

2023 ANNUAL REPORT



GREENSEED

WOMEN CREATING A SUSTAINABLE TOMORROW

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2023 Overview

MESSAGE FROM THE PRESIDENT



It is with immense pride and gratitude that I address you in this inaugural edition of the 2023 Annual Report for Greenseed. As we embark on this journey together, I am filled with optimism for the positive impact we can create in the realms of climate change and gender inequality.

In our nascent year, Greenseed has swiftly grown from an idea into a dynamic force for change. We have laid the foundation for our mission—a mission rooted in the belief that the fight against climate change is inseparable from the pursuit of gender equality. This foundational principle guides every initiative, project, and collaboration we undertake.

As we flip through the pages of this first annual report, let it be a testament to the potential that lies within Greenseed. It is a record of our collective commitment to a future where a sustainable environment goes hand-in-hand with gender equity. To our dedicated team, generous supporters, and the communities we serve—thank you for believing in Greenseed. Your trust and enthusiasm fuel our drive to make a difference. Together, we are laying the groundwork for transformative change that will resonate for years to come.

As we look ahead, let this report inspire us to dream bigger, work harder, and collaborate more effectively. The challenges are significant, but so is our collective potential for positive impact. I am excited about what the future holds for Greenseed, and I invite each of you to join us on this transformative journey.

With warmth and gratitude,

A handwritten signature in black ink that reads "T. Heizmann". The signature is written in a cursive, flowing style.

Tanja Heizmann
President
Greenseed

2023 Overview

MESSAGE FROM THE CO-DIRECTORS



As we reflect on the journey embarked upon in 2023, we are thrilled to share the inaugural chapter of Greenseed's story. With passion as our compass and commitment as our guide, Greenseed emerged as a beacon for change in the heart of Geneva, Switzerland.

In a world at the crossroads of environmental challenges and the urgent call for gender equality, Greenseed stands at the intersection, weaving a narrative of empowerment, resilience, and positive impact. The year 2023 marked our humble beginning, a seed planted in the soil of determination and hope.

In the face of global challenges, our role becomes ever more crucial. The intersectionality of environmental issues and gender disparities demands holistic solutions. Greenseed is poised to be a catalyst for change, fostering a world where women are not just stakeholders but leaders in shaping a sustainable tomorrow.

A handwritten signature in dark ink, appearing to read 'A. Devine'.

Anna Devine
Co-Director
Greenseed

A handwritten signature in dark ink, appearing to read 'E. Peev'.

Esther Peev
Co-Director
Greenseed

GREENSEED

Our mission is to empower women in environmental protection for a sustainable future.

75%

of the Earth's surface is significantly altered by human actions (UNEP).

15%

Fewer than of landholders around the world are women (FAO).

In a world where 75% of the Earth's surface is altered by human actions (UNEP) and fewer than 15% of landholders are women (FAO), Greenseed recognizes the urgent need to address both environmental degradation and gender inequality.

Despite women's pivotal roles in sustainable resource management globally, they often face limited participation in decision-making processes related to environmental conservation or protection, especially in lower-income countries. Greenseed's mission is to empower women with the skills and resources needed to lead sustainable initiatives in environmental protection.

We provide women with the necessary space, training, and tools to develop and lead their own projects in environmental conservation. By fostering leadership skills and offering tailored guidance, Greenseed aims to catalyze a shift in the broader narrative, promoting women's indispensable role in environmental protection.

Our goal is not only to support women but also to recognize and harness their leadership potential, contributing to a more inclusive and effective approach in tackling both environmental challenges and gender disparities. Greenseed is committed to creating a future where women are central figures in sustainable resource management and instrumental leaders shaping a thriving world for generations to come.

OUR PILLARS



Guidance

Our role in the business development process of the women we support is mainly guidance. We encourage them to own their project freely, requesting our guidance when needed.



Financial Independence

Our programmes are designed so that the women we support achieve financial independence. We aim to support them on the short term so they rapidly own their project.



Sustainability

At the end of the projects and when the women are financially independent, financial support is ended. At this stage, their project is run in a sustainable manner, from an economic, social and environmental point of view.

2023 ACTIVITIES

We are delighted to showcase the vibrant tapestry of activities that defined Greenseed's journey in 2023. This pivotal year marked not only the inception of the Greenseed association but also the creation of the WePhili Programme and a dedicated focus on fundraising. Each endeavor embodies our commitment to environmental empowerment and sustainability.

01. Greenseed creation

On June 23, 2023, Greenseed was officially founded during a constitutive assembly with the committee. This significant event marked the inception of the association, signaling the commencement of our official activities. Since then, Greenseed has been dedicated to working towards its mission, fostering positive change by addressing gender inequality and environmental degradation with compassion and commitment.



Greenseed's Committee and co-directors

02. WePhili Programme



Greenseed and Haribon Foundation collaborating

A significant milestone in 2023 was the establishment of the WePhili Programme, a testament to our dedication to empowering women in the Philippines for the conservation of endemic species. Numerous meetings with our local partner, Haribon Foundation, paved the way for the programme's development. Collaboratively, we laid the groundwork, and with intentions set high, we anticipate the programme's launch in 2024.

Our programme, WePhili, aims to nurture a network of women proficient in conservation and leadership, fostering empowerment and ensuring the sustainability of this initiative in the region. WePhili envisions supporting Filipino women by implementing a local conservation training programme and developing leadership skills. The focus is on integrating women into decision-making processes related to the sustainable use of resources. Through this comprehensive training programme led by experienced women conservationists, participants will be equipped to initiate their conservation projects, integrate into existing projects, or take up decision-making positions in their local communities. This approach not only safeguards endemic species but also empowers women to be influential advocates for environmental sustainability in their communities.



03. Fundraising

As a non-profit organization, fundraising plays a crucial role in our mission to drive positive change. In 2023, we proactively identified potential funding partners. The enthusiasm expressed by our potential funding partners underscore a shared vision for a greener, more equitable future. We extend our sincere appreciation to all those who are considering joining us on this journey.

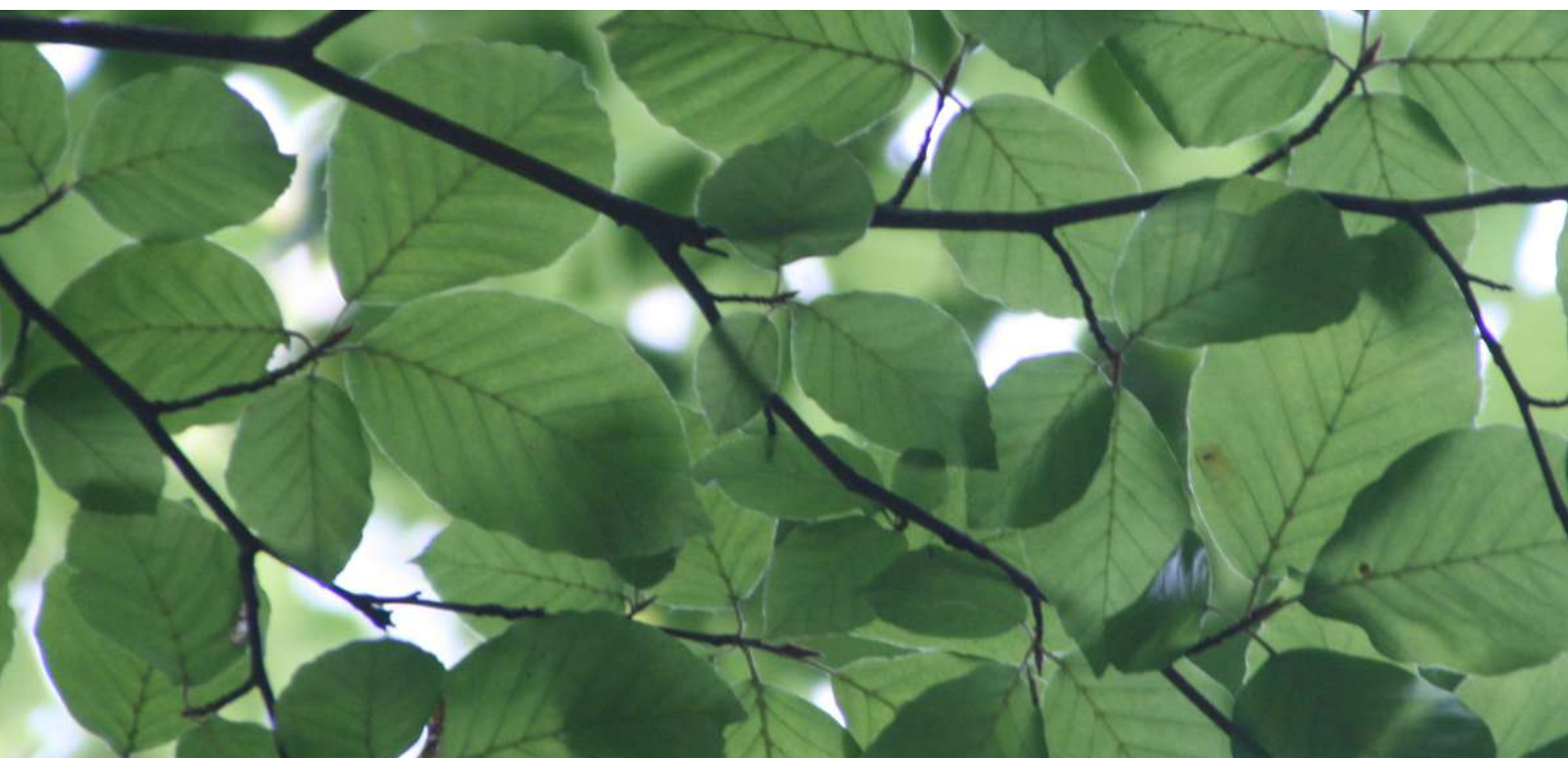
PERSPECTIVES FOR 2024

In the dynamic landscape of 2024, Greenseed is poised to embark on the exciting journey of launching our WePhili programme in the Philippines. A pivotal aspect of our roadmap for the year includes the meticulous execution of a comprehensive needs assessment and training evaluation. This strategic initiative will afford us valuable insights into the specific requirements and skill levels of our participants, enabling us to craft a tailored and effective training curriculum.

Concurrently, our efforts are focused on the recruitment of the inaugural cohort, a process facilitated by our extensive network, with a special nod to the unwavering support of Haribon Foundation. Collaboratively, we are working towards creating a diverse and dynamic group of participants who will be the trailblazers of the WePhili programme.

As we lay the groundwork for this transformative initiative, meticulous attention is being dedicated to preparing the class materials. This involves curating content that aligns with our mission of empowering women in conservation and leadership. Simultaneously, we are working towards establishing a welcoming and conducive environment for the participants, ensuring that they have a space that fosters collaboration, learning, and growth.

These activities constitute the bedrock of our preparations for the WePhili programme in 2024. As we navigate the intricacies of planning and execution, the year holds the promise of empowering women and advancing sustainable conservation efforts in the Philippines.



ACCOUNTS - PROFIT AND LOSS

For the period from June 23 to December 31, 2023, the financial statements of the association have been audited and approved by Mrs. Grethel Stouvenel in her audit report dated January 27, 2024. Detailed and audited financial statements for the year 2023 can be obtained upon request.

Revenue	Amount (CHF)	% Part.
Donations	800 CHF	2,7 %
Volunteering work	28'800 CHF	97,3 %
Total	29'600 CHF	100 %

Expenses	Amount (CHF)	% Part.
Staff Costs <ul style="list-style-type: none"> Charges (not subject to AVS) Volunteering work 	29'300 CHF 500 CHF 28'800 CHF	98,99%
Administrative Costs <ul style="list-style-type: none"> Website, email accounts Banking account 	284.20 CHF 234.20 CHF 50.00 CHF	0,97%
Difference (Profit)	15.80 CHF	0,05%
Total	29'600 CHF	100%

AUDIT REPORT

Genève, le 27 janvier 2024

**Rapport de révision des comptes de
L'Association GREENSEED
Exercice 2023**

Le soussigné, Mme. Grethel STOUVENEL, a rencontré la comptable de l'Association Greenseen, pour procéder à la vérification des comptes annuels (bilan, compte de pertes et de profits) de l'exercice débuté le 23.06.2023 et arrêté le 31 décembre 2023.

La responsabilité de l'établissement des comptes annuels incombe au comité de direction alors que ma mission consiste à vérifier ces comptes annuels et à émettre une appréciation les concernant.

J'ai effectué mon audit conformément à la loi et aux normes d'audit suisses. Ces normes requièrent de planifier et de réaliser l'audit pour obtenir une assurance raisonnable que les comptes annuels ne contiennent pas d'anomalies significatives.

Selon mon appréciation, les comptes annuels pour l'exercice arrêté le 31 décembre 2023 reflètent la situation patrimoniale des charges, des produits, et la tenue des livres et des comptes sont conformes à la loi suisse et aux statuts.

En outre, le total du bilan se monte à CHF 15.80 et le résultat de l'exercice à CHF 15.80.

Je propose à l'Assemblée générale d'accepter les comptes 2023 et d'en donner décharge au Comité.


Mme. Grethel STOUVENEL

COMMITTEE AND TEAM



Tanja Heizmann - Chairwoman

Tanja understands the health of our planet as a source of a sustainable future for all. She sees gender equality as a key indicator for a better and healthier future. As an expert in critical care nursing, her professional roots are in human health. With the Master of Science in Global Health, she expanded her knowledge of the interfaces and interactions between environmental, animal, and human health. She has diverse professional experience in the private, humanitarian and government sectors and is committed to empowering women.



Ailín Benítez Cortés - Vice-Chair

Ailín is a Chilean sociologist who, since 2012, explores and understands the transformative power of women in their communities and environments. Ailín has focused her career on connecting research and advocacy. On a national level, she has worked on women's rights in Chile, and on an international level, she has worked on the intersection of migration and climate change. An adventurer at heart, Ailín has dedicated her life to immersing in different cultures, admiring the beauty and power of nature. She strongly believes that women from all regions of the world must be at the center of decision-making processes at all levels, and finds her inspiration in exchanging creative ideas and practical solutions with other women who believe the same.



Tessel van der Putte - Vice-Chair

Tessel is a visual artist and scholar working on the intersection of women's empowerment and environmentalism. Central to all her work is the exploration of our human connection with nature from an eco-feminist and mindful perspective. Previously, Tessel worked for the International Committee of the Red Cross in humanitarian law and policy communications, after which she also worked in the nature conservation sector. She pursued her master's degree in International Law and Human Rights at the United Nations University for Peace in Costa Rica. Tessel has also published research on [small island nations and climate change](#), putting a special spotlight on the vital leadership role of women in Indigenous communities.



Anna Devine - Co-Director

Anna is a Swiss attorney with experience in the private and public sector, including international and non-governmental organizations. She holds a bachelor's degree in international relations and a bilingual master's degree in law from the universities of Geneva and Basel, where she specialized in human rights. Anna is particularly interested in women's rights, women empowerment as well as corporate responsibility.



Esther Peev - Co-Director

Esther has always been involved in different environmental organizations, at the local, national and international levels. During her dual degrees' programme in Global Health and International Affairs, she specialized in Environment, Resources and Sustainability. This gave her the necessary tools and knowledge to work on climate change resilience or biodiversity programmes.

THANK YOU

We extend our deepest gratitude to all those who have been instrumental in making our vision a reality. Your unwavering support, whether through contributions, partnerships, or shared enthusiasm, has been the driving force behind Greenseed's impactful endeavors. Thank you for being part of the Greenseed community. Your commitment propels us forward, and we look forward to continuing this journey together towards a brighter, greener tomorrow.

Support our action !

Greenseed Association

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https://www.instagram.com/greenseed_ch



www.green-seed.ch

