

earthed

INITIATIVE
EARTH

Our



Future



Regenerated

**Annual Report and financial
statements for the period
ended 31 December 2023.**

Earthed is part of the Initiative Earth charity.
Initiative Earth (A company limited by guarantee),
Registered number: 12550616, Charity number: 1192512.

Initiative Earth
(A company limited by guarantee)

Reference and administrative details of the Company, its Trustees and Advisers
For the period ended 31 December 2023

Trustees

Cara Delevingne
Jack Harries
Deepa Mirchandani
James Beazley
Isabella Noero
Naresh Ramchandani (appointed 08/03/2023)

Key Management Personnel

Christabel Reed, Director and Co-founder
Ruby Reed, Director and Co-founder
Wanessa Rudmer, Head of Production
Charlotte Akers, Head of Partnerships and Communications
Kiran Dhall, Head of Marketing and Community
Alana Bloom, Membership Manager

Company registered number

12550616

Charity registered number

1192512

Registered office

14th Floor
33 Cavendish Square
London, W1G 0PW

Independent examiner

Nick Weller
Simmons Gainsford Professional Services Limited
Chartered Accountants
14th Floor, 33 Cavendish Square
London, W1G 0PW

Bank

Triodos Bank
Deanery Road
Bristol, BS1 5AS

Humanity's most pressing ecological threat is not a lack of awareness or concern about the crises we face, but rather the absence of practical skills, financial resources, and networks that empower people to take meaningful action. The solutions are within reach, but the tools to implement them remain out of reach for too many.

Earthed is breaking down these barriers, unleashing the power of collective action by providing open access to education in vital nature skills, fostering communities that transform online learning into tangible, offline impact, and offering grants to fund grassroots restoration projects.

We are not just imagining a regenerated future—we are equipping the world to make it a reality.

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Foreword

2023 was a big year for Earthed —a year in which a strong vision plus a huge amount of hard work set us on the path for success.

As trustees of this pioneering organisation, it is with pride that we reflect on the progress made over the past year—progress that has brought us closer to realising our mission of empowering everyday people and communities to restore the natural world around them.

When the year began, Earthed was confronted with formidable challenges. With no platform in place, incomplete courses, a minimal social media presence and a significant funding gap, the path ahead seemed daunting. Yet, driven by a shared commitment to make a tangible difference, the small, part-time team of four took on these challenges with creativity and resolve.

In just six months, the team built and launched the Earthed.co online platform, a dynamic resource featuring ten expertly crafted learning programs focused on equipping people with the skills needed to restore their local environments. This was accompanied by a successful crowdfunding campaign which saw the support of 500 Founding Members and the establishment of key partnerships that laid the foundation for the platform's future.

The May 2023 official launch was a big moment for Earthed, achieved just 18 months after the idea was first conceived. With celebrity ambassadors and engaging communications, the launch captured the imagination of a wide audience and set the stage for what was to come.



600

attendees at The Earthed Summit 2023

1.45k

new members joined our thriving community.

The months that followed brought continued momentum and growth. With new courses released every two weeks, wide-ranging educational campaigns and digital outreach efforts connecting with over 50 million people, Earthed's reach grew.

The Earthed Summit at the Barbican was a resounding success, a day-long festival of inspiration and debate, drawing 600 attendees and reinforcing our role as a key player in the global ecosystem restoration movement. Earthed's recognition as an implementation partner for the UN Decade on Ecosystem Restoration was a testament to our work, as was the addition of 1,450 new members to our thriving community.

These achievements would not have been possible without the generous early-stage support from our Founding Partners: Vivobarefoot, Neal's Yard Remedies and Farmacy. Their belief in our vision and their commitment to our mission provided the crucial resources needed to launch Earthed and sustain its growth. We are deeply grateful for their partnerships which have been foundational for all we have accomplished. We are also grateful to Earthed's Ambassadors and the Giving Circle for their generosity and alignment in vision of a regenerated future.

As we celebrate these achievements, we are mindful that they are not an endpoint but a beginning. The groundwork laid in 2023 has set the stage for Earthed to go from strength to strength in its mission to provide everyone, everywhere, with the skills, network, and resources they need to restore nature, build back biodiversity and enhance community wellbeing. We are excited about the future and grateful for the trust and support that has enabled us to come this far.

With great anticipation we look forward to the continued development of Earthed in the years ahead, confident that together we can make a lasting difference for the planet and all who call it home.

Sincerely,

Cara Delevingne

Chair of Trustees, Earthed

DocuSigned by:



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13 October 2024

50m

people connected with across
our digital outreach efforts



“The groundwork laid in 2023 has set the stage for Earthed to go from strength to strength in its mission to provide everyone, everywhere, with the skills, network, and resources they need to restore nature, build back biodiversity, and enhance community wellbeing.”

Earthed's Mission

Earthed's mission is to galvanize a peer-driven, mass-mobilized ecosystem restoration movement by giving anyone, anywhere, access to the skills, networks, and funds they need to restore nature and learn to grow.



Impact Statement

By 2033, Earthed aims to have enabled 1,000,000 people to participate in the global ecosystem restoration, agroecology, and food sovereignty movements.

Together, they will mainstream restoration knowledge, fund community-oriented regeneration projects, build back biodiversity, restore degraded ecosystems, localize food systems, and help every balcony, city, farm, and river burst with life.

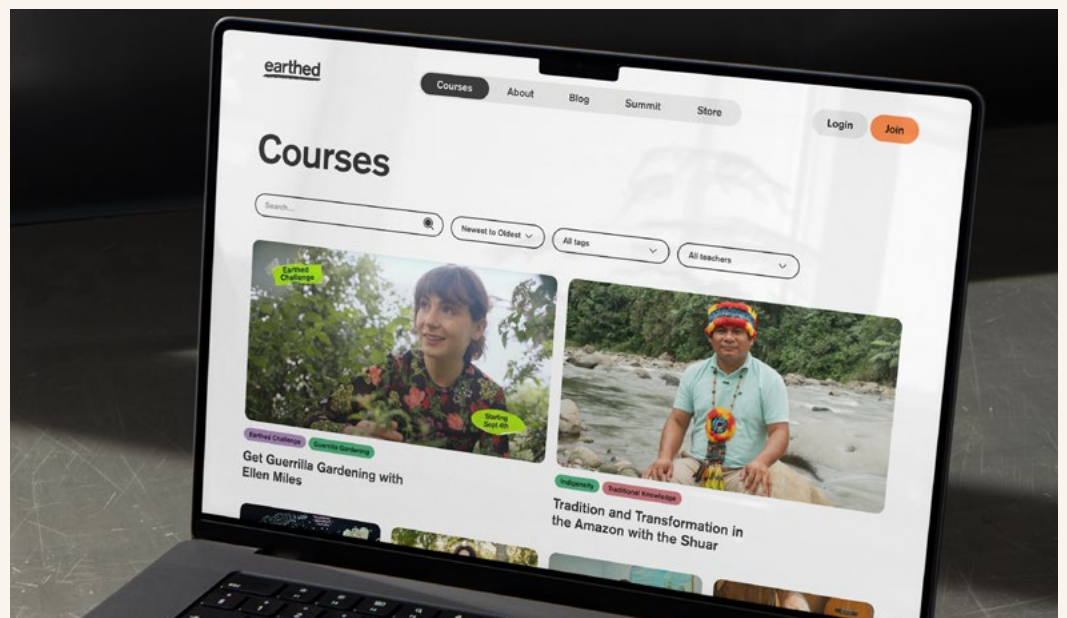
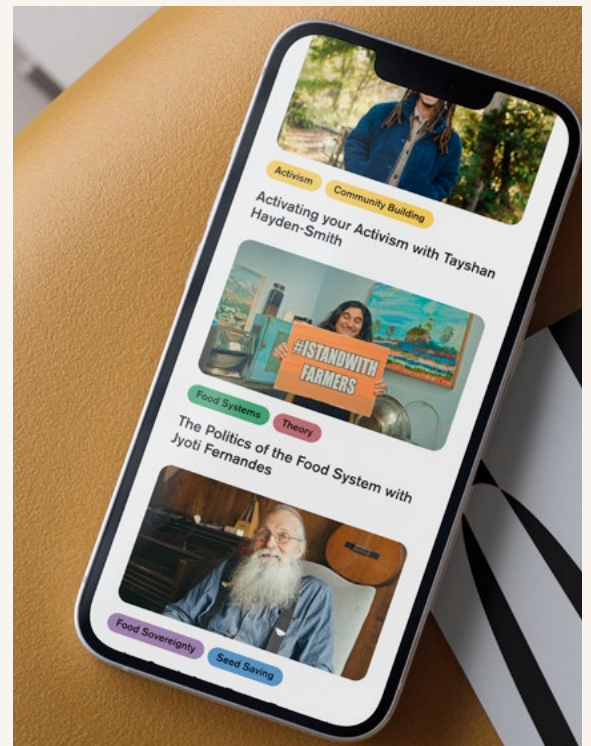


What We Do

Earthed.co offers a wide array of educational resources, practical tools, and community-driven initiatives designed to equip people with the skills, knowledge, and support they need to take direct action in their local environments.

The platform provides open access to expertly crafted courses in nature skills, focusing on areas such as ecosystem restoration, indigenous land stewardship, urban regeneration, farming, biodiversity enhancement, and sustainable living practices. These courses are designed to be accessible to everyone, regardless of experience or background, and aim to transform ecological awareness into hands-on action. Beyond education, Earthed.co also fosters a sense of community among its users. The platform offers services that help translate online learning into offline impact by connecting like-minded individuals and groups, providing opportunities for collaboration, and supporting grassroots initiatives.

To further drive tangible results, [Earthed.co](https://earthed.co) has ambitions to offer grants and financial resources for community-led restoration projects, ensuring that practical efforts are well-supported and scalable.



Audience & Beneficiaries

More than two-thirds of the global population are eager to tackle the environmental crisis, yet many remain unsure of where to begin.

In 2022, comprehensive audience research identified the three most highly motivated demographic segments within the U.K. population: Millennials, Gen Z, and Boomer II. These groups, collectively representing over 20 million people, became the key focus for 2023.

Earthed is dedicated to building a global, intergenerational coalition of individuals passionate about nature restoration. The organization invites everyone who wishes to transform their natural curiosity and climate hope into tangible skills and impactful actions.

Members come with diverse motivations, which the engagement strategy is designed to address, ensuring sustained involvement over the long term.

The priority is to emphasize practical nature-based solutions while steering clear of polarizing narratives that blame or shame. Earthed's communications are crafted to be inclusive, avoiding exclusion through divisive rhetoric or ideology.

By fostering an environment of unity and collective action, Earthed aims to inspire and empower a wide range of people to contribute to the restoration of the planet.



Objectives & Activities

Context

The Global Ecological Emergency

Over the next seven years, one billion hectares of earth must be restored. According to the UN Decade on Ecosystem Restoration, we have until the end of the decade to bend the curve on nature and biodiversity loss.

The scale of collaborative interactions and on-the-ground activities needed to upscale restoration efforts globally is immense, far beyond the capacity of any single initiative to orchestrate.

Therefore, global ecosystem restoration can only be achieved if local people everywhere are empowered to take part. However, barriers such as lack of skills, network capacity, and funds are preventing action.

Objective

Removing Barriers to Action

Earthed exists to remove these barriers by creating a peer-driven, mass mobilized ecosystem restoration movement.

It provides access to the skills, networks, and eventually funds people need to start and scale local restoration projects.

By breaking down these barriers, Earthed offers a scalable, solution-oriented platform that unites people in positive action for ecosystems and communities.



Before

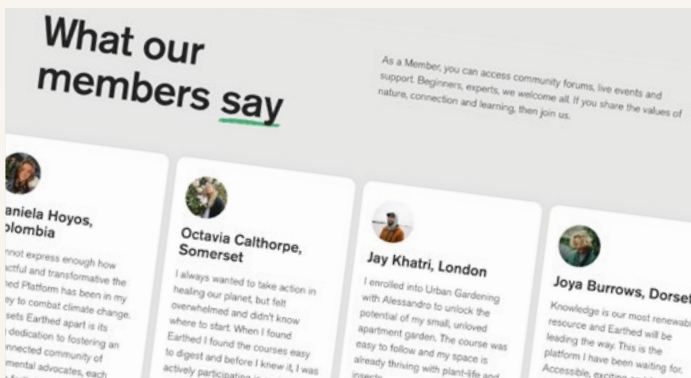


After

Objectives & Activities

(continued)

Earthed's activities are guided by their four Strategic Pathways.



01.

Increase Technical Capacity of Everyday People

Earthed is committed to equipping individuals and communities with the skills and expertise needed to launch and scale impactful restoration projects. Through practical nature skill courses led by expert Nature Teachers from around the globe, members gain the knowledge necessary to restore local ecosystems, grow food, manage water resources, reforest areas, and protect against environmental threats such as droughts, floods, wildfires, and desertification. By enhancing technical capacity, Earthed enables people everywhere to become effective stewards of their environments.

02.

Generate Network Capacity and Peer-to-Peer Learning

Earthed aims to build a robust, interconnected network that facilitates peer-driven learning and collaboration. By linking local, regional, and global initiatives, the organization fosters a sense of shared purpose and collective action. This network capacity is essential for scaling successful projects, exchanging best practices, and empowering communities to support one another in their restoration efforts. Partnerships and collaborative mechanisms further strengthen these networks, creating a solid foundation for sustained impact.

Objectives & Activities

(continued)



03.

Generate Funds for Grassroots Projects

To ensure that restoration efforts are well-funded and sustainable, Earthed leverages its competitive e-learning platform to generate financial resources. Profits from the platform are channeled into the Earthed Action Fund, which provides trust-based grants to members and Nature Teachers. These funds directly support grassroots projects, enabling communities to bring their restoration visions to life and scale their impact.

04.

Mainstream Nature Restoration Knowledge

Earthed is dedicated to raising public awareness and engagement around actionable solutions for nature restoration. Through strategic partnerships, celebrity endorsements, media outreach, influencer marketing, and collaborations with festivals and corporations, Earthed amplifies its message and inspires broader participation. Creative campaigns further mainstream restoration knowledge, ensuring that practical solutions reach and resonate with diverse audiences worldwide.

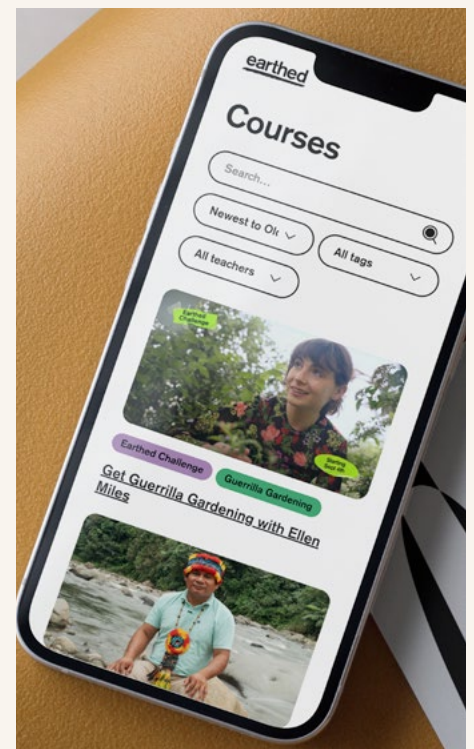
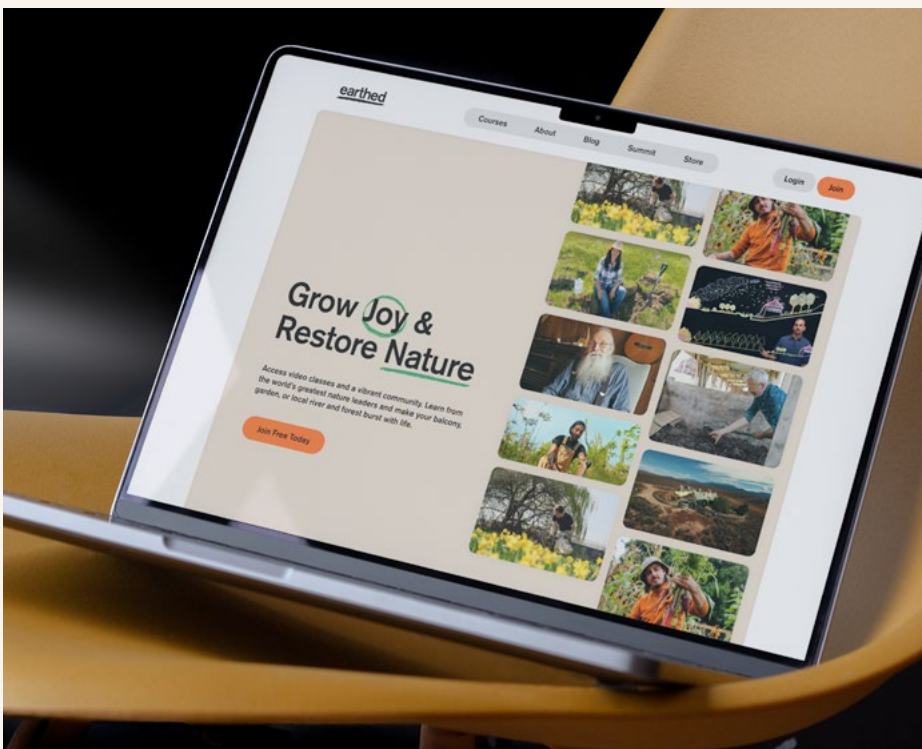
By advancing these four strategic pathways, Earthed is breaking down barriers, mobilizing collective action, and creating the conditions for a global movement that can restore nature, build back biodiversity, and enhance community resilience.



Achievements & Performance

Launching Earthed.co, the Accessible Nature Skills Learning Platform.

In early 2023, Earthed collaborated with Made by On to develop the Earthed.co platform, ensuring it matched the quality of top for-profit learning platforms. Guided by Made by On, Earthed created a platform with an intuitive UX/UI and a fresh aesthetic. The result is a high-quality platform that provides practical knowledge previously inaccessible due to distance, time, or resources.



The Earthed Platform Offers

- A user-friendly platform
- On-demand, self-paced, and on-the-go learning
- Curated, actionable, and exclusive content
- Beautiful, engaging, fun video and learning materials
- An online learning community and forums
- Direct messaging and profile creation
- Live events with teachers and experts

Next Iterations Include

- All courses translated into multiple languages
- An iterated community area with an activity feed
- Iterated profiles with progress trackers
- A gamified learning experience
- A mobile app

Achievements & Performance: Released 15 Nature Skill Courses

Strategic Pathway 1

Over the year, Earthed released and finalized 15 nature skill courses, making the practical wisdom of inspiring nature teachers accessible.

These courses cover 15 essential topics and multiple biomes across eight countries. The impressive cohort of Earthed teachers spans a wide range of skills, knowledge, and experiences, including highly respected and impactful voices from around the world.

Most Popular Courses



**Urban Gardening
with Alessandro
Vitale**



**Globalisation and
Earth Democracy
with Vandana Shiva**



**No Dig Gardening
with Charles
Dowding**



Earthed also released 15 downloadable workbooks to accompany the online courses with glossaries, further learning, summaries and more.

Achievements & Performance: Released 15 Nature Skill Courses

Strategic Pathway 1



Coral Reef Restoration with Coralive

Coral Reef Restoration in the Maldives with Coralive's Experts.



Urban Gardening with Alessandro Vitale

Urban Gardening rockstar teaches how to create an urban edible garden.



No Dig Growing with Charles Dowding

Legendary no dig gardening founder teaches his method in this practical Earthed course.



Restore your local river with Paul Powlesland

River restoration techniques in urban areas taught by a legendary Lawyer for Nature and River Guardian.



Grow and manage a food forest with Manisha Lath Gupta

Permaculture design and food forests.



Learn how to save seeds with Will Bonsall

The most charismatic and knowledgeable farmer in the West Coast of the United States teaches how to save seeds for a better future.



The politics of the food system with Jyoti Fernandes

Theoretical course about the Politics of Food Systems by farmer and activist Jyoti Fernandes.



Introduction to syntropic growing with Sidney Etienne

Practical syntropic farming techniques.



Start community food growing with Abel Pearson

CSA by Glasbren's founder Abel Oakenshade.

Achievements & Performance: Released 15 Nature Skill Courses

Strategic Pathway 1



The principles of Earth democracy with Vandana Shiva

Theoretical course based on Vandana Shiva's book.



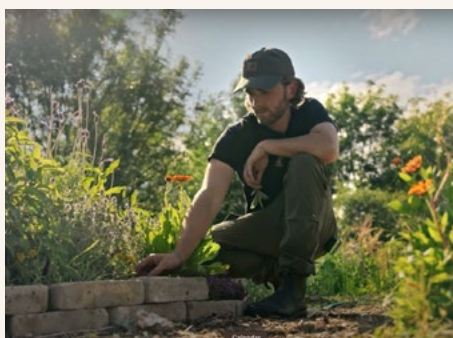
Grow biodiversity in your garden with Mitch McCulloch

How to work with nature to protect and perpetuate biodiversity.



Learn the principles of localisation with Helena Norberg-Hodge

Theoretical course on Localisation by the legendary activist and proponent of the Localisation Movement Helena Norberg-Hodge.



Grow mushrooms & microgreens with Jack Hodgson

In this Earthed course, Jack Hodgson explains the step-by-step process of growing microgreens, such as coriander and pea shoots, as well as oyster mushrooms in buckets, so you can have your fresh, nutritious ingredients on hand all year round.



Introduction to biodynamic farming with Thea Maria Carlson

The principles of biodynamic farming with the former president of the Biodynamic Farming Association.



Introduction to building earthships with Michael Reynolds

The 6-principles of Earthship design taught by its founder.

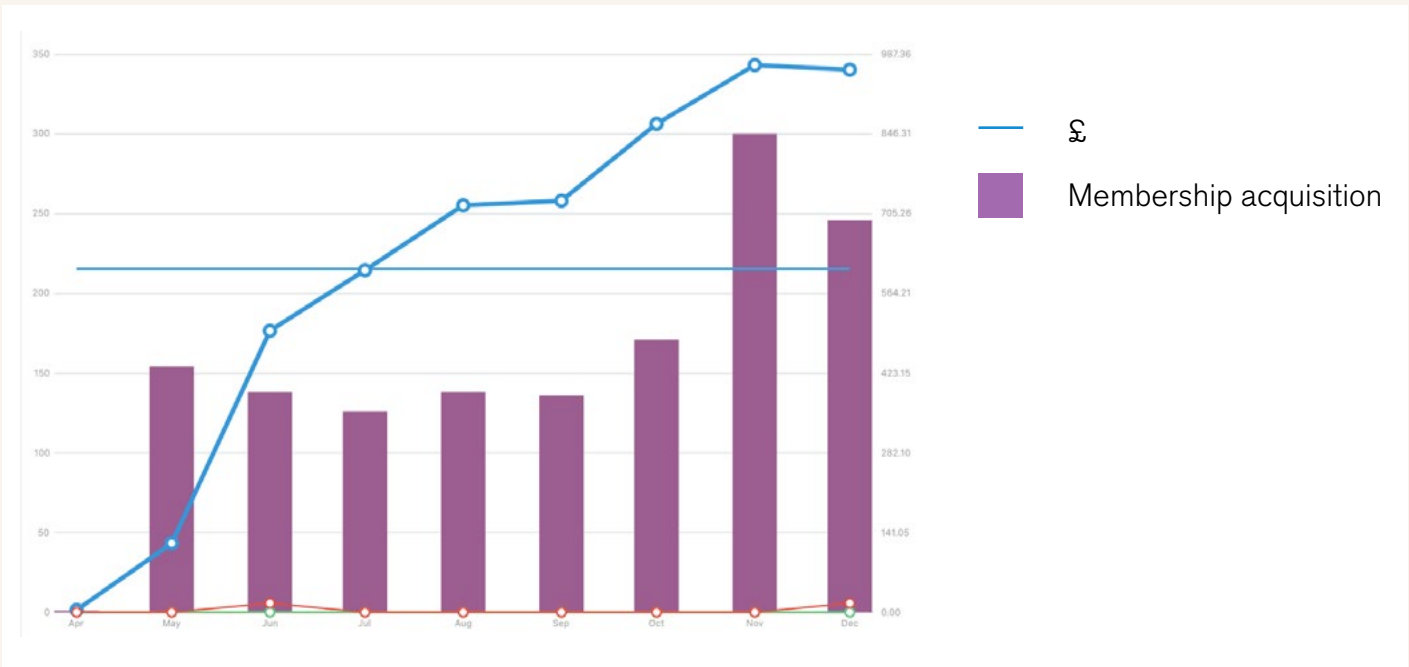
Achievements & Performance: Earthed Membership

Strategic Pathway 2

In just six months of the platform being live and with no paid advertising, the start-up charity onboarded **1,410** members.

Free & Founding Members: 1194
Donating Members: 192

Insights into the data reveal a young, diverse and engaged membership base with our three largest audiences being located in the US, UK and India.



Analysis

Earthed.co's membership growth has been impressive, especially considering it has relied entirely on organic means with no paid advertising. This strong, initial engagement shows that there is a clear interest and demand for the platform's content. However, analysis reveals that the current

paywall and onboarding process are significantly limiting further growth and impact. Earthed has been losing 80% of potential members during the sign-up process, highlighting a need to streamline onboarding and reconsider the paywall structure to reduce friction and boost retention.

Research into how Earthed can best serve its membership community

What are your biggest obstacles to restoring your local environment and growing food?

Time	46
Space	32
Funds	58
Skills	30
Community support and participation	32

Learning:
Ensure that programmes are in bitesize formats and accesible to those who are time poor; work with local groups to secure space; provide community-oriented learning programmes and activity.

How can Earthed best support you?

Practical online nature skill courses	49
Online community meet-ups to learn and share	36
Community forum to share and learn	25
In-Person meet-ups to learn and connect	63
Grants to help you start and scale your project	45
Access to land and space	35
Written resources	14

Learning
Delighted to see the desire and need for in person meet ups.

Future courses? You choose

Rewilding	51
Traditional Ecological Knowledge	37
Rainwater Harvesting	27
Urban Regeneration	33
Mangrove Restoration	11
Start a Farmers Market	27
Houseplants & Propogation	19
Flood & Drought Prevention	20
Regenerative Agriculture	48
Urban Gardening	41
Other	13

Learning
In 2024 focus on urban specific courses, regenerative agriculture and rewilding

Research into how Earthed can best serve its membership community

Analysis

The Earthed.co membership survey has provided valuable insights into how we can better serve our members and maximize their on-the-ground impact in the global nature restoration movement. The results show that while access to practical skills is vital, building a strong community, both online and offline, is equally essential.

Additionally, members highlighted the critical need for accessible funding to scale their restoration projects. To effectively support our members, a holistic approach is required—one that integrates skill-building, community engagement, and financial resources to overcome barriers to scaling nature restoration efforts globally.



Achievements & Performance: Earthed Summit 2023

Strategic Pathway 2 & 4

The first ever Earthed Summit took place in November 2023 at the Barbican Centre, London. This celebration of the launch of Earthed grew into a sold out event, with incredible reception & impact.



The Earthed Summit is a growing gathering founded on celebration, connection, and supporting the charity's mission of mainstreaming ecosystem restoration through open-access education and cultural campaigns.

In 2023, Earthed hosted the first ever Earthed Summit. Highlights included:

- Selling out the event with over 600 attendees
- Platforming 43 speakers from across the world
- Onboarding 25 Impact Partners, supporting with online promotion & on the day networking
- Multiple press features
- Hosting an iconic afterparty, with celebrity guests, specialty cocktails from our sponsors, and DJ sets from Jaime Winstone and friends.
- Professionally recording all talks in order to provide ongoing access via The Digital Earthed Summit

21m+

Combined social media reach of all Earthed Summit speakers, partners & special guests

3m+

Combined social media reach of all Earthed Summit Impact Partners

10,007,938

Total circulation for all Earthed Summit Press Coverage

Achievements & Performance: Earthed Summit 2023

Strategic Pathway 2 & 4

Speakers included:



Dr. Lyla June Johnson



John D. Liu



Hugh Fearnley-Whittingstall



Benki Piyako



The Frenchie Gardener



Alice V Robinson



Helena Norberg-Hodge



Poppy Okotcha



Guy Singh-Watson



Tayshan Hayden-Smith



Anabel Kindersley



Finn Harries



Laura Kaestle



Jack Harries



Paul Powlesland



Camilla Fayed



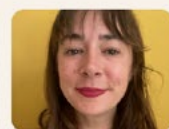
Mitch McCulloch



Ed Morrison



Sarah Langford



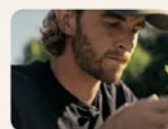
Ashleigh Brown



Ellen Miles



Dee Woods



Jack Hodgson



Willemijn de Jongh



Derek Gow



Li An Phoa



Leif Bersweden



Chris Smaje



Geetie Singh-Watson



MoYah



Elise Van Middeltem



Alan Watson Featherstone

Celebration

Joy is a vital part of any movement. The Earthed Summit is a space to celebrate the incredible action and knowledge of nature leaders, partners, members and influential individuals and groups around the world in the restoration movement.

This looks like:

- Panel discussions focussed on positive actions.
- Amplification & celebration of all partners.
- Delicious food, music, and opportunities for creativity.
- Our iconic Earthed Summit Afterparty with live music, drinks from our sponsors, and a photographer.

Connection

The Earthed Summit encourages connection, networking, and relationship building across attendees, speakers, ambassadors, partners, and of course the Earthed team.

This looks like:

- Speakers from around the world, representing diverse backgrounds, industries, and visions.
- Dedicated areas for partners to meet, connect, host workshops, and share their mission.
- Cross-pollination across communications with partners.
- Unique opportunities for attendees to eat, dance, and connect together throughout the day and afterparty.
- Free Earthed membership for all attendees to continue the conversation in Earthed's Community area.

Culture Change

Events play a vital role in enabling culture shifts. Earthed envisions a world where the ecosystem restoration movement is mainstream, where everyone is able to get growing and share stories of hope and regeneration.

This looks like:

- Engaging celebrity ambassadors
- Engaging leading businesses
- Forefronting diversity
- Bringing nature-based solutions into the mainstream consciousness through cultural activations
- Incorporating art, music, and movement into the world of 'sustainability'
- Multiple press features

Achievements & Performance: Earthed Summit 2023

Strategic Pathway 2 & 4

2023 partners included:



FARMACY



SEEDING
SOVEREIGNTY

earthrise



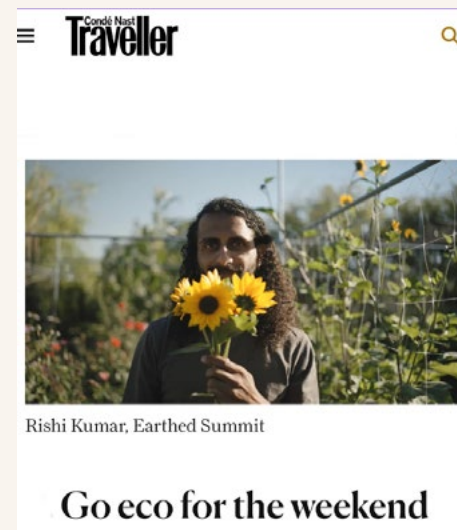
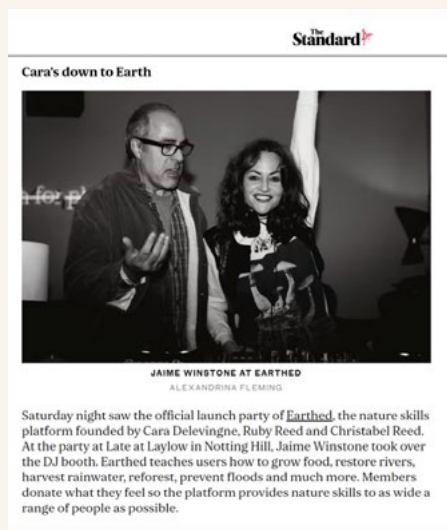
GOING
GREEN
MEDIA



momo
kombucha

Press features included:

Evening Standard Newspaper & Online, AOL, YAHOO! Digital, Condé Nast Traveller Digital, Country & Town House, the Standard, The Handbook Digital, London on the Inside Magazine, Where the Leaves Fall Magazine, Plant Based News, The Sustainable Founders Podcast and others.



Achievements & Performance: Earthed Summit 2023

Strategic Pathway 2 & 4

Testimonials

"The diverse audience, including advocates, teachers, and partners, successfully highlighted Earthed as an exciting new player in the ecosystem restoration movement. The event's positive energy, collaboration, hope, and accessible actions resonated deeply with attendees, who praised the Earthed Summit for its energy, engaging conversations, and inspiration."

"I'm very impressed by your vision, energy, and organizational skills, and it really is so heart-warming for me to see what you have made of Earthed in such a short time. Thank you all so much for being awake to the possibilities of what needs to change for us to collectively shift to a truly beautiful relationship with the Earth."

– Jerome Lewis

"It was a massive feat, not only to host it in the Barbican but also to cover such wide-ranging subjects and to pull such a big crowd. Josiah Meldrum (of Hodmedods) and I spoke about it afterwards, and as he said, he and others in the food movement have been trying to reach many of the kind of people who attended for the last two decades, so please know what a considerable achievement it was"

– Sarah Langford



Founding Partners

In 2023, Earthed set out to secure Founding Partnerships to guide, amplify, and fund the charity during its first three start-up years. It was a significant achievement to secure three highly respected partners, each pioneering regeneration and sustainability in their respective fields.

Earthed's mission centers on transforming 'sustainable consumers' into ecological citizens. Partnering with leading sustainable organizations with loyal customer bases is therefore crucial. Over the next three years, Earthed will collaborate with these partners to co-create learning programs and mainstream nature restoration knowledge.



FARMACY

Implementing Partners



Achievements & Performance: Earthed Outreach

Strategic Pathway 4

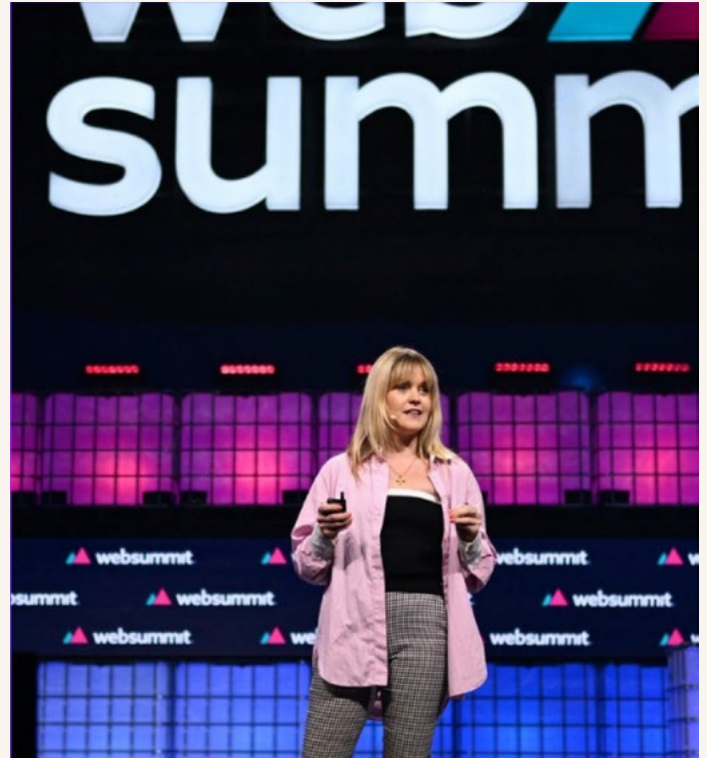
One of Earthed's core goals is to raise the profile and knowledge of ecosystem restoration and regenerative farming, alongside increasing awareness of Earthed and sowing the first seeds of brand awareness and community engagement.

The strategy includes securing Earthed's presence at both mission-aligned and mainstream cultural events to position Earthed as impactful and useful for those already engaged in the ecosystem restoration and regenerative agriculture movements, while also being inspiring and accessible for those at the start of their journey.

In 2023, Earthed spread its roots across the country, online, and even stepped up onto a global stage with a slot at the Web Summit in Lisbon, Portugal. These included:

- January: Earthed at Oxford Real Farming Conference
- June: Earthed at Glastonbury
- July: Earthed at Community Festival
- August: Earthed at Wilderness Festival
- August: Earthed at Medicine Festival
- September: Earthed at Extreme Hangout x Eden Project
- October: Earthed at Blue Earth Summit
- October: Earthed at Planet Local Summit
- November: Earthed at Web Summit

Across these events, Earthed participated in panels, led workshops, presented to thousands, networked, engaged with the public, handed out fliers, offered free trial membership to event attendees, and featured in multiple associated newsletters. This outreach played a vital role in increasing awareness of Earthed, securing crucial Impact Partners, platforming nature skills and the knowledge of Earthed teachers, and raising Earthed's profile, thereby attracting greater interest from potential partners, sponsors, and advocates.



Achievements & Performance: Earthed in the Press

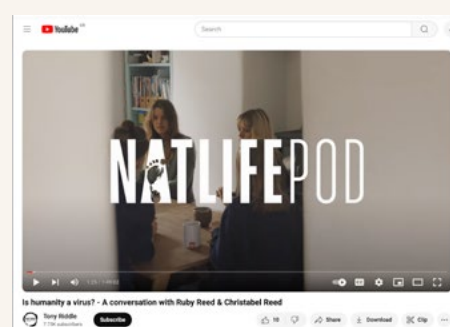
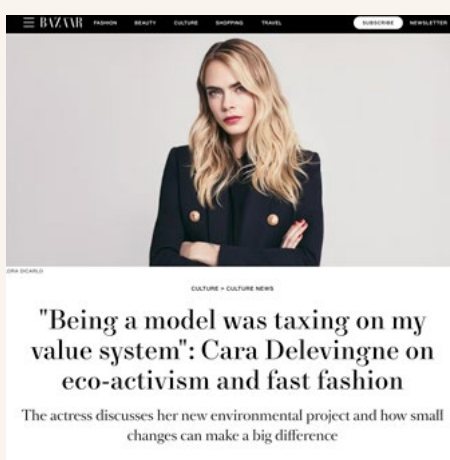
Strategic Pathway 4

Securing Earthed's presence across different press outlets is a key part of the marketing strategy. This press not only supports the launch and membership building of Earthed but also contributes to the goals of raising the profile of ecosystem restoration and regenerative agriculture, encouraging engagement. The press features span aligned publications in the nature sphere as well as fashion, culture, and news publications.

Cara Delevingne and friends seek investors for environmental skills platform



WILLIAM TEMPLETON



In the Press:

- Cara Delevingne and friends seek investors for environmental skills platform (The Standard | May 9 2023)
- Cara Delevingne on eco-activism and fast fashion (Harper's Bazaar | May 10 2023)
- Earthed on the NatLife Podcast (NatLife Podcast | October 11 2023)
- What's On: Earthed Summit | Our Future, Regenerated (London on the Inside | October 15 2023)
- Earthed Summit, Bridging Communities for Ecological Restoration (Plant Based News | October 17 2023)
- Earthed on the Sustainable Founders Podcast (November 7 2023)
- Things to do in London This Month (Country & Town House | November 2023)
- Learn to Grow your Restoration Skills with Earthed (UN Decade on Ecosystem Restoration | November 29 2023)
- Small brands doing good (Estila | December 11 2023)

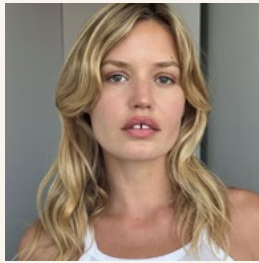
A notable achievement was the feature on the United Nations Decade on Ecosystem Restoration. Announcing the partnership with this initiative, this press piece was shared via the United Nations Environmental Programme channels, reaching millions. Earthed worked with Platform Creative, specialists in communicating the inspirational stories of emerging brands pushing the frontier of sustainability.

Achievements & Performance: Advocates

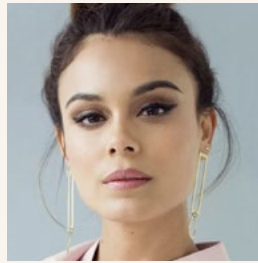
Securing Earthed's presence across different press outlets is a key part of the marketing strategy. This press not only supports the launch and membership building of Earthed but also contributes to the goals of raising the profile of ecosystem restoration and regenerative agriculture, encouraging engagement. The press features span aligned publications in the nature sphere as well as fashion, culture, and news publications.



Cara Delevingne



Georgia Jagger



Nat Kelley



Claudia Ayuso



Jaime Winstone



Sienna Miller



Daisy Lowe



Arizona Muse



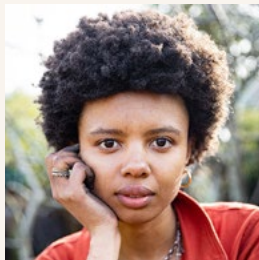
Alejandro Agag



Sam Branson



Lily Cole



Poppy Okotcha



Tori Tsui



Kevin Patel



Ellen Miles



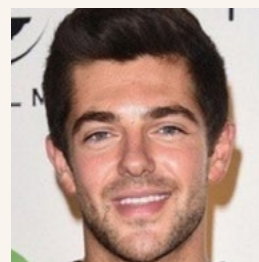
Tayshan Hayden



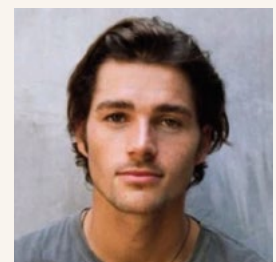
Lauren Bash



Isaias Hernandez



Alex Mytton



Jack Harries

Gratitude

The Initiative Earth board and Earthed team extend their heartfelt gratitude to the Founding Members, Earthed Ambassadors, and Founding Partners who shared our vision and provided the crucial financial support needed to launch Earthed.

We also deeply appreciate the Nature Teachers who have generously contributed their wisdom and time, accelerating global nature regeneration for the benefit of all.

Finally, a special thanks to our growing member community, whose commitment to the vision of human participation in the regeneration of nature and community is the driving force behind Earthed's mission.

Founding Partners



The logo for Farmacy, consisting of the word "FARMACY" in a bold, serif, all-caps font.



Gratitude

Organisations that have supported Earthed in 2023

Neal's Yard Remedies
Sheepdrove Trust
Vivo Barefoot
Livebarefoot Fund
Farmacy
Re:Wild
The Giving Back Fund
Rumi Foundation
Synchronicity Global Foundation
The A Team Foundation
Joseph Rowntree Foundation



Earthed Giving Circle

Alejandro Agag
Georgia Jagger
Cara Delevingne
Simon Burgess
Nabila Khashoggi
Rameet Chawla



Named members

Angela Rowland
Christian Jochnick
Floris Wentholt
Glynis Reed
Sophie LaSala
Seth Tabatznik
Vanessa Bustamante
Stephen Kinsella
Vince Gwilliam



Looking Forward

As Earthed concludes a successful launch year, with just 6 months of the year being 'live', the focus for 2024 is on growth and deepening impact. With a well-established platform and strong membership base, the goals include expanding membership to over 8,000 individuals, supporting them in translating online learning into real-world action. Securing multi-year funding through strategic partnerships and donors will provide financial stability. Plans also include launching a free membership option, forming partnerships to reach broader audiences, refining programs for beginners, and rigorously tracking the impact on members and the environment.

Accounts

The Trustees present their annual report together with the financial statements of the Company for the 1 January 2023 to 31 December 2023. The Annual report serves the purposes of both a Trustees' report and a directors' report under company law. The Trustees confirm that the Annual report and financial statements of the charitable company comply with the current statutory requirements, the requirements of the charitable company's governing document and the provisions of the Statement of Recommended Practice (SORP) applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS102) (effective 1 January 2019).

Since the Company qualifies as small under section 382 of the Companies Act 2006, the Strategic report required of medium and large companies under the Companies Act 2006 (Strategic Report and Directors' Report) Regulations 2013 has been omitted.

Initiative Earth was established in 2020, to promote for the benefit of the public the conservation, protection and improvement of the physical and natural environment. This is achieved by:

- promoting ethical consumer behaviour, promoting local greening initiatives, and building community around the natural environment, in order to develop the capacity and skills of the public in such a way that

the public are better able to identify (and help meet) the needs of their physical and natural environment, and;

- providing information, sharing knowledge and promoting charitable research (including the publication of the useful results of such research).

In setting objectives and planning for activities, the Trustees have given due consideration to general guidance published by the Charity Commission relating to public benefit, including the guidance 'Public benefit: running a charity (PB2)'.



Accounts

Financial review

a. Going concern

After making appropriate enquiries, the Trustees have a reasonable expectation that the Charity has adequate resources to continue in operational existence for the foreseeable future.

b. Reserves policy

The Charity's policy is to set aside funds for special purposes or as reserves against future expenditure.

c. Risk management

We assess key risks as new situations arise and undertake a formal review of our risk register twice yearly. Although responsibility for risk management sits with the Trustees, all employees are actively involved in the process of identifying and mitigating risks. Our due diligence procedures are designed, and regularly evaluated, to maximise comfort that our grants will be effectively employed, while minimising the time our partner organisations have to spend providing us with information. There are regular informal meetings between Trustees and members of the Senior Leadership Team; the Finance Committee reviews monthly Finance Reports and meets quarterly ahead of the relevant board meeting to review in detail budgets and organisational processes. Trustees meet quarterly to consider all important financial, strategy, and operational decisions addressing risks in each area. Such regular meetings enable an assessment of new developments as they arise.

The Trustees consider the following to be the Charity's principal risks:

- the ongoing need to diversify and grow income streams, thereby broadening the donor base and enabling increased charitable activities in the future;
- Staff wellbeing and working culture;
- Contracts and agreements with consultants, partners and contractors;
- Policies and procedures;
- Board development;
- Membership acquisition and retention.

The Trustees confirm that systems are in place to minimise risks. These include:

- Board authority on high level strategy and operational decisions;
- Board review of funding outcomes and delivery against theories of change;
- Implementation and monitoring of a comprehensive Fundraising strategy;
- Clear authorisation and approval systems amongst staff;
- Review of the monthly Finance Report;
- Standard budgeting and cashflow forecasting systems;
- Authorisation processes for all financial transactions;
- Review of all employment and freelance contracts and agreement;
- A formal staff performance and development scheme;
- Regular risk assessment;
- A review schedule for all Policies, including conflict of interest, data protection and fundraising;
- Implementing measures to ensure staff wellbeing including undertaking staff surveys.

d. Financial Review

The results for the period are set out within these accounts. The Trustees believe that the accounts comply with current statutory requirements, the requirements of the charity's governing document and the requirement of the SORP.

Structure, governance and management

a. Constitution

Initiative Earth was incorporated on 7th April 2020 and is a company limited by guarantee, governed by its Memorandum and Articles of Association and by policies and procedures drawn up from time to time by senior management and approved by the Board. It was registered as a charity with the Charity Commission on 24th November 2020.

b. Methods of appointment or election of Trustees

Trustees are selected on the basis of their understanding and sympathy with Initiative Earth's

Accounts

charitable objectives and their ability to further the aims of the Charity. Trustees are approved to hold office for a period of four years. Any retiring Trustee who remains qualified may be reappointed by the Board.

The Trustees have signed fit and proper declarations in line with HMRC guidance. Trustees fully uphold and support the values of the organisation and its commitment to Equity, Diversity and Inclusion. Initiative Earth celebrates multiple approaches and points of view and in everything it does supports inclusion across race, gender, age, religion, identity and experience.

c. Organisational structure and decision making

At the end of 2023 Initiative Earth had a team of 6 employees based primarily in London.

The Directors (C Reed and R Reed) are responsible for:

- Implementing Initiative Earth's strategy, objectives, and budget, ensuring cohesion with its vision and mission;
- monitoring and enhancing the wellbeing, training, and development of staff, including evolving and strengthening the organisation's shared culture and values;
- developing policies and best practices, ensuring compliance with regulations issued by governing bodies and current legislation;
- representing the organisation at events and meetings with donors and other major collaborators and stakeholders; and
- attending quarterly Board meetings to ensure that Trustees are fully apprised of all relevant governance, strategy, and operational decisions.

d. Policies adopted for the induction and training of Trustees

As part of their onboarding, Trustees are given an information pack, which includes the Charity's Memorandum and Articles of Association and the Charity Commission Guidance on Trustees' Responsibilities. All Trustees are therefore aware of their legal duties and obligations in respect to governance of the Charity, including in relation to the protection of its assets. Each Trustee is required to

sign an annual Code of Conduct and Conflict of Interest Declaration.

Statement of Trustees' responsibilities

The Trustees (who are also the directors of the Company for the purposes of company law) are responsible for preparing the Trustees' report and the financial statements in accordance with applicable law and United Kingdom Accounting Standards (United Kingdom Generally Accepted Accounting Practice).

Company law requires the Trustees to prepare financial statements for each financial year. Under company law, the Trustees must not approve the financial statements unless they are satisfied that they give a true and fair view of the state of affairs of the Company and of its incoming resources and application of resources, including its income and expenditure, for that period. In preparing these financial statements, the Trustees are required to:

- select suitable accounting policies and then apply them consistently;
- observe the methods and principles of the Charities SORP (FRS 102);
- make judgments and accounting estimates that are reasonable and prudent;
- state whether applicable UK Accounting Standards (FRS 102) have been followed, subject to any material departures disclosed and explained in the financial statements;
- prepare the financial statements on the going concern basis unless it is inappropriate to presume that the Company will continue in business.

The Trustees are responsible for keeping adequate accounting records that are sufficient to show and explain the Company's transactions and disclose with reasonable accuracy at any time the financial position of the Company and enable them to ensure that the financial statements comply with the Companies Act 2006. They are also responsible for safeguarding the assets of the Company and hence for taking reasonable steps for the prevention and detection of fraud and other irregularities.

Accounts

Small Company Provision

These financial statements have been prepared in accordance with the special provisions relating to small companies within part 15 of the Companies Act 2006. Approved by order of the members of the board of Trustees and signed on their behalf by:

C Delevingne
Trustee

DocuSigned by:

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13 October 2024

Accounts

Independent examiner's report to the Trustees of Initiative Earth ('the Company')

I report to the charity Trustees on my examination of the accounts of the Company for the year ended 31 December 2023.

Responsibilities and basis of report

As the Trustees of the Company (and its directors for the purposes of company law) you are responsible for the preparation of the accounts in accordance with the requirements of the Companies Act 2006 ('the 2006 Act').

Having satisfied myself that the accounts of the Company are not required to be audited under Part 16 of the 2006 Act and are eligible for independent examination, I report in respect of my examination of the Company's accounts carried out under section 145 of the Charities Act 2011 ('the 2011 Act'). In carrying out my examination I have followed the Directions given by the Charity Commission under section 145(5)(b) of the 2011 Act.

Independent examiner's statement

Since the Company's gross income exceeded £250,000 your examiner must be a member of a body listed in section 145 of the 2011 Act. I confirm that I am qualified to undertake the examination because I am a member of ICAEW, which is one of the listed bodies.

I have completed my examination. I confirm that no matters have come to my attention in connection with the examination giving me cause to believe:

1. accounting records were not kept in respect of the Company as required by section 386 of the 2006 Act; or
2. the accounts do not accord with those records; or
3. the accounts do not comply with the accounting requirements of section 396 of the 2006 Act other than any requirement that the accounts give a 'true and fair' view which is not a matter considered as part of an independent examination; or
4. the accounts have not been prepared in accordance with the methods and principles of

the Statement of Recommended Practice for accounting and reporting by charities [applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102)].

I have no concerns and have come across no other matters in connection with the examination to which attention should be drawn in this report in order to enable a proper understanding of the accounts to be reached.

Nick Weller FCCA

Simmons Gainsford Professional Services Limited
Chartered Accountants
14th Floor
33 Cavendish Square
London
W1G 0PW

13 October 2024



Accounts

Statement of financial activities (incorporating income and expenditure account) for the year ended 31 December 2023

Income from:	Note	Unrestricted funds: 2023 (£)	Total funds: 2023 (£)	Total funds 2022 (£)
Donations	3	470,631	470,631	271,844
Other charitable income	4	66,893	66,893	-
Total income		537,524	537,524	271,844
Expenditure on:				
Raising funds	5	5,849	5,849	27,972
Charitable activities	6	361,742	361,742	281,126
Total expenditure		367,591	367,591	309,098
Net movement in funds		169,933	169,933	(37,254)
Reconciliation of funds:				
Total funds brought forward		229,351	229,351	266,605
Net movement in funds		169,933	169,933	(37,254)
Total funds carried forward		399,284	399,284	229,351

The Statement of financial activities includes all gains and losses recognised in the period. The notes on pages 38 to 47 form part of these financial statements.

Accounts

Balance Sheet as at 31 December 2023

Fixed assets	Note	2023 (£)	2022 (£)
Intangible assets	10	223,319	-
Tangible assets	11	796	-
Investments	12	1	-
		224,116	-
Current assets			
Debtors	13	74,233	89,426
Cash at bank and in hand		169,234	159,666
		243,467	249,092
Creditors: amounts falling due within one year	14	(68,299)	(19,741)
Net current assets		175,168	229,351
Total net assets		399,284	229,351
Charity funds			
Unrestricted funds	15	399,284	229,351
Total funds		399,284	229,351

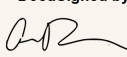
The Company was entitled to exemption from audit under section 477 of the Companies Act 2006. The members have not required the company to obtain an audit for the year in question in accordance with section 476 of Companies Act 2006.

The Trustees acknowledge their responsibilities for complying with the requirements of the Act with respect to accounting records and preparation of financial statements.

The financial statements have been prepared in accordance with the provisions applicable to entities subject to the small companies regime.

The financial statements were approved and authorised for issue by the Trustees and signed on their behalf by:

C Delevingne
Trustee

DocuSigned by:

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13 October 2024

The notes on pages 38 to 47 form part of these financial statements.

Accounts

Statement of cash flows for the year ended 31 December 2023

Cash flows from operating activities	Note	2023 (£)	2022 (£)
Net cash used in operating activities	16	179,287	(30,597)
Cash flows from investing activities			
Purchase of intangible assets		(168,866)	(89,426)
Purchase of tangible fixed assets		(852)	-
Purchase of investments		(1)	-
Net cash used in investing activities		(169,719)	(89,426)
Change in cash and cash equivalents in the year		9,568	(120,023)
Cash and cash equivalents at the beginning of the year		159,666	279,689
Cash and cash equivalents at the end of the year		169,234	159,666

The notes on pages 38 to 47 form part of these financial statements.

Accounts

Notes to the financial statements for the period ended 31 December 2023

1. General information

Initiative Earth is a registered charity and Private Limited Company by guarantee without share capital, incorporated in England and Wales. Company registration number 12550616, Charity registration number 1192512.

2. Accounting policies

2.1 Basis of preparation of financial statements

The financial statements have been prepared in accordance with the Charities SORP (FRS 102) - Accounting and Reporting by Charities: Statement of Recommended Practice applicable to charities preparing their accounts in accordance with the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) (effective 1 January 2019), the Financial Reporting Standard applicable in the UK and Republic of Ireland (FRS 102) and the Companies Act 2006.

Initiative Earth meets the definition of a public benefit entity under FRS 102. Assets and liabilities are initially recognised at historical cost or transaction value unless otherwise stated in the relevant accounting policy.

2.2 Income

All income is recognised once the Company has entitlement to the income, it is probable that the income will be received and the amount of income receivable can be measured reliably.

2.3 Expenditure

Expenditure is recognised once there is a legal or constructive obligation to transfer economic benefit to a third party, it is probable that a transfer of economic benefits will be required in settlement and the amount of the obligation can be measured reliably. Expenditure is classified by activity. The costs of each activity are made up of the total of direct costs and shared costs,

including support costs involved in undertaking each activity. Direct costs attributable to a single activity are allocated directly to that activity. Shared costs which contribute to more than one activity and support costs which are not attributable to a single activity are apportioned between those activities on a basis consistent with the use of resources. Central staff costs are allocated on the basis of time spent, and depreciation charges allocated on the portion of the asset's use.

Expenditure on raising funds includes all expenditure incurred by the Company to raise funds for its charitable purposes and includes costs of all fundraising activities events and non-charitable trading.

Expenditure on charitable activities is incurred on directly undertaking the activities which further the Company's objectives, as well as any associated support costs.

All expenditure is inclusive of irrecoverable VAT.

2.4 Intangible assets and amortisation

Intangible assets costing are capitalised and recognised when future economic benefits are probable, and the cost or value of the asset can be measured reliably.

Intangible assets are initially recognised at cost. After recognition, under the cost model, intangible assets are measured at cost less any accumulated amortisation and any accumulated impairment losses.

Amortisation is provided on intangible assets at rates calculated to write off the cost of each asset on a straight-line basis over its expected useful life. Amortisation is provided on the following basis:
Website and content - 20 %

Accounts

2.5 Tangible fixed assets and depreciation

Tangible fixed assets are capitalised and recognised when future economic benefits are probable and the cost or value of the asset can be measured reliably.

Tangible fixed assets are initially recognised at cost. After recognition, under the cost model, tangible fixed assets are measured at cost less accumulated depreciation and any accumulated impairment losses. All costs incurred to bring a tangible fixed asset into its intended working condition should be included in the measurement of cost.

Depreciation is charged so as to allocate the cost of tangible fixed assets less their residual value over their estimated useful lives, using the straight-line method.

Depreciation is provided on the following basis:
Office equipment - 3 years

2.6 Investments

Fixed asset investments are a form of financial instrument and are initially recognised at their transaction cost and subsequently measured at fair value at the Balance sheet date, unless the value cannot be measured reliably in which case it is measured at cost less impairment. Investment gains and losses, whether realised or unrealised, are combined and presented as 'Gains/(Losses) on investments' in the Statement of financial activities. Investments in subsidiaries are valued at cost less provision for impairment.

2.7 Debtors

Trade and other debtors are recognised at the settlement amount after any trade discount offered. Prepayments are valued at the amount prepaid net of any trade discounts due.

2.8 Cash at bank and in hand

Cash at bank and in hand includes cash and short-term highly liquid investments with a short

maturity of three months or less from the date of acquisition or opening of the deposit or similar account.

2.9 Liabilities and provisions

Liabilities are recognised when there is an obligation at the Balance sheet date as a result of a past event, it is probable that a transfer of economic benefit will be required in settlement, and the amount of the settlement can be estimated reliably. Liabilities are recognised at the amount that the Company anticipates it will pay to settle the debt or the amount it has received as advanced payments for the goods or services it must provide.

Provisions are measured at the best estimate of the amounts required to settle the obligation. Where the effect of the time value of money is material, the provision is based on the present value of those amounts, discounted at the pre-tax discount rate that reflects the risks specific to the liability. The unwinding of the discount is recognised in the Statement of financial activities as a finance cost.

2.10 Financial instruments

The Company only has financial assets and financial liabilities of a kind that qualify as basic financial instruments. Basic financial instruments are initially recognised at transaction value and subsequently measured at their settlement value with the exception of bank loans which are subsequently measured at amortised cost using the effective interest method.

2.11 Fund accounting

General funds are unrestricted funds which are available for use at the discretion of the Trustees in furtherance of the general objectives of the Company and which have not been designated for other purposes.

Accounts

3. Income from donations and legacies

	Unrestricted funds 2023 (£)	Total Funds 2023 (£)	Total funds 2022 (£)
Donations	470,631	470,631	271,844

4. Other charitable income

	Unrestricted funds 2023 (£)	Total Funds 2023 (£)	Total funds 2022 (£)
Grants	51,893	51,893	-
Sponsorship	15,000	15,000	-
	66,893	66,893	-

5. Raising funds

	Unrestricted funds 2023 (£)	Total Funds 2023 (£)	Total funds 2022 (£)
Fundraising costs	5,849	5,849	27,972

6. Analysis of expenditure by activities

	Activities undertaken directly 2023 (£)	Support costs 2023 (£)	Total funds 2023 (£)	Total funds 2022 (£)
Promotion of environmental awareness	291,415	70,327	361,742	281,126

Accounts

Analysis of direct costs

	Activities 2023 (£)	Total Funds 2023 (£)	Total funds 2022 (£)
Website, marketing & Branding	79,135	79,135	45,663
Content & campaigns	155,471	155,471	105,859
Social media management	56,809	56,809	38,065
Total	291,415	291,415	189,587

Analysis of support costs

	Activities 2023 (£)	Total Funds 2023 (£)	Total funds 2022 (£)
Accountancy fees	5,555	5,555	3,451
Recruitment costs	1,169	1,169	299
Bank fees	660	660	29
Legal and professional fees	8,763	8,763	4,815
Subscriptions	65	65	-
Software and E costs	6,785	6,785	6,250
Governance costs	-	-	24,426
Strategy and management costs	40,489	40,489	50,027
Travel	1,633	1,633	56
Office space rent	4,788	4,788	1,345
Team training	364	364	841
Depreciation	56	56	-
Total	70,327	70,327	91,539

Accounts

7. Independent examiner's remuneration

	2023 (£)	2022 (£)
Fees payable to the Company's independent examiner for the independent examination of the Company's annual accounts	1,500	1,500

8. Trustees' remuneration and expenses

During the year, no Trustees received any remuneration or other benefits (2022 - £nil).

9. Employees

The average number of employees, excluding the Trustees, during the period was 5 (2022: 6). Included in expenditure is £197,502 (2022: £182,179) of salaries paid to employees. No employee received total employee benefits of more than £60,000 in the period.

10. Intangible assets

Cost	Website & content (£)
Additions	258,292
At 31 December 2023	258,292
Amortisation	
Charge for the year	34,973
At 31 December 2023	34,973
Net book value	
At 31 December 2023	223,319
At 31 December 2022	-

Accounts

11. Tangible fixed assets

Cost	Office equipment (£)
Additions	852
At 31 December 2023	852
Depreciation	
Charge for the year	56
At 31 December 2023	56
Net book value	
At 31 December 2023	796
At 31 December 2022	-

12. Fixed asset investments

Cost	Investments in subsidiary companies (£)
Additions	1
At 31 December 2023	1

13. Debtors

Due within one year	2023 (£)	2022 (£)
Amounts owed by group undertakings	13,399	-
Other debtors	59,634	-
Prepayments and accrued income	1,200	89,426
	74,233	89,426

Accounts

12. Creditors: Amounts falling due within one year

	2023 (£)	2022 (£)
Trade creditors	11,871	750
Other taxation and social security	6,512	12,247
Other creditors	793	744
Accruals and deferred income	49,123	6,000
Total	68,299	19,741

13. Statement of funds

Current year

	Balance at 1 January 2023 (£)	Income (£)	Expenditure (£)	Balance at 31 December 2023 (£)
General funds	229,351	537,524	(367,591)	399,284

Prior period

	Balance at 1 May 2022 (£)	Income (£)	Expenditure (£)	Balance at 31 December 2022 (£)
General funds	266,605	271,844	(309,098)	229,351

Accounts

16. Reconciliation of net movement in funds to net cash flow from operating activities

	2023 (£)	2022 (£)
Net income/expenditure for the year (as per Statement of Financial Activities)	169,933	(37,254)
Adjustments for:		
Depreciation charges	56	-
Amortisation charges	34,973	-
Decrease/(increase) in debtors	(74,233)	-
Increase in creditors	48,558	6,657
Net cash provided by/(used in) operating activities	179,287	(30,597)

17. Analysis of cash and cash equivalents

	2023 (£)	2022 (£)
Cash in hand	169,234	159,666

18. Analysis of changes in net debt

	At 1 January 2023 (£)	Cash flows (£)	Acquisition of subsidiaries (£)	At 31 December 2023 (£)
Cash at bank and in hand	159,666	9,567	1	169,234
	159,666	9,567	1	169,234

19. Related party transactions

During the period the charity received donations of £48,166 (2022: £100,000) from The CJD Foundation, a Foundation in which C Delevingne is a Trustee.

