

Annual Report 2024

In the annual report, we would like to transparently present the progress of our work as well as the challenges and problems of the past year and go into more detail about our association's work. The annual report is divided into the activity report and the financial report. The activity report explains the progress made in the respective specialist areas of operations, technology and marketing & fundraising. The financial report shows the financial development of the association separately.

Activity report

Operations

Wajir (partner WASLE)

In 2024, a new spirulina plant was built and put into operation in cooperation with the new partner Wajir Smart Learning (WASLE) in Wajir, Kenya. WASLE is a Kenyan organization that promotes digital teaching methods at schools in Wajir. The plant is located on the grounds of the "SAADA Integrated Academy" school in Wajir, as this is where the water samples achieved the best results in the analysis, and consists of four small cultivation ponds. This success was made possible by the good cooperation with WASLE and their supervisor Dalmas Otieno Adongo and the active commitment of the German team members Niki & Chris, who traveled through Kenya between July and September and supported the construction and cultivation. The construction of the pilot plant will subsequently be refinanced through a crowdfunding campaign. Currently, around €1,600 has been donated for this purpose. The further expansion of the plant is to be secured with state subsidies. Long-term financing and certification for the sale of spirulina as food are being planned.

Kisumu (partner Buheri Farms)

Our long-standing partner Edward Kutie runs a vegetable farm in Kisumu, Buheri Farms, which focuses on sustainable food production technologies. Near Buheri Farms there are already existing basins that were previously used for other purposes. Chris & Philipp's visit to Kisumu during their trip to Kenya this year clarified that these ponds are basically suitable for growing spirulina. In addition, spirulina also grows naturally in a nearby lake. Despite this positive news, Thriving Green will refrain from further investments for the time being so as not to jeopardize the financing of existing sites.

Kisumu (partner SDAA)

The second location in Kisumu is run by Spirulina Dietary and Advocacy (SDAA - formerly

IIMSAM). There are already two spirulina basins here, which were renovated during this year's stay in Kenya in July and August. A new mother culture was planted in August, which enabled the first harvests in the following months. In addition, an application was made for certification of the spirulina so that it can be sold as a certified food in the future. Part of the harvest is to be kept back to feed the local school children free of charge.

Ebukanga (partner IVTG)

At the beginning of the year, the Kenyan team in Ebukanga took part in three days of hydroponics training. This concept has aroused great interest at Thriving Green and the team is still looking for ways to implement this efficient cultivation method at a suitable location. However, our partner Inua Village to Global Foundation (IVTG) is currently experiencing major financial difficulties, which is why further cooperation projects have been put on hold for the time being. The former spirulina basin is currently being used for the production of azolla (animal feed).

Morocco (Partner Pro IPS)

A new partner was also found in Morocco this year with Yousseff Souissi, who provided a pond for cultivation. Philipp visited Casablanca after his stay in Kenya to start cultivating Spirulina using the gained knowledge and a fresh mother culture. Unfortunately, the project was delayed due to inadequate construction quality of the basin and a lack of fertilizer. Unfortunately, the culture could only be introduced later and did not survive the relocation to the large pond. Nevertheless, it was possible to show that the general cultivation of spirulina works and our partner was able to gain initial experience in handling spirulina.

Technology

Following the successful use of the first version of the spirulina sensor, the technology team is working on the development of the second version. To make work processes more efficient, structural key performance indicators (KPIs) and a task management tool were introduced at the beginning of the year.

On the technical side, the calibration of the pH and DO measurement was completed and a new sensor housing was designed and manufactured. After labor-intensive preparation, the current version was successfully tested in Kenya in July and the team was able to gain further important experience with the spirulina sensor. Towards the end of the year, the requirements definition for the portable sensor version ("handheld") was also completed. This sets the basic direction for development in 2025.

Marketing & Fundraising

In 2024, the Marketing & Fundraising team made great progress in the area of public relations. Thriving Green is now also represented on Tiktok with regular short video contributions. The new reels give a direct insight behind the scenes and invite you to get to know the team in an uncomplicated way. The invitations to two external podcasts ('Weltverbesserer' & 'Quarks'), which bring Thriving Green's work to a new audience, are also very pleasing. Traditional communication channels such as the e-mail newsletter and blog posts now also appear more frequently and are coordinated within the media strategy. In addition, the homepage has been restructured, new partners added, new locations entered and the team overview adapted. In addition to the digital offerings, Thriving Green was once again represented at the Regensburg Campus Day in June. There, we were able to create a lot of interest among fellow students and collect some donations for our projects. In order to further secure the association's finances, another crowdfunding campaign was launched this year, which has raised around €1,600 to date. This is very good news, as these funds will enable further investment in spirulina ponds. Two applications for further funding were submitted in 2024, the application to "Eine-Welt-Netzwerk Bayern" is still active, the application to Schmitz-Stiftungen was unfortunately rejected.

Other

The team traveled to South Tyrol for a weekend at the end of September to develop the team and work together on the projects. The remote hut in the Alps provided plenty of space for the development of new ideas and gave new impetus to existing working groups. New team members were also able to settle in well and take the opportunity to lead workshops on financing topics and cultivation methods. Between activities, there was plenty of time to explore the natural surroundings and go hiking in the mountains.

Financial report (reporting date 27.11.2024)

This year, the cash balance decreased from around €17,500 to just under €2,500. The largest category of expenditure, at around €16,000, is operations. This includes the expenses for the construction of the spirulina plant in Wajir amounting to around € 6,200, the costs for the plant in Kisumu amounting to around € 3,900 and the costs for the flights to Kenya (approx. € 3,300). This year's income is mainly based on the crowdfunding campaign & membership fees, as well as some private donations. Due to the increased activity in the area of operations, the reserves built up in recent years have been almost completely used up. In the coming year, the association has set itself the goal of securing new funding and generating further donations in order to continue to cover future project costs.

Overall result¹

Cash balance (2023)	17,623.24€
Incoming payments	7,015.40€
Outgoing payments	21,953.79€
Cash balance (2024)	2,543.85€ ²

Income

Membership fees	1,056.00€
Private donations	5,559.40€
Total income	6,615.40€

Expenses

Administration	- 694.95€
Marketing & Fundraising	- 320.00€
Operations	-16,084.64€
Technology	- 284.20€
Expense allowance	- 3,720.00€
Member retention	- 450.00€
Total expenses	-21,553.79€

¹ Note: The overall result is based on a cash flow analysis, which means that incoming and outgoing payments cannot be equated with income and expenses. However, the difference between receipts and payments and income and expenses is the same in both cases.

² The cash balance for 2024 includes a loss in value due to the devaluation of Kenyan shillings in cash.