



JUSTDIGGIT

# ANNUAL REPORT

2022

# COLOFON

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# REPORT FROM THE BOARD OF DIRECTORS





# 1. MISSION

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## 1. MISSION

# WE ARE ON A MISSION TO REGREEN AFRICA IN THE NEXT 10 YEARS, TOGETHER WITH MILLIONS OF FARMERS, PASTORALISTS AND PEOPLE FROM ALL OVER THE WORLD.

*Imagine sub-Saharan Africa in 2030; lush, rich and cool. Imagine millions of subsistence farmers restoring their degraded land through the implementation of proven Sustainable Land Management techniques. Can you imagine the enormous effect this will have on crop yields, household income, biodiversity, water availability, the regional climate and ultimately climate change? And that this could be done, not by moving slowly from one area to the next on the ground, but by motivating everyone together in one interconnected, international movement. One that unites INGOs, governments, scientists and companies, and one that connects a farmer in Senegal with another in Malawi?*

*At JustdiggIt, we want to regreen Africa this decade by enabling 350 million farmers and pastoralists in Sub-Saharan Africa to regreen their own land and to inspire people all over the world to join us. By combining traditional landscape restoration techniques with the power of media and communication, data, and mobile technology, we can spread our message and scale up our regreening practices. We want to inspire, unite and empower an entire generation, and together grow a grassroots landscape restoration movement!*



# 2. APPROACH

WORKING TOWARDS A GREENER FUTURE





## 2. APPROACH

### WORKING TOWARDS A GREENER FUTURE

We are in a global climate crisis: our planet is warming up while the human population continues to grow. In sub-Saharan Africa, climate change, land degradation and over-exploitation are causing temperatures to rise, land to dry up and fertile soils to erode. This causes serious problems, such as extreme droughts and famine. Every year, the world loses 12 million hectares of productive land (UNCCD, 2009; Behrend, 2016), with far-reaching consequences, including failing crop yields, rising tensions over natural resources, forced migration and weakened resilience to climate change. Luckily, there is a solution. If we bring back nature on a large enough scale, we can positively impact climate change. Globally, over 2 billion hectares of degraded forests and land can be restored, an area twice the size of Europe! Now is the time to dig in and scale up. The race is on.

**RESEARCH HAS ESTIMATED THAT BY APPLYING **COST-EFFECTIVE NATURE-BASED SOLUTIONS (RESTORING RANGELANDS, FORESTS AND WETLANDS), WE CAN MITIGATE GLOBAL WARMING BY****

**37%**

*The Nature Conservancy, 2017*



## 2. APPROACH

Large-scale application of nature-based solutions will provide a better and more productive living environment for subsistence farmers and contribute to the uptake of CO<sub>2</sub> by biomass, making it (in addition to reducing emissions) a key solution to the climate problem.

**TO REACH OUR GOAL AND REGREEN AFRICA THIS DECADE, WE FOCUS ON FOUR CORE ACTIVITIES:**



**IMPLEMENTING  
REGREENING PROGRAMS  
IN SUB-SAHARAN AFRICA**



**BOOSTING  
OTHER PROGRAMS**



**MOVING  
BEYOND PROGRAMS**



**REALISING INTERNATIONAL  
AWARENESS CAMPAIGNS**



# 3. PREFACE

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## 3. PREFACE BY MARJOLEIN ALBERS

### MANAGING DIRECTOR JUSTDIGGIT

In 2022 the impact of the global pandemic has diminished and we are slowly returning to a new normal. The impact of climate change has become more and more visible around the world. Especially for the communities of the regions in Sub-Saharan Africa where Justdiggitt and its partners are active. Kenya, for example, has been suffering from one of the biggest droughts in decades, which has had a significant impact on the environment, wildlife and people – sometimes with life-threatening consequences. It has only made us and our partners more determined. More determined to spread the positive message of regreening, more determined to make an impact on the ground and more determined to scale up quickly. We have the big ambition to enable 350 million farmers in Sub-Saharan Africa to regreen their own land by 2030. This means that there is no time for the same old approaches of the past. It's time for real action on a global scale!

For Justdiggitt, 2022 was a year of growth. First and foremost, our impact has grown. During the year, we regenerated millions of trees, dug over 100,000 bunds and now cumulatively have put more than 300,000 hectares under restoration. But for us, this is only the beginning, as we have started to expand our modes of intervention and are increasingly looking for new and innovative ways to reach farmers. Having already developed an app for KaiOS (a locally used operating system for smart feature phones), we are now building an Android "Regreen App" that we ultimately want to roll out across Sub-Saharan Africa.

Our partner base has also grown. We can now proudly say that we have over 200 partners that help us in our efforts, that is a growth of 36% compared to 2021. We couldn't do anything without these partners and we are very proud to work with such a great group of organisations and people that share our mission! Finally, the organisation itself has grown and keeps on growing. We now have staff in 8 countries, main offices in both Nairobi and Amsterdam and per the end of 2022 a total of 42 staff members. For 2023, an important focus will be on strengthening the foundations of our organisation and culture. As a scaling organisation, we have to ensure that we maintain our unique spirit and Justdiggitt DNA, while at the same time ensuring that we have everything in place for our staff (our "diggers" as we call them) and future expansion.

**We hope you will enjoy reading this annual report and if you aren't already, become a partner in 2023!**



**“ THIS MEANS THAT THERE IS NO TIME FOR THE SAME OLD APPROACHES OF THE PAST. IT'S TIME FOR REAL ACTION ON A GLOBAL SCALE! ”**

Marjolein Albers



## 3. PREFACE BY HAROLD KNEBEL

### CHAIRMAN SUPERVISORY BOARD

The year 2022 was, once again, a year of impact and growth for JustdiggIt. Despite the long-lasting impact of the pandemic, the global economic downturn and growing geo-political issues, our organisation grew in multiple ways. We teamed up with new businesses and local implementation partners and welcomed new staff members. Our total income grew from € 4,2 million in 2021 to € 7,5 million. By doing so, we were able to increase our impact in line with our mission. At the same time, we were able to create a stable platform for future developments.

It becomes more and more obvious that climate change has a devastating effect on the environment, especially in the African regions where we have been active for years now, or just started, such as Togo, Ethiopia and Madagascar. This fuels us to become more creative and ambitious and to increase our efforts to help turn the tide. Not just by greening, but also by helping out other organisations, teaming up with local partners, and by promoting the need for action around the world.

Without the help of our great partners, we could not have made the impact we had. We received invaluable support from many people and organisations (you can see the complete list in sections 7-9), but there are a few we would like to highlight here. First, we want to thank our communication partners, JCDecaux and Havas, amongst many others, for successfully helping us to spread our mission. In this respect, we were ever so pleased with the help of well-known musicians such as Ben Pol, Joh Makini, Christina Shusho & Frida Amani. Also worth mentioning is our cooperation with a start-up called Treebytree, which is distributing our restored trees as a promotional gift. We have high expectations for this cooperation to become an interesting source of income for JustdiggIt.

We realise that with the growth of JustdiggIt, our responsibility towards local communities, business partners and the general public also increases. That's why the Supervisory Board is very pleased with the endeavours of our management team and all the JustdiggIt staff in Africa, The Netherlands, Germany and the UK. They were able to increase the activities in a solid and efficient way. Last October, the Supervisory Board paid a visit to several projects in Tanzania and Kenya. We were impressed by the motivation and cooperation between the local farmers and representatives of JustdiggIt and its partners. Regreening is not only an agricultural challenge, it also demands a major cultural shift by the inhabitants of the local communities. This can't be done without perseverance and respect for local traditions. Especially in this respect, our staff showed its dedication and its capabilities.

In the past year, the Supervisory Board said farewell to two members. Both were part of the JustdiggIt organisation from its early days. Erik Hallers played an important role in promoting JustdiggIt through his extensive network. Tineke Bahlmann was, as a financial expert, of great importance in guiding JustdiggIt throughout the first stages of its development. On behalf of the Supervisory Board, I would like to thank both of them for all their efforts and comradery. Talks are already underway to select and invite new members to our Board.

**On behalf of the Supervisory Board, I want to thank the entire JustdiggIt team and all our supporters for their efforts and superb work. The world is in need of a cool down, and we will participate in this ambition with the coolest team and partner network around.**

**Dig in!**

“ THE WORLD IS IN  
NEED OF A COOL  
DOWN, AND WE WILL  
PARTICIPATE IN THIS  
AMBITION WITH THE  
COOLEST TEAM AND  
PARTNER NETWORK  
AROUND.

Harold Knebel





# 4. HIGHLIGHTS 2022



# 2022

HIGHLIGHTS



**WE BEGAN REGREENING IN SOUTH RIFT, KENYA, TOGETHER WITH OUR PARTNER SORALO!**



**OVER 110,000 NEW BUNDS IN KENYA AND TANZANIA**  
*MORE THAN TWICE AS MANY AS IN 2021!*



**OVER 4.2 MILLION NEW TREES WERE RECOVERED IN TANZANIA**  
*THAT IS A GROWTH OF 44% IN ONE YEAR*

# 2022 HIGHLIGHTS



**137 NEW VILLAGES TO OUR FMNR (TREE RECOVERY) PROGRAM IN TANZANIA**

THAT IS A GROWTH OF 33% IN ONE YEAR ↗



**ALMOST 28,000 NEW FARMERS HAVE STARTED TO RECOVER TREES ON THEIR FARMS**

THIS MEANS THAT SO FAR, MORE THAN 150,000 PEOPLE IN TANZANIA HAVE BEEN ACTIVATED TO RECOVER TREES ON THEIR FARMS!



**THE TOTAL AREA WE'RE REGREENING GREW 18%**

IT IS NOW 380,000 HECTARES, WHICH IS AT LEAST 2.5 TIMES THE SIZE OF LONDON!

## 5.4 HIGHLIGHTS 2022

# 2022 HIGHLIGHTS



**THE RELEASE OF THE SONG  
'KIJANISHA' WITH BEN POL,  
JOH MAKINI, CHRISTINA  
SHUSHO AND FRIDA AMANI**



**SUCCESSFUL LAUNCH  
OF OUR TIKTOK ACCOUNT**

*AMONG DUTCH BRANDS WE WERE  
ALREADY RANKED 13TH CONSIDERING  
ENGAGEMENT AND GROWTH!*



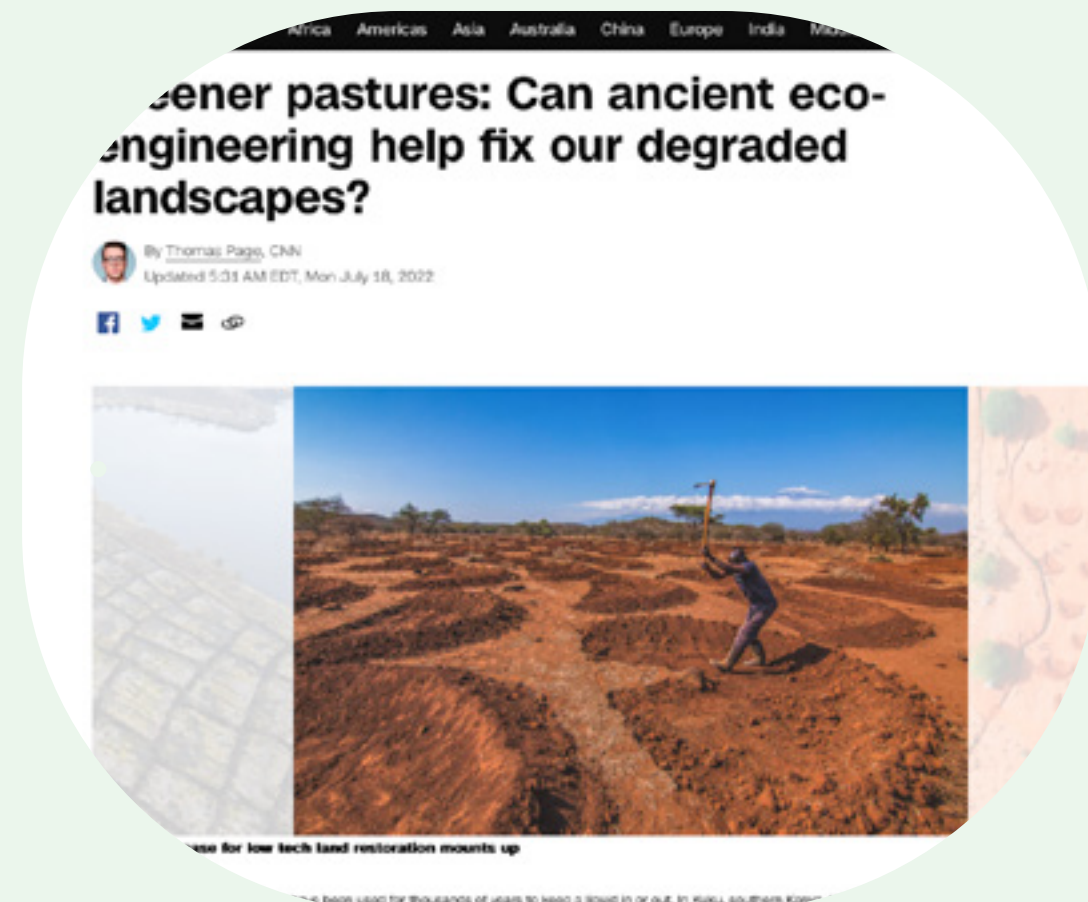
**SAMWEL & WESSEL WERE  
INVITED BY AL JAZEERA TO  
REPRESENT JUSTDIGGIT IN  
TWO INTERVIEWS**

*AND A PANEL DISCUSSION  
ON CLIMATE CHANGE*



## 5.4 HIGHLIGHTS 2022

# 2022 HIGHLIGHTS



**ANGELINA FROM  
LEAD FOUNDATION  
DISCUSSED JUSTDIGGIT'S  
EFFORTS IN A  
CNN INTERVIEW**



**LAUNCH OF OUR  
NEW KIDS BOOK  
'FROM THE NORTH POLE  
TO NAIROBI'**



**RECORDED A KIDS TV PROGRAM  
ABOUT OUR RESTORATION WORK IN  
ARUSHA AIRED BY  
NATIONAL GEOGRAPHIC AFRICA  
IN COLLABORATION WITH  
WHITE RHINO FILMS!**



# 5. HOW DO WE WORK?



**OVER THE LAST DECADE, OUR REGREENING PROGRAMS HAVE PROVEN THAT IT IS POSSIBLE TO RESTORE DEGRADED LANDSCAPES IN SUB-SAHARAN AFRICA IN A SUSTAINABLE MANNER. THE NEXT PHASE IS: SCALING UP LANDSCAPE RESTORATION WITH THE HELP OF MEDIA & COMMUNICATION AND A DIGITAL REGREENING PLATFORM FOR FARMERS ALL OVER AFRICA. OUR AWARENESS CAMPAIGNS HELP US TO MAKE THE WORLD AWARE THAT NATURE-BASED SOLUTIONS ARE KEY TO REVERSING CLIMATE CHANGE.**

## 5.1 GROWING OWN PROGRAMS

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. To bring back nature and restore degraded land, one of our core activities is the implementation of large-scale greening programs in Sub-Saharan Africa. We call this “Growing Own Programs”.

We work with a broad portfolio of proven, scalable and easy-to-apply landscape restoration techniques, such as rainwater harvesting and farmer-managed natural regeneration. These techniques are scaled in traditional and non-traditional ways. That’s because we believe in the power of nature and communication and the possibilities of data and technology when applied to greening projects. To increase the spread and impact of our programs, we’re always looking out for innovative ways to utilise tech and (mass-)communication, such as the use of video tours, radio programs or mobile applications.

We wouldn’t be able to do the work that we do without our partner organisations on the ground! That’s why we work with grassroots, community-based organisations that are embedded within the landscape and who share our vision of sustainable ecosystem restoration. Together we set up a long-term vision for ecosystem restoration in these project areas. We’re here for the long run: our goal is to be engaged in a landscape for at least 20 years!



### Intervention example: water bunds

In dry areas where the soil is degraded, rainwater can no longer infiltrate the ground. When it rains, water runs off the topsoil unused. This causes erosion, eventually washing away the remaining fertile soil and resulting in further land degradation.

The digging of bunds is a cost-effective and easy-to-apply solution to this problem. Bunds are semi-circular holes that capture rainwater and prevent erosion. By digging the bunds, we open up the dried-out top layer of the earth’s soil, slowing down and capturing the rainwater running downhill. This restores the water balance, so the seeds in the soil get the chance to sprout, resulting in a return of vegetation and plants. The restored vegetation captures carbon and brings more moisture into the air, which cools the area down and helps to create clouds and restore the water cycle. And the best thing? The seeds of the vegetation inside the bunds spread out and start growing outside the bunds, allowing the area to become even more green, lush and cool!

You can read more about the greening techniques we use within our programs [here](#).

## 5.2 BOOSTING OTHER PROGRAMS

We've been active in Africa with our land restoration projects for over a decade. By trial and error, we found what works when it comes to large-scale greening, and what doesn't. Throughout the years, we've also built a large local and global network of (media) partners to increase awareness about nature-based solutions and to inspire and activate millions of people to start greening in their own way.

We believe that large-scale greening is only possible when it's done together. That's why we want to share our experience, knowledge and network with as many other (I)NGOs as we can. Using our core strength of scaling through media, communication and mobile technology, we partnered with large INGOs to increase the scale and effectiveness of their existing landscape restoration programs. We call this "Boosting other programs".



## 5.3 MOVING BEYOND PROGRAMS

Regreening with cost-effective nature-based solutions should be possible for everyone if we want to cool down our planet. Our ultimate goal is that every farmer and pastoralist in Sub-Saharan Africa can regreen their environment on their own, without the need for the physical presence of NGOs such as ourselves. This will dramatically lower the cost per regreened hectare and exponentially increase the amount of regreening that can be done.

Over the last year, we've been working on revolutionary new ways to inspire, educate and activate farmers and pastoralists to restore dry and degraded land using (mobile) technology. We call this "Moving Beyond Programs" and it involves the development of a new mobile platform that enables millions of farmers in Africa to regreen their own land!

The rapid spread of internet-enabled mobile phones and network coverage in Sub-Saharan Africa has created the opportunity to use mobile applications to support rural development. It helps to overcome the physical barriers of reaching remote and dispersed farmers. Using very detailed satellite imagery, it's now also possible to provide farmers with tailored advice and track their impact down to the level of an individual tree. This, together with the rise of 'big data', creates a perfect storm to move beyond traditional 'hands-on' regreening programs!

Scaling our regreening efforts with a digital regreening platform is the biggest impact leap we intend to make, as it allows us to directly reach farmers and enable them to regreen their own land. This approach will require 'mass customisation': targeting, at scale, farmers throughout Africa with a specific message and technique that is applicable to their situation.

The platform will be free and open access to make regreening knowledge accessible for everyone. By creating localised versions per country and using our strong partnerships with media houses, we can scale up quickly from (launching country) Tanzania to other African countries. We'll also encourage partnerships with other NGOs to add more landscape restoration knowledge to the app. After all, the large-scale regreening of our beautiful planet is only possible when we do it together!





## 5.4 AWARENESS CAMPAIGNS

### REALISING INTERNATIONAL AWARENESS CAMPAIGNS

If you want to make a global change, you need to be everywhere: news, ads, social channels, conversations, and above all, in people's hearts and minds. To do this, we use the power of media and communications. Our (sponsored) global online and offline awareness campaigns aim to inspire and unite people across continents, growing a grassroots landscape restoration movement before 2030. We want to show that bringing back nature is possible – and that it's done together!

The campaigns are specifically developed for each country or landscape. In our European and global campaigns, we're breaking down the science into a more easy-to-digest language:

**GREENER LAND MAKES  
A COOLER PLANET**

In Africa we focus on inspiring and activating farmers to regreen.

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

### FRIENDS WITH A MISSION

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

## 5.4 AWARENESS CAMPAIGNS

### COMMUNICATION OUTLETS

Although there are many more, these are our main communication outlets to inspire, unite and mobilise people through our awareness campaigns:



#### Watch and listen

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

Watch all our campaigns [here](#).



#### Being social

Using social media with the support of our online content partners, we keep our followers up to date on our latest projects and insights. Our main social channels are [Instagram](#), [TikTok](#), [Facebook](#), [LinkedIn](#) and [We Don't Have Time](#).

We are also collaborating with social influencers and creators, reaching out to the next generation.



#### Films and documentaries

We create state-of-the-art documentaries about our greening projects, documenting both our approach, the people who make a difference and of course the impact. We also work together with other projects and partners to help tell their story, showcasing other landscape restoration initiatives pursuing the same goal: greening and cooling down the earth.

Watch all our documentaries [here](#).





# 6. IMPACT 2022 & OUTLOOK FOR 2023



## 6.1 HOW WE MEASURE OUR IMPACT

### MONITORING, EVALUATING AND LEARNING

2022 was a special year when it comes to the MEL (monitoring, evaluating and learning) side of our work. We published our very first [impact report](#), an achievement we're quite proud of! In the impact report, you can find relevant statistics about our restoration programs and new insights about the impact on our landscapes. The report also explains in detail how we define, calculate and monitor our key performance indicators. We're happy with the way the impact report allows us to share our impact data with the world, so it's definitely here to stay! We'll publish our second impact report in 2023.

#### Monitoring

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

We don't take half-measures when it comes to our impact. In 2022, we worked with Face the Future to verify our estimation of the amount of carbon that is stored in our FMNR program in Central Tanzania. Face the Future conducted a monitoring study, in the Dodoma Region in Central Tanzania, to count and measure the recovered FMNR trees on the farms of a random sample of farmers. They combined the measurements with our own monitoring data to make an estimation of the total carbon stock of the program.

And the result? The number of recovered trees and the amount of carbon that was sequestered was found to be at least as high, or even higher, than our current estimations!

Another highlight from last year was that Spatial Insight supported us to build a dashboard for managing the data from our FMNR program in Tanzania. This project is still running. The dashboard will help us to get even more insights from this data and further optimise the efficiency and accuracy of our monitoring data. Click [here](#) for more info!



## 6.1 HOW WE MEASURE OUR IMPACT

### Evaluations

We evaluate our programs in Dodoma and Singida on a regular basis. This is always done together with our implementation partners, with whom we conduct baseline, mid and final evaluations. The 'Big Five' focus points during these evaluations are relevance, efficiency, effectiveness, impact and sustainability. In 2022, the data collection for the mid-term review for the Singida region took place. We also collected the data for an evaluation of the sustainability phase of the Dodoma program. This will give us better insight into our longer-term results, the sustainability risks, and what is needed to maintain our positive results in the 'older' villages. The analysis of this data will take place in 2023.

### Learning

We never stop learning in order to improve the programs. It's a critical part of our MEL approach. Learnings can come in a myriad of expected and unexpected ways: from each monitoring and evaluation we do, to monitoring visits, to reports from local implementation partners, to feedback and new research from our network of organisations, scientists and experts. As we are very aware that learnings from experience can change and improve our programs, we regularly discuss them with our implementing partners. And whenever it's possible, we adjust the program immediately. In 2022, we conducted regular monitoring visits to all our programs. Worth highlighting is our monitoring visit to our programs in South Rift and Amboseli, where we organised different learning activities such as an outcome harvesting workshop with our partner AET, and interviews and focus group discussions with beneficiaries to see what is going well and what could be improved.

### MEL of our Communications work

For our communication outlets (which include roadshows, use of SMS technology, offline training apps and media campaigns) key indicators of success include the number of people reached, knowledge transfer, attitude change and level of activation as a result of exposure to the communication tools. Monitoring of our awareness campaigns is done through GRPs (the reach that our sponsored media campaigns have) per country, the volume of donations, Google Analytics, brand mentions, followers and hashtags on social media. We supplement this with a bi-yearly survey on the effectiveness of our awareness campaigns in Europe.



## 6.2 GROWING OWN PROGRAMS



LANDSCAPE

**CENTRAL  
TANZANIA**

## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE CENTRAL TANZANIA

#### Landscape partners

Dodoma and Singida region farming communities, LEAD Foundation, Timberland, Greenchoice, Webfleet Solutions, Gerdes Landwehr, IBS, InTime, TLT, Ader, Stichting de Hoorn, Otterfonds, Havas, JCDecaux Tanzania, Dodoma FM, ambassador comedian Jaymondy and ambassador Ben Pol.

#### General information about the landscape and Justdiggit's involvement

Together with our landscape partners, we are active in two large regions in central Tanzania: the Dodoma region and the Singida region. Each of them is similar in size to The Netherlands! Unfortunately, the landscapes in these regions have degraded rapidly in the past few decades. This is a result of poor land management and deforestation by an increased number of people and farmers, as well as weather extremes caused by climate change. About ninety percent of the people in these regions depend on the land for their existence. As land productivity is decreasing, more and more farmers are struggling to produce sufficient livelihoods for their families. It's safe to say that land degradation is one of the most significant problems affecting lives and ecosystems in this area! That's why at the end of 2017, we partnered up with LEAD Foundation to fight against land degradation and developed the 'Kisiki Hai' (Swahili for 'living stump') program. This program aims to regenerate trees via 'Farmer Managed Natural Regeneration' (FMNR), a technique that protects and promotes the growth of young trees. Additionally, through the implementation of rainwater harvesting techniques called Fanya Juu & Chini, excess rainwater is retained to boost vegetation growth.

#### Justdiggit history

The program was started at the end of 2017, with a focus on the region of Dodoma. Central to our program is the Training of Trainer program which equips a selected group of farmers (the so-called Champion Farmers!) with the necessary knowledge and expertise to train their fellow farmers on FMNR and Fanya Juu & Chini. Another unique aspect of the program is the integrated use of media and communication. Over the past years we have developed several communication tools to spread the message of FMNR and Fanya Juu & Chini, such as billboards, murals, a radio show and SMS. One that stands out is the video tour. An inspiring and amusing movie is produced and shown across all villages. Around the viewing of the movie, a full 'infotainment' program educates and inspires thousands of farmers across Dodoma and Singida.





## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE CENTRAL TANZANIA

#### Activities 2022

2022 was a year with many milestones for this landscape, despite the ongoing drought. The implementation of our programs in Dodoma region continued successfully and we extended our scope in Singida region by onboarding 74 new villages. This means we made some important steps to realise our 2030 vision for central Tanzania! To extend our awareness in the area, we intensified our rural communication by organising multiple movie road shows. Another interesting development in the last year is our collaboration with Treebytree. We're using a tree tracking application to track FMNR trees in Dodoma for the tree gifting platform. In this way, we've identified and uploaded more than 400,000 trees into the Treebytree portal.

#### Outlook for 2023

In 2023 the program will be expanding even more: we are planning to add close to a 100 new villages to the program throughout Central Tanzania, which will bring the total of active villages close to 600. At the same time, we keep on improving the individual elements of this program.



## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE CENTRAL TANZANIA

#### Results 2022

Number of villages added to program: **74 VILLAGES**

Number of FMNR trees regenerated: **OVER 4.2 MILLION TREES**

Number of new farmers practising FMNR: **25,760 FARMERS**

Total length of Fanya Juu and Chini added: **OVER 19,000 METRES**

#### Total results to date

Number of villages incorporated in program: **481 VILLAGES**

Number of FMNR trees regenerated: **OVER 13.9 MILLION TREES**

Number of farmers practising FMNR: **152,011 FARMERS**

Total length of Fanya Juu and Chini: **125,000 METRES**



## 6.2 GROWING OWN PROGRAMS



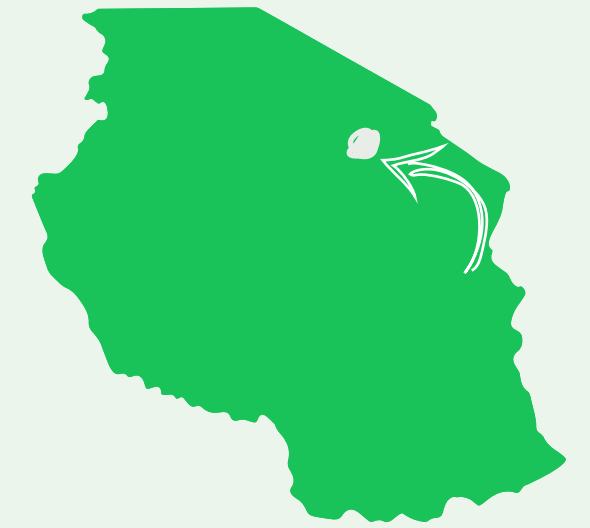
# LANDSCAPE NORTHERN TANZANIA





## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE NORTHERN TANZANIA



#### Landscape partners

Pastoral and farming communities Arusha, LEAD Foundation, Erbacher Foundation, TRIAS, Havas Africa, JCDecaux Tanzania, Mviwaarusha, Mviwama, Pastoral Women Council, IDEXX, an anonymous foundation and Ujamaa Community Resource Team.

#### General information about the landscape and Justdiggit's involvement

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

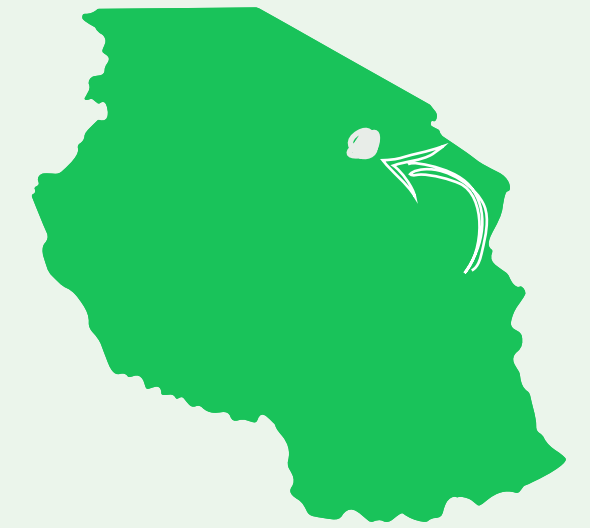
#### Justdiggit history

Justdiggit's work in Northern Tanzania started in December 2020 when we were included in the Regreening Monduli program that was started by LEAD Foundation. After a successful engagement in the project, a further regreening opportunity emerged where we started developing a 5-year program with Trias (a Belgium-based NGO) in May 2021. Justdiggit and Trias are co-funding and managing the program. The program is named HUSISHA, a Swahili name for INCLUDE, and aims to include women, men, youth and the underprivileged in the restoration of agricultural and grazing lands. Implementation of the program is spearheaded by LEAD Foundation and a number of Member-Based Organisations (MBOs) that are longterm partners of Trias.



## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE NORTHERN TANZANIA



#### Activities 2022

2022 was a year of expansion and growth in the Northern Tanzania Landscape. Of our regreening activities and impact, but also of the number of people we've been able to reach. An important reason for this has been the start and implementation of the INCLUDE program, or HUSISHA in the local Swahili language. The program is a collaboration between JustdiggIt, Trias and several member-based organisations in Northern Tanzania, such as our longstanding partner LEAD Foundation, Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Arusha (MVIWAArusha), Mtandao wa Vikundi vya Wakulima na Wafugaji Mkoa wa Manyara (MVIWAMA) and Pastoral Women's Council (PWC). The INCLUDE program, which will take place over the next 5 years, is focused on restoring agricultural lands and grazing lands. To achieve that, we've been able to increase our regreening activities over the last year such as FMNR, rainwater harvesting (half-moon bunds and Fanya Juu & Chini), the implementation of grass seed banks and organising movie road shows. As the name already reveals, inclusion is an essential part of the program. With the INCLUDE program, we've been able to reach and activate people with our regreening message from all walks of life, including women, men, youth and underprivileged groups!

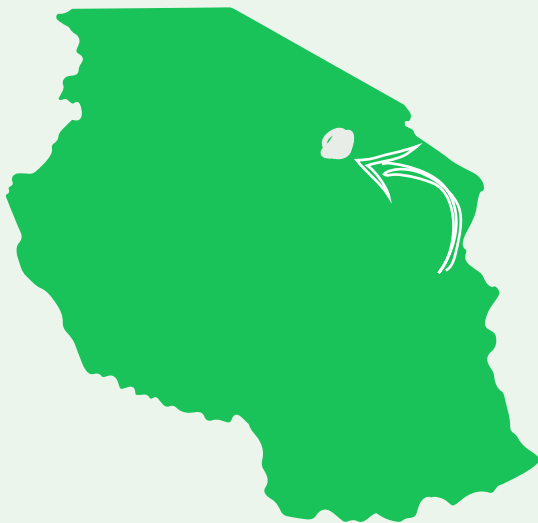
#### Outlook for 2023

The programs in Northern Tanzania will continue until 2026. Together with our partners, we are aiming to get the implementation of these two programs fully to speed for 2023. While aiming at co-creating and executing a 2030 vision for Northern Tanzania together with local partners we are also co-creating courses for our mobile regreen application.



## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE NORTHERN TANZANIA



#### Results 2022

Number of villages added to programs:	<b>63 VILLAGES</b> (added to the first 6 villages from 2021!)
New water bunds dug:	<b>905 BUNDS</b>
New trees regenerated:	<b>OVER 19,500 TREES</b>
New farmers practising FMNR:	<b>16,700 TREES</b>
Total length of Fanya Juu and Chini added:	<b>OVER 7,000 METRES</b>

#### Total results to date

Number of villages incorporated in programs:	<b>69 VILLAGES</b>
Number of water bunds dug:	<b>OVER 22,000 BUNDS</b>
Number of trees regenerated:	<b>OVER 36,000 TREES</b>
Number of farmers practising FMNR:	<b>2,750 FARMERS</b>
Total length of Fanya Juu and Chini:	<b>OVER 7,000 METRES</b>

## 6.2 GROWING OWN PROGRAMS



LANDSCAPE

**AMBOSELLI,  
KENYA**



## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE AMBOSELI, KENYA



#### Landscape partners

Maasai pastoral communities, Amboseli Ecosystem Trust (AET), Amboseli Conservation Centre (ACC), IKEA Foundation, AidEnvironment, MetaMeta, Havas Kenya.

#### General information about the landscape and Justdiggit's involvement

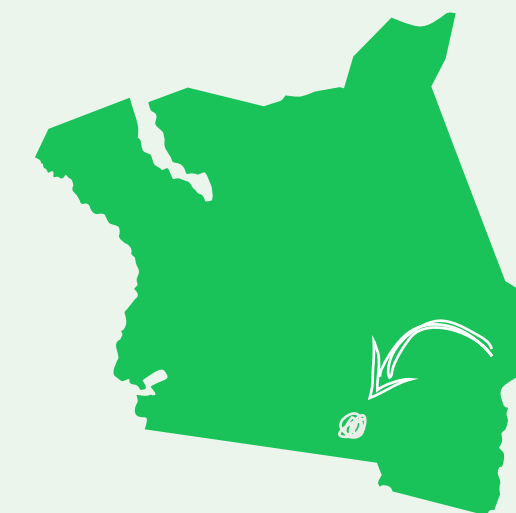
Amboseli National Park in the South of Kenya is a protected natural area that is surrounded by Olgulului-Ololarashi Group Ranch (OOGR), which is a rangeland area. In these two areas, wildlife and pastoralists with their livestock live next to each other. The ever-increasing human, livestock and wildlife pressures on the rangelands have led to the reduction and disappearance of woody vegetation and grass species. This has then led to heavy erosion, which is causing a further decrease of rangeland productivity and a loss of habitat for livestock and wildlife. Together with the occasional droughts or floods, the amount of pasture is decreasing. With that comes a decline in wildlife and livestock productivity leading to increasing competition between people and wildlife. Luckily, there's a solution: together with our local partners, we've started restoring and greening this fragile environment.

#### Justdiggit history

We have a long history of restoration in Amboseli National Park as well as in Olgulului-Ololarashi Group Ranch (OOGR). Since 2015 we've created 44 different plots in which we implemented various restoration techniques, such as water bunds, Olopololis (grazing reserves), exclosures (temporarily fenced-off areas to allow trees to grow back), Vallerani ploughing (a special type of water harvesting plough) and Grass Seed Banks. Landscape restoration is not just a matter of working with soils, seeds and rains, it's equally important to engage with pastoralists on the matter of grazing management and respecting the restoration plots. OOGR has more than 80,000 inhabitants, of which a big part own livestock that depend on the grazing grounds in the area. Through our local partners, Justdiggit has worked directly with communities, local leaders and grazing committees on the management of these grazing areas.



## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE AMBOSELI, KENYA

#### Activities 2022

The devastating effects of the ongoing drought have become more and more visible in 2022. Although three grass seed banks of Meshanani, Noonkotiak and Lenkism were prepared, fenced and reseeded, the grasses are yet to sprout and the few that did wilted due to the prolonged drought.

But there's also good news! Despite the lack of rain (even during the rainy seasons), we've been able to implement all the planned activities this year. Collaboration and learning from each other were key to achieving this. One example of the horizontal learning that took place last year is when a group of women from the OGR grass seed banks visited the largely successful Chyulu grass seed banks to learn about their way of working. This energised them to make some changes back home. The second example is when grazing management leaders from OGR visited their counterparts in Olkiramatian and Shompole in the South Rift, where both sides shared challenges and lessons with one another. It was an important learning experience in a year where grazing management was a central point of focus in the Amboseli landscape. The Amboseli Sustainability Program focuses on grazing management in around 16 communal Olopololis. Last year, we held grazing management workshops, governance meetings, meetings with chiefs, and other activities to strengthen the grazing management in the area.

#### Outlook for 2023

For the year 2023, we'll continue supporting grazing management within OGR and the grass seed banks. One of the big focus points for the area will be the strengthening of governance structures around grazing management and further dissemination of grazing management practices using rural communication tools to get communities on board. The most important rural communication tool we'll use is the local radio station (Mayian FM) broadcasting in the local Maasai language, but murals and SMS services will also be used to reach pastoralist communities. Another exciting development to look forward to next year are the business development trainings we'll organise to support the women's groups involved in the grass seed banks. This improves the quality and marketability of the grass seeds produced and the (economic) opportunities for the women in the community.

## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE AMBOSELI, KENYA



#### Results 2022

Number of women groups engaged:	<b>3 WOMEN GROUPS</b>
Number of grass seed banks fenced and protected:	<b>3 GRASS SEED BANKS</b>
Number of exchange visits to other programs/landscapes:	<b>2</b>
Number of grazing committees strengthened:	<b>16</b>

#### Total results to date

Number of women owning grass seed banks:	<b>89 WOMEN</b>
Number of grass seed banks:	<b>3 GRASS SEED BANKS</b>
Number of water bunds dug:	<b>25,000 BUNDS</b>
Number of olopololis established and protected:	<b>16</b>



## 6.2 GROWING OWN PROGRAMS



LANDSCAPE

**CHYULU,  
KENYA**





## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE CHYULU

#### Landscape partners

Maasai community of Kuku Group Ranch; Maasai Wilderness Conservation Trust (MWCT), Disclosure, Bund investors, Corporate donors and Conservation International (CI).

#### General information about the landscape and Justdiggit's involvement

The Chyulu Landscape lies within the heart of the Tsavo-Amboseli ecosystem in South-West Kenya at the foot of Mount Kilimanjaro and the Chyulu Hills. Kuku Group Ranch, where we've been working for the last 8 years, is located within the Chyulu Landscape and covers an area of 1200 km<sup>2</sup>. It's an important wildlife corridor between the national parks (Tsavo West, Chyulu Hills and Amboseli National Park) and other protected areas in the region. The area contains a wide range of habitat types and has a large diversity of wildlife. There are approximately 30,000 people living on Kuku Group Ranch, all heavily dependent on the land for their livelihood. The majority of the inhabitants are Maasai. The Maasai are traditionally pastoralists and live in scattered semi-permanent villages or bomas. Although pastoralism is still the main occupation of the Maasai living in Kuku Group Ranch, they're also diversifying their income sources. Farming now occurs in the remaining wetland areas and along the rivers. Sadly, there's extensive land degradation in this landscape. The main drivers are overgrazing, poor grazing practices and management, and climate change. To help restore the land and improve people's livelihoods we, together with our local partners in this area, are focusing on rainwater harvesting by digging water bunds and setting up grass seed banks with Maasai women's groups, which generates an additional source of income.

#### Justdiggit history

We started restoring the degraded areas in the Chyulu landscapes back in 2015. Since then, we've set up five grass seed banks in Molio, Enkii, Inkisanjani, Olkaria and Enkusero and dug over 250 thousand water bunds within Kuku Group Ranch. We did this together with our local partner MWCT (who coordinates the diggers that dig the bunds), the rangers who protect the regreened areas and the Maasai women's groups who manage and maintain the grass seed banks.



## 6.2 GROWING OWN PROGRAMS



### LANDSCAPE CHYULU

#### Activities 2022

During one of the worst droughts in the area in decades, we were able to significantly increase our greening efforts in Chyulu last year. We've dug and seeded a total of 109,500 bunds close to the villages of Olorika and Ilchalai in Kuku Group Ranch and extended our restoration work to neighbouring Rombo Group Ranch. A total of 1066 ha of land was put under intensive restoration in 2022. To highlight the progress: in the year 2021, we 'only' dug 36,800 bunds in the area, covering about 311 ha!

Without intensive teamwork, these great results wouldn't have been possible. They are the outcome of a joint effort with local partners and communities. We intensified our partnerships in the Chyulu landscape last year by holding various meetings with the leaders, grazing committees and communities of Kuku and Rombo Group Ranch. This helped to create awareness and ensure community participation. We also made a promising new partnership last year with Big Life Foundation. They will be one of our implementing partners under the TWENDE (Towards Ending Drought Emergencies in Kenya) Project for restoration activities to be implemented in Imbirikani Group Ranch.

#### Outlook for 2023

In the first half of 2023, we'll extend our work and continue digging bunds in Olorika (Kuku Group Ranch) and Rombo (Rombo Group Ranch). A total of 20,000 bunds will be dug. In the second half of the year, we'll establish at least four new grass seed banks as part of the TWENDE project. Of course, we'll also dig more bunds! Other activities worth highlighting are the several planned trainings to build the capacity of the women's groups responsible for the grass seed banks and the awareness-creation meetings with the community. We'll also work on a plan to ensure the sustainability of our projects in the future.

## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE CHYULU



#### Results 2022

Area under restoration:	<b>1066 HECTARES</b>
New water bunds dug:	<b>109,000 BUNDS</b>
Yield of existing grass seed banks:	<b>2885 KILOGRAMS</b>
Revenue of existing grass seed banks for the women's groups:	<b>1,436,900 KES</b>

*\* covering three of a total of five grass seed banks in the Chyulu landscape. Data from the remaining two will be included in the upcoming impact report.*

#### Total results to date

Area under restoration:	<b>2143.5 HECTARES</b>
Numbers of water bunds dug:	<b>OVER 259,000 BUNDS</b>
Number of grass seed banks:	<b>5</b>
Number of women owning grass seed banks	<b>84</b>



## 6.2 GROWING OWN PROGRAMS



LANDSCAPE

**SOUTH RIFT,  
KENYA**

## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE SOUTH RIFT, KENYA



#### Landscape partners

Maasai pastoral communities, South Rift Association of Land Owners (SORALO), IKEA Foundation

#### General information about the landscape and Justdiggit's involvement

The South Rift Landscape is part of the East African Rift Valley and is located in southern Kenya, close to the border with Tanzania. The area sits adjacent to two large wildlife reserves: the Serengeti-Mara and the Great Kilimanjaro-Amboseli-Tsavo. It supports some of the richest mammal diversity in the world. South Rift is home to Maasai pastoralists: a nomadic or semi-nomadic community whose main source of income is livestock keeping. Together with our partner SORALO, we help to restore degraded rangelands in the area, which play an important role in the wider ecosystem of the South Rift. SORALO is a strong grassroots organisation, whose founder won the Tusk Trust Conservation award in 2020.

#### Activities 2022

The South Rift Region is our newest project area: it officially started in 2021 with several community engagement activities conducted by SORALO. In late 2022 we scaled up our activities with the implementation of a number of physical and technical interventions. The program activities are geared towards supporting grazing management and the establishment of grass seed banks, as well as rainwater harvesting.

We used a specific approach for supporting grazing management in the South Rift. We developed small water points so that livestock would stay in the grazing area during the wet season more, and only access the dry season grazing area when the time is right. This prevents degradation of the dry season grazing area by avoiding the trampling of the area by livestock to access the permanent water source in the river Ewaso Ngiro. Towards the end of the year, we used rainwater harvesting techniques such as the digging of water pans, water bunds and stone lines. The first results came in quickly: when in December 2022 finally some rain fell in the area, we harvested rainwater with these structures!

Another problem that needed our attention is Juliflora Prosopis, an invasive species that has colonised large swaths of valuable rangeland. Together with SORALO, we're developing a long-term strategy for managing this invasive species. The community from the South Rift was able to visit Baringo County who have been managing this invasive species for years. They brought back good lessons for the program.



## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE SOUTH RIFT, KENYA



#### Outlook for 2023

This program is very much a work in progress. In 2023, we plan to continue on the path we laid out in the last two years. Together with SORALO, we'll accelerate the construction of landscape water harvesting infrastructures like water bunds, stone lines, water retention ditches and small water reservoirs to take advantage of the expected March-April-May rains. We'll also set up three grass seed banks with local women's groups. To restore the areas affected by the invasive Juliflora Prosopis, we're planning to restore the area by replacing the Prosopis plants with perennial rangeland grasses, while utilising the removed plants for energy.

Our focus is on building the capacity of SORALO to implement the grass seed banks and to enable them to support farmers with Pastoralist Management Natural Regeneration (PMNR), a pastoralist version of Farmer Managed Natural Regeneration (FMNR). These two initiatives will help bring back grasses and vegetation to the area, benefitting livelihoods, nature and biodiversity! To inspire communities and scale up our activities, we'll utilise rural communication tools like with our programs in OGR. For this region, we'll use murals as well as radio programs in the local Maasai language.



## 6.2 GROWING OWN PROGRAMS

### LANDSCAPE SOUTH RIFT, KENYA



#### Results 2022

Number of water bunds dug: **2,209 BUNDS**

Number of new olopololis established: **4**

Total number of Fanya Juu and Chini (water retention ditches): **767**

Total length of Fanya Juu and Chini (water retention ditches): **6,903 METRES**

Next to the figures above, we've also established 3 new water pans and partially restored 2 old water pans, which are important to provide drinking water for livestock and wildlife. We have constructed 767 water retention ditches totaling to 6.9km. We have also dug 2209 bunds.

Furthermore, 24 community members and 6 grazing committee members have participated in exchange visits to Kuku group ranch to learn about establishing grass seed banks and grazing management. 117 community members have been trained in land restoration and 16 community leaders have been trained in governance and land restoration. In total, 254 community members have benefitted from additional income as a result of our projects.

#### Total results to date

Number of water bunds dug: **2,209 BUNDS**

Number of olopololis implemented: **4**

Total number of Fanya Juu and Chini (water retention ditches): **767**

Total length of Fanya Juu and Chini (water retention ditches): **6,903 METRES**



## 6.3 BOOSTING OTHER PROGRAMS

If we want to regreen Africa and cool down our planet, we need cooperation on a global scale. Every organisation and business leader should be involved in creating a more sustainable future for our planet! That's why we're always looking for innovative ways to enhance and amplify the work of other (I)NGOs that work towards this goal. As part of this ongoing effort, we have set up a new line of activities called Boosting Other Programs. This is an initiative to support and boost other (I)NGOs working on landscape restoration programs. Our focus is on supporting and scaling the impact of the field work done by our partners, leveraging our expertise in impact communication to create lasting change.

Our approach has already yielded promising results, as we have begun working with Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH in Togo, Ethiopia, and Madagascar to support the Global Forests4Future program. Through our collaboration, we have been able to enhance the visibility and impact of the program's efforts to restore degraded forest landscapes, promoting sustainable land use and biodiversity conservation in these critical regions.

### Activities & Impact in 2022

Last year, we had some great results because of our partnership with the Forests4Future program. It tells us that Boosting Other Programs is the right way to go! This collaboration allowed us to conduct critical baseline research to gain a deeper understanding of how people in our project areas consume and share information. We've also been able to create a tailor-made umbrella campaign with the support of Havas Africa, focused on increasing the provision of ecosystem services for local communities and reducing dependence on international markets and supply chains. Using this knowledge, we've developed tailored communication strategies that are designed to resonate with communities in Togo, Madagascar, and Ethiopia – both on a national and grassroots level.

### Outlook for 2023

Looking ahead, we're excited to expand our Boosting Other Programs initiative to new regions and partnerships! In May, we started a collaboration in Kenya, headed by the Global Evergreening Alliance, with multiple organisations that includes WorldVision, Selfhelp Africa, ICRAF, the Greenbelt Movement, Africa Harvest and the AFR100. Together, we'll continue to be working in 2023 to support landscape restoration efforts in the region, focusing on empowering local communities and promoting sustainable livelihoods.

As we move forward into the next stage of this initiative, we're expanding our team to meet the growing demand for our communication support. By expanding our team, we can bring our expertise, experience and network to even more partnerships and make an even greater impact on the environment.

To ensure that our efforts are effective and impactful, we also plan to implement a monitoring and evaluation plan. This will allow us to accurately capture the impact of our strategies and measure the increased impact they bring to our partner programs. By continuously monitoring and evaluating our work, we can ensure that we are always working towards the most effective and impactful solutions for the communities we serve.







## 6.4 MOVING BEYOND PROGRAMS

We know that regreening works. And we know how it works. Now we're ready for the next step: to create and inspire a true grassroots regreening movement! With our Moving Beyond Programs, we've taken an important step in the right direction. We're currently developing a Digital Regreening Platform that will make it possible for farmers to restore their own land without our physical presence on the ground. A new mobile app is the most important building block for this. The 'Regreen' app will bring together locally relevant nature-based solutions, gamification, and community activation. The app provides smallholder farmers tailor-made landscape restoration advice based on GPS location (e.g. soil type, slope) and their inputs (e.g. crop types). Farmers will learn how to improve and regreen their land in simple step-by-step courses that will be fun and engaging to participate in and make them proud of their achievements. With this app we hope to reach millions of farmers across Africa, starting in Tanzania.

The first national launch will take place in Tanzania, where our existing infrastructure of programs and partnerships comes in handy! We're planning to develop on- and offline campaigns in order to inspire, onboard and activate farmers via their mobile phones. To ensure the message resonates across the entire country, we combine rural communication channels with national TV, radio and streaming platforms. It will encourage and inspire people to either download the app (for free!) and start regreening, or to promote it to peers or relatives who are farmers.

### Activities & Impact in 2022

The year started with some great news: we received one million euros from the Dutch Postcode Lottery to develop our big idea (we like to call this our 'Earth Shot'). On top of that we got seed funding from the Rabo Foundation of 200,000 euros. This meant that we could really kick-start the program!

In 2022 concept and content building of the app was our main focus. An African design & research company assisted us in testing a first mock-up version of the Regreen App in Tanzania. This helped us understand which features have the potential to inspire and activate farmers. The research and user-testing included stakeholder interviews, usability testing with farmers, multiple internal workshops and several improvement rounds of the tested mockup. This information allowed us to take the next step: developing the first regreening technique courses (Kisiki Hai and Fanya Juu Fanya Chini) together with content creators!

We also strengthened the team last year with technical knowledge by hiring a Digital Product Owner who can oversee the development of the application. Additionally, we're expanding the Moving Beyond Programs team as we posted the vacancy Head of Digital Regreening Platform at the end of last year. This person will focus on important matters such as: Which partners do we need to execute? Which other digital channels have the potential to activate African farmers? How do we rollout further in Sub-Saharan Africa? What structures and organisation do we need on the ground in each country? What is our funding strategy? In short: leadership, vision and all general management activities.

### Outlook for 2023

2023 will be big for our Digital Regreening Platform. It's the year wherein the actual building of the application with the selected development agency will take place. We'll work closely together with freelance content creators and our Tanzanian partner LEAD Foundation for the set-up of user-testing and co-creation of multiple regreening courses. For the latter, we'll also work together with other agricultural experts/NGO's. Throughout the year, we'll release several app versions: from Minimum Viable Product to Initial Release, and beyond. This is all done to validate and test the features and content with farmers. At the same time, we're adding other digital communication channels to the Regreening Platform including socials, a website and the integration of the Greener.LAND tool. This will be a build-up to the launch of the platform planned for next year!

## 6.5 AWARENESS CAMPAIGNS

### 1. GLOBAL

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

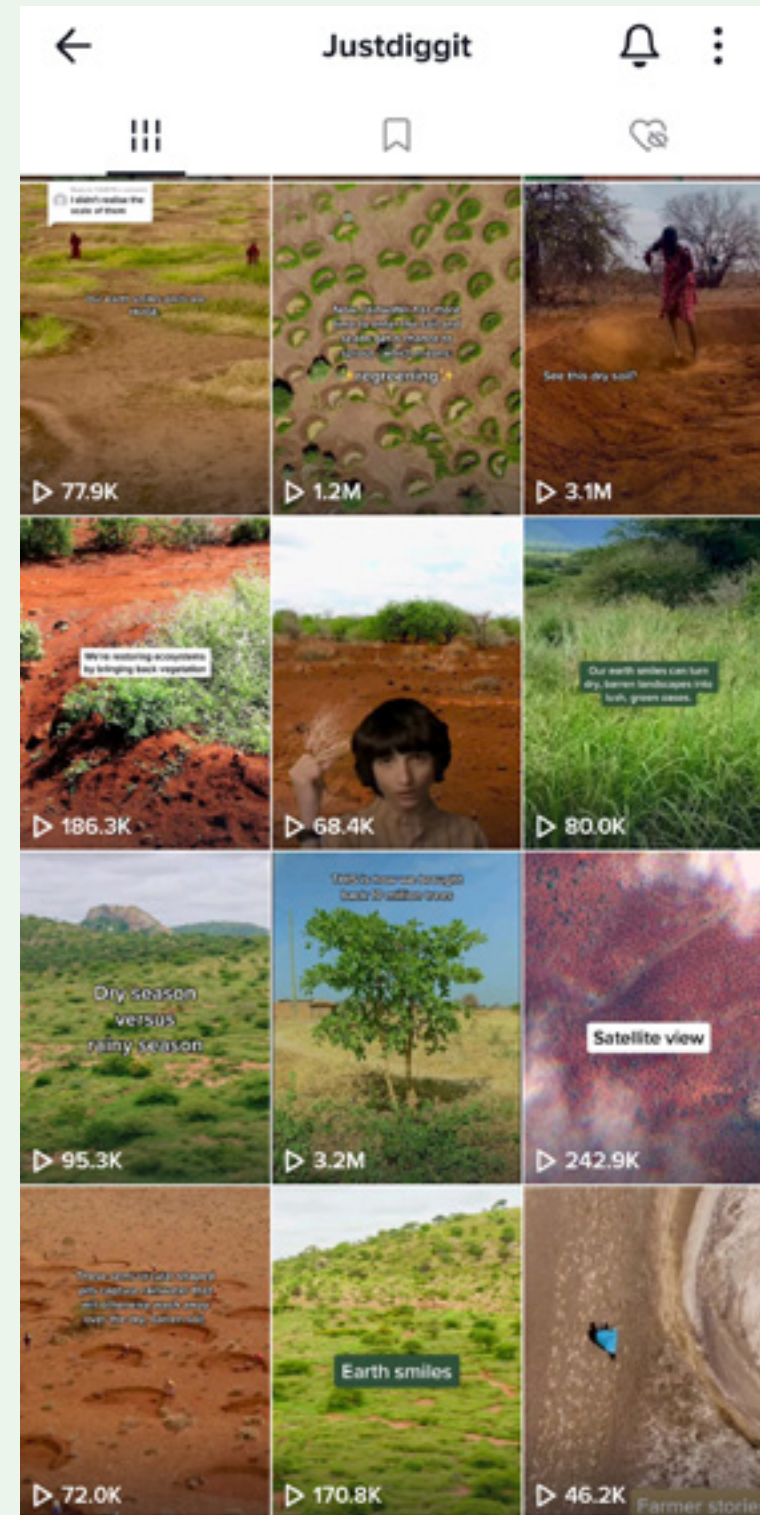
Our approach is to regreen hearts and minds by delivering the right message, to the right audience at the right time. Our network of media partners helps us spread this message and spread the green!

### Activities & Impact in 2022

#### Successful launch of our TikTok account

Our social media channels have performed very well in general this year, with significant growth across all platforms. However, our newest addition TikTok, has taken the lead and absolutely skyrocketed since its launch in February. Since its launch, our TikTok channel has achieved remarkable growth, gaining over 140K followers in just a few months. Our content has also been well-received, with our most popular video reaching over 4 million views!

TikTok has been a game-changer. It allows us to reach new audiences and engage with a younger demographic in a more interactive and fun way. Their genuine interest and questions show us how much willingness there is among Gen Z to take real climate action. We're convinced TikTok can be an important tool to grow an interconnected global greening movement, so we're looking forward to continuing to connect with our community and share our message through this platform in the years to come.



#### Worldwide TV exposure

A highlight of 2022 was when Al Jazeera English invited Justdiggit's very own Samwel (Program Manager) and Wessel (Global Communications and Marketing Director) for two interviews and panel discussions on climate change. You can watch one of the panel discussions [here](#).

We got more TV exposure last year! Jackie (Landscape Restoration Quality Coordinator for Justdiggit) was featured on Kenya's national KBC breakfast show, where she promoted our work in Kenya and beyond and inspired a large crowd with the impact we've made thus far. We were also featured on CNN as Angelina of LEAD Foundation was interviewed about the work LEAD does with Justdiggit. It's been great to be able to reach a global audience in this way!



## 6.5 AWARENESS CAMPAIGNS

### 1. GLOBAL

#### Activities & Impact in 2022

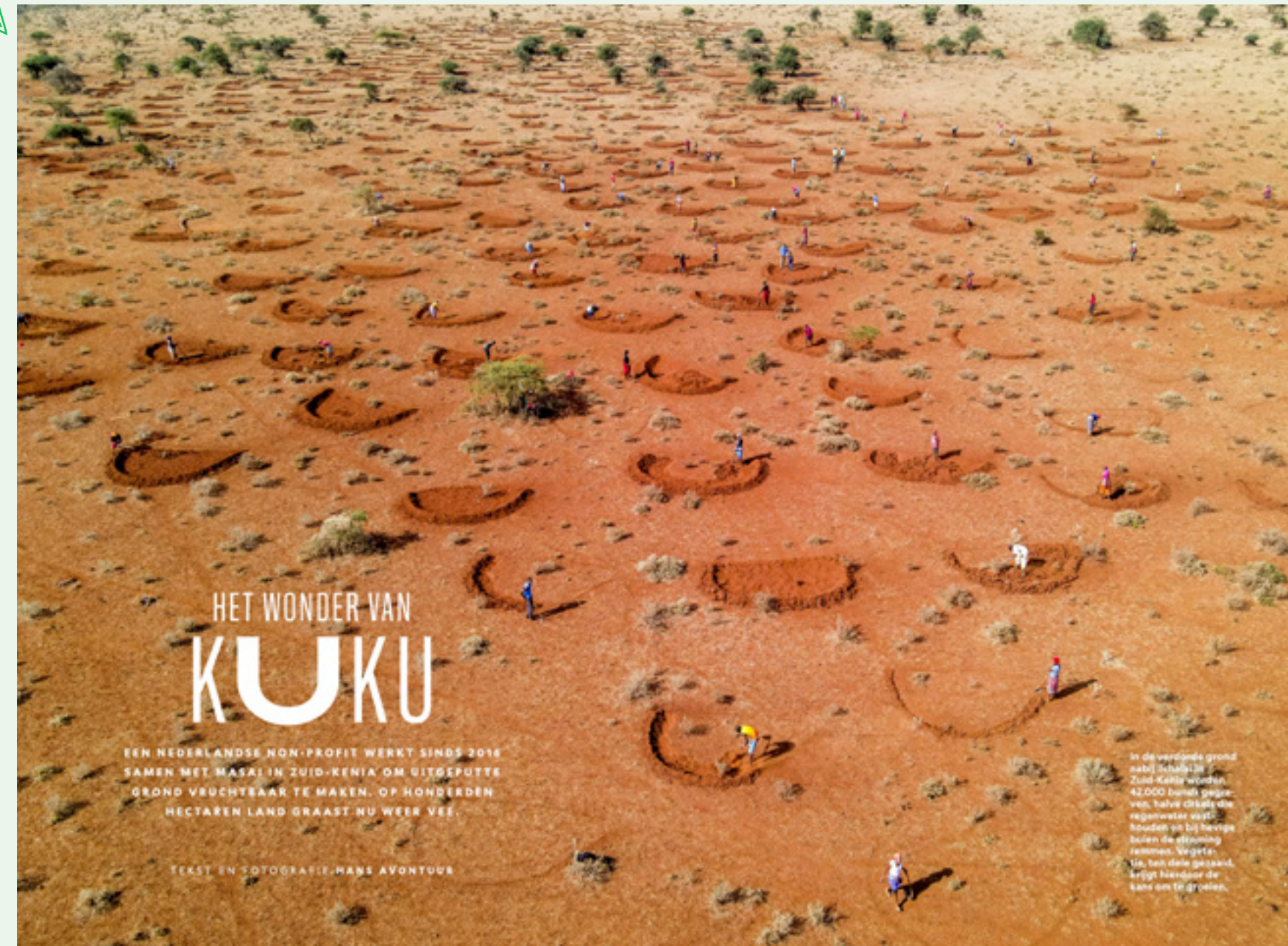
##### Kids program on National Geographic Africa

Together with White Rhino Films, we recorded a children's program for television about our restoration work in Arusha, which was aired by National Geographic Africa.



##### National Geographic Traveller article Kuku

National Geographic Traveller has been a great partner for many years. This year Hans Avontuur visited our Kuku bunds plot for National Geographic and wrote a super positive and thorough piece on our work with Maasai Wilderness Conservation Trust! You can read the article (in Dutch) [here](#).



#### Outlook for 2023

Everyone has the potential to become an ambassador for greening. To be a vehicle for global change. That's why we won't stop greening the hearts and minds of people until nature-based solutions for mitigating the worst effects of climate change have become common sense! Next year, we'll continue working with the global (media) partners we've been working with the past year(s) and will expand our reach with new partners who are committed to regreen and cool down the planet with us. Keep an eye on our website and socials, as we have new campaigns and events planned on a rural, national and global level!

## 6.5 AWARENESS CAMPAIGNS

### 2. EUROPE

#### Activities & Impact in 2022

##### European Out-of-Home campaigns with JCDecaux

Through the amazing support of our media partners, our campaigns were visible in multiple European countries last year. Our green message was seen, heard and felt in a variety of ways: from billboards and digital screens to radio and television, and from social media to cinemas. And this effort hasn't been in vain! We've reached millions of people in 2022. The gross media value of this exposure amounts to approximately 10 million euros.

##### The Netherlands

###### Partners

AdAlliance, Alpha Tango, BlowUP Media, Centercom, Clear Channel Outdoor, CS Digital, DEPT Agency, Havas Lemz, Social.Monks, HavasLemz, JCDecaux, Jean Mineur Mediavision, Kinetic Nederland, Lama Lama - Digital Agency, Soundsright, Milkshake Research, Non'Ye Business, OBI4wan, QMusic, Stroom, Talpa Network, Doneasy, The Groundbreakers, Wolfstreet, National Geographic, Hearst, DPG, Nanda Hagenaaers, Netprofiler, TikTok, Pumpkin Spice, Safi Graauw, Rubinstein, Storytel, Adam underwear, Nationale Postcode Loterij, Ready Set Studio en Joris Laarman.

In 2022 our campaign could be seen and heard via a wide range of media channels in the Netherlands. The campaign was visible on thousands of Digital Out-Of-Home screens throughout the country with over 56 million impressions. With the help of our media agency Stroom, we've been able to broadcast our campaign on the commercial channels of AdAlliance and Talpa Network. The net reach of the TV campaign was 81% (approximately 10 million people of 25 years and over, were reached with an average contact frequency of 23).

The total estimated value of the broadcasting of the television campaign, the radio campaign and the spreads in several magazines was several million euros. Thanks to Jean Mineur Mediavision, our campaign had great exposure in cinemas nationwide. Furthermore, our radio campaign featuring our ambassador Floortje Dessing was aired on numerous radio stations. Together with Doneasy and blowUP media we organised an event on the 18th of November in Hoog Catharijne Utrecht. People could grow their own tree while donating to Justdiggitt.

Another absolute highlight of 2022 was the launch of our own children's book 'From the North Pole to Nairobi', written by Yannick van de Velde and Bart van den Donker. By reading this book, children learn in a fun and exciting way that we're all connected by our shared planet and that there are real solutions for climate change. The book was published by Rubinstein.



## 6.5 AWARENESS CAMPAIGNS

### 2. EUROPE

#### Activities & Impact in 2022

##### The UK

###### Partners

Alight Media, BlowUP media, Harvard PR, JCDecaux, Ocean Outdoor, Digital Cinema Media, Media Vision, Open Media, and Woodrow Communications.

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

In 2022 we had year-round, nationwide exposure on Digital Out-of-Home screens and our latest ad campaign also ran across UK cinemas throughout the summer. As well as sponsored media, it was the first year where we also appeared in earned media in the UK, from online, to print as well as podcasts and industry panels.

##### Germany

###### Partners

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

In 2022 we were visible on many different platforms throughout Germany. In the first 6 months of 2022, we launched an Out-of-Home campaign with our German ambassador Frank Schätzing. This campaign was visible nationwide. We've also been visible on billboards and digital screens throughout the country and in online advertisements and television commercials throughout the country. In total, this exposure had an estimated value of well over a million euros.

##### Belgium

###### Partners

blowUP Media and JCDecaux.

In 2022 we continued our exposure in Belgium with Digital Out-of-Home visibility. Together with blowUP media we launched their green billboard in Antwerp.



## 6.5 AWARENESS CAMPAIGNS

### 2. EUROPE

#### Outlook for 2023

##### The Netherlands

For 2023, we plan to continue what we started in the last years: increasing our brand awareness and getting the word out! Our new campaign will be shown on TV and in cinemas all over the country. We will also continue broadcasting our radio commercials and displaying our Digital Out-of-Home campaigns. April is a month we especially look forward to, as we will launch our children's audiobook together with Storytel and Rubinstein with a festive event. As always, our focus in 2023 will be our long-lasting relationships with our different media partners and potential partnerships with organisations who can support us in our mission.

##### The UK

For 2023 we're aiming to grow our brand awareness through various channels and partner up with more organisations who can support us in our UK mission.

##### Germany

For 2023 we aim to increase our brand awareness in Germany. We will launch a new campaign for the German market on TV and we aim to be visible in German cinemas. Digital Out-of-Home will also be in 2023 a very important part of our communication strategy, just like reaching out to new potential influencers and ambassadors to help spread our message even further!

##### Belgium

We will further focus on awareness in Belgium, through Out-of-Home and other media channels, e.g. television and radio. We will further focus on awareness in Belgium, through Out-of-Home and other media channels, e.g. television and radio.



## 6.5 AWARENESS CAMPAIGNS

### 3. AFRICA

#### Activities & Impact 2022

##### Awareness campaigns

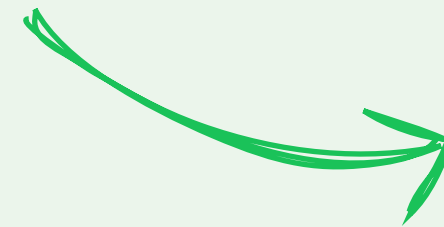
2022 was an exciting year when it comes to our visibility on the African continent. Thanks to a close collaboration with JCdecaux, Havas Africa and our ground team, we were visible on both static and digital screens in 13 African countries in over 131 locations. The central message in the campaigns was always clear: the essential role of community members (especially farmers and pastoralists) to return nature and improve the productivity of their land!

Last year, we saw the importance of the announcement of Ben Pol as JustdiggIt brand ambassador for our awareness in Africa. After this announcement, we've partnered up with four more renowned artists in Tanzania. In June, together with The LEAD Foundation we held a press conference in Dar es Salaam, Tanzania, to announce the ambassadorship of Christina Shusho, Joh Makini, Frida Amani and Jaymondy. The press release was documented by 9 national tv stations, 5 radio stations and covered by many social media influencers.

All artists operate in different music genres and attract a broad audience. This has allowed us to increase our reach and appeal to many Tanzanians – especially among the younger generations! We're grateful that these artists decided to raise their voices for a greener, cooler planet and that they've become an important part of this growing land restoration movement.

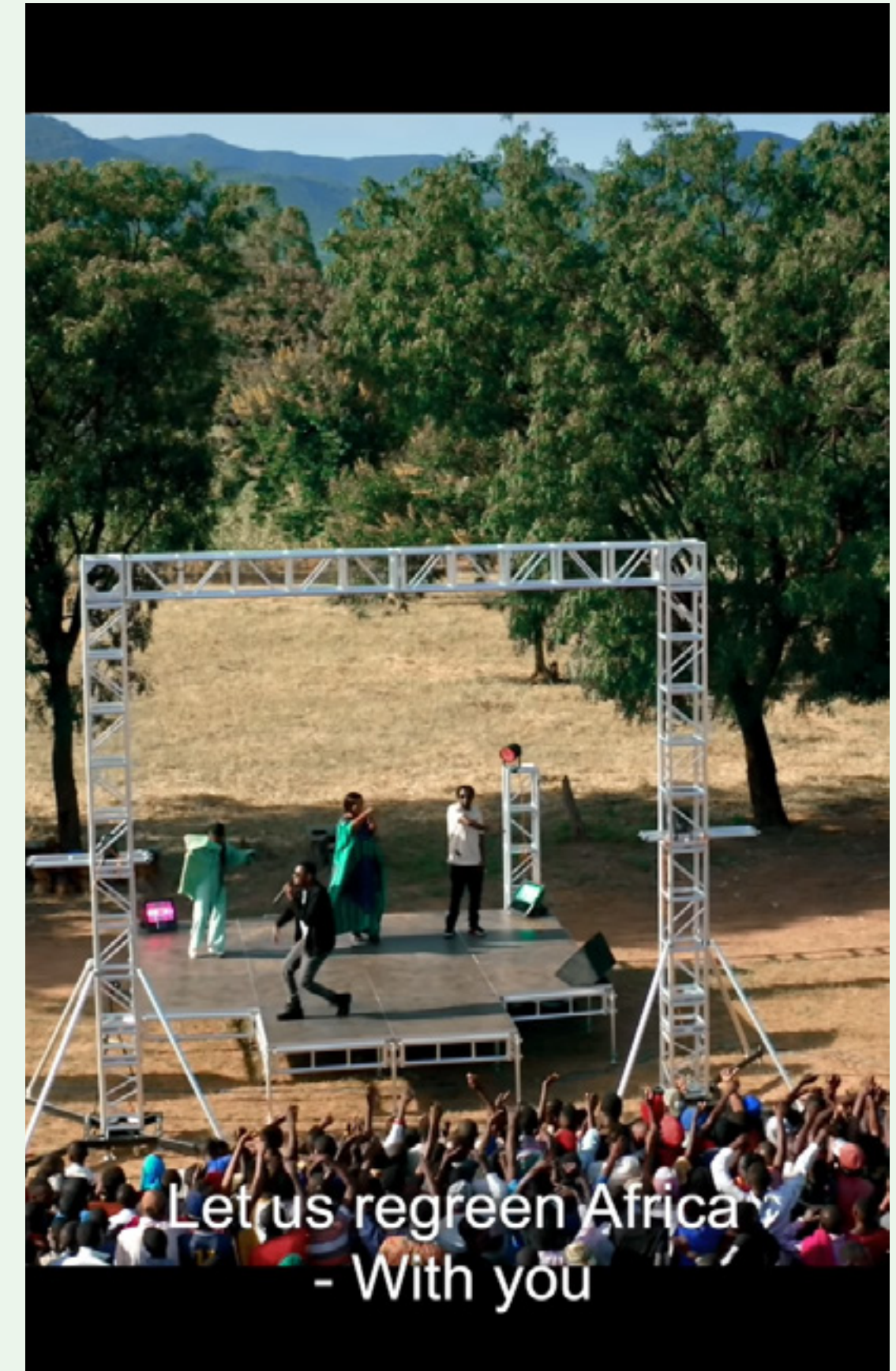
##### New track release

Having seen first-hand the effects of climate change and land degradation in their native Tanzania, Christina Shusho, Joh Makini, Frida Amani and Ben Pol decided to combine their voices and release a new track together. 'Kijanisha' brings the message of regreening straight to the airwaves of Tanzania and beyond. They encourage each and every one of us to join the movement and 'Dig in' for a greener, cooler world!



##### Grassroots communication

Grassroots communication plays an essential role in bringing about the change our planet needs. We use it to make people in local communities aware that there are solutions for the large-scale land degradation – and that these solutions are practical and easy-to-apply. To reach as many people as possible, we use communication tools such as movie roadshows, radio programs, murals and SMS services. In 2022, we created a new documentary (Kisiki Hai 3) that provides enhanced technical knowledge for smallholder farmers that are already trained in the programs. The documentary was shown in 75 villages. Additionally, we have painted 43 mural locations and provided an SMS service to 43,000 recipients in the course of the year.



## 6.5 AWARENESS CAMPAIGNS

### 3. AFRICA

#### Outlook for 2023

##### New partnerships

In 2023, we'll launch our new partnership with Digital Mara Media Limited to create Out-of-Home visibility in Kenya. Through this partnership, we aim to raise awareness on the impact of climate change and the power of nature-based solutions. Digital Mara has a massive reach and visibility in all key locations in Kenya – and especially Nairobi – so this partnership is an exciting opportunity for us! We aim to launch our first Out-of-Home campaign with Digital Mara in March 2023.

##### New campaign

By May 2023, we'll be launching our newest campaign shot in Kenya and Tanzania. The campaign addresses both urban and rural communities and will be adapted to billboards, radio ads and social media content. By creating content that captures the cultural, physical and linguistic aesthetics of our project areas, we're able to connect with communities on a personal level.





PROGRAMA  
KUKIJANISHA  
MKOA WA  
DODOMA

# 7. POWER OF THE NETWORK



## 7. POWER OF THE NETWORK

### GLOBAL AND REGIONAL PARTNERS

AFR100  
Global Evergreening Alliance  
UN Decade on Ecosystem Restoration  
UN Environment Programme  
Uplink  
World Economic Forum & 1t.org

### FUNDING & SUPPORTING PARTNERS

24theplanet  
ACS audiovisual solutions  
Active Giving  
Ader  
Adventure Specialists B.V.  
Advocaten van Nu B.V.  
Affinity Group  
Agri Synergie  
Airmiles  
Ablas Foundation  
Alight Media  
Allinq Group BV  
Amazon  
Amor Luminis  
Anexo  
Argilla  
Ars Donandi  
Arv & Co  
Awaken Trees  
Bag to Nature  
Bluebox Events - TUDelft

Boat Bike Tours  
Boja  
Boska  
Boterwaag Den Haag B.V.  
Bridgestone Mobility Solutions  
Brillen Atelier  
Brisa Gaia  
Byzondere Reizen  
CARU Containers  
CelSian  
ChainCargo B.V.  
Charlie's Travels  
Condor Carpets  
Conservation International  
Cormorant Commodities  
Cortazu  
Creator Items  
De Agile Tester  
De Bouwmarktshop  
Denise Roobol  
Dentons  
DHL  
Dij  
Doing Goods  
Don Diablo  
Duguneh  
Dutch Protein & Services  
Dutchen  
E-Flight Academy  
Energie Aalsmeer Duurzaam

Erbacher  
Expo-Mate  
EyeOn  
Ezeep (Cortado) ThinPrint GmbH  
Fairticken  
FlowyourMoney  
Fruitbedrijf Bloeiend Merm  
Gebakken Lucht Project  
GeefeenBoompje.nl  
Gerdes + Landwehr  
Gezondheidscentrum Voorschoten  
GIZ  
Global Transport Solutions  
GoLimeGreen  
Guts & Gusto  
Hammerfest  
Handig Goed  
Havas Düsseldorf GmbH  
Havas media  
Heembouw bedrijfsruimte West B.V.  
Het ConsultancyHuis  
Hexagon  
Hogeschool van Amsterdam  
Holie Foods  
Hollandse Nieuwe  
Homerr  
Hoogheemraadschap van Delfland  
Hottentot Spices & Herbs  
Human Dimensions B.V.  
IBS Capital

Icoinic  
IDEXX Foundation  
Ikea Foundation  
Ingka Centres  
Interimage  
InTime Express Logistik GmbH  
Involve B.V.  
JBB Civiel Advies B.V.  
Jedlix  
JustNimbus  
Kadotikker  
Klimbos Paasloo  
KMCCchain  
Kroon Meubels  
KSG Trainers & Consultants  
KwadrO  
Le Guess Who  
LevelUp Group  
Lisman Forklifts  
Loylogic  
Manitou  
Marinetrans  
Matoke Tours  
Matt Faces  
MCT Center  
MediaVision  
Miani Caffé  
Milkywire  
Minke Op Reis  
Mr. Marvis





## 7. POWER OF THE NETWORK

MTD  
Mud Jeans  
Nationale Postcode Loterij  
NDI  
nlmtd  
NNEK  
Nutrifoodz  
OBAM  
Objective Recruitment  
Ocean Network Express  
Otterfonds  
Ouderkerks Goud  
Panthion B.V.  
PAPSTAR GmbH  
Play Hard Be Good (A Million Faces B.V.)  
PointLogic  
PWC  
Rabo Foundation  
Roel van der Stoel B.V.  
Route Partners  
Sakura Finetek Europe B.V.  
Scancard B.V.  
Scildon N.V.  
Shoesme International BV  
Silverjet Vakanties  
SkyClear consultants  
Smitma  
Splendid-Life  
Spring  
Zadelhoff

Sterkur  
Stichting de Hoorn  
Stichting Fonds Neven en Nichten van Zadelhoff  
Stichting Summer Fund  
Stijl Advocaten  
Stock Point Cosmetics  
Store Du Nord  
Stykm  
Suppleam B.V.  
Sur La Iri B.V.  
T Gymlokaal  
Team Liquid  
Tel International  
Terramatch  
The Good Roll  
The Social Handshake  
The Soul Community (Soul Water)  
Timberland  
Tinka  
TLT  
Tony's Choclonely  
Trasegro BV  
Treebytree  
Treemore B.V.  
TReNT Glasvezel  
Trinity HairCare  
Tubble  
Twintigviertien  
Valyuu B.V.  
Van der Breggen

Van Der Valk Transport B.V.  
Vandebron B.V.  
Velour  
Venturix  
ViS Detachering BV  
Winclove  
Witteveen + Bos  
WJ Projects  
Wolf Dikken adviseurs  
Working Spirit  
Wristler  
Wurth Elektronik  
XD-Design  
Zoekgroen  
ZOYO Travel

## 7. POWER OF THE NETWORK

### MEDIA PARTNERS

Ad Alliance  
Adformatie  
Alight Media  
Alpha Tango  
BBC  
Blijdorp  
blowUP media  
BNN Vara  
Candid Group  
Centercom  
Clear Channel  
Climate champions  
CS Digital Media  
DCM  
DEPT Agency  
Der Spiegel  
DERG Media GmbH  
Digital Cinema Media  
Discovery  
Disney  
Dodoma Fm 98.4  
Doneasy  
DPG media  
Elvis Mulokozi  
Epower  
Exterior Media  
Facebook Africa  
Fahad Fuad

For Our Planet  
Getty Images  
Goodloop  
Google  
Hans Cosmas Ngoteya  
Harvard Engage!  
Harvard PR  
Havas België  
Havas Group:  
• Havas Africa  
• Havas Germany  
Düsseldorf  
• Havas German Frankfurt  
• Havas Johannesburg  
• Havas Lemz  
• Havas Research  
Hearst  
I4Nature  
iXL Hosting  
JCDecaux  
JCDecaux Africa  
Jean Mineur Mediavision  
Kellerman  
Joris Laarman Studio  
KBC Kenya  
Kenya Broadcasting Agency  
Kinetic  
Lama Lama  
Maayan FM

Media Vision  
Mediahuis Media.Monks  
Memo2  
Milkshake Research  
Mindwize  
MMD Digital  
Mollie  
MSI-ACI Europe BV  
Nanda Hageaars  
Nation Media  
National Geographic  
Netprofiler  
Nonye Business  
OBI4WAN  
Ocean Outdoor  
Open media  
Orb  
ORN - Omroep Reclame  
Nederland  
Outernet Global  
Pinterest  
Pinwheel  
Pumpkin Spice  
Qmusic  
Ready Set Studios  
Royal Media Kenya  
RTL  
Rubenstein  
Rubinstein

Safi Graauw  
Seven One Media  
SevenOne Media GmbH  
Social.Monks (former IMA)  
Soundsright  
Storm post production  
Storytel  
Ströer  
Stroom  
Tag  
Talpa Network  
The Groundbreakers  
The Times UK  
These Cavemen  
Tik Tok  
Time Magazine  
TM-TV  
Tony Wild  
Visoon Video Impact  
Volans  
WaterBear  
We Don't have time  
Wikiwijs  
Wild Tree Productions  
Wolfstreet  
Woodrow Communications  
Woodrow Kenya  
XITE



## 7. POWER OF THE NETWORK

### PROGRAMS PARTNERS

Africa Harvest  
African Conservation Centre  
Amboseli Conservation Program  
Amboseli Ecosystem Trust  
Big Life  
Ceulemans Design  
Climate Edge  
Conservation Alive Kenya  
Conservation International  
Face the Future  
Fruitpunch  
Deutsche Gesellschaft für Internationale  
Zusammenarbeit (GIZ) GmbH  
Green Belt Movement  
Green Kids Museum Kenya  
Greenstand  
ICRAF Kenya  
KALRO  
LEAD Foundation  
Lynxx  
Maasai Wilderness Conservation Trust  
MetaMeta  
MVIWA Arusha  
MVIWAMA  
Nairobi Garage  
Nature^Squared  
Netherlands Water Partnership  
Pastoralist Women Council (PWC)

Planet  
Quivertree  
RAIN/Aidenvironment  
Restor  
SamSamWater Foundation  
Self Help Africa  
SORALO  
Spatial Insight  
Tony Wild  
Trias  
UCRT  
Valeriy Skachko  
Van Dinter Semo  
Vandersat  
VU University  
Wageningen UR  
Weave  
World Vision Kenya



**JUSTDIGGIT**





# 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS



## 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

Just like last year, 2022 was an exciting and eventful year for the Business Development Partnerships and Fundraising team. At the beginning of the year, things weren't quite 'back to normal' yet when it came to life at the office. We weren't able to hold on-location meetings at our office and we couldn't visit any new or existing partners. Luckily, in March the Dutch government lifted the last corona measures, which allowed us to start visiting our partners again. It was great to catch up with everyone!

### IMPACT OF 2022

At this point it's undeniable: more and more companies want to make a real, positive impact on the planet. We've seen an increased interest in sustainable climate action from businesses all around the world. As you can imagine, we're super happy so many companies want to help regreen our planet!

We're proud to announce that we have over 200 funding and supporting partners at this moment. In 2022, 76 new partners teamed up with us. This is an increase of 13% compared to 2021.

2022 was in many ways an eventful year for us. Especially when it comes to our team. Our Global Business Development & Partnerships director Wessel Koning left to start his own company. We want to thank Wessel for six great years and wish him all the best with his new adventure! Also, we hired a new Business Development & Partnerships manager.



## 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

### NEW PARTNERSHIPS 2022

Last year we had the pleasure to welcome 76 new partners, who are all committed to supporting our land restoration projects for multiple years. Here's a quick snapshot:

#### MR MARVIS

**Mr Marvis** is a clothing brand with Dutch roots. As a brand, they hold themselves accountable for the impact they make. They're dedicated to improving every day, creating value for everyone interacting with their company and reducing their environmental footprint to a minimum. They partnered up with us in 2022. With their support we are able to regreen a large part of Central Tanzania, bringing back thousands of trees with a positive impact on the climate, livelihoods, biodiversity and crop yields.

#### MANITOU GROUP

**Manitou** is a French company, based in Loire-Atlantique. The Manitou Group currently employs 4,400 people in 140 countries. Manitou will support us in the coming years with rainwater harvesting projects in Kenya. Thanks to their support we're able to dig thousands of water bunds, capture millions of litres of water and eventually regreen a large area of drylands.

#### KwadrO

The Belgian company **KwadrO** is a renovation specialist for windows and doors with a wide range of PVC, aluminium and wooden products. They support our projects in the Singida region, in Tanzania. Thanks to their support we're able to organise new movie road shows in various villages and regenerate trees. This has a positive impact on water and food security, biodiversity and the climate.

#### MTD

**MTD** provides clean and safe drinking water all over the world and disposes wastewater in an environmentally friendly way. We're proud to say that we partnered up with them in 2022. MTD supports our rainwater harvesting projects in Kenya. On World Water Day 2022, they donated 60 million litres of water to our projects. They also set up a MTD-Justdiggig program that allows their customers to donate water to us!

#### NATIONALE POSTCODE LOTERIJ

To boost our new Digital Regreening Platform, **the Dutch Postcode Lottery** donated €1,000,000 to us in 2022. With this donation, we're able to further develop our mobile application that will enable millions of farmers across Africa to regreen their own land. In chapter 6.4 of this annual report you can read all about this exciting project!

#### treebytree

Since October 2022 we're working together with **TreebyTree**. They are a social enterprise with a mission to turn 'corporate gifting' into 'gifting back'. TreebyTree is an initiative close to our heart: together with Justdiggig, they regenerate trees in Africa by allowing companies to 'gift a tree' to their employees, customers or other stakeholders. When you get a gift through TreebyTree, you'll get a unique digital experience, where you're invited to 'unpack' your tree digitally. With one mouse click you're invited to a journey to Africa. On this journey you can see where your regenerated tree is located and what the impact metrics of the tree are, such as how much CO2 is sequestered and how much impact it has on local communities. All trees are registered in a database and it's possible to track your gifted tree for the rest of your life.

### Other New Business Partnerships

Last year, we also worked together with Icoinic, Adventure Specialists, Agri Synergie, Amazon, Obam, Tinka, Terramatch and many others. Currently, we have more than 200 business partners that all differ in size, industry and geographical location!

### Ongoing Key Partnerships

We value our long-term partners just as much as any new ones. In 2022 we further developed our relationships with existing key partners, such as Tony's Chocolonely, Bridgestone Mobility Solutions, Ikea Foundation, Boat Bike Tours, Milkywire foundation, InTime, Gerdes + Landwehr, Ader, XD Design, IDEXX Foundation, Rabobank Foundation, DHL, Terramatch and GIZ.





## 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

### INCOME 2022

2022 was a very good year for Justdiggit! As you can read in detail in our financial report our total income almost doubled last year: from €4,210,921 in 2021 to €7,498,893 in 2022. The vast majority, 41.4% of our total income comes from business donations. Private donations (17.7%) and donations from foundations (18.6%) also became increasingly important in 2022. The rest of the income consists of donations by lottery organisations (13.3%), government subsidies (5.5%) and income from sale of services (3.3%).

#### Income from Companies

In 2022 we raised €3,106,566 from companies and built several new long term partnerships.

Next to this we received € 1,000,000 from the Dutch Postcode Lottery, to develop our mobile regreening platform.

#### Income from Foundations and NGOs

In 2022 we received €1,398,067 in total donations from these sources. Which is almost a fifth (18.6%) of Justdiggit's total income in 2022. We are proud to have many multi-year commitments from various foundations and NGOs like IKEA Foundation, Erbacher Foundation, Rabobank Foundation, IDEXX Foundation and some anonymous family foundations. The income from non-profit organisations was less than forecasted due to a delay in the TWENDE program in Kenya. This program is funded by the Green Climate Fund and headed by IUCN as lead implementing organisation.

#### Income from Private Donors

The total income from private donors is the sum of income from individual 'Rainmakers', also known as philanthropists, and consumer donations. In 2022 the total income of private donors and contributors was €1,328,183. That's an increase of 20.8% compared to 2021! We're grateful for the new Rainmakers and contributors that chose to donate to us last year and we hope to welcome many more in the future. With their help, we can invest in our restoration projects and organisation.

The increase in consumer donations is largely a result of our successful media campaigns, made possible by our media partners who shared their time, creativity and ad space with us against no costs whatsoever.

#### Income from Governmental Institutions and Subsidies

In 2022, the Netherlands Water Partnership (NWP), which is funded by the ministry of Foreign Affairs, awarded us a subsidy for our colleagues that are following the Young Expert Programme (YEP). The mission of this program is to create a new, innovative and international network of young professionals with expertise in water management, agro-food and sustainable energy. During 2022, we also received a multi-year subsidy from the Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH (GIZ). The total income from government organisations was €416,077 and a large part of this (€398,022) came from GIZ.

## 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

# OUTLOOK FOR 2023

### Strategy on Business Development, Partnerships & Fundraising

We're happy with the results of 2022, but we're not quite yet ready to rest on our laurels. If we want to regreen Africa and cool down our planet, many more businesses should be involved! That's why we'll be increasing our focus on acquiring new partners in 2023. We want to expand to new territories and involve new partners from different countries, regions and sectors. Germany and the UK will be important countries for the coming year, supported by our awareness campaigns we hope to build many new partnerships. France will be another country of focus. Because of our plans to expand our restoration projects to Senegal, we want to involve the French-speaking world as much as possible with partners that share our Sustainable Development Goals (SDGs). We're proactively looking for partners that are, just like us, in it for the long term and want to support regreening efforts in Africa for multiple years.

We're also planning to focus more on foundations and philanthropy, as we've seen increasing interest in sustainable regreening from these potential partners. Internally, we're also planning to scale up with a new Head of Business Development and two yearly interns, who'll support us in our activities.

### Opportunities

If you want to make a global change, you need to be everywhere. That's why one of our main objectives is to further diversify our partnerships in terms of geography and industry. Internationally, we're active in 9 countries with the UK, Germany and France as the most important areas. Apart from these countries, we'll also keep scaling up in Belgium and in Scandinavian countries such as Sweden and Norway. We also want to explore new partnerships in innovative sectors, such as the Digital, Gaming, and Metaverse industries.



## 8. BUSINESS DEVELOPMENT, FUNDRAISING & PARTNERSHIPS

### Existing partnerships

Of course, we're looking forward to intensifying our current long-term partnerships in 2023 with partners such as Tony's Chocolonely, Bridgestone Mobility Solutions, Mr Marvis, Amazon, Tinka, Ikea Foundation, Boat Bike Tours, Milkywire, Dutch Postcode Lottery, JCDecaux, Havas Group, DHL, XD Design, InTime, Gerdes Landwehr, Rabobank Foundation, TreebyTree and many more! In the next few years, we will be identifying new funding opportunities through new and existing partnerships. We'll also keep acquiring new partners to help boost our new Digital Regreening Platform of the Moving Beyond Programs.

MR MARVIS  
AMSTERDAM



GERDES + LANDWEHR  
UNTERNEHMENSGRUPPE  
SULINGEN

HAVAS  
GROUP

XDDESIGN



Rabobank  
Foundation

BRIDGESTONE  
Solutions for your journey

JCDecaux



IKEA Foundation



# 9. JUSTDIGGIT ORGANISATION



## 9. JUSTDIGGIT ORGANISATION

Justdiggit has a Supervisory Board that appoints and controls the Executive Board. In 2022 the Executive Board was formed by Marjolein Albers (Managing Director), Niels Dierckx (Director Programs) and Wessel van Eeden (Global Director of Communications).

At the start of 2022, the Management Team (MT) consisted of Marjolein Albers, Niels Dierckx, Wessel van Eeden, Wessel Koning (Director Business Development), Diederik van Styrum (Partnerships), Cindy van der Top (Finance Director) and Sander de Haas (Chief Technology Officer).

In the course of the year, Wessel Koning and Diederik van Styrum left Justdiggit and the MT was transformed into a 'Strategy Team', with a greater emphasis on long-term strategic planning. At the same time Adriaan Kauffmann, in his role as Head of Regional Office East Africa, was added to the Strategy Team.

### 9.1 THE TEAM

We worked with a total of 61 different team members (including volunteers and interns) in 2022. Measured in full-time positions, we had a total of 34 FTE during the year, which is up from 25 FTE in 2021.

Of these, 23 were based in Europe and 11 in Africa. In Europe the FTEs increased only slightly, whereas in Africa we saw a significant growth, going from 5 to 11 FTE. Most European staff are based in Amsterdam (the Netherlands), but we also have staff in Germany and the UK. In Africa most of the staff is based in Nairobi (Kenya), but also in Tanzania, Madagascar, Ethiopia and Togo. As the years progress, we see an increasing shift towards Africa-based staff.

With staff in 8 different countries, we have become a truly international and diverse organisation. While this provides its coordination challenges, we think of it mainly as a great opportunity to be closer to our partners and the communities we serve in our programs.



## 9.1 THE TEAM



**ADRIAAN KAUFFMANN**  
Head of Regional  
Office East-Africa



**ANNA NWANKWO**  
Intern



**CARLIJN HUESKEN**  
Business Development



**CHRIS DE JONG**  
Finance



**CINDY VAN DER TOP**  
Finance Director



**CLAUDIA DE GROOT**  
Intern



**CRIS WOLFFELAAR**  
Digital Communications  
Manager



**DAAN PLOEG**  
Intern



**DANIEL KISHOYIAN**  
Driver



**DEMI MATHOT**  
Intern



**DIEDERIK VAN STYRUM**  
Partnerships



**EMMANUEL ATAMBA ORIEDO**  
Landscape Restoration  
Enterprise Developer Kenya



**FEY MALONGA**  
Communications Manager  
Tanzania



**FRIDAH MAKAU**  
Chyulu Landscape  
Coordinator



**GEMMA NEWBOLD**  
Intern



**JACKIE KEMBOI**  
Landscape Restoration  
Quality Coordinator



**JESSE OWINO**  
Regreening Expert



**JUSTINE O'MOORE**  
Digital Product Owner



**KIZZY PEMBERTON**  
Office Manager



**KOFFI DJOSSOU GBAGBA**  
Project &  
Communication  
Coordinator Togo



**LANA MÜLLER**  
Senior  
Program Manager



**LUNA BEEKER**  
Junior Designer



**LYDIA JACH**  
Intern



**MARGOT FREDERIKS**  
Project Manager  
Digital Regreening

## 9.1 THE TEAM



**MARJOLEIN  
ALBERS**  
Managing Director



**MARY BEZABEH**  
Marketing  
Communications  
Manager Africa



**MARY SENGELELA**  
Landscape Restoration  
Manager Tanzania



**MAUREEN MWANU**  
Rural Communications  
Manager



**MAX BRUIJN**  
Intern



**MAXIME  
KOSTERMAN**  
Business Development  
& Partnerships  
Manager



**MEREL RIKVELD**  
Manager  
Communications  
Europe



**MILGA LIBAN**  
Manager Impact  
Communication Africa



**MOSES MAESYA**  
Landscape Restoration  
Enterprise Manager



**NADIA DE WAAL**  
Global Manager  
Marketing &  
Communications



**NIELS DIERCKX**  
Director Programs



**NORAH KEUTER**  
Intern



**PHYLLIS  
NDIINU**  
Operations Officer



**REBECCA  
BLINSTON - JONES**  
UK Head of  
Marketing & PR Officer



**RICO  
SAMSON**  
Manager  
Finance & Control



**ROMY  
DE GROOT**  
Social Media Manager



**RONIANCE  
ADHIAMBO**  
Chyulu Landscape  
Coordinator



**RUTH WAMUGI**  
Program Finance Officer  
Nairobi



**SAMRAWIT ASFAW**  
Project &  
Communication  
Coordinator Ethiopia



**SAMWEL ONYANGO**  
Program Coordinator



**SANGEETA VAN  
BEEMEN**  
Project Manager  
Communications



**SENNE VAN 'T HOF**  
Programs &  
Communication



**SANDER DE HAAS**  
Landscape Restoration  
& Innovation Expert



**SOFIA HEDBERG**  
Intern



## 9.1 THE TEAM



**STUART TAYLOR**  
Country Director UK



**TABBY KABUI JUNG'E**  
Monitoring & Evaluation Expert



**TESSA WITTE-LAAN**  
Senior Mel Expert



**THIJS VAN DER ZAAAN**  
Monitoring & Evaluation Officer



**TIM SCOLLAY**  
Online Community Manager Germany



**TJEERD VAN DER HULST**  
Art Director



**WESSEL KONING**  
Director Business Development



**WESSEL VAN EEDEN**  
Global Director Communications



**XANTHE BURUMA**  
Intern



**ZARA GRACE HUSSEY**  
Volunteer



**ZOE REINING**  
Intern



# 9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS

## TANZANIA



**BISHOP CHIWANGA**  
Founder



**NJAMASI CHIWANGA**  
Program Director Dodoma



**RITHA TARIMO**  
Country Coordinator



**VALENTIN NGORISA**  
Coordinator



**DAMIAN SULUMO**  
Program Officer



**MAANDA NGOITIKO**  
Director



**LUCY LIWA**  
LEAD Foundation  
Treasurer Dodoma,  
Tanzania



**GODLOVE KIHUPI**  
Marketing &  
Communication Specialist



**LILIAN MAKOY**  
Programs Manager



**NAMAYAN  
RAPEY EDWARD**  
Climate Change Coordinator



# 9.1 THE TEAM - THE AFRICAN TEAM LEADS OF OUR PARTNERS



**JACKSON MWATO**  
Project Director Amboseli



**LUCY WARUNGI**  
Executive Director



**TIMOTHY LENAYIA**  
Restoration Officer



**CHARITY LANOI**  
Livelihoods Coordinator



**JOHN KAMANGA**  
Executive Director



**GUY WESTERN**  
Program Manager



**KOIKAI OLOIPTIP**  
Partnership Coordinator



**TITUS MUIA**  
Finance Director



**SOFFIYA KADZO**  
Admin & Operations



**OGELI MAKUI**  
Program Coordinator



## 9.2 SUPERVISORY BOARD

Justdiggit's Supervisory Board is responsible for supervising and acting as a sounding board for the management, supervising general affairs and entry into supporting networks. The Supervisory Board appoints members of the Executive Board and sets their remuneration and other conditions of payments. In 2022 four regular meetings with the Supervisory Board were held. During these meetings a wide range of topics were discussed, such as financial and program progress, movement activities, fundraising activities, cooperation with partners and progress on the organisation and budgets. A quarterly progress report presented by the Board is shared as preparation for these meetings.

In 2022, the Supervisory Board also visited a number of Justdiggit project sites in Tanzania and Kenya to witness with its own eyes the impact Justdiggit and its partners are making. Furthermore, it participated in the East-Africa Partners meeting that was held in Nairobi in October of 2022.

The Supervisory Board approved the following decisions:

- **Approval annual report and financial statements 2022**
- **Approval year plan and budget 2023.**

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.

Justdiggit said goodbye to two board members in 2022. Tineke Bahlman and Erik Hallers have served respectively 8 and 4 years on the Supervisory Board. Justdiggit is very grateful for their invaluable contribution over the years. In their roles, they helped to shape the solid foundation Justdiggit has and we wish them all the best.



**HAROLD KNEBEL**  
Chairman



**JOS HUIJBREGTS**



**EDDY MOORS**



**TINEKE BAHLMAN**



**ERIK HALLERS**



**VINEEL AGARWAL**

## 9.3 ADVISORY BOARD



**MARLENE  
WICKEL**



**DENNIS  
KUPERUS**



**TITUS  
EIKELBOOM**



**ALLARD  
RUYL**



**SEYNABOU  
BA**



**JAMIE  
DE BOURBON  
DE PARME**



**JENNY ELISSEN**



**JUDITH PETERS**



**VOLKER  
SCHLONDÖRFF**



**WESSEL  
KONING**



**BAS VAN  
SCHOUWENBURG**

## 9.4 AMBASSADORS



**BEN POL**



**JOH  
MAKINI**



**DON  
DIABLO**



**FRIDA  
AMANI**



**CHRISTINA  
SHUSHO**



**REINIER VAN  
DEN BERG**



**SIMON  
BIYONG**



**ANDRE  
KUIPERS**



**FLOORTJE  
DESSING**



**JAYMONDY**



**TESS  
MILNE**



**THOMAS D**



**JONATHAN  
KARPATHIOS**



**AMARA  
ONWUKA**



**RÁMON  
VERKOEIJEN**



**PHILIPPE  
LEBLOND**



**HARM  
EDENS**

## 9.5 VOLUNTEERS AND STUDENTS

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

### Data analysis and digital marketing

**Nick Castricum (LamaLama), Thomas van den Hof (Independent),  
Ariele Gatti, Martijn de Loor, Max Reilman & Negin Etminan (DEPT Agency)**

These great volunteers helped us to collect and analyse the data of our digital communications and supported us in running our digital marketing channels.

### Education

**Jan Hoetmer**

Jan focused on setting up a combined teaching program for primary school kids.

**Mike Berry**

Mike is a change agent, committed to helping businesses prepare for and succeed in the great sustainability disruption that will wash through the economy in the 2020s. Mike very kindly donated his time to take part in a panel discussion alongside JustdiggIt at last year's Mindshare Huddle event where we discussed Sir David Attenborough's view that climate change is a communications challenge.

### General

**Şule Yavuzer**

Şule designed a beautiful JustdiggIt Kanga, a traditional fabric originating from the East Africa coastal region. It is already a collectors item and a beautiful gift to our close partners. She has also designed a Kanga about Treecovery for our Central Tanzania program which will be distributed in 2023.

### Social Media

**Madelin Hiddingh, Javier van Heckers (Kellerman), Social.Monks**

Madelin and Javier helped us with our social ad strategy. Additionally, the people of Social.Monks have helped us with developing a social media strategy.

**Rumeysa Yalcin and Leroy van Osch (TikTok)**

Thanks to Rumeysa and Leroy's support, our page experienced significant organic growth. We're grateful for their ongoing support in reaching a wider audience and building a stronger community.



## 9.5 VOLUNTEERS AND STUDENTS

### Research

#### **Frida Astvik**

Frida Astvik provided us with her expertise on user-testing and research for developing the Regreening App and Green.LAND.

#### **Tom Eames and Sanne Kuipers**

Tom is a PhD candidate and Sanne a MSc student at the Vrije University of Amsterdam. Together they are developing machine learning models to detect trees in satellite images. With their work, we will be able to better monitor the impact of our regreening programs on a larger scale.

#### **Sander Kooi, Koen Frankhuizen, Harmen Schot, Kim de Groot and Eefje Visser (Lynxx)**

This incredible team has developed an algorithm that helps us recognise and count trees on drone images. With this algorithm, we can get many valuable insights into the progress and impact of our regreening programs in Tanzania.

#### **Tijmen Schults and Femke van Woesik (MetaMeta)**

Stephen is a data scientist and helps to refine the outcomes of the algorithm developed by Kim and Eefje. Stephen performs statistical analysis on the accuracy of the model in order to understand how we can improve the quality of the results.

#### **Cedrick Gijsbertsen and Aveco de Bondt**

Cedrick and Aveco generously provided us with their groundwater level measurement equipment.

#### **Danny de Zeeuw**

Danny has helped us in developing the Greener.LAND website

#### **Tjomme Dooper, Dorian Groen and Sako Arts (Fruitpunch AI)**

Tjomme, Dorian, Sako and all participants of the 'AI for Trees Hackathon' have helped to improve our machine learning models to automatically count trees on drone and satellite data.

#### **Peter-Jan Karens and Stephan Plat (Weave)**

Peter-Jan and Stephan have helped us to detail out our plans for the Mobile Regreening Platform.

#### **Peninah Murage**

Peninah is a researcher at the London School of Health and Tropical Medicine. Together with her and LEAD Foundation we have conducted a study on FMNR and health, which is now in the publication phase.

#### **Arnoud Drevijn, Janneke Moors, Roy van de Pol (Spatial insight)**

Janneke and Roy from Spatial Insight support us to build a dashboard for managing the data from our FMNR program in Tanzania. This project is still running. The dashboard will help us to get even more insights from this data and further optimise the efficiency and accuracy of our monitoring data.

### Website

#### **Nick Castricum & Jort Boot (LamaLama), Zee Kazmi, & Bethan Howe (Media-Vision), Lisa van der Laan, Eva van Zelderen, Dienneke van der Spek & Naomi Klupper (Netprofiler)**

Nick and Jort supported us to improve our newly developed website. Zee and Bethan helped us with our SEO analysis and strategy. Lisa, Eva, Dienneke and Naomi have supported us with content writing.

## 9.6 RISK MANAGEMENT

In 2022 we continued to evaluate and improve our risk management process and activities. The risk management process is documented in more detail than before, there will be separate but aligned processes for strategic risks and operational risks, the risk taxonomy has been updated and the organisation's risk appetite has been articulated for the different strategic risks.

### Strategic risks

Based on the events and circumstances in 2022, a number of strategic risks have an updated risk level. Project risk increased to high because we saw the projects with larger counterparties grow, resulting in reduced control that we have over these projects. We evaluated the definition of funding risk and updated the definition to fit our strategy. Based on this we increased the risk level to higher as funding is key to meet the set strategy. As we experienced and will continue to expect less rainfall in some of our project areas we have revalued contextual risk to higher. Growth risk has been reduced since we gained significant experience working with larger funders, enhanced our program portfolio and the average number of FTEs grew by 37%. All of this without losing the power to innovate and pioneer.

An overview of all strategic risks and their mitigation is presented on the next page.

### Operational risks

Operational risks are largely similar to the previous years. As a result of the organisation's growth and new large donors with more detailed requirements on process and internal controls, our internal processes have been further formalised and improved. This has in turn reduced a number of our operational risks.

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## 9.6 RISK MANAGEMENT

### STRATEGIC RISKS

#### Risk

- Medium
- High
- Very High

#### People

##### **Project risk**

*The risk that the objectives of projects are not delivered within the strategy, deadline and/ or budget caused by inadequate program execution, resulting in additional (project) costs.* Justdiggit uses Prince II project management techniques, applies the Theory of Change and has implemented a Monitoring, Evaluation and Learning framework.

##### **Reputational risk**

*The risk is the threat to the sustainability impact of Justdiggit, that is caused by unfavorable public perception of the organisation or its projects.* Justdiggit is fully transparent in its communication, and also 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.

#### Process

##### **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.

##### **Compliance risk**

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

##### **Funding risk**

*The risk associated with the organisations funding ability to deliver its strategy.*

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

#### Environment

##### **Contextual risk**

*Environment 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.

##### **Growth risk**

*The risk that Justdiggit loses its power to innovate and power to pioneer, by focusing too much on formalizing processes and tightening controls due to organizational growth.*

Justdiggit holds regular strategy meetings and monitors deadlines for its execution.

A woman wearing a colorful patterned dress is working in a field, using a wooden hoe. The background shows dry, brownish vegetation and some green trees under a bright sky. A large green banner is overlaid on the image, containing the text "10. FINANCIAL PERFORMANCE 2022 AND BUDGET 2023".

# 10. FINANCIAL PERFORMANCE 2022 AND BUDGET 2023



## 10. FINANCIAL PERFORMANCE 2022 AND BUDGET 2023

### Financial Performance 2022

2022 has been another successful year for Justdiggit. Income increased from EUR 4,210,921 to EUR 7,498,893 (78%) and expenses by 44% compared to 2021, which resulted in a significant positive result of EUR 2,678,861.

Of the total result, EUR 396,643 was added to the free reserves, which now totals a little over one million euros. An amount of EUR 2,007,218 has been earmarked by donors and has been added to the appropriated funds.

The continuity reserve has been recalculated 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. This calculation led to an increase of EUR 200,000 making the total reserve EUR 900,000.

Income increased across the board despite some geopolitical issues that dominated the news most of the year. Two new income streams arose: the Dutch Postcode Lottery awarded 1 million euros to the further development of our Moving Beyond Programs program and a new partnership was formed with a company that sells the bringing back of trees as corporate gifts.

Like last year, delays in contracting and procurement processes led to program expenditure being less than budgeted. However, it did almost double compared to 2021. Awareness costs decreased compared to last year due to some major activities that took place in 2021 (AFR100 project and rebranding). Awareness costs were also significantly lower than budget due to a major activity that did not take place and again Justdiggit received most campaigns and advertising for free.

Personnel costs increased 19% compared to 2021 whereas the average number of FTEs increased 37% (from 24.7 to 33.9). The reason for the discrepancy is that relatively more junior and African staff were hired which led to lower average costs per FTE. 70% of the new staff was hired in Africa.

The percentage of costs spent on objectives increased from 80% to 84%. As a percentage of income, these costs decreased as a result of a significant amount of funds received being put into the appropriated funds for future use.

### Budget 2023

In 2023 Justdiggit will continue to grow its traditional greening activities ('growing own programs'), expanding further in the Chyulu landscape in Kenya and in Central Tanzania. In addition, Justdiggit will expand into Western Africa, starting its first program in Senegal. Further significant growth will take place in Boosting other Programs and Moving Beyond Programs.

As a result, revenue is expected to grow almost 60% to just under EU 12 million; almost 60% of this has already been committed. The growth will come mostly from company donations, INGO funding and income from the new partnership with Treebytree.

Expenditure on objectives is expected to increase by 125% and 181% respectively for the greening and awareness programs, which is in line with the general growth of the number and size of Justdiggit's programs and the increasing geographical scope of activities.

The increase in overhead costs (fundraising, management and administration) is in line with the growth in revenues.

The net result is expected to exceed one million euros, most of which will be added to the appropriated funds for the financing of future project expenses. Around EUR 229,700 will be added to the free reserves.

<i>amount in euros</i>	
<b>INCOME</b>	
Private donors	1,493,500
Corporate donors	4,444,120
Nonprofit organisations	2,883,170
Governments, grants and subsidies	658,320
Income from the sale of products or services	2,400,000
<b>Total income</b>	<b>11,879,110</b>
<b>EXPENSES</b>	
Expenditure on objectives:	
Regreening projects	7,653,600
Awareness projects	1,832,320
Costs of fundraising	330,300
Costs of management and administration	870,090
Financial expenses	2,400
<b>Total expenses</b>	<b>10,688,710</b>
<b>Net result</b>	<b>1,190,400</b>
<b>Appropriation of result</b>	
Withdrawal from appropriated funds	(1,951,450)
Addition to appropriated funds	2,972,150
Withdrawal from appropriated reserves	(75,000)
Addition to continuity reserve	15,000
<b>Addition to free reserves</b>	<b>229,700</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 programs in countries most impacted by climate change and the creation of global social awareness for climate action. The Foundation is a non-profit organisation registered at the Chamber of Commerce in Amsterdam under number 51457008. We hold offices in Amsterdam, the Netherlands, and Nairobi, Kenya.

## Boards

The Executive Board of the Foundation (Board of Directors) consists of Mrs. Marjolein Albers (Chair), Mr. Niels Dierckx and Mr. Wessel van Eeden.

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 four members. One member of the Supervisory Board left in September and one member in December 2022.

## 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.

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.





## 2. BALANCE SHEET

### 2. Balance Sheet

(after appropriation of result)

amounts in euros	Note	12/31/2022		12/31/2021	
<b>ASSETS</b>					
Fixed assets					
Tangible fixed assets	5.3.1	65,654		34,021	
Current assets					
Receivables	5.3.2	930,080	412,638		
Cash at bank and in hand	5.3.3	<u>4,916,395</u>	<u>2,362,105</u>		
		5,846,475		2,774,743	
<b>Total assets</b>		<b>5,912,129</b>		<b>2,808,764</b>	
<b>LIABILITIES</b>					
Reserves and funds					
Continuity reserve	5.3.4	900,000	700,000		
Other free reserves	5.3.5	1,080,649	684,006		
Appropriated reserves	5.3.6	75,000	-		
Appropriated funds	5.3.7	<u>2,746,110</u>	<u>738,892</u>		
		4,801,759		2,122,898	
Liabilities	5.3.8		1,110,370		685,866
<b>Total liabilities</b>		<b>5,912,129</b>		<b>2,808,764</b>	

## 3. STATEMENT OF INCOME AND EXPENSES



### 3. Statement of income and expenses

<i>amounts in euros</i>	Note	Realised 2022	Budget 2022	Realised 2021
<b>INCOME</b>				
Income from private donors	5.4.1	1,328,183	1,262,680	1,099,558
Income from companies	5.4.2	3,106,566	2,692,330	1,952,358
Income from non-profit organisations	5.4.3	1,398,067	2,318,720	1,106,271
Governments, grants and subsidies	5.4.4	416,077	712,250	52,734
Income from lottery organisations	5.4.5	1,000,000	-	-
Income from sale of products or services	5.4.6	250,000	-	-
<b>Total income</b>		<b>7,498,893</b>	<b>6,985,980</b>	<b>4,210,921</b>
<b>EXPENSES</b>				
Spent on objectives				
Regreening projects	5.4.7	3,396,940	4,488,075	1,945,778
Awareness projects	5.4.8	652,787	1,354,055	717,669
Total spent on objectives		4,049,727	5,842,130	2,663,447
Costs of fundraising	5.4.9	243,392	356,495	379,492
Costs management and administration	5.4.10	510,831	456,095	304,480
<b>Total expenses</b>		<b>4,803,950</b>	<b>6,654,720</b>	<b>3,347,419</b>
Result before financial income and expenses		2,694,943	331,260	863,502
<b>FINANCIAL INCOME AND EXPENSES</b>				
Interest bank and similar expenses		8,880	7,860	3,346
Banking costs		7,202	5,400	4,641
<b>Result of financial income and expenses</b>		<b>( 16,082)</b>	<b>( 13,260)</b>	<b>( 7,987)</b>
<b>Net result</b>		<b>2,678,861</b>	<b>318,000</b>	<b>855,515</b>
<b>Appropriation of result</b>				
Addition to appropriated funds		2,007,218	244,025	394,570
Addition to appropriated reserves		75,000	-	-
Addition to continuity reserve		200,000	-	-
<b>Addition to free reserves</b>		<b>396,643</b>	<b>73,975</b>	<b>460,945</b>

## 4. CASH FLOW STATEMENT

### 4. Cash Flow Statement

amounts in euros

	2022	2021
<b>Cash flow from operating activities</b>		
Net result	2,678,861	855,515
Depreciation of assets	12,334	7,978
<i>Changes in working capital</i>		
(Increase)/ decrease in debtors	( 380,142)	( 180,973)
(Increase)/ decrease in other receivables	( 137,300)	( 130,765)
Increase/ (decrease) in accounts payable	336,140	79,345
Increase/ (decrease) in other liabilities	88,365	102,540
Total changes in working capital	( 92,938)	( 129,853)
<b>Net cash flow from operating activities</b>	<b>2,598,257</b>	<b>733,640</b>
Net cash used in investing activities	( 43,967)	( 16,592)
Net cash from financing activities		
<b>Net increase in cash and cash equivalents</b>	<b>2,554,290</b>	<b>717,048</b>
Cash and cash equivalents at the beginning of the year	2,362,105	1,645,057
<b>Cash and cash equivalents at the end of the year</b>	<b>4,916,395</b>	<b>2,362,105</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 2022 to 31 December 2022. All amounts are stated in euros, unless indicated otherwise.

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

Valuation of liabilities and determination of the result 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. Presented total amounts can deviate by a maximum of 1 EUR 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 and vehicles are depreciated over five years and office furniture over 10 years, both on a linear basis.

### Accounts receivable

Receivables are valued at amortised cost price. This is usually equal to the nominal value. Provisions deemed necessary for possible bad debt losses are deducted. These provisions are determined by individual assessment of the receivables.

### Cash at bank

Cash and cash equivalents are valued at face value. Balances in foreign currencies are revalued at the year end exchange rate.

### Current liabilities

On initial recognition, current liabilities are recognised at fair value. After initial recognition, current liabilities are recognised at the amortised cost price, being the amount received taking into account any premiums, discounts or transaction costs. This is usually the nominal value.

## 5. NOTES TO THE FINANCIAL STATEMENTS

### **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 greening programs including their financing can be handed over to a third party and hence do not require additional funds.

### **Appropriated reserve**

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

### **Appropriated funds**

In the appropriated funds, all donations with a specific objective given by the donor, that have not been (completely) realised in the current year, are included to the extent that there is no repayment obligation. The balance of the appropriated funds will be spent on Justdiggitt programs in the future.

### **Donations received in advance**

Donations received in advance consist mainly of donations with a specific objective given by the donor and a repayment obligation in case the funds are not (all) spent, that have not been (completely) realised in the current year. These funds will be added proportionally to the results in the years of effectuation of the projects.

Also included are donations without a specific objective given by the donors, that have been paid in advance for future years. These funds will be added to the result in the years to which they have been pledged.

### **Income**

Unconditional donations and gifts are included in the statement of income and expenditures when they are received. When donations without a repayment obligation are intended for funding projects for several years, the part of donation that has been received in the reporting period is included in income in the corresponding year. Any unused funds at the end of the reporting year are allocated to the appropriated funds.

Donations received for specific projects that are not completed before the year ends, and which have a repayment obligation, are only recognised as income to the extent that the corresponding costs have been made. Any remaining funds are recorded on the balance sheet under donations received in advance.

Contributions from donors to specific projects starting after the balance sheet date are added to payments received in advance and will be added proportionally to the results in the years of effectuation of the projects.

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

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





## 5. NOTES TO THE FINANCIAL STATEMENTS

### **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 programs, awareness (campaigns), fundraising or management and administration costs.

All directly attributable costs are allocated directly. All personnel expenses are allocated to the activities based on an estimation of FTEs per activity. Both income and expenses are accounted for on an accrual basis.

### **Cash flow statement**

The cash flow statement has been prepared using the indirect method. The cash items disclosed in the cash flow statement comprise cash and cash equivalents, and there are no deposits or other investments. Cash flows in foreign currencies have been converted to euros at the applicable exchange rate at the time of the transaction.

# 5. NOTES TO THE FINANCIAL STATEMENTS

## 5.3 NOTES TO THE BALANCE SHEET

amounts in euros

### 5.3.1 Tangible Fixed Assets

	2022	2021
Opening balance:		
Historical cost price	51,990	35,398
Accumulated depreciation	(17,969)	(9,991)
<b>Net book value 1 January</b>	<b>34,021</b>	<b>25,407</b>
Movements:		
Additions	46,808	17,860
Disposals	(2,841)	(1,268)
Depreciation for the year	(12,334)	(7,978)
<b>Total movements during the year</b>	<b>31,633</b>	<b>8,614</b>
Closing balance:		
Historical cost price	97,234	51,990
Accumulated depreciation	(31,580)	(17,969)
<b>Net book value 31 December</b>	<b>65,654</b>	<b>34,021</b>

Investments made during 2022 are mainly computers for new staff in the Netherlands and ROEA and a vehicle for our operations in East Africa.

All assets are held for operations.

### 5.3.2 Receivables

	12/31/2022	12/31/2021
Donations receivable	238,526	170,188
Debtors	576,935	196,793
Other receivables and prepayments	114,619	45,657
	<b>930,080</b>	<b>412,638</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 2022, but not yet received, are recorded under debtors.

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 2023.

### 5.3.3 Cash at Bank and in Hand

	12/31/2022	12/31/2021
Rabobank accounts	1,987,559	1,236,724
ABN AMRO accounts	2,175,804	752,333
Standard Chartered accounts	616,417	289,465
PayPal account	135,342	81,856
Cash and cash equivalents	1,272	1,727
	<b>4,916,395</b>	<b>2,362,105</b>

The Standard Chartered bank accounts are held in Kenya; Rabobank and ABN AMRO in the Netherlands.

## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.3.4 Continuity Reserve

	12/31/2022	12/31/2021
Balance as at January 1 <sup>st</sup>	700,000	700,000
Addition	200,000	-
	<b>900,000</b>	<b>700,000</b>

The continuity reserve has been recalculated 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. This calculation led to an increase of EUR 200,000 making the total reserve EUR 900,000.

### 5.3.5 Other free reserves

	12/31/2022	12/31/2021
Balance as at January 1 <sup>st</sup>	684,006	223,061
Withdrawal from/ (addition to) appropriated funds	( 2,007,218)	( 394,570)
Withdrawal from/ (addition to) continuity reserve	( 200,000)	-
Withdrawal from/ (addition to) appropriated reserves	( 75,000)	-
Result of current year	2,678,861	855,515
	<b>1,080,649</b>	<b>684,006</b>

### 5.3.6 Appropriated Reserves

	12/31/2022	12/31/2021
Balance as at January 1 <sup>st</sup>	-	-
Withdrawal during the year	-	-
Addition during the year	75,000	-
	<b>75,000</b>	<b>-</b>

In order to be able to start a pilot program in Senegal, the Board of Directors set aside 75,000 EUR into an appropriated reserve.

### 5.3.7 Appropriated Funds

	12/31/2022	12/31/2021
Balance as at January 1 <sup>st</sup>	738,892	344,322
Withdrawal during the year	( 644,902)	( 344,322)
Addition during the year	2,652,120	738,892
	<b>2,746,110</b>	<b>738,892</b>

As a result of increasing donations, the appropriated funds also kept growing. During 2022 an amount of EUR 2,652,120 has been added to the appropriated funds and EUR 644,902 has been withdrawn from the previous year's balance.

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

### 5.3.8 Liabilities

	12/31/2022	12/31/2021
Personnel costs	128,052	93,636
Accrued expenses	39,345	95,298
Accounts payable	453,827	117,687
Wage taxes and social security contributions	11,542	2,204
Donations received in advance	402,604	376,022
Unearned revenue	75,000	1,019
	<b>1,110,370</b>	<b>685,866</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 yet by the end of the year.

Accounts payables consist of amounts due to suppliers for goods or services received that have not been paid for yet by 31 December 2022. The balance is subject to the timing of invoices; shortly before the end of the year we received two larger invoices from one of our main suppliers.

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

Donations received in advance mainly consist of the remaining funds from four donors (GIZ, Conservation International, Aidenvironment and Erbacher) that have not been spent during the year. These funds will be spent on their designated objectives during 2023.

A smaller part of the donations received in advance concern the donation/loan agreements of seven Rainmakers (Rainmakers are a dedicated group of individuals that support Justdiggitt, in particular with innovative projects), an amount of EUR 44,000 of which has a long-term character (2021: EUR 32,000).

Unearned revenue represents invoices for donations that were sent during 2022 but do not have an unconditional payment obligation, and the funds are to be spent in 2023 (or later).

## 5. NOTES TO THE FINANCIAL STATEMENTS

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

Justdiggit has rental agreements for its offices in Amsterdam and Nairobi. The agreement for the office in Nairobi runs till the end of June 2023 with a three-month notice period. The agreement for the Amsterdam office runs until the end of May 2025.

The total rent commitments for 2023 amount to EUR 89,879 and for the remaining contract period EUR 79,853.

## 5.4 NOTES TO THE STATEMENT OF INCOME AND EXPENSES

### 5.4.1 Income from private donors

	2022	2021
Consumer donations	1,177,917	946,136
Bunds	150,265	153,422
<b>Total</b>	<b>1,328,183</b>	<b>1,099,558</b>

Income from private donors is the sum of income from individual Rainmakers and consumer donations. Consumer donations can be generic or specific for the digging of bunds.

Consumer donations increased 21% this year (2021: 55%) and exceeded the budget by 5%.

### 5.4.2 Income from companies

	2022	2021
Company donations 50,000 euros or more	2,369,754	1,463,824
Company donations under 50,000 euros	736,812	488,534
<b>Total</b>	<b>3,106,566</b>	<b>1,952,358</b>

During 2022, Justdiggit's income from companies continued to grow and increased by 59% and exceeded the budget by 15%. Ten new large donors (EUR 50,000 or more) were acquired, and the number of smaller partners increased by 19%.

### 5.4.3 Income from non-profit organisations

	2022	2021
International NGOs	634,760	444,382
Other foundations and non-profit organisations	763,307	661,889
<b>Total</b>	<b>1,398,067</b>	<b>1,106,271</b>

Income from non-profit organisations increased by 26% this year. We welcomed a few new foundations and saw no change in the number of international NGOs. In 2022 we started with a new co-funded greening project in northern Tanzania.

Income from non-profit organisations stayed behind budget (40%) due to delays in contracting and procurement processes for some large programs.





## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.4.4 Governments, grants and subsidies

	2022	2021
Young Expert Programmes (YEP) subsidy	18,054	18,564
Government grant	398,022	34,170
<b>Total</b>	<b>416,077</b>	<b>52,734</b>

The Forests for Future program that started in 2021 has picked up speed in 2022, representing most of the revenue growth in this area. Income was however below budget, but will be caught up with in 2023 when the project comes to an end.

### 5.4.5 Income from lottery organisations

	2022	2021
Income from lotteries	1,000,000	-
<b>Total</b>	<b>1,000,000</b>	<b>-</b>

In January 2022, Justdiggitt acquired a donation from the Dutch Postcode Lottery. This amount is recognised as revenue and is used to fund Justdiggitt's Moving Beyond Program. The amount of the donation not spent in 2022 has been added to the appropriated funds.

### 5.4.6 Income from the sale of products or services

	2022	2021
Restoration activities	250,000	-
<b>Total</b>	<b>250,000</b>	<b>-</b>

In 2022 we partnered with TreebyTree, a company that sells a corporate gifting experience where trees are brought back in Africa.

## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.4.7 Regreening Projects

	2022	2021
<b>Direct project expenses</b>		
<i>Growing own programs</i>		
Kenya - Chyulu landscape	677,240	303,582
Kenya - Amboseli landscape	8,267	12,494
Kenya - South Rift landscape	180,583	257,747
Tanzania - Central Tanzanian landscapes	959,115	668,106
Tanzania - Northern Tanzanian landscapes	308,061	76,369
<i>Boosting other programs</i>		
Ethiopia, Madagascar, Togo - Forests for Future	358,579	30,784
Kenya - Restore Africa Program	10,150	-
<i>Moving beyond programs</i>	234,952	-
<i>Innovation and other programs</i>		
Dig App	-	27,951
Program Innovation - Moving beyond programs	-	183,503
Other projects	73,129	-
<b>Total direct project expenses</b>	<b>2,810,076</b>	<b>1,560,536</b>
<b>General project expenses</b>		
Personnel expenses	445,119	346,396
Travel expenses and business development	42,589	14,865
Other personnel expenses	14,378	12,776
Other expenses	84,778	11,205
<b>Total general project expenses</b>	<b>586,864</b>	<b>385,242</b>
<b>Total costs regreening projects</b>	<b>3,396,940</b>	<b>1,945,778</b>

#### Growing own programs

Program activities in the Chyulu landscape increased significantly as a result of the TWENDE program that has picked up speed, but also many new bund digging programs that started whilst existing ones are continuing.

The activities in the Central Tanzanian landscape continue to grow as the donations from companies also keep increasing.

Programs in the Northern Tanzanian landscapes started in 2021 and have expanded quickly during 2022 which explains the significant increase in expenses.

#### Boosting other programs

The Forests for Future program, in which Justdiggit started participating at the end of 2021, has been fully operational during 2022, hence the increase in costs.

Towards the end of 2022, a few activities took place in preparation for the Restore Africa program which will start its implementation phase in the second quarter of 2023.







## 5. NOTES TO THE FINANCIAL STATEMENTS

### **Moving beyond programs**

During 2021 JustdiggIt started developing its 'Moving Beyond Programs' pilot which aims to help farmers and pastoralists regreen their own land without a physical program on the ground but rather with the help of a mobile platform. In 2022 sufficient funds were raised to further this program and start developing the digital platform. The main donation was received from the Dutch Postcode Lottery that funded the program for 1 million euros.

### **Innovation and other programs**

During 2022 no further improvements were made to the Dig App. Other projects consisted mainly of the development of an online tool for farmers which they can use to regreen their land.

### **General program expenses**

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

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

Travel expenses increased as a result of the growing number of staff and their travels to project areas, and the lifting of the COVID-19 travel restrictions.

The increase in other expenses is largely due to costs that were made for Boosting other programs that could not be allocated to one program in particular.

## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.4.8 Awareness Projects

	2022	2021
<b>Awareness General</b>		
Direct awareness expenses	113,240	101,534
Personnel expenses	171,953	170,596
Travel expenses	26,974	16,574
Other personnel expenses	33,417	6,148
Other expenses	7,477	6,784
<b>Total</b>	<b>353,061</b>	<b>301,636</b>
<b>Awareness Europe</b>		
Direct awareness expenses	59,291	117,927
Personnel expenses	95,881	71,726
Travel expenses	8,499	4,049
Other personnel expenses	52,969	29,297
Other expenses	6,882	587
<b>Total</b>	<b>223,522</b>	<b>223,586</b>
<b>Awareness Africa</b>		
Direct awareness expenses	4,578	13,460
Personnel expenses	27,972	36,178
Travel expenses	26,997	3,444
Other personnel expenses	14,650	776
Other expenses	2,007	897
<b>Total</b>	<b>76,203</b>	<b>54,755</b>
<b>Other Projects</b>		
Music and Events	-	53,477
AFR100 Documentary	-	84,215
<b>Total</b>	<b>-</b>	<b>137,692</b>
<b>Total costs awareness projects</b>	<b>652,787</b>	<b>717,669</b>

Justdiggitt 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.

In 2022 Justdiggitt launched a new video campaign, most of which was sponsored in kind. This campaign was also visible in cinemas across the Netherlands and the United Kingdom.

In 2021 Justdiggitt launched a new brand identity and campaign which resulted in relatively high costs compared to 2022. Also, a few planned activities did not take place in 2022, which meant that costs stayed behind budget.

Personnel expenses increased mainly in Europe where additional staff was hired due to increased activities and geographically expanding awareness campaigns.

Travel expenses increased in 2022 as COVID-19 restrictions were lifted.

Other personnel expenses include the hiring of external contractors such as a copywriter, consultants for boosting awareness in the UK and Africa, and filmmakers.



## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.4.9 Costs of fundraising

	2022	2021
Fundraising costs	6,215	17,378
Personnel expenses	179,400	312,861
Travel expenses	7,515	15,254
External hires	32,654	7,760
Other personnel expenses	8,397	2,669
Business development costs	9,211	23,570
<b>Total costs fundraising</b>	<b>243,392</b>	<b>379,492</b>

#### Fundraising costs

Fundraising costs are the fees that are paid to the payment platforms that collect the consumer donations. In 2022 we switched from payment services provider. The new provider, Mollie, applies significantly reduced rates by means of a donation in kind.

#### Personnel expenses

In order to reflect the time that some employees spent on fundraising activities, part of their salaries were allocated to the fundraising activities. The leave of the business development manager and another staff member led to a decrease in personnel expenses.

#### Travel expenses

In 2022 trips were made to Kenia, Tanzania, New York and Ibiza for fundraising purposes. Due to the reduction in staff, travel costs were also lower than in 2021.

#### External hires

An external consultant was hired to create new global funding opportunities. In addition, a part-time business developer was hired in the UK in order to generate a funding stream there.

### Business development costs

Business development costs include advertising costs, part of the development of the new website and other expenses designed to help obtain funding, such as attending the Responsible Business Event in London.

### 5.4.10 Costs of management and administration

	2022	2021
Personnel expenses	246,703	156,048
Travel expenses	30,286	7,263
Other personnel expenses	40,015	6,803
Housing expenses	97,681	67,074
Office expenses	21,443	12,877
Administrative costs	14,532	25,373
Insurance costs	10,294	11,150
Auditors' costs	27,951	24,805
Depreciation expenses	9,791	7,277
Currency exchange differences	(12,535)	(20,141)
Other expenses	24,670	5,950
<b>Total</b>	<b>510,831</b>	<b>304,480</b>

Personnel expenses increased as a result of a few things. During most of 2021 there was a vacancy for an office manager, which was filled in December of that year. Salaries increased and towards the end of 2022 an additional finance manager and office manager in the ROEA were hired.

Travel expenses and other personnel expenses increased in 2022 as COVID-19 restrictions were lifted. Lunch was provided in the Amsterdam office, team events were being organised and a one-time compensation was paid to all staff to compensate for the steeply increased costs of living during the year.

Because of the growth of the team in Kenya, the office space in Nairobi was increased which led to an increase in housing costs.

Office expenses and administrative costs increased mainly as a result of the ROEA and an increase in staff numbers.

The majority of the currency exchange difference can be explained by a favourable US dollar rate, by which our US dollar bank accounts were revalued on 31 December 2022.

Other expenses consisted mainly of an event organised by Justdiggitt in Nairobi for all African partners, subscriptions and promotional items.

## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.4.11 Personnel expenses

	2022	2021
Wages and salaries	1,430,752	1,225,391
Social security contributions	166,486	153,409
Other employee benefits	155,177	139,647
<b>Total</b>	<b>1,752,415</b>	<b>1,518,447</b>
Average number of FTEs during the year	33.9	24.7
<i>of which interns</i>	2.9	3.9
FTEs in Europe	22.6	20.0
FTEs in Africa	11.3	4.7

The average number of FTEs increased by 37% in 2022 as a result of a number of new hires, especially in our Programs department. The salary costs increased by 17% due to a lower average salary cost in Kenya, an increase in interns who are only paid a small monthly amount and new hires in the Netherlands that are hired late in 2022.

Social security contributions in Kenya are relatively low, hence the relatively low increase in these costs (9%).

Other employee benefits consist of accrued vacation days and expat allowances.

### 5.4.12 Spent on objectives

	2022	2021
spent on objectives as % of income	54.0%	63.3%
% of expenditures spent on objectives	84.3%	79.6%
% of expenditure spent on fundraising	5.1%	11.3%
% of expenditure spent on management and administration	10.6%	9.1%

The percentage of costs spent on objectives as a percentage of income decreased due to a relatively high net result, most of which was allocated to the appropriated funds. However, the percentage of costs spent on objectives increased to 84% compared to last year.



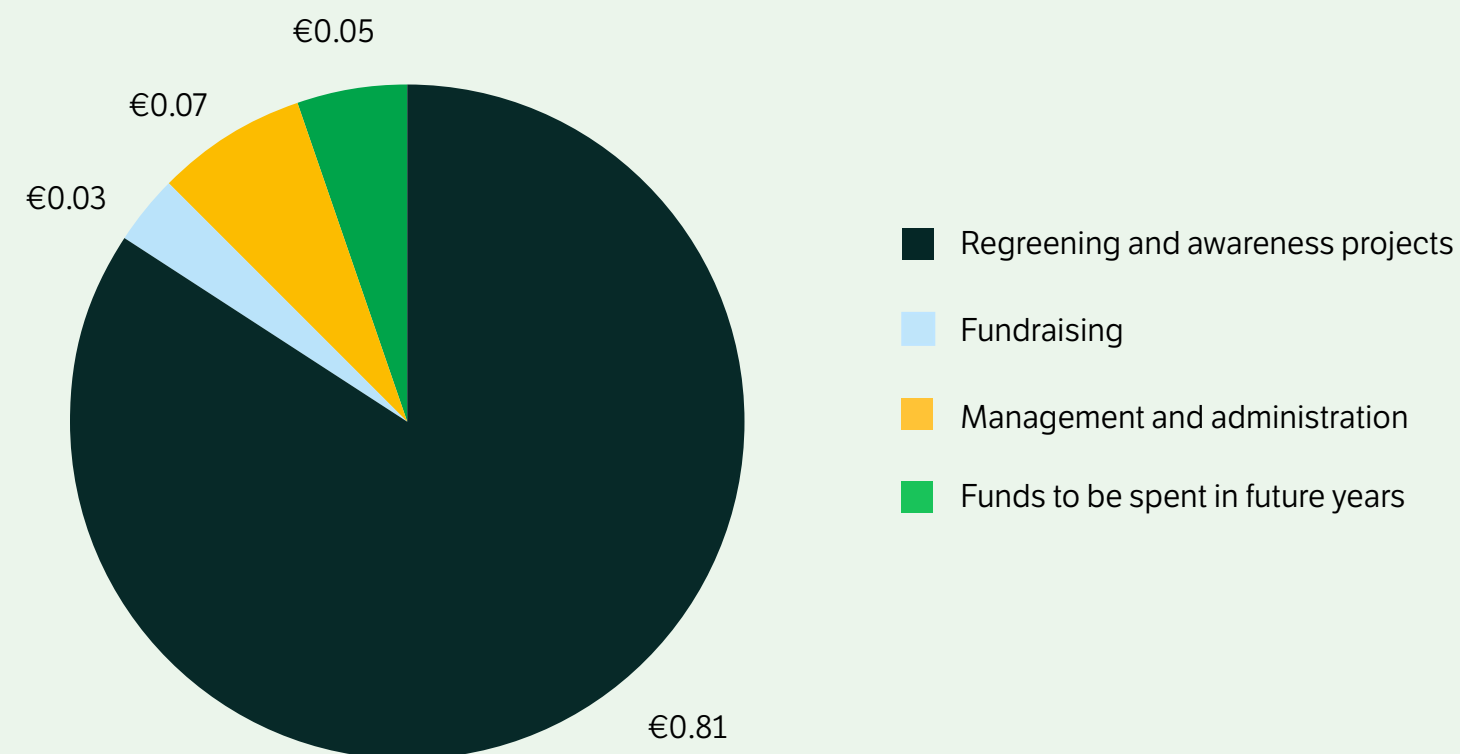
# 5. NOTES TO THE FINANCIAL STATEMENTS

## 5.5 ALLOCATION OF EXPENSES

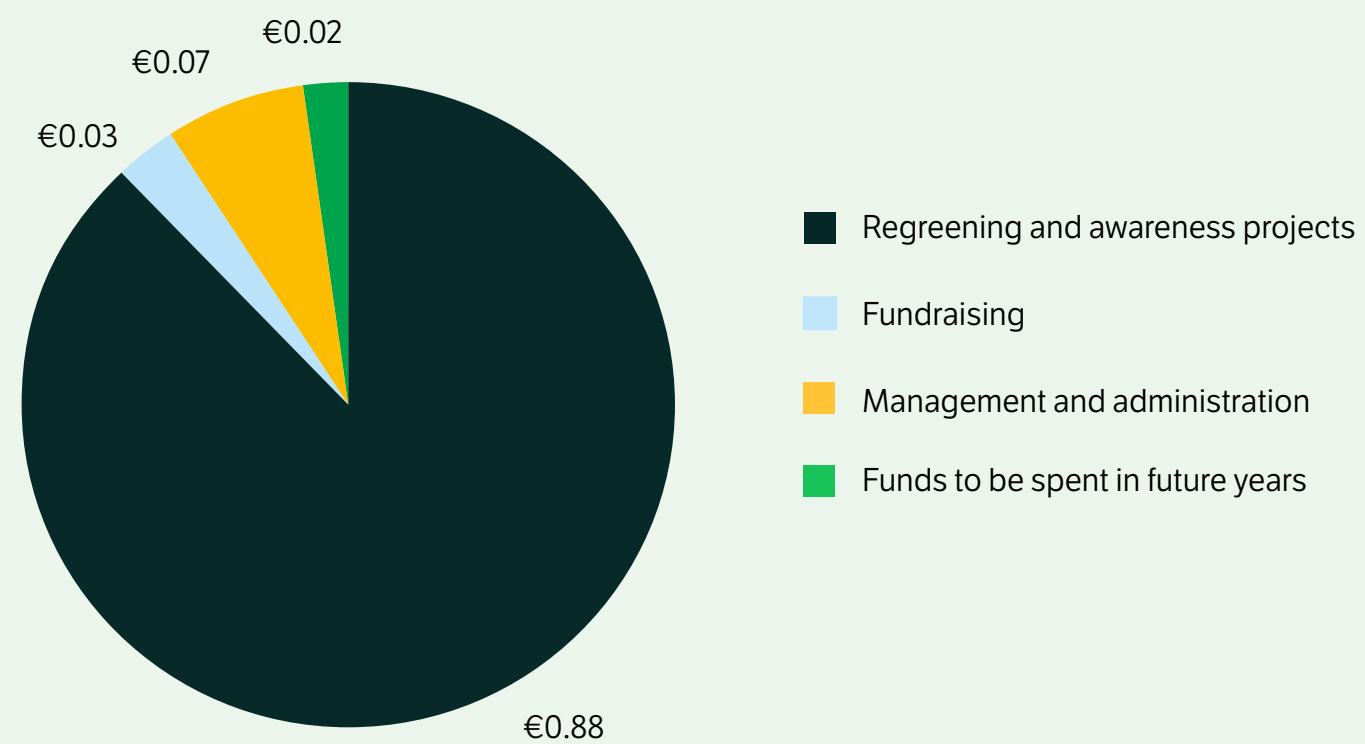
amounts in euros

Allocation	Objectives		Cost of fundraising	Cost of management and administration	Total 2022	Budget 2022	Total 2021
	Regreening projects	Awareness projects					
Direct project expenses	2,810,076	177,110			2,987,186	4,561,687	1,918,790
Personnel expenses	445,119	295,806	179,400	246,703	1,167,029	1,710,906	1,106,164
Office and other general expenses	141,745	179,871	63,992	264,128	649,736	395,387	322,464
<b>TOTAL</b>	<b>3,396,940</b>	<b>652,787</b>	<b>243,392</b>	<b>510,831</b>	<b>4,803,950</b>	<b>6,667,980</b>	<b>3,347,419</b>

1 euro donated in 2022 was spent on:



1 euro donated in 2023 will be spent on:



## 5. NOTES TO THE FINANCIAL STATEMENTS

### 5.6 PERSONNEL

On 31 December 2022, the Executive Board consisted of Mrs. Marjolein Albers (Managing Director), Mr. Niels Dierckx (Director Programs) and Mr. Wessel van Eeden (Global Director of Communications). The remuneration of the Board during 2022 includes holiday allowances and social security contributions, but no pension or other allowances.

Monthly gross salaries excluding 8% holiday allowances of the Board of Directors:

Managing Director: Marjolein Albers (1.0 FTE)	EUR 7,347.03
Director Programs: Niels Dierckx (0.9 FTE)	EUR 6,114.63
Global Director of Communications: Wessel van Eeden (1.0 FTE)	EUR 6,794.03

#### **Reward Supervisory Board**

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



# ACRONYMS

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

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



# AUDITOR'S REPORT

Auditors



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Reg.no.: 24425560

Stichting Justdiggit Foundation  
Prins Hendrikkade 25  
1012 TM AMSTERDAM

Date	Reference	Handled by
April 17, 2023	2304-03926\1018294\w0.1	mw. N. Erdogan

**Regarding**  
Auditor's Report 2022

Dear Sir, Mrs,

## INDEPENDENT AUDITOR'S REPORT

### A. Report on the audit of the financial statements 2022 included in the annual report

#### Our opinion

We have audited the financial statements 2022 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, 2022 and of its result for 2022 in accordance with RJ 650.

The financial statements comprise:

1. the balance sheet as at 31 December 2022;
2. the profit and loss account for 2022; and
3. the notes comprising of a summary of the accounting policies and other explanatory information.

#### Basis for our opinion

We conducted our audit in accordance with Dutch law, including the Dutch Standards of Auditing. Our responsibilities under those standards are further described in the 'Our responsibilities for the audit of the financial statements' section of our report.

We are independent of Stichting Justdiggit Foundation in accordance with the Verordening inzake de onafhankelijkheid van accountants bij assurance-opdrachten (ViO, Code of Ethics for Professional Accountants, a regulation with respect to independence) and other relevant independence regulations in the Netherlands. Furthermore we have complied with the Verordening gedrags- en beroepsregels accountants (VGBA, Dutch Code of Ethics).

We believe the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

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

Baker Tilly (Netherlands) N.V. is a public limited company and is the exclusive contracting party in respect of all 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.

Auditors



### B. Report on the other information included in the annual report

In addition to the financial statements and our auditor's report thereon, the annual report contains other information that consists of the report of the board of directors.

Based on the following procedures performed, we conclude that the other information:

- is consistent with the financial statements and does not contain material misstatements;
- contains the information as required by RJ 650.

We have read the other information. Based on our knowledge and understanding obtained through our audit of the financial statements or otherwise, we have considered whether the other information contains material misstatements.

By performing these procedures, we comply with the requirements of the Dutch Standard 720. The scope of the procedures performed is substantially less than the scope of those performed in our audit of the financial statements.

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

### C. Description of responsibilities regarding the financial statements

#### Responsibilities of management for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with RJ 650. Furthermore, management is responsible for such internal control as management determines is necessary to enable the preparation of the financial statements that are free from material misstatement, whether due to fraud or error.

As part of the preparation of the financial statements, management is responsible for assessing the foundation's ability to continue as a going concern. Based on the financial reporting framework mentioned, management should prepare the financial statements using the going concern basis of accounting, unless management either intends to liquidate the foundation or to cease operations, or has no realistic alternative but to do so.

Management should disclose events and circumstances that may cast significant doubt on the foundation's ability to continue as a going concern in the financial statements.

The supervisory board is responsible for overseeing the foundation's financial reporting process.

#### Our responsibilities for the audit of the financial statements

Our objective is to plan and perform the audit engagement in a manner that allows us to obtain sufficient and appropriate audit evidence for our opinion.

Our audit has been performed with a high, but not absolute, level of assurance, which means we may not detect all material errors and fraud during our audit.

Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. The materiality affects the nature, timing and extent of our audit procedures and the evaluation of the effect of identified misstatements on our opinion.

We have exercised professional judgement and have maintained professional scepticism throughout the audit, in accordance with Dutch Standards on Auditing, ethical requirements and independence requirements. Our audit included among others:

Auditors



- identifying and assessing the risks of material misstatement of the financial statements, whether due to fraud or error, designing and performing audit procedures responsive to those risks, and obtaining audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control;
- obtaining an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control;
- evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management;
- concluding on the appropriateness of management's use of the going concern basis of accounting, and based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the foundation's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause a foundation to cease to continue as a going concern.
- evaluating the overall presentation, structure and content of the financial statements, including the disclosures; and
- evaluating whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant findings in internal control that we identify during our audit.

Amsterdam, April 17, 2023

Kind regards,

drs. L. den Boer RA  
Director Audit