

Where Tech Meets Nature: Cara Delevingne's Environmental Charity Comes to Web Summit

Co-founded by model and actress Cara Delevingne, Earthed is the global environmental charity bringing nature to the Web Summit this November as they share their innovative platform and its capability to leverage technology for the good of people and planet.

Earthed is the global environmental charity bringing nature to the Web Summit this November. Co-founded by model and actress Cara Delevingne, along with sisters Christabel and Ruby Reed, Earthed is the online video streaming platform, bringing classes in rewilding, nature restoration and organic food-growing to the mainstream.

From leveraging [celebrity trends](#) to advocate for personal and planetary health, to facilitating conversation between [global thought leaders and iconic supermodels](#), Earthed is an environmental charity doing things differently. Most strikingly, Earthed aren't outside planting trees; rather, they're committed to providing the skills, knowledge, and support for *everyone* to get hands-on and start growing themselves.

Cara Delevingne explains "I care deeply about nature and through Earthed we hope to empower people with practical ways to regenerate biodiversity, learn to grow, and restore their local ecosystems, whilst reconnecting to nature, increasing food security, strengthening local economies and improving the health of people everywhere... Earthed is about climate action and much more. By providing access to the essential skills, networks and funds people need, we can help scale the global ecosystem restoration and regeneration movements."

Within one year, Earthed have already proven the demand for participatory restoration and accessible nature education, amassing over 10,000 members, reaching millions through their social media channels, gathering hundreds across their launch events, and building a roster of impressive celebrity advocates including Sienna Miller, Rita Ora, Georgia May Jagger and Lily Cole.

Key features of Earthed:

1. High-quality online video courses, led by the world's best growers and restorers and broken into 5-10 minute modules.
2. An interactive members area for everyone to access the support, inspiration, and resources they need, along with interactive learn-alongs, workshops, and networking events for partners and supporters.
3. A commitment to embed nature into the heart of culture and business through strategic partnerships, celebrity engagement, press, influencer marketing, festivals, corporate collaborations, and creative campaigns.

Leveraging Tech for Good

In 2023, Earthed co-founder Christabel Reed hit the main stage at Web Summit to share the recent launch of an innovative charity leveraging technology for good. Now, in 2024, Earthed are excited to return to host a stand and bring nature to this iconic event. Whilst for too long nature and technology have seemed at odds to one another, Earthed are passionate about bridging divides and demonstrating the crucial role technology and online networks must play in enabling the global restoration movement to thrive.

“Earthed has already had an exciting impact within the spheres of climate and nature, hosting events during New York City Climate Week and the United Nations Biodiversity Conference COP15 in Colombia to name just two. But aside from our passion for soil, rewilding, and health, Earthed is essentially a tech platform,” speaks co-founder Christabel Reed. “By attending Web Summit, we hope to meet and build connections with some of the world-leaders in technology and online-network building in order to further demonstrate the impact possible when we leverage technology for the benefit of nature.”

Empowering Business for a Sustainable Future

Earthed is also dedicated to supporting businesses in their journey toward becoming nature-positive organisations.

“Increasingly, employees are calling out for greater personal impact within their workplace. A transition is definitely taking place as people no longer want to simply offset their daily activities via some distant tree-planting initiative; employees are calling out to get hands-on, to feel more connected to nature, and to feel empowered to play an active part in their organisation’s efforts to support nature.” said Christabel Reed. “Through Earthed, we are supporting businesses with their goals to support nature and biodiversity, whilst also giving their team members and networks a hands-on role. This direct engagement not only boosts employee wellbeing, but supports the sustainability and depth of businesses’ green initiatives as all employees have investment in its impact and success.”

Through co-produced courses, collaborative products, and creative storytelling, Earthed business partnerships are enabling businesses' audience base to play an active role in the organisation’s sustainability journey, beyond employee engagement.

Join the Movement

Earthed is calling on all those who care about the future of the planet to join the movement toward a more sustainable, biodiverse, nature-focussed world. Whether you’re an individual looking to grow your own food, an employee wanting to bring nature learning to your team, or a business leader ready to step up and find your organisation’s role in the global restoration movement, Earthed has the tools, networks and inspiration you need to get growing.

For more information, contact Earthed co-founder at christabel@earthed.co, visit www.earthed.co, and follow @earthed.co on Instagram.

You can find Earthed at the Web Summit in Pavillion 5 at stand E540.

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