



JUSTDIGGIT

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REPORT FROM THE BOARD OF DIRECTORS



1. MISSION

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1. MISSION

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

Imagine sub-Saharan Africa in 2030; green, cool and thriving. Imagine millions of subsistence farmers and pastoralists restoring their degraded land through the implementation of proven nature-based solutions. 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, not by 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 are on a mission to regreen Africa this decade by enabling 350 million farmers and pastoralists in Sub-Saharan Africa to regreen their own land. We also want to inspire people all over the world to join us. By combining accessible, nature-based 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 grassroots landscape restoration movement!



2. APPROACH

WORKING TOWARDS A GREENER FUTURE





2. APPROACH

WORKING TOWARDS A GREENER FUTURE

We are in a global climate and biodiversity crisis: our planet is warming up 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. According to the [latest UNCCD research](#), the world now loses 100 million hectares of productive land annually.

This has 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

37%

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 pastoralists 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 AFRICAN LANDSCAPES THIS DECADE, WE FOCUS ON FOUR CORE ACTIVITIES:



**IMPLEMENTING
REGREENING PROGRAMS**



**BOOSTING
OTHER PROGRAMS**



**DIGITAL
REGREENING**



**REALISING INTERNATIONAL
AWARENESS CAMPAIGNS**



3. PREFACE

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3. PREFACE BY MARJOLEIN ALBERS

REGREENING AFRICA – A JOURNEY OF SCALING AND INNOVATION

As we reflect on the challenges, triumphs, and innovations of the past year, it's clear that our mission to regreen African landscapes and empower millions to reclaim their land has never been more urgent or inspiring. In the vast expanse of our beautiful continent, desertification and climate change pose formidable threats to our environment and communities. The devastating effects of droughts and extreme weather patterns, such as the El Niño-induced floods and erosions, underscore the critical need for action. Yet, amidst these challenges, we find hope and opportunity.

At Justdiggit, we are driven by a profound belief in the power of restoration. Our commitment to bringing back vegetation and restoring degraded land is not merely a goal but a moral imperative. It's a recognition that greening isn't just about bringing back trees or restoring rangelands; it's about revitalizing ecosystems, restoring livelihoods, and safeguarding our planet for future generations. We recognize the immense potential of Africa's landscapes for restoration. With greening projects spanning three countries and our greening message spreading across nine, our reach is expanding. But we know that we cannot do this alone. Our journey is fueled by strong partnerships with organizations and individuals who share our vision and support us with their expertise, resources, and unwavering commitment.

In 2023, we embarked on ambitious scaling activities, leveraging innovative greening techniques to make dry lands green again. Our efforts are not only about greening but also about building resilience, as vegetation acts as the Earth's natural air conditioning, cooling our planet and mitigating the effects of climate change. Looking ahead, we recognize the need for exponential growth in our impact. To achieve this, we are harnessing the power of mobile technology through our Digital Regreening Platform. With AI-generated characters providing greening techniques to farmers and pastoralists and a community-driven approach, we aim to empower individuals to become stewards of their own land. In July 2024, we are launching 'Kijani' ('green' in Swahili), a regreen app which will enable farmers and pastoralists to regreen their land.

Our global online and offline awareness campaigns are developed to promote nature-based solutions and to inspire, unite and activate an entire generation of regreeners in one landscape restoration movement. Our presence on social media grew rapidly in 2023, increasing our brand awareness among a wide audience. In January, 'Our World', an Interactive Documentary (www.ourworld.org), is launched, bringing the spirit of Africa to you. Through immersive storytelling, we will showcase the transformative power of greening and inspire action around the world.

Throughout 2024, our focus remains on innovation and collaboration. For example, through partnerships with satellite data companies we are revolutionizing the way we monitor and quantify our impact and pioneer methods for quantifying soil carbon impact, offering a cost-effective solution to environmental stewardship.

As we enter a new era of greening, we invite you to join us on this journey of scaling, and innovation. Together, we can turn the tide of desertification, restore ecosystems, and create a more sustainable future for all.

Thank you for your continued support and dedication to our shared mission. Together, we can regreen Africa and create a brighter, greener future for generations to come. Dig in!

“ AT JUSTDIGGIT, WE ARE DRIVEN BY A PROFOUND BELIEF IN THE POWER OF RESTORATION. ”

Marjolein Albers
CEO Justdiggit



3. PREFACE BY HAROLD KNEBEL

EMBRACING CHANGE AND GROWTH

As Chairman of the Supervisory Board, it is my pleasure to present to you the annual report of Justdiggit for the year 2023. This past year has been one of consolidation and preparation, marked by both challenges and significant achievements.

We look back at 2023 as a transition year to prepare for leveraging scale and to prepare ourselves to enter a new phase. Next to growing our existing programmes, we focused on using technology and innovation to further scale and increase our impact. To prepare for the future we challenged the governance and stress levels of the organisation. We reviewed our strategy with the newly formed Strategy Team and took a deep dive into several scenarios to prepare for a growing organisation. We prepared profiles for strengthening the organisation, and have successfully onboarded new talent and experts, enhancing our capabilities and positioning us for future growth.

We also welcomed Seynabou Ba as a new member of the Supervisory Board. With her extensive international experience in environmental and social risk management, Seynabou brings invaluable expertise to our team. Her passion for helping Africa reclaim the sustainability agenda and her commitment to integrating global innovation with indigenous knowledge will undoubtedly strengthen our efforts in achieving our mission.

A highlight of the past year has been the initiation of our project in Senegal, marking our entry into West Africa. This milestone underscores our readiness for further scaling and impact. The urgent need to scale up regreening efforts is underscored by the fact that 65% of the continent's farmland is unproductive or degraded. To address this challenge, we're harnessing the power of digital technology and community engagement. Our ambitious goal is to inspire and enable 350 million farmers in Sub-Saharan Africa to regreen their land on a massive scale. Through our Digital Regreening Platform, which includes a groundbreaking app merging nature-based solutions with gamification, we aim to provide personalised landscape restoration advice to farmers. By combining innovation with grassroots action, we believe we can catalyse widespread regreening and restore degraded lands for a sustainable future.

With the enthusiasm and dedication of our team, we are poised to make a significant leap forward in the coming year.

We faced some delays in projects and the postponement of certain initiatives but have remained steadfast in our commitment to our mission. It is with pride that I share that we have managed to maintain our revenue at the same level as the previous year. We have prioritised building and nurturing partnerships, recognising the importance of collaboration in achieving our goals. Through strategic alliances with organisations and individuals who share our vision, we have expanded our reach and impact, laying the foundation for future success.

In closing, I extend my heartfelt gratitude to everyone who has contributed to our journey thus far. Your unwavering support and commitment inspire us to continue pushing the boundaries of what is possible. Together, we will continue to regreen Africa and create a more sustainable future for generations to come.

**“ BY COMBINING
INNOVATION WITH
GRASSROOTS ACTION,
WE BELIEVE WE CAN
CATALYSE WIDESPREAD
REGREENING AND
RESTORE DEGRADED
LANDS FOR A
SUSTAINABLE FUTURE ”**

Harold Knebel
Chairman of the Supervisory
Board, Justdiggit





4. HIGHLIGHTS 2023



5.4 HIGHLIGHTS 2023

IMPACT

HIGHLIGHTS 2023



**THE NUMBER OF GRASS SEED BANK PROJECTS
GREW FROM 12 TO 20 IN 2023 –
A GROWTH OF 67%!**



**143 NEW WOMEN PARTICIPATED IN GRASS SEED
BANKS. A TOTAL OF 415 WOMEN ENTREPRENEURS
ARE NOW ABLE TO BENEFIT FROM THESE PROJECTS**

5.4 HIGHLIGHTS 2023

IMPACT

HIGHLIGHTS 2023



ALMOST 140,000 NEW BUNDS WERE DUG IN KENYA AND TANZANIA. THAT IS A GROWTH OF 45% IN ONE YEAR



OVER 4.5 MILLION (!) NEW TREES REGENERATED IN TANZANIA

A GROWTH OF 35%!

5.4 HIGHLIGHTS 2023

IMPACT

HIGHLIGHTS 2023



ALMOST 18,000 NEW FARMERS WERE ACTIVATED TO REGENERATE TREES ON THEIR FARMS. IN TOTAL, MORE THAN **170,000 PEOPLE**



OVER 50,000 HECTARES OF LAND WERE BROUGHT UNDER RESTORATION



576 VILLAGES ARE NOW INVOLVED IN THE TREECOVERY (FMNR) PROGRAMME

5.4 HIGHLIGHTS 2023

PROGRAMME

HIGHLIGHTS 2023



WE TOOK OUR FIRST STEPS IN SENEGAL! WE PARTNERED UP WITH THREE REGREENING PARTNERS (JIG JAM, RECODEF AND URAPD) AND DESIGNED A SCALABLE TREECOVERY PROJECT FOR 2024



TERRAMATCH GRANTED US A NEW TREECOVERY PROGRAMME IN KENYA'S SOUTH RIFT THIS MEANS THAT WE WILL HAVE A TREECOVERY PROGRAMME IN KENYA FOR THE VERY FIRST TIME!

5.4 HIGHLIGHTS 2023

PROGRAMME

HIGHLIGHTS 2023



**WE ARE NOW ACTIVE IN THREE NEW LANDSCAPES
IN KENYA: ISIOLO/SAMBURU, MID-TANA AND
IMBIRIKANI**



**WE MADE A MEMORANDUM OF UNDERSTANDING
WITH WYSS ACADEMY, AIMING TO COLLABORATE
AND JOIN FORCES ON LANDSCAPE RESTORATION
IN KENYA**

5.4 HIGHLIGHTS 2023

AWARENESS

HIGHLIGHTS 2023

SPREAD
THE WORD



OUR REGREENING WORK WAS SHOWCASED ON PICCADILLY LIGHTS IN LONDON – EUROPE'S LARGEST AND MOST ICONIC ADVERTISING SCREEN!



WE GAINED 198.522 NEW FOLLOWERS ON OUR TIKTOK ACCOUNT (WE'RE NOW THE 3RD MOST FOLLOWED ACCOUNT IN THE NETHERLANDS!)

5.4 HIGHLIGHTS 2023

AWARENESS

HIGHLIGHTS 2023

SPREAD THE WORD



SEVERAL PRIME-TIME FEATURES ON KENYAN TELEVISION (NTV)



WE WERE PRESENT WITH A BOOTH DURING THE AFRICAN CLIMATE SUMMIT

5.4 HIGHLIGHTS 2023

AWARENESS

HIGHLIGHTS 2023

SPREAD THE WORD



WE'VE MERGED THE REGREENING AND GAMING WORLD BY PARTICIPATING IN JINGLE JAM 2023. GAMERS RAISED OVER £200.000 FOR OUR REGREENING PROJECTS!



WE TOOK OVER THE AIRPORT OF NAIROBI THANKS TO OUR PARTNER DIGITAL MARA



THE FIRST LADY OF KENYA VISITED OUR AMSTERDAM OFFICE TO EXPLORE NEW PARTNERSHIP POSSIBILITIES!

A woman in traditional Maasai attire, including a red headscarf, multiple beaded necklaces, and a blue patterned wrap, is working in a field. She is using a wooden tool to dig in the soil. The background shows a vast, open landscape with tall grasses and a clear blue sky with scattered clouds.

5. HOW DO WE WORK?



OVER THE LAST DECADE, JUSTDIGGIT AND ITS PARTNERS 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.

5.1 REGREENING PROGRAMS

We are on a mission to regreen degraded landscapes in Africa to secure livelihoods, biodiversity and a cooler climate. Many farmers, pastoralists, partner organisations, and an ever-growing global movement of people and companies have already joined this regreening mission. To bring back nature and restore degraded land, one of our core activities is the implementation of large-scale landscape restoration programmes.

Scaling up the regreening of the planet

In our regreening programmes, we work with a broad portfolio of proven, scalable and easy-to-apply landscape restoration techniques. Think of rainwater harvesting soil structures (bunds) and assisted natural regeneration of trees (Farmer Managed Natural Regeneration, or 'Treecovery' as we like to call it). These techniques are scaled in traditional and non-traditional ways to inspire as many farmers and pastoralists as possible to join the regreen movement and start regreening together. We combine the power of nature with data and technology, (grassroots) communication, video tours, radio programmes, SMS services, demonstration farms and much more.

Grass seed banks

Together with our programme partners, we also set up grass seed banks owned and managed by pastoralist women's groups. These grass seed banks are small farms on which native grass seeds are farmed and sold to landscape restoration programmes. These projects allow us to create a reliable source of native grass seeds to restore landscapes whilst providing additional income for the members of the women's groups.

Programme partners

We wouldn't be able to do the work that we do without our programme partners in Kenya, Tanzania and Senegal. They form the core of this regreening movement! The environmental organisations we work shoulder-to-shoulder with are usually embedded within the programme areas and have strong ties with communities and community leaders. Together with our partners, we continue to develop a shared vision of sustainable landscape restoration – one that should run for at least 20 years.

In addition to our programme partners who implement the landscape restoration projects, Justdiggitt mobilises resources, provides in-field technical support, develops communication activities, conducts monitoring & evaluation studies and supports the management of the programmes.



5.2 BOOSTING OTHER PROGRAMS

We believe that large-scale greening is only possible when it's done together. That's why we want to share our experience, knowledge and network with as many (I)NGOs as possible. 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. We call this 'Boosting Other Programs.'

Activities & Impact in 2023

We took important steps in 2023 to amplify and ensure the success and sustainability of our mission to regreen African landscapes and mitigate climate change. Collaborating closely with highly regarded partners such as GIZ and the Global Evergreening Alliance, Boosting Other Programs spearheaded efforts to engage target audiences effectively and promote proven, scalable approaches like Treecovery. Through these impactful partnerships, we harnessed the combined forces of nature and communication to extend the reach of greening projects across diverse landscapes in Kenya, Togo, Ethiopia, and Madagascar.

Prospects for 2024

The pivotal role of collaboration in scaling our greening impact means we aim to expand our offerings within Boosting Other Programs. We are now fully focused on refining our Behaviour Change Communication strategies, ensuring they are at the forefront of best practices, and making them accessible at a scalable level to our partners across the global greening movement. We are convinced that this commitment to partnering with (I) NGOs, governments and other key stakeholders will catalyse widespread transformation across Africa's agricultural landscapes.



5.3 DIGITAL REGREENING

We have been training farmers and pastoralists on greening methods for over a decade in our landscape restoration programmes. The educational content and the rural communication have been developed through years of greening experience and loops of iteration. It's now time for the next step: scale up our 'traditional' approach by fully utilising the rapidly growing adoption of smartphones throughout the African continent, also in rural areas. Our Digital Greening Platform allows us to scale impact exponentially and reach and inspire millions of African farmers – without depending on physical presence.





5.4 AWARENESS CAMPAIGNS

If you want to make a global change, you need to be everywhere: in the news, on social channels, in advertisements, and – above all – in people’s hearts and minds. To achieve this, we use the power of media and communications. Our sponsored global online and offline awareness campaigns aim to inspire and unite people across continents. We want everyone to join us and support us in this mission!

We want to show that bringing back nature is possible – and that it’s done together. The campaigns are specifically developed for each country or landscape. In our European campaigns, we’re breaking down the science into a more easy-to-digest language: the greener it gets, the cooler it becomes. We will focus on a very clear call to action and will try to make it easy for people to do their part. In Africa, we focus on inspiring and activating the communities and farmers to regreen their own land.

Our awareness campaigns are broadcast across different media channels, from television and radio to online. This visibility extends not only into homes but also into cinemas, newspapers, digital screens and billboards worldwide.

FRIENDS WITH A MISSION

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

Communication outlets

We develop campaigns for television, radio, cinema, social media, print and Out-of-Home purposes. The campaigns are broadcast completely free of charge thanks to our wonderful media partners and several well-known broadcasting channels. Our campaigns show our land restoration projects, the before and after progress, and the positive impact on climate, people, and biodiversity.

With the support of our online content partners, we keep our followers up to date on our latest projects. Our main social channels are Instagram, TikTok, Facebook and LinkedIn. We are also collaborating with social influencers and TikTok creators, reaching out to the next generation.

We create state-of-the-art documentaries about our greening projects, documenting both our approach, the people who make a difference and of course the impact of the programmes. Besides documentaries, we try to capture our work with high-level photography and drone videos.

Lastly, we work together with other projects and partners to help tell their story, showcasing other landscape restoration initiatives pursuing the same goal: greening and cooling down the earth.



6. IMPACT 2023 & OUTLOOK FOR 2024



6.1 HOW WE MEASURE OUR IMPACT

MONITORING, EVALUATING AND LEARNING

For the MEL (Monitoring, Evaluating & Learning) side of our work, 2023 was about growth in several ways. One of the highlights was the publication of our second [impact report](#). Here you can find our exponential historic growth figures and additional insight into the way we measure the impact of our programmes. Later this year we will share our third impact report with updated growth numbers and the latest lessons and insights from research and evaluations. We also doubled our MEL capacity in 2023: our team grew from 2 to 4 members which allows us to cover new landscapes and programmes.

Monitoring

To improve and scale up our greening efforts, we can't do without close monitoring of our impact. That's why a dedicated team monitors multiple key performance indicators, such as the total area under restoration and how many people we activated to participate in greening activities. Of course, we also monitor the number of trees that have been brought back and the number of soil bunds that have been dug. We use the results of these indicators to estimate our contribution to carbon sequestration and water retention in the landscapes.

We are continuously developing, piloting and implementing new tools and methods to improve our monitoring system. In 2023, we developed the following new tools and methods:

A standardised system for monitoring the performance of the grass seed banks

The number of grass seed banks projects increased from 12 to 20, a 67% growth in just one year! To ensure we can monitor the performance of the grass seed banks in a structured and standardised way, we developed a monitoring system. The system is low-tech because this is the most practical option in the project areas. We developed booklets to register the inputs, production and sales, which is essential to provide insight into yields and the return on investment. This monitoring information is also important for the women themselves to manage the grass seed banks. To support the women even further, the booklets contain stepwise instructions on how to harvest, clean, package and weigh the grass seeds. Currently, the women groups in the grass seed banks are being trained on how to register their activities, yields and sales in the booklets.

A performance monitoring dashboard for our Treecovery projects

We have made a lot of progress in developing our interactive performance monitoring dashboard for our Treecovery projects in Tanzania. This dashboard will allow us to compare the performance in the different projects and landscapes and detect any data problems or issues quickly. Our partner [Spatial Insight](#) is supporting us in building this dashboard. The dashboard will help us to get even more actionable insights from our monitoring data and further optimise its efficiency and accuracy. You can find more information [here](#).

Monitoring changes in soil organic carbon

CO₂ sequestration is a much-talked-about topic nowadays. It's also very relevant to our programmes and is an important success indicator of the effectiveness of the interventions. After all, landscape restoration has the potential to sequester large amounts of CO₂, thus contributing to mitigating the greenhouse effect. This process starts with plant growth and this carbon can end up in the soil when plant material decomposes.

To get more insight into this performance indicator, we are piloting an analysis based on remote sensing with our partner [Segana](#). If the pilot is successful, this method allows us to estimate the total amount of soil carbon that has been building up in our rangeland programmes compared to a reference area. Although monitoring soil carbon with remote sensing is still a relatively young technology, we expect to be able to use this for continuous carbon monitoring in the years to come.

A tool for monitoring grazing pressure and ecosystem health

In 2023, we made great progress with the development of a tool or method that will enable communities and grazing committees to monitor grazing pressure and ecosystem health. This tool can be used to plan for proper grazing management, based on the current ecological state of the intervention areas. In Q1 2024, training will take place for the grazing committees and our MEL and field teams. If the tool is successful, we will assess what is needed to scale it to other landscapes as well.

6.1 HOW WE MEASURE OUR IMPACT

Evaluations

We regularly hold evaluations and zoom in on questions related to relevance, efficiency, effectiveness, impact and sustainability. Together with our partners in Tanzania, we conduct baseline, mid and final evaluations for our programmes.

Dodoma programme evaluation

In 2023, we evaluated the sustainability phase of the Dodoma programme. This phase kicks off after the implementation phase of two years is completed. In the sustainability phase we make sure that the newly regreened areas will stay healthy and green and do not fall victim to overgrazing. One of the ways we achieve this is by developing a grazing management plan together with the communities.

The evaluation of the sustainability phase has provided us with valuable insights into our longer-term results, the sustainability risks, and what is needed to maintain our positive results in the 'older' villages. We learned that the regreening movement is still very much alive in these villages and that Treecovery is becoming a common practice. The vast majority of the almost 400 farmers interviewed experienced a wide variety of benefits from their trees and are determined to continue sustainably managing them. The results also suggested a very substantial spill-over effect, where farmers outside programme villages start practising Treecovery. We will need to conduct further research to quantify this effect, but, in general, we are glad that the evaluation confirms that the positive program results are sustained and no significant sustainability risks were detected.

Other evaluations

We also launched an external evaluation of our rangeland programmes in Chyulu, South Rift and OGR. This evaluation will be mostly qualitative, focusing on community perceptions and the sustainability of our impact. This evaluation is planned for Q1 & Q2 2024.



6.1 HOW WE MEASURE OUR IMPACT

Learning/Research

In 2023, we started two new research projects, in collaboration with Kenyan master's students. One student is conducting a qualitative socio-economic study on the benefits and challenges of the grass seed banks, including the effects of land fragmentation and climate change. Another student is doing field experiments about the effect of bunds on water run-off and water balance. We expect the final results in the next few months, so stay tuned!

Our MEL & Tech teams also implemented trial plots in 2023 to test various nature-based techniques to make the grass seed banks more drought-resilient. Under conditions of limited rainfall, the women risk losing the seeds, because even though the seeds germinate they wilt before they can produce new seeds. As you can imagine, this is a potential problem. We identified effective methods to reduce this risk and optimise water retention in the soil. As each of the climate-proof interventions responded differently in different situations, we will develop a standard operating procedure that provides clear recommendations about which techniques to apply under what conditions. This will be used to improve the existing grass seedbanks as well as new ones.

Measuring the impact of our communication efforts

Communication is an essential part of this work. We use it to reach, inspire and teach farmers and pastoralists in the project areas to start regreening their own land. Our communication efforts also aim to connect people from all over the world around nature-based solutions.

For our communication outlets (which include movie roadshows, SMS technology, offline training apps and media campaigns) key indicators of success include the number of people reached, knowledge transfer, attitude change and level of activation as a result of exposure to the communication tools. The 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.

We don't take half-measures when it comes to our social impact data. Each month, the social media team collects and analyses data from various platforms, focusing on key performance indicators such as engagement rates, reach, and audience demographics. They review the success and shortcomings of posts and campaigns, using both quantitative metrics and qualitative insights from comments and messages. The team compiles a comprehensive report summarising the month's performance, highlighting trends, key learnings, and actionable recommendations for improvement. This process allows us to adapt our social media strategy based on data-driven insights, ensuring continuous optimisation and alignment with our goals.



6.2 GROWING OWN PROGRAMS



LANDSCAPE

**CENTRAL
TANZANIA**

6.2 GROWING OWN PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Landscape partners

Farming communities in Dodoma and Singida regions, LEAD Foundation, Timberland, Greenchoice, Webfleet Solutions, Gerdes Landwehr, IBS, InTime, TLT, Ader, Stichting de Hoorn, Otterfonds, Havas, JCDecaux Tanzania, Dodoma FM, Standard FM, treebytree, ambassador comedian Jaymondy, photographer Hans Cosmas Ngoteya, ambassador Ben Pol and Christina Shusho.

General information about the landscape and Justdiggit's involvement

Together with our landscape partners, we are active in two large areas in central Tanzania: the Dodoma region and the Singida region. Each of them is similar in size to The Netherlands! Unfortunately, the landscapes in these regions have degraded rapidly in the past few decades. This is 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. It's safe to say that land degradation is one of the most significant problems affecting lives and ecosystems in this area. That's why we partnered with LEAD Foundation in 2017 to fight against land degradation and developed the Treecoery programme. This programme 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 (water harvesting trenches), excess rainwater is retained to boost vegetation growth.

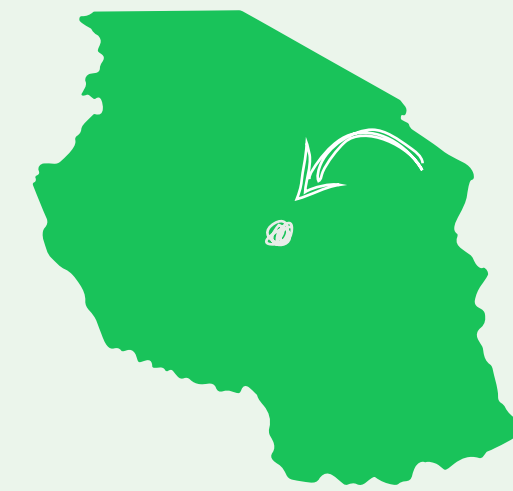
Justdiggit history

The greening programme was started at the end of 2017, with a focus on the region of Dodoma. Central here is the Training of Trainers programme which equips a selected group of farmers (the so-called Champion Farmers!) with the necessary knowledge and expertise to train their fellow farmers on Treecoery and water harvesting trenches. Another unique aspect of the programme is the integrated use of media and communication. Over the past years, we have developed several communication tools to spread the message of Treecoery and water harvesting trenches, such as billboards, murals, a radio show and SMS services. One of the most effective and popular forms of communication is the video tour. We have produced several inspiring educational documentary films on the subject of greening together with young and talented film directors. These are broadcast across all villages as part of a full 'infotainment' programme that educates and inspires thousands of farmers across Dodoma and Singida.





6.2 GROWING OWN PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Activities 2023

2023 was a fruitful year for our Central Tanzania landscape. Here are the most important highlights of last year:

- **Expansion of our programme:** 26 villages were added to our Singida regreening project!
- **Farmers training:** The champion farmers in both Singida and Dodoma continued with training and activating other farmers on Treecovery. The champion farmers themselves also received training on regreening techniques in different stages, depending on the cluster and programme
- **Rural communications:** Enrolment of rural communication methods such as movie roadshows, SMS service, murals, brochures and posters continued. We approached two radio stations, Dodoma FM and Standard FM, to partner with us and LEAD to air regreening radio shows
- **Evaluation of the Dodoma sustainability programme:** Our regreening programme in Dodoma is currently in its sustainability stage. As you can read in section 6.1, we held a thorough evaluation of this project in the past year. We produced an evaluation report which provides lots of valuable insights for our other programmes and strategies
- **Trees identification:** In 2023 a total of 568,056 trees were identified and uploaded to the tree gifting platform by treebytree
- **Partners visit:** Our potential partner in Central Tanzania, Epic Foundation, visited the project sites in June to understand and see how Treecovery works. It was a very promising meeting!

Prospects for 2024

For the upcoming year, we aim to continue on the successful path laid out in 2023 so we can grow our impact in this region. Here are some of the prospects for 2024:

- More farmers training and activation so we can increase the number of farmers that regreen their land using Treecovery and rainwater harvesting
- Continuation of rural communication activities, such as movie roadshows, SMS services and radio programmes to keep inspiring and activating more farmers and livestock keepers
- Extensive user testing for the mobile regreen app and its launch in Tanzania in July 2024. You can find more information about this in section 6.4!
- Development of the Northern Tanzania sustainability strategy
- Scouting and expansion to new landscapes
- Tree identification for the treebytree platform

6.2 GROWING OWN PROGRAMS



LANDSCAPE CENTRAL TANZANIA

Results 2023

New villages added to the programme:	26 VILLAGES
New trees regenerated with Treecovery:	4,735,491 TREES
New farmers practising Treecovery:	16,980 FARMERS
New institutions practising Treecovery	206 INSTITUTIONS
New total length of water harvesting trenches dug:	33,544 METRES

Total results to date

Total amount of villages added to the programme:	507 VILLAGES
Total number of trees regenerated with Treecovery:	18,675,274 TREES
Total number of farmers practising Treecovery:	168,991 FARMERS
Total number of institutions practising Treecovery:	3,072 INSTITUTIONS
Total number of water harvesting trenches dug:	158,677 METRES



6.2 GROWING OWN PROGRAMS



LANDSCAPE

**NORTHERN
TANZANIA**



6.2 GROWING OWN PROGRAMS



LANDSCAPE NORTHERN TANZANIA

Landscape partners

Farming and pastoral communities from Arusha and Manyara regions, Erbacher foundation, IDEXX foundation, Anonymous foundation, LEAD foundation, Trias, MVIWAARUSHA, MVIWAMA, Pastoral Women Council, Safina FM, FM Manyara and videographer Osse Sinare.

General information about the landscape and Justdiggit's involvement

The Arusha and Manyara regions, in the Northern part of Tanzania, are among the areas most heavily affected by deforestation. The two regions have approximately 4.2 million inhabitants. The majority of inhabitants in the landscape are Maasai and Irakw that are heavily dependent on agriculture and livestock keeping.

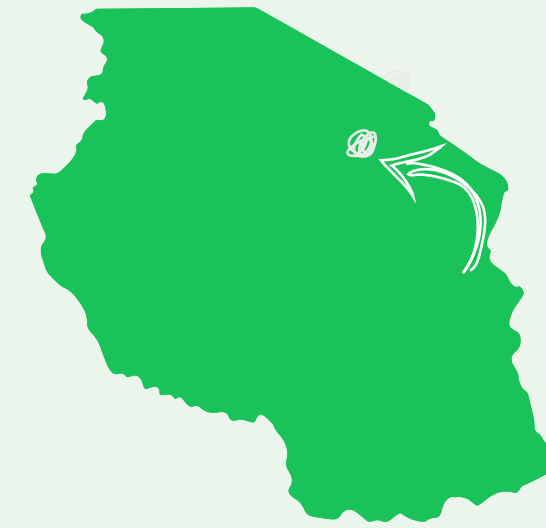
Justdiggit history

Justdiggit's work in Northern Tanzania started in December 2020 when we were included in the Regreening Monduli programme that was started by LEAD Foundation. After a successful engagement in the project, a further regreening opportunity emerged where we started developing a 5-year programme with Trias (a Belgium-based NGO) in May 2021. Justdiggit and Trias are co-funding and managing the programme. The programme is named HUSISHA, a Swahili name for INCLUDE, and aims to include women, men, youth and the underprivileged in the restoration of agricultural and grazing lands. Implementation of the programme is spearheaded by LEAD Foundation and several Member-Based Organisations (MBOs) namely Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Arusha (MVIWAARUSHA), Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Manyara (MVIWAMA) and Pastoral Women Council that are long-term partners of Trias.



6.2 GROWING OWN PROGRAMS

LANDSCAPE NORTHERN TANZANIA



Activities 2023

We have been able to expand the regreening programme in the Northern Tanzania landscape in 2023 with the construction of new bunds and the establishment of several grass seed banks. We also reached more people than ever using grassroots communication. Here are the most important highlights of the past year:

- **Digging of bunds and water harvesting trenches:** Together with MVIWAARUSH, two new project sites were identified in the Engaruka juu and Irerendeni villages and 5,495 bunds were constructed. These new bunds are all ready to capture large quantities of rainwater in order to transform their environment!
- **Intermediate and advanced training of trainers:** LEAD Foundation conducted an intermediate training to 100 champion farmers from Arusha (both HUSISHA and RAP programmes) and Manyara regions. The training covered topics related to regreening techniques, communication with farmers and pastoralists and entrepreneurship
- **Coaching champion farmers and Treecoverly training to members:** District coordinators from LEAD Foundation continued with coaching champion farmers on data collection and training to farmers. Coaching sessions were provided for all champion farmers that enhanced champions training and activation to farmers and pastoralists on regreening techniques
- **Grass seed banks establishment:** In collaboration with Pastoral Women Council (PWC) we established 4 new grass seed banks in Northern Tanzania. The grass seed banks cover an area of 18 hectares. In addition, 2,829 new bunds were constructed
- **Exchange learning visit:** We organised a learning visit between several grass seed bank groups in Tanzania and Kenya. A total of 17 participants from Tanzania participated in the learning which enhanced knowledge among the groups
- **Rural communications:** Together with Trias and other HUSISHA programme partners, we designed rural communication materials to fit the HUSISHA programme needs. These rural communication materials include the movie road show, posters, murals, brochures and bulk SMS. We also partnered with two radio stations, Safina FM and FM Manyara, to air a series of 16 radio shows aiming at educating, inspiring and activating farmers and livestock keepers to keep on regreening their lands
- **User testing of the mobile regreen app:** Members of MVIWAARUSHA and Pastoral Women Council got an opportunity to participate in user testing for the mobile regreen application. The launch of the app will take place in Tanzania, so their participation provided insights to further improve the app and the courses. One of the most important learnings was that we needed to include courses related to grazing to capture the interest of pastoralists
- **European media partners visit:** A group of media partners from Europe paid a visit to Tanzania, specifically to the Northern Tanzania landscape. The aim of this visit was to obtain a better understanding of our programmes, which allows our partners to support our mission by spreading the word about regreening using nature-based solutions



6.2 GROWING OWN PROGRAMS

LANDSCAPE NORTHERN TANZANIA



Prospects for 2024

2024 will be marked by an intensification of our current interventions and activities in the Northern Tanzania landscape. You can expect these activities from us this year:

- Focus on expanding our rural communication efforts such as more movie roadshows, printing and dissemination of posters, brochures and mural paintings
- Expansion of our interventions by constructing more bunds and water harvesting trenches
- Establishing more grass seed banks
- The kick-off of the sustainability phase for the Arusha programme
- Advanced training to the champion farmers for the HUSISHA programme
- The launch of the mobile regreening application in July! You can skip to section 6.4 to learn more about our plans to use digital technology to regreen our planet





6.2 GROWING OWN PROGRAMS



LANDSCAPE NORTHERN TANZANIA

Results 2023

New bunds dug:	8,324 BUNDS
New trees regenerated with Treecovery:	61,090 TREES
New farmers practising Treecovery:	815 FARMERS
Total length of water harvesting trenches dug:	20,984 METRES

Total results to date

Total number of bunds dug:	31,155 BUNDS
Total number of trees regenerated with Treecovery:	97,417 TREES
Total number of farmers practising Treecovery:	3,565 FARMERS
Total length of water harvesting trenches dug:	28,186 METRES
Total number of villages added to the programme:	69 VILLAGES
Total number of grass seed banks established:	4 GRASS SEED BANKS
Total number of women participating in the grass seed bank project:	81 WOMEN

6.2 GROWING OWN PROGRAMS



LANDSCAPE

**AMBOSELLI,
KENYA**



6.2 GROWING OWN PROGRAMS



LANDSCAPE AMBOSELI, KENYA

Landscape partners

Maasai communities, Amboseli Ecosystem Trust (AET), African Conservation Centre (ACC), IKEA Foundation, Aidenvironment, MetaMeta & Havas Kenya.

General information about the landscape and Justdiggit's involvement

Justdiggit is working in Olgulului Ololarashi Group Ranch (OGR) which encompasses the fragile Amboseli National Park. Amboseli National Park is globally recognised as a UNESCO World Heritage Site and one of UNESCO's Man and Biosphere reserves owing to the interactions of people and wildlife in the area. The park itself is 40,000 hectares and is part of the 133,000 hectares of Olgulului-Ololarashi Group Ranch (OGR), which surrounds it. Despite its impressive size, the park hosts a large number of wildlife including elephants which the park can not sustain. The wildlife often disperses into communal areas during the wet season and retreats into the park during the dry season. The Maasai community – the main inhabitants of this area – are predominantly pastoralists. In the dry season, they also move with their livestock into the park as this is where water and some pastures can be found during this season. The interaction often results in human-wildlife conflicts.

The land is categorised as arid and semi-arid. Large numbers of livestock and wildlife have contributed to environmental degradation. Some grass species have disappeared as well as woody vegetation. Luckily, the communities and our programme partners are well aware of these challenges and are happy to join hands with us to mitigate them to reduce competition between man and wildlife and restore the land to sustainable utilisation.

Justdiggit history

As Justdiggit celebrates its 10th anniversary, it simultaneously celebrates the beginning of its activities in the Amboseli landscape – a history just as rich and old. Several technical interventions have been piloted and improved in Amboseli and successfully scaled up in other landscapes. The pioneering initiatives included grass seed banks in Mbirikani, the rain dance music event and grazing management. Rainwater harvesting techniques such as Vallerani ploughing and bunds have also been successfully piloted in Amboseli. Owing to this history, several community learning missions have been hosted in Amboseli for other communities to see and learn from the Amboseli community.



6.2 GROWING OWN PROGRAMS

LANDSCAPE AMBOSELI, KENYA



Activities 2023

2023 has been a good year for communities in the Amboseli landscape. In 2021 and 2022, the Amboseli landscape, like most parts of Kenya, witnessed a devastating drought. We had lined up several activities that from the onset looked set up to fail. Despite these most challenging circumstances, we managed to keep the spirits high and succeeded in our aims, while we continued to motivate communities not to give up on restoration. In the Amboseli landscape, our activities can be broadly put into two categories: grazing management and the establishment and support of grass seed banks, both powered by rural communication. Television and radio were very powerful rural communication tools used to reach communities in the Amboseli landscape and beyond.

Here is a more in-depth look at developments for these two regreening interventions over the past year:

- **Grazing management:** Uncontrolled grazing by both wildlife and livestock is the number one challenge when it comes to mitigating land degradation in Amboseli. The obvious answer would seem for communities with large herds to reduce their herd sizes. In practice, this is not so clear-cut. It would involve asking them to change their lifestyle and find new livelihood sources, which would lead to unsustainable land use practices in rangelands, such as agricultural production. That's why, together with our partners, we are supporting land use planning and managing communal grazing by utilising both traditional practices (such as Olopololis-grazing reserves) and scientific research, such as vegetation monitoring. In 2023, even with the 2022 drought, communities practised grazing management successfully in Amboseli. They managed to have pastures even in the last quarter of 2023, boosted by the El Niño-rains. It comes as no surprise that in 2023, community groups outside the Amboseli landscape have been visiting Amboseli on several occasions to learn how they are managing grazing and sharing experiences. Some of these visiting communities are supported by ourselves while others are supported by partners. Apart from improving our current grazing management practices, we expanded in 2023 as well: we doubled the amount of Olopololis (grazing reserves) from 16 to 32.
- **Grass seed banks:** There are three grass seed banks in the Amboseli landscape: Lenkism, Meshanani and Noonkotiak. These sites receive very low rainfall of about 500-800mm annually. In a year of drought, the situation is even more dire. After the massive drought in 2022, the women managing these grass seed banks were therefore quite demoralised. That's why we focused on making the grass seed banks more climate-resilient in 2023 by incorporating rainwater harvesting techniques such as bunds and water retention trenches in the Meshanani site. We've been able to celebrate great success right away: the women in both Meshanani and Noonkotiak were able to harvest and sell grass seeds for the first time, thus improving their household incomes. Unfortunately, Lenkism did not receive adequate rain in 2023 for this intervention to have any effect.



6.2 GROWING OWN PROGRAMS



LANDSCAPE AMBOSELI, KENYA

Prospects for 2024

In 2024, we will first be celebrating the success of the grass seed banks in 2023 with the women who made all of this possible. During our launch of the grazing management plan and bylaws for Olgulului Ololarashi Group Ranch (OGR) we will be awarding the best-performing grazing management group to show our appreciation and inspire other groups. There are also some other plans for our programming in Amboseli for 2024:

- Our focus will be on sustaining our interventions and protecting the current gains we have made
- We will continue to support grazing management and provide technical support to the women managing the grass seed banks
- The reach of our rural communication efforts will be expanded so we can inspire more farmers to regreen their land sustainably



6.2 GROWING OWN PROGRAMS

LANDSCAPE AMBOSELI, KENYA



Results 2023

New area under restoration: **6,274 HECTARES**

New olopololis established and protected: **16 OLOPOLOLIS**

New grazing management plans developed: **1 GRAZING MANAGEMENT PLAN**

Number of exchange visits to other landscapes: **1 EXCHANGE VISIT**

Total results to date

Total area under restoration: **17,048 HECTARES**

Total number of olopololis established and protected: **32 OLOPOLOLIS**

Total number of grazing management plans developed: **1 GRAZING MANAGEMENT PLAN**

Total number of exchange visits to other landscapes: **3 EXCHANGE VISITS**

Total number of women participating in the grass seed bank project: **88 WOMEN**

Total number of grass seed banks established: **3 GRASS SEED BANKS**

Total number of bunds dug: **25,132 BUNDS**



6.2 GROWING OWN PROGRAMS



LANDSCAPE CHYULU, KENYA



6.2 GROWING OWN PROGRAMS



LANDSCAPE CHYULU

Landscape partners

Maasai community of Kuku Group Ranch; Maasai Wilderness Conservation Trust (MWCT), Disclosure, Bund investors, Big Life Foundation, corporate donors, State Department of Livestock-Kenya, Conservation International (CI) and International Union for Conservation of Nature (IUCN).

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've been working for the last 8 years, is located within the Chyulu Landscape and covers an area of 1200 km². It's 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, all heavily dependent on the land for their livelihood. Big Life's Area of Operation (AOO) covers approximately 1.6 million acres of the Amboseli-Tsavo-Kilimanjaro (Greater Amboseli) ecosystem in East Africa.

The majority of the inhabitants are Maasai. The Maasai are traditionally pastoralists and live in scattered semi-permanent villages or bomas. Although pastoralism is still the main occupation of the Maasai living in Kuku Group Ranch and Mbirikani, they're also diversifying their income sources. Farming now occurs in the remaining wetland areas and along the rivers. Sadly, there's extensive land degradation in this landscape. The main drivers are overgrazing, poor grazing practices and management, and climate change. To help restore the land and improve people's livelihoods we, together with our partners in this area, are focusing on rainwater harvesting by digging bunds and setting up grass seed banks with Maasai women's groups, which generates an additional source of income.



6.2 GROWING OWN PROGRAMS



LANDSCAPE CHYULU

Justdigggit history

We started restoring the degraded areas in the Chyulu landscapes back in 2015. Since then, we've set up five grass seed banks in Moilo, Enkii, Inkisanjani, Olkaria, Olorika, Nolasiti and Enkusero and dug over 390 thousand bunds within Kuku Group Ranch. We did this together with our partner MWCT, the rangers who protect the regreened areas and the Maasai women's groups who manage and maintain the grass seed banks.

Recently, we started working in Mbirikani group ranch with Big Life Foundation and we have so far managed to dig over 20,000 bunds!

Activities 2023

We were able to significantly increase our regreening efforts in Chyulu last year. Here's an overview:

- So far, we've dug and seeded a total of 351,768 bunds in Kuku Group Ranch and 17,145 bunds in Mbirikani group ranch
- In total, 3834 hectares of land have been brought under intensive restoration with bunds and grass seed banks. This is the outcome of a joint effort with partners and communities within the area. Regreening is done together!
- Awareness creation among the leaders, grazing committees of different group ranches and the community has been a pillar of success in our restoration efforts
- We started restoration work with Big Life Foundation under the TWENDE (Towards Ending Drought Emergencies in Kenya) programme

Prospects for 2024

In 2024, our main focus will be on constructing even more bunds in Chyulu to help improve the areas' soil and climate resilience:

- We will start digging bunds in the areas of Iltilal (Kuku Group Ranch), Rombo (Rombo Group Ranch) and in Mbirikani Group Ranch. A total of 114,792 bunds will be dug
- We will establish at least 4 new grass seed banks with MWCT and at least 6 grass seed banks with BLF as part of the TWENDE project
- We have planned trainings to build the capacity of the women's groups responsible for the grass seed banks
- Awareness-creation meetings with the community
- We will work on a long-term plan to ensure the sustainability of our projects in the future

6.2 GROWING OWN PROGRAMS



LANDSCAPE CHYULU

Results 2023

Area under restoration:

1,691 HECTARES

New bunds dug:

109,365 BUNDS

New grass seed banks established:

2 GRASS SEED BANKS

New women participating in the grass seed banks project:

42 WOMEN

Total results to date

Total area under restoration:

3,834 HECTARES

Total number of bunds dug:

368,913 BUNDS

Total number of grass seed banks:

7 GRASS SEED BANKS

Total number of women participating in the grass seed bank project:

126 WOMEN



6.2 GROWING OWN PROGRAMS



LANDSCAPE

**SOUTH RIFT,
KENYA**

6.2 GROWING OWN PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA



Landscape partners

Maasai pastoral communities, South Rift Association of Land Owners (SORALO), IKEA Foundation, Aidenvironment and MetaMeta.

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 southern 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. It supports some of the richest mammal diversity in the world. South Rift is home to Maasai pastoralists: a nomadic or semi-nomadic community whose main source of income is livestock keeping. Together with our partner SORALO, we 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.

Each landscape is unique in its own way and faces its own challenges. A major problem in the South Rift for example is the presence of invasive species, that threaten pasture health and therefore the livelihoods of the Maasai community who depend on pastoralism as a way of life.

Prosopis Juliflora (known locally as 'Mathenge') is an invasive, evergreen thorny tree that flourishes in the drylands. Native to Mexico, it was introduced in Kenya to regreen Kenya's arid lands. While it transformed the arid areas into a green carpet of forest, the tree is very invasive with negative consequences to the communities. It takes over pasture land and both communities and wildlife can not use the land to graze anymore as the thicket is usually inaccessible. The Prosopis Juliflora also blocks community and wildlife routes to water points and roads. This predisposes people to human-wildlife conflict as people meet with wildlife on narrow roads with nowhere to escape.



6.2 GROWING OWN PROGRAMS

LANDSCAPE SOUTH RIFT, KENYA



Justdiggit's history

Justdiggit and SORALO started collaborating in 2021. Both organisations complement each other perfectly: SORALO is largely a conservation-oriented organisation that is more into leaving rangelands to rest without any intervention to restore the land. However, where the rangeland is too degraded, the need for physical intervention increases and that's where our experience and expertise come in. We started our work with small pilots in the South Rift which proved successful in demonstrating to SORALO and the communities that physical intervention for extremely degraded lands works if combined with resting (grazing management.) Together with SORALO, we have since implemented small pilots and are looking forward to large-scale restoration projects together.

Activities 2023

Given the dangers it presents to the areas' communities and wildlife, managing the invasive species *Prosopis Juliflora* was one of the main focus points of 2023 in the South Rift:

- Communities opened pathways to water points, homesteads and markets to reduce human-wildlife conflict
- Communities in the South Rift also did pilots to reclaim lands colonised by *Prosopis* by removing the *Prosopis* trees and replacing them with rangeland grasses

Of course, we also did what we do best: helping to implement rainwater harvesting interventions! Here are some of last year's activities related to this:

- We were able to pilot multiple rainwater harvesting interventions within the area that will help the highly degraded lands to recover. We also aimed to demonstrate the effectiveness of these relatively simple and easy-to-replicate techniques to communities. These techniques included stone lines, water retention ditches and bunds
- We constructed small water reservoirs to extend grazing time in wet-season grazing areas to protect dry-season grazing areas from premature grazing
- We helped improve and enforce grazing management in dry-season grazing areas (West of the river Ewaso Ngiro) and wet-season areas (East of the river Ewaso Ngiro).



6.2 GROWING OWN PROGRAMS



LANDSCAPE SOUTH RIFT, KENYA

Prospects for 2024

2024 will be an ambitious year for our programme in the South Rift. Apart from ensuring the sustainable continuation of our previous interventions, we are very excited to implement and try out new things to scale up greening in this landscape together with our programme partners and the communities:

- To start with, we will regrow 499,172 trees through natural regeneration (Treecovery) as part of the AFRI100 initiative
- Two additional grass seed banks will be established, increasing the number of grass seed banks in the South Rift from 4 to 6.
- We will be digging 14,993 bunds. About 5000 of these will be on a plot of land dedicated to Gino Mäder, a former Swiss professional cyclist and ambassador for greening who tragically passed away last year. His fans came together in a truly heartwarming way and continued his dedication towards the greening of our planet by donating these bunds in his name. You can read more about this [here](#).



6.2 GROWING OWN PROGRAMS



LANDSCAPE SOUTH RIFT, KENYA

Results 2023

New bunds dug: **148 BUNDS**

New water harvesting trenches dug: **124 WATER HARVESTING TRENCHES**

New total length water harvesting trenches: **1116 METRES**

New grass seed banks established: **4 GRASS SEED BANKS**

New women participating in the grass seed banks project: **80 WOMEN**

Total results to date

Total number of bunds dug: **2357 BUNDS**

Total number of olopololis established and protected: **4 OLOPOLOLIS**

Total amount of water harvesting trenches dug: **891 WATER HARVESTING TRENCHES**

Total length of water harvesting trenches dug: **8019 METRES**

Total number of grass seed banks established: **4 GRASS SEED BANKS**

Total number of women participating in the grass seed bank project: **80 WOMEN**



6.2 GROWING OWN PROGRAMS



LANDSCAPE

**NORTHERN
LANDSCAPE**



6.2 GROWING OWN PROGRAMS



LANDSCAPE NORTHERN LANDSCAPE

Landscape partners

Maasai community; Samburu community, Borana and Somali community, Westgate, Kalama Conservancy, Biliqo Bulesa Conservancy, Northern Rangeland Trust (NRT), Green Earth warriors, Wyss academy of nature, State Department of Livestock-Kenya, Conservation International (CI), and International Union for Conservation of Nature (IUCN).

General information about the landscape and Justdiggit's involvement

The Northern landscape lies within the northern rangelands of Kenya. It occupies the northern counties of Kenya including Laikipia, Isiolo, Samburu and Marsabit. Our programme partner in the area is Northern Rangelands Trusts through Westgate, Kalama and Biliqo Bulesa conservancies. The majority of NRT Community Conservancies (80%) encompass pastoralist communities dependent on livestock rearing for their livelihoods. These pastoralist communities come from different ethnic groups including Samburu, Maasai, Borana, Somali, Turkana, Rendille, Gabbra, Pokot, Lchamus, Orma and Wardei. Traditional rangeland management strategies inherent in all these different cultures are adapted to the arid and semi-arid lands inhabited by these communities. These strategies allowed pastoralists to adapt to the variability in rangeland resources and climate inherent in the pastoralist production systems. Livestock themselves have evolved to be highly adapted to these arid environments and represent a low-input model; high numbers of small, low-quality livestock are more resilient to climatic variation and droughts than herds of fewer, higher quality (especially non-indigenous) breeds.

Justdiggit history

We started restoring the degraded areas in the Northern landscape in 2023, together with our programme partner NRT. Since then, the communities managed to dig over 22,000 bunds in the Kalama and Westgate conservancies.

6.2 GROWING OWN PROGRAMS

LANDSCAPE NORTHERN LANDSCAPE



Activities 2023

We started our greening efforts in the Northern landscape last year under the TWENDE (Towards Ending Drought Emergencies in Kenya) project. Here are last year's highlights:

- A total of 5,770 bunds have been dug and seeded in Kalama Conservancy and 16,340 bunds in Westgate Conservancy
- A total of 472 hectares of land was put under intensive restoration in 2023. This results from a joint effort with our programme partners and the communities in this landscape
- Awareness creation among the leaders, grazing committees of different group conservancies and the community. This has been the pillar of the success of our restoration efforts

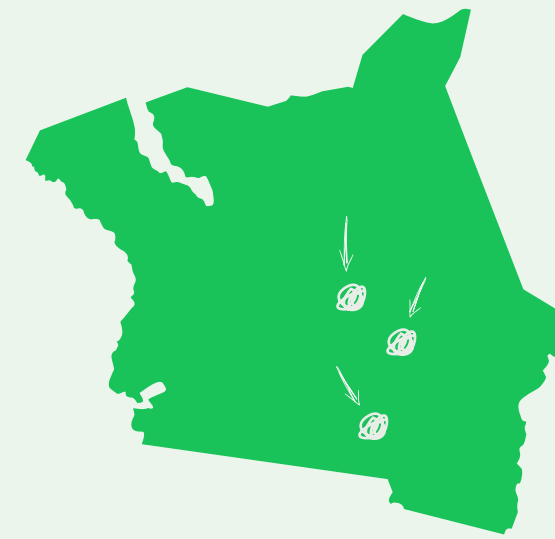
Prospects for 2024

In the year 2024, we will extend our work and continue digging in this relatively new landscape:

- A total of 80,000 bunds will be dug, with 34,300 new bunds in Kalama and 24,000 bunds in Westgate conservancy
- We aim to restore 1000 hectares and establish at least 6 grass seed banks with NRT
- Awareness-creation meetings with the community
- The organisation of several training sessions to build the capacity of the women's groups responsible for the grass seed banks



6.2 GROWING OWN PROGRAMS



LANDSCAPE NORTHERN LANDSCAPE

Results 2023

New area under restoration:

472 HECTARES

New bunds dug:

22,110 BUNDS

Total results to date

Total area under restoration:

472 HECTARES

Total number of bunds dug:

22,110 BUNDS

Total number of grass seed banks established:

2 GRASS SEED BANKS

Total number of women participating in the grass seed bank project:

40 WOMEN



6.2 GROWING OWN PROGRAMS



GRASS SEED BANK ENTERPRISE

In 2024, we plan to set up a social enterprise that will function as an umbrella organisation of the growing list of grass seed banks in Kenya. This enterprise shall secure the income for the women's groups who own the grass seed banks, providing them with training, certification of native grass species for trading and market access. Through this enterprise, we will be able to supply our landscape restoration projects and those of other organisations with native grass species and support the livelihoods of pastoral women.

6.3 BOOSTING OTHER PROGRAMS

As we continue to develop Boosting Other Programs to help create a more sustainable future for our planet, we find new and innovative ways for this regreening movement to grow. After all, only by large-scale cooperation and growing existing and new regreening networks can true positive change happen. For now and in the years to come, we continue to focus on supporting and scaling the work that our partners are doing. We want to further develop our Behaviour Change Communication offering and share this through both innovative and scalable methods with all our partners in this space.

This year, we have made great progress in developing new methods to boost the programmes of partners and have had some important learnings. We'll take you through it!

Activities & Impact in 2023

We celebrated significant milestones in our collaboration with GIZ through **the Forests4Future programme:**

- This pilot initiative proved successful, capturing the hearts and minds of hundreds of thousands of individuals spanning Togo, Ethiopia, and Madagascar. Through our efforts, we delivered over 200 impactful communications outputs, securing 3,700 media placements across all three countries
- Our movie roadshow activities, spanning across the abovementioned nations, resonated with over 7,000 enthusiastic attendees. This helps create a wave of awareness and engagement for regreening using nature-based solutions
- Our strategic deployment of communication mediums across the three countries, including dynamic billboards and captivating murals, contributed to an estimated outreach of 1.7 million individuals from a wide spectrum of society

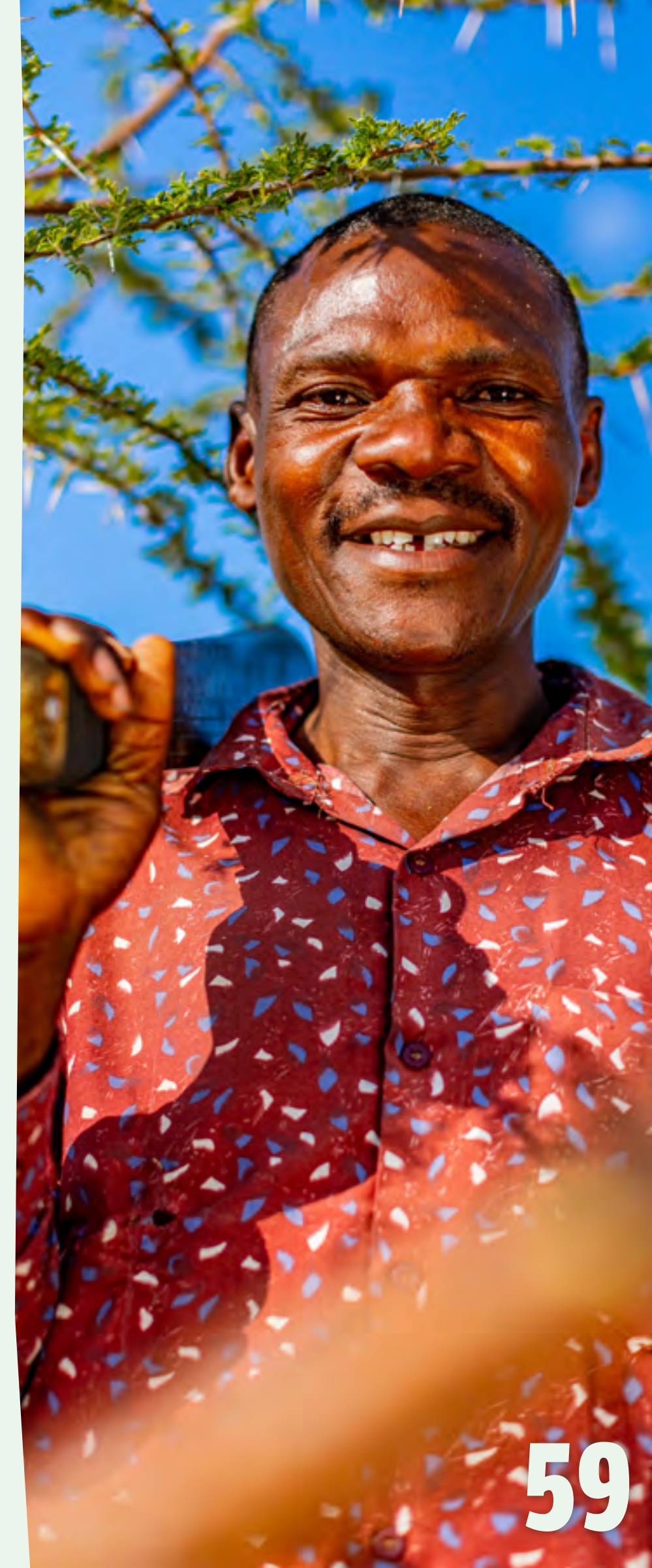
Furthermore, our collaboration in Kenya, spearheaded by the GEA, continued to develop:

- This programme engaged a diverse array of organisations such as WorldVision, Selfhelp Africa, ICRAF, the Greenbelt Movement, Africa Harvest, and the AFR100
- A significant milestone was achieved with the completion of our County Rural Community Assessment Report. This research document helped us craft our County Campaign Plans and County Communication Strategies for the project
- Throughout the year, our involvement in various capacity-building activities facilitated by both GEA and World Vision enriched our understanding of the programme. These insights served as valuable resources in enhancing our approach to help foster sustainable livelihoods for communities in the region

Prospects for 2024

In the upcoming year, we are focused on partnership expansion and refinement of our behaviour change communication strategies. We will actively participate in global and regional initiatives, engaging with partners and practitioners to champion the transformative impact of effective behaviour change communication within influential movements like AFR100. Other exciting prospects for 2024 are:

- Close collaboration with the Digital Regreening team at Justdigg it to scale our behaviour change communication best practices in a dynamic and captivating manner, to amplify regreening efforts and extend our impact using digital means
- An expansion of our team and the formulation of our 2024 Strategy, which aims to fortify our partnerships, leverage additional expertise, and scale our initiatives to unprecedented heights
- We will continue our commitment to supporting our partners through the sharing of insights and best practices, catalysing collective growth and impact so we can regreen and cool down the planet together.





6.4 DIGITAL REGREENING

Justdiggit's overarching goal is a world where climate change has been reversed and mankind lives in balance with nature. For us, the way forward is clear: encouraging community-led land restoration initiatives on a global scale to cool down the planet. We want to play our part by ultimately enabling 350 million subsistence farmers and pastoralists in Sub-Saharan Africa to regreen their own land by 2030.

Although our impact thus far has been impressive, it's currently not enough to reach this ambitious goal. However, we have come up with a plan to take our impact to the next level: going digital. With our new Digital Regreening Platform, we can leverage over a decade's worth of regreening experience and start scaling up exponentially.

Activities & Impact in 2023

After years of strategizing and securing funding, the Digital Regreening Platform finally materialised in 2023. We have built a dedicated Digital Regreening team and have built the first version of the app which we have extensively tested with smallholder farmers in Tanzania.

What is the Digital Regreening app?

The Digital Regreening app teaches smallholder farmers and pastoralists about successful methods to regreen their land. Farmers can install the app to learn how to get better crop yields, healthier and more productive farmland and improve their livelihood resilience. Farmers do this on their own terms: they learn what they want, whenever they want it. By using location data, we provide farmers with detailed advice and practical support to manage and restore land – without us having to be physically present. This will truly scale up the regreening revolution!

"NGO'S ALWAYS GIVE EDUCATION AND DISAPPEAR, BUT NOW I CAN DOWNLOAD AN APP THAT STAYS ON MY PHONE AND I CAN LEARN WHEN AND WHAT I WANT." (farmer in Arusha, November 2023)

Educational content

We don't invent the techniques in the app ourselves. We build upon a combination of ancient methods, the works of academia, experts and knowledge from institutions like WOCAT, FAO and Wageningen University to select the techniques and gather all the knowledge about the techniques. We have already identified dozens of easy and successful regreening techniques that can be trained using digital channels. We gather, curate and publish these methods on greener.land, for everybody to use.

Our team of copywriters, designers, photographers and UX researchers translate the knowledge into an engaging experience. Just like how we translated the technical topic of 'FMNR' to 'Kisiki Hai' which made the content engaging and activating to farmers. We make use of the latest technology like AI-generated characters to prototype rapidly, and provide a personalised experience. Our app analytics and feedback from farmers allow us to continuously improve the content. At the time of the launch, we will have 10 courses, but that number will steadily grow to support the full scope of farmers and pastoralists in Sub-Saharan Africa.

Prospects for 2024

We will celebrate a major milestone in 2024: our launch in Tanzania! Here are some things we will be working on in the upcoming months:

- Apart from the app development, we have been preparing a launching campaign to reach people through traditional and digital communication channels to inspire them to download the app
- Measuring our goals, from app downloads and shares to completed courses and reported impact will prove to be vital in learning where we can still improve the application and which launching activities are most successful. We take these learnings to prepare the launch in Tanzania first, and other countries soon thereafter
- With the Digital Regreening Platform, we want to reach people digitally in new geographical locations, but will also invest in strengthening programmes of our existing implementing partners

6.5 AWARENESS CAMPAIGNS

1. GLOBAL

Our global online and offline awareness campaigns are developed to promote nature-based solutions and to inspire, unite and activate an entire generation of regreeners in one landscape restoration movement.

Our approach is to regreen hearts and minds by delivering the right message, to the right audience at the right time. Our network of media partners helps us spread this message and spread the green.

Activities & Impact in 2023

Most of our communication efforts are focused on Europe and Africa. That's why you will find most highlights later in this section. Here is already an overview of some of our communication activities that apply globally!

Jingle Jam 2023

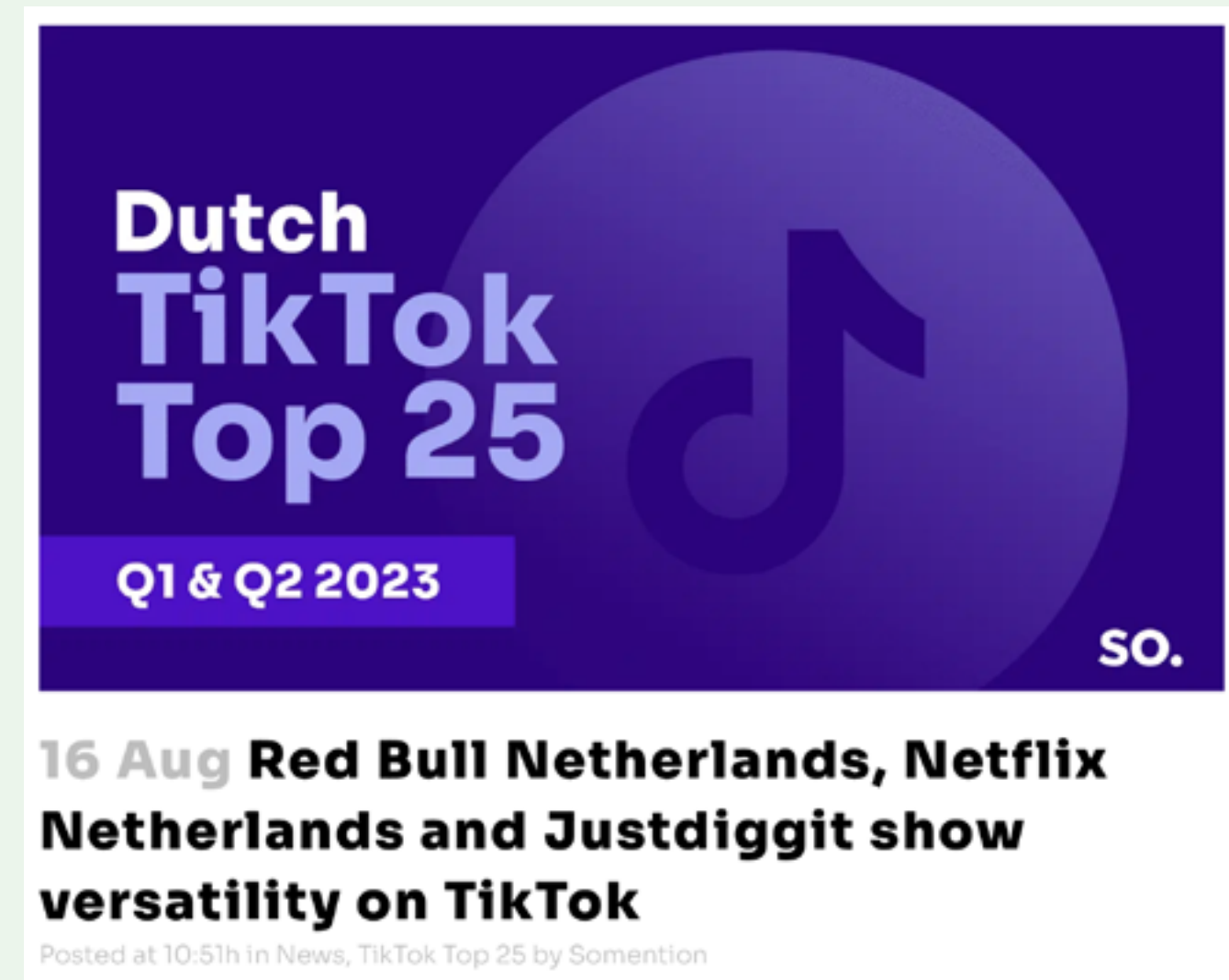
We were one of the 12 charities chosen to take part in the annual Jingle Jam fundraising event in December. Jingle Jam is the world's biggest gaming charity event which has raised over £25 million for charities since its launch. This year, hundreds of gamers, streamers and content creators from all over the world joined forces to raise funds for the 12 charities resulting in donations to Justdiggit of over £211,000! The funds raised will go towards regreening projects in Tanzania and the development of our mobile app.



Growth on social media

Our presence on social media grew rapidly in 2023, increasing our brand awareness among a wide audience in both The Netherlands and the rest of the world. Especially our TikTok channel, which we created last year, has seen a massive increase in popularity. **We are now the third-most popular brand in The Netherlands on TikTok** and several of our videos went viral on this platform.

By the end of 2023, we had 261,346 followers on TikTok and 48,654 on Instagram. On Instagram, we've started to use the social shop features to promote our bunds, to make our messaging more concrete and to add a specific call to action.



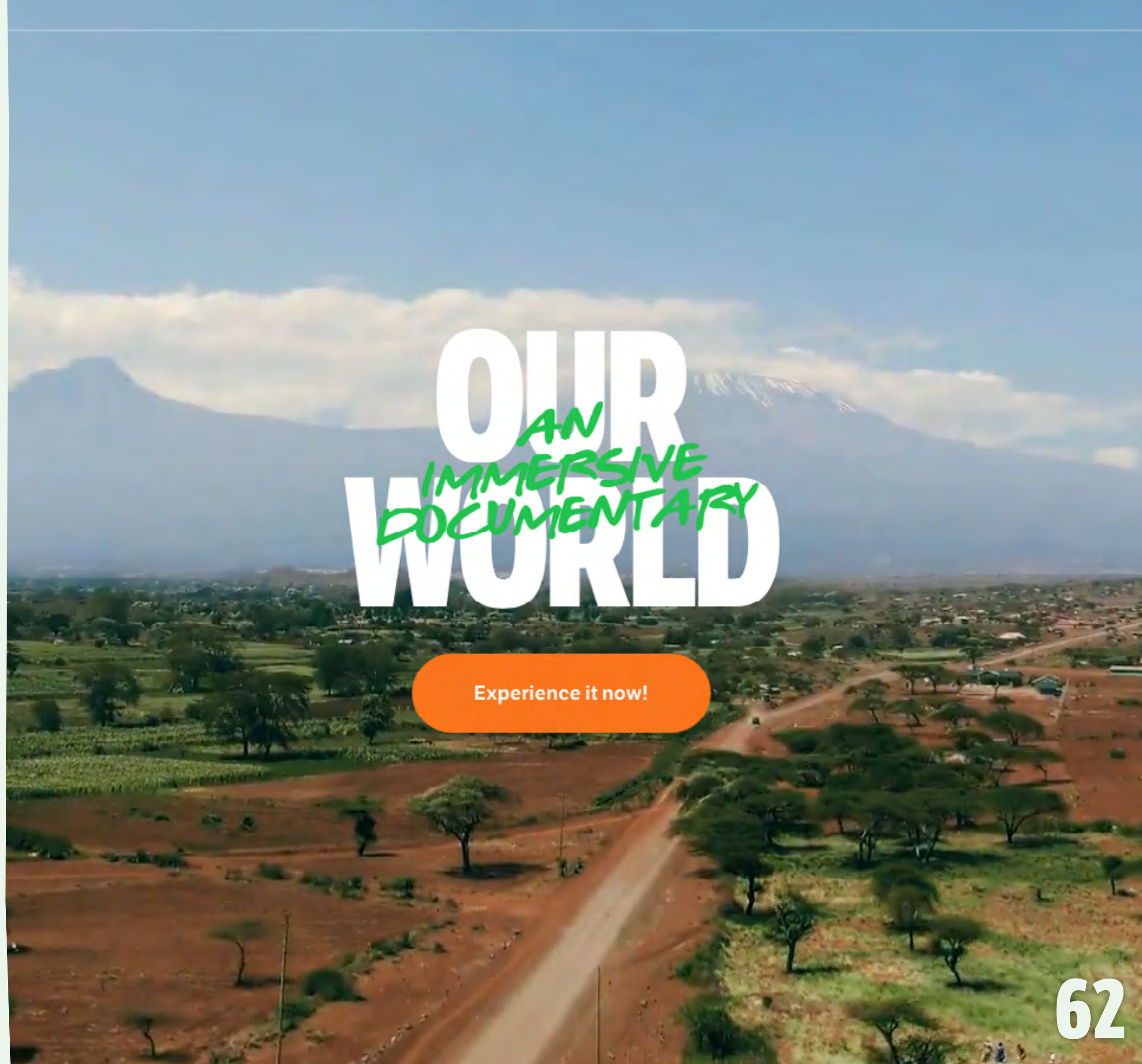
6.5 AWARENESS CAMPAIGNS

1. GLOBAL

Prospects for 2024

Despite our great results last year, we aren't done with raising awareness until everyone knows about the essential role of nature-based solutions in the much-needed cooling of our planet. You can expect some major and exciting launches from us next year:

- In early 2024, we will launch 'Our World': an interactive 360° documentary that allows people to visit our project areas using their laptop, smartphone or VR headset
- In July 2024, we are planning to launch our regreen app in Tanzania which will enable farmers to regreen their land. To make sure that as many people as possible know about this, we will create a nationwide campaign
- Simultaneously we are launching Team Regreen, with which we aim to reach millions of football lovers across the continent of Africa (more to follow soon...)
- Jingle Jam has opened up the opportunity for us to become part of this fundraiser for a second year in a row. Our application for Jingle Jam 2024 is currently in process!





6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2023

The Netherlands

Partners

Ad Alliance, Alpha Tango, BlowUP Media, Centercom, Clear Channel Outdoor, CS Digital, DEPT Agency, HavasLemz, JCDecaux, IDS Animatie Studio, Jean Mineur Mediavision, Kinetic Nederland, Lama Lama - Digital Agency, LIJM, Soundsright, Milkshake Research, Non'Ye Business, OBI4wan, QMusic, Stroom, Talpa Network, The Groundbreakers, Wolfstreet, Memo2, National Geographic, Nanda Hagenaars, Netprofiler, TikTok, Pumpkin Spice, Safi Graauw, Rubinstein, Storytel, Nationale Postcode Loterij.

In 2023 our 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 media agency Stroom, we've been able to broadcast our campaign on the commercial channels of Ad Alliance and Talpa Network. Approximately **11 million people** were reached by our TV campaigns!

Thanks to Jean Mineur Mediavision, our campaign had great exposure in cinemas nationwide. Furthermore, our radio campaign featuring our ambassador Floortje Dessing was aired on numerous radio stations. Thanks to blowUP media and JCDecaux our (D)OOH content has been visible throughout the country.

A major highlight of our year was the development of the interactive 360° documentary called 'Our World' together with Lama Lama, Wolfstreet and Soundsright. It allows us to show our projects to the entire world, without having to transport anyone to the project areas. Using a laptop, smartphone or VR headset, the viewer explores the beautiful Kenyan and Tanzanian landscapes and learns about the great potential of large-scale, community-led greening as if they were right there with us.

Our World be launched with an event in January 2024 and the interactive documentary can be experienced [here](#).

6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2023

The UK

Partners

Alight Media, BlowUP media, Harvard PR, JCDecaux, Ocean Outdoor, Digital Cinema Media, Land Securities (Piccadilly Lights), Mediavision, Open Media, The Times, The New Statesman magazine, The Guardian, The Evening Standard, The Financial Times, Jingle Jam.

Justdiggit started campaigning in the UK in 2020. Since then, we have achieved 10% prompted brand awareness throughout the UK. This wouldn't have been possible without the support of our incredible partners who do what they do best: communication strategy, key message development, and last but certainly not least, getting us exposure.

In 2023 we had year-round, nationwide exposure on Digital Out-of-Home screens and our latest ad campaign ran across 75% of UK cinemas throughout the summer. We also secured multiple advertisements in the print editions of The Financial Times, The Times, The Guardian and The Evening Standard, reaching new audiences. In December we achieved a long-standing goal by securing a 'takeover' slot on the world-famous Piccadilly Lights screen in central London for which we made a new film and which we amplified via our social channels.

As well as sponsored media, it was the second year where we also appeared in earned media in the UK, from online, to print as well as podcasts and industry panels, via The New European, Tech Talks Daily and SG Voice.

One of the highlights, which we mentioned above, was Jingle Jam 2023. We were one of 12 charities chosen to take part in this annual fundraising event. Apart from our debut in the world of gaming, this was a very successful event for us as hundreds of gamers, streamers and content creators joined forces to raise funds for the 12 charities resulting in donations to Justdiggit of over £211,000.



6.5 AWARENESS CAMPAIGNS

2. EUROPE

Activities & Impact in 2023

Germany

Partners

Ad Alliance GmbH, Der Spiegel, Havas Düsseldorf, Havas Frankfurt, SevenOne Media GmbH, Sky Media GmbH, Ströer DERG Media GmbH, TM-TV GmbH, Visoon Video Impact GmbH & Co. KG, BlowUP media, Harvard Engage!, For Our Planet, IMPCT.

In 2023 we were visible on many different platforms and via different media throughout Germany. Think of (D)OOH, info & facts screens thanks to Stroer, papers and TV. In October we were part of the Green Seven Week – a week all about sustainability!

Belgium

Partners

Together with BlowUP media, we continued our exposure in Belgium in 2023 with Digital Out-of-Home visibility in Knokke and Antwerp. We plan to continue this in 2024.



6.5 AWARENESS CAMPAIGNS

2. EUROPE

Outlook for 2024

The Netherlands

For 2024, we plan to continue what we started in the last years: increasing our brand awareness and getting the word out! We will start with the launch of the interactive documentary 'Our World'. This will be launched via social media, DOOH and in cinemas. Furthermore, we will host a JDI event at Amaze Amsterdam and send out press releases to spread the message even further. In February, our new Communications Manager NL will start and she will fully focus on current and new (media)partnerships.

We will also continue broadcasting our TV and radio commercials and displaying our Digital Out-of-Home campaigns. We are at the start of new partnerships with TikTok agencies and we are reaching out to new (potential) Dutch ambassadors and influencers.

As always, our focus in 2024 will be our long-lasting relationships with our different media partners and potential partnerships with organisations who can support us in our mission.

The UK

We will continue to grow our brand awareness in 2024 and seek to sharpen the messages in our advertisements by asking directly for donations and creating more contextual messages. We will also seek to expand our list of partners who support our mission and partner with UK-based ambassadors to reach an even wider audience.

Germany

For 2024 we aim to increase our brand awareness in Germany to at least 12%. We will continue to focus on TV and we aim to be visible in German cinemas. Digital Out-of-Home will also be in 2024 a very important part of our communication strategy. Podcast, magazines and businesses are getting more and more important, just like reaching out to new potential influencers and ambassadors to help spread our message even further.



6.5 AWARENESS CAMPAIGNS

3. AFRICA

Grassroots communication is essential in bringing about the change our planet needs. We use it to make people from communities in and around our project areas aware that there are solutions for large-scale land degradation – and that these solutions are practical and relatively easy to apply.

To reach and inspire as many people as possible, our rural communication strategy is a central part of our overarching strategy to regreen landscapes in Sub-Saharan Africa. We use communication tools such as movie roadshows, radio programmes, murals and SMS services.

Activities & Impact 2023

As most of our regreening activities take place in Kenya and Tanzania, we are mostly focused on raising awareness among farmers, pastoralist communities and city-dwellers (who often have strong ties to rural areas) in these countries. Here are some of last year's highlights that helped us achieve this.

Organising exchange visits

Peer-to-peer learning and the exchange of ideas between different communities have proven to be one of the most successful ways to help this regreening movement grow. Last year in South Rift in Kenya, we helped organise a community awareness exchange visit where a team from SORALO and the Ngurumani project area visited the Olgulului Olerashi Group Ranch to learn about the Grazing Management Plan and Strategy. This helps the farmers to better understand and respect the grazing rules, which allows the land to recover.

Increasing visibility

We took our ad campaign a notch higher by partnering with Digital Mara to have our content displayed at the Jomo Kenyatta International Airport in Nairobi. It truly was a green take-over! Digital Mara also helped increase our visibility with billboards in strategic places in Nairobi, Tanzania, and Zambia.



We hit the Tanzanian airwaves

We were featured on national, regional and local television and radio stations in Tanzania, bringing our messaging to millions of farmers, pastoralists, and even schoolchildren in the countries where our projects reside. We launched the Husisha Radio Programme where we signed a partnership MOU with 4 community-focussed radio stations (Manyara FM, Safina FM, Dodoma Radio, and Standard Radio) within the area. The pilot radio programme is currently running till April, 2024.



6.5 AWARENESS CAMPAIGNS

3. AFRICA

Appearing prime-time in Kenya

Just like in 2022, we were able to spread our message on television! Jackie, our Landscape Restoration Quality Coordinator, was featured on prime-time national television in Kenya where she promoted our work and inspired a large crowd with the impact we've made thus far. You can watch her appearance at NTV-Kenya [here](#).

On top of that, K24 made a five-part series about our work in the South Rift in Kenya. Thanks to this extensive coverage, we had the opportunity to not only talk about bunds but also explain how we work with the community to create stone lines that protect the area against flash floods and how we assist in the removal of the invasive species *Prosopis Juliflora*.



Africa Climate Summit

2023 had another surprise in store for us: we hosted a booth at the Africa Climate Summit in Nairobi! Here, in the very heart of the continent's activities for climate action, we had the opportunity to share our success stories and to find more programme and funding opportunities in the region. Many people came to visit our booth, including high-level dignitaries who wanted to partner with us.



Getting things off the ground in Senegal

In 2023, we had an initial ground communications survey in Senegal to map out potential channels of awareness and communications in Senegal. We have currently made a communications strategy with Havas Senegal.

Open Planet

In September, we went on a field trip to Kuku Group Ranch in Chyulu Hills with Silverback Films. This is the production company that created David Attenborough's most acclaimed works, such as *Our Planet* and *Wild Isles*. They are developing [Open Planet](#), an open-source platform that provides video footage of both the drivers of and solutions to climate change for everyone. Their idea is to inspire people to tell their own stories about climate change. You can now download all Justdigg content from the platform and use it to inspire, educate, and activate others to join our regreening movement!



6.5 AWARENESS CAMPAIGNS

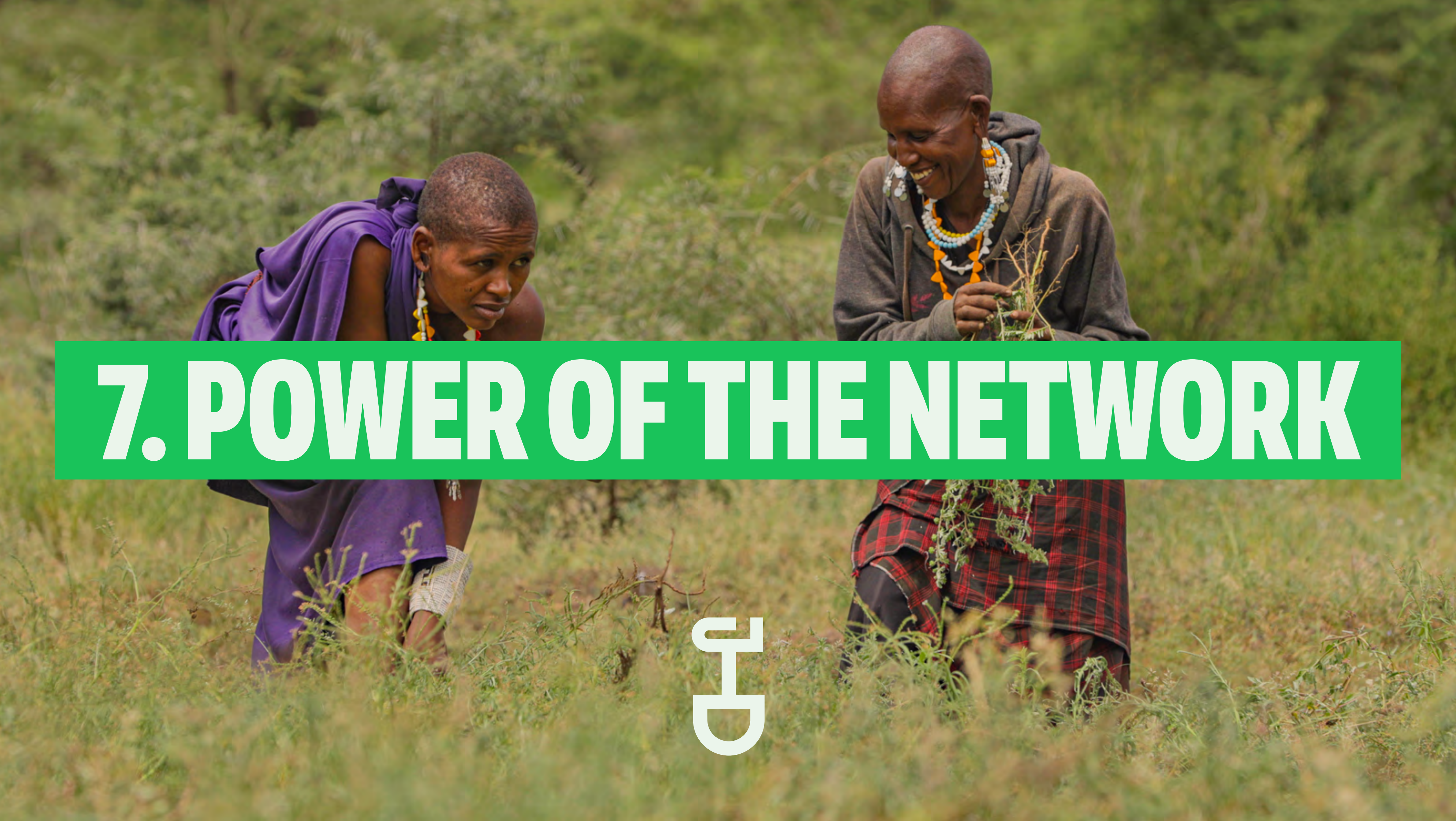
3. AFRICA

Prospects for 2024

As you can see, 2023 was a fruitful year when it came to raising awareness for our projects in Africa. Next year we want to continue on this path and focus on some exciting launches:

- We aim to continue our extremely popular movie roadshows in villages and communities across our landscapes in Tanzania, and to launch these in Kenya as well
- Our communication initiatives in rural landscapes will be augmented with other visual projects like our informative murals in rural communal areas, such as schools, social halls and community buildings. We also plan to use localised community radio programmes for this purpose
- In July 2024, we are planning to launch our regreen app in Tanzania which will enable farmers to regreen their land. To make sure that as many people as possible know about this, we will create a nationwide campaign
- Simultaneously we are launching Team Regreen, with which we aim to reach millions of football lovers across the continent of Africa (more to follow soon!)





7. POWER OF THE NETWORK

3

7. POWER OF THE NETWORK

GLOBAL AND REGIONAL PARTNERS

Global and Regional Partners
AFR100
ESA
Global Evergreening Alliance (GEA)
IMPCT Hamburg
UN Decade of Ecosystem Restoration

FUNDING & SUPPORTING PARTNERS

1%fortheplanet
24theplanet
333Travel
ACS audiovisual
ADER
Advanced Climate Systems BV
Adventure Specialists B.V.
Advocaten van nu
Affinity Group
Agrisynergie
Amor Luminis
Anera Export B.V.
Ars donandi
Arv & Co
AYA Label
BakerTilly
Bluebox Events – TUDelft
Boatbiketours
Boja
Boska
Boterwaag Den Haag B.V.

Bramsnatuur
Brandsolo B.V.
Bro 4 B.V.
Bridgestone Mobility Solutions
Brillen Atelier
Budget Broodjes
Byzondere Reizen
CtrlChain
Condor Carpets
Cormorant commodities
Costa Firma Advisory
Cortazu
CMA CGM
Charlies Travels
De Agile Testers
De bouwmarktshop
Dentons
De Wilde Wind Holding
DECIDE B.V.
Die2 Dienstverlening
Green Got
Don Diablo
Doneasy
Duguneh
E-Flight Academy
E Motion
Energie Aalsmeer Duurzaam
Epic Foundation
Erbacher
Explore Tanzania

Ezeep
Fairticken
Falco Lines B.V.
Fiber Optic Works B.V.
Fruitbedrijf Bloeiend Merm
Fugro
GeefeenBoompje.nl
Gerdes Landwehr
GoconnectIT
Global Transport Solutions
Gezondheidscentrum Voorschoten
Handig Goed
Het Consultancyhuis
Hexagon
HolieFoods
Homerr B.V.
Hottentot Spices & Herbes
Human Dimensions B.V.
Hogeschool van Amsterdam
Iconic
Idexx Foundation
Ikea Foundation
Interimage
InTime
Janado GmbH
Jos Schmitz Holding
JustNimbus
Klimbos Paasloo
KMCCchain
Koninklijke Van der Most B.V.

Kwadro
Landsec
Leaf Advies B.V.
Lievaart Slaghuis Pallethandel BV
Limegreen
Loylogic
Manitou
Matoke Tours
Matt Faces
Mccoy & Partners
MCT Center/ Youfone
Miani Caffé
Milkywire
Moving Spirits
Mr Marvis
MTD
Mud jeans
Nationale Postcode Loterij
Natsanna - Tauron Ventures GmbH
Nedap
Night Star Express Hellmann B.V.
NNEK
Nutrifoodz
Objective Recruitment
Open Social
Otterfonds
Ouderkerks Goud
Panthion B.V.
Pinwheel



7. POWER OF THE NETWORK

Anonymous Foundation
Rabobank Foundation
Route Partners
Scancard B.V.
Scildon N.V.
Selveza Green Beer (Nhow Amsterdam Rai B.V.)
Shoesme International BV
Splendid-Life
Sterkur
Stichting Virtutis Opus
Stichting Summer Fund
Stichting Fonds Neven en Nichten van Zadelhoff
Stichting de Hoorn
Stijl Advocaten
Stock Point Cosmetics
Store Du Nord
Storytel
Stykm
Suppleam B.V.
Sur La Iri B.V.
T Gymlokaal B.V.
Terramatch
Textectra B.V.
The Good Roll
The Groundbreakers
The Social Handshake
The Soul Community (Soul Water)
Tinka
TLT
Tony's Chocolonely

Treebytree
Treemore B.V.
TReNT Glasvezel
Tubble
Van Harper B.V.
Van der Breggen
Vecchia Borgata I Muri di Irma van der Linden
Voited
Visser
VIPS Trade & Consultancy S.L
Webfleet
Wegter Grootverbruik B.V.
Winclove
Wolf Dikken adviseurs
Wristler B.V.
Windpark Westerse Polder
Yugen Foundation
Wurth Elektronik
XD Design
Zoekgroen
ZOYO Travel

MEDIA PARTNERS

Ad Alliance
Alight Media
Alight Media
blowUp Media
Candid
Centercom
Clear Channel

CS Digital
DCM
DEPT
Digital cinema media
For You Agency
Google
Hammerfest
Harvard
Havas
Havas Africa
Havas Lemz NL
JCDecaux
JCDecaux
Jean Mineur Mediavision
Kinetic
Lama Lama
Lijm
Mediavision
Megawatt
Memo2
Mwananchi
Communications Ltd.
National Geographic
OBI4WAN
Ocean Outdoor
Open media
Qmusic
Rubinstein
Soundsright
Stroom

Talpa
TikTok
Waterbear
Wolfstreet

7. POWER OF THE NETWORK

PROGRAMME PARTNERS

Acacia
ACC
African Conservation Centre (ACC)
Aid Environment
Amboseli Conservation Program (ACP)
Amboseli Ecosystem Trust (AET)
Amboseli Land Owners Conservation Association (ALOCA)
Analytics for a better world
Anglican Development Services Eastern (ADSE)
Big Life
Blueteam Intelligence
CIFOR ICRAF
Climate Edge
Conservation Alive Kenya (COAKE)
Conservation International (CI)
De Natuurverdubbelaars
Face the Future
Freelancer Aline Alonso
Freelancer Cédric Ceulemans
Freelancer Jacob Haule
Freelancer Merel Hoogmoed
Freelancer William Critchley
Gainforest
Gamechanger
German Development Cooperation (GIZ)
Greenbelt Movement

Groundstation Space
JigJam
LEAD Foundation
Lynxx
Maasai Wilderness Conservation Trust
MetaMeta
MVIWAARUSHA
MVIWAMA
Nature Squared
Neko Media
New Nexus
Northern Rangeland Trust
NovioQ
OutSystems
Pastoral Women's Council
Planet Labs
Restor
Rain/Aidenvironment
RECODEF
SamSamWater
Seqana
Self Help Africa (SHA)
Smart Africa Group
South Rift Association of Land Owners (SORALO)
Spatial Insight
Tony Wild
TRIAS

URAPD (Regional Union of Peasant Associations of Diourbel)
Van Dinter Semo
Vrije Universiteit
Wageningen University
WorldVision Kenya
WRI
WWF Kenya
Wyss Academy



A group of women in colorful traditional African attire, including patterned headwraps and shawls, are standing outdoors. In the background, a crowd of children is sitting on the ground. The scene is set in a rural or village environment with trees and a building visible.

8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

At Justdiggit, we believe that everyone can be an ambassador for greening. That's why we work closely together with individuals and companies from all over the world who want to support our projects. Our partners come in all shapes and sizes, but have one thing in common: they are ready to use their business for good and take sustainable climate action to cool down the planet!

IMPACT OF 2023

In 2023, our Business Development and Fundraising team worked hard to create more funding for our projects and establish better and longer-lasting partnerships. Unfortunately, due to understaffing in the first half of the year, we have not been able to realise everything we had set out to do. However, in the second half of 2023, the team went through a significant transformation: Ronald van der Bij became our new Head of Global Business Development and Fundraising and two former interns were hired. The renewed team worked hard to become a central department within Justdiggit responsible for all fundraising activities, donations, and funding partners. In doing so, some great milestones have been achieved last year.

A renewed strategy

We have developed a more strategic approach based on three principles. The first one is **Fund Today**. In this principle, we focus on the funding requirements for the current year. The second principle is **Fund Tomorrow**. This principle focuses on long-term partnerships and donations to prepare the organisation for growth. And the third is **Fund Together**. Here, we focus on enabling everyone within our organisation (and outside) to help us bring in funding.

A new bund tool for sustainable gifting

Looking for a meaningful gift to surprise your customers, employees, or partners? With our new bund tool we developed last year, this becomes a no-brainer. This tool enables corporations to donate bunds certificates to relationships, turning corporate gifting into an opportunity to help regreen the planet. These certificates can be completely customised to your wishes and will help us expand our greening programmes in Sub-Saharan Africa.

Impact page

Last year, we completely revolutionised our impact reporting system and went digital. Our former reporting system consisted of a fixed PDF document where a partner would receive all information once a year. As of 2023, we have built a more dynamic digital personalised platform for all our gold and platinum partners. It's a portal where donors receive real-time impact data and the latest updates from the project areas they help regreen. It even allows them to see the project area from space!



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

NEW PARTNERSHIPS 2023

Last year, we happily welcomed 29 new partners. They're all on board to support our land restoration projects for the next few years. Here's a quick overview:



Koninklijke Van der Most is one of the largest graphic companies in the Netherlands. This family-owned business collaborates with us to regreen degraded landscapes in Tanzania. This has a significant positive impact on water availability, biodiversity, food security, and local communities. With their annual support, we aim to regreen 382 hectares of land each year and restore more than 13,000 trees.



Green-Got is a French bank that cares about the environment. They promise that the money in your savings and bank account won't support projects in fossil and other polluting industries. Since 2023, they've partnered up with us, allowing their members the option to round up their expenses and donate the extra to restore degraded land in Kenya. For every 1 euro donated, 15.86 m² of land will be regreened.



Adventure Specialists is a travel organisation that aims to organise their trips as responsibly as possible. For every journey they arrange, they strive for minimal impact on the climate and maximum positive impact on the local environment. Each year, they generously fund two impactful regreening projects: our bunds programme in Kenya and our Treecovery project in Tanzania. Together, we're making degraded land green again!



GOconnectIT focuses on GIS and the coordination of the process for parcels and pipeline infrastructure projects. We're proud to say that we partnered with them in 2023 and that they support our Treecovery project in Tanzania. We expect that with their contribution, we will restore more than 27,000 trees, which will absorb approximately 5,000 tons of CO₂ over 20 years.

Other New Business Partnerships

Last year, we also worked with Nedap, De Wilde Wind Holding B.V, Windpark Westerse Polder, Wegter Grootverbruik, ACS Audiovisual Solutions, Leaf Advies B.V, De Wilde Wind Holding B.V and many others. We are proud to say that we currently have a diverse range of business partners, surpassing 152 in number, spanning various sizes, industries, and geographical locations!

Ongoing Key Partnerships

We are very proud that we have a group of partners that have supported our projects for quite some time. In 2023, we further developed our relationships with existing key partners, such as Milkywire, Epic Foundation, Tony's Choccolony, Bridgestone Mobility Solutions, Winclove, Holie, Manitou, Cortazu, Boat Bike Tours, Intime, Gerdes+Landwehr, Ader, CtrlChain, Agri Synergie, Global Transport Solutions, Otterfonds, treebytree and Boska. Thanks to their support, we can regreen hundreds of thousands of hectares of degraded land!





8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

INCOME 2023

Overall, our financial funding performance has remained stable in 2023, experiencing a slight decrease of 0.7%. In 2022, Justdiggit obtained a one-time donation of 1 million euros from the Nationale Postcode Loterij. This significantly alters the perception of the overall funding achieved in 2022. Excluding this contribution would result in a 14.6% increase in funding.

Income from enterprises

We had the pleasure of welcoming new partners to our list of amazing partners, but unfortunately, some partners chose a different direction as well. This explains why our funding from companies experienced a decrease of 18.5%. However, we are optimistic as we keep on developing new partnership possibilities.

Income from private individuals

Our private donors did not let us down and helped us with an increase of 12% in 2023. Their support helped us to maintain a fixed funding income in 2023.

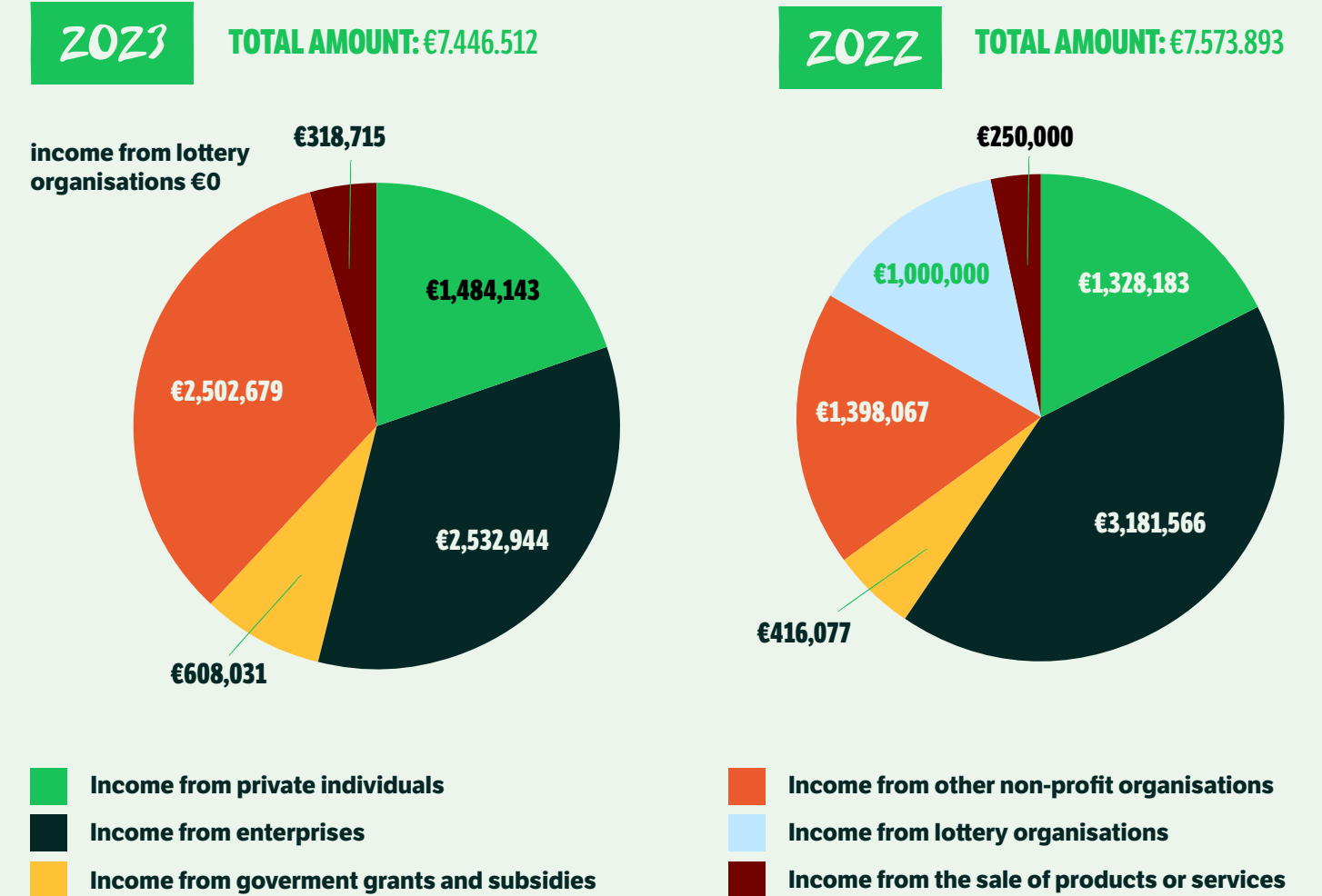
Income from government grants and subsidies

We have managed to gather more funding from institutions compared to the previous year. In 2023, Justdiggit managed to generate EUR 608.031, which is an increase of 46% compared to 2022.

In 2023, we successfully strengthened our partnership with GIZ (Forests4Future Programme). Our commitment to ongoing initiatives involves steadfast collaboration with the Green Climate Fund (GCF), active implementation of the Restore Africa Programme led by World Vision and funded by Global Evergreening Alliance (GEA) through investments from Climate Asset Management (CAM).

Income from other non profit organisations

Notable for 2023, is the participation in funding from foundations and NGOs, e.g. IDEXX Foundation, Erbacher Foundation, Yugen Foundation, Rabo Foundation, Stichting Virtutis Opus and several anonymous foundations. We are also proud and honoured that we were selected by the EPIC Foundation as one of their beneficiaries. As of 2023, more funding was generated as the stream almost doubled, resulting in a 79% increase. Exciting collaborations were established in 2023 with the Global Environment Facility (GEF), WWF Germany, and Terrafund for the AFR100 programme. We are confident that these collaborations will contribute to expanding our reach and impact in the restoration of degraded ecosystems in 2024 and beyond.



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

PROSPECTS FOR 2024

If we want to regreen Africa and cool down our planet, many more businesses, individuals, foundations, governments and institutions should be involved. That's why we'll be increasing our focus, acquiring lots of new partners and creating a diverse funding portfolio in 2024. We want to expand to new territories and involve new partners from different countries, regions and sectors.

The ambition for the coming year is significant, but the Business Development and Fundraising team is ready for it. With a funding requirement that is almost doubled compared to 2023, the team can roll up their sleeves. To realise this ambitious funding goal, the organisation invests significantly in this team. In 2024 a Senior Business Development and Fundraising manager will be hired in the Amsterdam office. Besides that, the team will expand its presence and operations globally and in particular to the African continent, the United Kingdom and Germany. France will be another country of focus. Because of our plans to expand our restoration projects to Senegal, we want to involve the French-speaking world as much as possible.

Opportunities

With a larger team, the increased attention to climate change and our awareness campaigns becoming present in more countries, the opportunity for funding increases significantly. One thing we want to focus on in the coming years is partnerships with sustainable brands and B-Corps. We believe that partners that share our Sustainable Development Goals (SDGs) are the best fit for our organisation and long-term objectives. We're proactively looking for partners that are, just like us, in it for the long run and want to support regreening efforts in Africa for multiple years. In the coming year we will further develop our funding portfolio and offer options for legacy funding, create several fundraising events and support crowdfunding initiatives like 24theplanet which will take place in Amsterdam, New York and Budapest in 2024. Last but certainly not least, we are honoured to share that in December, our Digital Regreening Platform received nominations for the Earthshot Prize 2024 by Restor and Milkywire! So who knows what the future holds...



8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

Existing partnerships

With our mission to regreen the African continent in the coming 10 years, together with all 350 million farmers, we need to expand our long-term partnerships in 2024. It's important to build a good relationship with our partners as we are dependent on them for funding our mission. A big thanks to our partners who already support our projects for multiple years: Tony's Chocolonely, Bridgestone Mobility Solutions, Boat Bike Tours, Epic Foundation, Stichting Virtutis Opus, Milkywire, Dutch Postcode Lottery, JCDecaux, Havas Group, InTime, Gerdes+Landwehr, treebytree, Boska, Ader, CtrlChain, Kwadro, Manitou, MTD, Holie, Cortazu, Nutrifoodz, Advocaten van nu, Agri Synergie, Global Transport Solutions, Mediavision, Terramatch, Otterfonds, Rabobank Foundation and many more!

In the coming year, we will also keep acquiring new partners to fund our current programmes in Kenya and Tanzania, our new project in Senegal and to help boost our new Digital Regreening Platform. As we always say: regreening is done together!



A photograph of two women in a rural field. One woman in the foreground is wearing a colorful patterned dress and holding a machete. Another woman in a blue patterned dress is in the background. A large green banner with white text is overlaid across the middle. A white logo is at the bottom center.

9. JUSTDIGGIT ORGANISATION



9. JUSTDIGGIT ORGANISATION

Justdiggit has a Supervisory Board that appoints and controls the Executive Board. In 2023 the Executive Board was formed by Marjolein Albers (CEO), Niels Dierckx (COO) and Wessel van Eeden (Global Director of Communications). As of July 1st, Wessel van Eeden left the organisation.

The Executive Board is supported by the Management Team (MT) and the Strategy Team (ST). The Strategy Team was formed in August 2023.

The MT is responsible for short-term (< 3 months) tactical and operational leadership and management to guide the organisation toward its long-term vision (as set by the Strategy Team).

The Strategy Team is responsible for defining our long-term vision, milestones, and opportunities for the entire organisation as well as in the different areas of expertise.

As of August 2023, the Management Team (MT) consisted of Marjolein Albers, Niels Dierckx, Cindy van der Top (Head of Finance), Adriaan Kauffmann (Head of Regreening Programs), Michael Muthui (Head of Regional Office East Africa) and Ronald van der Bij (Head of Business Development and Partnerships). Furthermore, the Global Head of Communications has a permanent role in the MT. Since this was a vacancy at that time (that since January 1st, 2024 has been filled by Alvas Onguru), the MT position was temporarily covered by Nadia de Waal (Global Communications and Partnerships Lead) and Merel Rikveld (Head of Communications Europe).

The Strategy Team consists of the members of the MT and Carl Lens (Head of Digital Regreening), Tessa Witte - van der Laan (Head of Monitoring Evaluation and Learning), Milga Liban (Head of Boosting other Programs), Jesse Owino (Head of Technical team), Sander de Haas (CTO), Cathelijn Feith (Head of People and Culture), Reinhard Bonke (Head of Communications Africa), Nadia de Waal (Global Communication and Partnerships lead) and Merel Rikveld (Head of Communications Europe).



9.1 THE TEAM

We worked with a total of 83 different team members (including volunteers and interns) in 2023. Measured in full-time positions, we had a total of 52.1 FTE during the year, which is 18 FTE more than in 2022.

Of these FTEs, 27.2 were based in Europe and 24.9 in Africa. In Europe the FTEs increased only slightly, whereas in Africa we saw a significant growth, going from 11 to 24.9 FTE. Most European staff are based in Amsterdam (the Netherlands), but we also have staff in Germany and the UK. In Africa most of the staff is based in Nairobi (Kenya), but also in Tanzania, Senegal, Madagascar, Ethiopia and Togo. As the years progress, we see an increasing shift towards Africa-based staff.

With staff in 9 different countries, we have become a truly international and diverse organisation. While this provides its coordination challenges, we think of it mainly as a great opportunity to be closer to our partners and the communities we serve in our programs.



IN MEMORIAM

To our great sorrow, our beloved colleague Koffi Djossou (Bernard) Gbagba passed away unexpectedly this year. Bernard worked as a Project and Communication Coordinator in Togo, in the Forests4Future project. Our thoughts are with his loved ones and family.



9.1 THE TEAM



ADRIAAN KAUFFMANN
Head of Regional
Office East-Africa



ALEX OGELO
Monitoring Officer & Data
Analyst



ALEXANDER BROWN
Visual Designer



ANGELINA TARIMO
Program Coordinator



BABACAR GUEYE
Landscape Manager
Senegal



BART SCHUURMAN
Copywriter



BELINDA MIGELE
Program Finance
Officer



BONIFACE GOR
Visual Designer



CARL LENS
Head of Digital
Regreening



CAROLINE KERICHU
Northern Landscape
Coordinator



CATHELIJN FEITH
Head of People & Culture



CHRIS DE JONG
Junior Finance Manager



CRIS VAN WOLFFELAAR
Digital Communications
Manager



CHRISTINA JOHN
Landscape Coordinator
Tanzania



CINDY VAN DER TOP
Head of Finance



CLEMENT CHERUIYOT
Technical Intern



DAAN VERBOOM
Marketing &
Communications
Intern



DAMARIS MAINA
Technical Intern



DANIEL KISHOYIAN
Driver



DILAY BAYRAKTAROGLU
UX/UI Design Intern



FELIX ORIWA
Program Finance
Coordinator



FEY MALONGA
Communications
Manager Tanzania



FRANCIS MKILEMA
Program Support
Officer



FREDERIQUE BOSVELD
Institutional Funding &
Partnerships Manager

9.1 THE TEAM



FRIDAH MAKAU

Chyulu Landscape
Coordinator



GILLIS LAERNOES

Social Media & Online
Community Management



HILLARY ROTICH

Landscape Manager
Kenya - Northern &
Chyulu Landscapes



JACKIE KEMBOI

Landscape Restoration
Quality Coordinator



JAN POMPE

Business Innovator &
Fundraiser



JESSE OWINO

Head of Technical
Team / Regreening
Expert



JUSTINE O'MOORE

Product Owner



KEVIN OTIENO

Program Manager
Impact Communication



KITANA LOURENS

Copywriting Intern



**KIZZY
PEMBERTON**

Office Manager the
Netherlands



**KOFFI DJOSSOU
GBAGBA**

Project & Communication
Coordinator Togo



LANA MÜLLER

Senior Restoration Expert



LILIAN KIRURI

Accountant



LUNA BEEKER

Visual Designer



**MARGOT
FREDERIKS**

Project Manager



**MARJOLEIN
ALBERS**

Chief Executive Officer



MARY BEZABEH

Senior Communications
Manager Africa



MARY SENGELELA

Landscape Manager
Tanzania



MAUREEN MWANU

Marketing Manager East
Africa



**MAXIME
KOSTERMAN**

Corporate Funding &
Partnerships Manager



MAYA WIEMANN

Marketing &
Communications Intern
Germany



**MBOLATIANA
RAVAKINIAINA**

Project & Communication
Coordinator Madagascar



MEREL RIKVELD

Head of Communications
Europe



MICHAEL MUTHUI

Head of Regional Office
East Africa

9.1 THE TEAM



MILGA LIBAN

Head of Boosting Other Programs



MOIZ AFTAB

Digital Regreening Intern



MOSES MAESYA

Landscape Restoration Enterprise Manager



NADIA DE WAAL

Global Communications & Partnerships Lead



NIELS DIERCKX

Chief Operating Officer



NOA DE GEUS

Business Development Intern



PAULINA KLUWIG

Marketing & Communications Intern Germany



PHILIP MUTINDA

Driver



PHYLLIS NDIINU

Operations Officer Regional Office East Africa



REBECCA BLINSTON-JONES

Head of Marketing & PR United Kingdom



REINHARD BONKE

Head of Communications Africa



RICO SAMSON

Manager Finance & Control



ROMY DE GROOT

Social Media Manager



RONALD VAN DER BIJ

Head of Global Business Development & Fundraising



RUTH WAMUGI

Finance Manager Regional Office East Africa



SAMRAWIT LEULSEGED

Project & Communications Coordinator Ethiopia



SAMWEL JAKINDA

Landscape Manager Kenya - Amboseli & South Rift Landscapes



SANDER DE HAAS

Chief Technical Officer / Regreening Expert



SANGEETA VAN BEEMEN

Creative Project Manager



SHANAKEE ADAMS

Social Media Intern



SHARON KOGO

Monitoring, Evaluation & Learning Assistant



SIMON KAGIMA

Driver



SONAM RADDER

Marketing & Communications Intern



STUART TAYLOR

Country Director United Kingdom



9.1 THE TEAM



TESSA WITTE-LAAN
Head of Monitoring, Evaluation & Learning



THERESA EBERT
Marketing & Communications Intern Germany



THIJS VAN DER ZAAN
Monitoring, Evaluation & Learning Officer



THYSA BEEKMAN
External Communications Coordinator



TIMOTHY SCOLLAY
Online Community Germany



TJEERD VAN DER HULST
Art Director



WESSEL VAN EEDEN
Global Director Communications



XANTHE BURUMA
Digital Communications Coordinator



YASMIN KAMEL
Project Manager



YENDOUHAME MONKOUNTI
Project & Communications Coordinator Togo



ZUZANNA GOLABIECKA
Social Media Intern

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

KENYA



JACKSON MWATO
Project Director Amboseli



KOIKAI OLOITIPTIP
Partnership Coordinator



LUCY WARUNGI
Executive Director



TIMOTHY LENAYIA
Restoration Officer



TITUS MUIA
Finance Director



CHARITY LANOI
Livelihoods Coordinator



SOFFIYA KADZO
Admin & Operations



JOHN KAMANGA
Executive Director



GUY WESTERN
Program Manager



OGELI MAKUI
Program Coordinator

9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

KENYA



BENSON N. LEYIAN
Chief Executive Officer



JEREMY GOSS
Head of Conservation,
Communication and Science



ERNEST LENKOINA
Restoration Officer



JOHN K. MUTUA
Chief Executive Officer



TOM LALAMPAA
Chief Executive Officer



SAM MWENDWA
Programs Manager



MOHAMED SHIBIA
Director, Rangelands &
Caron Program



SENEGAL



ABDOULAYE DIOUF
President



IBRAHIMA DIOUF
President



CHEIKH SALL
President



ELIMANE DIOUF
Secretary General



SARA DIOUF
Coordinator



OUSSEYNOU GUEYE
Secretary General



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 2023 four regular meetings with the Supervisory Board were held. During these meetings, a wide range of topics was discussed, such as financial and programme progress, awareness activities, fundraising activities, strategy updates, cooperation with partners and progress on the organisation and budgets. A quarterly (financial) progress report is shared by email in preparation for these meetings.

The Supervisory Board approved the following decisions:

Approval of annual report and financial statements 2023

Approval of year plan and budget 2024

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. This year, Justdiggit welcomed a new Supervisory Board member: Seynabou Ba. Seynabou is Senegalese, and lives in Dakar. Seynabou is not new to Justdiggit. She has been part of our Advisory Board for many years already. With her extensive international experience in environmental and social risk management, Seynabou brings invaluable expertise to our team. Her passion for empowering Africa to reclaim the sustainability agenda and her commitment to integrating global innovation with indigenous knowledge will undoubtedly strengthen our efforts in achieving our mission.



HAROLD KNEBEL
Chairman



VINEEL AGARWAL



EDDY MOORS



SEYNABOU BA



JOS HUIJBREGTS

9.3 ADVISORY BOARD



**MARLENE
WICKEL**



**DENNIS
KUPERUS**



**TITUS
EIKELBOOM**



**ALLARD
RUYL**



**SEYNABOU
BA**



JENNY ELISSEN



JUDITH PETERS



**VOLKER
SCHLONDORFF**



**WESSEL
KONING**



**BAS VAN
SCHOUWENBURG**

9.4 AMBASSADORS



BEN POL



JOH MAKINI



DON DIABLO



FRIDA AMANI



CHRISTINA SHUSHO



**JONATHAN
KARPATIOS**



ANDRE KUIPERS



FLOORTJE DESSING



JAYMONDY



TESS MILNE



TARIKH JANSSEN

9.5 VOLUNTEERS AND STUDENTS

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

Data analysis

Thomas van den Hof

Assisted with insights on donations.

Social Media

Gillis Laernoës

Research

Clement Cheruiyot

Researched the rainfall, runoff and infiltration ratios in bunds.

Damaris Maina

Researched the socio-economic impacts of the grass seed banks.

General

Ndilokelwa Luis

Assisted with app development

Other

Danny de Zeeuw

Assisted with Greener.land website development



9.6 RISK MANAGEMENT

Justdiggit manages its risks at different levels in the organisation. For operational risks, a comprehensive risk and control system is in place that is updated every year. For each new program, a risk assessment is performed and mitigating measures are determined. Strategic risks are reassessed each year and presented in the overview on the next page. Additionally, Justdiggit started to integrate customer due diligence more widely into its risk management framework to mitigate risks related to partnerships, ensuring that we engage with stakeholders who share our values and commitment to sustainability.

No major changes have taken place in our operational and programme risk management. Justdiggit did however implement a Treasury Policy to ensure the preservation of capital and the maintenance of liquidity while minimising financial risks. A number of strategic risks have been given a different risk rating: compliance risk and growth risk increased from yellow to orange and reputational risk decreased from red to orange.

SEE NEXT PAGE 

9.6 RISK MANAGEMENT

STRATEGIC RISKS

RISK

●
Medium

●
High

●
Very High

PEOPLE

1. Reputational risk

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

Justdiggit is fully transparent in its communication, and 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.

2. 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.

PROCESS

3. Compliance risk

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

4. 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.

5. Funding risk

The risk associated with the organisation's funding ability to deliver its strategy.

A significant part of the profits are put aside in the free reserves, which together with the continuity reserve provide sufficient backup during periods of lower (general) funding. Periodically, alignment sessions are held to ensure that fundraising efforts are aligned with strategic goals.

ENVIRONMENT

6. Contextual risk

The 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.

7. Growth risk

The risk is not adequately managing organisational growth in terms of safeguarding our culture and welfare of our employees, and keeping the power to innovate and pioneer, whilst having appropriate systems and processes in place.

Justdiggit holds regular strategy meetings where this topic is addressed, has a COO and People & Culture department in place and pro-actively assesses the need for improved systems and processes without putting an unnecessary burden on the organisation.

9.7 CARBON FOOTPRINT



With the flights we took in 2023, we emitted 155 tons of CO₂. To store 155 tons of CO₂ next year, we will regenerate and dedicate 16,060 trees in our programme Dodoma, Tanzania, in 2024.

The calculation is performed based on the method of My Climate: https://co2.myclimate.org/en/flight_calculators/new

An aerial photograph of a lush green landscape. A winding river flows through the center of the image, surrounded by dense vegetation. In the background, a small village with several buildings is visible. The overall scene is vibrant and natural.

10. FINANCIAL PERFORMANCE 2023 AND BUDGET 2024



10. FINANCIAL PERFORMANCE 2023 AND BUDGET 2024

amounts in EUR 1,000

Financial Performance 2023

This year's income was in line with 2022, supporting our fast expanding activities. However, we did not yet realise our ambition for further income growth. This is due to a slower-than-anticipated start of the restoration activities and a lack of personnel which slowed down our fundraising activities.

Income from non-profit organisations increased by 79% from EUR 1,398 in 2022 to EUR 2,503 in 2023. This was partly the result of an increase in funding from existing partners in ongoing programmes. However, Justdiggitt also welcomed two important new partners: the Climate Asset Fund which finances the Restore Africa programme and EPIC Foundation which funds both Justdiggitt's operations and Digital Regreening.

Overall expenses (EUR 7,510) increased by 56% compared to 2022 and were 30% lower than budget. Expenditure on awareness campaigns grew over 40% but still stayed well below our ambition due to funding restrictions. Personnel costs increased 41% compared to 2022 whereas the average number of FTEs increased 54% (from 33.9 to 52.1).

The result of a steady income stream and increased programme activities (60% expenditure growth) resulted in a net withdrawal from the appropriated funds of EUR 438 (2022: a net addition of EUR 1,021).

The net result was almost zero and because of a net release from the project-specific appropriated funds and reserves, some small amounts were added to the continuity reserve (EUR 55) and the free reserves (EUR 61) the latter of which now totals EUR 1,141.

The percentage of costs spent on objectives increased from 84.3% to 85.5%. As a percentage of income, these costs increased significantly (from 54% to 86%) as the income remained stable compared to the previous year, but programme expenditure increased.

With expanding activities, Justdiggitt experienced an increase in working capital which reduced its cash position with EUR 1,241. Towards the end of 2022, some large invoices were received from implementing partners which had not been paid yet by 31 December 2022. At the end of 2023, there were a few relatively large receivables from donors outstanding, and 2.4 million euros had been put on deposit with the bank. Furthermore, at the end of 2022, the donations received in advance were at a significantly higher level than at the end of 2023.



10. FINANCIAL PERFORMANCE 2023 AND BUDGET 2024

Budget 2024

In 2024 Justdiggit will continue to grow its traditional greening activities ('Growing Own Programs'), expanding further in existing and new landscapes in Kenya, Tanzania and Senegal. In addition, Justdiggit is expected to expand into a second Western African country. Further significant growth will take place in Digital Regreening where the Regreening App will be launched in Tanzania.

As a result, income is expected to grow 80% to more than EUR 14 million. The growth will come mostly from company donations, INGO funding and foundations.

Expenditure on objectives is expected to increase by 49% and 113% respectively for the regreening and awareness programmes, which is in line with the general growth of the number and size of Justdiggit's programmes and the increasing geographical scope of activities.

The increase in overhead costs (fundraising, management and administration) of 95% is higher than the growth in revenues, which is caused by the normalisation of the costs for the fundraising team and investments in Justdiggit's infrastructure that are required to deal with the growth of the organisation.

The net result is expected to exceed one million euros, most of which will be added to the appropriated funds for the financing of future project expenses. Around EUR 91 will be added to the free reserves.

amount in euros

INCOME	
Private donors	1,916,300
Corporate donors	7,364,220
Nonprofit organisations	3,773,420
Governments, grants and subsidies	-
Income from the sale of products or services	380,000
Total income	13,433,940
EXPENSES	
Expenditure on objectives:	
Regreening projects	8,172,190
Awareness projects	1,966,190
Costs of fundraising	804,240
Costs of management and administration	1,322,380
Financial expenses	(25,390)
Total expenses	12,239,610
Net result	1,194,330
Appropriation of result	
Withdrawal from appropriated funds	(1,631,240)
Addition to appropriated funds	3,007,030
Withdrawal from appropriated reserves	(369,700)
Addition to continuity reserve	97,000
Addition to free reserves	91,240





FINANCIAL STATEMENTS



1. GENERAL

Stichting Justdiggitt Foundation (hereafter called 'Justdiggitt' 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 greening 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. We hold offices in Amsterdam, the Netherlands, and Nairobi, Kenya.

Boards

The Executive Board of the Foundation (Board of Directors) consists of Mrs. Marjolein Albers (CEO) and Mr. Niels Dierckx (COO). Mr. Wessel van Eeden left the board and the Foundation in 2023.

Justdiggitt 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. Seynabou Ba joined the Supervisory Board in September 2023.

ANBI

As of 8 December 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.

Justdiggitt is not liable for corporate tax nor value-added tax except on its income and related costs from the sale of products and services.





2. BALANCE SHEET

2. Balance Sheet

(after appropriation of result)

amounts in euros	Note	31/12/2023	31/12/2022
ASSETS			
Fixed assets			
Tangible fixed assets	5.3.1	153,662	65,654
Current assets			
Receivables, prepayments and accrued income	5.3.2	4,042,369	930,080
Cash and cash equivalents	5.3.3	<u>1,160,205</u>	<u>4,916,395</u>
		5,202,573	5,846,475
Total assets		5,356,235	5,912,129
LIABILITIES			
Reserves and funds			
Continuity reserve	5.3.4	955,300	900,000
Other free reserves	5.3.5	1,141,333	1,080,649
Appropriated reserves	5.3.6	369,700	75,000
Appropriated funds	5.3.7	<u>2,308,160</u>	<u>2,746,110</u>
		4,774,494	4,801,759
Liabilities	5.3.8	581,742	1,110,370
Total liabilities		5,356,235	5,912,129

3. STATEMENT OF INCOME AND EXPENSES

3. Statement of income and expenses

<i>amounts in euros</i>	Note	Realised 2023	Budget 2023	Realised 2022
INCOME				
Income from private donors	5.4.1	1,484,143	1,493,500	1,328,183
Income from companies	5.4.2	2,532,944	4,444,120	3,106,566
Income from non-profit organisations	5.4.3	2,502,679	2,883,170	1,398,067
Governments, grants and subsidies	5.4.4	608,031	658,320	416,077
Income from lottery organisations	5.4.5	-	-	1,000,000
Income from sale of products or services	5.4.6	318,715	2,400,000	250,000
Total income		7,466,512	11,879,110	7,498,893
EXPENSES				
Spent on objectives				
Regreening projects	5.4.7	5,496,647	7,653,600	3,396,940
Awareness projects	5.4.8	921,779	1,832,320	652,787
Total spent on objectives		6,418,426	9,485,920	4,049,727
Costs of fundraising	5.4.9	274,229	330,300	243,392
Costs management and administration	5.4.10	817,598	870,090	510,831
Total expenses		7,510,253	10,686,310	4,803,950
Result before financial income and expenses		(63,741)	1,192,800	2,694,943
FINANCIAL INCOME AND EXPENSES				
Interest bank and similar expenses/ (income)		(45,421)	1,200	8,880
Banking costs		8,945	1,200	7,202
Result of financial income and expenses		36,476	(2,400)	(16,082)
Net result		(27,265)	1,190,400	2,678,861
Appropriation of result				
Addition to/ (withdrawal from) appropriated funds		(437,950)	1,020,700	2,007,218
Addition to/ (withdrawal from) appropriated reserves		294,700	(75,000)	75,000
Addition to continuity reserve		55,300	(15,000)	200,000
Addition to free reserves		60,685	229,700	396,643

4. CASH FLOW STATEMENT

4. Cash Flow Statement

amounts in euros

	2023	2022
Cash flow from operating activities		
Net result	(27,265)	(2,678,861)
Depreciation of assets	34,759	12,334
<i>Changes in working capital</i>		
(Increase)/ decrease in debtors	(607,155)	(380,142)
(Increase)/ decrease in other receivables	(2,505,133)	(137,300)
Increase/ (decrease) in accounts payable	(280,711)	336,140
Increase/ (decrease) in other liabilities	(247,918)	88,365
Total changes in working capital	(3,640,917)	(92,938)
Net cash flow from operating activities	(3,633,423)	2,598,257
Cash flow from investing activities		
Net investment in tangible fixed assets	(122,767)	(43,967)
Net cash flow from investing activities	(122,767)	(43,967)
Net cash flow from investing activities	(3,756,191)	(2,554,290)
Cash and cash equivalents at the beginning of the year	4,916,395	2,362,105
Cash and cash equivalents at the end of the year	1,160,205	4,916,395



5. NOTES TO THE FINANCIAL STATEMENTS

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 1 January 2023 to 31 December 2023. 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 takes 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 the 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 EUR 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 cumulative depreciation. Computers, other digital equipment and vehicles are depreciated over five years, and office furniture over 10 years, all 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.



5. NOTES TO THE FINANCIAL STATEMENTS

5.2 ACCOUNTING PRINCIPLES

Continuity reserve

The continuity reserve is calculated based on a possible liquidation of the foundation in which case all obligations need to be paid off and staff will be paid an additional three months' salary. It is assumed that all running greening programmes including their financing can be handed over to a third party and hence do not require additional funds.

Appropriated reserve

In the appropriated reserve, the Board of Justdiggitt puts aside a part of the free reserve for a specific purpose.

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 Justdiggitt programmes 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 the 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.

Income from the sale of products or services encompasses the bringing back of trees for clients that purchase this as a service. Income is recognised when the agreed greening activities have taken place and have been invoiced.

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.





5. NOTES TO THE FINANCIAL STATEMENTS

5.2 ACCOUNTING PRINCIPLES

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 programmes, 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. NOTES TO THE FINANCIAL STATEMENTS

5.3 NOTES TO THE BALANCE SHEET

amounts in euros

5.3.1 Tangible Fixed Assets

	2023	2022
Opening balance:		
Historical cost price	97,234	51,990
Accumulated depreciation	(31,580)	(17,969)
Net book value 1 January	65,654	34,021
Movements:		
Additions	129,588	46,808
Disposals	(6,821)	(2,841)
Depreciation for the year	(34,759)	(12,334)
Total movements during the year	88,008	31,633
Closing balance:		
Historical cost price	209,918	97,234
Accumulated depreciation	(56,257)	(31,580)
Net book value 31 December	153,662	65,654

Investments made during 2023 are mainly computers for new staff and another vehicle for our operations in East Africa.

All assets are held for operations.

5.3.2 Receivables

	31/12/2023	31/12/2022
Donations receivable	393,329	238,526
Debtors	1,184,090	576,935
Bank deposits	2,400,000	-
Other receivables and prepayments	64,950	114,619
	4,042,369	930,080

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

Donations that have been invoiced in 2023, but not yet received, are recorded under debtors.

Part of the excess bank balances are invested in bank deposits with fixed interest rates and durations. The bank deposits at the end of 2023 had durations varying between three months to one year.

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 2024.



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.3 Cash and cash equivalents

	12/31/2023	12/31/2022
Bank accounts in the Netherlands	1,069,316	4,163,364
Bank accounts in Kenya	80,747	616,417
Paypal account	8,264	135,342
Cash on hand	1,878	1,272
	1,160,205	4,916,395

5.3.4 Continuity Reserve

	31/12/2023	31/12/2022
Balance as at January 1 st	900,000	700,000
Addition	55,300	200,000
	955,300	900,000

The continuity reserve has been recalculated based on a possible liquidation of the foundation in which case all obligations need to be paid off and staff will be paid an additional three months' salary. This calculation led to an increase of EUR 55,300 making the total reserve EUR 955,300.

5.3.5 Other free reserves

	31/12/2023	31/12/2022
Balance as at January 1 st	1,080,649	684,006
Withdrawal from/ (addition to) appropriated funds	437,950	(2,007,218)
Withdrawal from/ (addition to) continuity reserve	(55,300)	(200,000)
Withdrawal from/ (addition to) appropriated reserves	(294,700)	(75,000)
Result of current year	(27,265)	2,678,861
	1,141,333	1,080,649



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.6 Appropriated Reserves

	12/31/2023	12/31/2022
Balance as at January 1 st	75,000	-
Withdrawal during the year	(51,442)	-
Addition at the end of the year	346,142	75,000
	369,700	75,000

The pilot program in Senegal, for which a reserve had been set aside at the end of 2022, started in the second half of 2023. The Board of Directors set aside an additional EUR 346,142 for the appropriated reserve with the following aims:

- continuation and expansion of the pilot programme in Senegal;
- pilot programme in a new West-African country;
- sustainability programmes for project areas where implementation activities have been completed.

5.3.7 Appropriated Funds

	31/12/2023	31/12/2022
Balance as at January 1 st	2,746,110	738,892
Withdrawal during the year	(1,723,819)	(644,902)
Addition during the year	1,285,870	2,652,120
	2,308,160	2,746,110

In 2023 there was a net withdrawal from the appropriated funds. This is due to a steady stream of donations compared to the prior year, but increasing costs of the programmes. During 2023 an amount of EUR 1,285,870 was added to the appropriated funds and EUR 1,723,819 was withdrawn from the previous year's balance.

Since the majority of the donations are allocated to multi-year programmes including their sustainability phase (up to 20 years), the appropriated funds are expected to keep increasing and will not be depleted until up to 20 years after the initial allocation to the fund.



5. NOTES TO THE FINANCIAL STATEMENTS

5.3.8 Liabilities

	31/12/2023	31/12/2022
Personnel costs	177,957	128,052
Accrued expenses	73,820	39,345
Accounts payable	173,116	453,827
Wage taxes and social security contributions	13,546	11,542
Donations received in advance	143,302	402,604
Unearned revenue	-	75,000
	581,742	1,110,370

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.

Accounts payable consist of amounts due to suppliers for goods or services received that have not been paid for yet by 31 December 2023. The balance is subject to the timing of invoices.

Wage taxes and social security contributions for December are not due until January of the next year.

Donations received in advance mainly consist of the remaining funds from three donors (Aidenvironment, Stichting Otter Fonds and Erbacher) that have not been spent during the year. These funds will be spent on their designated objectives during 2024.

A smaller part of the donations received in advance concern the donation/loan agreements of seven Rainmakers (Rainmakers are a dedicated group of individuals that support JustdiggIt, in particular with innovative projects), an amount of EUR 26,000 of which has a long-term character (2022: EUR 44,000).

Unearned revenue represents invoices for donations that were sent during 2023 but do not have an unconditional payment obligation, and the funds are to be spent in 2024 (or later). This year there were no such invoices.

5.3.9 Off-balance sheet commitments and contingent liabilities

JustdiggIt has rental agreements for its offices in Amsterdam and Nairobi. The agreement for the office in Nairobi runs till the end of June 2025 with a three-month notice period. The agreement for the Amsterdam office runs until the end of May 2025.

The total rent commitments for 2024 amount to EUR 138,607 and for the remaining contract period EUR 64,260.



5. NOTES TO THE FINANCIAL STATEMENTS

5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

5.4.1 Income from private donors

	2023	2022
Consumer donations	1,351,139	1,177,917
Bunds	133,004	150,265
Total	1,484,143	1,328,183

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.

Consumer donations increased 12% this year (2022: 21%) and were slightly behind budget (-1%).

5.4.2 Income from companies

	2023	2022
Company donations 50,000 euros or more	1,735,269	2,369,754
Company donations under 50,000 euros	797,675	736,812
Total	2,532,944	3,106,566

Due to the departure and illness of some key persons in the Business Development & Fundraising team, Justdiggit has not been able to secure as much funding as anticipated during the year. This led to a decrease in company donations of 18% (2022: increase of 59%) which is 43% less than what was budgeted. Towards the end of 2023, the department was properly staffed again.

5.4.3 Income from non-profit organisations

	2023	2022
International NGOs	1,823,403	634,760
Other foundations and non-profit organisations	679,276	763,307
Total	2,502,679	1,398,067

Income from non-profit organisations increased by 79% this year (2022: 26%) as some programmes picked up pace (e.g. the TWENDE programme in Kenya) and new programmes were started (e.g. the World Vision sponsored Restore Africa programme in Kenya). We welcomed a few new international NGOs.

5.4.4 Governments, grants and subsidies

	2023	2022
Young Expert Programmes (YEP) subsidy	40,295	18,054
Government grant	567,736	398,022
Total	608,031	416,077

Income from governments increased by 46%. The government grant relates to the Forests4Future program that started in 2021 and finished at the end of this year.





5. NOTES TO THE FINANCIAL STATEMENTS

5.4.5 Income from lottery organisations

	2023	2022
Income from lotteries		1,000,000
Total	-	1,000,000

In January 2022, Justdiggitt acquired a donation from the Dutch Postcode Lottery. This amount was recognised as revenue in 2022 and is used to partly fund Justdiggitt's Digital Regreening for three years (2022-2024). The amount of the donation not spent until the end of 2023 (EUR 239,570) is part of the appropriated funds.

5.4.6 Income from the sale of products or services

	2023	2022
Restoration activities	318,715	250,000
Total	318,715	250,000

At the end of 2022 Justdiggitt partnered with TreebyTree, a company that sells a corporate gifting experience where trees are brought back in Africa. Income from these activities grew by 27%, however, the budgeted income was more than 2 million euros higher. TreebyTree was incorporated in 2022 and the start-up period has taken longer than anticipated which explains the deficit compared to the budget.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.7 Regreening Projects

	2023	2022
Direct project expenses		
<i>Growing own programs</i>		
Kenya - Chyulu landscape	1,182,468	677,240
Kenya - Amboseli landscape	65,305	8,267
Kenya - South Rift landscape	297,827	180,583
Kenya - Kimana landscape	27,653	-
Senegal - pilot program	51,442	-
Tanzania - Central Tanzanian landscapes	1,058,997	959,115
Tanzania - Northern Tanzanian landscapes	291,353	308,061
<i>Boosting other programs</i>		
Ethiopia, Madagascar, Togo - Forests for Future	511,474	358,579
Kenya - Restore Africa Program	89,594	10,150
<i>Digital Regreening</i>	907,906	234,952
<i>Innovation and other programs</i>		
Other projects	59,289	73,129
Total direct project expenses	4,543,308	2,810,076
General project expenses		
Personnel expenses	694,842	445,119
Travel expenses and business development	68,020	42,589
Other personnel expenses	7,897	14,378
Other expenses	182,580	84,778
Total general project expenses	953,339	586,864
Total costs regreening projects	5,496,647	3,396,940

Despite the fact that there was no growth in overall income this year, increased program activity led to an overall increase in the costs for regreening projects of 62% (2022: 75%).

Growing own programs

Program activities in the Chyulu landscape increased significantly as a result of the second TWENDE programme that started in 2023, but also many new bund digging programmes that started whilst existing ones are continuing.

Towards the end of the year, a pilot programme was started in Senegal.

Costs of programme activities in Tanzania grew 7% as funding slowed down during the year.

Boosting other programs

The Forests4Future program was successfully completed in 2023.

During the year, the Restore Africa programme went into its implementation phase with a lot of preparatory activities taking place; the programme will pick up more speed in 2024.





5. NOTES TO THE FINANCIAL STATEMENTS

Digital Regreening

During 2023 Justdiggitt was able to invest significantly in the further development of this programme, setting up a team of people and building the first version of the Digital Regreening app.

Innovation and other programs

Other projects consisted mainly of the further development of an online tool for farmers that they can use to regreen their land. As of 2024, this will be integrated into Digital Regreening.

General program expenses

General project expenses comprise all the costs of staff, travel and other expenses that were not allocated directly to one programme, but rather relate to several or all programmes.

With the growing number and size of the programmes, personnel expenses increased. Most new project staff were hired in the Regional Office East Africa.

Travel expenses increased as a result of the growing number of staff members.

The increase in other expenses is largely due to costs made for Boosting Other Programs that could not be allocated to one programme in particular, plus the costs of the programme vehicles.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.8 Awareness Projects

	2023	2022
Awareness General		
Direct awareness expenses	46,889	113,240
Personnel expenses	356,204	171,953
Travel expenses	41,657	26,974
Other personnel expenses	2,446	33,417
Other expenses	25,324	7,477
Total	472,519	353,061
Awareness Europe		
Direct awareness expenses	103,873	59,291
Personnel expenses	110,406	95,881
Travel expenses	44,944	8,499
Other personnel expenses	57,310	52,969
Other expenses	2,175	6,882
Total	318,708	223,522
Awareness Africa		
Direct awareness expenses	31,240	4,578
Personnel expenses	44,358	27,972
Travel expenses	20,138	26,997
Other personnel expenses	27,653	14,650
Other expenses	7,162	2,007
Total	130,552	76,203
Total costs awareness projects	921,779	652,787

Direct awareness expenses

Overall, direct awareness expenses increased only slightly compared to 2022, whereas they stayed significantly behind budget, mainly as a result of insufficient funding. Most costs were made for campaigns in the UK and Germany, with African campaigns also increasing.

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 donations of free media space across different media such as TV, radio, Out-of-Home, cinema, and influencer marketing.

Personnel, travel and other expenses

Personnel expenses increased mainly in Europe where additional staff was hired in late 2022 and its full effect became visible in 2023. During the year, 2 more staff were hired in the Netherlands and 3 in Kenya. During 2022 some staff costs were allocated to specific programmes, which was only possible to a lesser extent during 2023, which also explains the increased personnel expenses in 2023.

Travel expenses increased with the increase in staff numbers.

5.4.9 Costs of fundraising

	2023	2022
Fundraising costs	9,452	6,215
Personnel expenses	202,001	179,400
Travel expenses	6,008	7,515
External hires	24,024	32,654
Other personnel expenses	2,650	8,397
Business development costs	30,094	9,211
Total costs fundraising	274,229	243,392

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

In order to reflect the time that some employees spent on fundraising activities, part of their salaries were allocated to the fundraising activities. Throughout most of the year, the team has been understaffed, which means that personnel and travel expenses are still relatively low, just as in 2022. During the third quarter of the year, a new Head of Business Development and Fundraising was hired.

Business development costs include advertising costs, the development of new features on the website to facilitate fundraising and other expenses designed to help obtain funding.

5. NOTES TO THE FINANCIAL STATEMENTS

5.4.10 Costs of management and administration

	2023	2022
Personnel expenses	357,861	246,703
Travel expenses	39,235	30,286
Other personnel expenses	53,072	40,015
Housing expenses	129,544	97,681
Office expenses	45,979	21,443
Administrative costs	24,987	14,532
Insurance costs	12,854	10,294
Auditors' costs	37,994	27,951
Depreciation expenses	29,740	9,791
Currency exchange differences	65,522	(12,535)
Other expenses	20,809	24,670
Total	817,598	510,831

Personnel expenses increased due to the hiring of a Head of the Regional Office East Africa, two staff in the finance department and an HR manager.

The cost of the additional office space in Nairobi as of September 2022 took its full effect in 2023. That and the annual rent increases represent most of the increase in housing expenses.

The increase in office expenses is mostly due to additional IT security services that have been implemented.

Administrative costs included some legal fees during 2023. Furthermore, as a result of the growth in transactions and staff, the administration costs increased.

Depreciation charges increased due to the purchase of two cars.

The net loss on exchange rate differences is due to several factors. The Kenyan shilling has weakened during the course of 2023 which meant a devaluation of balances in Kenyan shillings at the end of the year. Losses were also made on the transfer of larger sums of Kenyan shillings and US dollars throughout the year.

5.4.11 Personnel expenses

	2023	2022
Wages and salaries	2,014,079	1,430,752
Social security contributions	229,566	166,486
Other employee benefits	219,877	155,177
Total	2,463,522	1,752,415
Average number of FTEs during the year	52,0	33,9
<i>of which interns</i>	5,3	2,9
FTEs in Europe	27,2	22,6
FTEs in Africa	24,9	11,3

The average number of FTEs increased by 54% in 2023 mainly as a result of increased activities in our programmes. The salary costs increased by 41% due to a lower average salary cost in Kenya.

Other employee benefits consist of accrued vacation days, retirement contribution, health insurance and expat allowances. Since 2023 Justdiggitt has contributed to the retirement pension of its employees in the Netherlands and pays for the health insurance of its employees in Africa.





5. NOTES TO THE FINANCIAL STATEMENTS

Name Position	Marjolein Albers Managing Director	Niels Dierckx Director Programs
EMPLOYMENT		
Type (duration)	Permanent employment	Permanent employment
Hours per week	40	35
Part-time percentage	100	87
Period	1/1 - 31/12	1/1 - 31/12
REMUNERATION		
Annual income		
Gross wages	92,573	74,191
Holiday allowance	7,406	5,935
Total	99,979	80,126
Contribution to retirement fund	6,017	4,822
TOTAL 2023	105,996	84,949

The annual income of the individual directors remains within the maximum of EUR 114,366 (1 FTE/12 months) according to the Regulation on the Remuneration of Directors of Charitable Organisations.

For an explanation of the policy and principles regarding executive remuneration, please refer to section 5.6 of the annual report.

No loans, advances or guarantees have been issued to the directors.

5.4.12 Spent on objectives

	2023	2022
spent on objectives as % of income	86.2%	54.0%
% of expenditures spent on objectives	85.5%	84.3%
% of expenditure spent on fundraising	3.7%	5.1%
% of expenditure spent on management and administration	10.9%	10.6%

The percentage of costs spent on objectives as a percentage of income increased significantly as the income remained stable compared to the previous year, but programme expenditure increased.



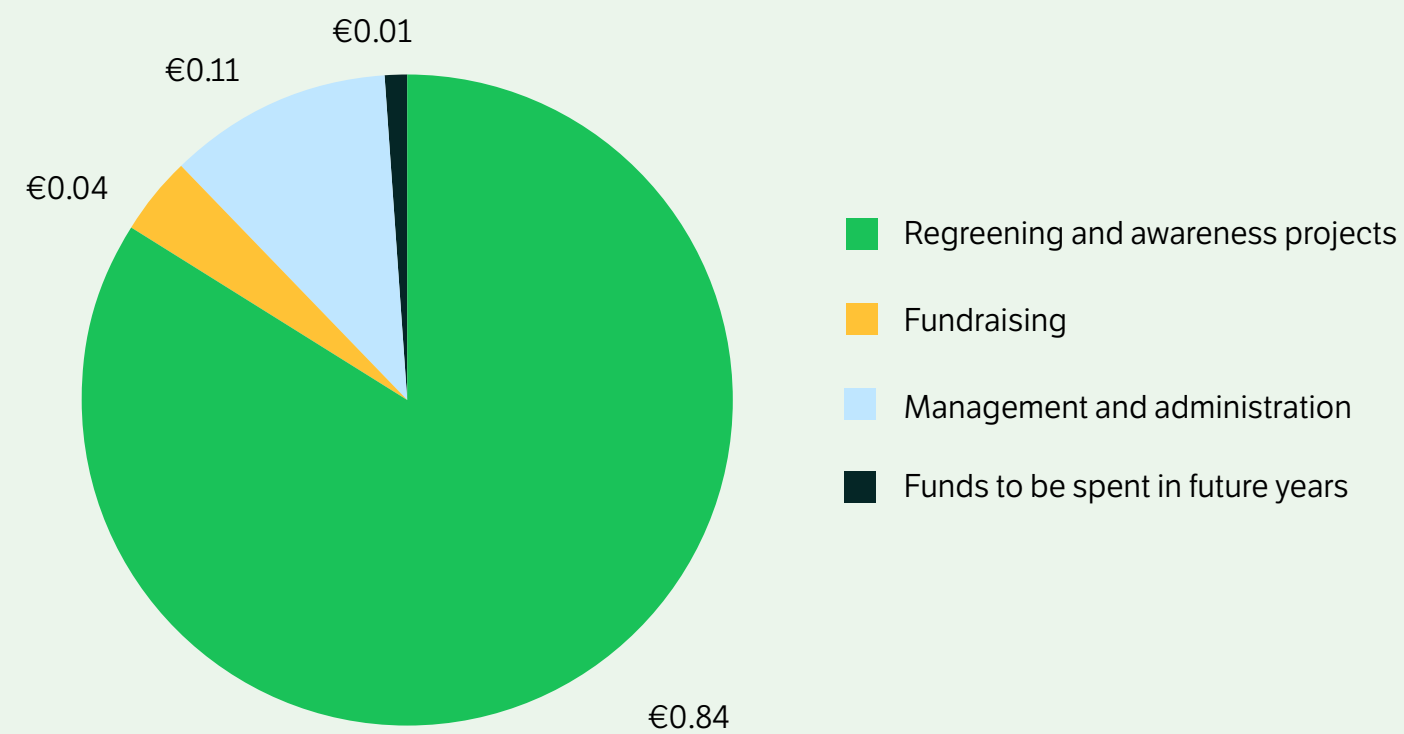
5. NOTES TO THE FINANCIAL STATEMENTS

5.5 ALLOCATION OF EXPENSES

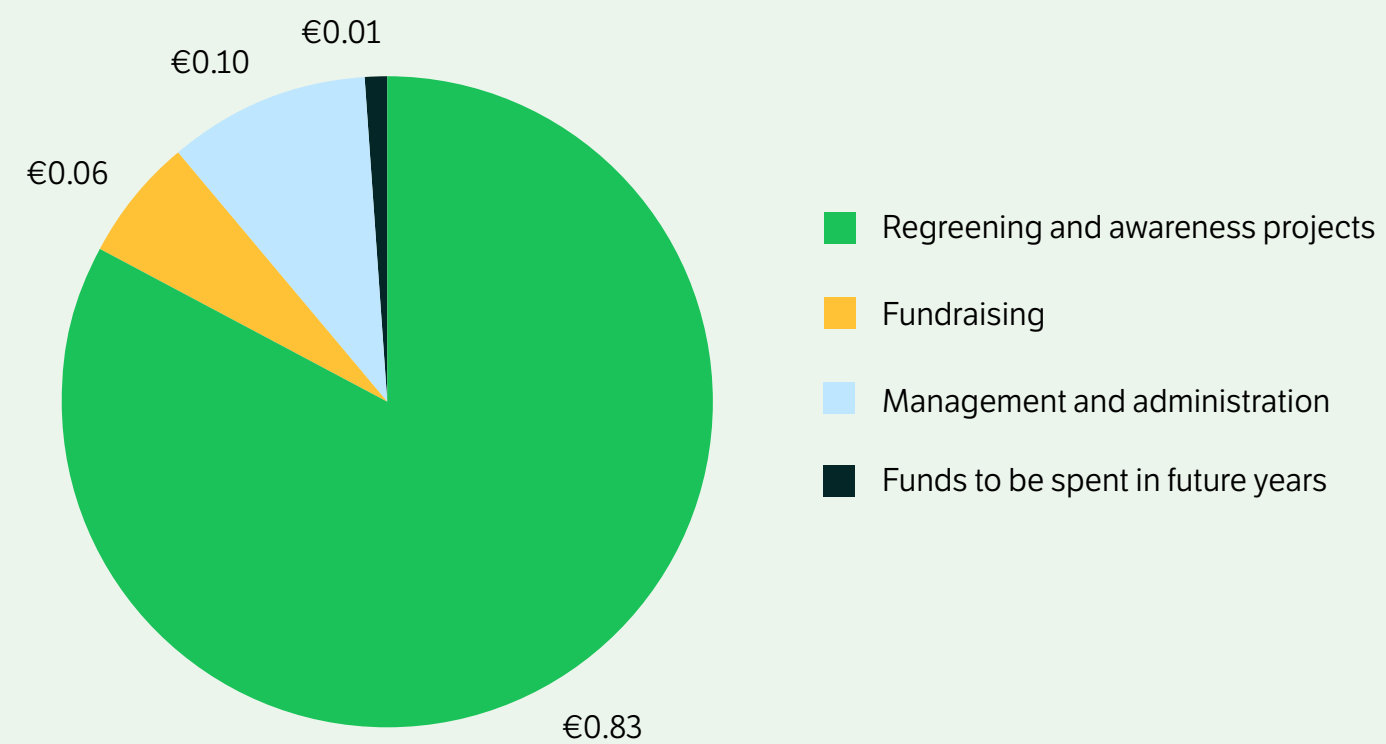
amounts in euros

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2023	Budget 2023	Total 2022
	Regreening projects	Awareness projects					
Direct project expenses	4,543,308	182,002			4,725,311	6,878,189	2,987,186
Personnel expenses	694,842	510,967	202,001	357,861	1,765,671	2,464,211	1,167,029
Office and other general expenses	258,497	228,810	72,228	459,737	1,019,272	1,346,310	649,736
TOTAL	5,496,647	921,779	274,229	817,598	7,510,253	10,688,710	4,803,951

1 EURO DONATED IN 2023 WAS SPENT ON:



1 EURO DONATED IN 2024 WILL BE SPENT ON:



5. NOTES TO THE FINANCIAL STATEMENTS

5.6 PERSONNEL

Remuneration Board of Directors

In determining the remuneration policy and setting the compensation, JustdiggIt follows the Regulation on the Remuneration of Directors of Charitable Organisations (see www.goededoelennederland.nl).

The regulation sets a maximum norm for annual income based on weighted criteria. The assessment of the situation at JustdiggIt was conducted by the Supervisory Board. This resulted in so-called BSD scores of 409 points for the CEO and 376 points for other Directors with a maximum annual income of EUR 114,366 (1 FTE/12 months).

The actual annual incomes of the directors in 2023 (including holiday allowance and retirement contribution), relevant for testing against the applicable maximum amounts, were:

Marjolein Albers (1 FTE/12 months): EUR 105,996

Niels Dierckx (0.87 FTE/12 months): EUR 84,949

These compensations remained within the applicable maximum amounts.

The level and composition of the remuneration are explained in the annual report in the notes to the statement of income and expenses.

Reward Supervisory Board

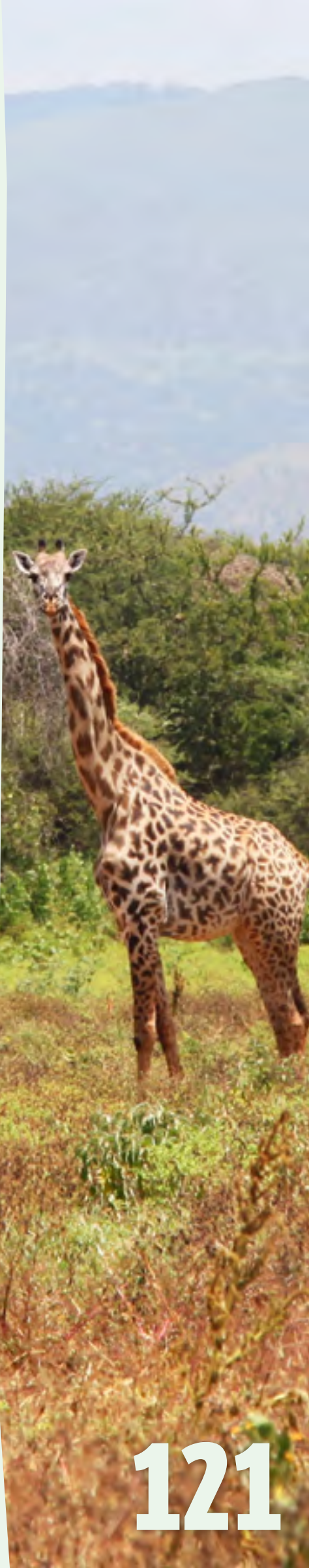
No remuneration was offered to Supervisory Board members and no loans, advances or guarantees were given.



ACRONYMS

ACC	Amboseli Conservation Centre
AET	Amboseli Ecosystem Trust
AFR100	African Forest Landscape Restoration Initiative
ANBI	Algemeen Nut Beogende Instelling
CI	Conservation International
CNN	Cable News Network
CO2	Carbon dioxide
FMNR	Farmer Managed Natural Regeneration
FTE	Full-time equivalent
GIZ	Deutsche Gesellschaft für Internationale Zusammenarbeit
GPS	Global Positioning System
GRP	Gross Rating Point
ICRAF	International Council for Research in Agroforestry
INGO	International Non-Governmental Organisation
KBC	Kenya Broadcasting Corporation
MBO	Member-Based Organisation

MEL	Monitoring, Evaluating and Learning
MT	Management Team
MWCT	Maasai Wilderness Conservation Trust
NGO	Non-Governmental Organisation
NWP	the Netherlands Water Partnership
OGR	Olgulului-Ololarashi Group Ranch
PWC	Pastoral Women's Council
ROEA	Regional Office East Africa
SDGs	Sustainable Development Goals
SEO	Search engine optimisation
SMS	Short Message Service
SORALO	South Rift Association of Land Owners
TWENDE	Towards Ending Drought Emergencies in Kenya
UNCCD	United Nations Convention to Combat Desertification
YEP	Young Expert Programme



AUDITOR'S REPORT

Auditors



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INDEPENDENT AUDITOR'S REPORT

A. Report on the audit of the financial statements 2023 included in the annual report

Our opinion

We have audited the financial statements 2023 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, 2023 and of its result for 2023 in accordance with RJ 650.

The financial statements comprise:

1. the balance sheet as at 31 December 2023;
2. the profit and loss account for 2023; 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.

Baker Tilly (Netherlands) N.V. trading as Baker Tilly is a member of the global network of Baker Tilly International Ltd., the members of which are separate and independent legal entities.

Baker Tilly (Netherlands) N.V. is a public limited company and is the exclusive contracting party in respect of all contracted work. The company's general terms and conditions, filed with the registry of the Dutch chamber of commerce under no. 34120066, which include a limitation of liability, are applicable to all work performed and to all legal relationships with third parties.

Auditors



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.

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 financial statements.

Management is responsible for the preparation of the report of the board of directors in accordance with RJ 650.

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:

Auditors



- 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 concern.
- 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 26, 2024

Kind regards,

drs. L. den Boer RA
Director Audit