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PRESS RELEASE

A NEW GENERATION OF CONSCIOUS AND CONFIDENT EARTHCHILDREN: FOUNDATION OF EARTHCHILD E.V.

85% of the youth in the townships of South Africa are unemployed - as a result, many turn to substance abuse and crime. The fate of the vast majority of youth in Lavender Hill and Khayelitsha seems to be already determined by the existing poverty, violence and criminality. In this context, Soso's path seems like a small miracle, because Soso has taken her fate into her own hands and defied the challenges she has faced, especially with the support of the Earthchild Project. Today, the 25-year-old is already in her second year of studies in the healthcare field and has the dream after graduation to continue to positively support change in the townships.

The Earthchild Project is a non-profit organization (NPO) operating in the Western Cape in South Africa. The project's work includes free tuition and programs in underserved schools focusing on the environment, health and self-development. In doing so, they are already active in eight schools in Lavender Hill and Khayelitsha in Cape Town. The Earthchild Project's approach is holistic, focusing on health and well-being, life skills and the environment. Methodologically, knowledge is taught primarily through yoga and meditation, organic gardening and environmental education, and is integrated into the school curriculum.

The founder of the Earthchild Project is Janna Kretzmar, who established the NPO in 2007 with the goal of bringing something meaningful and sustainable to society.. Since its inception, the project has reached several thousand children and youth, in addition to Soso, and has seen them grow into inspiring young individuals, bringing mindfulness, self-awareness, health, and connection to nature into their communities, showing children and youth a pathway beyond poverty and crime.

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[Website EarthChild e.V.](#)
[Website Earthchild Project](#)



Deeply moved and inspired by Janna's commitment and the transformative results in the children's lives, a total of nine founding members including Laura Malina Seiler - life coach, bestselling author and podcaster, and Andreas Loy - impact investor, founder and former CEO of the technology startup Konux, have made it their mission to take the project out into the world. Driven by the vision to create a world where children are connected to themselves, to each other and to nature, and where they are inspired to become leaders and changemakers in society, they founded EarthChild e.V. together with Janna Kretzmar at the end of 2022.

Earth Child e.V. is an association with headquarters in Munich and was founded in December 2022. In addition to Laura Malina Seiler, Andreas Loy and Janna Kretzmar, the founders of the association include Larissa Loy, Sinah Diepold, Schalk Viljoen, Kathrin Ezzy, Alisa Matthäus and Katharina Humhal. The approach of EarthChild e.V. is holistic and focuses on health and well-being, life skills as well as the environment, and is particularly concerned with children and adolescents.

By 2030, the association team including Laura, Janna and Andreas has set itself the ambitious goal of reaching at least 1,000,000 Earth Children, having 500,000 members and volunteers in 20 countries worldwide, and operating in 2,000 schools around the world. Within a few months since the idea was conceived, the founding members have already been able to secure a number of supporters and have raised almost 100,000€ in donations, which have been used to finance a classroom, among other things.

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