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 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.
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 combating 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 Gerdes & 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.
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.

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.

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).

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 regreening 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 market leader in out of home advertising, supporting Justdiggit in reaching millions of people in Africa and the Western World.

See out of home example here.

**BLOWUP MEDIA**

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

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

**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.

**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.
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 or feel free to contact our team directly.

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DIG IN

JUSTDIGGIT.ORG

COOLING DOWN THE PLANET