

JUSTDIGGIT IMPACT REPORT

HIGHLIGHTS 2025

HERE IT IS, OUR 2025 IMPACT HIGHLIGHTS REPORT!

Another year of regreening in action! Here are the key numbers from our restoration projects that show the impact we created together. [Let's dig in.](#)



OUR MISSION

If we can warm up the planet, we can also cool it down. But we have to take action now. We play our part by regreening dry and degraded landscapes in Sub-Saharan Africa together with farmers, pastoralists and local partners. **Our mission is to inspire millions to take action to regreen degraded landscapes in Africa!**

WHAT WE DO & OUR PROJECT AREAS

2025 was a year of strong progress across the landscapes where we work: Kenya, Tanzania and Senegal. By deepening our efforts in these regions, we reached several exciting milestones:

- 1. We passed the mark of HALF A MILLION** hectares of land under restoration
- 2. Treecovery reached A NEW HIGH** with more than **32 million trees** regenerated, pushing us past the milestone of 30 million trees for the first time!
- 3. And the regreening movement keeps growing: WE ACTIVATED MORE THAN 215,000 FARMERS** to regenerate trees and cool their farms, passing the milestone of **200,000 farmers**

IMPACT OVERVIEW OF OUR PROJECT AREAS

KENYA

There was a lot of regreening momentum in Kenya in 2025! Together with our partners, we expanded restoration across all five landscapes: Chyulu, South Rift, Amboseli, Mid Tana and the Northern Landscapes.

- ☉ In South Rift, together with SORALO, we regenerated more than 80,000 trees. A major milestone for our work in Kenya, where restoration has traditionally focused on bringing grasses back to degraded rangelands.
- ☉ In Amboseli, we scaled up our bund digging and grass seed banks and launched the Darwin Initiative programme. This new programme strengthens biodiversity restoration while supporting women and communities to restore their land and livelihoods.
- ☉ Chyulu, our largest bund landscape, kept growing! Alongside expanding bund areas and grass seed banks, we reseeded older restoration sites, strengthened community engagement and carried out vegetation assessments to prepare some areas for controlled grazing.
- ☉ In the Northern Kenyan Landscape, the first grass seed bank harvest created an exciting success story, generating income for women and their communities. The Narikoo grass seed bank in Westgate generated over KES 160,000 from the sale of African foxtail grass seeds and hay bales.
- ☉ Mid Tana also delivered strong results. The five grass seed bank enterprises generated over KES 4.2 million in revenue! Part of this income went directly to households, while the rest was reinvested in livestock and group savings to strengthen long-term resilience.

TANZANIA

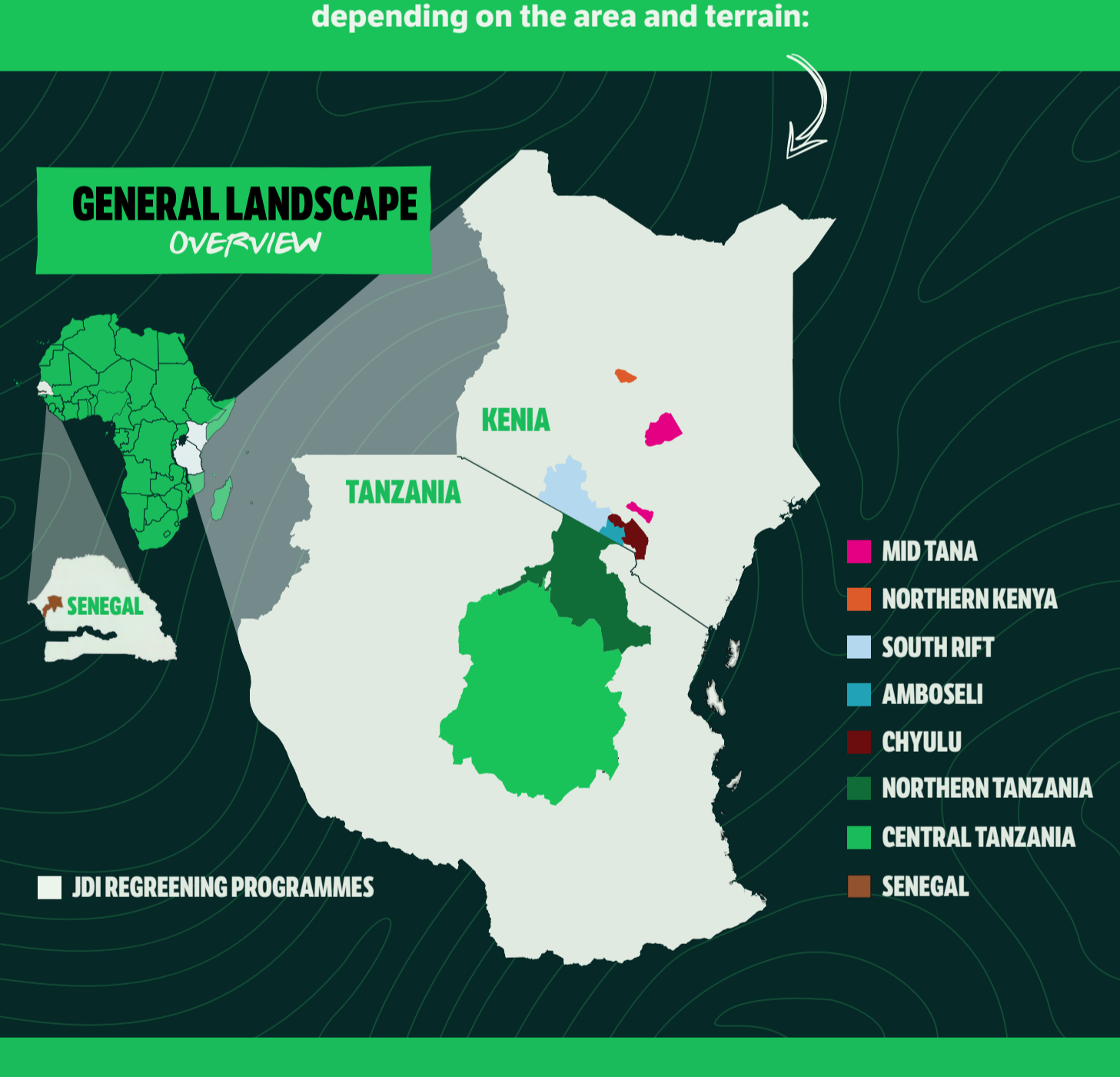
Tanzania didn't stand still either!

- ☉ In the Central Tanzania landscape, together with LEAD Foundation, we expanded our work to new villages and achieved our biggest tree recovery growth so far: an incredible 8.8 million new trees! This brings the total to 31.7 million trees regenerated across the landscape.
- ☉ In Northern Tanzania, we started an exciting new partnership with the Pastoral Women Council. Together, we launched a programme focused on strengthening women-led restoration efforts, creating new opportunities for women's livelihoods.

SENEGAL

In the villages where we started working last year, many new farmers joined the programme, doubling the area of farmland under restoration. At the same time, we stepped up community engagement, training and monitoring efforts to ensure these regreening efforts continue to grow and deliver lasting impact.

As you can see on this map, we use different interventions depending on the area and terrain:



Bunds:

Probably our most well-known regreening technique! Bunds are semi-circular, shallow holes dug in the ground that capture rainwater and prevent erosion. They promote infiltration, allowing seeds to grow into vegetation and giving the soil a chance to restore.

Water harvesting trenches:

Also called *fanya juu/chini* in Swahili. Water harvesting trenches retain rainwater, reduce erosion, and are especially useful on sloped farmlands, where regenerated trees may need to reduce surface runoff even more. Trenches are used on both farmland and rangeland

Treecovery:

Also known as Farmer Managed Natural Regeneration (FMNR), Kisiki Hai or Karkaral. This is an effective method to regenerate trees. It involves the selection, pruning and protection of stumps of cut-down (but alive!) trees. Besides these existing trees, Treecovery also uses naturally sprouting seeds to grow new trees.

Grazing management:

Restoration of degraded areas through controlled or restricted grazing, by promoting and improving grazing rules and bylaws. So-called grazing reserves only allow grazing during certain parts of the year, while our physical intervention areas (such as bund plots) are fully restricted for grazing to allow these areas to be restored.

Grass seed banks:

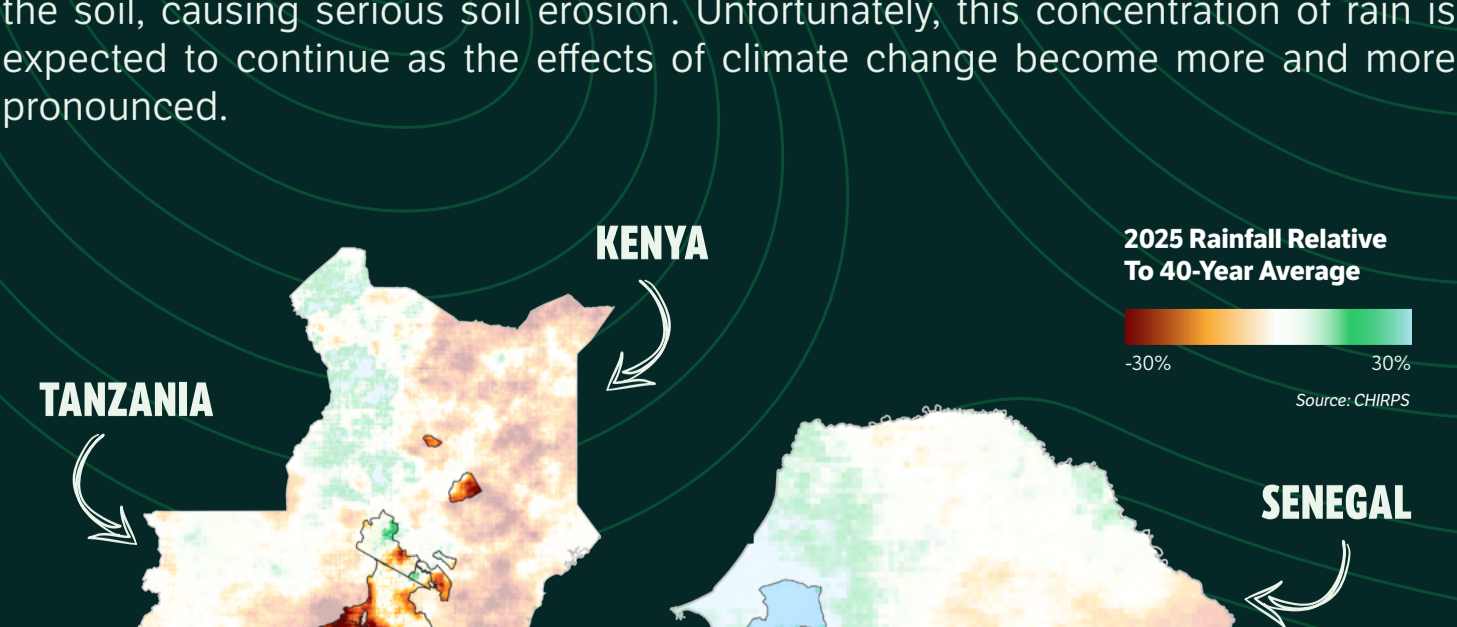
Small parts of communal land are used for the production of grasses and grass seeds. These areas are managed by community-based women's groups (mainly Maasai), who sell the grass seeds on local markets or to regreening projects such as our bund plots for additional income.

2025 – RAINFALL BELOW AVERAGE

Overall, 2025 was a year of low annual rainfall. Most landscapes in Kenya and Tanzania received less rainfall than the long-term average, as can be seen in the visual below. In contrast, the Senegal landscape experienced substantially more rainfall than the long-term average. For some landscapes, there was a strong variance, with some parts receiving much more rainfall than others.

Important context to provide: the data reflected is the annual precipitation sum. This doesn't reflect differences between seasons, within landscapes or extreme weather events. When we look at the numbers at a bit more detailed level, the first rainy season in 2025, typically expected between March and May, was in line with the long-term average. In the second rainy season, between October and December, the total amount of rainfall was quite poor for most of the landscapes. Especially in the second season, the rainfall was strongly concentrated into intense events, and very local. In the Chyulu landscape, a total of 100 mm rained down in a single night.

These kinds of weather events are not necessarily beneficial for vegetation growth and can even be harmful! During these events, rainwater can't sufficiently infiltrate the soil, causing serious soil erosion. Unfortunately, this concentration of rain is expected to continue as the effects of climate change become more and more pronounced.



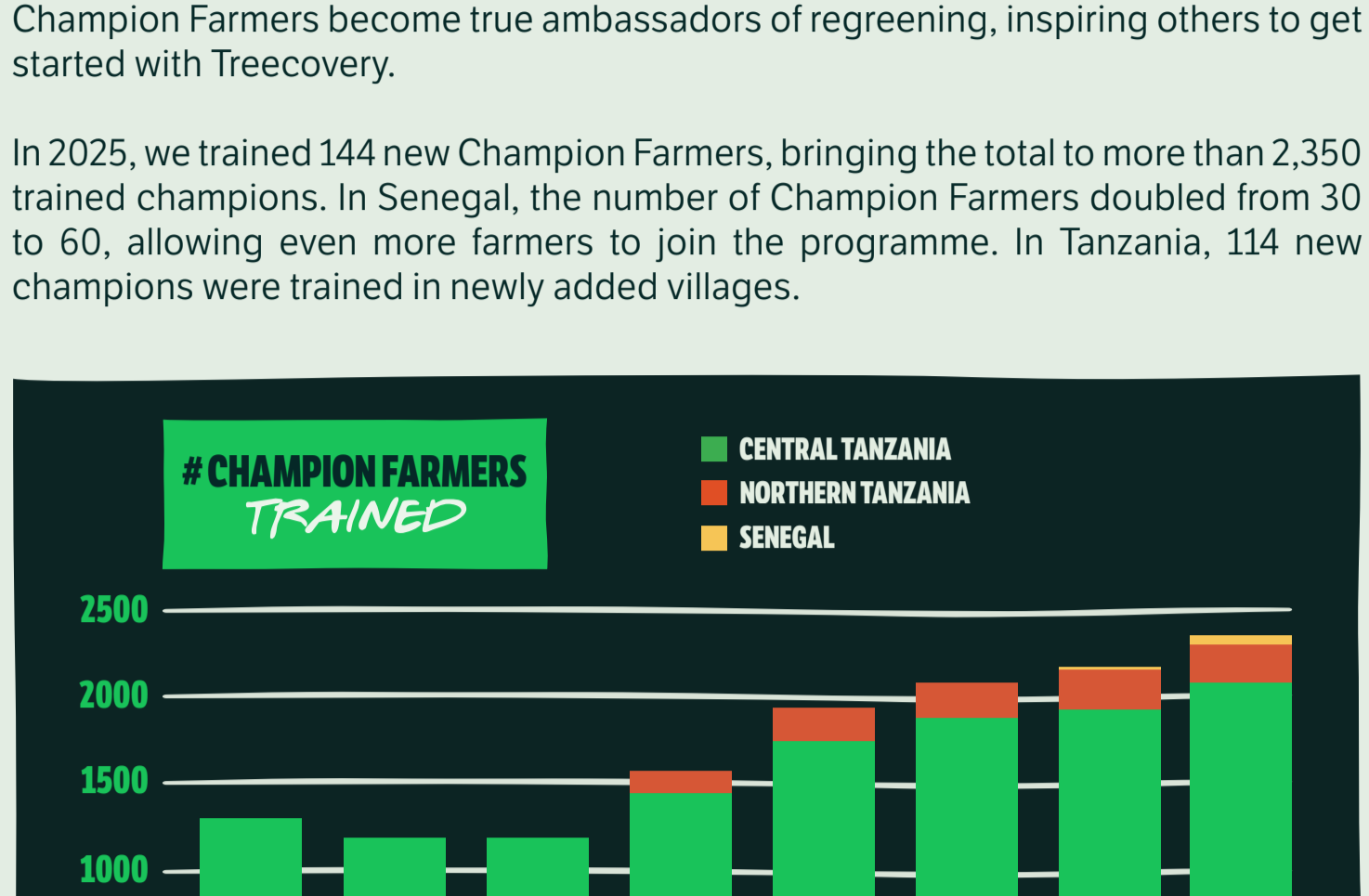
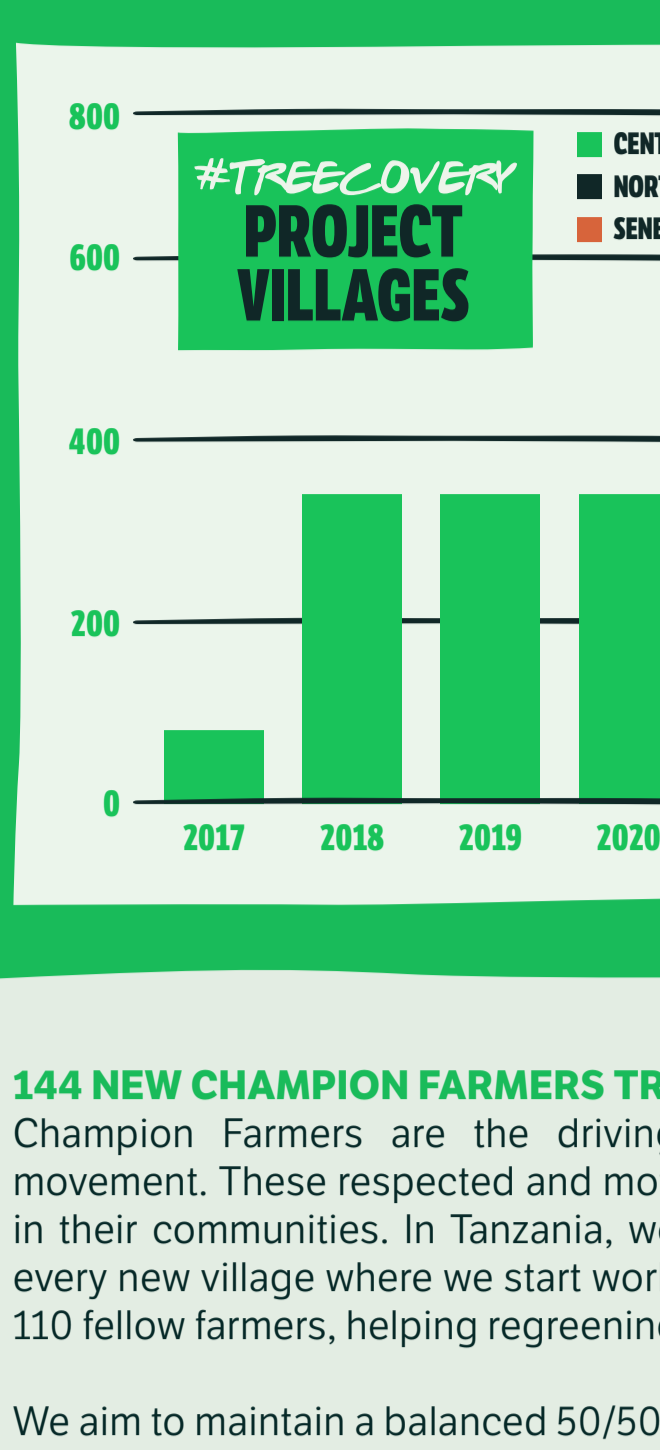
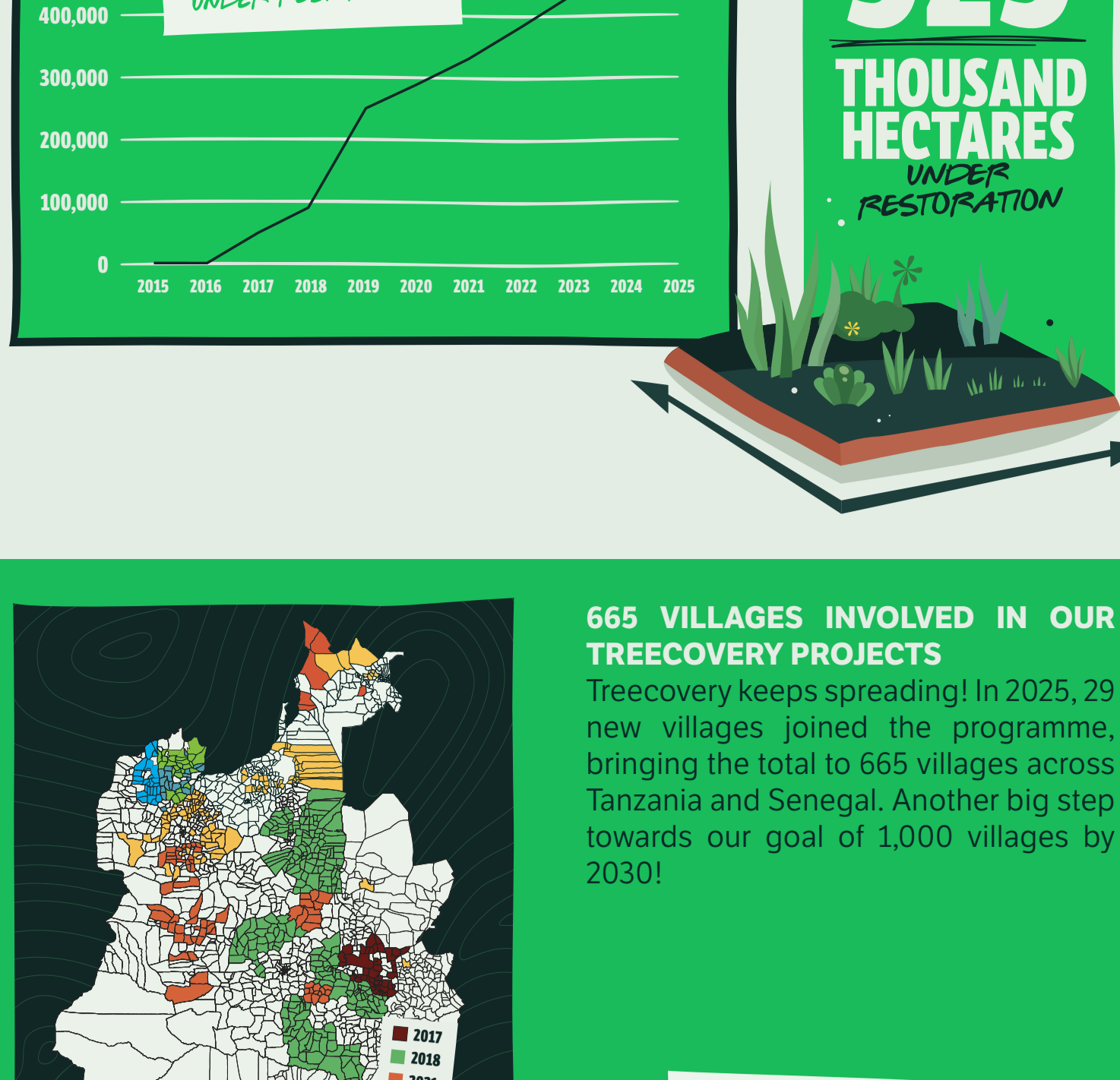
Annual precipitation compared to 40-year average precipitation

PART I: LET'S DIG INTO OUR IMPACT...

REGREENING PROGRAMMES

OVER 500,000 HECTARE UNDER RESTORATION

In 2025, we passed 500,000 (half a million!) hectares of land greening! Over 45,000 new hectares were added last year alone. The total area now covers more than twice the size of Luxembourg (and could cover 15% of the Netherlands!).

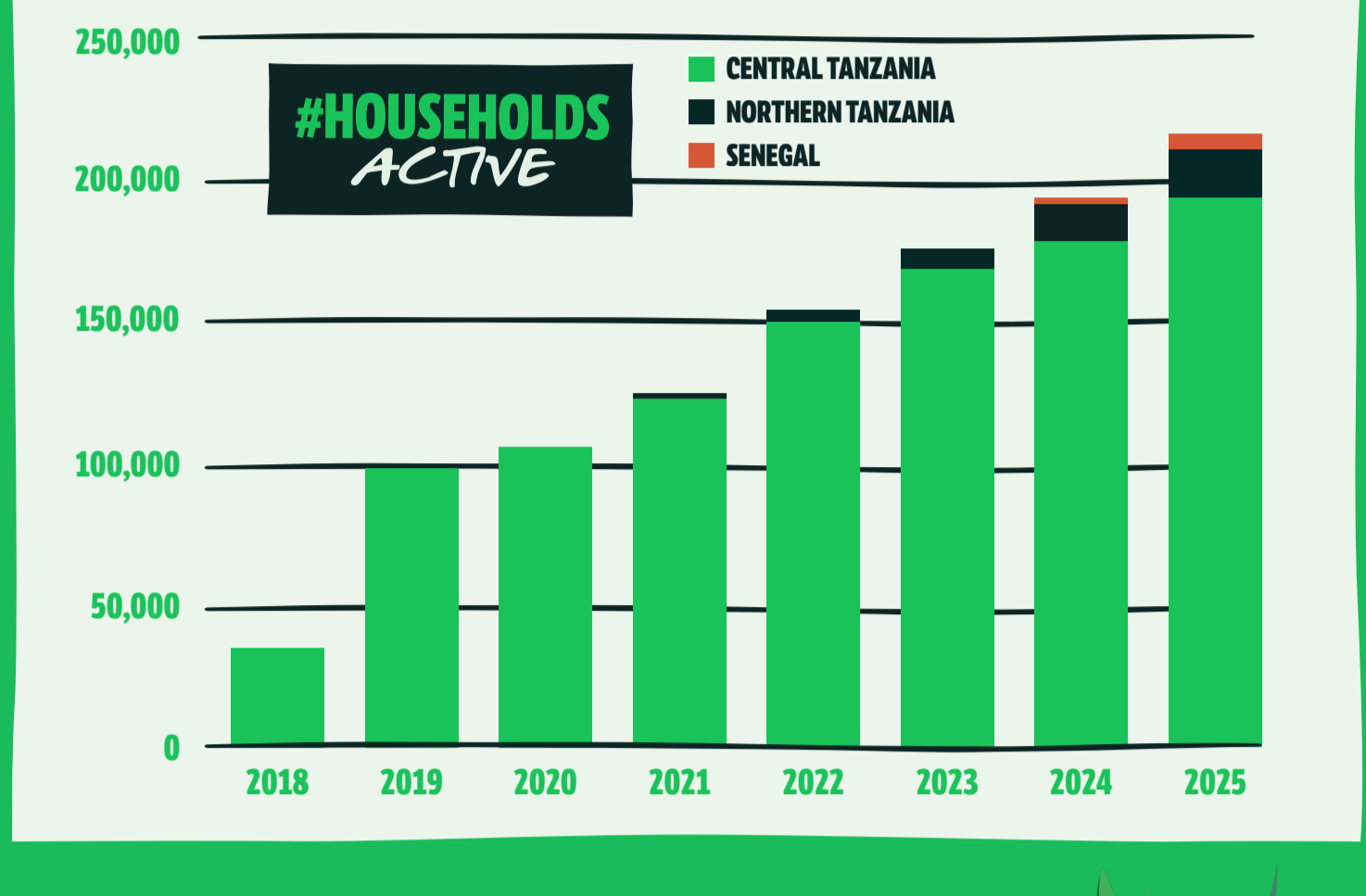


144 NEW CHAMPION FARMERS TRAINED

Champion Farmers are the driving force behind our grassroots greening movement. These respected and motivated farmers inspire, train and coach others in their communities. In Tanzania, we train on average four Champion Farmers in every new village where we start working. Each of them goes on to activate around 110 fellow farmers, helping greening knowledge spread quickly and locally.

We aim to maintain a balanced 50/50 ratio between men and women. Once trained, Champion Farmers become true ambassadors of greening, inspiring others to get started with Treecovery.

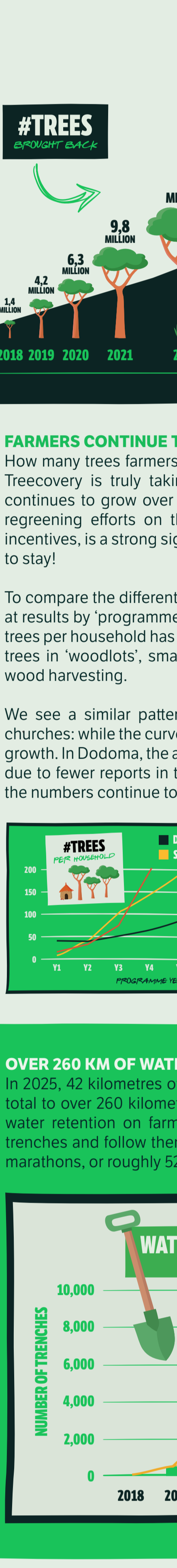
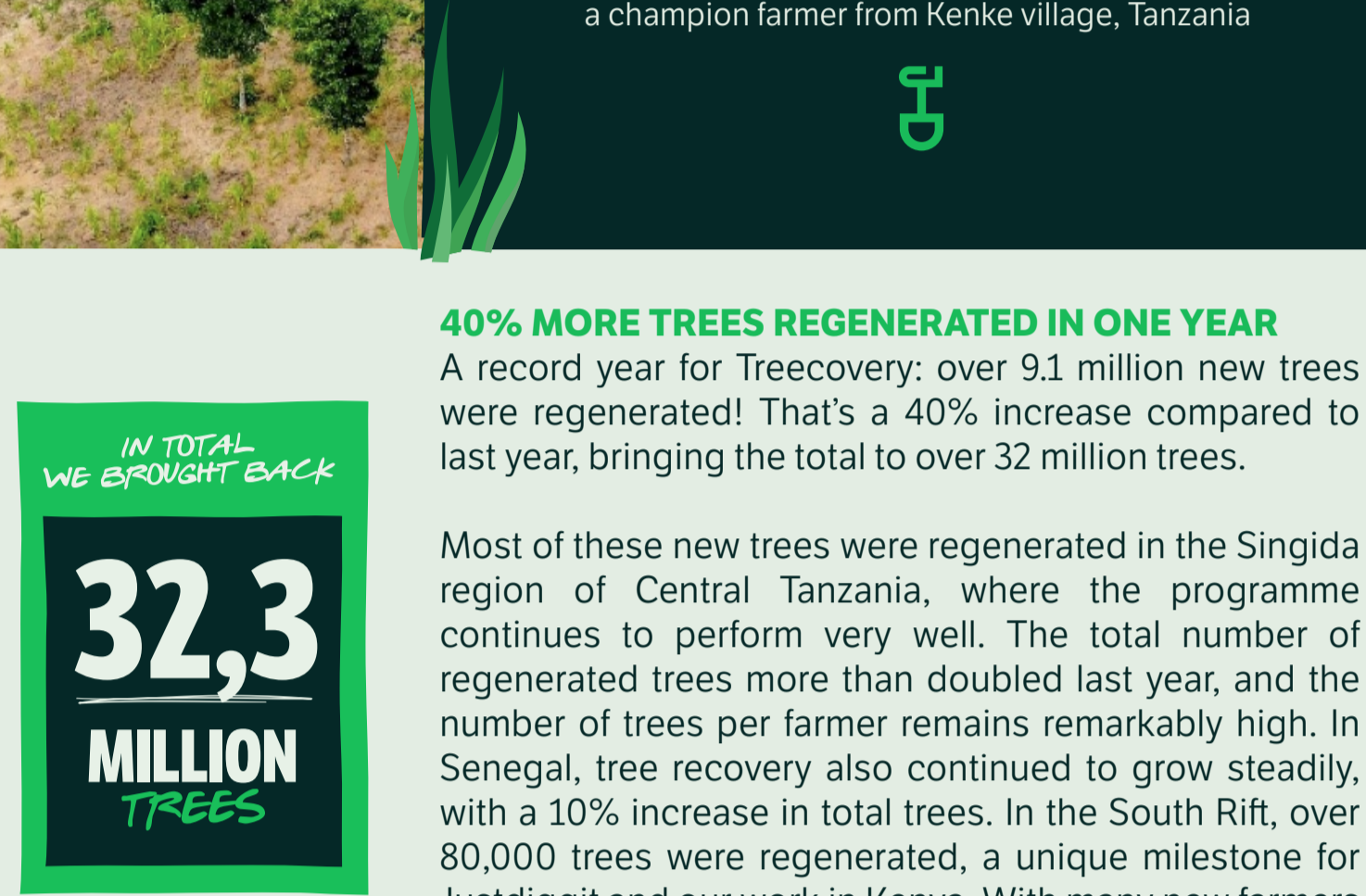
In 2025, we trained 144 new Champion Farmers, bringing the total to more than 2,350 trained champions. In Senegal, the number of Champion Farmers doubled from 30 to 60, allowing even more farmers to join the programme. In Tanzania, 114 new champions were trained in newly added villages.



OVER 215,000 FARMERS PARTICIPATING

Treecovery continued to spread across thousands of farms in 2025. With more than 20,000 new farmers joining the programme, over 215,000 farmer households are now regenerating trees on their land.

Senegal saw particularly strong momentum. The number of farmers practising Treecovery almost tripled in just one year! More than 3,000 new households joined the programme, increasing the total from 1,745 to 4,853 farmers. This growth followed the training of 30 additional Champion Farmers in the current programme villages. As more farmers join, the share of farmland under greening in these villages continues to expand. In the coming years, this will translate into many more trees returning to the landscape and more farmland cooling down and recovering.



VOICES FROM THE FIELD

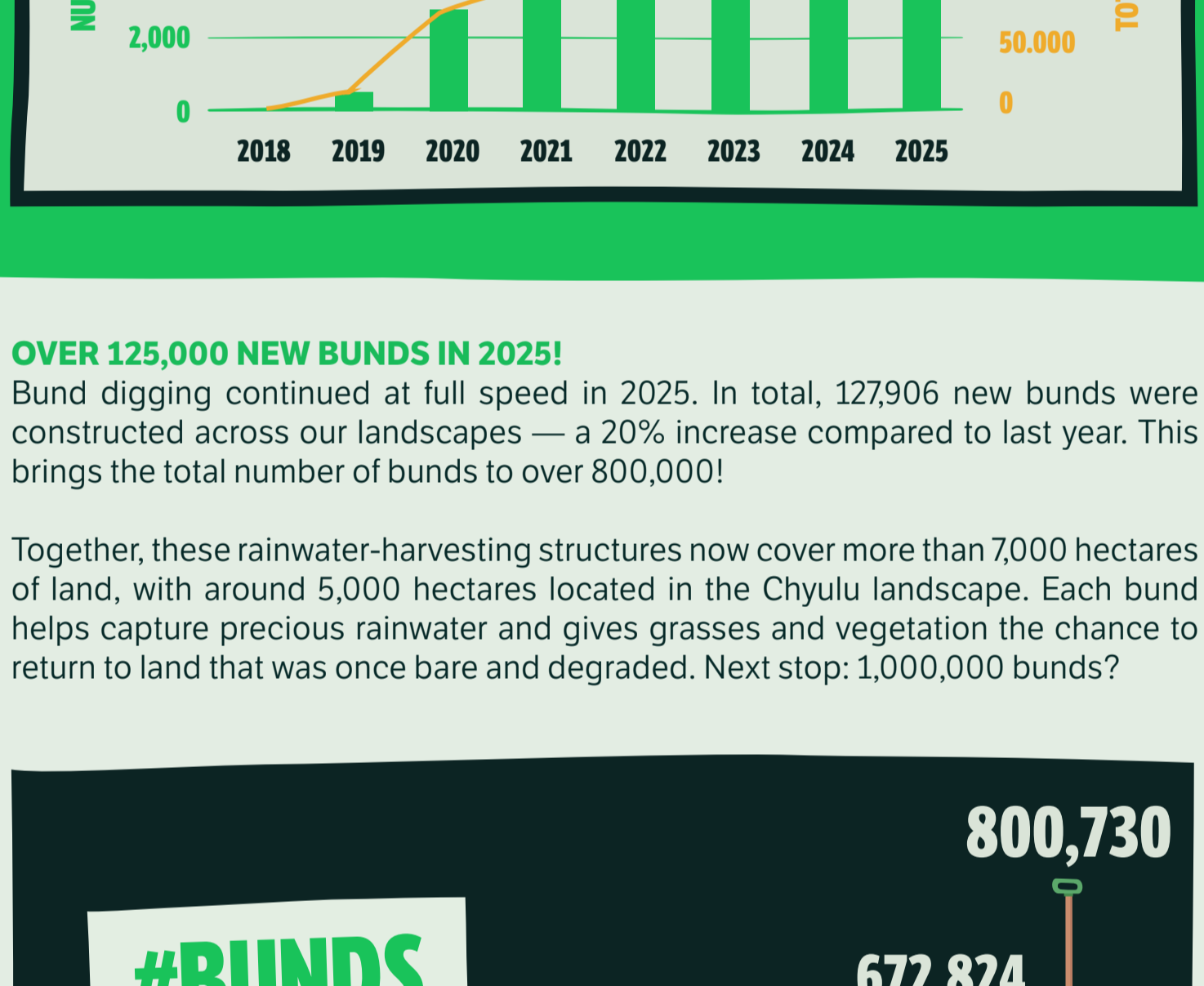
“After learning about the Kisiki Hai tree restoration technique, my fellow champions and I returned to our village driven by a strong desire to make it green again. We began by training other farmers in our community, sharing the knowledge we had gained. But we didn't stop there; we approached the village office and requested access to communal lands for restoration efforts. Thankfully, the office was very supportive and allocated eight communal plots for our project. So far, we have restored a total of 15,000 trees on these lands, and we're just getting started. Many more milestones lie ahead!”

Ella Simon
a champion farmer from Kenke village, Tanzania

40% MORE TREES REGENERATED IN ONE YEAR

A record year for Treecovery: over 9.1 million new trees were regenerated! That's a 40% increase compared to last year, bringing the total to over 32 million trees.

Most of these new trees were regenerated in the Singida region of Central Tanzania, where the programme continues to perform very well. The total number of regenerated trees more than doubled last year, and the number of trees per farmer remains remarkably high. In Senegal, tree recovery also continued to grow steadily, with a 10% increase in total trees. In the South Rift, over 80,000 trees were regenerated, a unique milestone for Justdiggit and our work in Kenya. With many new farmers joining the programme in 2025, we expect tree recovery to accelerate even further in the coming years.

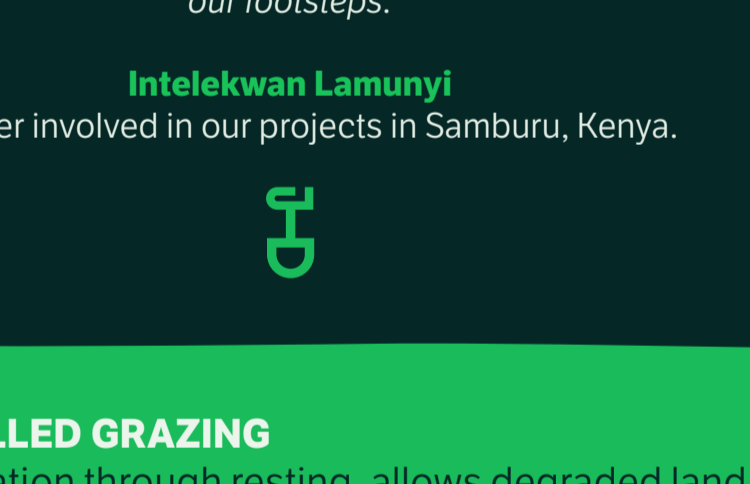
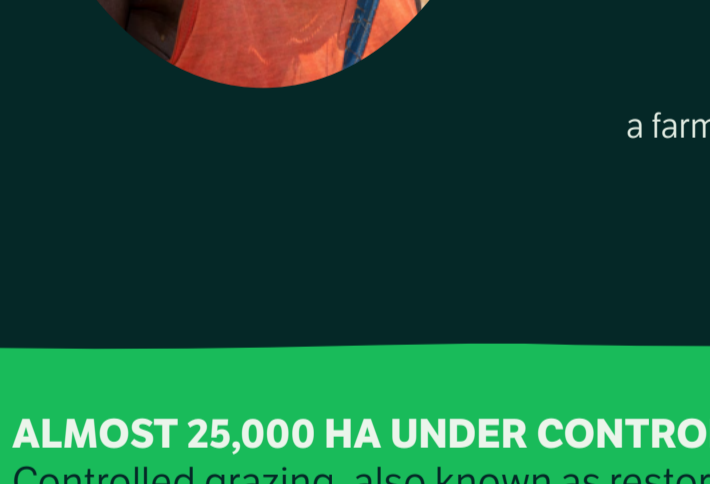


FARMERS CONTINUE TO GROW MORE TREES...

How many trees farmers keep adding to their land is one of the clearest signs that Treecovery is truly taking root. When the average number of trees per farmer continues to grow over time, it shows that farmers are motivated to expand their greening efforts on their own. The fact that they do this voluntarily, without incentives, is a strong signal that the benefits are being felt and the approach is here to stay!

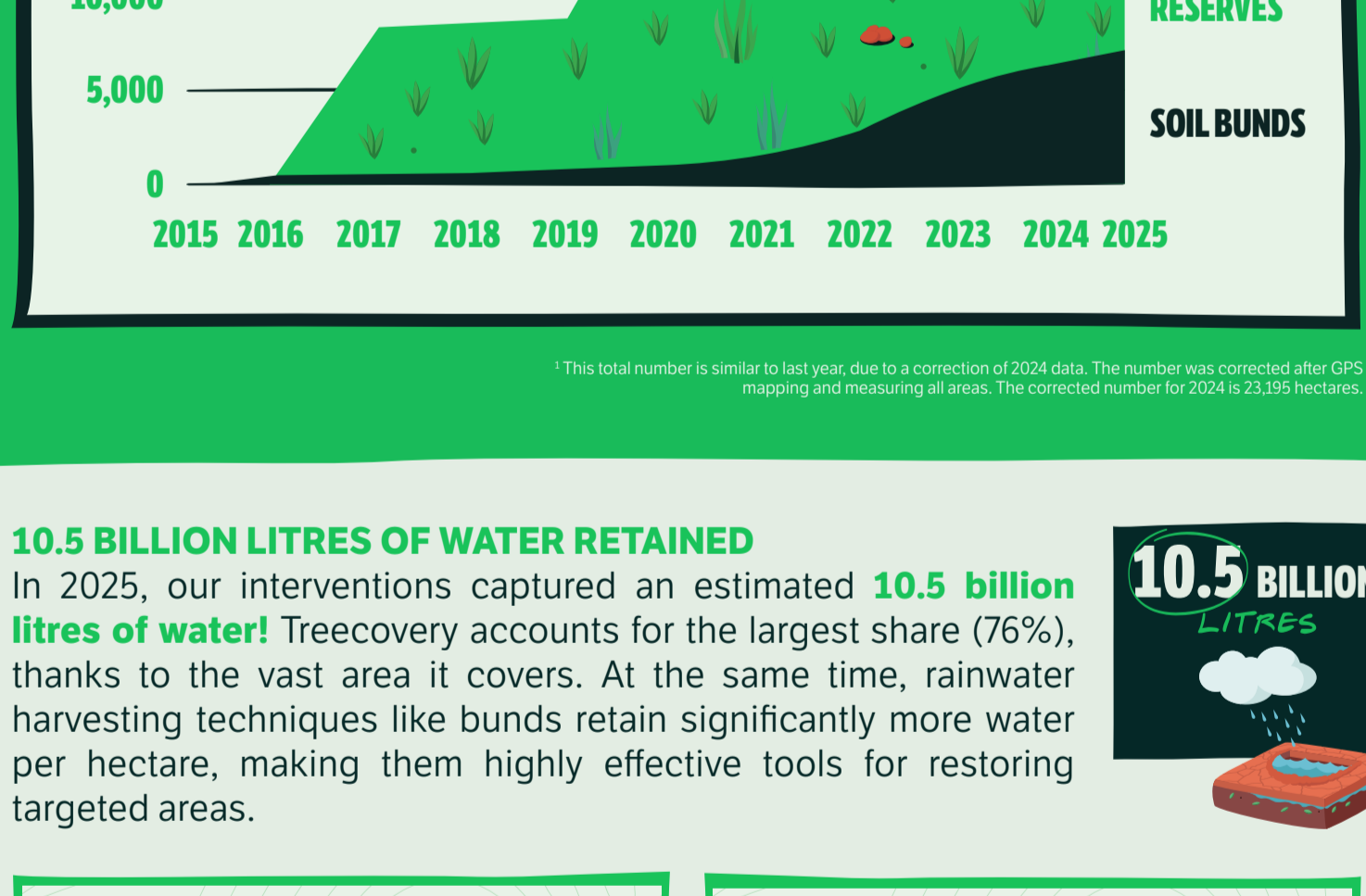
To compare the different programme clusters that started in different years, we look at results by 'programme year'. In Singida B, after four years, the average number of trees per household has surpassed 200. This includes both scattered farm trees and trees in 'woodlots', small plots where farmers grow trees densely for sustainable wood harvesting.

We see a similar pattern among participating institutions such as schools and churches: while the curve in Dodoma is flattening, Singida continues to show steady growth. In Dodoma, the average number of trees per household has stabilised, partly due to fewer reports in the programme's sustainability phase. In Singida, however, the numbers continue to rise.



OVER 260 KM OF WATER HARVESTING TRENCHES, SO FAR!

In 2025, 42 kilometres of new water-harvesting trenches were dug. This brings the total to over 260 kilometres of trenches that help reduce soil erosion and improve water retention on farms in our project areas. If you were to connect all these trenches and follow them on foot, the distance would equal about six consecutive marathons, or roughly 52 hours of walking. Good luck!



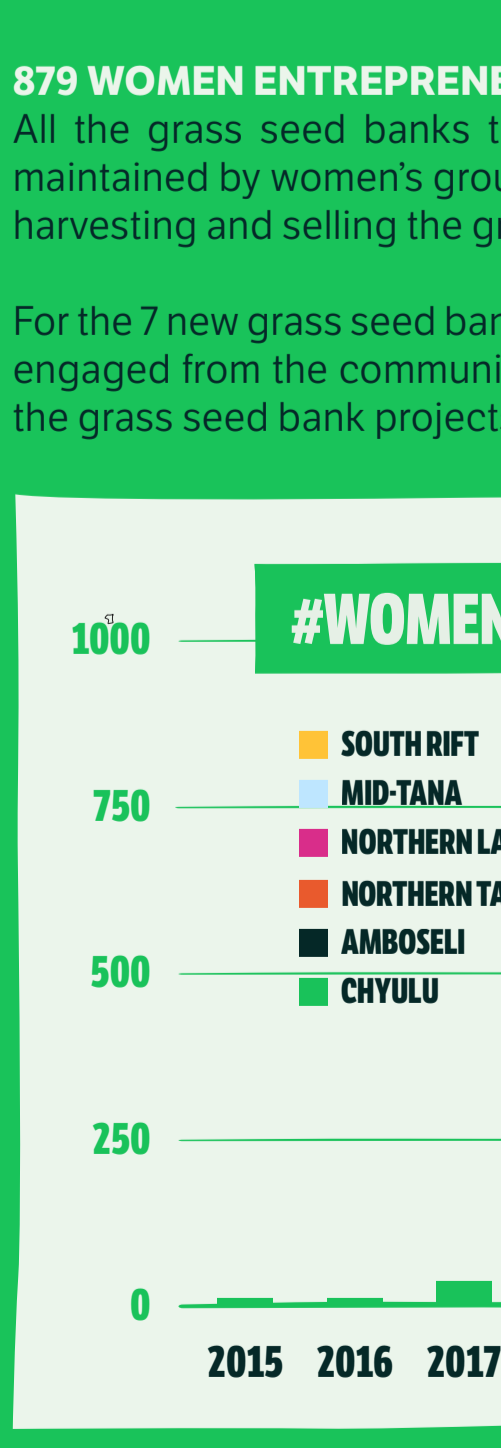
OVER 125,000 NEW BUNDS IN 2025!

Bund digging continued at full speed in 2025. In total, 127,906 new bunds were constructed across our landscapes — a 200% increase compared to last year. This brings the total number of bunds to over 800,000!

Together, these rainwater-harvesting structures now cover more than 7,000 hectares of land, with around 5,000 hectares located in the Chyulu landscape. Each bund helps capture precious rainwater and gives grasses and vegetation the chance to return to land that was once bare and degraded. Next stop: 1,000,000 bunds?



VOICES FROM THE FIELD



“During the last drought, all our livestock died. The cattle, camels, everything. We had nothing left. This is why I'm here: by digging I can help my community and get paid at the same time. This helps me provide for my children. Originally, I come from a farm. So I know that greening the area will help us. There is a lot of insecurity in my area, Samburu, but if we regreen it, our kids will not have to go far away to secure a livelihood, and our livestock will always be nearby. There are a lot of wild animals around here, but without grass, they have nothing to eat. So if we plant this grass, it doesn't just help our domestic animals, but our wild animals as well. We are here to conserve our land. It is not a one-person thing; it is a community initiative. I believe other people should follow in our footsteps.”

Intelekwa Lamunyi
a farmer involved in our projects in Samburu, Kenya.

ALMOST 25,000 HA UNDER CONTROLLED GRAZING

Controlled grazing, also known as restoration through resting, allows degraded land to recover by reducing pressure from overgrazing and trampling. In 2025, the area under controlled grazing through grazing reserves (Olopololis) remained stable at around 17,000 hectares. In addition, newly constructed bunds now cover almost 7,000 hectares, adding nearly 1,000 hectares compared to last year*. Bund areas are temporarily closed for grazing, allowing vegetation to recover.



*This total number is similar to last year, due to a correction of 2024 data. The number was corrected after GPS mapping and measuring all areas. The corrected number for 2024 is 23,220 hectares.

10.5 BILLION LITRES OF WATER RETAINED

In 2025, our interventions captured an estimated **10.5 billion litres of water!** Treecovery accounts for the largest share (76%), thanks to the vast area it covers. At the same time, rainwater harvesting techniques like bunds retain significantly more water per hectare, making them highly effective tools for restoring targeted areas.

ALMOST 12,000 PEOPLE ENGAGED IN DIGGING

People power our restoration work. Across our landscapes, communities take the lead in digging bunds, turning restoration into both a shared effort and a source of extra household income. Working together on these sites strengthens local ownership and ensures the restored land is cared for in the long run.

So far, around 12,000 community members have taken part in bund construction and earned income through this work. In the half year alone, more than half of the participants were women!

FROM 36 TO 43 GRASS SEED BANKS

We continued expanding our network of community grass seed banks, increasing the total from 36 to 43 this year. In total, seven new grass seed banks were established across our landscapes: two in Northern Tanzania, three in Chyulu, and two in the Amboseli landscape. These seed banks are managed by local women's groups, providing important livelihood opportunities while supporting landscape restoration through the production and sale of native grass seeds. This expansion strengthens community-led restoration efforts and increases the availability of locally adapted grass seed for rangeland rehabilitation.

879 WOMEN ENTREPRENEURS

All the grass seed banks that have been established are owned, managed and maintained by women's groups. The women's groups are capacity built on growing, harvesting and selling the grass seeds.

For the 7 new grass seed banks that were established last year, 108 new women were engaged from the communities. This brings the total number of women involved in the grass seed bank projects to 879!

OVER 12,000 KG OF GRASS SEEDS HARVESTED

In 2025, grass seed banks across our landscapes produced 12,663 kilograms of grass seeds. This is a strong increase compared to 5,443 kilograms in 2024 and 2,305 kilograms in 2023, as more of the recently established seed banks are now reaching the production stage. The seeds harvested by the women's groups were purchased and used to reseed bund sites, helping perennial grasses return to areas that were heavily overgrazed and mostly bare. In total, the women earned an estimated €54,000 from the sale of grass seeds in 2025.

VOICES FROM THE FIELD

“We came together as women, and started a merry-go-round. Then we received a grass seed bank as a group. We began doing things we never thought possible. We had never farmed before, we only knew livestock keeping. We received land for planting seeds. For a Maasai, farming and using a hoe is not easy; it's very unfamiliar. But we tried our best. We planted seeds, but drought came. Nothing germinated. In 2021-2022, it rained. The seeds grew, and we harvested. We sold the harvest. We earned more than we ever imagined. The money was very good. As a group, we used the money to buy a cow. We're grateful. This group has opened our minds and shown us the strength we have as women and as families. We cannot depend on man; we, as women, we can!”

Pascalina Tipashna
a participant in the Meshani Grass Seed Bank project, Amboseli.

BOOSTING OTHER PROGRAMMES

At Justdiggit, we believe that large-scale greening is only possible through collaboration and knowledge-sharing. That's why we continue to boost the impact of our partners by leveraging our expertise in media, behaviour change communication (BCC), and grassroots engagement to enhance landscape restoration initiatives. We call these activities 'Boosting Other Programmes'.

The Restore Africa programme

Through the Global EverGreening Alliance and its Restore Africa Programme, we worked with partners across Kwale, Narok, Elgeyo Marakwet, Kilifi and Migori counties in Kenya to promote sustainable land restoration. Activities focused on strengthening community engagement, improving rural communication and raising awareness of practical restoration solutions.

The programme combines grassroots mobilisation with strategic communication and capacity building. Farmers, journalists and government officials received training on topics such as Farmer Managed Natural Regeneration (FMNR), rainwater harvesting, sustainable livestock management and carbon literacy. Working closely with county governments, consortium partners and a network of media organisations helped expand the reach of these efforts and support long-term climate resilience for both landscapes and communities.

Here are the programme's key highlights:

- At the community level, the programme directly engaged over **10,000 farmers across 160 villages**, promoting sustainable practices like FMNR and rainwater harvesting.
- This physical outreach was amplified by a massive media campaign that reached over **1.1 million people**.
- To ensure long-term sustainability, the programme focused heavily on technical empowerment, training **187 institutional stakeholders and 133 Lead Farmers** in specialized areas like carbon literacy, Monitoring Reporting Verification and crisis management.
- 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.
- A digital WhatsApp Knowledge Hub was established, facilitating **real-time collaboration and exchange between farmers and technical experts** across all five counties.

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.

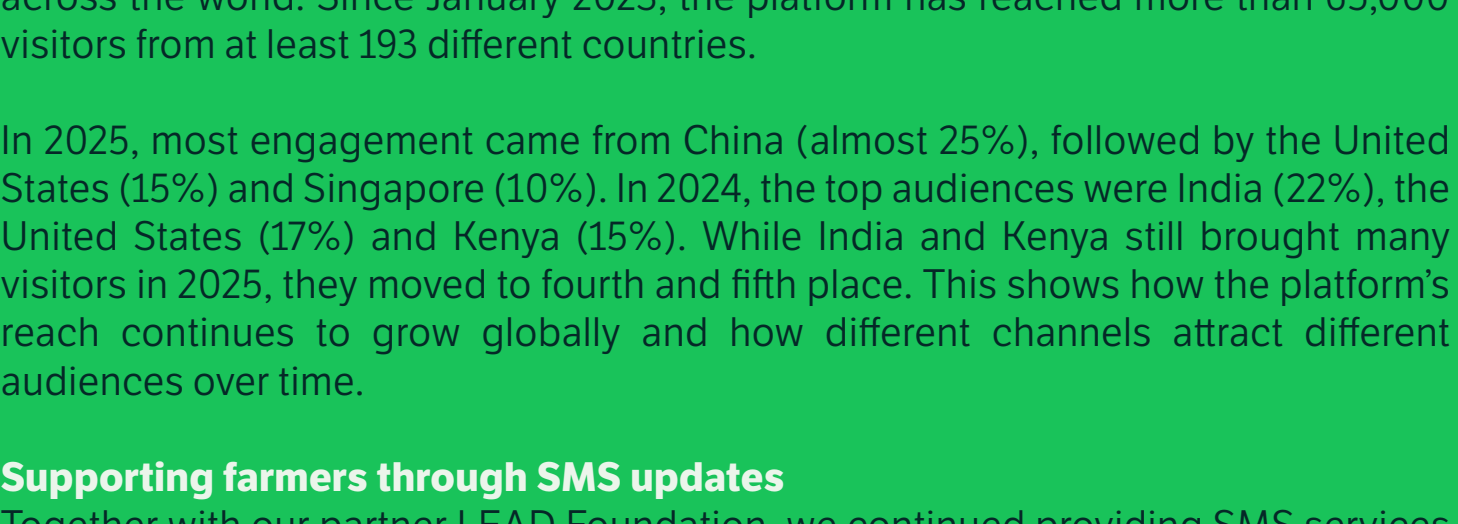
Research with farmers and local partners has given us valuable insights into how we can improve our impact. We will continue refining our messaging and outreach, so more people discover and download Kijani. At the same time, we will keep improving the app and its content, ensuring farmers receive practical,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

A key insight from a phone survey with 700 farmers in Tanzania 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.

On average 44% of farmers who downloaded the app also followed a training course and 30% of the users reported that they implemented the lessons. This indicates 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.

KIJANI APP IN NUMBERS

(December 2025):



17,000 UNIQUE VISITORS ON OUR GREENER.LAND PLATFORM

Greener.Land (<https://greener.land/>) is a free and easy-to-use online regreening tool. It provides NGOs, governments, other restoration practitioners and farmers with knowledge and information to help them regreen their lands. There is also a dedicated app, developed in collaboration with NatureSquared, SamSamWater, and NovioQ

In 2025, the Greener.Land website attracted around 17,000 unique visitors from across the world. Since January 2023, the platform has reached more than 65,000 visitors from at least 193 different countries.

In 2025, most engagement came from China (almost 25%), followed by the United States (15%) and Singapore (10%). In 2024, the top audiences were India (22%), the United States (17%) and Kenya (15%). While India and Kenya still brought many visitors in 2025, they moved to fourth and fifth place. This shows how the platform's reach continues to grow globally and how different channels attract different audiences over time.

Supporting farmers through SMS updates

Together with our partner LEAD Foundation, we continued providing SMS services to smallholder farmers in Tanzania, working with a new service provider. These messages remind farmers to continue applying restoration practices such as Treecover and rainwater harvesting, even after training programmes have ended. Farmers receive timely reminders and seasonal advice on when to apply these techniques.

In 2025, we interacted with 2,203 subscribers across the regions where we work: 522 in Arusha, 407 in Manyara and 1,274 in Singida. The messages included seasonal guidance on nature-based land improvements and weather forecasts during key farming periods.

SMS was also used to stay connected with farmers who attended Kijani app launch events in villages across Tanzania. A total of 1,234 farmers signed up to receive follow-up messages, helping them stay informed and engaged with regreening practices.

AWARENESS CAMPAIGNS

Global & The Netherlands

Our global awareness campaigns in 2025 continued to promote nature-based solutions and inspire people to join 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!

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
- Launch of a new TV and cinema campaign in The Netherlands, UK and Germany
- Bringing regreening to cities all over the planet with engaging OOH campaigns every quarter
- The Engaruka "lache Ikue" campaign in Northern Tanzania mobilised over 2,000 community members and generated strong national media coverage
- 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!)
- The Kijani App officially launched in Kenya at the Nairobi International Trade Fair
- The Justdiggit website had, on average, 15,000 visitors per month, with 24% visitors coming from social advertising
- The Climate Classic was one of our most successful events, it raised an impressive €250,000
- Our monthly newsletter once again showed strong engagement and interest from our audience

For the first time, we also started receiving direct feedback on our newsletter. It was great to hear from readers, and we received several kind messages from you:

- "IT IS NICE TO HEAR ABOUT POSITIVE THINGS GOING ON IN THE WORLD"
- "WE ALWAYS NEED REMINDING & THIS NEWSLETTER IS SUCH A POSITIVE REMINDER TO KEEP GROWING"
- "UPLIFTING, NICE MIX OF NEWS, PICS, PERSONAL"
- "I LOVE HEARING ALL YOUR GOOD NEWS, IT GIVES ME HOPE, KEEP UP YOUR INCREDIBLE WORK!"

SOCIAL MEDIA IN NUMBERS

In 2025, our social media channels kept growing and engaging audiences across the board. TikTok once again held the top spot as our number one platform, continuing to bring our regreening story to large audiences. LinkedIn followers increased by almost 10%, while Facebook had a standout year with a 37% growth in followers and an impressive engagement rate of 16.6%.

Instagram follower growth was a bit more modest than we had hoped, possibly influenced by new EU regulations affecting Meta and the performance of Meta Ads campaigns. The good news: engagement among our existing Instagram community jumped from around 2% to almost 10%, showing that our followers are more active and involved than ever

All in all, we're happy to see our community continue to grow and interact with our content, especially with Facebook outperforming expectations! Check out the graphs below to see the numbers for yourself.

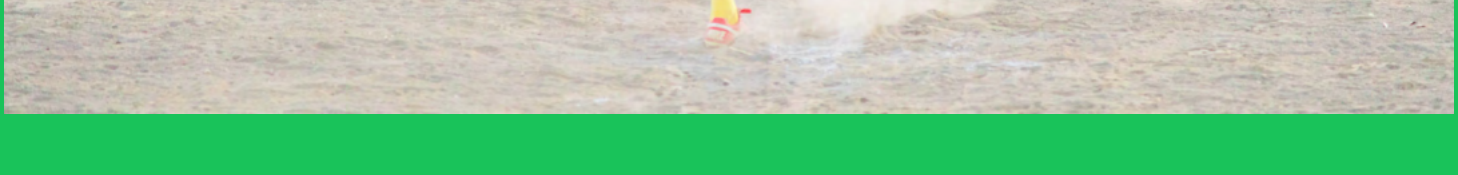


GRASSROOTS COMMUNICATION

Our awareness efforts across Africa focus on more than visibility. They aim to inspire adoption, strengthen local ownership and encourage long-term behaviour change. From international media coverage to grassroots campaigns, we work to ensure that regreening is understood, embraced and sustained by communities.

Awareness Highlights Kenya

- In 2025, we officially launched the Kijani app in Kenya at the Nairobi International Trade Fair, attracting large numbers of farmers and national media coverage
- Through the Restore Africa Programme with the Global EverGreening Alliance, awareness and behaviour-change activities reached scale. More than 10,000 farmers were engaged directly across over 160 villages in five counties, while radio and media campaigns reached over 1.1 million people
- Early in 2026, our first movie roadshow in Kenya was a success, attracting more than 16,000 people across several locations in Kajiado County, showing strong interest in grass seeds, hay production and restoration training



Awareness Highlights Tanzania

- In Central Tanzania, the Kisiki Hai community brought restoration messages to life through football tournaments, public transport branding and radio programmes promoting the Kijani app and regreening practices. We also produced Kisiki Hai 3, a community film now shown through movie roadshows across programme villages. In total, movie roadshows reached around 138,000 people across 156 villages in 2025
- In Northern Tanzania, the Engaruka "lache Ikue" campaign mobilised more than 2,000 community members. Through football tournaments, village events and media coverage, the campaign encouraged pastoralists to protect restoration sites and allow vegetation to recover. Additional rural communication activities, including SMS services, roadshows and visual materials, reached at least 33,500 people

Awareness Highlights Senegal

- Local media outreach activities by our three regreening partners helped spread the Karkaral regreening messages to over 350 villages, covering multiple regions and sometimes even nationwide
- Community meetings and awareness activities (once every two months) by our regreening partners reached approximately between 50 and 150 participants per village
- Karkal Day was celebrated in 3 different regions. In every region, it brought 100-150 farmers, partners and municipality leaders together to celebrate progress, share experiences and strengthen community commitment to restoring their land

