

2024

ANNUAL REPORT

we4all



A Global Renaissance Pact

2024 was not just a year of growth for We4all; it was the year our vision transformed into a global movement of hope. In a world tested by climate uncertainty, We4all proved that collective will can change the present and the future of the planet.

Looking at our actions—from the burned forests of Greece and the expanses of Canada, to the communities of Kenya, Uganda, Armenia, and our recent expansion into India—we see a living truth: the climate crisis knows no borders, but neither does our determination. We4all now stands at the forefront, not only planting trees, but shielding entire ecosystems and educating the leaders of tomorrow.

"In 2025, we do not wait for the solution – we create it day by day, TOGETHER. Because every tree is an act of resistance and every partnership a promise of life."

YIANNIS ILIOPOULOS
CEO & Co-founder,
We4all

THE GREEK MILESTONE

**1.000.000
TREES**



are now taking root in Greek soil, restoring the ecosystem in areas affected by wildfires and deforestation.

**12,500
VOLUNTEERS**



We4all is not just an organization; it is a community. The participation of thousands of people proves the citizens' need to become part of the solution.

OPERATIONAL ACTION

On average, we carried out one major action every two days! From large-scale tree plantings to cleanups and local events.



Our students do not just learn about the environment; they become its guardians, acquiring the knowledge to protect the future that belongs to them.

**25.000
STUDENTS**



or **370
SCHOOLS**

Joined the

«Green Future»
program



PREVENTION & CIVIL PROTECTION

Certified as a **Voluntary Civil Protection Organization** and installed innovative firefighting systems.

650,000
NEW BREATHS
OF LIFE



Healing the Planet in 6 Countries

In 2024, We4all confirmed in the most emphatic way its role as an international catalyst for green growth. Through our "Green Planet" initiative, we managed to plant 650,000 trees, turning our initiative into a global shield against the climate crisis. Our action was not just quantitative, but deeply qualitative, as it adapted to the specific ecological needs of six different nations.

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In Greece Recreating Our Ecosystems

The past year was a test of endurance, but also a shining testament to the power hidden in collaboration. Our country remained at the heart of our efforts, with our main concern being the healing of the wounds left behind by the fiery wildfire. We did not stop at recording the losses, but moved into immediate action to restore our natural wealth.



The Power of Synergies

The success of this effort is not individual. It is due to the valuable support of strategic partners who share our vision for a greener and more resilient Greece. Together, we managed to turn the challenge into a tangible result.

Every tree planted represents a promise of life and a living lung for future generations.

100 STRATEGIC PARTNERSHIPS

One hundred entities and businesses joined forces with us, proving that environmental responsibility is our shared mission.

In the World Bridging Continents with Green

In 2024, We4all went beyond European borders, transferring expertise and hope to places where environmental degradation directly threatens the quality of life.

The India Milestone

Our expansion into India marks a historic moment for the organization. We are intervening in one of the most environmentally burdened regions of the planet, where the need for carbon sequestration and improvement of air quality is imperative.





From Canada to Africa

With a presence in Canada, Kenya, Uganda, and Armenia, We4all creates sustainable forests that not only protect the climate but also support local communities through job creation and education.

Every tree planted in these 6 countries is a link in a global chain of protection. We are not just planting wood and leaves; we are planting the future of the next generation.



Shielding

THE INVISIBLE WORK THAT SAVES FORESTS

For us at We4all, the protection of nature does not end the moment the tree goes into the ground; that is exactly where our responsibility begins. In 2024, we took on a dual role: that of the creator and that of the protector.

As an officially certified body by the General Secretariat for Civil Protection, we operated as an integrated force, investing in prevention that saves lives and properties.



Innovation and Technology at the Frontline

We do not settle for traditional firefighting methods; we introduce technology where nature is most at risk, while simultaneously investing in prevention.

Ancient Olympia A SACRED MISSION

In an area of immense symbolism, we installed an innovative fire protection mechanism covering approximately 100 acres. This system acts as a liquid shield, capable of stopping the path of a wildfire before it becomes uncontrollable.

Infrastructure in Inaccessible Areas

The battle with flames is often decided in the first few minutes. We strategically placed water tanks in isolated forest areas, ensuring that firefighting vehicles will have immediate access to water without losing valuable time in transit.

By the Side of People and the Local Economy

Environmental destruction always has a social face. When the fire hit Western Attica, We4all did not remain a bystander.

Immediate Response

We were on the frontline, offering logistical support and coordinating volunteer teams.

Supporting Primary Production

Understanding that the forest is the beekeeper's «home» and the farmer's livelihood, we provided practical assistance to the affected communities, helping the people of the land stand on their feet again and protect what was left.

25,000 STUDENTS

The "Environmental Guardians" of tomorrow

True change begins at the school desk. Through the Green Future program, we inspired 25,000 students of all educational levels in 2024. In 370 schools in Greece and around the world, we cultivated the conscience of the active citizen. These children did not just learn about the environment; they were equipped with the tools to take the future into their own hands, serving as the living guarantee that the roots we plant today will find protection tomorrow.

Cultivating Conscience

We taught children the principles of the circular economy, the importance of biodiversity, and the ways in which our daily habits affect the climate.

Active Citizens

We inspired students to stop being passive observers and to assume the role of the "Environmental Guardian".

Tools for the Future

We equipped them with the knowledge and tools to take the future into their hands. These children did not just learn "what" the environment is, but "how" to actively protect it in practice.

2024 Planting the Seeds of Change

The We4all World School Championship

2024 was the starting point of a great, global school journey. The We4all World School Championship began its journey and, through an innovative international network, our students became "the heroes next door." They didn't just learn about environmental protection from books; they went out into the world and made it more beautiful.

The Milestones of our Action

With a unified points system recording progress and the noble competition of schools on a global level, our teams left their own indelible footprint.

Embracing Nature

With actions such as park cleanups, participation in tree plantings, caring for the school grounds, etc., students proved that respect for the planet begins at our own "home."

Empathy in Action

Through initiatives like caring for stray animals, environmental awareness became one with social empathy. Our students were armored with the values that will define their future as conscious citizens of the world.

The Vision That Became Reality

In 2024, we laid the foundations. Every action, every cleanup, every point earned on the international scoreboard was a statement: that every good deed can make a difference. We continue with the same momentum, proud of our children who are showing us the way to a greener, fairer, and brighter planet.

From Athens to Europe

A Key Pillar of the Climate Pact

Our presence on the international stage was radically upgraded. The invitation from the European Commission to the Acropolis Museum to present our work marked a milestone moment, offering:

European Recognition

It was officially confirmed that We4all is now one of the central pillars of the European effort to plant 3 billion trees by 2030.

Strategic Partner

As an official partner of the European Climate Pact, we actively participate in the design and implementation of actions that transcend national borders, contributing to a sustainable future for all of Europe.

We4all is proof that when businesses, citizens, and institutions collaborate with transparency and vision, the result is not just numbers – it is sustainable impact.

BRAVO SUSTAINABILITY AWARDS 2024

The Seal of Trust

Our distinction in the “Partnerships” category at the Bravo Sustainability Awards 2024 was not just an award; it was the recognition of a model of action that bears fruit.

We managed to build a multi-level alliance, uniting the private sector, civil society, and state bodies under a common purpose.

This ecosystem of collaboration allows We4all to scale its impact, turning corporate resources into actual forests and volunteer willingness into organized action.



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THIS PLANET



OUR HOME



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