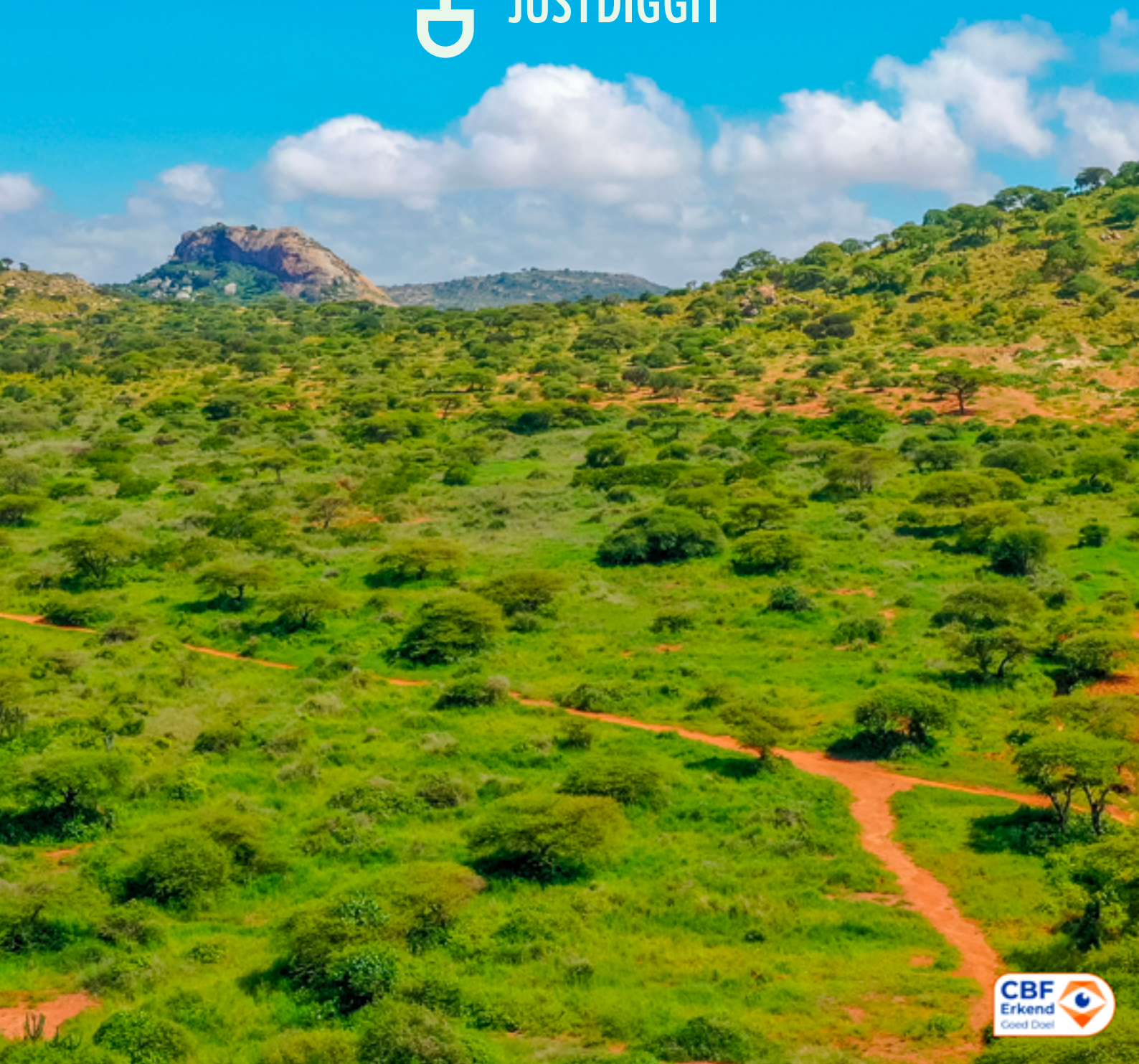


ANNUAL REPORT

2025



JUSTDIGGIT



*OUR VISION*  
**COOLING DOWN  
THE PLANET**

*OUR MISSION*  
**INSPIRING MILLIONS  
TO TAKE ACTION TO  
REGREEN DEGRADED  
LANDSCAPES IN AFRICA**

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# 1. MISSION



# APPROACH FROM DEGRADED LAND TO LIVING LANDSCAPES

The climate and biodiversity crises are no longer distant warnings; they are happening here and now. Temperatures are rising, ecosystems are under pressure, and extreme weather events are becoming more frequent across the globe. Even as global attention shifts between many urgent issues, the need to restore nature continues to grow.

In Sub-Saharan Africa, the impacts are felt every day. Prolonged droughts, unpredictable rainfall and rising heat are placing enormous strain on people and landscapes. At the same time, land degradation and unsustainable land use are stripping soils of their fertility. Vegetation disappears, rainwater no longer soaks into the ground, and once-productive land gradually turns to dust. As a result, communities become more vulnerable to crop failure, food insecurity and displacement.

The scale of this challenge is immense. According to UNCCD, the world continues to lose around 100 million hectares of productive land each year. Overall, a quarter of the Earth's land surface already has a reduced capacity to support life.

Yet there is real reason for hope. Nature has a strong ability to recover when rainwater can infiltrate the soil and stay in the landscape, allowing soil health to improve. Globally, more than 2 billion hectares of degraded land could be restored, an area twice the size of Europe. Restoring landscapes at scale is one of the most effective ways to strengthen biodiversity, build resilience to climate change and protect the livelihoods of the millions of people who depend on healthy land.

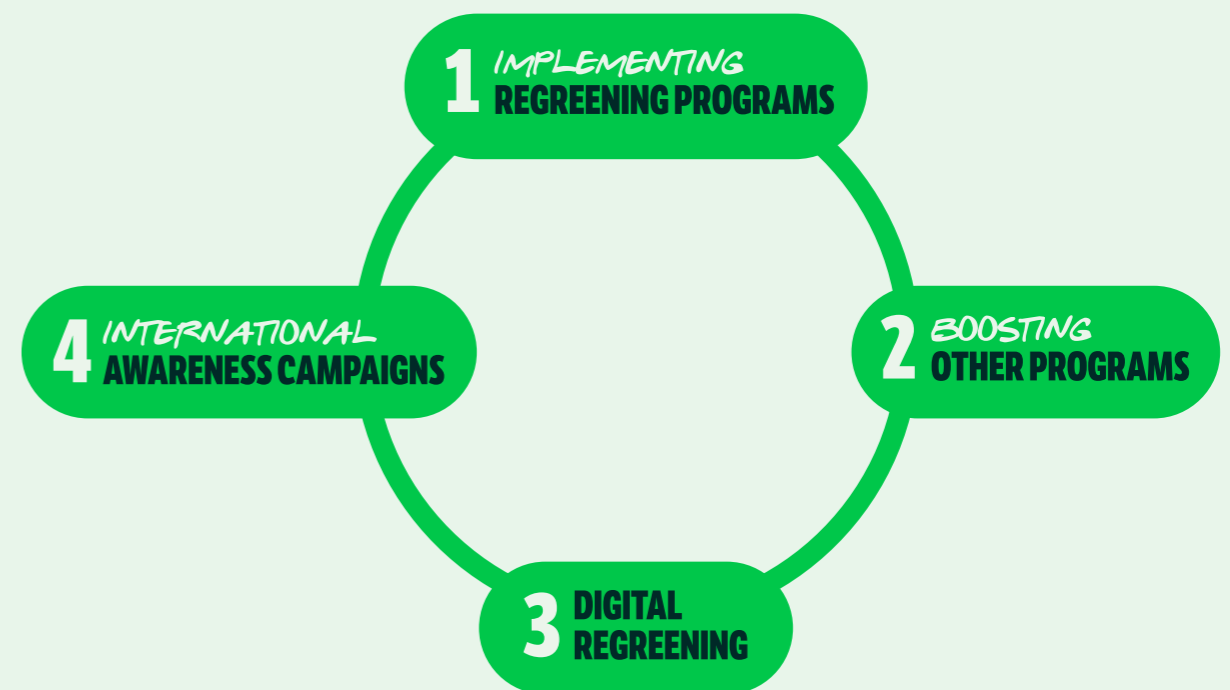
The good news is that the solutions are within reach. Simple, proven techniques such as rainwater harvesting and farmer-managed natural regeneration (FMNR) can bring back vegetation, revive soils and help restore the water cycle. But the real challenge lies in reaching scale: turning successful local action into a movement that spreads across entire regions.

That is why JustdiggIt combines on-the-ground greening programmes with local partners and strong communication and digital tools. By motivating and enabling large numbers of farmers and communities to regreen their own land, ecosystems can recover from the ground up, making landscapes more productive and more resilient.

**The opportunity is huge and the time to act and accelerate is now.**

**JOIN US AND DIG IN**

To achieve our mission to **inspire millions to take action to regreen landscapes in Africa, in 2025 we focused on four core activities:**





## 2. PREFACE

# CEO LETTER

## MARJOLEIN ALBERS

**We began the year with a clear and optimistic message: “We make Earth smile again.” A positive, action-driven approach is what defines Justdiggit. Instead of focusing on fear or urgency alone, we inspire people by showing that restoration is possible, practical and already happening. It reflects our commitment to regreening degraded landscapes in ways that strengthen ecosystems, improve livelihoods and build long-term resilience. In a year marked by global uncertainty, it also carried a message of confidence: restoration works, and it delivers measurable results.**

Shifting political priorities and tightening development budgets put pressure on climate finance and long-term commitments. For organisations like ours, this meant demonstrating impact, efficiency and responsible growth more clearly than ever. Despite this context, we continued all programmes across Kenya, Tanzania and Senegal. Together with partners and farming and pastoralist communities, we restored an additional 45,000 hectares, supported the regeneration of more than 8 million trees, established 7 new grass seed banks and constructed over 125,000 bunds to improve water retention and regenerate grasslands. We have now surpassed 500,000 hectares under restoration. Each hectare restored strengthens soil health, supports biodiversity and increases resilience for communities facing drought and rising temperatures. Regreening remains one of the most cost-effective climate solutions available today, contributing to mitigation, adaptation, food security and livelihoods at the same time.

To reach millions across Africa, impact cannot rely on steady linear growth alone. It requires proven approaches that work in practice, combined with continuous innovation to help more people

take action. In 2025, we therefore focused on reinforcing our foundation. We strengthened our monitoring, evaluation and learning systems, improved operational effectiveness, deepened local partnerships, continued strong global media outreach and diversified our funding base. These steps prepare us to grow responsibly and to operate effectively at scale.

Digital regreening plays a key role in reaching more farmers. After launching the Kijani app in Tanzania in 2024, we introduced it in Kenya in 2025. With more than 25,000 downloads, the platform shows how practical, easy-to-understand restoration knowledge can move quickly from awareness to action. We work along two complementary tracks. Through targeted digital campaigns, we reach farmers directly online and encourage them to start using Kijani. At the same time, we collaborate with partner organisations that integrate the app into their existing programmes and introduce it through trusted local networks. When farmers and pastoralists engage with Kijani through these partners, we see stronger participation in training and more on-the-ground restoration. Together, these approaches help us reach more farmers while keeping the training practical, trusted and rooted in local realities.

Looking ahead, we updated our multi-year strategy with a five-year horizon and a clear outlook to 2040, guided by a continuous focus on innovation. We are moving from reinforcing our foundation to expanding impact — broadening proven restoration approaches, strengthening adoption pathways and deepening long-term partnerships. Restoration lasts when it is understood, owned and embedded within communities. We therefore continue to work across age groups and genders, with increased attention to supporting women as key drivers of sustainable land use.

“

**Lastly, I want to thank our partners and supporters for their trust and continued commitment. Together, we are building on proven impact and accelerating regreening across Africa.**

**Let's keep earth smiling!**

**MARJOLEIN ALBERS**



# CHAIR OF THE SUPERVISORY BOARD

## HAROLD KNEBEL

Delivering impact at scale requires more than strong programmes. It demands a resilient organisation with clear governance, sound financial management, and the ability to adapt to a changing context. In 2025, Justdiggit continued to strengthen its internal foundation while sharpening its strategic focus. As a Supervisory Board, we consider these investments essential to long-term credibility and responsible growth.

This year also underscored the importance of broadening and reinforcing our funding base. Partnerships with the private sector remain an important source of income and expertise. At the same time, many companies are navigating shifting priorities, and sustainability and climate are not always at the top of corporate agendas. This reality calls for adaptability, a clear value proposition, and partnerships built on shared long-term objectives.

In parallel, Justdiggit is expanding its fundraising reach. The establishment of a new entity in the United Kingdom marks an important step toward accessing additional donor communities and diversifying revenue streams. It reflects a deliberate effort to build a more robust and future-proof funding base capable of supporting sustained growth.

Against this backdrop, I am proud of what Justdiggit and its partners have achieved over time. Our cumulative results are substantial: more than 500,000 hectares under sustainable regreening, 32,2 million trees restored, 43 grass seed banks established, and over 800,000 bunds dug to improve water retention and regenerate soils. These outcomes reflect long-term collaboration with communities and local partners, demonstrating a model that is proven, cost-effective, and firmly grounded in local ownership.

A cornerstone of this work is Kisiki Hai, our Farmer Managed Natural Regeneration (FMNR) programme

implemented together with the LEAD Foundation in Central Tanzania. Now the largest initiative of its kind in East Africa, it is well positioned for further growth in the years ahead. FMNR illustrates the value of nature-based solutions: restoring productivity and resilience while strengthening livelihoods and ecosystems. It also shows what is possible when communities are equipped with the knowledge, tools, and confidence to lead restoration efforts themselves.

In Europe, Justdiggit continued to invest in awareness campaigns that inform the public, potential partners, and donors, focusing not only on the urgency of land degradation and climate risk, but equally on the proven solutions. Our positive awareness campaigns and social media messaging are strong examples of this approach. They showcase how well-designed, community-driven nature-based solutions deliver scalable impact that is measurable, affordable, and lasting.

In a year marked by economic uncertainty and political shifts, organisations working in climate and development are operating in an increasingly demanding environment. Public budgets are tightening, priorities are shifting, and the space for long-term climate investment is under pressure. At the same time, the impacts of land degradation and climate change are becoming more visible and more costly for communities, ecosystems, and economies alike. This tension defines today's landscape: the need for effective climate solutions is growing, while the conditions to finance and sustain them are becoming more complex.

Looking ahead, the organisation's direction is clear: strengthen what works, scale with discipline, and deepen partnerships that enable regreening to reach millions of farmers and pastoralists. The Board remains committed to providing oversight and strategic guidance as Justdiggit enters its next

phase, ensuring that ambition is matched by strong governance and financial resilience.

On behalf of the Supervisory Board, I would like to express our appreciation to the staff, partners, and supporters who continue to demonstrate commitment and professionalism in a highly complex global environment. The challenges are real, but so is the opportunity.

“  
**Regreening degraded land remains one of the most practical and cost-effective contributions we can make to climate resilience and sustainable development, and Justdiggit is well positioned to expand that impact in the years ahead.**

*HAROLD KNEBEL*





# 3. HIGHLIGHTS

## IMPACT HIGHLIGHTS

With  
**7**

### NEW GRASS SEED BANKS

the number of grass seed bank projects **grew from 36 to 43 in 2025**. **879 women** entrepreneurs are now directly benefiting from these projects!

**9.1** MILLION(!)

### NEW TREES

regenerated - that's increasing our impact with **38% more trees**, compared to last year! (Bringing us to **32,2 million trees** in total!)

Over  
**45,000**

### NEW HECTARES OF LAND

were brought under restoration - we have now passed the **500,000 (half a million!) hectares** under restoration!

Over  
**125,000**

### OF NEW BUNDS

were dug to regreen degraded land. With a growth of almost **20%** in one year, this is adding up to over **800,000 bunds** so far!

Over  
**20,000**

### NEW FARMERS

had been activated to regenerate trees on their farms! In total, over **215,000 farmers** have been activated in our projects!

**665**

### VILLAGES

are now part of the Treecovery programme, including **635 in Tanzania and 30 in Senegal**

**25,000**

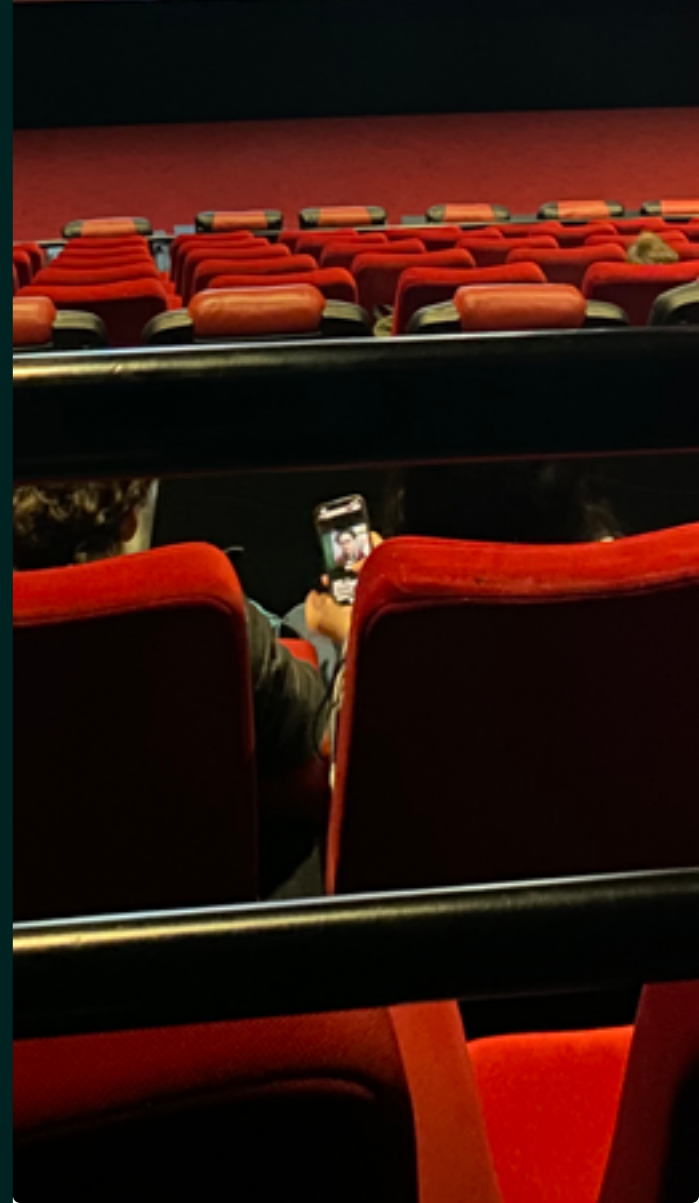
### KIJANI APP DOWNLOADS

and growing! In 2025, Kijani celebrated its **first anniversary** on Nane Nane Day in Tanzania and expanded to Kenya



## PROGRAMMES HIGHLIGHTS

- 🌱 We started a new partnership with **Pastoral Women Council** in **Tanzania**, strengthening women-led restoration efforts
- 🌱 The **launch** of a **Darwin-funded** restoration programme in the **Amboseli** landscape
- 🌱 Achieved a significant tree planting milestone in the South Rift, **building a strong foundation for ongoing restoration** through FMNR and ANR (Treecovery).
- 🌱 A **great celebration** on **International Women's Day** together with the women leading restoration on the ground
- 🌱 **Celebrating Karkaral Day in Senegal**, bringing communities together around greening



## AWARENESS HIGHLIGHTS

🌱 Nominated for a **Gouden Loeki** with our **TV commercial in the Netherlands**

🌱 Our film, **The Land Smiles Back**, co-produced with The Safari Collection and the Samburu community, **won 1st place at the 2025 Water Film Prize**, bringing global recognition to community-led restoration

🌱 Bringing regreening to cities all over the planet with engaging **OOH campaigns every quarter**

🌱 The **Engaruka “Iache Ikue” campaign** in Northern Tanzania mobilised over **2,000 community members** and generated strong national media coverage

🌱 Launch of a **new TV and cinema campaign**

🌱 **The Kijani App officially launched in Kenya** at the Nairobi International Trade Fair

🌱 **The Kisiki Hai football tournament** in Singida drew around **7,000 spectators** across eight matches (allowing us to spread the word about community-led regreening!)



# IN-DEPTH LOOK AT OUR AWARENESS

## **National Geographic – Soil Extinction Project**

In 2025, JustdiggIt was documented as part of National Geographic Explorer John Stanmeyer's global Soil Extinction project, spanning five continents and highlighting soil degradation and solutions worldwide. During a 5–6 day field expedition across Amboseli, Meshanani, Olgululi and Chyulu Hills, the team documented soil heroes, grass seed banks, grazing governance systems and restoration landscapes in multiple ecological phases. Through this collaboration, we were featured within National Geographic's global science and conservation platform, reaching international audiences engaged in climate and environmental storytelling.

## **CBS Visioneers Episode**

CBS Visioneers with Zay Harding filmed a dedicated episode about JustdiggIt's restoration work. The U.S.-based sustainability series is broadcast across CBS-affiliated stations nationwide, reaching a potential audience of more than 100 million households through syndicated distribution, alongside digital streaming platforms. The episode introduced our regreening approach to a wide American audience interested in sustainability, philanthropy and scalable climate solutions.

## **LandRush Documentary Participation**

We also contributed to the LandRush Project documentary, a long-term global investigation into the social and environmental consequences of industrial agriculture. The film places restoration within broader land-use and food-system discussions and is scheduled for international release, further expanding the visibility of our work among environmental, policy and regenerative agriculture audiences.

## **The Land Smiles Back – 1st Place, Water Film Prize**

The Land Smiles Back, co-produced by JustdiggIt, The Safari Collection and the Samburu community of Westgate Community Conservancy, won first place at the 2025 Water Film Prize. Selected from 131 submissions representing 45 countries, the film highlights community-led restoration and the critical role of water in landscape recovery. Organised in partnership with UNESCO's Intergovernmental Hydrological Programme and international water networks, the award significantly increased the visibility of women-led restoration and climate adaptation efforts.

## **Engaruka “Iache Ikue” Campaign – Northern Tanzania**

The Engaruka sensitisation campaign significantly exceeded expectations. Originally aiming to reach 1,000 attendees, the activation mobilised more than 2,000 community members in person. The campaign generated 32 media mentions and over 15,000 social media interactions. Digital engagement reached 17,500 impressions and generated 3,200 likes and 750 shares across platforms. The campaign aired on Star National Television and included five radio segments and three interviews. Football proved to be a powerful tool to mobilise behaviour change within the pastoralist community.

## **Kisiki Hai Football Tournament – Singida**

The Kisiki Hai Football Tournament in Singida brought together approximately 7,000 spectators across eight matches, averaging around 875 attendees per game. Despite heavy rains delaying the final, around 1,500 spectators attended the championship match. The tournament showed the strong potential of sport as a platform for community mobilisation and restoration awareness.

## **Karkaral Day – Senegal**

Karkaral Day 2025 brought together municipalities, implementing partners and farming communities across three locations — Ndiaganiao, Ngayokhème and Ndangalma — during a five-day field engagement. The event strengthened municipal ownership of sustainable land management practices and reinforced momentum toward a nationwide Karkaral movement, demonstrating strong coordination between partners and communities.

## **International Women's Day (IWD)**

Across our programme landscapes, Awareness Africa used International Women's Day to highlight women as land stewards and climate leaders. Through public engagement and storytelling, we celebrated the role women play in restoration and resilience while strengthening gender inclusion across our communication activities.

## **Kijani App Launch – Kenya**

The Kijani App officially launched in Kenya at the Nairobi International Trade Fair during a high-profile event attended by the President and national stakeholders. The launch attracted large numbers of farmers interested in innovation and restoration solutions. Traditional performances opened the event, followed by official remarks and a ribbon-cutting ceremony led by the Coordinator of the 15 Billion Tree Planting Secretariat.

Media coverage included KTN, Mediamax (TV and radio), RMS, NTV and Radio Africa, with interviews conducted in English, Swahili and Maa. The event marked the formal introduction of digital regreening in Kenya and strengthened partnerships with SORALO, ADSE, PELUM Kenya and the Red Cross.



4. **HOW DO WE WORK?** 



## HOW DO WE WORK

Over the past decade, JustdiggIt and its partners have shown that large-scale regreening in Sub-Saharan Africa is possible. What began as local action is growing into a movement that restores landscapes, strengthens livelihoods, and brings back the water cycle. Now, we are ready to scale even further. By expanding our regreening programmes, introducing digital tools for farmers, and launching international awareness campaigns, we inspire and enable millions to take action and regreen Africa from the ground up.

### PILLAR 1

# REGREENING PROGRAMMES

## REGREENING PROGRAMMES

At JustdiggIt, our ambition remains clear: to regreen Africa and help cool down the planet by restoring degraded landscapes at scale. In 2025, this ambition translated more visibly than ever into restored land on the ground—bringing soils back to life through rainwater harvesting, reintroducing native grasses to rangelands, and indigenous trees returning to farms and rangelands. By rebuilding landscapes together with farmers, pastoralists, communities and dedicated partners, we are improving soil health, increasing water infiltration and bringing back vegetation that supports livelihoods, biodiversity and climate resilience. Supported by a growing global movement, our restoration work continues to expand and deliver lasting impact where it matters most: in the landscape itself.

Our large-scale landscape restoration programmes focus on practical, proven solutions that fit local conditions and can be scaled up over time. By combining traditional knowledge with innovative approaches, we enable landscapes to recover step by step. Farmers and pastoralists see the results directly: greener fields, healthier soils and trees that provide shade, fodder and resilience. Alongside field implementation, we strengthen adoption through data, technology and grassroots communication. Video tours, radio programmes, SMS services and demonstration farms make regreening tangible, accessible and easy to apply.

## GRASS SEED BANKS

To support effective rangeland restoration, we establish grass seed banks managed by pastoralist women's groups, ensuring a reliable supply of native grass seeds. These seed banks play a vital role in restoring vegetation cover after rains, while also creating an additional and sustainable income source for local communities.

## COLLABORATION AT THE CORE

Our programme partners in Kenya, Tanzania and Senegal are essential to our success. Deeply rooted in the landscapes where we work, they maintain strong relationships with communities and local authorities and help turn plans into restored land. Together, we design long-term strategies for landscape restoration at scale. JustdiggIt complements this work by mobilising resources, providing technical expertise, strengthening communication, supporting monitoring and evaluation, and assisting with programme management. Together, we are turning degraded land into living landscapes!

## PILLAR 2

# BOOSTING OTHER PROGRAMMES

**We believe large-scale greening is only possible through collaboration.**

**We are on a mission to regreen Africa and cool down the planet. Together with local farmers, pastoralists, partner organisations and an ever-growing global greening movement, we work to restore degraded land at scale. While we implement our own long-term landscape programmes, we also strengthen and accelerate the work of others.**

**We call this Boosting Other Programs.**

## HOW WE WORK

Our role in partnerships is clear: we bring expertise in strategic communication, behaviour change and mobilisation. By embedding Social Behaviour Change (SBC) within restoration programmes, we help turn technical interventions into community ownership and lasting practice change. Through media engagement, community activations and capacity building, we help partners scale impact.

We work with (I)NGOs, alliances and governments to ensure restoration is not only implemented, but also understood, adopted and sustained.

Strong local partnerships are essential. We collaborate with grassroots and community-based organisations rooted in the landscapes where we work, building systems that support long-term greening and restoration.

## ACTIVITIES & IMPACT IN 2025

In 2025, our collaboration with the Global EverGreening Alliance through the Restore Africa Programme (RESAf) showed how strategic communication and behaviour change can support climate resilience at scale.

Across five counties in Kenya, Kwale, Kilifi, Narok, Migori and Elgeyo Marakwet, we directly reached more than 10,000 farmers through village activations and climate-responsive training. Radio campaigns and media platforms expanded the reach to over 1.1 million people.

Sensitisation activities took place in more than 160 villages, strengthening awareness of climate adaptation, FMNR, water harvesting and sustainable livestock management. Participatory methods such as role plays, field demonstrations and peer learning helped translate technical knowledge into practical action.

To strengthen climate discourse and carbon market literacy, we trained 97 journalists, 133 lead farmers and 45 county officials. As a result, 97% of trained journalists produced at least one climate-related story, generating 46 media outputs and 25 interviews. In total, more than 247 minutes of radio airtime helped expand public awareness.

A WhatsApp knowledge hub with 124 active users supported ongoing knowledge exchange beyond physical training, helping sustain learning and behaviour change.

Together, these efforts strengthened government engagement, improved understanding of climate-responsive planning and increased public awareness around restoration and climate action.

## SCALING OUR APPROACH IN 2026

Looking ahead, we will scale the way we work by deepening our Social and Behaviour Change (SBC) leadership.

While Behaviour Change Communication remains a core strength, we are moving toward more structured SBC-led approaches that integrate behavioural insights into programme design from the outset. This includes developing and refining our own SBC toolkits tailored to landscape restoration, enabling partners to systematically address behavioural drivers and barriers to adoption.

By strengthening partner capacity and embedding SBC frameworks in restoration programmes, we aim to improve the effectiveness, replicability and long-term sustainability of restoration efforts.

Collaboration remains central to our work. By combining restoration expertise with behavioural science and communication, we will continue to support and scale landscape restoration across Africa.





PILLAR 3

# DIGITAL REGREENING

The path to restoring millions of hectares doesn't require our organisation to expand at the same scale. It runs through the device already in a farmer's pocket. As mobile connectivity surges across the communities we serve, we've seized this opportunity to build Kijani, a mobile app that puts proven regreening techniques directly into the hands of the people who need them most.

## MULTIPLYING OUR REACH

Kijani is the centrepiece of a broader ecosystem strategy. Local organisations already working with farming communities integrate the app into their programmes, adding a digital dimension to physical training. We are building a growing network of partners who disseminate Kijani through their own channels, while digital marketing extends our reach into communities where we have no physical presence.

## FROM HUNDREDS OF THOUSANDS TO MILLIONS

As a fully scalable re-greening advisor, available anytime, in the languages people speak, Kijani transforms our model from linear growth to exponential impact. The communities are connected. The regreening movement is about to accelerate.

## KIJANI AT A GLANCE

- Available in English and Kiswahili
- 10 courses and multimedia content on proven restoration techniques
- Self-paced learning for farmers and pastoralists
- Designed for partner organisations and digital outreach



## PILLAR 4 AWARENESS CAMPAIGNS

### SPREADING THE REGREENING MESSAGE

JustdiggIt is here to regreen degraded African landscapes. It's important that we spread this message and show not only what we do, but also why it matters. That's why we make sure our message is visible everywhere and always hopeful and positive: on social media, in Out-of-Home advertising, in newspapers, podcasts, cinema, TV and radio. We want to reach people in their hearts and minds.

With the power of the media and the support of our global partners, we reach millions and turn awareness into action. Restoring nature isn't just possible, it's necessary, and time is of the essence. To make our message resonate, we tailor our campaigns to different audiences.

### TAILORING OUR MESSAGE TO DIFFERENT AUDIENCES

In Europe, we focus on clear, accessible language and compelling calls to action. It's not just about showing that regreening works, but about inspiring people to become part of the movement and support the work in their own way.

In Africa, we rely on local storytelling, powerful visuals and interactive content to bring regreening to life. By working with trusted voices, cultural narratives and local languages, we make restoration practices practical and relevant. Our focus is on strengthening understanding, shifting social norms and reinforcing behaviours that protect restored areas. The aim is not only to show that regreening works, but to support communities in adopting and sustaining these practices themselves.



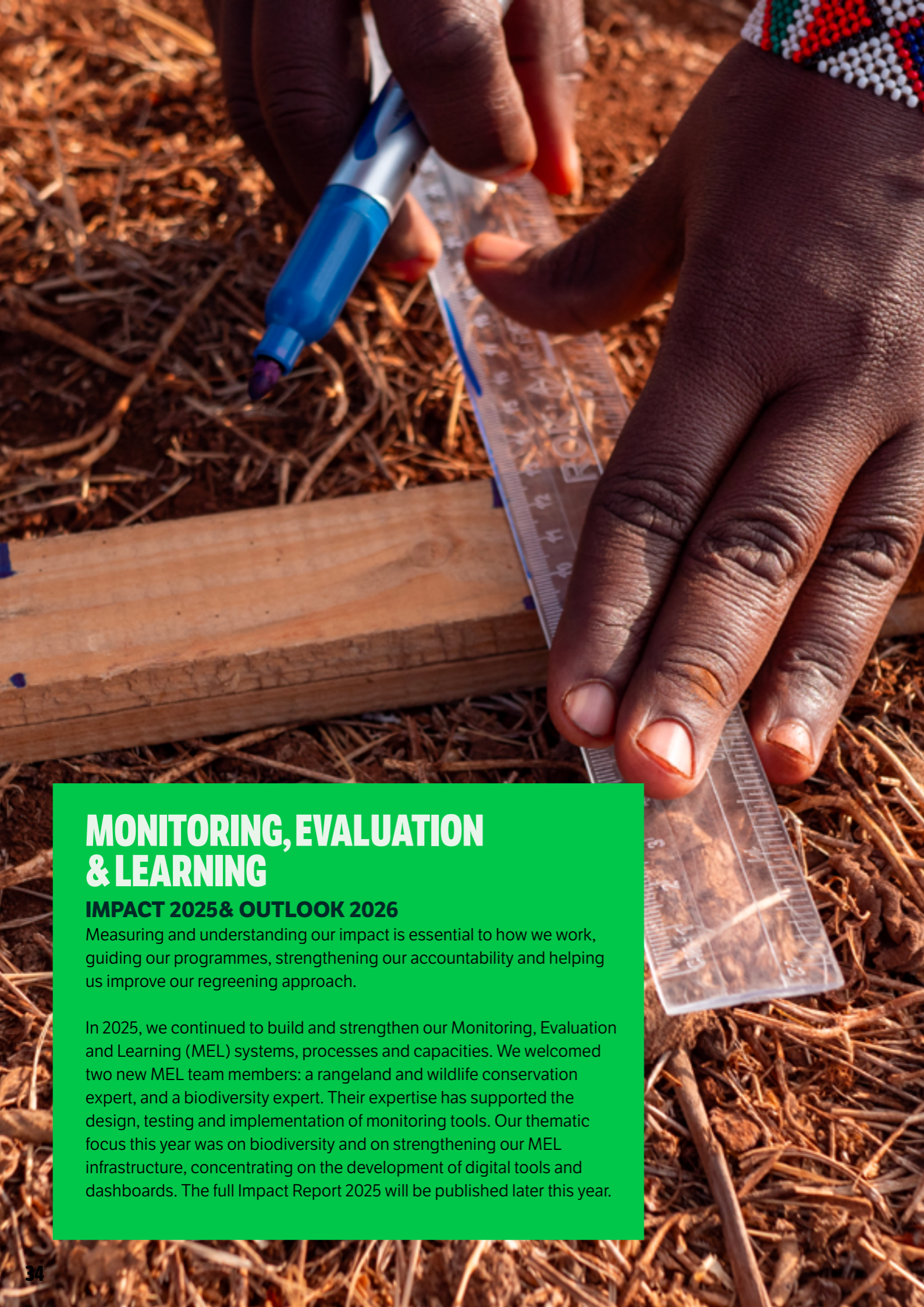
### REACHING MILLIONS THROUGH MEDIA AND PARTNERSHIPS

We wouldn't be able to reach millions without the support of our media partners. Many campaigns are developed in-house and strengthened with their expertise and sponsored exposure. Together, we spread our message across Europe and Africa through television, radio, cinema, social media, print and Out-of-Home advertising. Thanks to leading broadcasting partners, many of these campaigns are aired free of charge.

Through Instagram, TikTok, Facebook and LinkedIn, we share updates, success stories and calls to action. We also take part in events such as 24ThePlanet and the Climate Classic, inspiring people to get involved and become part of the movement. Whenever possible, we co-create high-quality videos and documentaries that bring our regreening projects to life, capturing the people behind the change and the impact on the ground. With powerful photography and drone footage, we document every step of the journey and show that regreening is already transforming landscapes.



# 5. IMPACT 2025 & OUTLOOK 2026



## MONITORING, EVALUATION & LEARNING

### IMPACT 2025 & OUTLOOK 2026

Measuring and understanding our impact is essential to how we work, guiding our programmes, strengthening our accountability and helping us improve our greening approach.

In 2025, we continued to build and strengthen our Monitoring, Evaluation and Learning (MEL) systems, processes and capacities. We welcomed two new MEL team members: a rangeland and wildlife conservation expert, and a biodiversity expert. Their expertise has supported the design, testing and implementation of monitoring tools. Our thematic focus this year was on biodiversity and on strengthening our MEL infrastructure, concentrating on the development of digital tools and dashboards. The full Impact Report 2025 will be published later this year.

# MONITORING OUR IMPACT

## A performance monitoring dashboard for our Treecovery programmes

Together with our partner Spatial Insight, we continued the development of our interactive Treecovery monitoring dashboard. This tool allows us to compare performance across different projects and landscapes, quickly spot data inconsistencies, and extract deeper insights from the monitoring data. We are happy that this partnership will continue in 2026, focusing on a final fine-tuning of the functionalities and working towards a full handover of the dashboard. This dashboard will make our Treecovery projects even more effective and data-driven.

## A new interactive dashboard for our rangeland restoration programmes

In 2025, we developed a digital data collection tool for our rangeland programmes, covering both bunds and grass seed banks. The system includes an automated GIS mapping component that allows us to measure restored areas more efficiently and link field data to satellite monitoring. The results are visualised in a Power BI dashboard. In the coming period, we will continue to improve the dashboard by adding new indicators, data filters and visualisations to support programme management and learning.

## Standardised vegetation monitoring rolled out to new landscapes

Together with our partners AET and Soralo, we rolled out our vegetation monitoring tool to two additional landscapes. Baselines have now been established for most restoration sites across three landscapes. The tool enables us to track restoration progress on key indicators such as vegetation cover and type of vegetation in our project areas, providing a deeper understanding of ecosystem recovery, availability of suitable vegetation for grazing, as well as an early warning for invasive species or over-grazing. This information supports decisions on when restored areas can be safely reopened for controlled grazing. Healthy vegetation remains central to soil restoration, carbon sequestration, microclimate regulation and the livelihoods of Maasai communities who depend on productive grasslands.

## Improved monitoring of grass seedbank projects

The number of grass seed banks grew to 43 in 2025, and most of them began harvesting seeds. This marks an important step, both for restoration activities and for the women's groups generating income from seed sales. To track harvest volumes, seed quality and species composition, reliable record keeping is essential. These data also help the groups manage their revenues and enable us to provide targeted technical support. During the year, we invested in improved data collection tools and training so that the women's groups can maintain and use their own records effectively.

## A biodiversity monitoring framework developed and tested

Following the arrival of a biodiversity expert into the MEL team, we developed a biodiversity monitoring conceptual framework and piloted it in the field. The framework is important because it clarifies monitoring objectives, guides indicator selection, links restoration activities to biodiversity outcomes, and ensures that monitoring data effectively informs management, decision-making, and accountability. The biodiversity pilot will serve as a guideline for conducting biodiversity assessments across our restoration sites. Following the 2025 pilot, the tool will be refined and used to conduct full baseline assessments in 2026.



# EVALUATION

## INTERNAL EVALUATION OF OUR SENEGAL PROGRAM

We conducted an internal evaluation of our pilot in Senegal. Based on the recommendations, we made concrete adjustments, such as increasing our field presence, providing additional support to partners, and involving local leaders more closely. We are also exploring opportunities to scale community-managed forests and to expand training through demonstration plots and exchange visits. With more than 100,000 trees restored so far, the results are promising and we will continue the programme while actively fundraising for its expansion.

# LEARNING/ RESEARCH

## Research strategy and cross-team research committee

Thanks to in-kind support from a donor, we collaborated with a researcher from Wageningen University to develop a Justdiggitt research strategy and identify our priority research questions. This also led to the establishment of a dedicated research committee in the organisation. The strategy and the collaboration with research interns will allow us to focus our resources on the most important knowledge gaps, while contributing to the broader knowledge and evidence on land restoration. It also helps us continue to improve our restoration techniques, inform our strategy, and maximise long-term impact.

## A practical wildlife monitoring guide

We worked with a master's student in Forest and Nature Conservation from the University of Wageningen to explore how we can systematically monitor wildlife in our grassland restoration sites. She spent a few months in Kenya visiting our sites and developing a tailor-made wildlife monitoring guideline for our organisation. Improved wildlife monitoring will provide better insights into how wildlife, especially large herbivores, interacts with and influences restored ecosystems. This information can be used for impact assessments and to inform management decisions on selecting optimal bund site locations and sustainable grazing strategies that balance the needs of wildlife and local pastoralist communities.

## The effect of bunds on water runoff and water balance in the Chyulu landscape

One of our research interns published an important <sup>1</sup>article that provides evidence on the positive effects of soil bunds on soil properties. The research showed a significant difference in soil characteristics between areas where bunds were recently dug and those where bunds were dug several years ago. The largest differences were found in soil bulk density and infiltration rates, showing that soil conditions improve over time. This points to better conditions for vegetation growth and ecosystem recovery at sites that have been under restoration for longer.

## Measure the effects of bunds on soil moisture & temperature with sensors

Soil bunds play a crucial role in restoring vegetation on degraded land by improving water infiltration and reducing surface runoff. To better understand the long-term impact of soil bunds on soil moisture and temperature, we installed a network of sensors at a depth of 60 cm. This research, conducted in partnership with [Wyss Academy for Nature](#), will provide scientific evidence on the effectiveness of bunds and contribute to a broader understanding of their impact in different landscapes. We are excited that in the course of last year, the first data began flowing in. However, extreme weather damaged the research site, causing hiccups in the data transmission. After maintenance and troubleshooting, we managed to get the data flowing again. We are looking forward to analysing the first data trends.

<sup>1</sup>Cheruiyot, C\*, et al. (2025) Effects of soil bund age on selected soil physical properties in Chyulu landscape, Kajiado County, Environ. Res. Commun. 7 105015, published by IOP science



## MEASURING

### THE IMPACT OF OUR COMMUNICATION EFFORTS

Communication continues to play an important role in our approach. Through our outreach, we support farmers and pastoralists with practical information and encourage them to take up restoration practices, while also bringing nature-based solutions to a broader audience. We measure the effectiveness of our work by tracking key indicators such as reach, knowledge transfer, shifts in perception, and follow-up actions across our communication channels (movie roadshows, SMS technology, offline training apps, media campaigns).

We monitor our awareness campaigns through Gross Rating Points (GRPs), monthly donation volumes, Google Analytics data, brand mentions, and social media engagement. Each month, our social media team analyses engagement rates, reach, and audience demographics, reviewing what worked and where we can improve. We review the success and shortcomings of posts and campaigns, using both quantitative metrics and qualitative insights from comments and messages.

In 2025, we strengthened the measurement of our digital awareness campaigns by tracking the results of our monthly newsletters and website visitors. We use the data to optimise the process.

### OUTLOOK FOR 2026

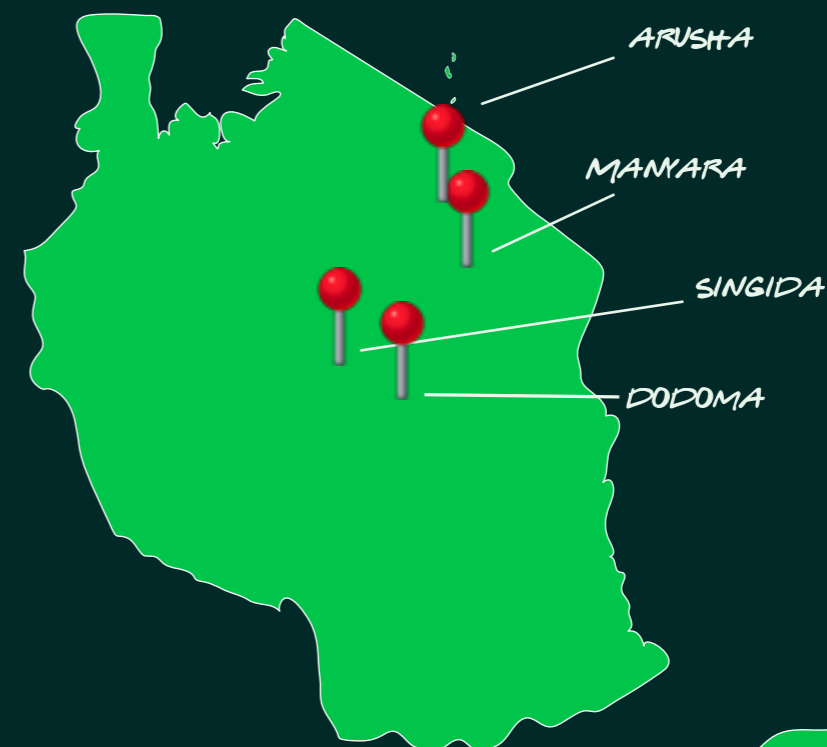
In the coming year, we will build on this foundation and take the next steps to deepen our impact insights and improve how we use data for decision-making.

Key priorities for 2026 include:

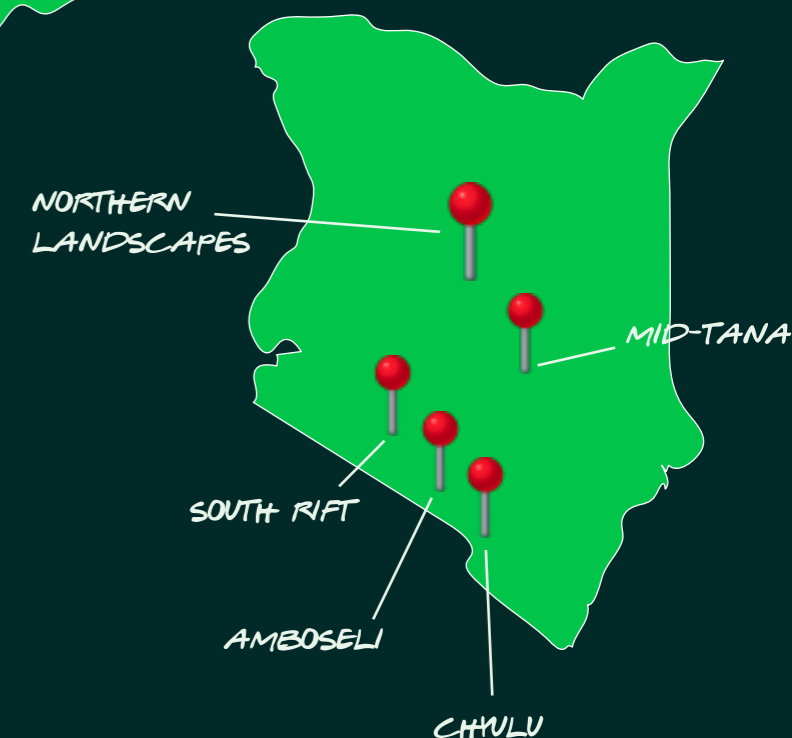
- Further development of our biodiversity assessment and vegetation monitoring tools
- Strengthening monitoring on gender and livelihoods to better understand social impact
- Expanding our remote sensing work to track the effects of rangeland restoration and Treecovery using satellite data
- Conducting a new evaluation in Tanzania to assess the long-term effectiveness, impact and sustainability of the Treecovery programme
- Strengthening our organisational impact framework and KPIs
- Further standardising and digitalising monitoring tools and indicators, and improving data visualisation for programme decisions
- Working closely with the Digital Regreening team to gain better insight into the impact of the app

## REGREENING PROGRAMS

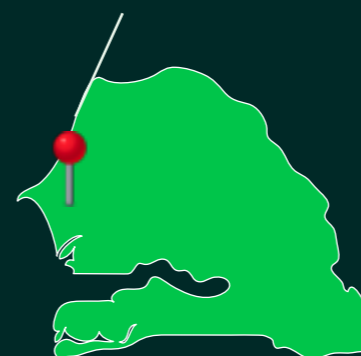
### TANZANIA



### KENYA



### SENEGAL



LANDSCAPE

# CENTRAL TANZANIA

DODOMA, SINGIDA

## LANDSCAPE PARTNERS

LEAD Foundation and farming communities in Dodoma and Singida regions

## ABOUT THE LANDSCAPE

We work with landscape partners in Dodoma and Singida, two vast regions in central Tanzania. Together, these regions span more than 90,000 km<sup>2</sup>, an area over twice the size of the Netherlands and home to around 3 million people. Beyond that, 80% of this landscape falls within arid and semi-arid lands (ASALs), making them among the driest and most climate-vulnerable zones in the country, with a long history of recurrent droughts. Land degradation driven by deforestation, unsustainable land use, and climate change has severely reduced soil fertility and water retention, directly affecting livelihoods for over 90% of households who depend on rain-fed agriculture and natural resources.

To address this, we partnered with LEAD Foundation in 2017 to launch the Kisiki Hai program, promoting Treecovery (FMNR). In parallel, we scale Fanya Juu and Fanya Chini rainwater harvesting terraces to reduce runoff, enhance soil moisture, and accelerate vegetation recovery.

## OUR HISTORY

Launched in late 2017, the Central Tanzania Regreening Programme started in Dodoma with a Training of Trainers model. Champion Farmers were trained in Treecovery (FMNR) and rainwater harvesting trenches and then passed this knowledge on to others in their communities. After several years of hands-on learning in Dodoma, the approach was expanded to Singida, bringing proven methods to a second large and climate-vulnerable region.

A strong mix of media and community outreach has been key from the start. Billboards, murals, radio programmes and SMS campaigns repeat the core messages, while the travelling “movie roadshow” continues to be one of the most effective tools. The short films, made together with young local filmmakers, combine practical demonstrations with local stories and draw large village audiences.

The programme now reaches more than half of all villages in Dodoma and Singida, putting regreening knowledge and techniques into the hands of hundreds of thousands of rural residents.

## ACTIVITIES 2025

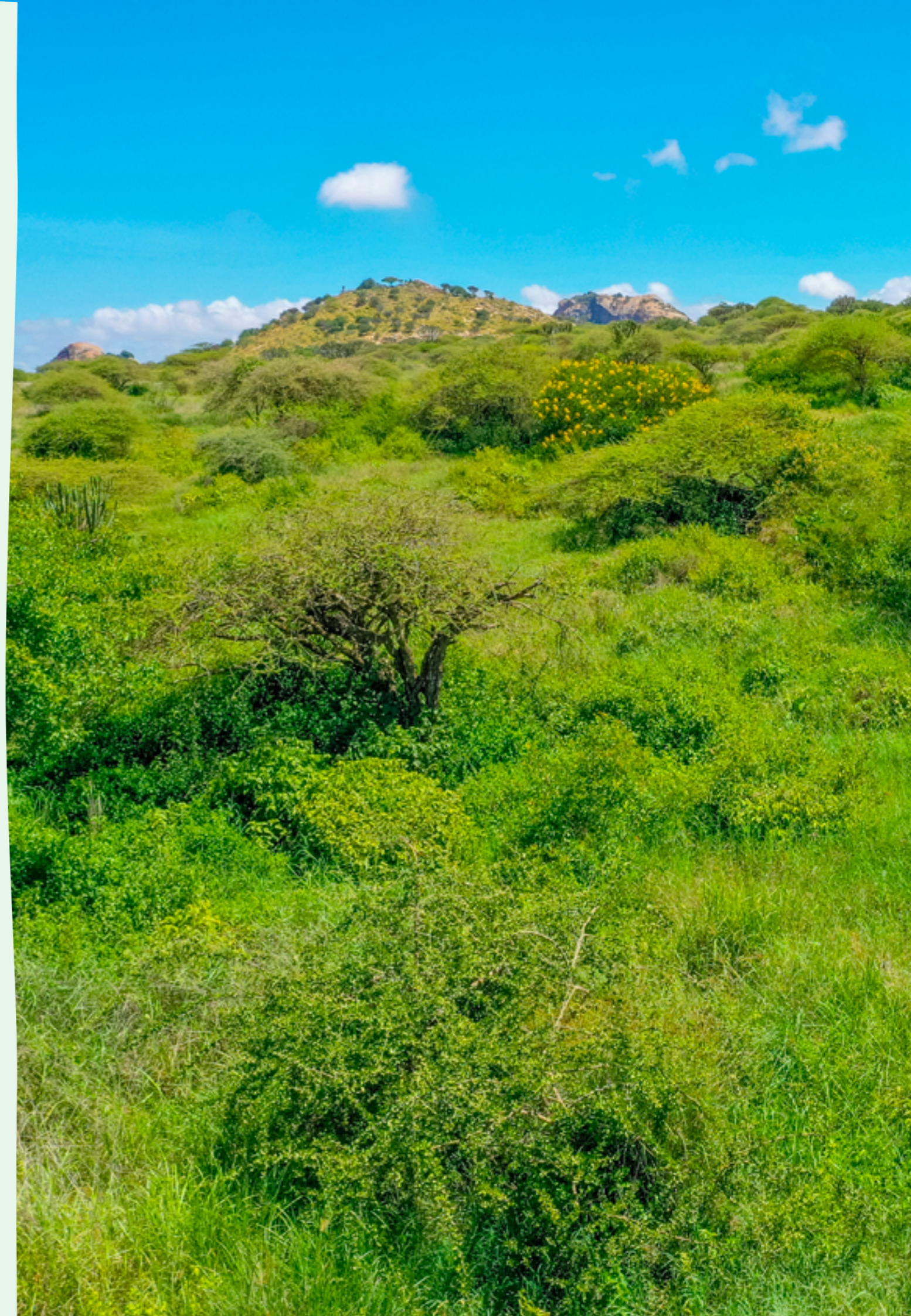
2025 marked a strong year for our Central Tanzania landscape, with major progress in community engagement, behaviour change and partner collaboration. Here are last year's highlights:

- **Programme expansion:** Expanded the Kisiki Hai programme to 27 new villages (564 in total), bringing us closer to our long-term vision of Treecovery in 1,000 villages
- **Training of Trainers (ToT):** Trained 108 Champion Farmers from newly onboarded villages on greening and rainwater harvesting techniques. These Champion Farmers now serve as local multipliers, passing on skills and knowledge to thousands of households
- **Programme management & partnership milestone:** In September we held a strategic and reflective meeting with the leadership and Board of LEAD Foundation, marking eight years of partnership and agreeing on the next priorities for scaling our impact and reach
- **Awareness campaign:** We launched the Kisiki Hai campaign across Dodoma and Singida, combining community football tournaments in Singida that reached over 7,000 spectators, public transport branding on buses and bajajis, and radio programmes promoting restoration practices and the Kijani App
- **Kisiki Hai 3 film:** In 2025 we produced Kisiki Hai 3, a community film that brings our greening approaches and the Kijani App to life through local stories. The film is now being screened through movie roadshows in the 27 newly added villages and across other programme areas, helping to strengthen awareness and adoption of restoration practices
- **Partner field visit & learning:** We hosted our partner Caudalie for a field visit in Singida, creating space for direct exchange with farmers and Champion Farmers and generating practical insights to further improve programme delivery

## PROSPECTS 2026

To build on this progress, we have set out the following priorities for the coming year:

- **More Champion Farmer training:** New villages will receive basic training, while ongoing villages will progress to intermediate and advanced levels. These farmers will continue activating and training others
- **Rural communication expansion:** We will keep expanding roadshows, radio programmes, SMS services, murals, posters, and brochures to further inspire and activate farmers
- **Kijani App promotion:** We will integrate the promotion of the Kijani App into all communication materials and roadshows, with district coordinators helping participants download and use it
- **Expansion to new villages:** Fundraising is ongoing, and we expect to add new villages to Treecovery, bringing us even closer to our 2030 vision!
- **Evaluation of programme:** Next year, we will start evaluating the Central Tanzania Regreening Programme so we can learn what works best and clearly demonstrate the impact we are making
- **Longer-term review:** Review of the longer-term vision for the Central Tanzania programme, which will clearly define our roles but also develop strategies for further implementation of the vision together with LEAD Foundation





*RESULTS 2025:*

**27** new villages have been added to the program

**8,8** million trees have been generated

**30,000** meters of water harvesting trenches have been dug

*TOTAL RESULTS TO DATE:*

**564** villages have been in the program

**over 31,7** million trees have been generated

**195,000** households have been practising Treecovery

**4,067** institutions have been practising Treecovery

**200,000** meter of water harvesting trenches have been dug



LANDSCAPE

# NORTHERN TANZANIA

ARUSHA, MANYARA

## LANDSCAPE PARTNERS

TRIAS, LEAD Foundation, Pastoral Women Council, MVIWAARUSHA, MVIWAMA

## ABOUT THE LANDSCAPE

We work with landscape partners across Arusha and Manyara in Northern Tanzania, a vast landscape of rangelands, highlands, and important wildlife and water catchments. Millions of people depend on this land for their livelihoods, yet much of the area is classified as arid and semi-arid and faces recurring droughts, unpredictable rainfall, and growing pressure from population growth and unsustainable land use. This has led to widespread land degradation, threatening pasture availability and the resilience of pastoralist and agro-pastoral communities.

## OUR HISTORY

Launched in late 2021, the Regreen Arusha Programme started in Arusha using a Training of Trainers approach, equipping selected Champion Farmers to train their peers in Treecovery (FMNR) and rainwater harvesting techniques. In 2022, TRIAS joined to strengthen inclusion and entrepreneurship within Member Based Organizations, including MVIWAARUSHA, MVIWAMA and Pastoral Women Council. Manyara later joined under the Justdiggitt-TRIAS HUSISHA programme. In 2024 and 2025, CMA CGM and UBS Optimus Foundation came on board, helping to sustain and expand restoration efforts in the landscape.

A key strength of the programme is its strong community outreach. Murals, radio shows and SMS services reinforce the message, while our movie roadshows bring practical regreening knowledge directly to villages through locally produced educational films.

Today, the programme is active in more than five districts across Arusha and Manyara, reaching tens of thousands of pastoralists and agro-pastoralists with the skills to regreen their land.



## ACTIVITIES 2025

### Here are the key achievements of 2025 in the Northern Tanzania landscape:

- **Two new grass seed banks** established in Longido district
- **Expansion to new villages:** With support from UBS Optimus Foundation, the programme is expanding to five new villages. This includes establishing five grass seed banks, supporting tree recovery, and enabling financial access for rural women through Village Community Banks (VICOBA)
- **Bund digging and land restoration:** A total of 13,078 bunds were constructed, helping restore degraded land and improve water infiltration and vegetation recovery
- **Treecovery scaling:** Together with our partners, 195,000 trees were recovered across the landscape, strengthening ecosystem health and supporting sustainable livelihoods
- **Strengthening rural communication and behaviour change:** Rural communication efforts continued with the relaunch of the SMS service, 133 movie roadshows, and the distribution of posters, flyers, murals and signboards. The “lache lkue” (“let it grow”) campaign in Engaruka ward used football tournaments and community events to encourage pastoralists to protect restoration sites and allow vegetation to recover
- **Partner field visit:** Our partner Caudalie visited the Northern Tanzania landscape to see the interventions firsthand and engage with communities, providing valuable insights to strengthen the programme
- **International Women’s Day and grass seed purchase:** Together with TRIAS, we celebrated International Women’s Day by purchasing 155 kg of grass seeds harvested by women-led grass seed banks, providing direct income and reinforcing the sustainability of these restoration enterprises
- **Entrepreneurship training for grass seed bank groups:** Five grass seed bank groups received two days of entrepreneurship training, equipping women with business and marketing skills. Using the Market Place Literacy model, participants learned how to strengthen their operations and increase the commercial potential of their grass seed banks

## PROSPECTS 2026

### Here’s what we are looking forward to in 2026:

- **Establishment of grass seed bank projects:** We will continue supporting the set-up and management of grass seed banks and Village Community Banking groups to strengthen both restoration efforts and local incomes
- **Site selection and bund digging:** We will identify new sites and complete bund construction targets under the HUSISHA and CMA CGM programmes.
- **Training of Champion Farmers:** Basic training will be provided to Champion Farmers under the UBSOF programme to accelerate Treecovery across the landscape
- **Communication and guideline development:** We will continue expanding roadshows, radio programmes, SMS services, murals, posters and brochures to inspire and activate farmers. Together with our partners, we will also develop clear communication guidelines for the UBSOF programme
- **Kijani app promotion:** The Kijani app will be integrated into all communication materials and roadshows, with district coordinators supporting participants to download and actively use the app
- **Expansion to new villages:** Fundraising efforts are ongoing, and we aim to expand into additional villages and programmes within the landscape
- **Finalising the long-term vision:** We will complete and align on the Northern Tanzania long-term vision to guide future restoration efforts
- **Transition of the HUSISHA programme:** As the current phase of HUSISHA comes to an end, we are actively fundraising and preparing for its next phase



RESULTS  
2025:

13,078

bunds have been dug

195,000

trees have been generated

3,594

new farmers practicing Treecovery

5,100

hectares under restoration

2

grass seed banks established

TOTAL  
RESULTS TO  
DATE

50,000

bunds have been dug

397,000

trees have been generated

15,053

farmers practicing Treecovery

22,000

hectares under restoration

8

grass seed banks established



# LANDSCAPE AMBOSELI, KENYA



AMBOSELI

## LANDSCAPE PARTNERS

Our main partner in this landscape is Amboseli Ecosystem Trust (AET). Amboseli Ecosystem Trust (AET) is a not-for-profit umbrella organisation that brings together local communities, government authorities, conservation organisations and development partners across the Amboseli Ecosystem. They work to drive collective action and encourage collaboration to improve the well-being of people, wildlife and the habitats they depend on.

## ABOUT THE LANDSCAPE

The Amboseli landscape covers approximately 5,700 km<sup>2</sup> in Kenya's Southern Rangelands and includes Amboseli National Park (ANP – about 40,000 ha) and the surrounding Olgulului–Ololarashi Group Ranch (OGR – about 133,000 ha). The broader ecosystem supports roughly 80,000 inhabitants and comprises seven community-owned group ranches and 35 conservancies, alongside the national park.

Recognised by UNESCO as a Man and Biosphere Reserve, the Amboseli ecosystem is vital for pastoral livelihoods, wildlife movement, and biodiversity. However, climate change, land degradation, and changing land ownership are putting increasing pressure on the ecosystem.

Through collaboration between Amboseli Ecosystem Trust (AET), Justdiggit, community institutions, and Kenya Wildlife Service (KWS), restoration activities focus on rehabilitating degraded rangelands, strengthening sustainable grazing management, and improving biodiversity outcomes within and beyond Amboseli National Park.

## OUR INVOLVEMENT

For over a decade, Justdiggit has supported restoration efforts across the Amboseli landscape together with community organisations, conservation partners, and government institutions, including African Conservation Centre, Amboseli Conservation Program, Amboseli Ecosystem Trust, and Kenya Wildlife Service.

During the reporting year, we worked closely with Amboseli Ecosystem Trust, focusing on strengthening grazing governance, establishing grass seed banks, and constructing rainwater harvesting structures such as soil bunds and stone lines. These interventions help retain water, restore vegetation, and improve pasture for both livestock and wildlife.

Together, we aim to restore ecosystems while strengthening community livelihoods through sustainable rangeland management.



## ACTIVITIES 2025

Here are the key highlights of 2025 in the Amboseli landscape:

- **Expansion of bund construction:** Restoration efforts scaled up significantly through two major initiatives. Thanks to the support from our friends at Charlie's Travels, 244 soil bunds were constructed in Meshanani. In addition, 11,000 bunds were established under the Global Environment Facility (GEF) Inclusive Assembly Challenge Programme as part of the Restoring Southern Kenya Rangelands – Amboseli Landscape project. These structures help retain rainwater, reduce runoff, and support vegetation recovery across degraded areas
- **Community participation and employment:** A total of 119 community members (56 men and 63 women) were actively involved in restoration activities, working as supervisors, local technicians, and digging bunds.
- **Establishment of women-led grass seed banks:** Two new grass seed banks were established in Olgulului and Risa, covering a total of 8 hectares. These seed banks support restoration efforts while creating sustainable livelihood opportunities for women.
- **Capacity building:** 46 women received training on group governance and grass seed bank management, strengthening their skills to manage restoration enterprises effectively and independently.
- **Development of technical tools:** Several practical tools were developed to support restoration and monitoring, including a grass seed harvesting guide, a vegetation monitoring tool, and a record-keeping booklet to improve data collection and project management

The GEF initiative aims to restore 4,540 hectares of rangeland through bund construction, grass seed banks, and improved grazing management. The programme is expected to directly benefit around 840 Maasai community members by improving pasture availability and strengthening livelihoods.

## PROSPECTS 2026

Looking ahead, we will continue scaling restoration efforts across the Amboseli landscape together with our partners and local communities.

- **Vision 2030 restoration blueprint:** We are working toward restoring 75,000 hectares of degraded rangeland by 2030, including 10,606 hectares under intensive rainwater harvesting. This includes an ambitious target of constructing close to one million soil bunds and establishing at least 20 grass seed banks!
- **Expansion through new restoration programmes:** Building on the 11,000 bunds constructed in 2025 under the GEF programme, new support from the Darwin Initiative will allow us to construct another 10,000 bunds. We will also establish new grass seed banks and strengthen the ones already in place
- **Community-led restoration and biodiversity protection:** The Darwin Initiative programme will support women-led restoration enterprises, improve grazing management, and strengthen biodiversity conservation, while helping communities restore their land and livelihoods
- **Strengthening partnerships and financing:** We will continue working with partners to secure long-term support and funding, ensuring restoration efforts can grow in line with the Amboseli Ecosystem Management Plan



RESULTS  
2025:

**11,000**

soil bunds constructed under the GEF project

**244**

additional bunds established in Meshanani through philanthropic support

**2**

new grass seed banks were established, creating sustainable livelihoods for 52 additional women

TOTAL  
RESULTS TO  
DATE

**17,400**

hectares is the total area under restoration

**32**

total number of areas under controlled grazing (olopololis) - over 17,000 ha)

**5**

grass seed banks established

**36,400**

bunds have been dug (almost 400 ha)

**141**

women participating in the grass seed bank project





LANDSCAPE

# CHYULU, KENYA

CHYULU HILLS

## LANDSCAPE PARTNERS

Big Life Foundation (BLF), Maasai Wilderness Conservation Trust (MWCT)

## ABOUT THE LANDSCAPE

MWCT and BLF operate in Chyulu Hills landscape and the broader Amboseli–Tsavo Ecosystem, an area of critical ecological and cultural importance. The Chyulu Hills landscape covers approximately 8,000 km<sup>2</sup> across Kenya’s southern rangelands and forms a vital link within the Tsavo–Amboseli ecosystem. It includes the Chyulu Hills National Park (about 741 km<sup>2</sup> / 74,100 ha) and surrounding community-owned group ranches such as Mbirikani, Kuku, Rombo, and Eselenkei, alongside a growing network of community conservancies. The broader ecosystem supports an estimated 50,000–70,000 inhabitants, predominantly Maasai pastoralists, whose livelihoods depend on livestock and natural resources.

Chyulu landscape is widely recognised for its ecological importance as a key wildlife corridor connecting Tsavo West National Park and Amboseli. It plays a crucial role in maintaining elephant migration routes and broader ecosystem connectivity. The landscape is also an important water catchment area, where porous volcanic soils capture rainfall and recharge underground aquifers that feed permanent springs such as Mzima Springs in Tsavo.

However, the ecosystem is under increasing pressure from climate change, land subdivision, overgrazing, charcoal production, and deforestation. These factors contribute to land degradation, reduced vegetation cover, and fragmentation of wildlife habitats, threatening both biodiversity and pastoral livelihoods.

Through collaboration between organisations such as JustdiggIt, Big Life Foundation, Maasai Wilderness Conservation Trust, Kenya Wildlife Service, conservation partners, and community institutions, restoration efforts in the Chyulu landscape focus on rehabilitating degraded rangelands, protecting wildlife corridors, strengthening sustainable grazing management, and enhancing biodiversity outcomes across both protected areas and community lands.

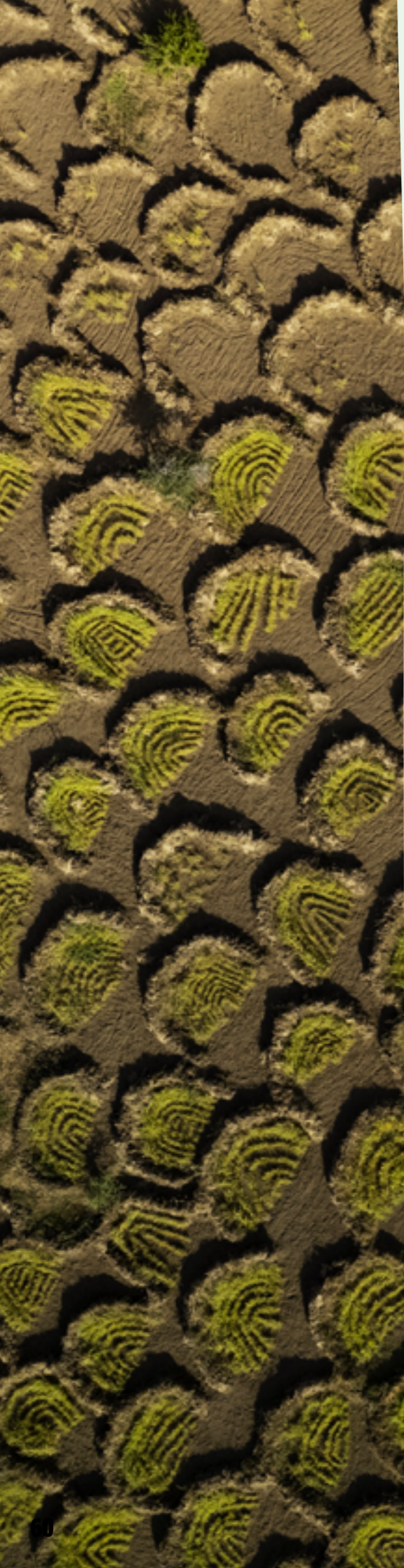
## OUR INVOLVEMENT

JustdiggIt, in collaboration with local partners MWCT and BLF, is actively involved in restoring degraded lands in the Chyulu Landscape. Our Regreening programme covers community lands across the four group ranches and partners with local Maasai communities to promote conservation that supports both ecosystem integrity and community livelihoods.

The Maasai community’s deep cultural connection to the land plays a central role in our Land Restoration approach. Traditional knowledge, livestock grazing systems, and cultural heritage are recognised as key elements of ecosystem management and as important livelihood support and cultural preservation.

Our work focuses on rainwater harvesting and land restoration techniques that not only improve the health of the ecosystem but also enhance the livelihoods of the local Maasai communities.

We support local communities through capacity building and awareness creation to ensure the sustainability of restored sites, while also encouraging pastoralists to adopt regreening techniques through the Kijani App.



## ACTIVITIES 2025

In 2025, we made significant progress in our regreening efforts in Chyulu with MWCT and BLF:

- **Regreening results:** Thanks to strong partnerships and community collaboration, 83,920 bunds were dug and seeded, 3 Grass Seed Banks were established and 700 hectares were brought under intensive restoration in Kuku Group Ranch
- **Restoration of the Enkii bund site:** During the short rains (OND), we carried out seed broadcasting at the Enkii site, where 38,400 bunds were constructed in 2018. This helped spread grass beyond the bunds and serves as an important learning site for similar restoration areas across the landscape
- **Community engagement:** Raising awareness among leaders, grazing committees, and local communities has been crucial in driving restoration efforts
- **Activation through film:** Together with our Chyulu partners, we organised a movie roadshow in early 2026, reaching and inspiring an audience of over 16,540 people

## PROSPECTS 2026

In 2026, we aim to expand our impact by:

- **Bunds expansion:** Digging bunds in Iltlal (Kuku Group Ranch), Samai, Enkii and Olorika to improve soil and climate resilience
- **Grass seed banks:** Establishing at least one new grass seed banks with BLF as part of the TWENDE project
- **Capacity building:** Providing training to strengthen women's groups managing the grass seed banks
- **Sustainability planning:** Developing a long-term strategy to ensure lasting impact

RESULTS  
2025:

700

new hectares under construction

83,920

new bunds dug

3

new grass seed banks were established

56

new women are participating in the grass seed bank project

TOTAL  
RESULTS TO  
DATE:

5,081

hectares is the total area under restoration

575,000

total number of bunds have been dug

16

grass seed banks have been established

308

women participating in the grass seed bank project

LANDSCAPE

# SOUTH RIFT, KENYA

GREATER MARA-SERENGETI, AMBOSELI-TSAVO

## LANDSCAPE PARTNERS

South Rift Association of Land Owners (SORALO)

## ABOUT THE LANDSCAPE

The South Rift landscape forms a critical ecological bridge between the Greater Mara–Serengeti and Amboseli–Tsavo ecosystems, supporting exceptional biological and cultural diversity. Spanning about 15,000 km<sup>2</sup> and including a focal project area of roughly 1.5 million hectares, it hosts around 240,000 Maasai pastoralists who traditionally coexist with wildlife, livestock, forests, and grasslands. The region contains one of the world’s richest large mammal populations. Land ownership remains predominantly communal but is transitioning toward individual or community tenure under Kenya’s Community Land Act (2016). Key challenges include soil erosion, water scarcity, deforestation, cultivation pressure, invasive weeds, rising livestock populations, and recurrent drought.

## OUR INVOLVEMENT

Since 2021, JustdiggIt has implemented pilot restoration initiatives in Kenya’s South Rift landscape to promote nature-based solutions among pastoralist communities. In partnership with SORALO, whose restoration capacity was initially limited, these pilots have demonstrated practical approaches to land rehabilitation while enhancing biodiversity and rangeland productivity.

The interventions covered four 20-hectare pilot sites and included rainwater harvesting measures such as stone lines, soil bunds, water retention trenches, reseeded, and improved grazing management practices. Grazing governance was further strengthened through institutional support and the development of additional livestock watering points.

Four women-led grass seed banks (20 women each) were also established, generating supplementary income for participating households. Currently, a Treecover project is underway targeting restoration of 499,182 trees through afforestation, Farmer Managed Natural Regeneration (FMNR), Assisted Natural Restoration (ANR) and riparian regeneration, supported by TerraFund (70%) and an anonymous foundation (30%).

## ACTIVITIES 2025

Here are the key achievements of 2025 under the Treecovery project:

- **Distribution of fruit tree seedlings:** More than 580 farmers and local institutions received fruit tree seedlings to improve household nutrition, diversify income, and support landscape restoration. Beneficiaries were selected based on their active involvement in FMNR and ANR practices to help ensure strong tree survival
- **Training and capacity building:** Practical training was delivered on tree planting and management, soil erosion control, crop husbandry, riparian protection, and land-use planning. These activities supported communities across Magadi, Loita, Nguruman, and Entasopia to strengthen restoration efforts
- **Tree recovery and verification:** A total of 18,534 trees were verified as planted through afforestation, while FMNR efforts continued to expand, contributing to a cumulative 61,782 naturally regenerated trees across the landscape
- **Strengthening community partnerships:** Collaboration with schools, faith-based organisations, and community groups helped reinforce local stewardship of restored areas. Community consultations and grazing governance support ensured restoration activities aligned with local priorities
- **Sustaining restoration gains:** Continued support was provided to protect restoration sites, maintain rainwater harvesting structures, and strengthen grass seed banks. These efforts help secure long-term restoration outcomes while generating livelihood benefits for participating women

## PROSPECTS 2026:

Results and outlook for the Treecovery project:

- **Scaling Treecovery:** The project is on track to reach approximately 180,000 restored or regenerated trees by June 2026, and 265,000 trees by December 2026, driven by continued FMNR expansion and afforestation
- **Strengthening community stewardship:** As earlier restoration sites mature, natural regeneration is becoming more visible, supported by ongoing community engagement and protection efforts
- **Improving monitoring and long-term impact:** Continued data tracking through Solstice and close collaboration with partners will help guide restoration and support long-term landscape recovery

RESULTS  
2025:

580

new farmers and institutions receiving tree seedlings

18,534

of verified planted trees (Afforestation)

61,782

trees brought back through Treecovery (FMNR)

800

KG of grass seeds harvested

TOTAL  
RESULTS TO  
DATE:

438

hectares is the total area under restoration

81,916

total number of trees regenerated

4

grass seed banks have been established

80

women participating in the grass seed bank project

LANDSCAPE

# NORTHERN KENYA

BARINGO, LAIKIPIA, ISIOLO, SAMBURU, MARSABIT

## 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)

## ABOUT THE LANDSCAPE

The Northern Kenya landscape, spanning Baringo, Laikipia, Isiolo, Samburu, and Marsabit, is one of Africa's most important yet vulnerable ecological regions. These arid and semi-arid landscapes are home to diverse pastoralist communities, including the Samburu, Maasai, Borana, and Turkana, who depend on healthy rangelands for their livelihoods.

Samburu County and Isiolo County, have populations of approximately 310,000 and 268,000 people respectively (2019 census). These counties are sparsely populated, with low population densities of 18 persons/km<sup>2</sup> in Samburu and 10 persons/km<sup>2</sup> in Isiolo, reflecting their arid and semi-arid nature. Livelihoods are predominantly pastoral, with communities relying heavily on livestock for food security and income, alongside emerging income streams from conservation and tourism.

In Samburu County, conservancies such as Kalama, Westgate, and Sera provide critical habitats and migration corridors for species including Grevy's zebras, elephants, and giraffes, while supporting pastoral communities vulnerable to recurrent droughts. Sera also hosts East Africa's first community-owned rhino sanctuary, with growing populations of both black and white rhinos.

In Isiolo County, Biliqo Bulesa Community Conservancy connects key conservation areas and supports elephant movement across the wider Laikipia-Samburu-Meru-Marsabit ecosystem, while serving as an important shared grazing landscape for pastoralists.

Climate change, erratic rainfall, and growing pressure on land are increasing the risk of degradation. In response, communities, partners, and organisations like JustdiggIt are working together to restore rangelands through climate-smart land management. These efforts help protect biodiversity, strengthen livelihoods, and support the long-term resilience of both people and ecosystems.

## OUR INVOLVEMENT

Our Landscape restoration efforts across Kenya's Northern Rangelands have reached a transformative scale in 2025. Driven by strong community leadership and strategic partnerships with the Northern Rangelands Trust (NRT) and community conservancies, including Westgate, Kalama, Sere Olipi, and Biliqo Bulesa, restoration efforts under the Green Climate Fund (GCF)-supported TWENDE Project have delivered measurable ecological and socio-economic outcomes.

To date, almost 500 hectares of degraded rangeland have been restored through the construction of over 60,200 bunds. These interventions have led to a clear increase in perennial grass cover, improving rangeland productivity and ecosystem resilience.

Beyond the ecological impact, the restoration work has also created economic opportunities. Women-led grass seed bank groups have turned degraded land into productive areas that support both landscape recovery and local livelihoods, generating income while strengthening long-term community ownership.



### ACTIVITIES 2025

Here are the key achievements of 2025 in the Northern Kenya landscape:

- Strong progress of restoration sites: Active restoration areas continue to recover well, supported by improved post-management by communities and conservancies. Protection measures and regular zonal meetings in Kalama and Westgate have helped sustain vegetation growth and encourage natural regeneration
- Continued success of grass seed banks: The four grass seed banks in the landscape remained productive despite challenging weather conditions, contributing both to restoration efforts and local livelihoods
- Narikoo grass seed bank success story: The Narikoo grass seed bank in Westgate generated over KES 160,000 from the sale of African foxtail grass seeds and hay bales. This highlights the strong potential of grass seed banks to support both landscape restoration and sustainable income for participating women. You can read more on the Narikoo Grass Seed Bank success story [here](#)

### PROSPECTS 2026:

- We aim to construct **more than 50,000 additional bunds** by the end of the year, accelerating vegetation recovery and improving soil and water retention
- With these efforts, we expect to surpass a **total of 1,000 hectares of land under active restoration**, strengthening ecosystem health and resilience
- At least two new grass seed banks will be established, creating sustainable seed sources for restoration while generating income opportunities for local communities
- We will continue working closely with communities through awareness campaigns and outreach activities, supporting the long-term protection and sustainable management of restored areas

RESULTS  
2025:

160

kg is the amount of grass seeds harvested

TOTAL  
RESULTS TO  
DATE:

60,200

bunds dug

4

grass seed banks

100

women participating in the grass seed bank project

500

ha under restoration

LANDSCAPE

# MID-TANA, KENYA

GREATER MARA-SERENGETI, AMBOSELI-TSAVO

## LANDSCAPE PARTNERS

JustdiggIt restoration efforts in Mid-Tana in addressing land degradation and championing sustainable land management practices involve a multi-stakeholder collaboration from the local communities, mostly Kambaa and Tharaka Nithi, the Anglican Development Service Eastern (ADSE), the Kenya State Department of Livestock (SDLD), Conservation International (CI), the International Union for Conservation of Nature (IUCN), and the county government of Makueni, Kitui and Tharaka Nithi.

The main partner in the landscape is the Anglican Development Services Eastern, a faith-based development organisation and the development arm of the Anglican Church of Kenya (ACK) in the Eastern region. It operates across Machakos, Kitui, Makueni, and Garissa counties, with a strong focus on improving livelihoods in arid and semi-arid lands (ASALs). ADSE has evolved into a key regional actor implementing integrated, community-driven development programmes aimed at building resilient and sustainable livelihoods.

## ABOUT THE LANDSCAPE

The Mid-Tana landscape, covering parts of Kitui County, Makueni County, and Tharaka Nithi County, forms a critical section of the broader Tana River Basin, the largest and most important river basin in Kenya. Spanning approximately 41,000 km<sup>2</sup>, the landscape is predominantly classified as arid and semi-arid lands (ASALs), characterised by fragile ecosystems, erratic rainfall, and recurrent droughts. It supports an estimated 2.5 million people, most of whom depend

on agro-pastoralism and smallholder farming for their livelihoods. Parts of the landscape border the ecologically significant Tsavo East National Park, linking it to one of Kenya's largest wildlife ecosystems, while the vegetation is largely dryland savannah, increasingly affected by land degradation and woody encroachment.

The region is also recognised as a climate vulnerability hotspot, aligning with global priorities such as the UN Decade on Ecosystem Restoration and Africa's AFR100. These characteristics make it a high-impact restoration landscape, where JustdiggIt's nature-based solutions, including water harvesting, women-led grass seed bank, and farmer-managed natural regeneration interventions, have been effectively scaled through collaborative, community-centred initiatives such as the TWENDE (Towards Ending Drought Emergencies in Kenya) project, implemented by ADSE together with JustdiggIt and other partners, particularly CI, SDLD, IUCN and the County governments to restore degraded land and strengthen climate resilience.

## OUR INVOLVEMENT

Through the TWENDE Project, JustdiggIt, working through ADSE and with funding support from the Green Climate Fund, has achieved significant milestones. These include the restoration of nearly 50,000 semi-circular soil bunds and retention ditches across degraded landscapes in Makueni, Kitui, and Tharaka Nithi Counties. In addition, five fully operational women-led Grass Seed Banks continue to economically benefit over 109 women while empowering them to take an active and leading role in landscape restoration



### ACTIVITIES 2025

These are the highlights of last year's interventions in Mid-Tana:

- Expansion of bund construction and farmer adoption: A total of 19,664 soil bunds were constructed across project sites, with an additional 1,546 bunds established by individual farmers adopting the techniques. This reflects growing ownership and wider uptake of restoration practices within the landscape
- Community engagement and protection of restoration sites: Our awareness activities reached over 120 community members across key restoration areas, helping strengthen understanding of the importance of protecting bund sites. Local leaders and authorities played an important role in supporting protection measures and long-term restoration success
- Strong performance of grass seed bank enterprises: The five grass seed banks generated a total revenue of over KES 4.2 million! A significant share was distributed to members to support household incomes, while additional funds were invested in livestock and group savings, strengthening long-term resilience
- Strengthening local ownership and resilience: Through continued community engagement and collaboration with local partners and authorities, restoration efforts are improving rangeland health while creating sustainable livelihood opportunities

### PROSPECTS 2026

The Mid-Tana landscape offers strong potential for scaling restoration, particularly through FMNR on individual farms. We aim to expand our efforts to cover over 200 hectares through a combination of FMNR and active tree planting interventions.

RESULTS  
2025:

19,664

new bunds dug

5,900

kg of grass seeds harvested

TOTAL  
RESULTS TO  
DATE:

48,826

bunds dug

600

ha total area under restoration

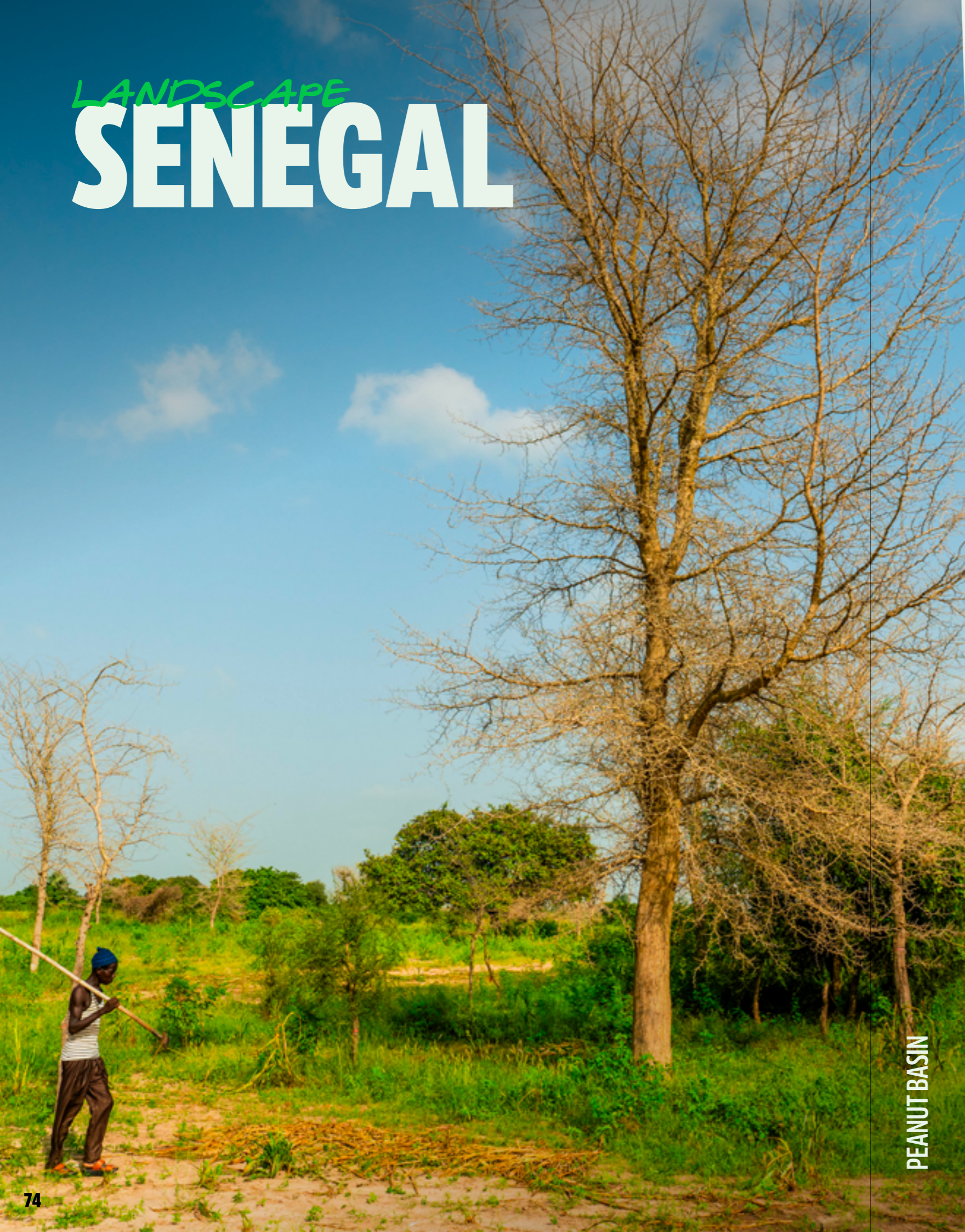
5

grass seed banks established

109

women participating in the  
grass seed bank project

# LANDSCAPE SENEGAL



PEANUT BASIN

## LANDSCAPE PARTNERS

Jig Jam, RECODEF, URAPD

## ABOUT THE LANDSCAPE

The Justdiggitt programme area in Senegal's Peanut Basin is a largely rain-fed agricultural landscape in the central and western parts of the country. Groundnuts (peanuts), millet, and other cereals form the backbone of local farming systems. The region covers approximately 1,898 km<sup>2</sup> and is home to more than 460,000 people. It experiences a single rainy season each year, and the soils are often sandy and low in fertility. As a result, agriculture in the region is highly dependent on rainfall.

Decades of intensive peanut cultivation and continuous cropping, with limited fallow periods, have led to soil degradation, nutrient loss, wind erosion, and declining vegetation cover. Seasonal livestock movements across the region add further pressure on the land. As a result, farmers face declining productivity and are increasingly turning to regenerative solutions such as tree recovery and sustainable land management practices promoted by Justdiggitt to restore soil health and improve resilience.

## OUR INVOLVEMENT

Since 2024, Justdiggitt has been implementing a pilot Treecoverage programme in Senegal, focused on restoring degraded land in the Peanut Basin. The programme promotes Karkaral, the local name for Farmer Managed Natural Regeneration (FMNR), a nature-based approach that enables farmers to regenerate trees naturally on their fields without planting.

In addition, the programme supports mise en défens communal conservation areas, where communities protect land from grazing and cultivation to allow natural vegetation to recover. These activities are carried out in collaboration with three local partners and focus on farmer training, community engagement, and locally led land management to test and scale sustainable greening approaches.



## ACTIVITIES 2025

In 2025, we strengthened our interventions in our Senegal project in several ways:

- Training and capacity building of Champion Farmers: Local partners trained Champion Farmers in Karkaral (FMNR), enabling them to regenerate trees on their own land and train fellow farmers in their villages. This farmer-to-farmer approach is helping scale restoration across the landscape
- Ongoing mentorship and field support: Champion Farmers received continued guidance and mentorship to support the practical application of natural regeneration techniques and ensure long-term adoption.
- Community engagement and rural communication: Community meetings, local media, and awareness activities helped spread knowledge and encourage wider adoption of greening practices among farmers and communities
- Monitoring of Treecovery and restoration progress: Tree monitoring was integrated into the programme, with farmers and facilitators recording restoration progress to track impact and guide future activities
- Strengthening local ownership and learning: Events such as Karkaral Day brought communities together to share experiences, celebrate progress, and reinforce commitment to restoring their land

## PROSPECTS 2026:

Looking ahead to 2026, we will focus on strengthening and expanding our greening efforts in Senegal together with our partners and local communities:

- Transitioning from pilot to long-term programme: Following promising early results, the programme will move beyond the pilot phase, with secured funding ensuring continuity and stability for partners and participating communities
- Strengthening partnerships and programme foundations: We will continue building strong local partnerships, improving programme systems, and developing a clear long-term vision to guide sustainable growth.
- Introducing digital greening solutions: Digital tools, including Digital Regreening solutions, will be explored to support farmers and help scale restoration more efficiently
- Preparing for responsible scaling: Continued fundraising efforts will support programme expansion, enabling more farmers and communities to adopt greening practices and contribute to landscape restoration

RESULTS  
2025:

3,888

new farmers trained in  
Treecovery

3,118

new farmers practising  
Treecovery

14,081

Hectares under restoration with  
Treecovery

9,487

trees generated with  
Treecovery

TOTAL  
RESULTS TO  
DATE:

6,248

farmers trained in Treecovery

4,853

farmers practising Treecovery

23,083

hectares under restoration with  
Treecovery

110,710

trees generated with  
Treecovery

# GRASS SEED BANKS

## ENTERPRISE

### ABOUT NYASI SEED CLG

**Established by JustdiggIt in 2024, the Landscape Restoration Enterprise (LRE) is an important step toward linking landscape restoration with sustainable local economies. Designed as a social enterprise, the LRE focuses on supplying indigenous grass seeds by working directly with community groups. It supports grass seed banks with technical guidance, quality control, and centralised storage, while connecting them to reliable markets in the restoration sector.**

By creating stable demand for native grass seeds, the enterprise strengthens restoration efforts while generating sustainable income for local communities. Most participating groups are led by women and youth, making the initiative especially important for advancing women's economic opportunities and resilience in the face of climate change.

### ACTIVITIES 2025

In 2025, JustdiggIt's Landscape Restoration Enterprise (LRE) made important progress toward becoming a fully operational social enterprise supporting community-led greening. Indigenous grass seeds were procured from community-run Grass Seed Banks, with 20 women's groups delivering over 15 tonnes of native grass seeds. This strong harvest highlights both the ecological value and income potential of local seed production.

The seeds were processed and centrally stored at the Kimana facility, where infrastructure improvements strengthened quality control and storage capacity. At the same time, continued support to Grass Seed Banks through JustdiggIt's greening programmes helped build local skills and ensure a reliable supply of native seeds. Through the LRE, restoration efforts are increasingly linked with sustainable livelihoods, creating long-term benefits for both communities and landscapes.

### PROSPECTS 2026

Looking ahead to 2026, the Landscape Restoration Enterprise (LRE) will take important steps toward becoming a fully independent and investment-ready social enterprise. A key priority will be finalising the business plan and formally establishing the enterprise as Nyasi Seed CLG, with its own dedicated team and operational structure.

At the same time, efforts will focus on strengthening production and market readiness. This includes improving understanding of seed production efficiency, analysing market demand for indigenous grass species, and further upgrading the Kimana storage facility. These steps will help ensure high-quality seed supply and position the enterprise for sustainable, market-driven growth that supports large-scale landscape restoration.





# BOOSTING OTHER PROGRAMS

## LANDSCAPE PARTNERS

As we work towards a more sustainable future, we continue to explore innovative ways to expand the greening movement. True impact comes through collaboration and strengthening restoration networks.

Our focus remains on supporting and scaling partner initiatives while enhancing our Behaviour Change Communication strategies through innovative and scalable approaches.

This year, we've made significant progress in boosting partner programmes and gained valuable insights. We look forward to sharing these developments.

Through collaborations led by The Global Evergreening Alliance (GEA) in Kenya under the Restore Africa (RESAF) Program, we have made great progress in promoting sustainable land restoration across Kwale, Narok, Elgeyo Marakwet, Kilifi, and Migori counties. Throughout the year, these efforts focused on strengthening community engagement, improving rural communication strategies, and expanding awareness initiatives to support long-term environmental resilience.

The programme is implemented through a strong network of partners, working closely with county government officials and technical teams across five counties. The initiative also collaborates with consortium partners, JustdiggIt teams, and a wide range of media partners, including 13 media houses and four FM stations, helping expand its reach and impact.

## ABOUT THE LANDSCAPE(S)

The programme is active in Kilifi, Narok, Kwale, Elgeyo Marakwet, and Migori counties. In these areas, the focus is on strengthening climate resilience through practical solutions such as Farmer Managed Natural Regeneration (FMNR), rainwater harvesting, and sustainable livestock management, supporting both ecosystems and local livelihoods.

## OUR INVOLVEMENT

The programme combines grassroots engagement with strategic communication. Communities are mobilised to adopt sustainable land management practices, while media campaigns help raise awareness and improve understanding of carbon markets and restoration. Capacity building is central, with farmers, journalists, and government officials receiving training on key topics such as carbon literacy, monitoring, and restoration practices. Ongoing knowledge sharing and digital tools help sustain learning and collaboration.

## ACTIVITIES 2025

Here are the key achievements of 2025 under this programme:

- **Community activations and village outreach:** Field activities reached more than 160 villages through training sessions and community engagement, helping promote sustainable land management and climate resilience practices
- **Media campaigns and radio outreach:** Radio campaigns resulted in 46 new media features, increasing public awareness of restoration and strengthening the programme's visibility across the region
- **Stakeholder and Lead Farmer training:** A total of 187 stakeholders received targeted training, while 133 Lead Farmers participated in specialised sessions to strengthen their communication skills and ability to support their communities
- **Digital knowledge sharing and continuous learning:** A dedicated WhatsApp Knowledge Hub was established, enabling ongoing exchange of knowledge and experiences between farmers, partners, and programme teams

## RESULTS 2025

### DIRECT REACH:

**10,000+**  
FARMERS  
reached directly

### INDIRECT REACH:

**1 MILLION**  
PEOPLE  
via radio/community  
campaigns; 1,100,000+  
total media reach

### CAPACITY BUILDING:

**187**  
STAKEHOLDERS TRAINED,  
including 97 journalists  
(97% of whom produced  
stories) and 45 county  
officials

### MEDIA OUTPUT:

**247,67**  
MINUTES OF AIRTIME  
46 contents produced, and  
25 interviews conducted

### INSTITUTIONAL CHANGE:

**13**  
MEDIA HOUSES  
created environmental  
segments

### KNOWLEDGE MANAGEMENT:

**124**  
ACTIVE USERS  
on the digital hub and  
5 countries engaged in  
technical collaboration

# DIGITAL REGREENING

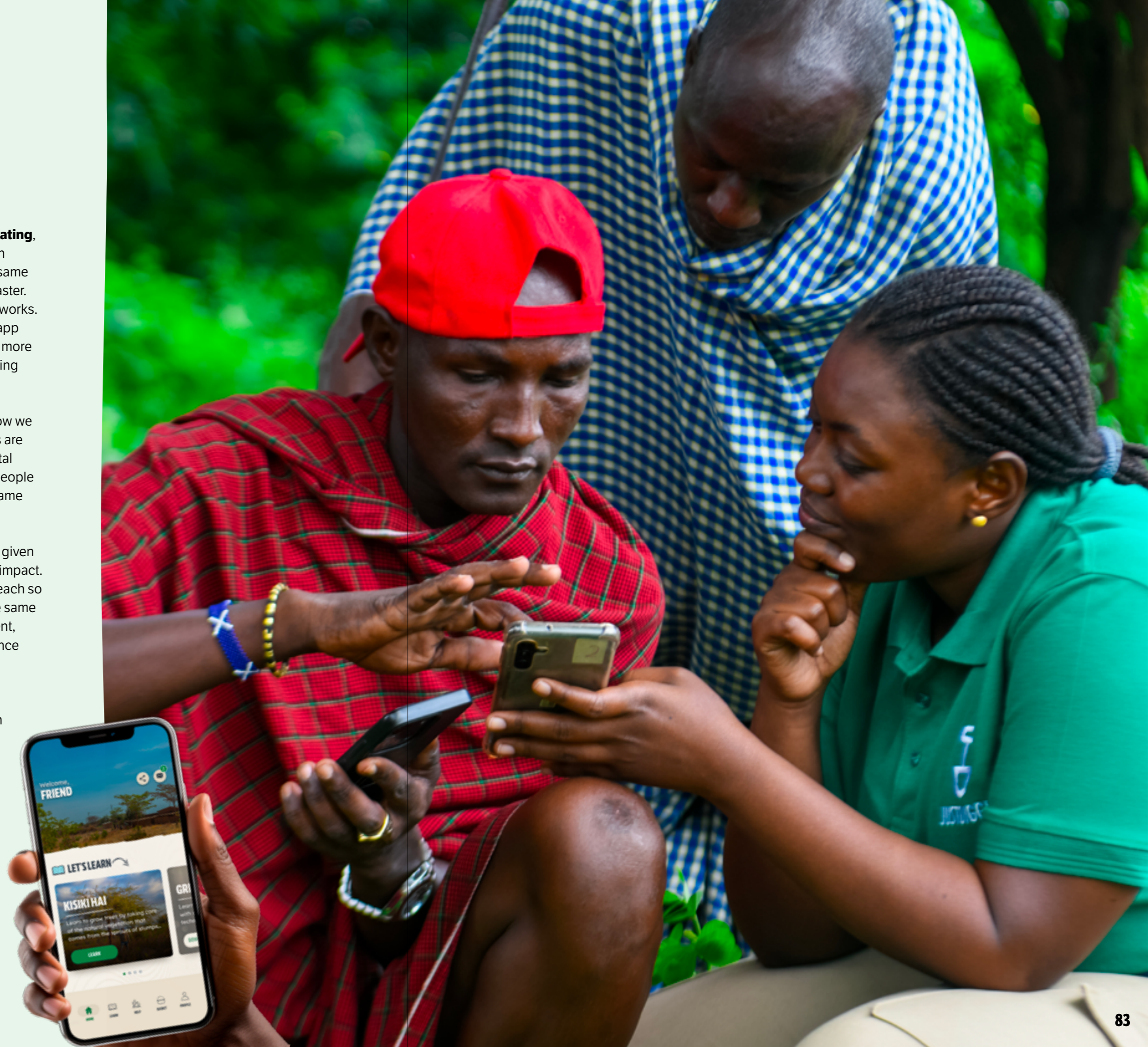
Justdiggit has always focused on **inspiring, educating,** and **activating** farmers and pastoralists to regreen their land. With Digital Regreening, we follow the same approach, but now in a way that can scale much faster. In 2025, we saw clear proof that this digital funnel works. More than 25,000 people downloaded the Kijani app and started learning regreening techniques. Even more encouraging, farmers reported that they are applying these lessons in practice on their own land.

We are still learning how farmers use Kijani and how we can support them even better. But the early results are highly motivating. Our research confirms that digital regreening allows us to reach and activate more people without needing to grow our organisation at the same pace.

Research with farmers and local partners has also given us valuable insights into how we can improve our impact. We will continue refining our messaging and outreach so more people discover and download Kijani. At the same time, we will keep improving the app and its content, ensuring farmers receive practical, relevant guidance they can apply directly in their daily work.

A key insight is the important role of our partners. Organisations that promote Kijani within their own programmes are highly motivated to integrate digital regreening. The data shows that farmers who learn about Kijani through trusted partners are much more likely to actively use the app and apply its lessons.

This confirms that Digital Regreening can become a powerful driver of large-scale restoration. Every farmer who learns and takes action through Kijani brings us closer to restoring landscapes at scale.



AWARENESS

# GLOBAL



Our global awareness campaigns in 2025 continued to promote nature-based solutions and inspire people to become part of this movement. Through powerful storytelling, strategic partnerships, and engaging events, we brought the message of regreening to millions: uniting people across the globe in the fight against climate change!

### Strengthening our global presence

Throughout 2025, we expanded our reach by forming new partnerships and participating in key international events such as NYC Climate Week, Sustainability Live, IUCN, World Conservation Congress, Aidex, ChangeNOW and Blue Earth Summit.

From global climate conferences to grassroots initiatives, we used every platform to spread our message and engage new audiences. With the continued support of our media partners across European and African countries, we are regreening hearts and minds all over the world. We won the UNESCO World Water Film Prize together with our partner Safari Collection for the short documentary 'The Land Smiles Back', National Geographic captured the work we do in Kenya for their series on Soil Extinction and we received a nomination for a 'Gouden Loeki': the most well-known public-voted advertising award in the Netherlands. On social media we brought more stories from the field with the use of 'tiny mic' series. Besides this, a lot of events were organised to raise awareness: 24theplanet was held in over 6 countries in Europe in 2025!

### Looking ahead to 2026

As the urgency of climate action grows, so does the need for a hopeful and positive narrative. In 2026, we will further expand our presence at international events such as Blue Earth Summit, Climate Week and COP. We will also continue to launch impactful nationwide campaigns in the Netherlands, Belgium, Germany and the United Kingdom, each with a clear call to action, encouraging people to join us in making a difference. On social media we will continue to raise awareness and engage people to share our message.

Together, we can change climate change.

AWARENESS

# EUROPE



## NETHERLANDS

### Partners

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

### Activities 2025

In 2025, our campaign reached audiences across the Netherlands through a wide mix of media channels. We maintained a strong presence on thousands of Digital Out-Of-Home screens nationwide, ensuring our message remained visible throughout the year. In close collaboration with media agencies Stroom and Zuiver, our campaigns were broadcast across the commercial channels of Ad Alliance and Talpa Network. Thanks to our long-term partner Jean Mineur Mediavision, we also remained visible in cinemas across the country.

Our TV campaigns reached approximately 11 million people and were nominated for the Gouden Loeki Award, recognising the creative impact of our work. We also launched a new radio campaign featuring Sydney Lowell, which aired on multiple national radio stations. Through partnerships with blowUP media, JCDecaux, Global, BasicFit, and others, our Digital Out-Of-Home content remained prominently visible across the Netherlands.

We strengthened partnerships through meaningful activations, including a dedicated Impact Day organised together with Blijdorp Zoo. This marked the start of a long-term collaboration and included the launch of a Justdiggitt expedition within the Blijdorp app. We also welcomed a new ambassador, Bram Engberts, whose expertise and passion for trees added strength and authenticity to our storytelling.

In addition, we connected with new audiences through events such as the Impact Fair, 24 The Planet, and the Climate Classic. These moments allowed us to engage directly with people, expand our community, and continue building support for regreening.

### Outlook 2026

In 2026, we will continue building on the momentum of previous years, with a strong focus on increasing brand awareness and strengthening our position. We will roll out new Digital Out-Of-Home campaigns and further expand our presence across TV, cinema, and radio.

Alongside our media efforts, we will continue developing collaborations with sports initiatives and events, and work closely with ambassadors and influencers who help amplify our message. We will also remain present at key events such as 24 The Planet, allowing us to stay visible and connect with new audiences.



## THE UK

**Partners:** Alight Media, BlowUP media, VCCP ROAR, JCDecaux, Ocean Outdoor, Digital Cinema Media, Open Media, NextGenMedia, Modern Citizens, Mediaplus, Executive Channel Network.

### Activities 2025

In 2025, we significantly increased our visibility in the United Kingdom, supported by the continued commitment of our media partners. During the year, we initiated the process of registering as an official Justdiggit entity in the UK, ensuring we can fully benefit from our growing presence and engagement.

We achieved year-round, nationwide exposure through Digital Out-of-Home screens, reaching millions of people across the country with a consistent and compelling message. Each quarter, we launched new advertisements featuring a clear and direct call to action. To further support engagement, we optimised our online donation journey for UK audiences, enabling payments in GBP and integrating the most widely used local payment platforms.

We also produced a new commercial that was screened in cinemas nationwide, again reaching millions of viewers. Additional exposure was generated through podcasts such as 3 Sided Cube Podcast and BBC Tech Life. We strengthened our presence at key events, including Sustainability Live and Blue Earth Summit, and initiated our first collaboration with a UK-based influencer.

### Outlook 2026

In 2026, our focus will be on continued growth, both in brand awareness and in donations originating from the UK. We will deepen our B2B focus and further expand our partner network. We will maintain a strong presence at major events, including participation in London Climate Action Week. By mid-2026, we expect our UK entity to be fully registered, providing a solid foundation for long-term growth and impact in the region.

## GERMANY

**Partners:** Ad Alliance GmbH, Havas Düsseldorf, Havas Frankfurt, SevenOne Media GmbH, Sky Media GmbH, Ströer DERG Media GmbH, BlowUP media

Activities in 2025: we maintained strong visibility across Germany through Digital and Out-of-Home (D/OOH) screens, thanks to the support of BlowUP media and Ströer's info & facts screens. By the end of 2025, we also launched our new TVC in Germany with Jella Haase as our German voice-over.

In 2025, we will keep focusing on television and DOOH to ensure widespread reach.

## BELGIUM

In 2025, we maintained presence in Belgium through Digital Out-of-Home (DOOH) visibility in Knokke, Antwerp, Hasselt and Brussels, thanks to our ongoing partnership with BlowUP media. Building on the success of previous years, our message continued to reach wide audiences in key locations.



**AWARENESS**

# AFRICA



**In 2025, our awareness efforts across Africa focused not only on visibility, but on strengthening adoption, ownership and long-term behaviour change. From large-scale media features to grassroots mobilisation campaigns, we worked to ensure that regreening is understood, embraced and sustained by communities.**

Our work combined strategic media exposure with participatory engagement. International recognition through National Geographic's Soil Extinction series and the Water Film Prize elevated African restoration stories to global platforms. At the same time, local campaigns embedded restoration practices into everyday realities through radio, football tournaments, village activations and peer learning.

Across Kenya and Tanzania, we strengthened community leadership, amplified local champions and reinforced positive social norms around land restoration. By working with trusted voices, local languages and culturally resonant formats, we translated technical restoration approaches into practical, community-owned action.





## TANZANIA

**In Tanzania, 2025 was marked by high-impact mobilisation campaigns and strategic media outreach.**

The Engaruka “lache Ikue” sensitisation campaign mobilised over 2,000 in-person attendees, exceeding its initial target of 1,000. The campaign generated 32 media mentions and more than 15,000 social media interactions, with digital engagement reaching 17,500 impressions and securing 3,200 likes and 750 shares. The campaign aired on national television and secured multiple radio interviews and segments, significantly amplifying the message of sustainable grazing and restoration.

The Kisiki Hai Football Tournament in Singida attracted approximately 7,000 spectators across eight matches, with 1,500 attendees at the final alone. The tournament demonstrated the power of culturally embedded formats to mobilise communities and reinforce behaviour change messages.

Building on previous years, Tanzania continued integrating restoration messaging into radio, community events and peer-led engagement — strengthening local ownership and reinforcing sustainable land management practices.



## KENYA

**In Kenya, awareness efforts in 2025 combined international visibility with structured community engagement.**

Justdiggit was featured in National Geographic’s global Soil Extinction project, documenting soil heroes and restoration practices across Kenya. CBS Visioneers filmed a dedicated episode on our work, positioning community-led restoration as an innovative climate solution for international audiences.

At the Nairobi International Trade Fair, we officially launched the Kijani app in Kenya in the presence of national stakeholders and media representatives. The launch drew significant farmer attendance and secured coverage across major national TV and radio platforms, strengthening digital regreening adoption efforts.

Through the Restore Africa Programme (RESAf) in collaboration with the Global EverGreening Alliance, awareness and behaviour change efforts reached scale. Over 10,000 farmers were engaged directly across 160+ villages in five counties: Kwale, Kilifi, Narok, Migori and Elgeyo Marakwet. An additional 1,100,000+ people were reached indirectly through radio campaigns and media platforms.

Ninety-seven journalists were trained, with 97% producing at least one climate-related story. In total, 46 media contents and 25 media interviews were generated, supported by over 247 minutes of radio airtime. These efforts strengthened climate literacy, carbon market understanding and public engagement around restoration.

Community-level engagement methods, including participatory workshops, peer learning, and digital knowledge-sharing platforms, reinforced adoption and long-term practice change.

# AWARENESS AFRICA CAMPAIGNS PROSPECTS FOR 2026

**In 2026, Awareness Africa will scale both visibility and behaviour change impact across the continent.**

On the visibility side, we will strengthen Justdiggit's positioning as a leading voice in community-driven landscape restoration. This includes expanding national and regional media partnerships, increasing high-quality documentary and feature storytelling, and strategically aligning with major environmental and agricultural moments to amplify reach. We will continue leveraging television, radio, digital and Out-of-Home platforms to ensure restoration remains visible in public discourse.

At the same time, we will deepen our Social and Behaviour Change (SBC) leadership. Building on our Behaviour Change Communication foundation, we will embed behavioural insights earlier in programme design and campaign planning. By developing practical SBC toolkits tailored to restoration landscapes, we aim to equip partners with structured approaches that address adoption barriers, reinforce positive norms and strengthen long-term ownership.

Our 2026 priorities include:

- Scaling participatory mobilisation formats such as roadshows, sports activations and peer-led learning
- Enhancing rural communication strategies through audience segmentation and culturally relevant messaging
- Strengthening climate and carbon literacy through sustained media engagement
- Positioning African restoration stories on regional and global platforms

By combining strategic visibility with structured behaviour change approaches, we aim to accelerate adoption, strengthen community leadership and grow the greening movement across Africa.





**6. POWER OF THE NETWORK** 

# POWER OF THE NETWORK

## FUNDING AND SUPPORTING PARTNERS

333travel  
ACO B.V.  
ACS Audiovisual Solutions  
Adventure Specialists B.V.  
Advocaten van nu  
Ars Donandi + Ariadne Fonds  
Baggermaatschappij Boskalis B.V.  
Benevity  
Bimcollab-Kubus  
Blauwbos Land en Water Consultancy  
Bloomon  
Bos Kaasgereedschappen B.V.  
BounceBee B.V.  
Brandsolo B.V.  
Bright Funds  
Byzondere Reizen  
CMA CGM Tanzania  
CTRLChain B.V.  
Condor Carpets  
Conservation International  
Copijn Landschap B.V.  
Cormorant Commodities B.V.  
Cortazu B.V.  
DECIDE B.V.  
Darwin Initiative  
Deloitte Impact Foundation  
Die2 Dienstverlening  
Diergaarde Blijdorp  
Domino  
Duguneh  
Energie Aalsmeer Duurzaam  
Epic Foundation  
Eye Security  
Explore Tanzania  
Fairticken  
Fruitbedrijf bloeiend merm  
Functional Nutrition Group  
GBN Groep  
GLOBAL SHARED SERVICES B.V.  
GOLDMAN SACHS GIVES  
Geefeenboompje.nl  
Gerdes+Landwehr Spedition und Baustoffe GmbH&Co KG  
Gezondheidscentrum Voorschoten  
Go Delphi B.V.  
GoDutch B.V.  
Greatvibes  
Group A N.V.

Handig Goed  
Hexagon Label B.V.  
Hireserve B.V.  
Hogeschool van Amsterdam  
Holie Foods B.V.  
Hottentot Herbs & Spices  
Human Dimensions B.V.  
InTime ExpressLogistik GmbH  
JO2i B.V.  
Janado GmbH  
Justnimbus  
KMC Chain Europe N.V.  
Klimbos Overijssel  
Knapzak Benelux B.V.  
Koninklijke van der Most  
Larry's Werkmaatschappij B.V.  
Leaf Advies  
Loco-Soft Vertriebs GmbH  
Loylogic  
Maecenata Stiftung  
Manitou BF  
Marinetrans Holding B.V.  
Marinetrans Singapore Pte Ltd  
Matoke Tours  
Matt Faces  
McCoy & Partners  
Messier Holdings Limited  
Miani Caffè  
Moving Spirits  
NIRAS  
Nedap  
Nhow Amsterdam Rai B.V.  
Noshirt B.V.  
Nutrifoodz  
Objeqtive Recruitment B.V.  
One Tree Planted  
Only Planet B.V.  
OutSystems Benelux B.V.  
Provinciehuis Zuid-Holland  
Rotom Nederland B.V.  
SIDN B.V.  
ScanCard B.V.  
Scildon N.V.  
Servicios Empresariales Ader, S.A.  
Shoesme Retail B.V.  
Soundsright B.V.  
Splendid-life  
Sprints & Sneakers B.V.  
Sterkur

Stichting De Hoorn  
Stichting Doelwijk  
Stichting NWP  
Stichting StrawDogs  
Stichting Subaca  
Stichting Summer Fund  
Stichting The Greater Good  
Stichting Zadelhoff Familiefonds  
Stiftelsen Wrld Foundation (MilkyWire)  
Stock Point Cosmetics  
Stroom Rotterdam B.V.  
Suppleam B.V.  
Sur La Iri B.V.  
TReNT Glasvezel  
Tech to the Rescue  
The Lost Boys B.V.  
Thinprint GmbH  
Tony's Chocolonely Bars BV  
Topicus B.V.  
Trans-Logo-Tech (TLT) GmbH  
Tubble B.V.  
UBS Optimus Foundation Europe  
TANO251  
United Nations Industrial Development Organization  
V&A Dundee  
Van den Berg Beton B.V.  
Vecchia Borgata I Muri di Irma van der Linden  
VenturiX  
VintedGo  
Vips Trade & Consultancy S.L.  
Vitals Voedingssupplementen BV  
Webfleet Solutions B.V.  
Wegter Grootverbruik B.V.  
Winlove Probiotics BV  
Wolf Dikken adviseurs  
World Vision Kenya  
ZOYO Travel BV  
Spronck Foundation

## MEDIA PARTNERS

Ad Alliance  
Ahoy  
Ahoy  
Alight Media  
BasicFit  
Blue Earth Summit  
CS Digital  
DEPT

Digital Cinema Media  
Executive Channel Network  
Fleur Rossdale  
Global Media  
Google  
Havas Germany  
Havas Lemz  
Impact Fair  
JCDecaux  
JCDecaux UK  
Jean Mineur Mediavision  
Lama Lama  
Landrush Project  
META  
MediaVision  
Mediaplus  
National Geographic  
Next Gen Media  
Ocean Outdoor  
Open Media UK  
ProSieben  
Safari Collection  
Somerset House  
Soundsright  
Stroom  
Stroër  
Supporta  
Sustainability Live  
Talpa Network  
TikTok  
VCCP Roar  
Zuiver  
blowUP  
havas Lemz

## REGREENING PARTNERS

AFR100  
Amboseli Ecosystem Trust (AET)  
Analytics for a better world Anglican  
Development Services Eastern (ADSE)  
Big Life Foundation  
Blue Team Intelligence  
CIFOR ICRAF  
Conservation Alive Kenya (COAKE)  
Conservation International (CI)  
ESA  
Face the Future  
Gainforest Gamechanger  
Global Evergreening Alliance (GEA)

Greenbelt Movement  
Impact Institute  
Jacob Haule Freelancer  
JIGJAM : Multifunctional Rural Promotion Group  
LEAD Foundation  
Lynxx  
MVIWAARUSHA : Network of Farmers and Pastoralist Groups in the Arusha Region  
MVIWAMA : Network of Farmers and Pastoralist Groups in the Manyara Region  
Maasai Wilderness Conservation Trust (MWCT)  
MetaMeta  
Nature Squared  
New Nexus  
Northern Rangeland Trust (NRT)  
NovioQ  
OutSystems  
Pastoral Women's Council (PWC)  
Planet Labs  
RECODEF : Community Group for the Self-Development of Fissel  
Restor  
Self Help Africa (SHA)  
Smart Africa Group  
South Rift Association of Land Owners (SORALO)  
Spatial Insight  
TRIAS  
The International Union for Conservation of Nature (IUCN)  
UN Decade of Ecosystem Restoration  
URAPD : Regional Union of Farmers' Associations of Diourbel  
VIA Foundation: Vumbuzi Impact Africa Foundation  
WRI  
WWF Germany  
WWF Kenya  
Wageningen University  
William Critchley  
WorldVision Kenya  
Wyss Academy  
Young Expert Programmes (YEP)



7.



# BUSINESS DEVELOPMENT, FUNDRAISING, PARTNERSHIPS

# IMPACT OF 2025

**The year 2025 was defined by navigating complex societal and organisational challenges. Across the sector, traditional funding streams continued to decline. Shrinking government subsidies and shifting donor priorities toward domestic (“local”) goals intensified competition among NGOs, all operating within an increasingly limited funding landscape.**

Beyond these societal pressures, evolving donor expectations further accelerated the need for structural change. Greater demands for personal engagement, real-time reporting, and tailor-made accountability required us to strengthen our partnerships based on a true win-win balance between JustdiggIt and our partners.

At the same time, the global climate crisis calls for significantly larger investments and a practical, action-oriented mindset. This remains motivating for our Business Development team to navigate these sometimes challenging storms by raising more funds, building strategic partnerships, and developing innovative income streams to accelerate impact.

## STRENGTHENING AND DIVERSIFYING INCOME

In 2025, we deepened collaboration with accelerating partners such as the Epic Foundation, who support us by mobilising funding within their networks. Additionally, we designed new proposals aligned with corporate ESG strategies, enabling companies to activate their sustainability ambitions through tangible, nature-based solutions.

We refined our partnership model to diversify income streams and ensure a balanced return on investment for both JustdiggIt and our partners. At the same time, we expanded our outreach to new target audiences in the United Kingdom, Kenya, Tanzania, Senegal, and the Netherlands.

## RAISING OUR VOICE ON THE GLOBAL STAGE

Nature-based solutions led by farmers and pastoralists, and supported through our programmes, deserve a strong and visible voice at global climate platforms. Throughout the year, our team actively contributed as speakers and networkers at major international events, including New York Climate Week, ChangeNOW (Paris), Blue Earth Summit (London), the IUCN World Conservation Congress (Abu Dhabi) and AidEx (Geneva).

These platforms allowed us to amplify our mission, strengthen partnerships, and connect with new partners.

## ORGANISATIONAL GROWTH AND INNOVATION

Internally, we faced the challenge of achieving ambitious targets with reduced team capacity. In a challenging corporate giving landscape, income from corporate partners developed more conservatively than projected at the start of the year. Although overall income did not meet the initial 2025 budget expectations, this has sharpened our focus on strengthening long-term partnerships and diversifying revenue streams.

To strengthen our capacity, we expanded the team with a new Head of Business Development, Fundraising & Partnerships and a new Manager New Business & Partnerships, supported by our great interns. We implemented Salesforce and automated internal processes to improve efficiency, accountability, and data-driven decision-making. This has provided clearer fundraising insights and strengthened our strategic focus.

## GRATITUDE AND IMPACT

We are deeply grateful to our new corporate, foundation, and institutional partners, to our loyal partners who extended their commitments and to our new and returning philanthropists who understand the urgency of tackling climate change.

We also thank the inspiring diggers, hikers, and cyclists who fundraised for us through Impact on the Beach, Climate Classic, and 24thePlanet in Amsterdam, NY, London, Prague, Munich, Nairobi and Budapest. Thanks to the trust and commitment of all these donors and partners, we raised €6.6 million in 2025. With this support, we restored hectares of degraded land, regenerated trees, constructed bunds, and motivated thousands of farmers and pastoralists to regreen their landscapes.



# NEW PARTNERSHIPS

## 2025

In 2025, we welcomed many new corporate, foundation, and institutional partners who joined us in our mission to regreen degraded landscapes. We are proud to see this growing network of partners who believe in our approach and the impact we are building together.

These partnerships are rooted in shared ambition and mutual trust, and they play an important role in helping us scale our work. We look forward to deepening these collaborations in the years ahead and continuing to create lasting impact together!

### NEW CORPORATE PARTNERSHIPS



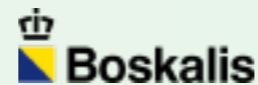
#### Diergaarde Blijdorp

A healthy ecosystem is crucial for the survival of the Rüppell's vulture and other African species. Therefore Blijdorp will contribute annually to the greening of an area in Sub-Saharan Africa the size of the zoo itself—over 33 hectares. In this way, the zoo, together with Justdiggitt, contributes to the restoration of ecosystems, strengthening biodiversity, and creating a cooler planet for both humans and animals.



#### Only Planet

Only Planet will travel across the Netherlands as a unique 360-degree theater experience, and for every ticket sold, a donation will be made to Justdiggitt. For them, this is the perfect start to their mission: the “butterfly effect,” how something small can lead to big, positive change!



#### Boskalis

Together with more than 6,000 colleagues and their families in 59 countries, Boskalis raised 50,000 euros for us.



#### GBN Group

GBN is partnering with Justdiggitt to contribute to greening drylands in Africa and reducing their ecological footprint. This partnership aligns with the sustainability ambitions of the GBN Group, which focuses on making its operations more sustainable and giving back to nature.

### NEW FOUNDATIONS AND INSTITUTIONS

In 2025, we were grateful to collaborate with a wonderful group of partners who supported our regreening mission: Bright Funds, Loco-Soft Vertriebs GmbH, Topicus, ACO, Human Dimensions, Bimcollab-Kubus, Stroom Rotterdam, Marinetrans Singapore, GLOBAL SHARED SERVICES, Bloomon, Moving Spirits, Explore Tanzania. We deeply value these partnerships and look forward to continuing our journey together in the years ahead.



#### Darwin Initiative

We are delighted to announce that we have been awarded a prestigious Darwin Initiative grant to lead a transformative restoration project in Kenya's Amboseli region. This initiative will focus on rehabilitating 15,000 hectares of degraded land through community-led rainwater harvesting and women-led seed banks, enhancing both biodiversity and local climate resilience. [www.darwininitiative.org.uk/project/](http://www.darwininitiative.org.uk/project/)



#### UBS Optimus Foundation



#### Spronck Foundation

We're proud of our new partnership with Spronck Foundation. Spronck Foundation supports initiatives that advocate for sustainable agriculture with positive impact on nature, health and community, and is currently supporting both the Treecovery programme in Tanzania and the bunds programme in Kenya.



#### Stichting Subaca

Thanks to the support of Stichting Subaca, we calculated the True Return on Donation (True ROD) of our Treecovery projects in central Tanzania in collaboration with impact valuation experts of the Impact Institute. The model was developed and the analysis conducted based on project data and recognised research sources, quantifying the ecological, social and economic value generated and making our impact more tangible for donors and partners.





# INCOME

## 2025

**Our total income shows a slight increase from €6.51 million in 2024 to €6.59 million in 2025. This modest growth is the result of decreases in certain segments being offset by strong increases in others.**

The most significant increase comes from other nonprofit organisations, such as (corporate) foundations and institutions. In 2025, we raised €3.2 million from this segment — a 23% increase compared to €2.6 million in 2024. This growth is partly the result of a more strategic approach to foundations and institutions. We intensified our networking efforts, increased our visibility by participating in and speaking at sector events, and strengthened our internal processes and collaboration. This is also due to a major corporate donation being processed through an intermediary partner, combined with a shift from CSR/ESG contributions to donations made through corporate foundations. Finally, due to temporary understaffing within the fundraising team, strategic prioritisation was necessary, with greater focus placed on foundational and institutional fundraising efforts.

We also saw an increase in our private donor base. Income from private donors grew by 20%, rising from €1.5 million in 2024 to €1.8 million in 2025. This growth reflects continued investment in donor engagement, improved communication strategies, and stronger relationship management, leading to higher retention and increased average donation levels. We also received a significant amount from fundraising events such as the Climate Classic and 24thePlanet.

Unfortunately, income from corporate partners declined significantly. In 2025, we raised €1.5 million from corporate partnerships — a 34% decrease compared to €2.3 million in 2024. This decline can also be attributed to the changing political and economic landscape, with reduced public and corporate focus on the climate crisis. Additionally, the postponement of the Corporate Sustainability Reporting Directive (CSRD) obligations to 2027 and beyond has affected corporate sustainability priorities and delayed partnership decisions with NGOs.



# PROSPECTS

## FOR 2025

**We look forward to further strengthening the foundation of our business development, fundraising, and partnership engagement to accelerate our income streams and scale our impact.**

The year 2026 has already started positively, with new partnerships including the R&Co4Generations Foundation and FAO (Food and Agriculture Organization) in Tanzania, alongside renewed commitments from many existing partners. This positions us well to:

- Further build our UK entity and fundraising potential
- Transition partners to our renewed partnership model
- Expand 24thePlanet hike challenges in Amsterdam, New York, Prague, Budapest, and Nairobi
- Continue innovating income streams
- Build stronger consortia with other NGOs and implementation partners
- Work increasingly data-driven, powered by Salesforce
- Remain visible at global events such as AidEx (Nairobi), Skoll Forum (UK), GLF Africa (Nairobi), Blue Earth Summit and Climate Week (London), ChangeNOW (Paris), and New York Climate Week

We warmly invite you to be part of our mission to cool down the planet and regreen degraded landscapes in Africa. Together, we can accelerate change where it matters most!

# EXISTING PARTNERSHIPS

## A SELECTION OF OUR CURRENT PARTNERSHIPS

Our network of partners continues to grow, united by a shared commitment to restoring nature and supporting sustainable livelihoods. Many of these collaborations have developed into long-term partnerships, reflecting a strong belief in our mission and the impact we are creating together.

We are deeply grateful for the continued trust and dedication of our partners. Their ongoing support strengthens our work and helps ensure lasting change for landscapes and the communities that depend on them. We are proud to highlight the partners who make this impact possible:

## SELECTION OF CORPORATE PARTNERS



## SELECTION OF FOUNDATIONAL PARTNERS



# CAUDALIE





# 8. JUSTDIGGIT ORGANISATION



Justdiggit has a Supervisory Board that appoints and controls the Executive Board. In 2025 the Executive Board was formed by Marjolein Albers (CEO) and Niels Dierckx (COO). The Executive Board is supported by the Management Team (MT) and the Strategy Team (ST). The MT is responsible for short-term 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. At the start of 2025, the Management Team (MT) consisted of Marjolein Albers, Niels Dierckx, Cindy van der Top (Head of Finance), Adriaan Kauffmann (Head of Regreening Programs), Ronald van der Bij (Head of Business Development and Partnerships), Kate 'Ochieng (Head of Regional Office East Africa) and Cathelijin Feith (Head of People & Culture). Ronald van der Bij and Cathelijin Feith left the organisation in August 2025. Cathelijin was replaced by Lelo Koinange and Ronald by Suzanne van Esser. The Strategy Team consisted 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 Communications Africa), Jesse Owino (Head of Technical team), Sander de Haas (CTO) and Merel Rikveld (Head of Communications Europe).

## THE TEAM

In 2025, Justdiggit worked with a team of 82 people across our global offices, including employees, interns, and long-term contractors. Together, they represented 59.5 full-time equivalent (FTE), reflecting a smaller, more focused team size compared to the previous year while continuing to deliver strongly on our mission.

Our organisational capacity remained largely rooted in Africa, where approximately 32 FTE were based, compared to 27.5 FTE in Europe. This distribution reflects our intentional commitment to strengthening leadership, expertise, and implementation close to the landscapes and communities where regreening takes place.

Around half of the team worked directly on regreening programmes, digital regreening, technology, and monitoring, evaluation and learning — the core work that drives on-the-ground impact. The remainder supported awareness-raising campaigns, fundraising & partnerships, and essential organisational functions, ensuring that our programmes are visible, well-resourced, and sustainably managed. Together, this diverse mix of skills and roles enabled Justdiggit to continue growing impact while nurturing a collaborative, mission-driven organisational culture.



# JDI TEAM



**ADRIAAN KAUFFMANN**  
Head of Regreening Programs



**ALEXANDER BROWN**  
Visual Designer



**ANGELINA TARIMO**  
Program Officer



**ASHWAN JOEMRATI**  
Business Development Intern



**BABACAR GUEYE**  
Senegal Landscape Manager



**BEA DE ANDRÉS**  
Senior Business Development & Fundraising Manager



**CARL LENS**  
Head of Digital Regreening



**CARLOS NYABUTO**  
Monitoring, Evaluation and Learning Biodiversity



**CAROLINE KERICHU**  
Northern Landscape Coordinator



**CATHERINE NDUNG'U**  
Monitoring, Evaluation and Learning Intern



**CHRISTINA JOHN**  
Landscape Coordinator Tanzania



**CINDY VAN DER TOP**  
Head of Finance



**CLETUS LUNALO**  
Landscape Restoration Technician



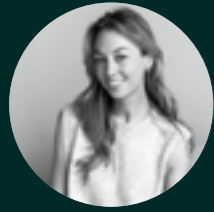
**DANIEL KISHOYIAN**  
Driver



**DANIELA ROJAS MORALES**  
Finance Officer



**DOUGLAS MUJIDU**  
Driver



**ELSELINE WIJFFELAARS**  
Communications Manager The Netherlands



**ELVITA BARINSKA**  
Marketing & Communications Intern



**EMMA HOLTHUIS**  
Corporate Funding & Partnerships Manager



**FELIX ORIWA**  
Program Finance Coordinator



**FEY MALONGA**  
Communications Manager Tanzania



**FLOICE ASHILAKA**  
Admin & Logistics Intern



**FRANCIS MKILEMA**  
Program Support Officer



**FREDERIQUE BOSVELD**  
Institutional Funding & Partnerships Manager



**FRIDAH MAKAU**  
Chyulu Landscape Coordinator



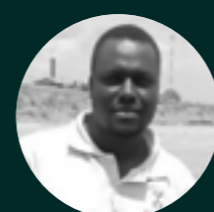
**GEORGE OMOLLO**  
Project Coordinator



**GIULIA BIANCHI**  
Social Media & Online Community Management



**GJALT VAN DER HEM**  
PMO Officer Intern



**HILLARY ROTICH**  
Lead Impact



**ISAQ TUNA**  
Remote Sensing Intern



**JACKLINE KEMBOI**  
Landscape Restoration Quality Coordinator



**JELLE VAN KLEEF**  
UX/UI Design Intern

## JDI TEAM



**JESSE OWINO**  
Head of Technical Team / Regreening Expert



**KARIM ZIDANE**  
Social Media Intern



**KATE OCHIENG'**  
Head of Regional Office East Africa



**KIZZY PEMBERTON**  
Office Manager The Netherlands



**LANA MÜLLER**  
Senior Restoration Expert



**LAURA RESCH**  
Social Media Intern



**LELO KOINANGE**  
People & Culture



**LEWIS SMITH**  
Senior Business Development & Fundraising Manager



**LIESE VAN DONGEN**  
Biodiversity intern



**LILIAN KIRURI**  
Accountant



**LUNA BEEKER**  
Visual Designer



**MARGOT FREDERIKS**  
Project Manager



**MARJOLEIN ALBERS**  
CEO



**MARY SENGELELA**  
Landscape Manager Tanzania



**MAXIME KOSTERMAN**  
Corporate Funding & Partnerships Manager



**MEREL RIKVELD**  
Head of Communications Europe



**MILGA LIBAN**  
Head of Awareness Africa



**MOKINYO SINTOIA**  
Rural Communications Coordinator



**NIELS DIERCKX**  
COO



**NOA FIAL**  
Creative Project Management Intern



**PATRICIA JIZWALO**  
Digital Community Coordinator



**PETER OCHUKA**  
Project Officer



**PHYLLIS NDIINU**  
Operations Officer Regional Office East Africa



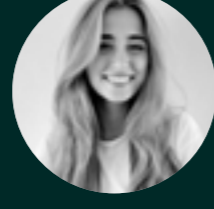
**RAFAEL BARHUMI**  
Creative Project Management Intern



**REBECCA BLINSTON-JONES**  
Head of Marketing & PR United Kingdom



**RICO SAMSON**  
Manager Finance & Control



**ROMY GÄHLER-DE GROOT**  
Social Media Manager



**RUTH WAMUGI**  
Finance Manager Regional Office East Africa



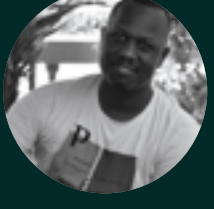
**SAMWEL JAKINDA**  
Landscape Manager Kenya (Amboseli & South Rift Landscapes)



**SANDER DE HAAS**  
CTO / Regreening Expert



**SIMON KAGIMA**  
Driver



**SOSPETER MUMBO**  
Monitoring, Evaluation and Learning Advisor

## JDI TEAM



**SPENCER BACK**  
Business Development  
Intern



**STUART TAYLOR**  
Country Director  
United Kingdom



**SUZANNE VAN ESSER**  
Head of Global  
Business Development  
& Fundraising



**TESSA WITTE-LAAN**  
Head of Monitoring,  
Evaluation and  
Learning



**THIJS VAN DER  
ZAAN**  
Monitoring,  
Evaluation and  
Learning Officer



**THYSA BEEKMAN**  
External  
Communications  
Manager



**TIM VAN DER MEULEN**  
Business Development  
Intern



**VICTOR  
MATTHIAS**  
Visual Designer



**VIRGINIA NDALA**  
Social Media Intern



**XANTHE BURUMA**  
Digital  
Communications  
Coordinator



**THE AFRICAN TEAM  
LEADS OF OUR PARTNERS**

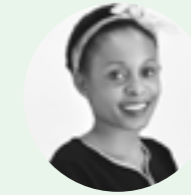
 **TANZANIA**



**BISHOP  
CHIWANGA**  
Founder



**NJAMASI  
CHIWANGA**  
Director of Programs



**LUCY LIWA**  
Treasurer Dodoma



**GODLOVE KIHUPI**  
Marketing &  
Communication  
Specialist



**RITHA TARIMO**  
Regional Director  
TRIAS East Africa



**LILIAN MAKOY**  
Programs Manager



**VALENTIN NGORISA**  
Coordinator



**DAMIAN SULUMO**  
Program Officer



**MAANDA  
NGOITIKO**  
Director



**RACHEL LETIETY**  
Project Officer, Climate  
Change and  
Environment

**THE AFRICAN TEAM  
LEADS OF OUR PARTNERS**



**KENYA**



**JACKSON MWATO**  
Project Director  
Amboseli



**KOIKAI OLOITIPTIP**  
Partnership  
Coordinator



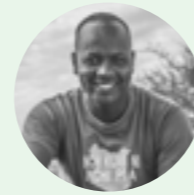
**JOHN KAMANGA**  
Executive Director



**GUY WESTERN**  
Program Manager



**OGELI MAKUI**  
Program Coordinator



**TIMOTHY LENAYIA**  
Restoration Officer



**CHARITY LANOI**  
Livelihoods  
Coordinator



**JOHN K. MUTUA**  
Chief Executive  
Officer



**SAM MWENDWA**  
Programs Manager



**TITUS MUIA**  
Finance Director



**SOFFIYA KADZO**  
Admin & Operations



**TOM LALAMPAA**  
Chief Executive  
Officer



**MOHAMED SHIBIA**  
Director,  
Rangelands &  
Caron Program



**LUCY WARUINGI**  
Executive Director



**ERNEST LENKOINA**  
Restoration Officer



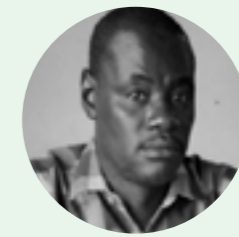
**BENSON N. LEYIAN**  
Chief Executive  
Officer



**JEREMY GOSS**  
Head of Conservation,  
Communication and  
Science

**THE AFRICAN TEAM  
LEADS OF OUR PARTNERS**

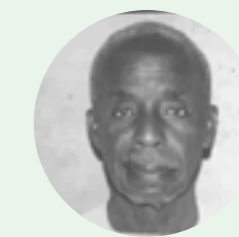
 **SENEGAL**



**ABDOULAYE  
DIOUF**  
President



**ELIMANE DIOUF**  
Secretary General



**IBRAHIMA  
DIOUF**  
President



**SARA DIOUF**  
Coordinator



**CHEIKH SALL**  
President



**OUSSEYNOU  
GUEYE**  
Secretary General

## 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 2025, 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 2025 • Approval of year plan and budget 2026. 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.



**HAROLD KNEBEL**  
Chairman



**VINEEL AGARWA**



**EDDY MOORS**



**SEYNABOU BA**



**JOS HUIJBREGTS**

## ADVISORY BOARD



**MARLENE WICKEL**



**DENNIS KUPERUS**



**TITUS EIKELBOOM**



**ALLARD RUYL**



**JENNY ELISSEN**



**JUDITH PETERS**



**VOLKER SCHLONDÖRFF**



**WESSEL KONING**



**BAS VAN SCHOUWENBURG**

## AMBASSADORS



**FLOORTJE  
DESSING**



**ANDRE  
KUIPERS**



**JONATHAN  
KARPATIOS**



**TARIKH JANSSEN**



**JELLA HAASE**

## VOLUNTEERS AND FREELANCERS

### Programs

Catherine Pallangyo (Volunteer)

### Communications

Duncan Ward (Volunteer)

### Digital Regreening

Julia van der Velden (Volunteer)

Lucy Nevin (Volunteer)

Ian Schouwenaar (Volunteer)

### Monitoring, Learning & Evaluation

Jessica Ruijsch (freelancer)





## 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 programme, a risk assessment is performed and mitigating measures are determined. A due diligence procedure is integrated into the risk management framework to mitigate risks related to our partnerships, ensuring that we engage with stakeholders who share our values and commitment to sustainability. Additionally, new donors are assessed through our ethical donor guidelines.

Strategic risks are reassessed each year and are given a rating in terms of the likelihood of their occurrence and the impact in case the risk materialises. The combined scoring on these results in an overall risk rating, which is presented on the next page.

During 2025, project risk has been split up in two: regreening project risk and digital regreening project risk. The more traditional regreening programmes have a lower risk profile than the digital regreening programmes. Justdiggit has much more experience with traditional regreening programmes and mostly works with existing partners in the landscapes, whereas the digital regreening programmes are more innovative in their nature and therefore carry more risk.

The likelihood of the contextual risk has been reduced. Even though the global context did not change significantly compared to the previous year, Justdiggit did not experience a significant influence on its activities.

Both the impact and likelihood of growth risk have been increased. Justdiggit is at a stage of the implementation of its strategy where it has high ambitions and is restructuring parts of the organisation in order to achieve this. Being bold and going through organisational changes inherently brings more risks along.

The overall rating of the strategic risks is a combination of the likelihood of occurrence and the impact in case it happens on Justdiggit's financial stability and/or ability to achieve its strategic objectives.

# STRATEGIC RISKS 2026



### 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.

### DIGITAL REGREENING PROJECT RISK

The risk that the organisation is unable to achieve its intended impact growth due to the failure to develop and implement scalable digital regreening solutions.

Justdiggit applies an Explore-Exploit innovation model, maintaining a portfolio of scalable regreening initiatives to de-risk assumptions and demonstrate proof of impact before concentrating resources on the solutions best positioned for full-scale implementation.

### 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.

### REGREENING PROJECT RISK

The risk that the objectives of regreening programs 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.

### 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.

### FUNDING RISK

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

The free reserves and 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. A fundraising strategy is implemented which includes, amongst others, targeted fundraising, diversification and automation.

### COMPETITIVE ADVANTAGE RISK

The risk of missing funding opportunities and/ or losing partners because Justdiggit cannot distinguish itself sufficiently from its implementing partners and competitors.

Justdiggit monitors the activities and communication of its implementing partners and most important competitors. If and when needed, these actions are discussed internally, and appropriate action is taken if needed.

### 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.

### CYBER SECURITY RISK

The risk that unauthorised access to systems causes data breaches, data loss, system downtime, operational interruptions and/ or loss of funds (e.g. ransom).

Justdiggit's computers and systems are monitored by an expert cyber security firm and all staff is made aware of the risks and how to prevent malware.

### GROWTH RISK

The risk is not adequately managing growth as an organisation 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.

### CLIMATE RISK

The risk that the objectives of Justdiggit's projects are negatively impacted, or rendered unachievable, due to climate variability and extreme weather events in its project areas. The increasing geographic spread of Justdiggit's projects and the Digital Regreening platform reduce the overall risk to the organisation. However, climate risk to individual projects cannot be prevented.

## CARBON FOOTPRINT

With the flights we took in 2025, we emitted 93 tons of CO2. With more modes of transport included in our footprint calculation (flights, train and mileage of office cars), this adds up to 132 tons of CO2 in total. To store 132 tons of CO2 next year, we will regenerate and dedicate 13,800 trees in our programme Dodoma, Tanzania. As these trees keep growing after the first year, they will sequester much more carbon over time!

## INTEGRITY POLICY

No trainings or internal awareness on policy was done.



An aerial photograph of a desert landscape. The ground is a mix of light brown sand and darker, rocky patches. Numerous small, rounded green shrubs are scattered across the terrain. A thin, winding path or streambed cuts through the desert. The overall scene is arid and sparsely vegetated.

**10. FINANCIAL PERFORMANCE  
2025 AND BUDGET 2026**



# FINANCIAL PERFORMANCE

## 2025

amounts are in EUR 1,000

In 2025, our financial position strengthened further. Income remained broadly stable while overall expenditure decreased, leading to an increase in our cash position and reserves. At the same time, the growth in impact activities we had aimed for has not yet been realised.

In recent years, we invested deliberately in building organisational capacity to support future growth in our impact activities. However, in 2025, program growth materialised more slowly than anticipated. Operational delays and a more cautious funding environment among corporate donors meant that several planned activities progressed more slowly or were postponed. As a result, a temporary imbalance emerged between organisational capacity and the level of program activities delivered during the year. We have therefore taken measures to better align our organisational capacity with the pace of program growth and fundraising opportunities. This alignment has also been an important focus in our planning for 2026.

Total income increased slightly by 1% compared to 2024. Growth in consumer donations (+20%) and income from non-profit organisations (+23%) was largely offset by a decline in corporate income (-34%). Overall income, therefore, remained 18% below our budgeted ambition.

Consumer donations exceeded expectations, mainly due to a major sports event that supported our work (EUR 191 from Cycling4Climate and the Climate Marathon). Income from companies was 45% below budget, reflecting shifting priorities in the corporate sector related to developments in ESG reporting requirements, as well as some reclassification between income categories. In addition, activities within two large existing programs progressed more slowly than expected due to external circumstances. Because the associated income is directly linked

to these activities, this resulted in approximately EUR 1 million less income than originally budgeted, which is reflected in the income from non-profit organisations.

Expenditure on objectives was lower than both last year (-23%) and the budget (-34%). While total income levels remained broadly stable, the composition of income changed compared to the previous year. Corporate funding is typically spent more quickly than institutional funding; therefore, the decline in corporate funding had a direct effect on spending on greening activities. In addition, several program expenditures have been postponed to 2026. Income for the Digital Regreening programme also remained below expectations (-EUR 491), which limited the level of spending in this area during 2025. Finally, some awareness activities were rescheduled to 2026 due to conflicting agendas during the year.

At the end of 2024, we implemented limited cost-saving measures, including a reorganisation. The effect of this can be seen in a 7% reduction in personnel costs. At the same time, the costs of fundraising, general management and administration increased in line with inflation.

Because income remained stable while total expenditure declined, our cash balance increased by EUR 1,812 during the year (this includes the movement of deposits to cash in 2025).

Given the lower level of program expenditure in 2025, we have decided to allocate EUR 300 to the appropriated reserves. This reflects the postponement of certain impact activities from 2025 to 2026 and our expectation that these activities will be implemented in the coming year.

Total reserves and funds increased by EUR 781. Of this increase, EUR 461 relates to appropriated funds, EUR 191 to appropriated reserves, EUR 105 to the continuity reserve and EUR 24 to free reserves. Free reserves amounted to EUR 1,074 at the end of 2025.





# BUDGET 2026

amounts are in EUR 1,000

Our ambition to grow our impact remains unchanged, and we consider this ambition both realistic and necessary. Following the organisational adjustments made after 2025, we are strengthening our capacity to deliver on this ambition. Our plans for 2026, therefore, focus on restoring a healthy balance between impact activities and the organisational capacity required to support them.

With our Business Development & Fundraising team now almost at full strength, we expect income to increase by 9%. Most of this growth is expected to result from our renewed fundraising strategy and the shift of several activities originally planned for 2025 into 2026.

Expenditure on objectives is expected to increase again to a healthier level of 77% of total costs, while overhead costs are planned at 24%, representing a reduction compared to 2025. While further reductions are unlikely in the short term, we expect the relative share of overhead to gradually decrease as income and impact activities continue to grow.

The increase in expenditure on greening projects is 38%, following the relatively low spending in 2025 and an allocation of an additional EUR 300 from the 2025 result. The costs of awareness projects are expected to increase by 35% to normal levels in line with anticipated activities, following a dip in expenditure in 2025.

Following a change in the law for NGOs in Kenya, Justdiggit is in the process of establishing a Public Benefit Organisation (PBO) in Kenya. All East-African activities that currently take place in the Kenyan branch organisation will be transferred to the PBO during the year. Additionally, we are establishing a grant-making entity in the UK to facilitate the increasing funding opportunities there.

The operational deficit of -EUR 354 will be largely financed from reserves that were specifically established for this purpose in 2025. The remaining use of free reserves (-EUR 180) is considered prudent and still leaves the organisation with a sufficiently strong reserve position to ensure financial resilience in the coming years.

## BUDGET 2026

amounts in euros

INCOME	
Private donors	1,564,400
Corporate donors	2,298,840
Nonprofit organisations	3,298,960
<b>Total income</b>	<b>7,162,200</b>
EXPENSES	
Expenditure on objectives:	
Regreening projects	4,773,290
Awareness projects	980,200
Costs of fundraising	636,180
Costs of management and administration	1,150,910
Financial income	( 24,000)
<b>Total expenses</b>	<b>7,516,580</b>
<b>Net result</b>	<b>( 354,380)</b>
Appropriation of result	
Withdrawal from appropriated funds	( 1,305,060)
Addition to appropriated funds	1,551,110
Withdrawal from appropriated reserves	( 420,710)
Addition to continuity reserve	-
<b>Withdrawal from free reserves</b>	<b>( 179,720)</b>

# 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 programmes 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), Nairobi (Kenya) and Arusha (Tanzania).

### Boards

The Executive Board of the Foundation (Board of Directors) consists of Mrs. Marjolein Albers (CEO) and Mr. Niels Dierckx (COO).

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.

### ANBI

As per 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.

Since March 2024 we are CBF certified, the Dutch Fundraising Regulator.

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

These financial statements were authorised for issue on 16 April 2026.

## 2. BALANCE SHEET

(after appropriation of result)

amounts in euros	Note	31/12/2025	31/12/2024
<b>ASSETS</b>			
Fixed assets			
Tangible fixed assets	5.3.1	103,042	132,517
Current assets			
Receivables, prepayments and accrued income	5.3.2	665,375	2,860,063
Cash and cash equivalents	5.3.3	5,379,665	1,967,698
		6,045,040	4,827,761
<b>Total assets</b>		<b>6,148,082</b>	<b>4,960,278</b>
<b>LIABILITIES</b>			
Reserves and funds			
Continuity reserve	5.3.4	1,060,600	955,300
Other free reserves	5.3.5	1,073,919	1,049,962
Appropriated reserves	5.3.6	420,710	230,000
Appropriated funds	5.3.7	2,544,144	2,083,373
		5,099,373	4,318,635
Current liabilities	5.3.8	1,048,709	641,642
<b>Total liabilities and reserves</b>		<b>6,148,082</b>	<b>4,960,278</b>

### 3. STATEMENT OF INCOME AND EXPENSES

<i>amounts in euros</i>	Note	Realised 2025	Budget 2025	Realised 2024
<b>INCOME</b>				
Income from private donors	5.4.1	1,840,445	1,576,500	1,537,284
Income from companies	5.4.2	1,538,639	2,817,880	2,329,291
Income from non-profit organisations	5.4.3	3,213,701	3,669,040	2,623,177
Governments, grants and subsidies	5.4.4	-	-	28,184
<b>Total income</b>		<b>6,592,785</b>	<b>8,063,420</b>	<b>6,517,936</b>
<b>EXPENSES</b>				
Spent on objectives				
Regreening programs	5.4.5	3,462,390	5,431,520	4,416,580
Awareness campaigns	5.4.6	728,667	948,630	1,023,240
Total spent on objectives		4,191,057	6,380,150	5,439,820
Costs of fundraising	5.4.7	638,497	604,570	569,922
Costs management and administration	5.4.8	1,046,253	1,021,810	995,045
<b>Total expenses</b>		<b>5,875,808</b>	<b>8,006,530</b>	<b>7,004,787</b>
Result before financial income and expenses		716,977	56,890	( 486,851)
<b>FINANCIAL INCOME AND EXPENSES</b>				
Interest income	5.4.9	( 52,591)	( 21,390)	( 56,889)
Bank costs		11,661	10,800	9,369
Exchange rate differences		( 22,831)	-	16,527
<b>Result of financial income and expenses</b>		<b>( 63,761)</b>	<b>( 10,590)</b>	<b>( 30,993)</b>
<b>Net result</b>		<b>780,738</b>	<b>67,480</b>	<b>( 455,858)</b>
<b>Appropriation of result</b>				
Addition to/ (withdrawal from) appropriated funds		460,771	194,881	( 224,787)
Addition to/ (withdrawal from) appropriated reserves		190,710	( 30,000)	( 139,700)
Addition to continuity reserve		105,300	19,700	-
<b>Addition to/ (withdrawal from) free reserves</b>		<b>23,957</b>	<b>( 117,101)</b>	<b>( 91,371)</b>



## 4. CASH FLOW STATEMENT

<i>amounts in euros</i>		
	2025	2024
<b>Cash flow from operating activities</b>		
Net result	780,738	( 455,858)
Depreciation of assets	38,208	39,004
Interest income on deposits	( 52,591)	( 56,889)
<i>Changes in working capital</i>		
(Increase)/ decrease in debtors	466,687	504,366
(Increase)/ decrease in other receivables	128,001	( 122,060)
Increase/ (decrease) in accounts payable	( 36,031)	( 82,206)
Increase/ (decrease) in other liabilities	443,097	142,107
Total changes in working capital	1,001,754	442,207
<b>Net cash flow from operating activities</b>	<b>1,768,109</b>	<b>( 31,537)</b>
<b>Cash flow from investing activities</b>		
Net investment in tangible fixed assets	( 8,732)	( 17,859)
Movement in deposits	1,600,000	800,000
Interest income received on deposits	52,591	56,889
<b>Net cash flow from investing activities</b>	<b>1,643,859</b>	<b>839,030</b>
<b>Net increase/ (decrease) in cash and cash equivalents</b>	<b>3,411,967</b>	<b>807,493</b>
Cash and cash equivalents at the beginning of the year	1,967,698	1,160,205
<b>Cash and cash equivalents at the end of the year</b>	<b>5,379,665</b>	<b>1,967,698</b>

## 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 2025 to 31 December 2025. All amounts are stated in euros, unless indicated otherwise.

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

Valuation of liabilities and determination of the result take place under the historical cost convention, unless presented otherwise. Liabilities and any losses originating before the end of the financial year are taken into account if they have become known before 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. The presented total amounts can deviate by a maximum of EUR 1 due to rounding differences.

#### *Foreign currency*

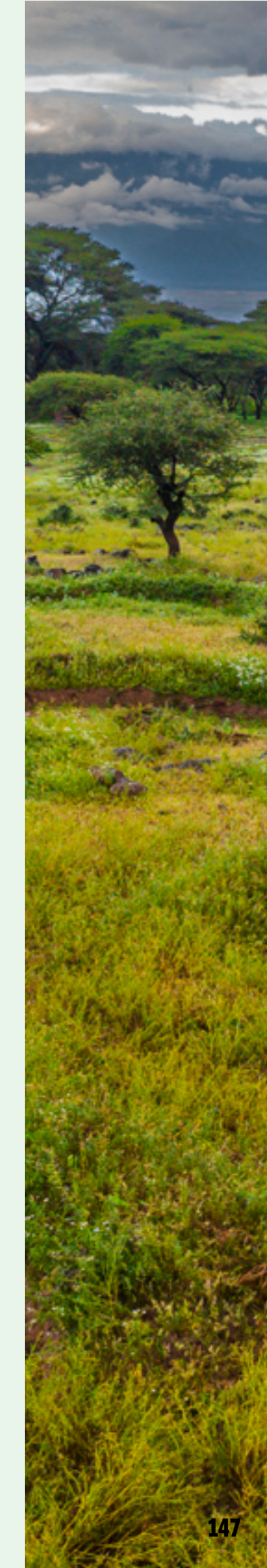
Monetary assets and liabilities in foreign currencies are converted to the closing rate of the functional currency on the balance sheet date. The translation differences resulting from settlement and conversion are credited or charged to the Statement of income and expenses.

#### *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.

#### **Continuity reserve**

The continuity reserve is calculated on the basis of 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 regreening 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 Justdiggig 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 Justdiggig 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, which 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.

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

#### **Expenditures**

Expenditures of conditional project agreements are included in the year in which they are incurred. Fundraising, management and administration costs are included as spent in a year. Costs are allocated to either 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.

## 5.3 NOTES TO THE BALANCE SHEET

5.3.1 Tangible fixed assets		
	2025	2024
Opening balance:		
Historical cost price	222,442	207,550
Accumulated depreciation	( 89,925)	( 53,888)
<b>Net book value 1 January</b>	<b>132,517</b>	<b>153,662</b>
Movements:		
Additions	12,323	21,952
Disposals	( 3,591)	( 4,092)
Depreciation for the year	( 38,208)	( 39,004)
<b>Total movements during the year</b>	<b>( 29,476)</b>	<b>( 21,144)</b>
Closing balance:		
Historical cost price	224,644	222,442
Accumulated depreciation	( 121,602)	( 89,925)
<b>Net book value 31 December</b>	<b>103,042</b>	<b>132,517</b>

Investments made during 2025 are mainly computers for new staff. All assets are held for operations.

5.3.2 Receivables		
	31/12/2025	31/12/2024
Donations receivable	383,106	509,628
Debtors	213,037	679,724
Bank deposits	-	1,600,000
Other receivables and prepayments	69,231	70,711
	<b>665,375</b>	<b>2,860,063</b>

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

Donations that have been invoiced in 2025, but not yet received, are recorded under debtors. The balance of debtors decreased compared to 2024 due to one large amount at the end of 2024, which was paid early in 2025.

No bank deposits were held at year-end 2025. During the year, Justdiggit strategically shifted its available cash from fixed-term bank deposits to savings accounts, as interest rates on savings accounts were more favourable. As a result, balances previously recorded under bank deposits are now included in cash and cash equivalents.

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 2026. No receivables have a term of more than one year.

5.3.3 Cash and cash equivalents		
	31/12/2025	31/12/2024
Bank accounts in the Netherlands	5,194,887	1,777,486
Bank accounts in Kenya	125,802	143,627
PayPal account	56,611	43,889
Cash on hand	2,365	2,695
	<b>5,379,665</b>	<b>1,967,698</b>

Surplus cash was previously invested in bank deposits. During 2025, interest rates on savings accounts were higher than on deposit accounts, hence the surplus cash is no longer invested in deposits.

5.3.4 Continuity reserve		
	31/12/2025	31/12/2024
Balance as at January 1 <sup>st</sup>	955,300	955,300
Addition	105,300	-
	<b>1,060,600</b>	<b>955,300</b>

The continuity reserve is calculated on the basis of a possible liquidation of the foundation, in which case all obligations need to be paid off and staff would be paid an additional three months' salary. During 2025, the continuity reserve was reassessed, taking into account the updated contractual commitments such as rent and audit costs. Based on this assessment, an addition was made to the continuity reserve.

### 5.3.5 Other free reserves

	31/12/2025	31/12/2024
Balance as at January 1 <sup>st</sup>	1,049,962	1,141,333
Withdrawal from appropriated funds	( 460,771)	224,787
Addition to continuity reserve	( 105,300)	-
Withdrawal from/ (addition to) appropriated reserves	( 190,710)	139,700
Result of current year	780,738	( 455,858)
	<b>1,073,919</b>	<b>1,049,962</b>

### 5.3.6 Appropriated reserves

	31/12/2025	31/12/2024
Balance as at January 1 <sup>st</sup>	230,000	369,700
Withdrawal during the year	( 109,290)	( 339,700)
Addition at the end of the year	300,000	200,000
	<b>420,710</b>	<b>230,000</b>

Part of the appropriate reserves were used for the sustainability phase of programmes and for strengthening the internal organisation. An amount of EUR 300,000 has been added to be spent on greening programs in 2026.

### 5.3.7 Appropriated funds

	31/12/2025	31/12/2024
Balance as at January 1 <sup>st</sup>	2,083,373	2,308,160
Withdrawal during the year	( 632,469)	( 1,349,066)
Addition during the year	1,093,240	1,124,279
	<b>2,544,144</b>	<b>2,083,373</b>

The appropriated funds include all donations with a specific objective given by the donor, that have not been spent yet, to the extent that there is no repayment obligation to the donor. Since the majority of the donations are allocated to multi-year programmes including their sustainability phase (up to 20 years), the appropriated funds will not be depleted until up to 20 years after the initial allocation to the fund.

During 2025 an amount of EUR 1,093,240 was added to the appropriated funds and EUR 632,469 was withdrawn from the previous year's balance.

### 5.3.8 Current liabilities

	31/12/2025	31/12/2024
Personnel costs	200,238	174,949
Accrued expenses	236,859	205,537
Accounts payable	54,880	90,910
Taxes and social security contributions	53,809	83,233
Donations received in advance	502,923	87,013
	<b>1,048,709</b>	<b>641,642</b>

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 by the end of the year. This included, among others, EUR 134,845 for LEAD Foundation and EUR 57,239 for audits performed by Baker Tilly (Netherlands) and Baker Tilly (Kenya).

Accounts payable consist of amounts due to suppliers for goods or services received that have not been paid for yet by 31 December 2025. The balance is subject to the timing of invoices.

Taxes and social security contributions include a tax liability of EUR 31,725 that arose from our Kenyan operations. This is a decrease of EUR 27,500 compared to 2024 due to the part-settlement and payment of this tax liability.

Donations received in advance mainly consist of the remaining funds from two organisations: UBS Optimus Foundation and Conservation International that have not been spent during the year. These funds will be spent on their designated objectives during 2025.

A smaller part of the donations received in advance includes a donation/loan agreement of one of our Rainmakers (Rainmakers are a dedicated group of individuals that support Justdiggit, in particular with innovative projects) for an amount of EUR 10,000. This donation/loan agreement expires in 2026.

### 5.3.9 Off-balance sheet commitments and contingent liabilities

Justdiggit has rental agreements for its offices in Amsterdam, Nairobi and Tanzania. The agreement for the office in Nairobi runs till the end of June 2027 with a three-month notice period. The agreement for the Amsterdam office runs until the end of May 2028. The agreement for our Tanzania office runs until the end of December 2026.

The total rent commitments for 2026 amount to EUR 131,840 and for the remaining contract period EUR 124,667.

## 5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

### 5.4.1 Income from private donors

	2025	2024
Consumer donations	1,713,697	1,391,951
Bunds	126,748	145,333
<b>Total</b>	<b>1,840,445</b>	<b>1,537,284</b>

Consumer donations increased 20% this year (2024: 4%) and were 17% ahead of budget (2024: -20%). Increased visibility and engagement activities, including the Cycling – and Running for Climate event, contributed to this result.

### 5.4.2 Income from companies

	2025	2024
Company donations 50,000 euros or more	745,717	1,588,858
Company donations under 50,000 euros	792,922	740,433
<b>Total</b>	<b>1,538,639</b>	<b>2,329,291</b>

The evolving macroeconomic and political landscape, including changes in government priorities and corporate sustainability regulations such as CSRD, has created challenges. Furthermore, we see that companies donate through non-profits resulting in a shift in category. This led to another decrease in income from companies of 34% (2024: -8%), and is 45% less than budgeted (2024: -68%).

### 5.4.3 Income from non-profit organisations

	2025	2024
International NGOs	2,011,287	1,565,639
Other foundations and non-profit organisations	1,202,414	1,057,538
<b>Total</b>	<b>3,213,701</b>	<b>2,623,177</b>

Income from non-profit organisations increased by 23% this year (2024: 5%) as existing programmes continued to be executed and we have started new programmes in collaboration with new International NGOs.

### 5.4.4 Governments, grants and subsidies

	2025	2024
Young Expert Programmes (YEP) subsidy	-	29,249
Government grant	-	(1,065)
<b>Total</b>	<b>-</b>	<b>28,184</b>

No income from governments, grants or subsidies was recognised in 2025 (2024: EUR 28,184), as no government grants or subsidies were received during the year.

5.4.5 Regreening programs		
	2025	2024
<b>Direct program expenses</b>		
<i>Growing own programs</i>		
Kenya - Amboseli landscape	55,339	60,788
Kenya - Chyulu landscape	767,375	685,589
Kenya - Kimana landscape	420	101,148
Kenya - South Rift landscape	171,087	133,238
Senegal	89,917	144,824
Tanzania - Central Tanzanian landscapes	505,632	914,216
Tanzania - Northern Tanzanian landscapes	265,991	173,987
<i>Boosting other programs</i>		
Ethiopia, Madagascar, Togo - Forests for Future	-	( 1,065)
Kenya - Restore Africa Program	206,058	229,178
<i>Digital regreening</i>		
	502,588	1,032,506
<b>Total direct program expenses</b>	<b>2,564,408</b>	<b>3,474,410</b>
<b>General program expenses</b>		
Personnel expenses	706,531	730,967
Travel expenses	97,012	96,649
External hires	34,174	28,557
MEL and technical expenses	13,228	12,986
Expenses for YEP program	9,277	43,312
Other expenses	37,759	29,699
<b>Total general program expenses</b>	<b>897,982</b>	<b>942,170</b>
<b>Total costs regreening programs</b>	<b>3,462,390</b>	<b>4,416,580</b>

Overall, costs for regreening projects decreased by 22% in 2025 (2024: -20%). While overall income levels remained stable, the composition of income changed compared to the previous year. Funding received from corporations is spent relatively quickly compared to funding from institutions. Corporate funding was significantly lower than the budget and less than in 2024, leading to an overall decrease in spending in the programs. Furthermore, some of the program expenses have been moved to 2026 and income for Digital Regreening stayed behind budget, which meant that less could be spent on this program.

#### **Growing own programs**

While overall income levels remained stable, the composition of income changed compared to the previous year. In 2025, a larger share of funding was received from international non-governmental organisations (INGOs) and allocated to multi-year projects, with activities starting up in 2025. At the same time, income from companies, which typically flows more directly into ongoing regreening activities in Central Tanzanian landscapes, was lower.

Program activities in the Kimana landscape ended early 2025. In all other landscapes program activities continued and in some cases increased. The pilot program in Senegal was successful and activities in our Senegal landscapes will continue.

#### **Boosting other programs**

Restore Africa programme activities were behind budget. Unfortunately, Justdiggitt's role in this program ended prematurely at the end of 2025 due to a shift in focus from its funder.

#### **Digital regreening**

In 2025, Justdiggitt further enhanced the Digital Regreening app, focusing on audience engagement and advertising, while also launching the app in Kenya. It proved difficult to obtain more funding for an app that is not fully proven yet. This means that less could be spent than was budgeted.

#### **General program expenses**

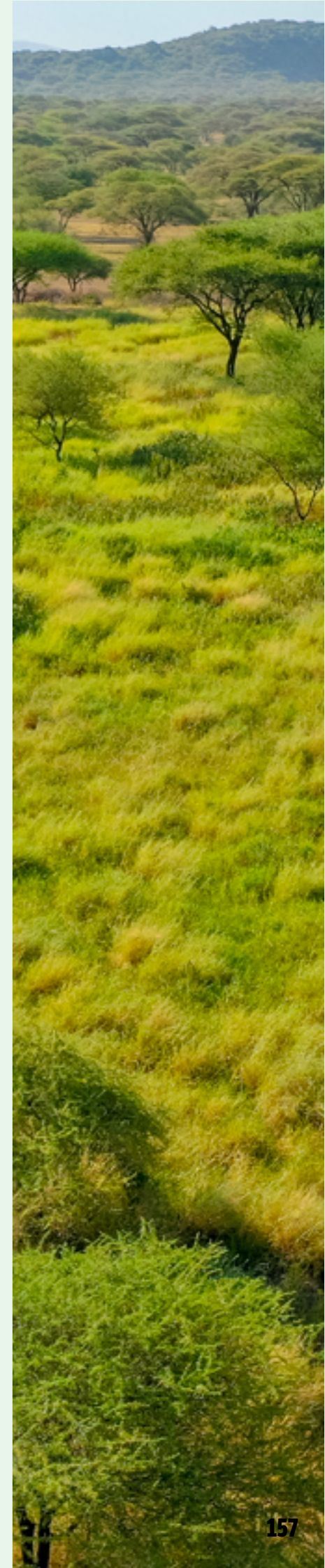
General programme expenses comprise all costs for staff, travel and other expenses that are not allocated directly to one programme, but rather relate to several or all programmes.

The decrease in general program expenses is largely explained by lower YEP-related costs.

External hires increased due to the recruitment of a Landscape Manager in Senegal.

During 2025, two staff members completed the YEP programme (2024: three full-time staff members for the full year).

This year, other costs mainly consist of expenses related to International Women's Day activities organised in the Amboseli landscape in Kenya.



5.4.6 Awareness campaigns		
	2025	2024
<b>Awareness General</b>		
Direct awareness expenses	41,692	49,281
Personnel expenses	287,127	531,421
Travel expenses	7,707	31,412
External hires	4,522	3,408
Other expenses	16,017	17,053
<b>Total</b>	<b>357,065</b>	<b>632,575</b>
<b>Awareness Europe</b>		
Direct awareness expenses	27,391	80,159
Personnel expenses	80,690	81,716
Travel expenses	13,415	30,837
External hires	52,026	53,409
Other expenses	3,613	4,756
<b>Total</b>	<b>177,136</b>	<b>250,877</b>
<b>Awareness Africa</b>		
Direct awareness expenses	18,409	37,592
Personnel expenses	132,710	58,491
Travel expenses	11,532	19,941
External hires	13,750	22,781
Other expenses	18,065	983
<b>Total</b>	<b>194,466</b>	<b>139,788</b>
<b>Total costs awareness campaigns</b>	<b>728,667</b>	<b>1,023,240</b>

#### **Direct awareness expenses**

Overall, direct awareness expenses decreased by 48% compared to 2024. The decrease mainly reflects a more focused and efficient allocation of awareness resources in 2025. During the year, no large-scale event was organised, spending on promotional items was more selective, and no new TV commercial concept was developed. 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 expenses**

Personnel expenses decreased following an organisational downsizing at the end of 2024, which took effect in 2025.

#### **Travel expenses, external hires and other expenses**

These expenses decreased by 24% compared to 2024, mainly due to reduced travel activity and the absence of one-off consultancy costs that were incurred in the previous year.



#### 5.4.7 Costs of fundraising

	2025	2024
Fundraising and business development expenses	72,791	48,508
Personnel expenses	513,253	414,869
Travel expenses	23,676	27,702
External hires	7,018	72,397
Other expenses	21,759	6,446
<b>Total costs fundraising</b>	<b>638,497</b>	<b>569,922</b>

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

In 2025, we strengthened our Business Development and Fundraising team with a Manager Business Development. Because of this, we were able to decrease expenses for external hires.

#### 5.4.8 Costs of management and administration

	2025	2024
Personnel expenses	612,990	563,701
Travel expenses	56,482	48,774
External hires	-	5,965
Housing expenses	155,131	156,818
Office expenses	73,092	53,381
Administrative expenses	20,278	21,543
Insurance expenses	16,607	15,933
Audit and advisory expenses	71,181	82,765
Depreciation expenses	17,025	17,870
Other expenses	23,467	28,295
<b>Total</b>	<b>1,046,253</b>	<b>995,045</b>

The increase in personnel expenses compared to 2024 is partly explained by the fact that the COO worked part-time during the first six months of 2024.

Office expenses increased due to the transition to a new IT and security provider at the end of 2025.

Audit and advisory costs include expenses related to the statutory audit in the Netherlands and the local statutory and tax audits in Kenya. The expenses decreased due to a specific greening project for which an external audit was required in 2024.

#### 5.4.9 Interest income

Interest income consists of interest earned on bank deposits with a duration between 3 and 12 months, and interest earned on balances in the savings accounts.

#### 5.4.10 Personnel expenses

	2025	2024
Wages and salaries	2,287,776	2,450,771
Social security contributions	297,302	362,071
Other employee benefits	235,874	213,797
<b>Total</b>	<b>2,820,951</b>	<b>3,026,639</b>
Average number of FTEs during the year	59.5	66.3
<i>of which interns</i>	7.3	4.5
FTEs in Europe	27.5	32.3
FTEs in Africa	32	34.0

The average number of FTEs decreased by 10% in 2025 following an organisational downsizing at the end of 2024, which took effect in 2025. This also led to a decrease in personnel expenses of 7%.

Social security contributions decreased more than salary costs (-18% versus -7%) due to the fact that a Kenyan tax liability for the years 2021 to 2024 was recorded in 2024, which relates to staff cost reimbursements that should have been taxed, but had not been (EUR 59,224). Part of this liability was reversed in 2025.

Other employee benefits consist of accrued vacation days, retirement contributions, health insurance, expat allowances, training, food & beverage, team events and other employee-related costs. The increase of 10% is mainly due to an increase in accrued vacation days (+ EUR 32,147).



Name	Marjolein Albers	Niels Dierckx
Position	CEO	COO
<b>Employment</b>		
type (duration)	permanent employment	permanent employment
hours per week	40	36
part-time percentage	100	90.0
period	1/1 - 31/12	1/1 - 31/12
<b>Remuneration</b>		
<b>Annual income</b>		
Gross wages	100,117	83,324
Holiday allowance	8,023	6,737
<b>Total annual income</b>	<b>108,140</b>	<b>90,061</b>
Contribution to retirement fund	6,508	5,416
<b>TOTAL REMUNERATION 2025</b>	<b>114,648</b>	<b>95,477</b>

#### **Remuneration Board of Directors**

Both the annual income and total remuneration of both directors are below the maximum that is set by the Regulation on the Remuneration of Directors of Charitable Organisations. The maximum amounts are EUR 115,922 and EUR 102,546 for annual income and EUR 150,699 and EUR 133,310 for total annual remuneration.

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.

Expenditure on objectives as a percentage of income decreased during the year, which has two main reasons.

#### **5.4.11 Spent on objectives**

	2025	2024
spent on objectives as % of income	63,6%	83,5%
% of expenditures spent on objectives	71,3%	77,7%
% of expenditure spent on fundraising	10,9%	8,1%
% of expenditure spent on management and administration	17,8%	14,2%

Funding received from corporations is spent relatively quickly compared to funding from institutions. Corporate funding was significantly lower than the budget and less than in 2024, leading to an overall decrease in spending in the programs. Furthermore, some of the program expenses have been moved to 2026.

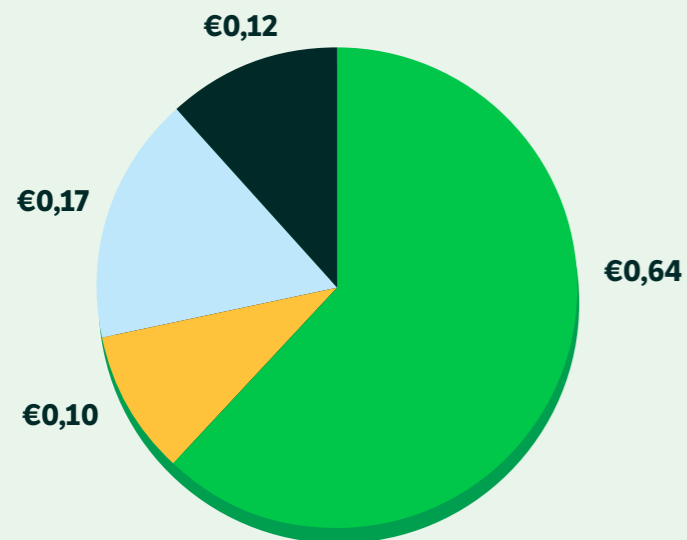
During 2025, the fundraising team was expanded, resulting in higher costs related to business development. Costs for management and administration increased by 5% during the year, in line with the approved budget. However, as realised income was lower than budgeted for 2025, management and administration costs represented a higher percentage of total income compared to the previous year (+3,6%).

## 5.5 Allocation of Expenses

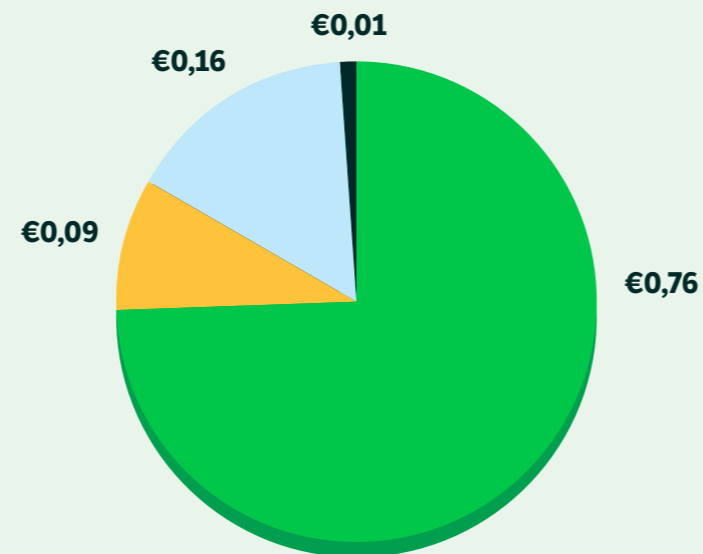
amounts in euros

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2025	Budget 2025	Total 2024
	Regreening projects	Awareness projects					
Accommodation	-	-	-	146,688	146,688	151,495	148,816
Communications	149,349	22,027	8,158	-	179,534	442,208	151,833
Depreciation	20,473	562	148	17,025	38,208	44,221	39,004
Employee benefits	1,195,440	500,528	513,253	612,990	2,822,211	2,939,075	3,026,639
Office and general expenses	320,194	69,415	107,929	262,387	759,924	1,386,053	653,370
Purchases and acquisitions	41,987	373	908	7,163	50,430	44,379	90,489
Work sub-contracted	1,734,947	135,763	8,102	-	1,878,812	2,999,107	2,894.636
<b>TOTAL</b>	<b>3,462,390</b>	<b>728,667</b>	<b>638,497</b>	<b>1,046,253</b>	<b>5,875,807</b>	<b>8,006,538</b>	<b>7,004,787</b>

1 EURO DONATED IN 2025 WAS SPENT ON:



1 EURO DONATED IN 2026 WILL BE SPENT ON:



- Regreening and awareness projects
- Fundraising
- Management and administration
- Funds to be spent in future years



## 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](http://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 357 points for the Managing Director with a maximum annual remuneration of EUR 150,669 and 328 points for other Directors with a maximum annual income of EUR 133,310 (1 FTE for 12 months).

The actual annual remuneration of the directors in 2025, relevant for testing against the applicable maximum amounts, were:

Marjolein Albers (1 FTE for 12 months): EUR 114,648

Niels Dierckx (0.9 FTE for 12 months): EUR 95,477

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.



# AUDITOR'S REPORT

Auditors



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www.bakertilly.nl

Reg.no.: 24425560

To the management of  
Stichting Justdiggit Foundation

## INDEPENDENT AUDITOR'S REPORT

### A. Report on the audit of the financial statements 2025 included in the annual report

#### Our opinion

We have audited the financial statements 2025 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, 2025 and of its result for 2025 in accordance with RJ 650.

The financial statements comprise:

1. the balance sheet as at 31 December 2025;
2. the profit and loss account for 2025; 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) B.V. is a public limited company and is the exclusive contracting party in respect of all commissioned work. The company's general terms and conditions, filed with the registry of the Dutch chamber of commerce under no. 24425560, which include a limitation of liability, are applicable to all work performed and to all legal relationships with third parties.

Baker Tilly (Netherlands) B.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.

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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:

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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, May 07, 2026  
Baker Tilly (Netherlands) B.V.

Signed by

L. den Boer RA