



# TREESOLUTION FOR A GREENER FUTURE

Pieter Hoff, the ceo and founder of GROASIS.COM, shares with us how planting trees, may be how we save the planet.

**D**utch grower, and inventor Pieter Hoff, is on a mission of the greatest importance. He wants to change our world for the better, and sees it as a moral obligation to do so if you can:

## TREESOLUTION: THE VISION - EDITED - FROM WWW.GROASIS.COM

"The world has several challenges, connected and integrated that we'll have to solve in the 21st century. We believe it's necessary to focus on an integrated solution for the 7 Challenges that we believe mankind faces nowadays: Erosion, Poverty, Food crisis, Climate change, Unemployment, Rural-urban migration and Sinking groundwater levels.

Mankind needs the solutions of thousands and the hard work of millions to implement them. We need an integrated approach of all the available solutions in order to solve the 7 Challenges... Groasis will focus on a small part of the spectrum of needed solutions called the Treesolution: There is approximately 2 billion hectares of degraded farmland on the planet. Productive trees can help combat erosion, create the production of saleable products, help produce approximately 5 to 10 tonnes of food per hectare, disconnect approximately 15 tonnes of CO<sub>2</sub> per hectare, create approximately one direct and indirect job per hectare, can help revitalize the rural areas and this way diminish migration and change the soil into a sponge, stimulating the harvest of rainwater..."

"I am from 1953, and back then, our world was more beautiful. I remember butterflies and birds that are now extinct in Holland. At that time, we were only 5 billion people on this planet, and when I die, we will probably be more than the double. You have to take your responsibility, if you are able to do so. Fortunately I am in that position, born, raised and well educated in a good country. I use my professional background to do what I can to change the world for the better."

Pieter has always been a grower, and has published free books, i.e. the Treesolution to raise awareness on the climate changes, and he shares with us his amazing life purpose with positive solutions:

"Nations are trying to make agreements to reduce their CO<sub>2</sub> output, but the ongoing population growth of more than 2% a year, is actually diminishing what

they are trying to reduce. I want to inspire people to be really aware of the climate changes, and to act. A lot of people are worried, without knowing what to do. Therefore we need a Treesolution."

Groasis are currently active in 26 countries, where drought and poverty are common challenges of an agricultural economy. Those who suffer from the drought, usually do not have the money to do something about it, although there is a tangible solution. When the governments do not offer this solution to the people, it's crucial that someone else does.

So when Pieter met Thomas (Rex Frederiksen), it seemed as the perfect match in order to excel the mission, and make a tangible solution accessible in the most sustainable way possible. Pieter is the grower and Thomas the super entrepreneurial networking businessman. Together they will set up a financial model that makes the solution accessible for the very people who needs it:

"I do not believe in charity as a solution for this problem, as it is too big to solve with charity. Therefore we need a financial model that engages the people to take on a 'green musketeer' action. If planting trees means making money, then everyone wants to plant trees. And planting of trees has to be so cheap that, planting in itself, becomes a business model. When people start associating planting trees with making money, then you have momentum and a real movement. If every african searching for a better life, understands that planting trees means a better life, means food, employment, means higher water tables, less erosion, I am sure they will start to plant trees, if they can pay."

## THE GREAT GREEN WALL OF AFRICA

The Great Green Wall will be planted on the south part of Sahara, an area that has gone dry mainly because of overgrazing. It includes Senegal, Mali, Mauritania, Chad, Sudan, Ethiopia, Nigeria and Eritrea and will naturally spread further south when established.

"We want to create a tree plantation fund for the Great Green Wall of Africa, and give the people who live there the opportunity to loan money in a sustainable low rental microcredit way to buy these grow boxes, either the cheap recyclable one made of paper, or the plastic ones that you can reuse for more than ten



years. So many different trees for different use can be planted, think of oils, medicine, timber, charcoal, and provide a better local economy. And with the short term earnings from planting vegetables in the box, it's easy to repay for the boxes, and to buy more."

How soon The Great Green Wall will be a reality depends on how quickly this fund will be established, so Pieter expects Thomas and his network to be able to speed up the process:

"We really call for a marketing genius, that can make sure that we can engage the locals and the government in these tree planting projects. I hope that this marketing genius will be in our team as soon as possible." (For the reader, do not hesitate, if you are that one, or know that someone.)

Pieter is certainly a man of action, optimism and clarity:

"If we just keep on talking without action, then where do we end up? Now thousands of people flee from Africa to Europe. If we don't make a better world for them there, they will come to us in millions. And then how will anyone be able to sustain a decent life? There will be violence, war and hate all over, if we don't act on supporting the local economies to grow strong. The trees will develop jobs, employment, money, better lives and less reasons to emigrate."

He addresses the biggest challenge in reaching the Treesolution, as the phlegmatism of our governments:

"The war in Syria has been going on five years. Already in three years, there were two million refugees in camps in Turkey. The European governments, are acting like this emigration crisis is so unexpected. They never acted before and now act out of panic, and find billions to solve the refugee crisis locally. Why did they not send those billions to Turkey, Lebanon for Jordan to prevent this crisis? The world population is growing from 7 to 10 billion people, in only 35 years, the climate is changing everywhere, even people from south of the Sahara start to emigrate, and none of the governments really do anything, but making fences."

"In a sense it is sad, that private people have to finance a reforestation plan of this scale. 15 billion € (the cost of the Great Green Wall) is nothing for the European governments compared to what they will be spending in the near future to solve the refugee crisis. If you really want emigration to stop, you have to start developing the countries people flee from. It's very simple. Germany is using 16 billion € now, they just found it in a few weeks to solve the refugee problem locally, and we only need 15 billion €. So why can't the governments find the money for us? I think that is frustrating."

But overall, Pieter holds a very positive and optimistic vibe for the future, as he sees how the Green Musketeer movement is growing. The business model of Groasis is to spread the growbox, not to make money.

Inventor Pieter Hoff with Acacia after one year in groasis Waterbox.







PIETER HOFF

"The cheaper we can make the box, the easier we can reach that Treesolution. We will focus on making the box as cheap as possible for the local users. We will therefore establish local manufactures of the boxes, local factories, so that that the countries become self sufficient with boxes. Groasis will only be payed a small fee for the patent and invention, but the idea is to make is accessible and easy to produce locally. And I notice that the general awareness makes it more and more a part of every company to be responsible for the climate. I am sure we are heading for a greener future, within one or two generations, these critical problems, will be solved."

### PIETER HOFF INVITES US ALL TO JOIN

"I hope that people with different talents than us will come join our mission, and I guess that everyone who has children or grandchildren are basically worried and eager to do something about the climate where they can. I hope people will see that it is possible." ●

by // Trine Sasha

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