

JUSTDIGGIT STRATEGY 2019 - 2030

BUILDING THE REGREEN REVOLUTION

VERSION JUNE 2019



JUSTDIGGIT

INTRODUCTION

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

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

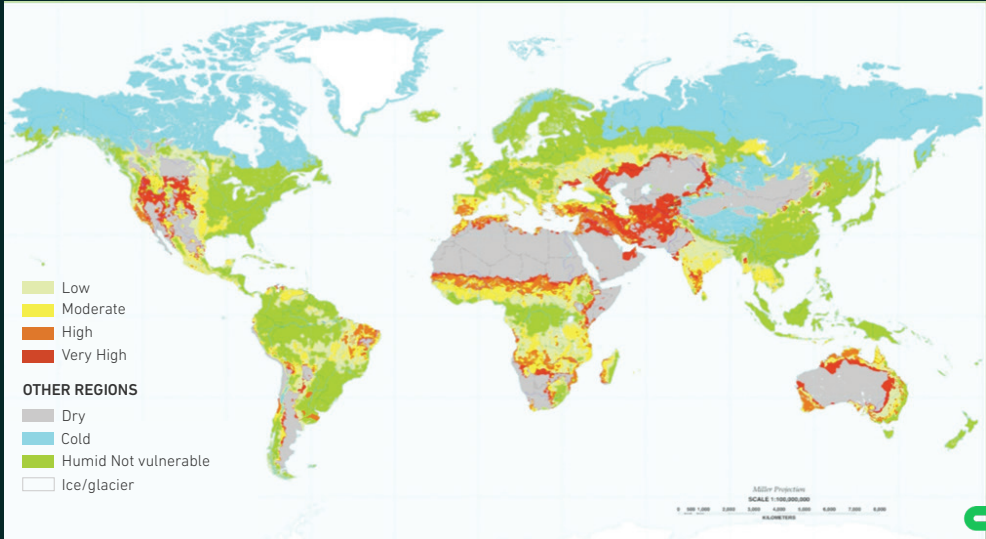
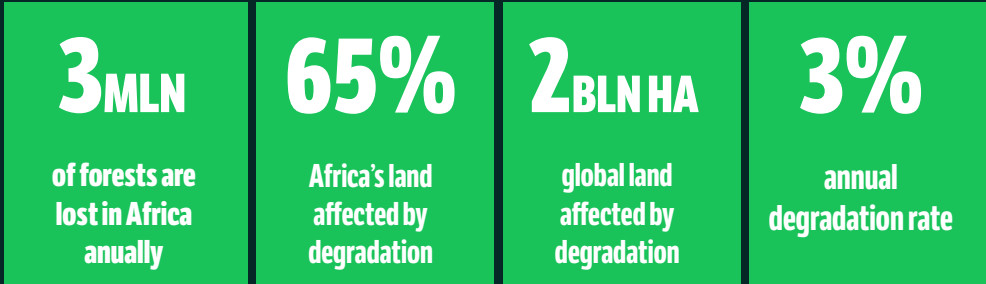
And could this be done where, instead of moving from one “program area” to the next, we motivate everyone together in one broad and interconnected movement? One that is inclusive of other INGOs, governments and companies alike and especially one that connects a farmer in Senegal with another in Malawi?

THIS IS JUSTDIGGIT'S STRATEGY
FOR THE NEXT DECADE



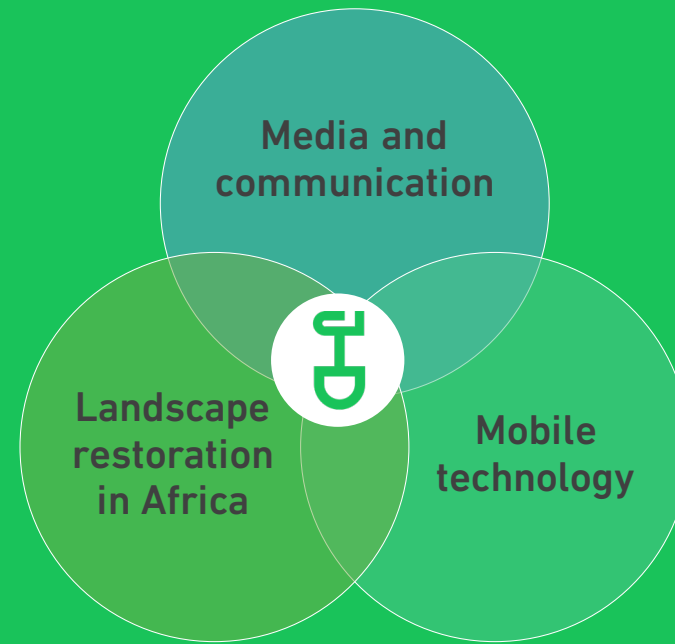
LAND DEGRADATION: HOW BIG IS THE PROBLEM?

Every year in Africa, one of the most vulnerable continents in the world, nearly 3 million hectares of forests are lost and sixty five percent (65%) of the land is affected by degradation (FAO, 2018, p. 3). Globally, land degradation affects some 2 billion ha, of which 50% is cropland. Although significant pledges have been made to restore these areas, such as the AFR100 , given the rate of degradation (3% annually), there is a dire need to accelerate the pace and scale of proven solutions.



Combining global media networks with mobile technology and tested landscape restoration techniques, Justdiggit's objective is to become global leaders in the scaling of landscape restoration impact. We have a set of partnerships and in-house skills that are unique to the "industry" of ecosystem restoration. We can be the linking agent between (I)NGOs, business and governments interested in ecosystem restoration, and the people who ultimately stand to benefit on the ground through the innovative merging of (mass) media and technology. We are part of these 3 worlds and are uniquely positioned to bring them together.

Our focus is and will remain on Sub-Saharan Africa: it is the most vulnerable to threats of natural resource degradation and poverty. Africa is the only continent that has not seen the number of people living in poverty (in absolute numbers) decrease over the past 30 years (The Economist, 2017); which has a high reliance on (subsistence) agriculture and is extremely vulnerable to environmental change. Within this area, we focus on the most overlooked and vulnerable group: the hundreds of millions of subsistence farmers who depend on their land in the most literal sense.



The improvement in crop yields by the so called "Green Revolution" of global agriculture, based on improved crop varieties, synthetic fertilizer, pesticides, irrigation, and mechanization bypassed Africa almost entirely (TerrAfrica, 2011, p. 22). We propose a different, more durable approach to include Africa in the 21st century: a ReGreen Revolution, based on Sustainable Land Management (SLM) practices that aim to regenerate entire ecosystems, restoring the essential balance between people and their lands through sustained yield improvements and resulting livelihood stability.

This strategic plan covers our approach going forward. It is also an invitation for any potential partner to see where he or she finds common ground and could play a role in this collective drive. It is ambitious, bold and brings innovative new solutions to the table.

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

“If all you wanted to do was help with climate change, you would end up working with smallholder farmers in Africa. That’s where over 80 per cent of all the suffering caused by climate change in this century is — smallholder farmers in Africa”

Bill Gates



Maasai-women running a grass seed bank in the Amboseli Ecosystem, initiated by Justdiggit



IT IS TIME TO STEP UP

The United Nations Environment Program (UNEP) has recently declared 2021-2030 as the Decade of Ecosystem restoration, and not without cause: The degradation of land and marine ecosystems undermines the well-being of 3.2 billion people and costs an estimated 10 percent of the annual global gross domestic product (GDP) in failing and lost ecosystems services. Key ecosystems that deliver numerous services essential to food and agriculture, include the supply of freshwater; protection against natural hazards and the provision of habitat for keystone species such as fish and pollinators whose numbers have recently shown alarming decline.

The opportunities of restoring the 350 million hectares of degraded land between now and 2030 could generate USD 9 trillion in ecosystem services and take an additional 13-26 gigatons of

greenhouse gases out of the atmosphere (UNEP, 2019). Research led by The Nature Conservancy (TNC), has estimated that cost-effective nature-based climate mitigation solution (which increases carbon storage and/or mitigates against greenhouse gas emissions) can account for 37% of the needed mitigation up to 2030 to keep us on the <2 degrees scenario (Griscom et al., 2017).

There is no time to lose, if we want to win the first battle against climate change: It is time to act now. Paradigm shift dialogue on the balancing of economy and ecology is gaining global momentum in the quest to re-shape our world beyond 2030. In order to achieve this in time we must shift our reliance from systems to people. Especially those people empowered to change their lands – and futures today; the subsistence farmers of SSA.

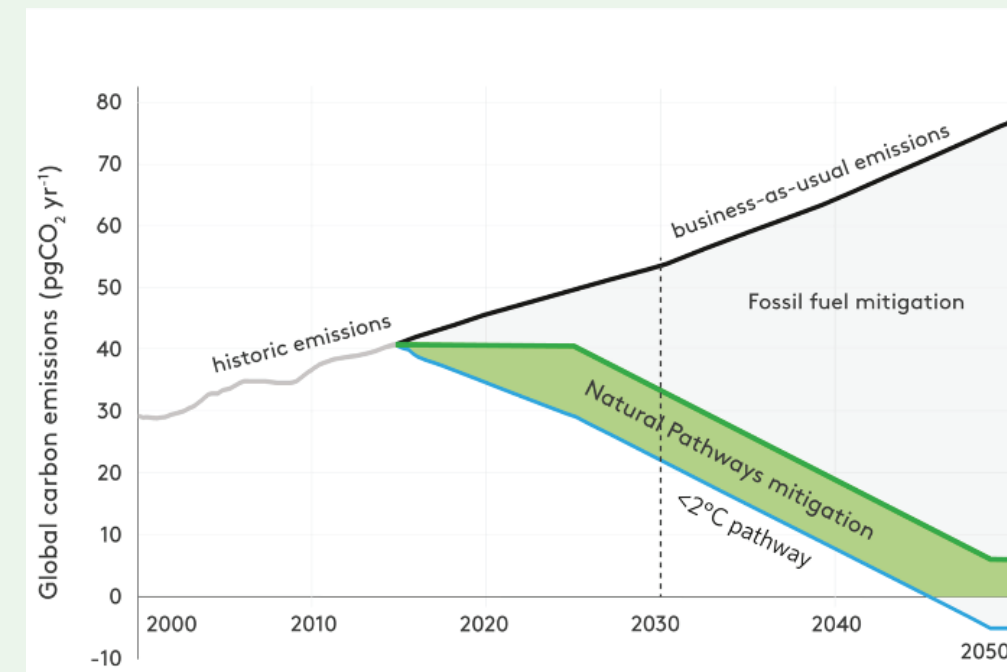


Figure 1: Contribution of natural climate solutions (NCS) to stabilizing warming below 2°C



JUSTDIGGIT – JOIN THE REGREEN REVOLUTION

Justdiggит inspires and activates farmers to make dry land green again. Degraded landscapes are restored by combining sustainable land management techniques with state-of-the-art mobile technology and an integral, Pan-African media and communication approach.

Together, we can create A REGREEN REVOLUTION;
**a grassroots movement based on a best practice approach as
powered by our network**

What makes us unique is our focus on innovation for scale: using media, communication and mobile technology to spread Sustainable Land Management practices across Sub-Saharan Africa. This gives us an opportunity to reach the level of effort necessary to make an impact before the 2030 window of opportunity for the <2 degrees scenario closes forever. This also gives us a unique collaborative position vis-à-vis other organizations (IOs, INGOs and other) that are also active in landscape restoration. We are a global centre of excellence for scaling landscape restoration through the use of media and communication and as such are routinely approached by other organizations to join forces.



We aim to be as inclusive as possible to maximize impact. For years, the sector has been highly fragmented and traditionally more focused on fundraising for individual programs. Luckily, there are a number of initiatives attempting to cross this divide by bringing organizations together to focus their efforts in response to the Bonn Challenge; a global effort to bring 150 million hectares of deforested and degraded land into restoration by 2020 - and 350 million hectares by 2030. We are partners with these initiatives in Sub-Saharan Africa: The Global Evergreening Alliance (GEA), the AFR100 and the Great Green Wall (GGW). Furthermore, we have recently joint forces with UNEP, and will be the main communication force for the UN's Decade of Ecosystem Restoration.



ALMOST 350 MILLION SUBSISTENCE FARMERS CAN BENEFIT

2017 World Bank estimates state that Sub-Sahara's agricultural population stands at 535 million. According to FAO (Dixon, Gulliver, & Gibbon, 2011), approximately 65% of this population (347 million people) practice agricultural, agro-pastoral or pastoral systems that stand to benefit from the Sustainable Land Management practices we pursue. However, not all farming systems readily apply. For example irrigated systems, large commercial farms or coastal artisanal fishing fall outside our immediate scope.

535 MLN

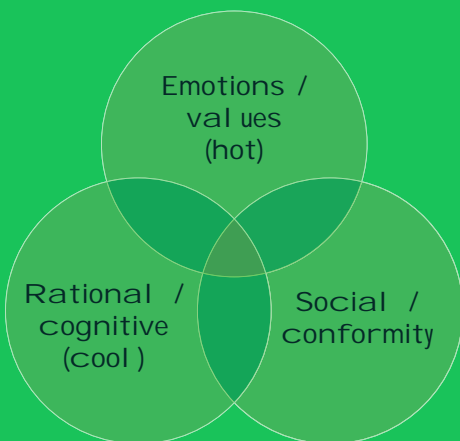
**Sub-Sahara's agricultural
population**

65%

**may benefit from the SLM-
practices Justdiggит promotes**



THE REGREEN REVOLUTION: A FLYWHEEL FOR ENVIRONMENTAL CHANGE



Our approach is people, not systems centred. We focus on individual farmers that have the power to change their own land first, and then the system they are part of. We aim to reach and influence them through different means with different messages. We use two important principles for our work:

1. Firstly: a message will only be accepted if the person receiving it is already receptive to accept and act on that message. If a person has a low receptiveness, he or she will not accept any related messaging and thereby not act on it (RAND, 2009, p. 106).
2. Our second design principle is the recognition of three domains of influencing people: the emotional, social and rational (Wood, 2000). Lasting success will be most probable if you actively use all three domains. Traditionally, NGO-initiated programs focus mostly on the rational domain.

We incorporate these principles in the following way: Firstly, we try to raise the general environmental awareness of people through positive campaigning through a step we call “INSPIRE”. This works by opening them up for our message. Following this we target those farmers with knowledge on sustainable land management techniques and support them in applying these techniques; “EDUCATE and ACTIVATE”. Finally, we showcase their achievements to the wider world to “CELEBRATE” their achievements, which in turn attracts more people and gives us the opportunity to raise the predisposition of wider communities.¹



Figure 2: Flywheel of regreening

¹ A variant of this model has also been proposed, used and tested by the NGO Dance4Life which goal is to decrease the prevalence of HIV, unwanted pregnancies and sexual and gender based violence (<https://dance4life.com/>).



In all of the above steps we use the 3 domains of influencing. By creating a movement, we show people that everybody is using these techniques (social domain) - so why shouldn't they? In all steps we package our message in a way that directly relates to them (emotional domain) and only then, can we practically reach them with the techniques and guide them in applying them too (rational domain).

This creates an infinite flywheel that will, if the touch points are properly designed, steadily increase momentum. Following 10, 20, 100 and 1000 turns we will create an enormous impact². This is not a short-term program, but a decade long ambition to create a ReGreen Revolution. For we believe that people empowered with the responsibility of creating change, will by default change the old system they are part of.

“If you want to build a ship, don't drum up people to collect wood and don't assign them tasks and work, but rather teach them to long for the endless immensity of the sea.”
Antoine de Saint-Exupery

² The Flywheel effect is a concept developed in the book Good to Great from Jim Collins (2001). No matter how dramatic the end result, good-to-great transformations never happen in one fell swoop. Rather, the process resembles relentlessly pushing a giant, heavy flywheel, turn upon turn, building momentum until a point of breakthrough, and beyond.

We deal with people first, systems second

A phrase that is often heard is that we need to change the system, which no one can argue.

Land degradation and climate change are outcomes of a systemic failure that has emerged in the past 70 years. Most NGOs recognize this and propose elaborate blueprints for new system ideals that can be implemented during a program (ranging anywhere from 3 to 30 yrs) in a targeted ecosystem, and which, if executed correctly aims for a positive outcome for both humankind and the environment.

We propose a reversed causality: By empowering individual farmers and their communities to own this first step in restoring their eco-systems, we are facilitating the uptake of responsibility where it truly belongs; rooted in the hearts and minds of people and communities, who together form the basic catalyst for socio-economic transition.

We believe this has some advantages: First, it recognizes the role of empowered individuals positioned within informed communities. These individuals are not dependent on anyone else to make the changes they desire, and neither does it imply that they must stand at the mercy of new ideals imposed on them from the outside. Secondly, this is an infinitely scalable and relatively cost-effective method of facilitating systemic change. Instead of going from area to area and from program to program, this approach ultimately transcends programs.

We believe that if individual farmers in Africa are provided the inspiration and foundational land restoration techniques to take ownership of their land, the resulting 'snowball' will have enormous beneficial impact on livelihoods, biodiversity, crop yield and climate. And in terms of ecosystem services, this will create a value in the billions if not trillions of euros (Bishop et al., 2010).

To clarify, 'simple' is not the same as 'easy'. In order to reach hundreds of millions of subsistence farmers with these techniques will require a Herculean effort. But it is a step that must be taken – and soon.

SYSTEM-CENTERED PARADIGM

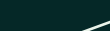
CHANGE SOCIO-ECONOMIC SYSTEM



IMPROVED OUTCOMES FOR PEOPLE AND ENVIRONMENT

PEOPLE-CENTERED PARADIGM

EMPOWER PEOPLE



CHANGE POLITICAL AND SOCIO-ECONOMIC SYSTEM



IMPROVED OUTCOMES FOR PEOPLE AND ENVIRONMENT

IMMEDIATE IMPROVED OUTCOMES FOR PEOPLE AND ENVIRONMENT

STRATEGY – OPERATIONALIZING THE FLYWHEEL

How do we create this spinning flywheel of regreening? The good news is that we have already started. We use this approach in 2 large scale programs in Tanzania and Kenya, that combined reach more than a million people. These are largescale landscape restoration programs, based on proven approaches to educate and activate, such as training of trainers (ToT's). However, we also use this as a testing ground for new approaches, such as mobile apps, the use of radio, television and more (see case study 1). At Justdiggit then, we start from growing our own programs.

The second layer is boosting other programs. Using our core strength of scaling through media, communication, dance events and mobile technology, we partner with existing largescale (most often national scale) programs of large INGOs to increase their scale and effectiveness. This has been initiated by these other INGOs, and we are now part of several large proposals (see case study 2).

Our ultimate goal, is to develop ways to reach people anywhere in SSA. 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 ha and will simultaneously exponentially increase the number of farmers you can reach. We call this moving beyond programs (see case study 3).

This is not developed and executed subsequently, but in parallel: all 3 layers are relevant and mutually reinforcing. This is all tied together by the movement we call the ReGreen Revolution. This also includes a powerfully uniting celebration platform, called The Raindance Project (see page 14).

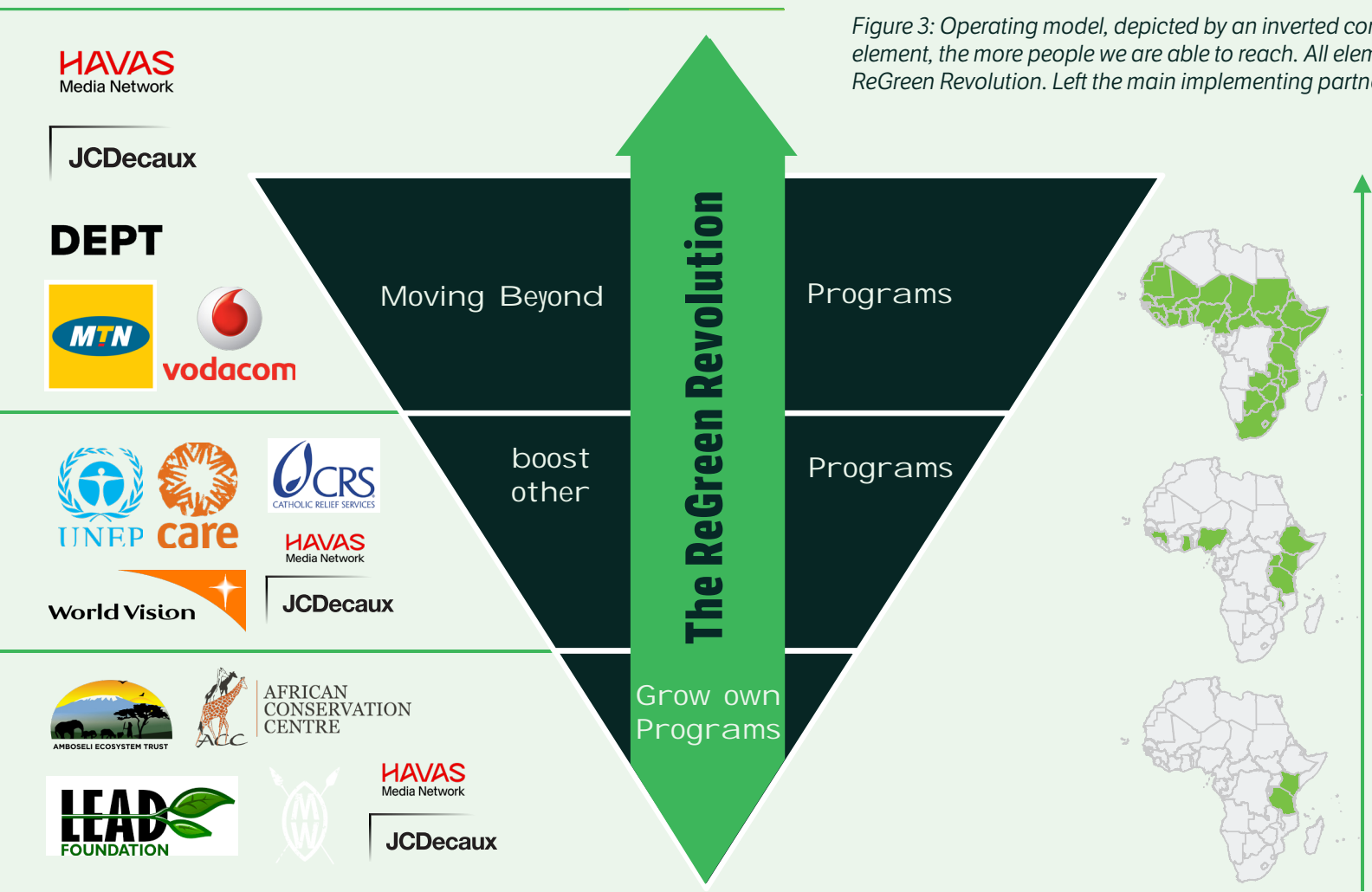
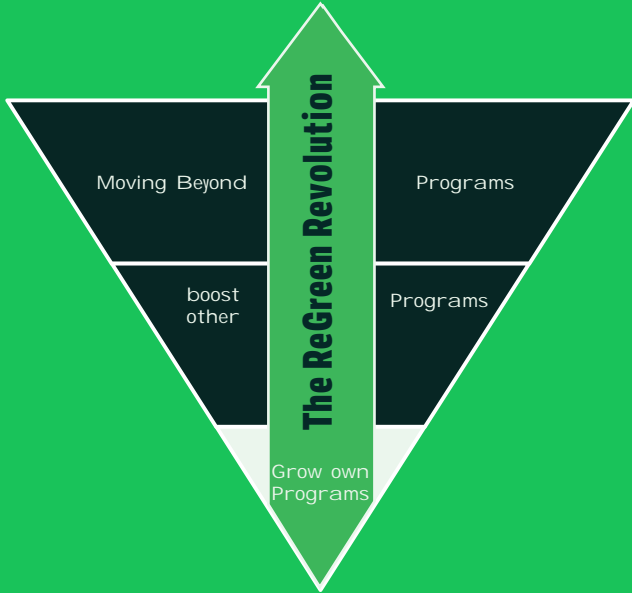


Figure 3: Operating model, depicted by an inverted cone. The larger the size of the element, the more people we are able to reach. All elements are connected through the ReGreen Revolution. Left the main implementing partners envisioned for each element.

In each of these cases, we aim for scale: to be active at a national and regional level for all steps of our flywheel. Only the on-the-ground program can be purely regionally focused (which most often still encompasses land areas the size of the Netherlands).



CASE STUDY 1: GROWING OWN PROGRAMS, TANZANIA



In Tanzania, we work together with the LEAD Foundation: a grassroots organization that has a strong experience in Farmer Managed Natural Regeneration (FMNR), a highly scalable SLM practice. In 2017 we started a program together targeting >190,000 subsistence farmers and 1 million people in broader communities, teaching them about FMNR and Rainwater Harvesting (RWH), another SLM practice. Our starting point is a set of proven approaches including a Training of Trainers program with over 1,300 FMNR-trainers enrolled in 324 villages throughout the Dodoma-region. Furthermore, the program has a strong advocacy-component to promote adequate regulation and by-laws at all government levels, from village to region.

This is an approach taken by many INGOs throughout Africa. At Justdiggit however, this is just the starting point. In actuating behaviour change amongst farmers through proven SLM practices today, our goal for the future stands in the long term impact potential of entire communities working together with media and technology, and united under the banner of the ReGreen Revolution.



Sustainable Land Management

Sustainable Land Management (SLM) is the adoption of land use systems that, through appropriate management practices, enables land users to maximize the economic and social benefits from the land whilst maintaining or enhancing the ecological support functions of the land resources (TerrAfrica, 2011, p. 19).

These include management of soil, water, vegetation and animal resources, within which exists a set of best practices each suited to a specific landscape. Our approach is to specifically educate and activate farmers to use these no-or low input techniques, irrespective of their educational background, to benefit from enhanced soil fertility, water availability, biodiversity and other ecosystem functions.

Example of SLM-practice: Farmer Managed Natural Regeneration (FMNR)

Without a strong, functioning environment, it is very difficult to achieve food security, economic development and resilience to shocks (Rinaudo, Muller, & Morris, 2019, p. 54). The practices we advocate can be implemented at an individual or community level, most of the time requiring only the labor of the people directly impacted. One example of such a technique is Farmer Managed Natural Regeneration (FMNR); the systematic regrowth and management of trees and shrubs from felled tree stumps, sprouting root systems or seeds, or in woody thickets (Rinaudo et al, 2019, p. 3). This practice has spread in Niger in a 20-year period where farmers who in the 1980's had 2 or 3 trees per ha, now have 20, 40, 60 trees or more (Reij & Garrity, 2016), with all the associated benefits such as soil improvement, increase in crop yields, improved drought resistance and more. In total, this system has spread to 5 million hectares (!) in Niger alone, with minimal investment (Reij, Tappan, & Smale, 2009).



220,000 people reached by video tour

An intervention that has been very successful is the introduction of video tours. This is a practice that has long been adopted by large beer and soda-brewers and mobile phone providers across Africa: organizing day-long events in rural areas that have no other access to their marketing efforts, showing movies about their products and services. We have adopted their playbook, but with the message of positive and proactive greening practices such as FMNR and RWH. In 2018, our teams visited over 300 villages, reaching more than 220,000 people with [this inspirational movie about FMNR](#), shown during a day-long event. This movie has also been shown multiple times on Tanzanian national television stations ITV and Star TV in both Swahili and English. This year we are doing the same with [a new movie](#) which also involves one of our Tanzanian ambassadors and national icons - the famous comedian Jaymondy.



We have also started broadcasting on Dodoma FM, a local radio station with a reach of 4 million people and Arusha-based Sunrise FM. Starting with an awareness campaign in 2018, we launch an educational series on FMNR targeting the rural population and supporting the program in close cooperation with the international NGO 'Farm Radio' in 2019.

In addition to this, we continue to reach out to individual farmers through individual (SMS) messages. Encouraging them throughout the year by showing them the results in their area; helping them with SLM tips and tricks and providing them with other useful information, such as the anticipated start of the rainy season.

The power of our program then, is more than the sum of its interventions. By weaving together this all-encompassing narrative; 'the ReGreen Revolution', individuals and the communities they make up have the feeling that these practices are being done everywhere; that they themselves can do it and that it is even "cool" – or "POA" (in Swahili) to do it. The flywheel of the ReGreen Revolution in action!

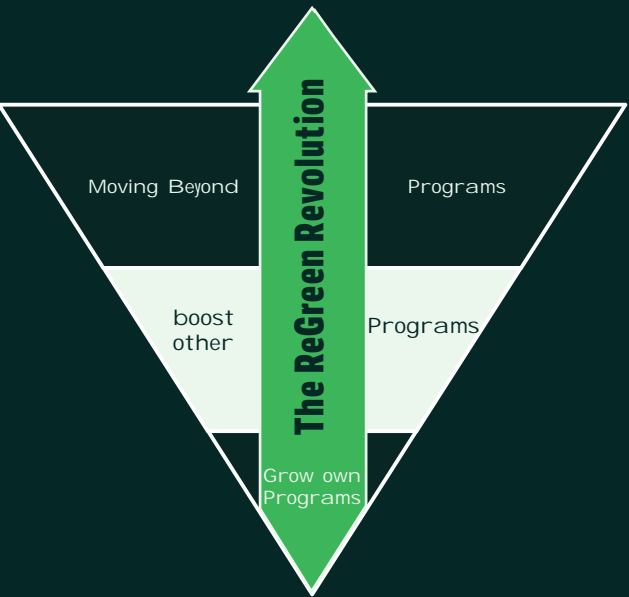
Currently, Justdiggitt and LEAD Foundation are mid-program, but the results to date are promising: we estimate over 80% of people have taken up FMNR in our focal areas, resulting in the safeguarding of 7 million trees to date under newly adopted FMNR techniques. Concurrently we are performing A|B-testing to see how these sites compare to "traditional" areas, critical for long term impact monitoring and evaluation.

However, these are only the results captured within our designated program area. In combination with our regional and national campaign agenda we are reaching an anticipated one million 'external' individuals that will lead the 'spill over' effect from this program.



CASE STUDY 2:

BOOSTING OTHER PROGRAMS, EXAMPLE MALAWI

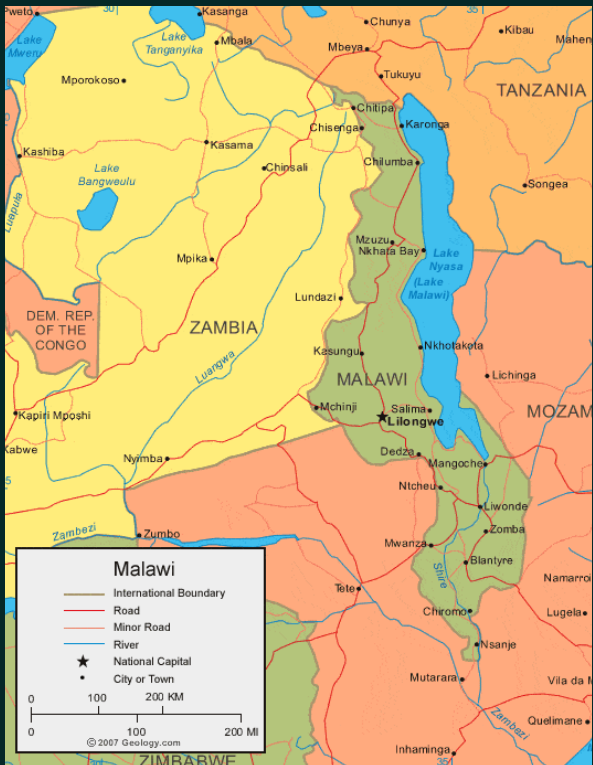


Having seen our work in Tanzania, we have been approached by several INGOs to work together in future programs, bringing our specific knowledge and experience to the table to help these programs become more effective in reaching a wider audience. Together, we are part of multiple Green Climate Fund (GCF) proposals for Malawi, Tanzania, Kenya and Uganda.

As a snapshot example let's have a look at Malawi to see how this works: in this case, we are part of a broad consortium of partners. The overall entity leading the program is UNEP, but execution on the ground is done by WorldVision and CRS. Furthermore, there are important roles for the Global Evergreening Alliance and CARE.

Our plan will be to create awareness campaigns at a national level -'INSPIRE', in combination with mobile technology and media to introduce foundational restoration techniques (in this case FMNR) – 'EDUCATE and ACTIVATE' and 'CELEBRATE' the results achieved with our growing network of Raindance concerts.

In this instance, the actual on-the-ground program will be executed by the aforementioned INGOs. Justdiggit however will be closely involved in the design and execution of the process, ensuring that all steps of the flywheel are aligned. This approach is highly scalable: WorldVision alone has approximately 20 FMNR projects throughout Africa and partnered together, we could boost their overall reach and effectiveness at relatively low cost.



HAVAS
Media Network



INSPIRE

1. National and regional awareness campaigns (incl Raindance events)

CELEBRATE

4. Showcase successes (i.a. in campaigns and Raindance events)

EDUCATE and ACTIVATE

2. Mobile technology and media
3. On-the-ground programs



World Vision



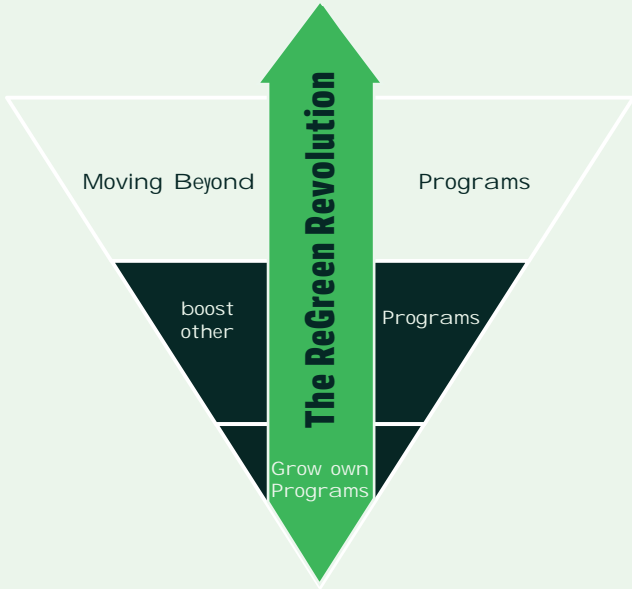
Figure 4: The flywheel of regreening with main implementing partners. In this scenario, INGOs take main responsibility for step 3, on-the-ground programs.



CASE STUDY 3:

MOVING BEYOND PROGRAMS:

A PAN-AFRICAN REGREENING MOVEMENT



This is the biggest ‘impact’ leap we intend to make. If we can educate and activate farmers through mobile technology and media, without the necessity of an on-the-ground program, we will have truly revolutionized landscape restoration.

This approach will require “mass customization”: 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.

The breakthrough enabler of this is:

THE MARGINAL COSTS OF ADDING ONE MORE FARMER TO THE PROGRAM WILL BECOME CLOSE TO ZERO!

This means, that going from 1 Million to 10 Million farmers, or even to a 100 Million, will only be fractionally more expensive. Across the globe, there are countless applications being developed to inspire a ‘better humanity’. However the hardest part is not in the development of these apps, but in the process of opening people up to actually use this technology (INSPIRE) and to ensure continued engagement so that they will continue to use it (EDUCATE and ACTIVATE). We realize that it is extremely important to integrate cutting edge technology and broad reach media within the same approach; our flywheel. Furthermore, we cannot depend on smartphone technology alone: the use of SMS/voice applications, the use of educational radio (as we are both doing in Tanzania) and television, play equally transformative roles.

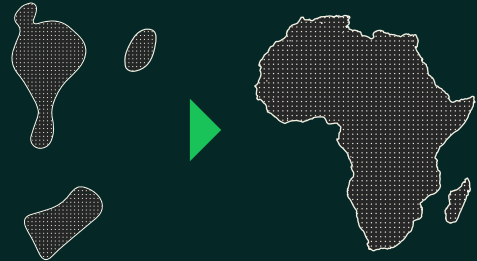
Justdiggitt already has experience with this: together with our main technology partner (Dept), Justdiggitt has developed the award-winning app DiggApp, that allows direct donations to farmers implementing interventions (now in final test phase, launch September 1st 2019). On the next page an impression of another app, based on FMNR (or Kisiki Hai in Swahili), that we aim to develop in the future.

The spread of mobile phones in Sub-Saharan Africa

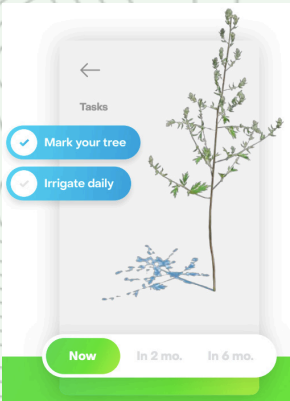
Mobile technology is changing the world, but nowhere has this shift been more dramatic than in SSA. Currently there are almost 493 million unique mobile subscribers in Africa (47% of population) and this is expected to increase to 643 million by 2025 (52%). We see this in our programs regularly: watching young Maasai herding their cattle, phone in hand. The same can be seen in rural Tanzania where even in small villages there exist multiple mobile providers complete with solid 3G-network coverage. Especially impressive is the growth of smartphone adoption: now standing at roughly 1/3 of all connections and anticipated to grow to 2/3 in the coming 6 years. A main driver in this is the lowering of the average selling price of smartphones, which have dropped from \$227 in 2012 to \$101 in 2017. Chinese corporations, such as Tecno, are specializing in the African marketplace and have taken a significant lead in this drive.

The spreading of mobile technology provides the population of SSA with tremendous opportunities; leapfrogging entire stages of the traditionally viewed ‘development’ process. Nowhere is this more visible than with the mobile economy: in East-Africa alone, more than 73 million people, previously without a bank account now have access to mobile money subscriptions and are as a result being included in financing systems that allow them to save, invest and participate in the formal economy (GSMA, 2018).

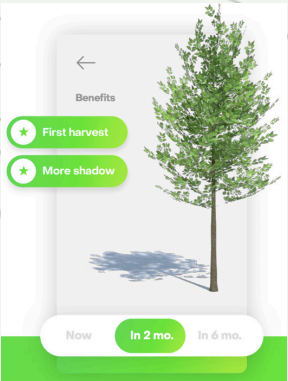
This will allow us to move from a program-to-program to an integrated approach covering the entirety of SSA and beyond:



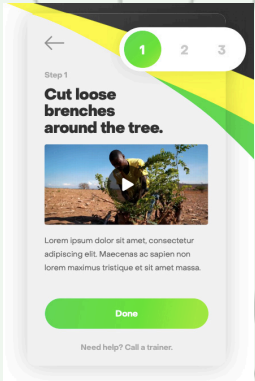
IMPRESSION OF KISIKI HAI



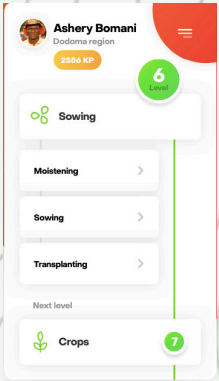
WHAT TO DO



**WHAT THE
RESULT WILL BE.**



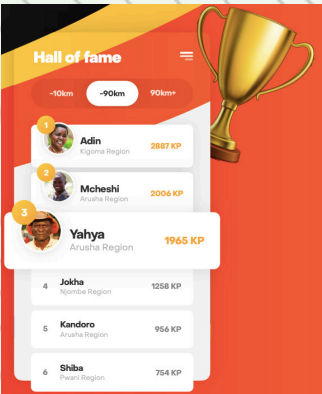
**HOW TO DO IT,
STEP-BY-STEP.**



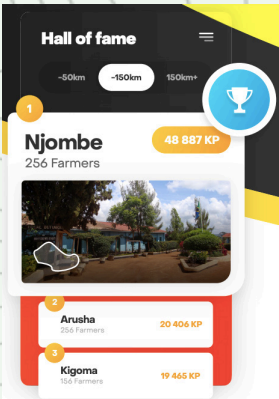
**WHAT TO DO,
WHEN TO ACT.**



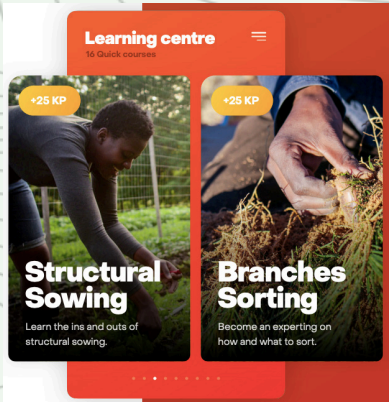
**SHOW THE
BIGGER PICTURE.**



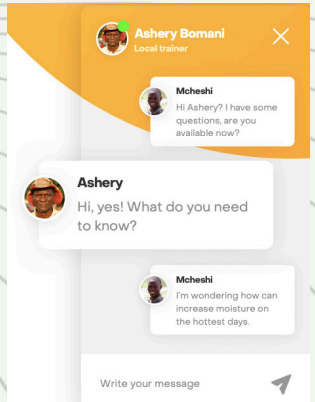
**USE THE POWER
OF COMPETITION.**



**JOIN FORCES AND
COMPETE WITH
OTHER REGIONS.**



**KEEP LEARNING,
BECOME AN EXPERT.**



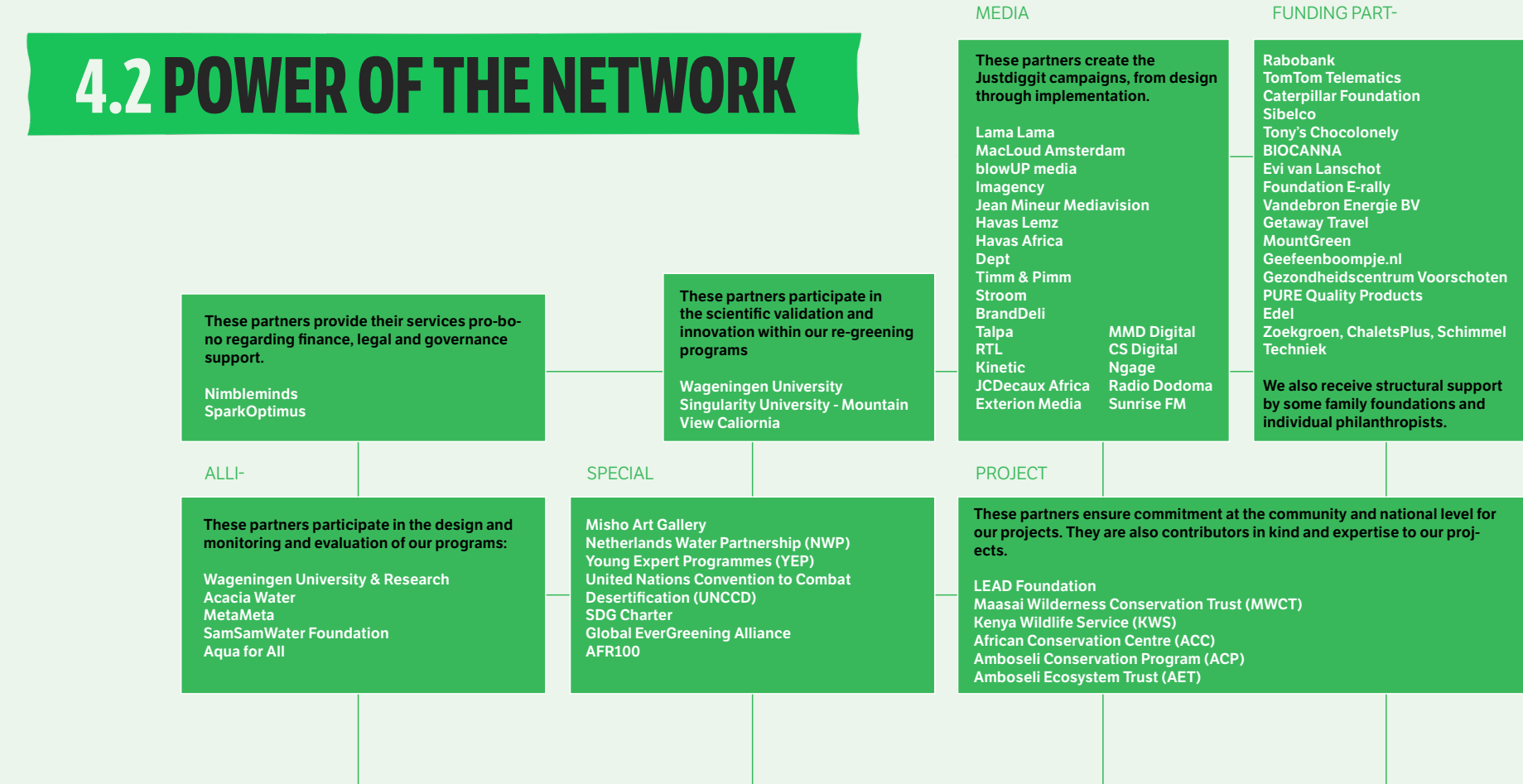
**REACH OUT, SHARE
YOUR KNOWLEDGE.**

PARTNERSHIPS: WE'RE ALL IN THIS TOGETHER

Partnerships are at the core of our approach. We are a network organization not only in name but in practice. We work with organizations who share similar core values but with complimentary skillsets and/or reach that we do not possess ourselves. This means that we can have a high, strategic output and impact with modest input.

We attract organizations that would normally not be involved in landscape/ecosystem restoration and use their skills for the common good. Climate change is one of the biggest challenges of our era and we tap into the relevancy that this challenge presents each and every one of us: from corporates to media companies and educational institutions; politics to institutions to people worldwide.

We all want and need to create a better world for our children.



Special partnerships: HavasLemz, Havas Media Group and JCDecaux

Partners worth mentioning specifically, are HavasLemz, part of the globally operating Havas Media Group and JCDecaux. We have a pan-African partnership with these organizations, leading corporations in the media and communications industry. They have supported Justdiggig for years within Europe and provided an estimated €25 million euros in free media space in recent years. Now they support our programs in Africa with in-kind media support in each of their 24 operating countries. Furthermore, together with Justdiggig they engage their media network, which significantly leverages their global support network.

The Purpose Era

The purpose era in the corporate world has arrived, as a successor to the 'digital revolution' that started over 20 years ago. According to recent research 78% of all millennials (people born between the 1980's and early 2000's) have shown clear preference for brands and companies that operate with a sustainable purpose. The CEO of Blackrock, the world's largest investment firm, says that companies will lose their licenses to operate "without purpose" following steady investment declines. Renowned Harvard Business professor Michael Porter is now advocating a case where 'Business' can solve Social issues and multinational P&G states that CSR as a separate department is now being replaced by "Sustainability", essential to every longstanding business unit. Sustainable products and services are the future. Most fortune 500 brands have now integrated the Sustainable Development Goals (SDGs) into their strategy and are looking for ways to incorporate this into the core of their businesses.

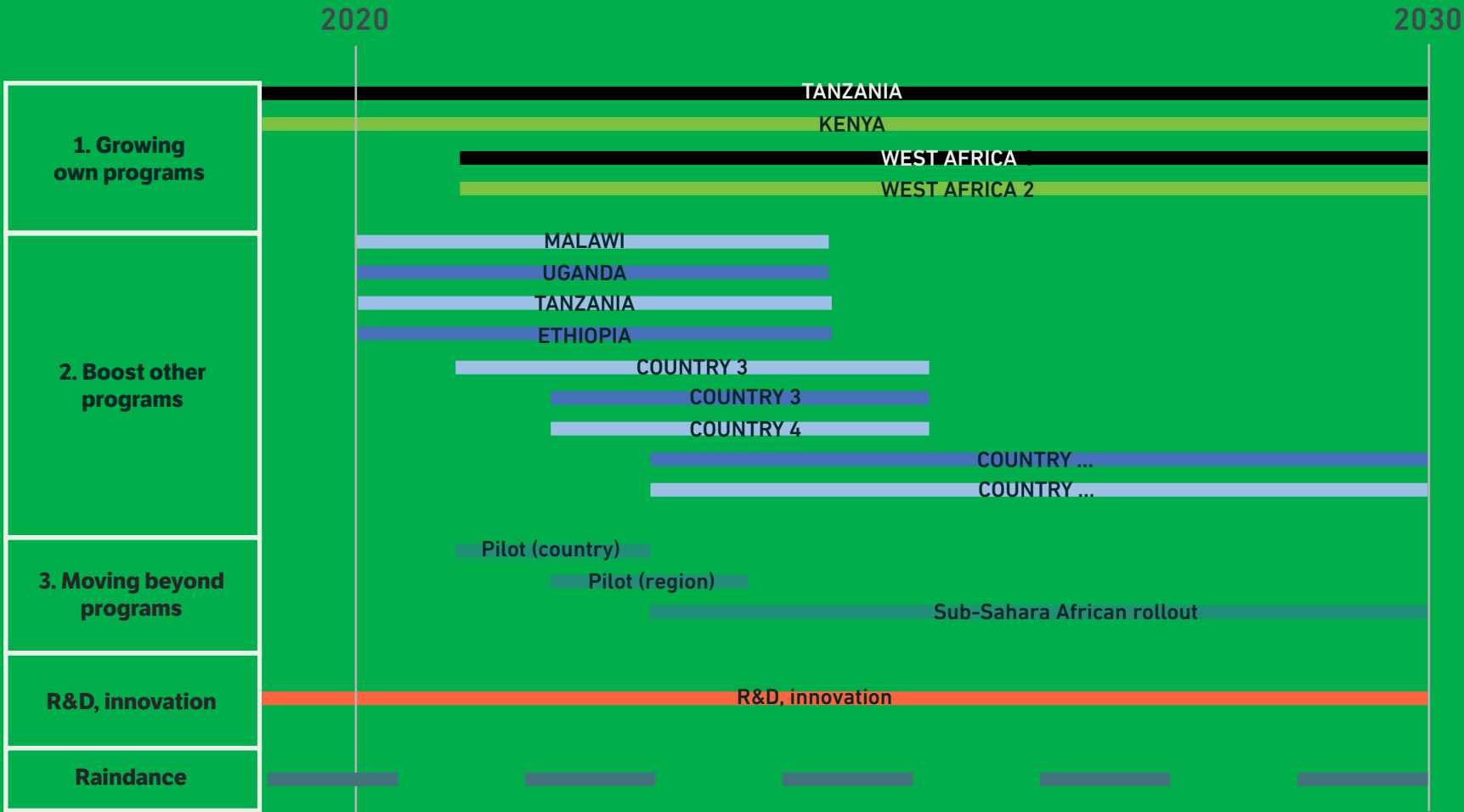


ROLLING OUT: A DECADE OF LANDSCAPE RESTORATION

Using the building blocks detailed above, we want to get the fly-wheel spinning throughout the African continent to create a massive ReGreen Revolution that will ultimately activate hundreds of millions of farmers to restore their own land using Sustainable Land Management practices.

We aim to:

- 1. *Keep running and Growing our own Programs in Tanzania and Kenya, possibly branching out to two West-African countries. We see these programs as long-term commitments and seek not only to deliver impact, but also use them as our testing ground for new approaches;*
- 2. *Boost other Programs as of next year in East-Africa. Once this model has proven successful, we see a rapid upscaling to other programs across our African partner network (i.e. WorldVision, CARE, CRS) in the first half of the coming decade;*
- 3. *Pilot Moving Beyond Programs in one country first, followed by a regional pilot and a rollout throughout Sub-Saharan Africa in following years, with the aim of reaching over 300 million subsistence farmers before the end of the decade.*



RESOURCE PLANNING

Funding we aim to acquire through different means. Apart from international funds and foundations we see companies, propelled by the Purpose Era stepping up to the plate and willing to contribute to programs either financially or through in-kind support that is linked to their core business.

Multi-lateral donors (such as the Green Climate Fund) are the key for the second track. As mentioned earlier, we have already been incorporated into multiple GCF-proposals with high chances of success. But, these types of funds are notorious for delays. Our aim is that INGOs themselves will “acquire” our services out of their own budget.

Any resources with relation to media distribution, will be provided through in-kind support through different media coalitions, led by Havas Media and JCDecaux. This is worth tens to hundreds of millions of euros.

To move beyond programs we engage with investment partners who have a long term vision of at least 10 years and seek to invest in these activities that have maximum leverage in the long run.

JOIN US IN BUILDING THE REGREEN REVOLUTION!

We invite you to join us in this enormous undertaking. Our approach is innovative, timely and places African farmers in the driving seat, allowing them to act independently in order to receive the benefits of these very actions.

But the biggest winner here is the planet: our home. We can positively and proactively impact our changing climate - and we will do this by coming together:



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