

## Part A - General Information

### Organisation

Initiative Earth

### Organisation Type/Structure

Charitable Company (Limited by Guarantee)

### Theme/Nature of Project

Environment

### Charity Registration Number (if applicable)

1192512

### Company/CIC Registration Number (if applicable)

12550616

### Project Name (if same as Organisation Name, please leave this blank)

Earthed

### Name of Lead Contact

Ciaran Biggins

### Email

[ciaran@initiativeearth.org](mailto:ciaran@initiativeearth.org)

### How did you find out about the Awards?

Recommended by a Friend/Colleague or Other Person

### Website

<https://www.earthed.co/>

### Social Media Handles (Twitter, Facebook, LinkedIn, Instagram etc):

<https://www.instagram.com/earthed.co>  
[https://twitter.com/earthed\\_co](https://twitter.com/earthed_co)  
<https://www.facebook.com/earthed.co>  
<https://www.linkedin.com/company/earthedco/>  
[https://www.youtube.com/@earthed\\_co](https://www.youtube.com/@earthed_co)

## Part B - Project Proposal

### Project Mission: A snapshot of the project's intention (50 words max)

To galvanise and support a peer-driven, mass-mobilised ecosystem restoration movement by giving anyone, anywhere, access to the skills, networks and funds they need to restore nature and learn to grow. We're driving positive change for Earth's ecosystems within the critical seven-year window outlined by the UN Decade on Ecosystem Restoration.

### Situation (250 words)

The world faces an ecological crisis; in the last six decades, 60% of Earth's ecosystems have been degraded, with wildlife populations plummeting by 69%. By 2030, one billion hectares of earth must be restored.

Ecosystem restoration has the power to rebalance our climate, regenerate biodiversity, help end poverty, ensure food security, strengthen local economies, nurture livelihoods, and improve people's health.

The current situation is a race against time, compounded by a lack of widespread engagement and accessible knowledge for effective action. The UN states that the multitude of collaborative efforts and on-the-ground activities required to amplify restoration activities for meaningful global impacts are too vast for a single initiative to manage. Hence, global ecosystem restoration can only be achieved if local communities worldwide participate.

Despite the rising urgency and public interest in restoring environmental health, a lack of knowledge and access to practical resources often hinders action. A 2022 UK poll (<https://www.theguardian.com/environment/2022/sep/30/most-uk-adults-think-nature-is-in-urgent-need-of-protection-poll>) revealed that most UK adults (81%) believe nature urgently needs protection, and almost half the population (48%) expressed willingness to take action to reverse environmental damage. However, this potential remains untapped due to a significant gap between people willing to act and those possessing the necessary skills to restore nature, rewild, farm regeneratively, grow food, build sustainably, increase

biodiversity, and foster communities.

Earthed was conceived in response to this urgent need, aiming to catalyse and support a participatory global movement that self-organises and self-orchestrates decentralised but following clear guiding principles on appropriate ecosystem protection and restoration activities.

### **Complication (250 words)**

While ecological and environmental consciousness and awareness have risen, action remains limited. The main barriers— lack of practical knowledge, financial resources, and effective collaboration are significant and prevent individuals and communities from contributing meaningfully to ecosystem restoration. People lack the skills and resources to translate intention into practice, and while the knowledge economy grows rapidly, its potential for environmental action remains largely untapped. Without a systemic solution, individual efforts can feel like drops in an increasingly barren ocean. The existing platforms are fragmented or polarising, often entangled in rhetoric rather than offering practical and actionable solutions. Hence, there's an unmet need for a unifying platform that is inclusive, practical, and driven by collective empowerment.

The missing link between ecological awareness and actionable change is a crisis of imagination and a deficit in ecological citizenship. Communities lack a platform where nature restoration is both demystified and democratised. Existing initiatives don't sufficiently empower individuals or provide a collective narrative for change, leaving ecosystem restoration on the fringes rather than in the mainstream of daily life and conversation. Earthed addresses this systemic problem by inspiring a radical reimagining of our relationship with the planet.

The scale of collaborative interactions and on-the-ground activities necessary to upscale restoration and have a global impact is overwhelming. It's clear that a centralised approach is insufficient; what's needed is the activation of local communities globally. These challenges make Earthed not only necessary but critical to fostering a decentralised, mass-mobilised movement for ecosystem restoration.

### **Solution (250 words)**

Earthed will transform ecosystem restoration into a universal language and activity as familiar and engaging as gardening.

Our approach to solving this ecological inertia is threefold: providing people with the skills, networks and funds to restore ecosystems. We have developed an open-access online platform offering courses from world-renowned nature teachers on ecosystem restoration, regenerative agriculture, and community-led environmental stewardship. These courses, designed for actionability, are supplemented by community forums to foster peer-to-peer learning and a member-generated fund to finance grassroots projects. By bridging the gap between intent and action, Earthed will enable systemic change, harnessing the collective power of individuals to create sustainable social change. Our strategy involves imparting knowledge and nurturing a networked movement, igniting radical imagination for a greener future, and teaching the skills needed for ecological citizenship and community-led action.

Our online courses, cultural partnerships, mainstream campaigns, public figures and vibrant forums will make ecosystem restoration aspirational, moving it from the periphery into the mainstream.

We aim to create a financially regenerative charity that invests in its members and accelerates community-oriented projects. The platform will always be free to those who need it, while those who can are encouraged to make a monthly donation to support the Earthed Nature Teachers and establish the Earthed Action Fund. By 2030, we aim to have 100,000 members contributing monthly, generating substantial funds dedicated to empowering local nature initiatives, reshaping the ecological engagement narrative, and embedding it deeply within the fabric of daily life and community values.

## **Part C - Wider Support**

### **How would the Stephen Lloyd Award network of partners' support be beneficial to your project? (250 words max)**

**Expertise Sharing:** Leveraging the expertise within the network, e.g. around EdTech and app development, to enhance Earthed's educational content and member learning experience

**Strategic Partnerships:** Collaboration with network partners that align with Earthed's mission and can expand our reach and influence.

**Visibility and Credibility:** The esteemed Stephen Lloyd Awards' endorsement could enhance Earthed's credibility, attracting more learners, contributors, and impact partners to the platform.

**Marketing and community engagement:** Insights from the network on how to reach new audiences and markets, especially in areas where ecosystem restoration is most needed but currently underrepresented.

**Resource Mobilisation:** Access to the network's resources, including potential funding opportunities and in-kind support, could accelerate the development and scaling of Earthed's platform.

Trustee recruitment: Supporting us in identifying new potential Trustees to strengthen our board.  
Mentorship and Guidance: Tapping into the collective wisdom and experience of the award's network for mentorship on strategic decision-making, marketing, and community engagement strategies.  
Policy Influence: Utilising the network's collective voice to advocate for policies that support environmental education and ecosystem restoration, potentially influencing systemic change at higher levels of governance.  
Networking Opportunities: Connecting with like-minded innovators and leaders in the social change sphere could lead to new ideas, practices, and potential collaborations for Earthed.  
Grant-making strategy: Working with the experienced grant funders in your network to co-develop the best approach, governance and mechanisms for developing the Earthed Action Fund to distribute funding to community nature restoration projects.

## Part D - Financial Justification

**How do you propose to spend the winning funds of £25,000 (50 words max). Please provide a general idea.**

Funding will enrich our membership learning journey with interactive learn-alongs, community gatherings and nature restoration action challenges, moving members from interest to impactful, community-led action. Simultaneously, we'll advance our platform's technology to integrate outcome tracking, highlighting the real-world effects of our members' increasing expertise and collective impact on ecosystem restoration.

## Part E - Supporting Information

**Governing Documents: Where relevant, please upload any recent charity accounts and governing documents as attachments.**

- [Initiative-Earth-signed-filed-accounts-December-2022-2\\_compressed.pdf](#)

**Team: We would like to learn a little more about the individual or team invested into the project. What are your individual credentials? Is there a story behind how you or your team all came together to support the project? (75 words max)**

Christabel and Ruby Reed founded Earthed during their climate action campaign EcoResolution with Cara Delevingne. Insights discovered that people desired action but lacked access to practical solutions, and existing initiatives focused on humans as consumers rather than ecological citizens. They created Earthed as a scalable platform for technical knowledge and new ways of thinking. The talented team of ten is committed to nature regeneration. A diverse board of trustees includes members from Pentagram and Earthrise

### YouTube Video

<https://www.youtube.com/watch?v=GNDeZRzsJXk>

**Additional References: You are welcome to provide a list of up to 5 links with any relevant supporting material or visuals, as further reference**

1. Earthed case for support [https://drive.google.com/file/d/1JT4OS2iG4MMBNx7-gu\\_tgiPnY4MIC7Ux/view](https://drive.google.com/file/d/1JT4OS2iG4MMBNx7-gu_tgiPnY4MIC7Ux/view)
2. Our Digital Earthed Summit Recordings (password: weareearthed) <https://www.earthed.co/digital-earthed-summit-stream/>
3. Example one of our courses 'No Dig Growing' <https://www.earthed.co/courses/no-dig-gardening-with-charles-dowding/>
4. Example two of our courses 'Activating your Activism': <https://www.earthed.co/courses/activating-your-activism-with-tayshan-hayden-smith/>
5. Example three of our courses 'Indigenous Food Sovereignty' <https://www.earthed.co/courses/maori-food-soil-sovereignty-with-dr-jessica-hutchings/>