



# THIS **PLANET** OUR HOME

OFFICIAL PARTNER

Of The United Nations For The Program Of Ecosystem Restoration

Platinum  
Transparency  
2024

Candid.



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030



**SUSTAINABLE  
DEVELOPMENT GOALS**





We4all is a non-profit Environmental and Humanitarian Organization that started in 2018, in the aftermath of the destructive fires of Mati that cost the lives of 104 fellow citizens.

## OUR MISSION

*“ To help Earth heal and to remind people this planet is our home ”*

## OUR VISION

*“ To see humanity coexist, in harmony with itself, nature and other life forms ”*

**IG:** we4all\_official

**FB:** we4all







## OUR STORY

The inception of our organization was not based on technical knowledge and expertise or an environmental background.

It was based on our love for nature and the determination of a handful of people to put an end to the continuous destruction of our ecosystems and to help restore what was lost.

We understood that this required a) **Direct Action** to protect and restore and b) **raising environmental awareness** especially in the younger generations



John & Antonis – We4all Co-founders



## THE CHALLENGES

As it was expected we were immediately faced by certain challenges:

- a) Funding of our operation as a start-up
- b) Acquiring land permits for planting
- c) Tree planting and maintenance know-how and application in the most challenging times.





## CHALLENGE #1: FUNDING

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First attempt: “The **We4all bracelet**”

Second attempt: The **We4all Environmental Alliance**

We quickly realized that addressing the problem we would have to connect three factors and make them interact with each other to generate traction.

- A) The State
- B) Private citizens
- C) Commercial companies and organizations

By attracting attention and growing our visibility, we reached an audience of hundreds of thousands of people, and in several cases (as can be seen in our social media), our audience numbered in the millions.



The logo for 'we4all' features the text 'we' in white, a stylized green leaf icon inside a white circle, and the text 'all' in white.

## WE4ALL ENVIRONMENTAL ALLIANCE

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The Environmental Alliance was founded by us in 2020 and is composed of companies/ “allies” that have chosen to support our environmental and humanitarian work around the planet.

With their continuous support and persistence, they become leaders and bright examples in the effort for a more sustainable future.

In a continuous renewal of our partnerships and positive feedback from our partners, our Alliance grew fast, numbering hundreds of companies and organizations from all over the planet.

this planet ° our home



# SOME OF OUR BUSINESS PARTNERS



## CHALLENGE #2: LAND PERMITS

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One of the most major problems in the effort to plant trees has been the discovery of available land and the acquiring of permits.

We were faced by a complex structure regarding the forestry authorities, not being able to understand who could assign us planting territories and what was the indicated procedure.

Until we were able to figure that out, we enlisted the collaboration of municipalities and proceeded in a major part with urban and suburban forestry.





## VOLUNTEER INVOLVEMENT

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Planting in urban and sub-urban areas, we were successful in organizing major initiatives with hundreds of people, which satisfied both the needs of the municipality and the needs of the people to participate and help.

This process brought us in direct partnership with over 60 municipalities all over Greece and allowed us to plant trees in many locations that were far beyond our reach.





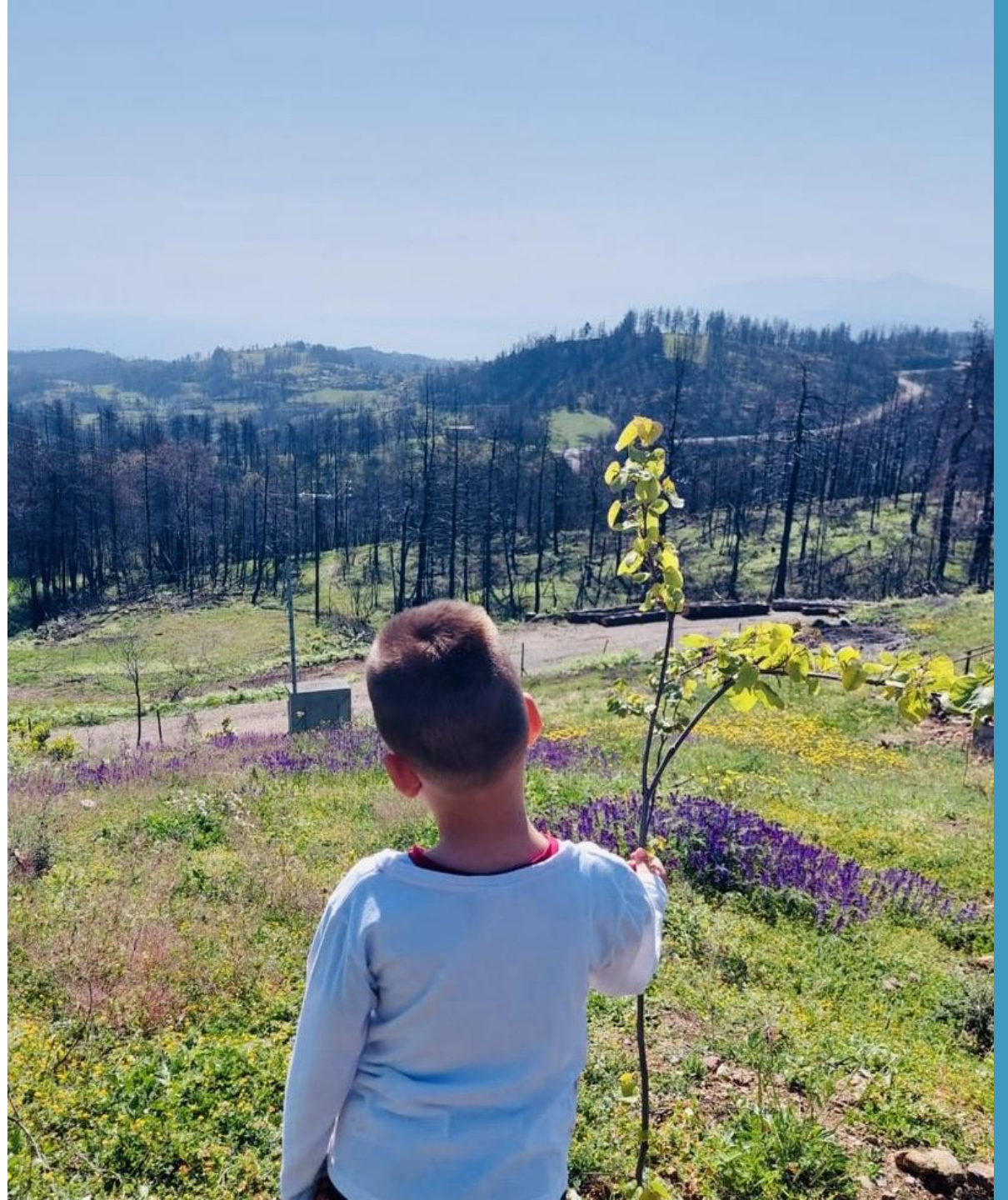
## CHALLENGE #3: TREE PLANTING AND MAINTENANCE

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Our efforts since the beginning were to be as professional and technically correct as possible. In this attempt we involved agriculturists and hired our own forestry specialist.

But experience and time was needed in order to understand how young trees responded in the various conditions.

In our efforts to reduce mistakes and increase plant survival rate, we contacted WWF Greece, which we regarded as a well respected and established organization and happily received their guidance and know-how on the field regarding the most contemporary and correct planting methods.





## TREE PLANTING AND MAINTENANCE (continued)

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Soon our focus changed from big and impressive events, to well organized tree plantings with a controllable number of people, who always received extensive training before proceeding to plant any tree.

This factor alone increased our survival rate and reduced water consumption for maintenance.

Facing the hottest years on record, planting correctly is not nearly enough. Maintenance is arduous, costly and long. It is pointless to invest “almost” enough money on a tree if it is going to fail one-two years down the road. Prediction had to be made for a 3–4-year period.

To meet the needs, we had to a) enlist support from authorities and b) try new technologies and methods of maintenance







## TREE PLANTING AND MAINTENANCE (continued)

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We soon involved municipalities and organized groups in the maintenance of our trees, being able to keep the costs affordable to our funders, providing to them indigenous and correct tree species to plant and signing agreements that required of them to water and care for the trees through the years.

In this way we empowered communities and groups without the financial means to acquire trees and regenerate their degraded or fire afflicted lands.

(It goes without saying that no planting ever goes forward without appropriate permits and guidance from a planting specialist)





## TREE PLANTING AND MAINTENANCE – NEW METHODS

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Recently we piloted a new method in Greece, at an area where we have planted approx. 50.000 trees.

The challenges were **intense heat and rainlessness** over many months as well as **inaccessible terrain** for manual watering.

We installed a system for generating "Artificial Rain" over an area of 8-10 hectares. This method managed to keep our trees alive through the summer, managed to keep the land wet and thus be a preventive measure against new forest fires.

At the same time it enhanced the broader flora and biodiversity of the area.

**Water Consumption** was from our own well for irrigation purposes and in our plans there is a totally autonomous machine, able to extract 1 ton of water per day from the atmosphere.









## PLANTING CORRECTLY

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Our philosophy is that no tree goes in the ground if we have not secured a minimum of 3 years of maintenance and observation.

Our efforts are scaling up year by year aiming to be a valuable partner in the 3 Billion Tree initiative, always adhering to the EU guidelines for proper planting and proper maintenance, always using indigenous tree species from certified nurseries, promoting biodiversity and enhancing the green of our cities.







## OUR INITIATIVES

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We4all is active in a 360 environmental and humanitarian effort to re-connect mankind with nature. Some of our initiatives are:

**GREEN PLANET INITIATIVE** (tree-planting on a global scale)

**GREEN FUTURE** (environmental education in schools)

**GREEN HOPE** (environmental activities including diverse and vulnerable social groups)

**DISASTER RELIEF 360** (general assistance for afflicted communities and areas hit by natural disasters)

**FOREST PROTECTION AND FIRE PREVENTION**

**GREEN HUB** (workshops and hands-on training activities for company employees)







## OUR RESULTS

We4all currently has presence and activity in **14 countries**, including Greece, Italy, Cyprus, the UK, USA, India, Canada, Kenya, Uganda, Nigeria, Armenia and others.

We have planted over **3.000.000 trees worldwide** with about 1.000.000 of them in Greece and the EU.

We have raised environmental awareness for over **300.000 children** in hundreds of schools, teaching them how this planet is their home and empowering them to continue doing good in their communities.

Over **10.000 people and families** have benefited by our Disaster Relief programs.







## ESG & SUSTAINABLE DEVELOPMENT GOALS

We4all is the trusted partner for companies that count on us to consult them on the constantly changing reporting and CSRD requirements and most importantly to develop and execute their corporate ESG strategy.

Our initiatives and programs are addressing all the 17 Sustainable Development Goals of the UN.







## ACKNOWLEDGEMENTS & CERTIFICATIONS

We4all is an official partner of the UN on the Decade of Ecosystem Restoration 2021-2030 programme and a partner of the EU Commission on the European Climate Pact. It has been awarded with the Candid Platinum Seal of Transparency and has been acknowledged for its work by the European Commissioner for Environment, Oceans & Fisheries. We4all operates with ISO 9001 & 14001 certifications and is under the Auspices of the Region of Attica. Our work has been formally acknowledged by the Greek Orthodox Archdiocese of America, the Embassy of Nigeria and many others. Last but not least We4all is a certified Civil Protection Volunteering group.



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HELLENIC REPUBLIC  
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22<sup>nd</sup> February, 2024

Mr. John Iliopoulos  
CEO/ Co-founder  
We4all  
88, Alekou Panagoulis Street  
Chalandri 15343  
Greece

Dear Mr. Iliopoulos,

### LETTER OF APPRECIATION

We wish to convey appreciation for the collaboration shared between the Embassy of the Federal Republic of Nigeria, Athens and We4All in organising and

we4all OFFICIAL PARTNER



UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030

UN  
environment  
programme





**THANK YOU FOR  
WATCHING**

**TOGETHER WE CAN  
BUILD MORE**

**Contact us:**

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