Future program, which focuses on landscape restoration in Togo, Madagascar and Ethiopia, started in 2020. As of the fourth quarter of 2021, Justdiggit has been involved in this program in order to scale up the regreening efforts by means of media and communication.

Dig App

In 2019 the Dig App, the online donation platform and website for Kenya, was developed and implemented. Enhancements are made and additional functionality is added to the app every year.

Program Innovation

During 2021 started developing 'Moving Beyond Programs' which aims to help farmers and pastoralists regreen their own land without a physical program on the ground, but rather with the help of a mobile platform. This program is still in its conceptual/ pilot phase. The costs are mainly hours that have been put in by various team members. In early 2022, the first phase of developing the regreening platform will start.

Other projects

In 2020 these costs related to the start-up costs of the TWENDE program, which had not officially started. During 2021 all projects have been integrated into a landscape.

General project expenses

Personnel expenses increased due to several reasons. Firstly, the number and size of the programs increased, requiring more Justdiggit staff to support them. Secondly, a program manager, who was previously hired as a consultant, is now an employee. Lastly, Justdiggit set up its own Monitoring and Evaluation team rather than hiring external consultants to do this.

Due to the newly formed Regional Office East Africa in Nairobi, Justdiggit is now able to hire local staff.

Travel expenses were still relatively low and in line with 2020 due to ongoing COVID-19 restrictions.

During 2020 innovation costs were made for research into a Regreen App, which works on smart feature phones and runs on the KaiOS platform. During early 2021 a pilot was run with these phones and this app. This is part of Moving Beyond Programs, which has been regarded as a separate program since 2021.



5.4.6			
	Awareness Projects	2021	2020
	Awareness General		
	Direct awareness expenses	101,534	39,410
	Personnel expenses	170,596	262,86
	Travel expenses	16,574	17,75
	Other personnel expenses	6,148	11,31
	Other expenses	6,784	74
	Total	301,636	332,07
	_		
	Awareness Europe		
	Direct awareness expenses	117,927	134,05
	Personnel expenses	71,726	
	Travel expenses	4,049	5
	Other personnel expenses	29,297	1,69
	Other expenses	587	2,23
	Total	223,586	138,03
	Awareness Africa		
	Direct awareness expenses	13,460	10,70
	Personnel expenses	36,178	
	Travel expenses	3,444	
	Other personnel expenses	776	
	Other expenses	897	
	Total	54,755	10,70
	Music and Events		
	Raindance project expenses	-	28,09
	Direct awareness expenses	53,477	4,24
	Travel expenses	-	5,75
	Total	53,477	38,09
	AFR100 Documentary		
	Direct awareness expenses	71,856	31,25
	Personnel expenses	12,359	93,45
	Total	84,215	124,71
Total costs awarenes	e projecte	717,669	643,62

Awareness General

Increased revenues after the COVID-19 affected year 2020 meant that direct awareness expenses (production costs) were increased, due to increased media space offerings and expanded visibility.

Justdiggit does not pay for media space. The only costs are for printing and flighting of campaign materials, and production costs for commercials and documentaries. These costs are minimal compared to the in-kind 10 million euro donations of free media space across different media such as TV, Radio, Out-Of-Home, cinema, and influencer marketing.

During 2021 Justdiggit launched a new brand identity, website and campaign, most of which was sponsored in kind.

Personnel expenses were lower, as some staff costs were allocated to Awareness Europe. In 2020, a higher amount of staff costs was allocated to the AFR100 documentary than in 2021. No new staff was hired during 2021.

Travel expenses were still relatively low and in line with 2020 due to ongoing COVID-19 restrictions.

Awareness Europe

Direct awareness expenses consist mainly of our continued campaigns in Germany and to a lesser extent the UK.

Due to the increasing presence and activities in other European countries such as Germany and the UK, some staff members have been partly allocated to these programs.

In order to boost Justdiggit's awareness campaigns in the UK, two part time consultants were hired.

Awareness Africa

On 1 January 2021, Justdiggit hired a marketing manager specifically for the African awareness programs.



Music and events

During 2020 Justdiggit had been working on the development of a new concept 'Stream to Regreen' which was launched in 2021 with a song by DJ Don Diablo and Ty Dolla \$ign, the proceeds of which will be donated to Justdiggit. A video clip for this song was produced which aims to raise awareness for climate change and nature-based solutions. The direct costs for Music and Events relate to the production of this video clip.

AFR100 documentary

In 2020 Justdiggit was asked to make a documentary for the African Forest Landscape Restoration Initiative (AFR100), which is a country-led effort to bring over 100 million hectares of land in Africa into restoration by 2030. The documentary was funded by Good Energies Foundation. The documentary was finalised and officially released early 2021 through sponsored media space provided by National Geographic Africa (>53 countries) and JCDecaux Africa.

5.4.7 Costs of fu	ndraising	
	2021	2020
Fundraising costs	17,378	13,820
Personnel expenses	312,861	201,102
Travel expenses	15,254	5,005
External hires	7,760	-
Other personnel expenses	2,669	1,952
Business development costs	23,570	5,910
Total costs fundraising	379,492	227,789

Fundraising costs

Fundraising costs are the fees that are paid to the payment platforms that collect the consumer donations.

Personnel expenses

In order to reflect the time that some employees spent on fundraising activities, part of their salaries were allocated to the fundraising activities. This, plus the hiring of a new staff member, led to an increase in personnel expenses.

Travel expenses

During 2020 virtually no travel was possible due to COVID-19. In 2021 some travelling was possible again. Trips were made to Kenya, Tanzania and Glasgow for COP26.

External hires

A part-time business developer was hired in the UK in order to generate a funding stream there.

Business development costs

Business development costs include advertising costs, part of the development of the new website and other expenses designated to help obtain funding.

5.4.8 Costs of management a	Costs of management and administration			
	2021	2020		
Personnel expenses	156,048	153,863		
Travel expenses	7,263	2,043		
Other personnel expenses	6,803	1,922		
Housing expenses	67,074	41,484		
Office expenses	33,633	22,009		
Administrative costs	25,373	21,663		
Auditors' costs	24,805	26,629		
Startup costs Regional Office				
East Africa	-	25,730		
Currency exchange differences	(20,141)	332		
Other expenses	3,621	2,065		
Total	304,480	297,740		

Overall, personnel expenses did not increase significantly compared to 2020.

The growth in housing expenses is the main reason why the office space rent for the Regional Office East Africa (ROEA) increased.

 $Office \ expenses \ and \ administrative \ costs \ increased \ mainly \ as \ a \ result \ of \ the \ ROEA \ and \ an \ increase \ in \ staff \ numbers.$

The majority of the currency exchange difference can be explained by a favourable US dollar rate, by which our US dollar bank accounts were revalued on the 31st of December, 2021.



ses		
2021	2020	
1,225,391	858,411	
153,409	139,433	
139,647	5,427	
1,518,447	1,003,271	
24.7	15.5	
3.9	1.9	
20.0	15.5	
4.7		
	1,225,391 153,409 139,647 1,518,447 24.7 3.9	

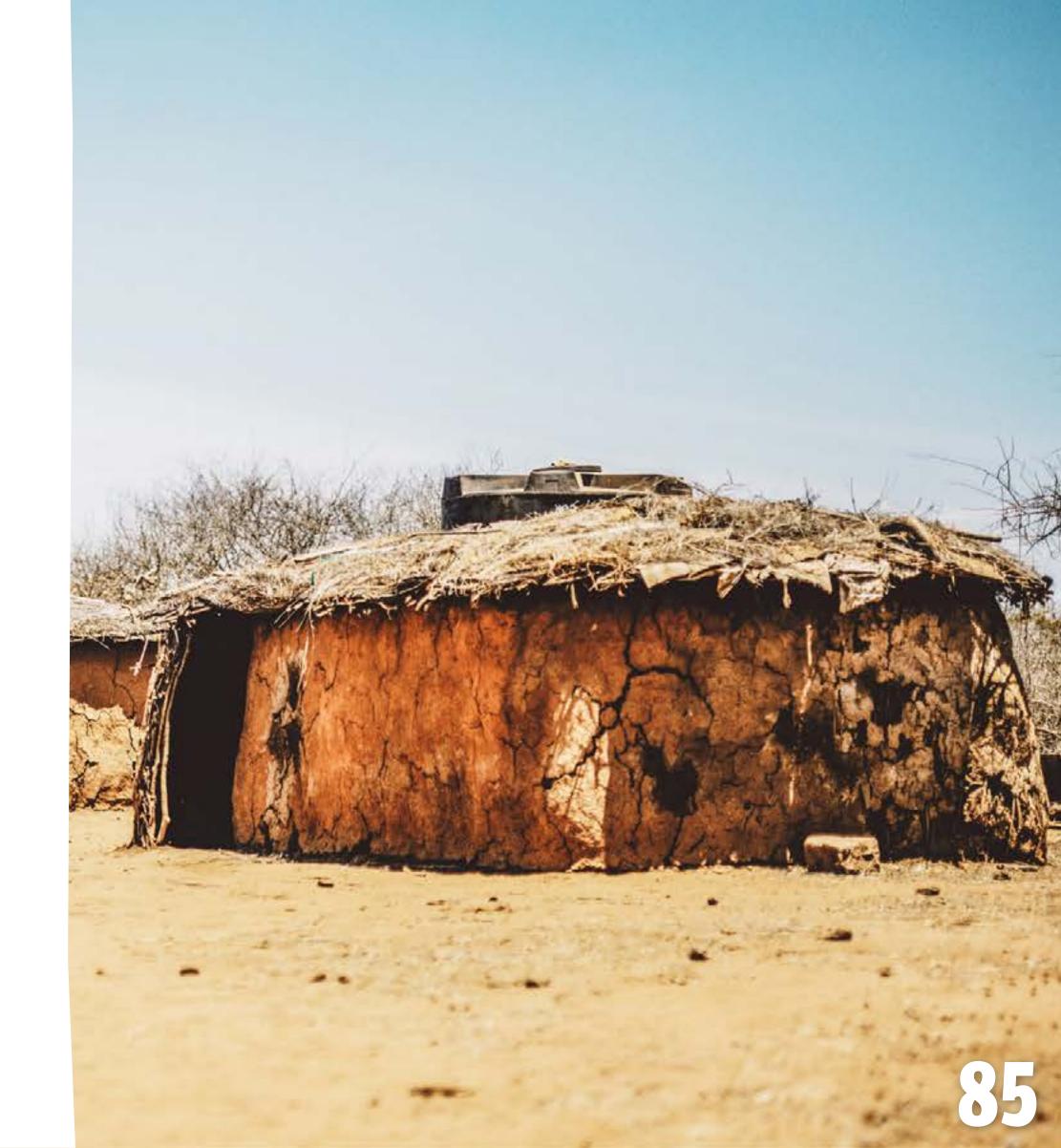
The average number of FTEs increased by 59% in 2021 as a result of a number of new hires, especially in our new Regional Office East Africa in Nairobi, Kenya. The salary costs increased by 43% due to a lower average salary cost in Kenya and an increase in interns who are only paid a small monthly amount.

Social security contributions in Kenya are very low, hence the relatively low increase in these costs (10%).

Other employee benefits consist of accrued vacation days and expat allowances.

es	
2021	2020
63.3%	96.8%
79.6%	79.7%
11.3%	8.8%
9.1%	11.5%
	2021 63.3% 79.6% 11.3%

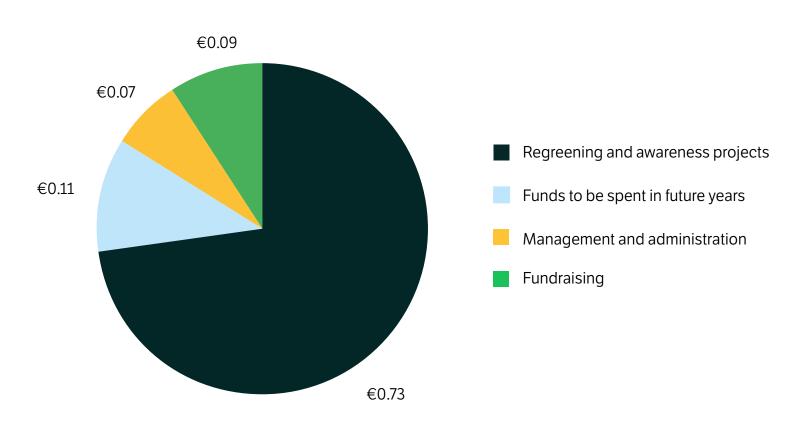
The percentage of costs spent on objectives as a percentage of income decreased due to a relatively high net result.



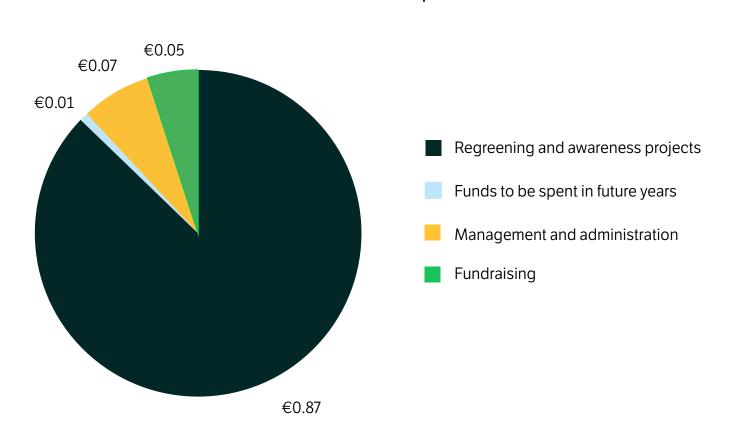
5.5 ALLOCATION OF EXPENSES

amounts in euros Allocation	Objectiv	es	Cost of fundraising	Cost of management and administration	Total 2021	Budget 2021	Total 2020
	Regreening projects	Awareness projects					
Direct project expenses	1,560,536	358,254			1,918,790	2,217,083	1,299,648
Personnel expenses	346,396	290,859	312,861	156,048	1,106,164	1,470,137	1,003,271
Office and other general expenses	38,846	68,556	66,631	148,431	322,464	808,630	290,716
TOTAL	1,945,778	717,669	379,492	304,480	3,347,419	4,495,850	2,593,635

1 euro donated in 2021 was spent on:



1 euro donated in 2022 will be spent on:





5.6 PERSONNEL

On December 31st, 2021, the Executive Board consisted of Mrs. Marjolein Albers (Managing Director), Mr. Niels Dierckx (Director Programs) and Mr. Wessel van Eeden (Global Marketing Director). The remuneration of the Board during 2021 includes holiday allowances and social security contributions, but no pension or other allowances.

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

Managing Director: Marjolein Albers (1.0 FTE)

7,064.46 EUR

Director Programs: Niels Dierckx (0.9 FTE)

5,823.46 EUR

Global Marketing Director: Wessel van Eeden (1.0 FTE)

6,470.51 EUR

Reward Supervisory Board

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



AUDITOR'S REPORT

To the members of the Board and the Supervisory Board

Auditors



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Reg.no.: 24425560

INDEPENDENT AUDITOR'S REPORT

Stichting Justdiggit Foundation

A. Report on the audit of the financial statements 2021 included in the annual report

We have audited the financial statements 2021 of Stichting Justdiggit Foundation, based in Amsterdam.

In our opinion, the accompanying financial statements give a true and fair view of the financial position of Stichting Justdiggit Foundation as at December 31, 2021 and of its result for 2021 in accordance with RJ 650.

The financial statements comprise:

- 1. the balance sheet as at 31 December 2021;
- 2. the profit and loss account for 2021; and
- 3. the notes comprising of a summary of the accounting policies and other explanatory information.

Basis for our opinion

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

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

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

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

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

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

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

Auditors



Auditors



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

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

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

C. Description of responsibilities regarding the financial statements

Responsibilities of management for the financial statements

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

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

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

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

Our responsibilities for the audit of the financial statements

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

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

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

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

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

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

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

Amsterdam, April 7, 2022

Baker Tilly (Netherlands) N.V.

Signed by

L. den Boer RA **Director Audit**

