

24  
THE  
PLANET



# THE WALK THAT COOLS DOWN THE PLANET

22.06.2024  
VONDELPARK AMSTERDAM



# WE ARE LIVING IN A GLOBAL CLIMATE CRISIS

All of us are living in a global climate crisis; our planet is warming up fast, and the consequences are severe if we don't act now. 99% of all coral reefs will die, half the world's population will face water scarcity, and 3.6 billion people will be exposed to extreme weather conditions every year. The IMF estimates that climate change could cost 2 to 4% of global GDP by the end of this century.

Justdiggit has the sole purpose of cooling down the planet by regreening African landscapes.

**LUCKILY, THERE IS A SOLUTION: IF NATURE IS BROUGHT BACK BY APPLYING COST-EFFECTIVE NATURE-BASED SOLUTIONS, WE CAN MITIGATE GLOBAL WARMING BY 37%**



## 24 THE PLANET

**ON SATURDAY, SEPTEMBER 9TH, ALL PARTICIPANTS OF 24 THE PLANET WILL WALK NON-STOP FOR 24 HOURS IN THE VONDELPARK TO COOL DOWN OUR PLANET. THE GOAL IS TO RAISE OVER EUR 50,000. ALL FUNDS RAISED WILL BE DIRECTLY CONTRIBUTED TO JUSTDIGGIT, WHICH WILL USE THEM TO REGREEN ARID AND DEGRADED LANDS IN AFRICA.**

What began as a 'crazy' idea in 2021 with four friends attempting to walk non-stop for 24 hours to raise funds for combating global climate change has evolved into a global movement.

After three successful editions in Amsterdam, 24 The Planet will be organized globally this year, spanning Amsterdam, Bucharest, and New York City.

Our concept is straightforward: participants, supported by friends, family, and colleagues, will walk non-stop for 24 hours in a park to raise funds and awareness in the fight against global climate change. All proceeds are donated to Justdiggit, an NGO dedicated to regreening arid and degraded land in Africa to cool down the planet.



**24 HOURS  
WALKERS**

## THE WALK

Walking for 24 hours is challenging, but not impossible. Throughout the event, various activities keep participants motivated, including breathwork, meditation, keynote speakers, dress-up rounds, halfway celebrations, and a DJ playing music during the final hours.



## 24 THE PLANET IN NUMBERS

- 55 “24 Hour Walkers” participated in 2023
- EUR 76.000 raised in 2023 and over EUR 140.000 in total
- An average of EUR 1.200 raised per walker.
- Over 400 people joined the walk in 2023
- 16 mini-events organized during the 24 hour walkers
- Over 470 acres of land regreened
- More than 17.000 trees recovered
- Positively impacted over 1.600 people
- 100% of all “24 hour walkers” would recommend 24 The Planet to a friend



# OUR WALKERS



24 The Planet was not only a fundraiser for a good cause but also a social gathering with like-minded individuals. The organization ensured we were entertained every two hours, making the 24 hours fly by. Besides a few blisters and mild muscle pain, I especially enjoyed lots of laughter and meeting new people.



The positive vibes I got from all walkers, volunteers and supporters for both editions I participated, I will not forget.



I never thought I would be able to complete 24 hours, but I loved every minute of it and proud that we have been able to raise so much money!"



One of the most rewarding and challenging things I have done in my life.



What a vibe and what an experience! Go save the planet and join this challenge, I promise you, you won't regret it!

# SPONSOR OPPORTUNITIES

THIS YEAR, OUR GOAL IS TO RAISE A MINIMUM OF EUR 250,000! WILL YOU JOIN US ON THIS MISSION? WE OFFER OUR SPONSORS MULTIPLE OPPORTUNITIES TO JOIN OUR REMARKABLE JOURNEY TO COOL DOWN THE PLANET AND GAIN EXPOSURE IN THE LEAD-UP TO AND DURING THE 24-HOUR WALK. IN THE PAST, OUR PARTNERS HAVE IMPRESSED US WITH CREATIVE IDEAS ON HOW THEY CAN CONTRIBUTE AND PARTICIPATE. WE WELCOME ANY SUGGESTIONS!

“We have partnered with 24 the planet since the beginning. What started as a small event a few years ago, has grown to a professionally organised event making a real impact. We love to partner with 24 the planet as they challenge people to take action to fight global climate change. The positivity, the atmosphere and the mini events that are organized during the walk make this a unique event that we love to be part of. We are excited to support 24 the planet in the following years and provide each walker with a healthy breakfast to keep them going.”

**Merick Schoute – Founder Holie Foods**



“We have supported 24 The Planet since its inception. The positivity, taking action to improve the world and the cause really resonate with our brand. We love to continue to be part of 24 The Planet’s journey.”

**Wouter de Roy van Zuidewijn  
Co-Founder Cortazu**



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SKYR  
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Workx  
ADVOCATEN

ENERGY UP

# SPONSOR OPPORTUNITIES

## 1. WORLDWIDE GREEN:

**“ULTIMATE CLIMATE CHANGE FIGHTER”:** EUR 22.500,-

Partner up and regreen land the size of Central Park, New York, the Vondelpark, Amsterdam and the Varosliget Park, Budapest together as our worldwide partner! Join our journey with 5 participants in all cities. Including 8 weeks logo on billboard 24 The Planet + all other conditions of “Green”

## 2. WORLDWIDE FRIEND:

**EUR 15.000,-**

Partner up and regreen land the size of the Vondelpark, Amsterdam and the Varosliget Park, Budapest as our worldwide partner. Join our journey with 3 participants in Amsterdam, New York and Budapest. You will receive 4 week on billboard 24 The Planet + all conditions of Green.



# SPONSOR OPPORTUNITIES

## 3. LOCAL GREEN:

**EUR 10.000,-**

The rest same as Green + join our journey with 3 participants in Amsterdam, New York or Budapest.

## 4. LOCAL SILVER:

**EUR 6.500,-**

The rest same as Silver + Join our journey with 2 participants in Amsterdam, New York or Budapest.

## 5. LOCAL BRONZE:

**EUR 3.500,-**

The rest same as bronze original document + join our journey with 1 participant in Amsterdam, New York or Budapest.

## 6. FRIEND:

**EUR 1.500,-**

Logo on the final cheque. 1 special edition 24 The Planet T-Shirt.

## 7. FRIENDLY SUPPORTER:

**EUR 247,-**

1 special edition 24 The Planet T-Shirt.

## 8. EMPLOYERS:

Challenge your employees to participate and sponsor your employees directly. € 1.500,- per employee. Joining 24 The Planet will definitely give a lot of energy to participating employees and the whole work force. Every employee receives a 24 The Planet T Shirt and sweater for free! We will provide your company with good photos to share both internal and external.

## 9. BE CREATIVE:

Do you want to sponsor us with your products such as clothes or food free of charge? You will receive the same as a "Friend".





# 2024

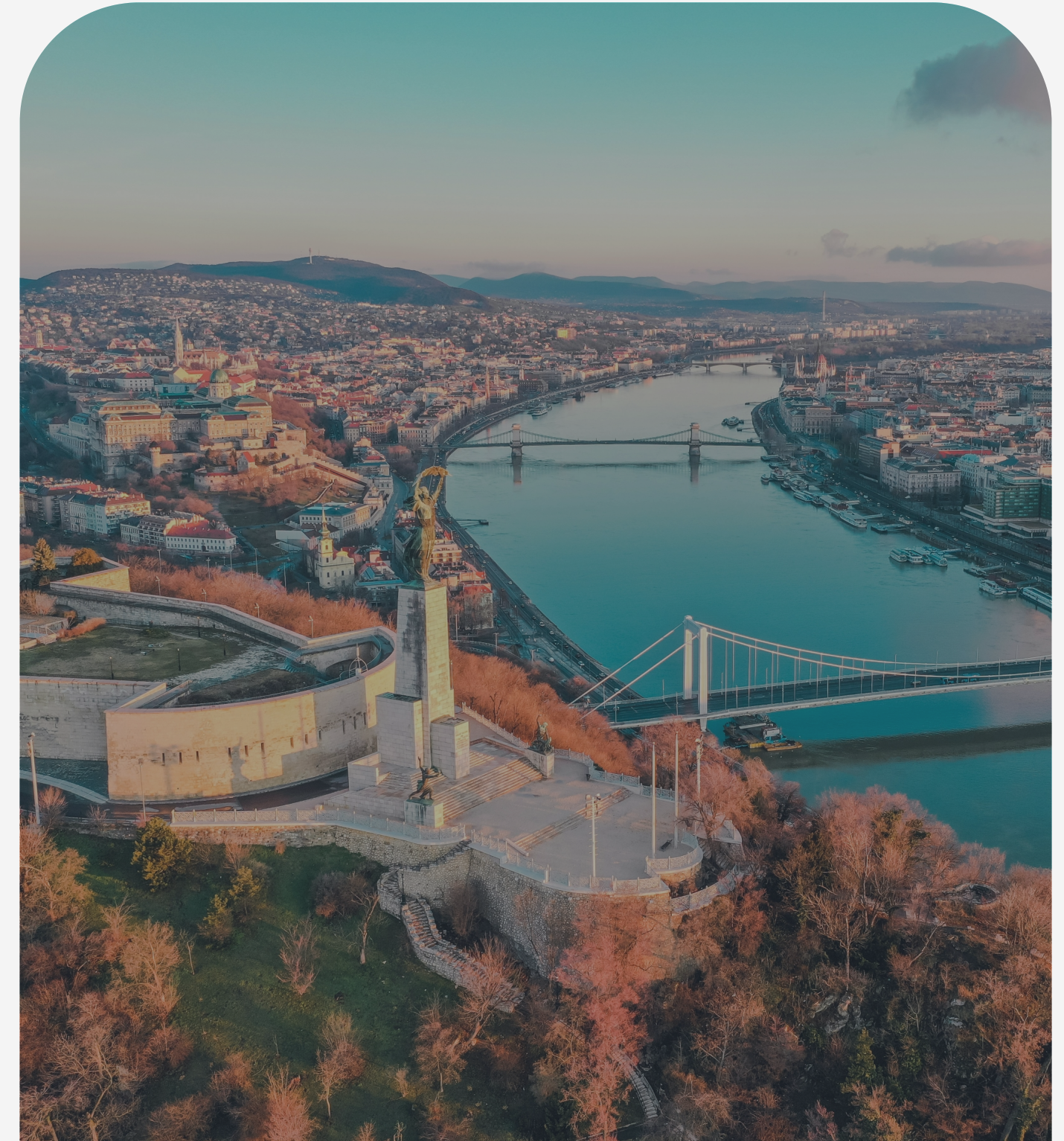
24 THE PLANET WILL BE ORGANIZED IN 3 CITIES ACROSS THE WORLD.



**22-06**  
**VONDELPARK**  
**AMSTERDAM**



**22-09**  
**CENTRAL PARK**  
**NEW YORK**



**XX-09**  
**TBA VAROSLIGET PARK,**  
**BUDAPEST**

Someone is sitting in the shade today  
because he planted a tree 20 years ago...  
The best time to plant a tree is 20 years ago.  
The second best time is now...

Join us to make a positive impact and cool  
down the planet together

**IT'S TIME WE STOP TALKING AND START WALKING!**

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