



JUSTDIGGIT

BEFORE

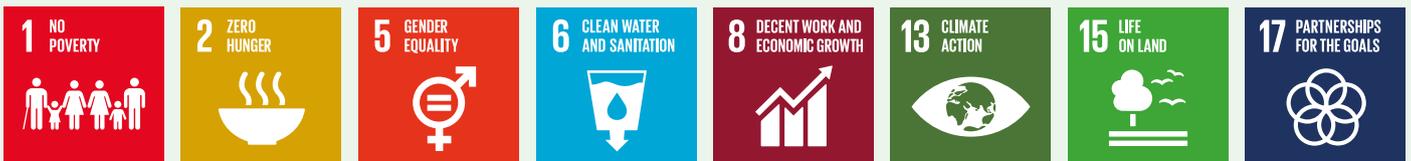
AFTER

# BUSINESS PARTNERSHIPS

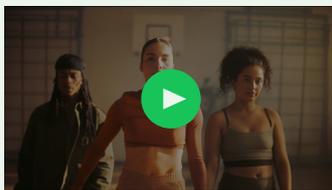
## WHAT WE DO

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

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



**JustdiggIt Business Partnerships (3 min)**



**JustdiggIt Campaign (1 min)**



**Regreening Africa via Mobile Tech and Media (3 min)**

## JUSTDIGGIT FOR BUSINESS

JustdiggIt is interested in partnerships to make positive impact on climate, nature and people. We work with all types of organisations, from small and local to multinational and global.

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

See some partnership examples below or visit [justdiggIt.org/business](https://justdiggIt.org/business).

# PARTNERSHIP EXAMPLES

## TIMBERLAND

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

See the press release [here](#).



## AMAZON

In **2022** Justdiggit became the dedicated global partner of Amazon Operations' Sustainability Ambassador Program, which has teams in over 1200 global Amazon Operations sites. In addition, Justdiggit and Amazon Operations partnered to regreen over **800,000** square meters of dry land in Kenya through rainwater harvesting, positively impacting nature, climate, and people. Justdiggit is also setting up a dedicated Amazon Justdiggit shop internationally which will offer sustainable products, direct impact, and merchandise of which all proceedings will be reinvested in restoring nature and combatting climate change. Finally, Justdiggit and Amazon Prime Video are getting ready to make Justdiggit documentaries and inspirational content available to the greater public via Amazon Prime.



## BRIDGESTONE MOBILITY SOLUTIONS

Together with Justdiggit, Bridgestone Mobility Solutions, Webfleet Solutions, has invested to Regreen an area >4x the size of Amsterdam City Center. Together we've built a global B2B platform called '**Green Your Fleet**' that enables **50,000** international partner companies that own a fleet of vehicles, to offset their carbon emissions while regreening land, saving water, and impacting local people at the same time. Many different Bridgestone customers have joined the program. With large customer such as **Gerdas & Landwehr** and **InTime Logistics**, TLT and Ader over 730.000 trees will be brought back to regreen farmlands the coming years!

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



## DHL

DHL is the largest logistical company worldwide with over **600,000** employees. In **2021**, Justdiggit and DHL Supply Chain Benelux & Nordics partnered to regreen dry lands in Kenya through rainwater harvesting. The multi-year partnership will ensure the regreening of **millions** of m2 of dry lands, an area larger than all of the company's warehouses combined in these regions. We will further expand the partnership through programs and activities to engage stakeholders such as employees, customers and partners.



## CATERPILLAR

Caterpillar and Justdiggit are both digging to build a better world. Caterpillar supports Justdiggit's regreening programs to make a positive impact via the Caterpillar Foundation that has a focus on **SDG 1**, End poverty. Justdiggit's programs bring positive impact on **8 SDG's**, with a focus on helping and empowering subsistence farmers by regreening their farmlands and improving their crop yields or cattle health.



## RABOBANK

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

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



Rabobank

## TONY'S CHOCOLONELY

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

See an example of Tony's annual report on Justdiggit [here](#).



## IKEA

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

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

IKEA Foundation



## KAIOS

**KaiOs** is a mobile Operating System (OS) that provides affordable internet 4G phones to the developing world. With over **160** million devices already, they aim to connect half of the people worldwide that do not have access to mobile internet and apps. Justdiggit has developed and tested a Mobile Regreening Platform on KaiOs and Android to bring regreening knowledge to rural communities throughout Africa without the need for trainers on site. The 2020 KaiOs mobile platform learnings led to further investment of the Justdiggit Mobile Regreening Platform which aims to reach and empower the **350** million smallholder farmers in Sub Saharan Africa.

See the short video of the [Justdiggit Mobile Regreening Platform video](#) (4 min).

KaiOS

## UN ENVIRONMENT & UN GREEN CLIMATE FUND

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

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



## 1T.ORG – WORLD ECONOMIC FORUM

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



## GLOBAL EVERGREENING ALLIANCE

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

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



## AFR100

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



## JCDECAUX

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

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

The JCDecaux logo consists of the brand name 'JCDecaux' in a bold, black, sans-serif font, enclosed within a thin black rectangular border.

## BLOWUP MEDIA

**blowUP** media, a Ströer Group company, has been an international expert of large-format outdoor advertising spaces for three decades, from large posters to big digital screens. With sizes of up to 3,000m<sup>2</sup>, they help brands to be completely unmissable and reach urban target groups in Europe's major cities.

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

The blowUP media logo features the text 'blowUP media' in a bold, black, sans-serif font. The 'UP' is in a smaller font size and is contained within a black rectangular box.

## HAVAS GROUP

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

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

The Havas creative logo features a stylized grey 'H' icon to the left of the text 'havas creative' in a lowercase, black, sans-serif font.

## JUSTDIGGIT AMBASSADORS

Justdiggit is supported by various national and international ambassadors like the astronaut André Kuipers, MMA Fighter Simon Biyong, artist Ben Pol, and the German rapper Thomas D.



André Kuipers

# JOIN US AND MAKE IMPACT

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

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

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

Do you want to learn more about the **partnership possibilities** for your organisation, please send an email to [partnerships@justdiggit.org](mailto:partnerships@justdiggit.org) or feel free to contact our team directly.



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# DIG IN

[JUSTDIGGIT.ORG](https://justdiggit.org)

COOLING DOWN THE PLANET