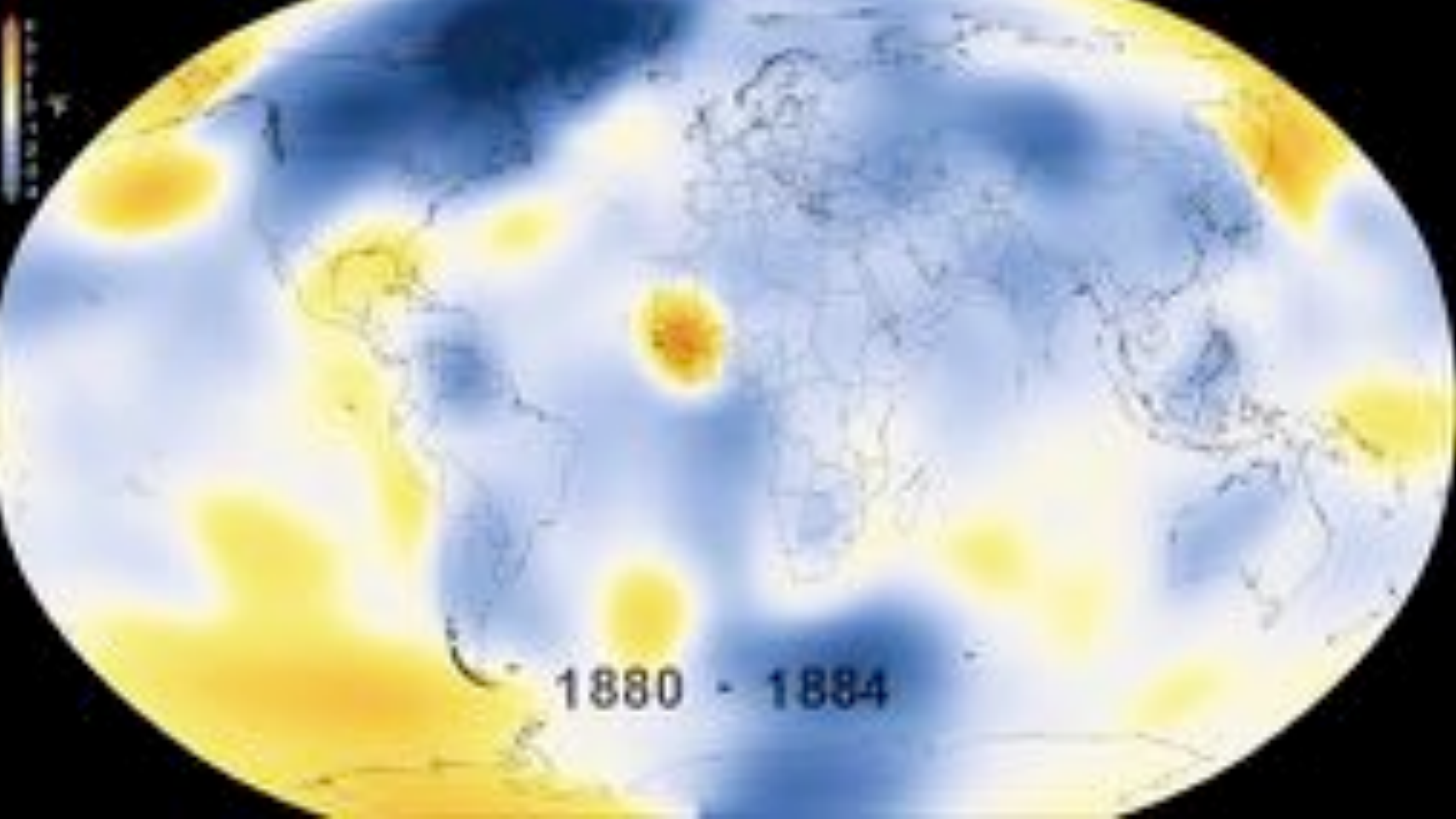


IF WE CAN
WARM UP
THE EARTH,
WE CAN ALSO
COOL IT DOWN



COOLING DOWN THE PLANET

JUSTGUILT.ORG



1880 - 1884



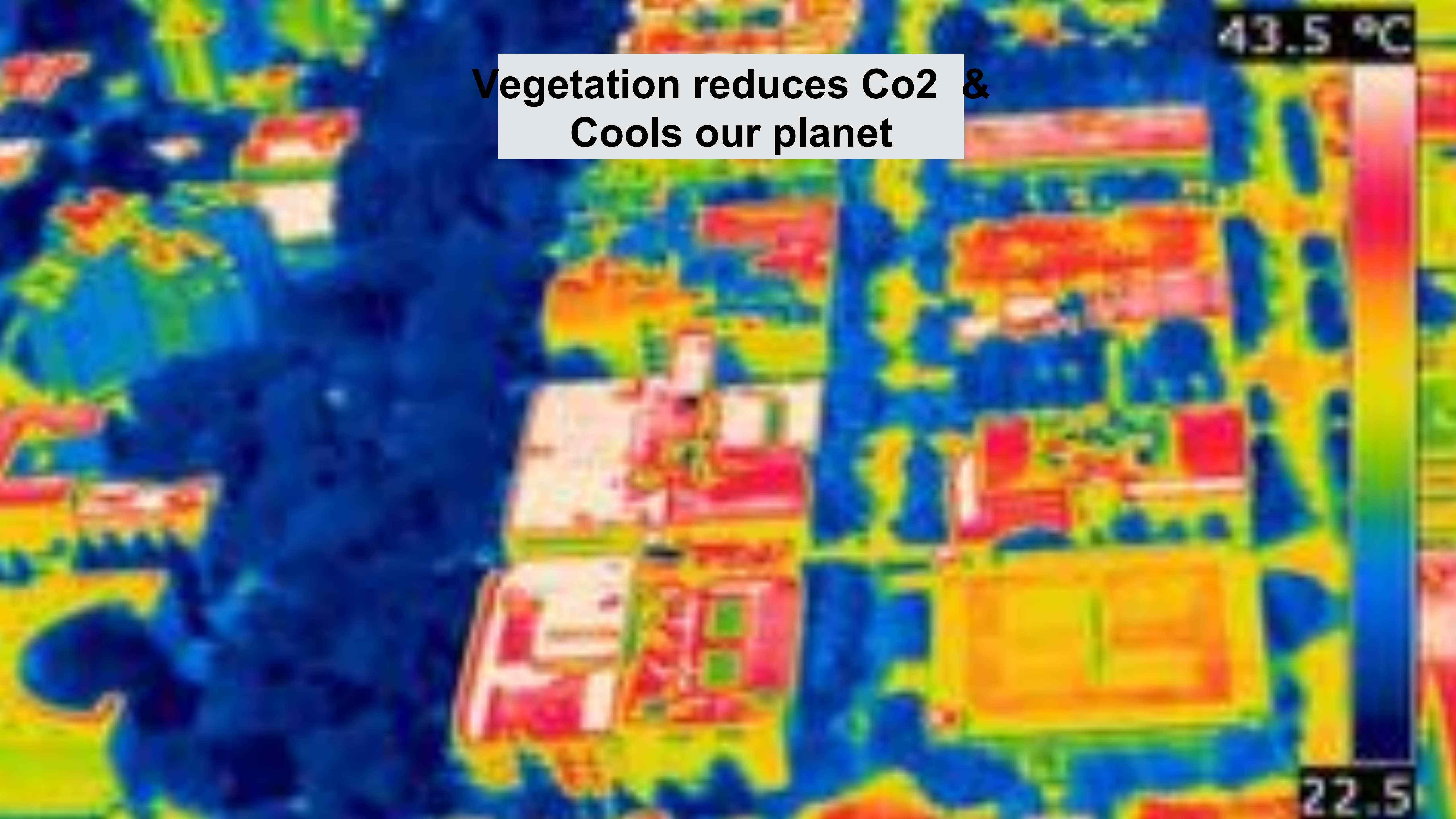
COOLING DOWN THE PLANET

JUSTDIGGIT.ORG

HOW WE DO IT



Vegetation reduces Co2 & Cools our planet



2 billion Ha can be restored (in red)



COOLING DOWN THE PLANET

JUSTDIGGIT.ORG



COOLING DOWN THE PLANET

JUSTDIGGIT.ORG

Tanzania: 80% rainwater lost
Morocco: 62% rainwater lost



MULTIPLE PROVEN TECHNIQUES



COOLING DOWN THE PLANET

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Rainwater harvesting



Agro-forestry



Climate resilient agriculture



WAGENINGEN UR

For quality of life





Drone picture (stil dry season just months after Justdigggit intervention)



COOLING DOWN THE PLANET

JUSTDIGGIT.ORG





COOLING DOWN THE PLANET

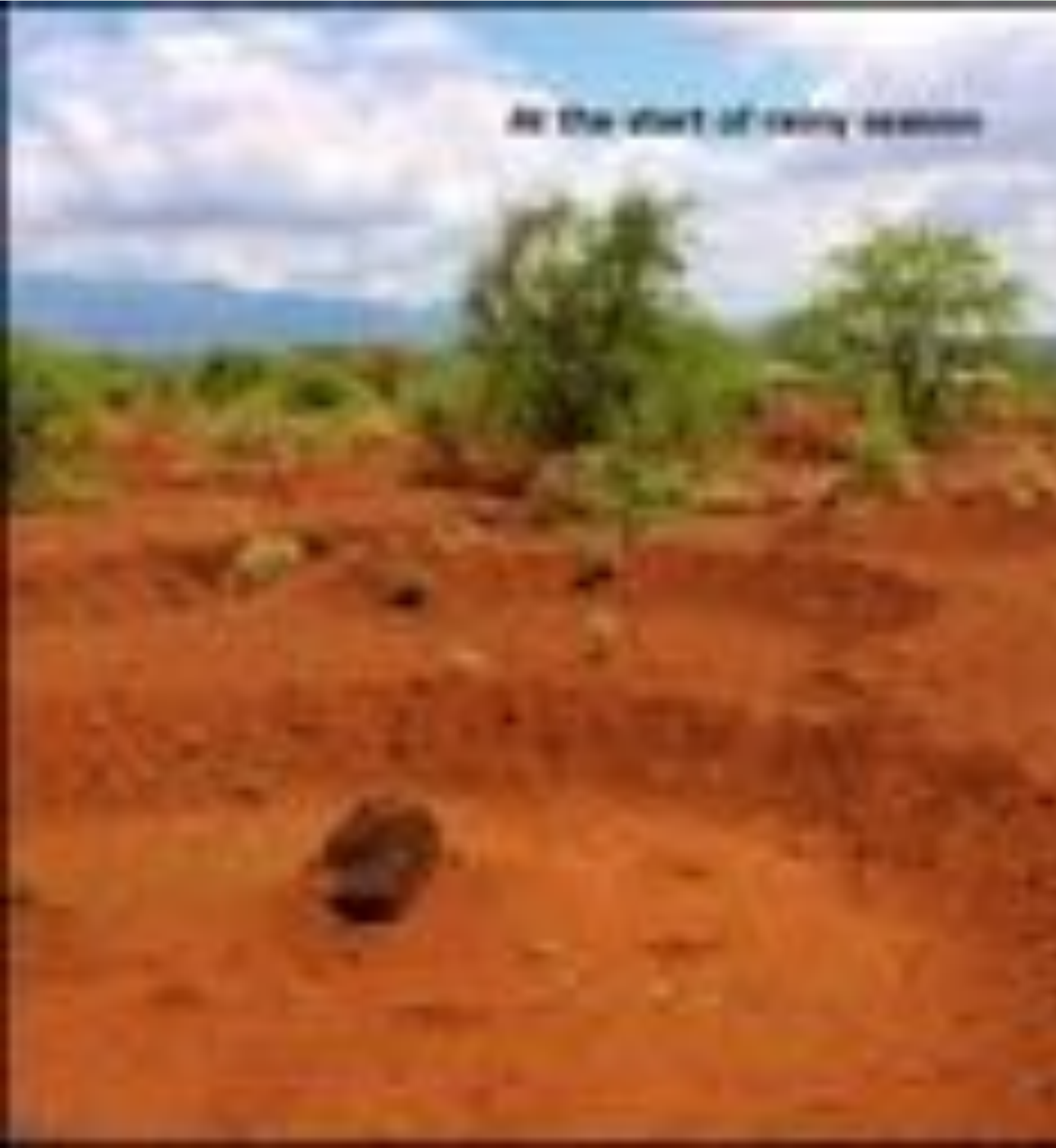
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Area with bunds



Neighboring area without bunds



At the start of rainy season



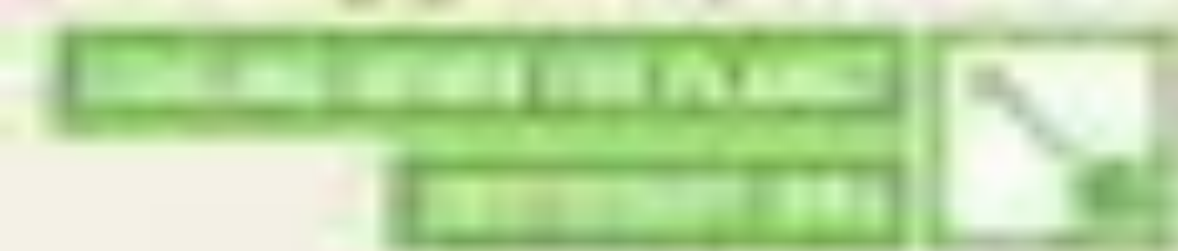
Midway rainy season

projects



Tanzania, Benin & Burkina Faso at COP22 signed by ministers





Climate: sustainable climate impact
The metric captures the decrease in the exposure of people to heat and the water table in the project area. The amount of groundwater that changes in an absolute and relative way compared to the baseline conditions, such as the level of the water table and the amount of water.

Key Indicators

- A decrease in average and extreme temperatures (°C)
- An increase in rainfall and decrease in evaporation (mm) and precipitation (mm) over the project period
- An increase in water table depth (m) above groundwater level ground level (m) and soil water (mm)

Other indicators

- Groundwater level (m)
- Humidity (%)
- Soil temperature (°C)

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MOVEMENT



COOLING DOWN THE PLANET

JUSTGROWTH.ORG



AMBASSADORS

We work together with great ambassadors who are supporting us voluntarily.

Left to right:
Desmond Tutu
Nobel Peace Prize winner and
Justdiggit's patron

Amara Onwuka
Presenter, artist and weather expert

André Kuipers
Astronaut

Jonathan Karpathios
Chef, restaurant owner

Floortje Dessing
Presenter

Reinier van den Berg
Weather expert



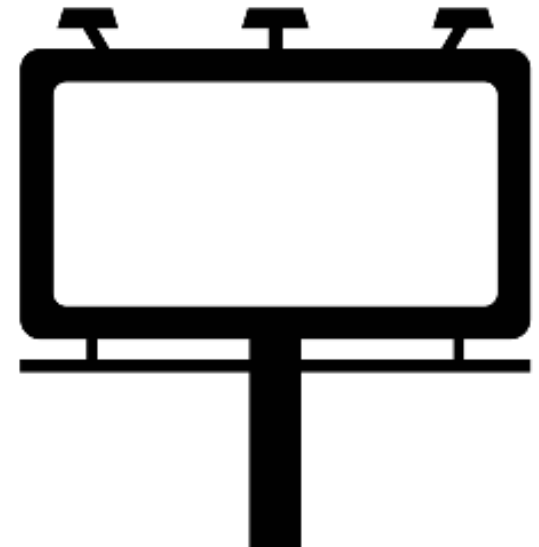
OVERVIEW REACH 2016 THE NETHERLANDS



Television broadcast:
4.652.310 pax



Radio broadcast:
7.981.416 pax



Out of Home (OOH)
19.469.107 pax
6.581.537 Europe



Cinema airtime
Est. 1.8 MIL pax



Unique website visits
103.335 pax

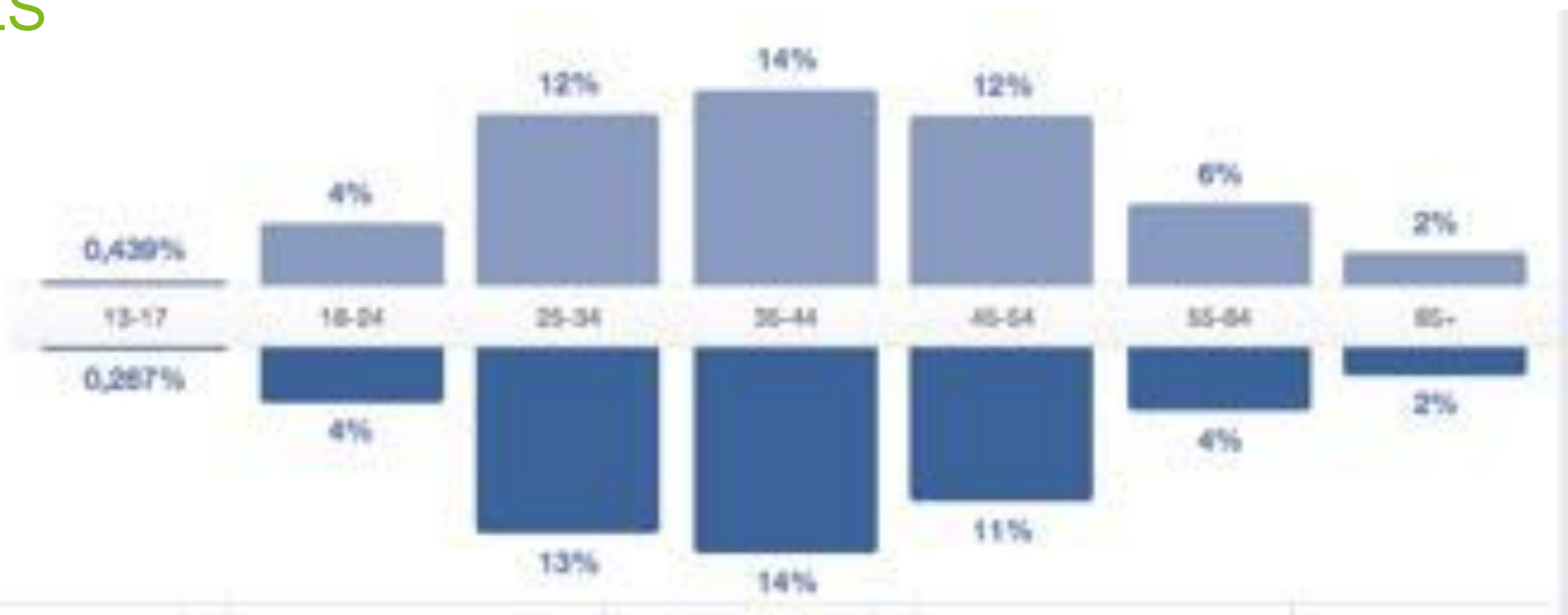


Social reach:
966.339 pax

TARGET GROUP ON JUSTDIGGIT'S SOCIAL CHANNELS

Women
50%

Men
49%



OUR MEDIA PARTNERS



kinetic



ngage media
the partner in digital out of home



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