

June 15, 2023



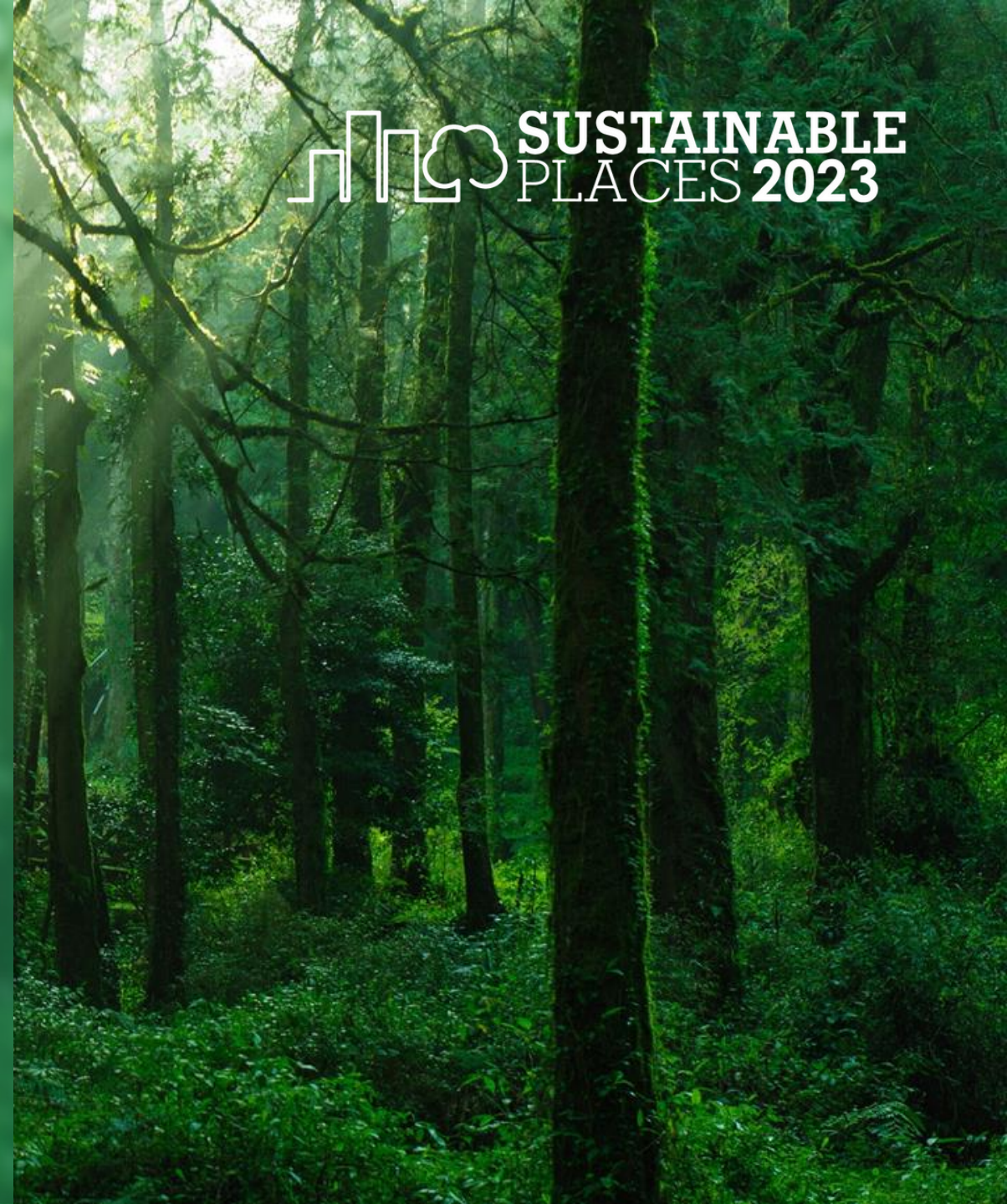
Let's plant together!

Sven Kallen - Founder Life Terra Foundation

www.lifeterra.eu



 **SUSTAINABLE
PLACES 2023**





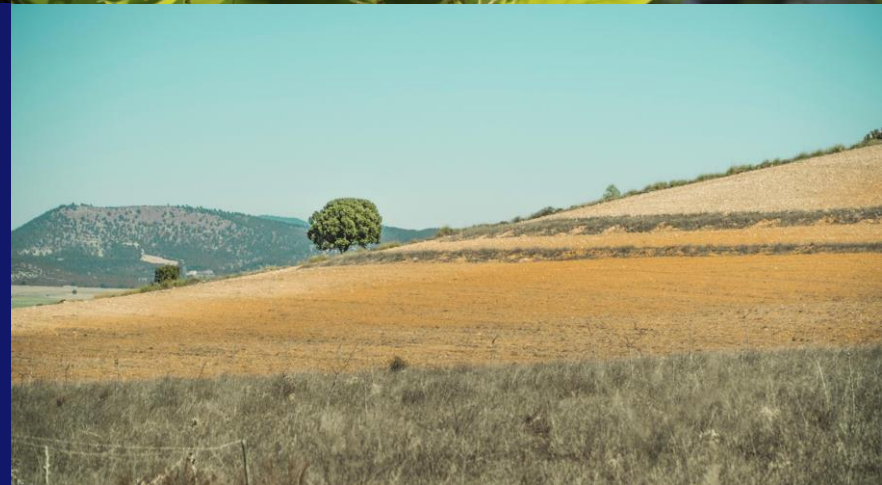
PLANT
TREES



GROW
FORESTS



RESTORE
EARTH



Climate Change: The greatest challenge of this century



A mixture of solutions that limit & remove carbon emissions are necessary

Carbon capture and storage (CCS) technologies are important to develop, but still inefficient, unfit for scaling, and extremely expensive



Tree planting is the least expensive & most effective solution



About Life Terra

500 million new trees for Europe

Life Terra is a foundation with a mission to restore our connection with the Earth and to enable people to take impactful climate action now.

We facilitate tree planting, educate future generations, and develop tree monitoring technology.

Strong pact



Life Terra is one of Europe's largest climate action initiatives. It brings together 17 experienced organisations from 8 countries and is led by the newly established Life Terra foundation.



What makes us unique



Plant the right tree in the right place, share knowledge and expertise



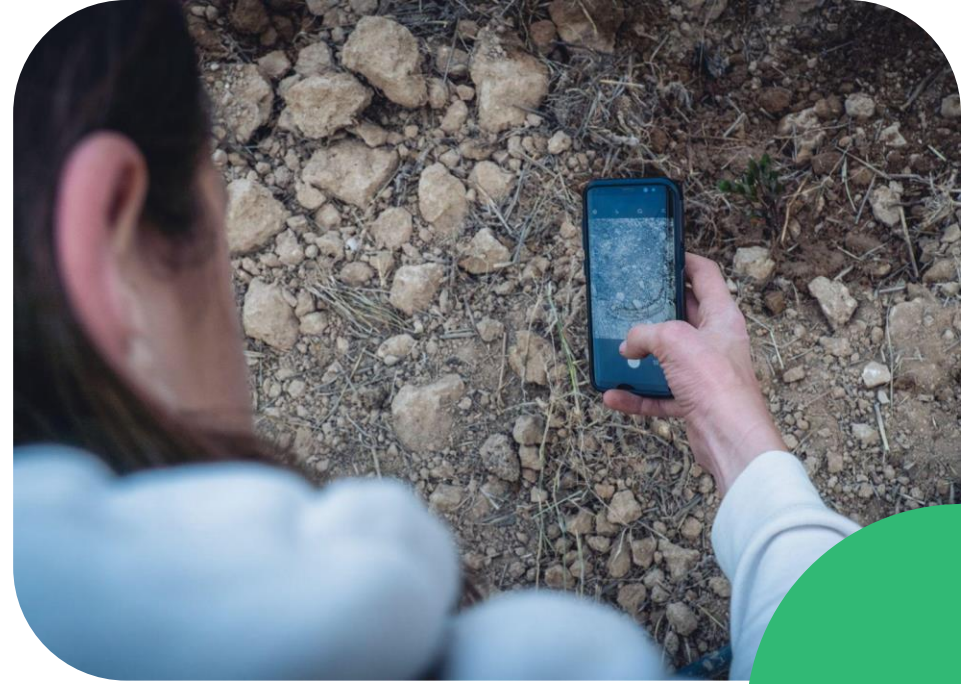
Monitor each tree planted, with our unique tracking system



Educate future generations, about sustainability and climate change



Build communities, because planting trees impacts society at large



Why trees?

- Planting trees is the most effective climate change option
- Planting 500 billion trees globally could remove 25% of existing carbon
- Big area's (twice the EU) are available for reforestation
- Requires limited political buy-in
- Modest financial investments
- It can be done now and everyone can get involved

*Based on studies from special report [Climate Change and Land](#) (IPPC), [The global tree restoration potential](#) (Science Magazine); The [trillion trees](#) solution (Crowther Institute); [Drawdown](#) (Paul Hawken)



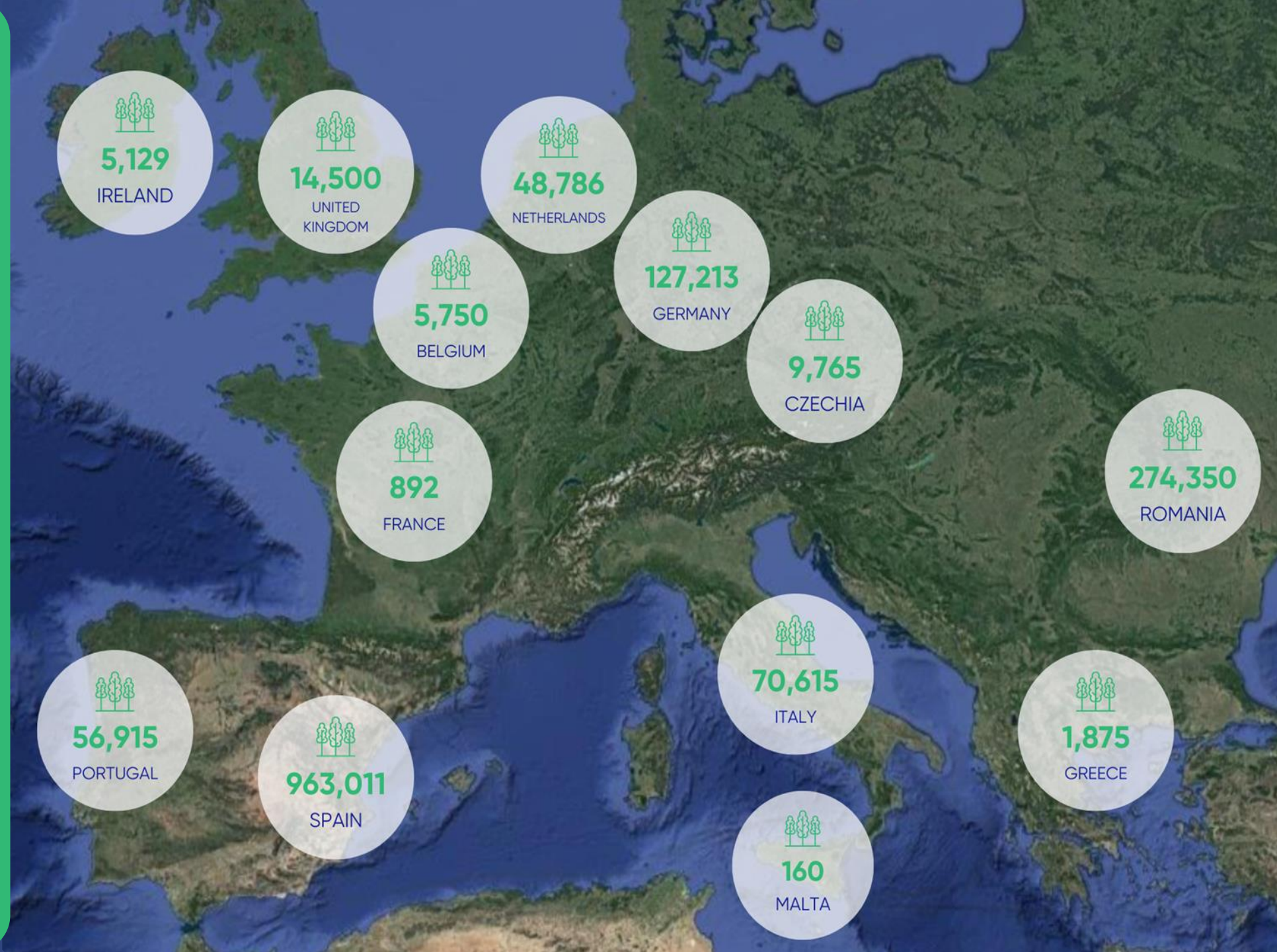
Planting trees with Life Terra enables you to:



- Engage in planting events
- Monitor and track app
- Strengthen brand and business
- Reduce carbon footprint
- Positive impact communities
- Tangible and relevant climate impact
- Contribution to sustainable development goals
- Be part of a unique movement to green our planet



Our impact in Europe





Las Rozas

(Madrid, Nov 2022)

More than 4.000 citizens joined to plant more than 4,000 native trees and shrubs.



Tree-planting and citizen mobilisation

- Las Rozas, a fast-growing city of 100,000 inhabitants, faces pressure on its green infrastructure due to urban development and climate change.
- The city was not only interested in the benefits of the trees (urban heat mitigation, increase water retention, etc), but also in creating citizen awareness and respect for the environment.
- Life Terra has successfully organised tree planting events with 200+ volunteers and delegates during COP25 (Dec '19), and 2 "citizen tree festivals" with 4,000+ citizens participating (Oct '21 and Nov '22).
- Plans for October 2023: family tree planting event targeting 5,000 citizens, tree planting events for 20+ classes from 10+ primary schools, & the creation of a diverse urban forest.
- Life Terra's tree planting initiatives have expanded to multiple European cities, including Nice, Den Bosch, Lisbon, Oostende, Dublin, Cologne, and Rome.





Miyawaki forest

(Nice 2022)

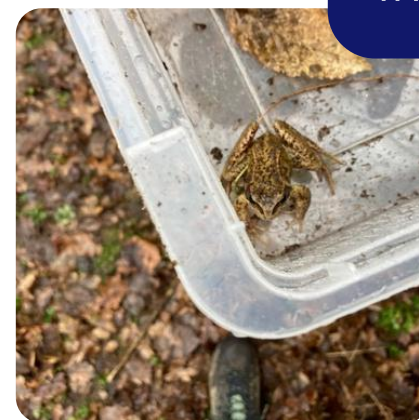
Converting a former car park into a vibrant new green area with the help of local citizens and kids.





School planting

(Den Bosch 2023)
AICS students pledged more than 800 trees and came together to plant them in Den Bosch.





Avans University

(Den Bosch 2021)
4,000 students received a tree as a gift for their graduation and some planted them themselves in Den Bosch.





How to join Life Terra:



Sustainable Team
Building



Become a Planting
Partner

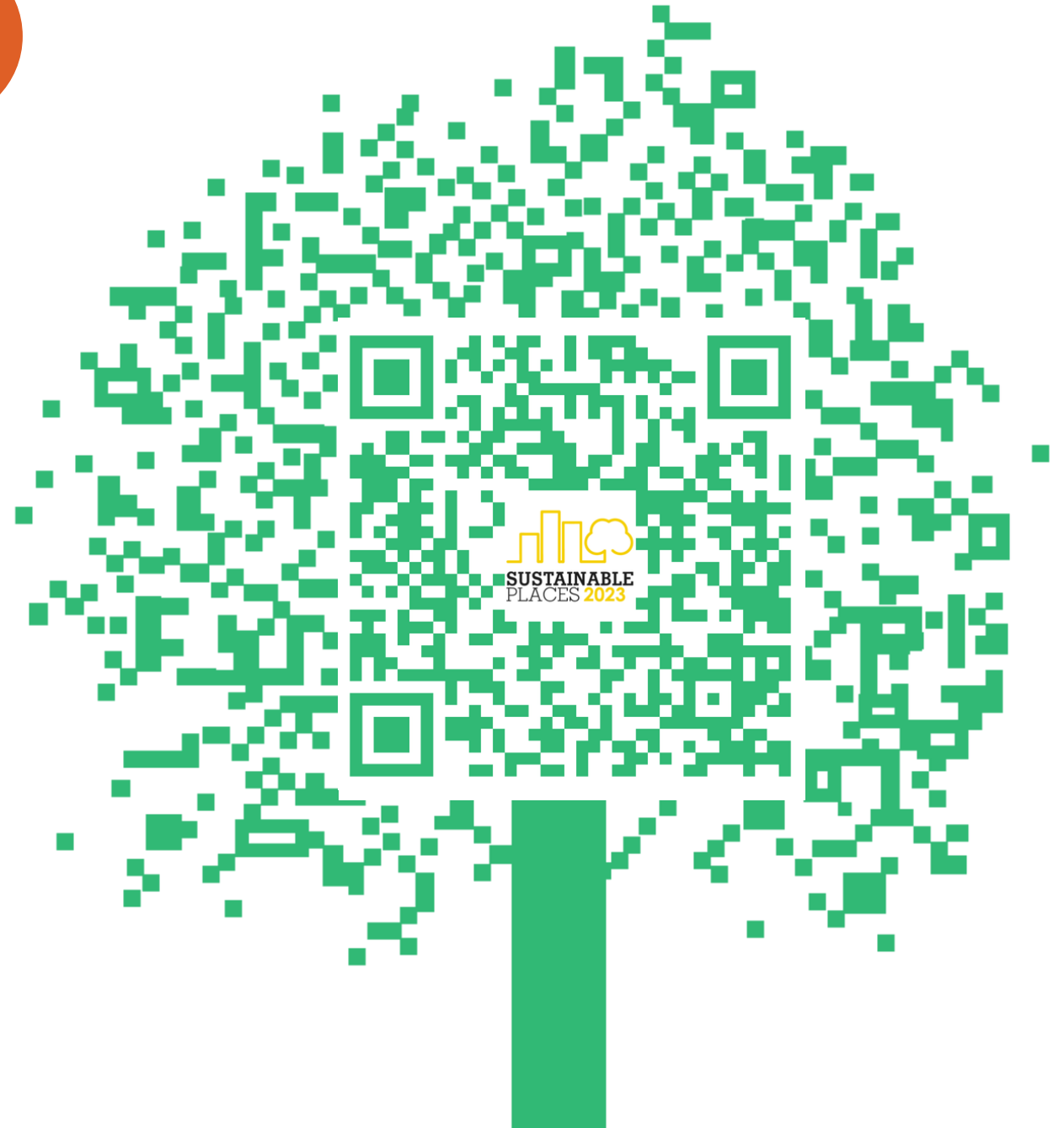


Tree Adoption

Adopt a tree now!

The Sustainable Places 2023 Organising Committee has adopted the first 1,000 trees to help offset the impact of the organisation and associated travels of the conference.

You can help by adopting more trees from La Junquera to support this agroforestry project and other restoration projects throughout Europe. Any small contribution will help us towards our mission.



June 14-16 2023

Madrid, Spain

Thank You!



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