



# PLANT FOR THE PLANET THE BILLION TREE CAMPAIGN

*An Album*





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*An Album*





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## Introduction



*“The symbolism – and the substantive significance – of planting a tree has universal power in every culture and every society on Earth, and it is a way for individual men, women and children to participate in creating solutions for the environmental crisis.”*

Al Gore, 2007 Nobel Peace Prize Winner

In 2007, a year of “planetary emergency”, when global warming was widely recognized as the defining issue of our era, the Billion Tree Campaign came to symbolize the readiness of people everywhere to work to protect our climate and collective home.

Inspired by the 2004 Nobel Peace Prize Laureate, Professor Wangari Maathai, the first United Nations global tree-planting campaign was met with more enthusiasm than anyone could have predicted. After its launch in November 2006, word of the Campaign spread rapidly and partners joined the initiative with remarkable speed.

The original goal of gathering a billion pledges in one year was exceeded in just five months. The billionth tree was in the ground in November 2007. By the end of January 2008, nearly 2.38 billion trees had been pledged and more than 1.8 billion planted.

This publication can introduce but a fraction of the energy and results inspired by the Campaign. It is intended to convey the range of partners moved to action: from children to giant corporations, from women’s groups to technocrats, dancers to diplomats, farmers to national governments.

Trees are more significant than many of us might imagine. They commemorate births and lives lived. They beautify slums, farms and grand avenues. They provide shade, oxygen, and delight. They cool the Earth.

Some of the seedlings we plant will restore springs long dry, prevent soil erosion and create fertilizer to boost harvests. Others will break the Sahara winds, halting the spread of desert sand dunes. Countless more will provide food for people, in rural areas and cities alike. Some will supply forage for livestock and for insects that pollinate crops. Many will produce wood and natural oils for building and for fuel. Yet others will be used to create medicines to heal the human body and essential oils to ease the soul.

All will draw carbon dioxide from the air, leaving us a little less vulnerable to the threats posed by climate change.

We offer this booklet in celebration of the power of voluntary action and in the hope that the spirit and progress of the Billion Tree Campaign will be sustained.

## Foreword



Mr. Achim Steiner, Executive Director  
of the United Nations Environment  
Programme and United Nations  
Under-Secretary-General

If the world is to make a transition to a low-carbon society and avoid the environmental, social and economic impacts of unchecked climate change, all sectors of society must be mobilized.

For too long the debate on what to do about climate change has been confined to the political and scientific arenas. Many ordinary people have lacked a tangible way of expressing their concerns and an avenue for national, regional and global action.

In late 2006, UNEP, in cooperation with the World Agroforestry Centre, launched Plant for the Planet: the Billion Tree Campaign as a way of empowering the global public to face the challenge of this generation.

We were honoured to have as patrons Professor Wangari Maathai, the Nobel Peace Prize Laureate, who, to a great extent, was the inspiration for the Campaign, and Prince Albert II of Monaco, who has established a global reputation as a committed environmentalist.

The response has in many ways surpassed all our expectations. The Campaign galvanized young people, scouts, faith and community groups across the world as well as schools, kindergartens, towns, cities and companies.

The precise number of people mobilized awaits compilation. It is worthy of note, however, that 600,000 people, including school children in Uttar Pradesh, India, planted 10.5 million trees in a single day in July 2007. 35 million young people in Turkey have been mobilized and 10,000 schools in Malaysia are taking part. An estimated 500,000 children in schools in sub Saharan Africa and the United Kingdom have joined the initiative via the British Council. The 1,500 members off the Emirates Environmental Group have pledged to plant one million trees in the United Arab Emirates. In Germany, the Global Marshall Plan Initiative has distributed one million flyers to 7,000 schools in support of the Campaign. Heads of State, including the Presidents of Indonesia, the Maldives, Turkey and Turkmenistan also became involved perhaps because they saw the Billion Tree Campaign as a way of connecting with their people populations not only on the issue of climate change, but on environmental degradation in general. President Felipe Calderón

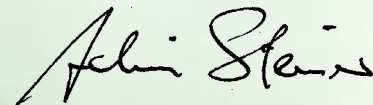
of Mexico has catalyzed the planting of 250 million trees enlisting the army to achieve that goal.

We have decided to extend the Campaign for another year, by popular demand, with the goal of planting a total of two billion more trees. I am convinced that this new target will be met and almost certainly surpassed

There were a few cynical smiles and shaking of heads when the Billion Tree Campaign was launched. Some said it would never happen while others failed at first to see its *raison d'être*.

But citizen after citizen, community after community and country after country have proved the doubters wrong and demonstrated an abiding truth: given a focus and the chance to act, millions if not billions of people around this world want an end to pollution and environmental deterioration and they have rolled up their sleeves and got their hands dirty to prove the point.

In empowering the public, the Campaign is also empowering Governments by providing proof that addressing climate change is not a political risk. Far from it, it is perhaps the most popular move of our time, with electorates right behind leaders who take significant action on a transition to a low carbon society.







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# Seeds of Inspiration



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When told that a U.S. corporation planned to plant a million trees in a year, Nobel Peace Prize Laureate, Professor Wangari Maathai, replied: “That’s great, but what we really need is to plant a billion trees.”



© T. Schroeer / Still Pictures

That idea was the seed of the Billion Tree Campaign and it struck a chord with many others around the globe.



© Biosphoto / Hazan Muriel / Still Pictures

*“When we plant trees, we plant the seeds of peace and seeds of hope.”*

Professor Wangari Maathai



© Biosphoto / Thouvenin Claude / Still Pictures



© Biosphoto / Gunther Michel / Still Pictures

*“As for the future, your task is not to foresee it, but to enable it.”*

Antoine de St. Exupéry



© McPHOTO / Still Pictures

Professor Maathai and His Serene Highness Albert II, Sovereign Prince of Monaco, gladly accepted to become the distinguished patrons of the Campaign.



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UNEP became the enthusiastic hub of the Campaign, with sister organizations providing initial support.

## Billion Tree Campaign Patron



© Bernard Wahibia / UNEP

Professor Wangari Maathai

“I am elated beyond words at the global interest and action that was motivated by the Billion Tree Campaign,” said Professor Wangari Maathai as the goal to plant one billion trees was surpassed.

“I knew we had it within us as a human family to rise up! We called you to action almost exactly a year ago and you responded beyond our dreams. Thank you very much! Now we must keep the pressure on and continue the good work for the planet.”

“Plant another tree today in celebration!”

Professor Wangari Maathai is Africa’s foremost environmental campaigner and is internationally renowned for her persistent struggle for democracy, human rights and environmental conservation.

Professor Maathai, the first woman in Eastern and Central Africa to be awarded a doctorate, is also the founder of the Green Belt Movement, an organization that she established in 1977 under the auspices of the National Council of Women of Kenya. The Movement began as a grassroots tree planting programme to address the challenges of deforestation, soil erosion and lack of water.

Driven by its mission to use tree planting as an entry point to mobilize community

consciousness for self determination, equity, improved livelihood securities and environmental conservation, the movement has planted millions of trees across Kenya and empowered thousands of women.

Through her tireless efforts, Professor Maathai has contributed to sustainable development, democracy and peace on a global scale. In 2004, she was awarded the Nobel Peace Prize, thus becoming the first environmentalist as well as the first African woman to win this recognition. In addition to the Nobel Peace Prize, Professor Maathai has been the recipient of a UNEP Global 500 award, the Goldman Environmental Prize, the Sophie Prize, the Indira Gandhi Prize for Peace, Disarmament and Development, and the Jawaharlal Nehru Award for International Understanding.



A dedicated environmentalist and 2008 UNEP Champion of the Earth, His Serene Highness Prince Albert II has led numerous initiatives to safeguard plant and animal life and combat pollution.

In 2006, he established the Prince Albert II of Monaco Foundation with the aim of protecting the environment and encouraging sustainable development through action in response to three major environmental issues: climate change, loss of biodiversity and water.

“The aim of the Billion Tree Campaign is to create an unprecedented mobilization in favour of the environment. This will encourage and coordinate the initiatives of planting local species, initiated by governments, NGOs, communities and even children.

We have long lived in a world fraught with threats, but for the first time we are facing a planetary threat that puts humanity at stake. The evolution of human mindsets and behaviour inevitably takes time and yet our planet cannot wait. So, without further delay, we must adopt a culture of responsibility.”

As a prominent advocate for the environment, Prince Albert II encourages each of us to take responsibility for our collective home – starting with the humble act of planting a tree.

*I agreed to sponsor an ambitious international initiative launched by UNEP, **Plant for the Planet: the Billion Tree Campaign**, the objective of which is to provide for the planting of at least one billion trees throughout the world in 2007. A few months after the launch of this operation, the objective was achieved. It is an extraordinary sign of hope, and I must commend the dynamism of this organization, whose actions within the United Nations are essential for the environment.*

Speech made by His Serene Highness Prince Albert II at the sixty-second session of the General Assembly of the United Nations  
September 2007

## Billion Tree Campaign Patron



**His Serene Highness Albert II, Sovereign Prince of Monaco**



**Mr. Achim Steiner, United Nations  
Under-Secretary-General, Executive Director, UNEP**

## **A Call to Action**

Historically, forests have all too often been viewed simply as sources of timber for fuel or for activities like construction or ship building. However, the wider importance of these ecosystems is now increasingly understood.

The goods and services provided by forests are worth billions if not trillions of dollars to the global economy. They range from goods and services linked with water supplies, stabilization of soils, purifying the air that we breathe, sustaining biodiversity and tourism, to providing genetic resources and natural medicines.

Forests are also natural and economically important 'sinks', sequestering carbon from the atmosphere and locking it away in trunks and branches.

Economics cannot capture all of the benefits that forests provide, from the beauty and spiritual value of the old and cherished village tree, the much-loved and productive community woodland, to the monumental and mystical tropical rainforest. But we know that these are important.

Globally, there is at least one-third less forest cover than there once was. It is time to reverse the trends, it is time to act.

Sustainably managing ancient and old-growth forests and avoiding deforestation must be our watchwords. Old growth and pristine forests are the natural world's equivalents of the great edifices, sculptures and old masters of the human world. It is also in our wider interests to restore, reforest and recapture the lost and degraded forest and woodland ecosystems that have, all too often, fallen victim to short-term and narrow economic interests.

The Kyoto Protocol to the United Nations Framework Convention on Climate Change and its flexible mechanisms, such as the Clean Development Mechanism, provide formal, legally-binding ways of achieving some of the wider forest and climate-related goals. UNEP supports them fully. Voluntary initiatives can also offer an important focus for our mutual benefit and broader environmental, economic and social concerns, as well as ways of ensuring that a decisive victory in the fight against climate change is achieved in the coming years.

The Plant for the Planet: Billion Tree Campaign is an engine for voluntary expressions of solidarity. It is inclusive and open to everyone, from governments and businesses to community groups and individuals. The Billion Tree Campaign is a mere acorn, but it can provide a significant and straightforward expression of our common determination to make a tangible difference in developing and developed countries alike.



Climate change confronts us now. There is no longer conjecture or debate around an abstract or hypothetical future. We need action. We need to plant trees and in so doing send a signal to the corridors of political power across the globe that the watching and waiting is over, that countering climate change can take root via one billion small but significant acts in our gardens, parks, countryside and rural areas.



## Towards the Tree Age

With the exception of a very few reptiles, trees are the only living organisms with a lifespan greater than that of humans. They are unique inter-generational gifts to pass on to our descendants. Indeed, the oldest living tree has spanned more than 150 human generations.

The Billion Tree Campaign is part of humanity's collective gift to subsequent generations. It is a superb initiative to link people, trees and the environment.



World Agroforestry Centre

TRANSFORMING LIVES AND LANDSCAPES

Understanding, testing and promoting the right trees for the right places is a science. Developing and applying this knowledge in the rural landscapes of the tropics is the mission of the World Agroforestry Centre. Planting trees is a key step, although ensuring their survival and sustainable management is even more important. We pledge to help accelerate the planting of trees for both valuable products (e.g., fruit, timber, medicine, fodder, oil) and beneficial services (e.g., watershed protection, biodiversity, erosion control, soil improvement, climate regulation).

Some 500 million smallholder farmers in the tropics stand to benefit tremendously from the greater recognition, appreciation and promotion of the right trees in the right places so that such trees may transform both lives and landscapes.

It is simply thrilling that so many individuals, organizations and governments from around the world have responded with such vigorous commitment. Humans have evolved through the Stone Age, the Bronze Age and the Iron Age. Perhaps we are now entering the Tree Age!



Dr. Dennis Garrity, Director General, World Agroforestry Centre

# Root Causes

*“The forest is a peculiar organism of unlimited kindness and benevolence that makes no demands for its sustenance and extends generously the products of its life and activity. It affords protection to all beings.”*

Buddhist Sutra

*“At first, I thought I was fighting to save rubber trees, then I thought I was fighting to save the Amazon rainforest. Now I realize I am fighting for humanity.”*

Chico Mendes, Brazilian Environmentalist

We can thank trees for our life. They evolved an imponderable 370 million years ago and helped create the very air that we breathe by “inhaling” carbon dioxide, acting as carbon sinks, and “exhaling” oxygen.





## The Climate Connection

The Earth's early forests pulled enormous amounts of carbon from the air. Over centuries, much of that carbon was transformed into fossil fuels. By burning massive quantities of coal and oil, we are now rapidly reversing that process, returning carbon to the atmosphere as carbon dioxide.

Because of the excess carbon dioxide, the atmosphere now traps an increasing amount of heat from the sun, causing the Earth's temperature to rise. The planetary fever is disrupting growing seasons, contributing to drought and floods, disrupting rivers, causing glaciers to melt and sea levels to rise, and increasing the severity of hurricanes and other "natural" disasters.



© Pete Turner / Getty Images

Today's trees and forests play a vital role in regulating the climate since they absorb carbon dioxide. Scientists estimate that forests – including living trees, deadwood, litter and soil – contain approximately 50 per cent more carbon than the atmosphere!

When forests are destroyed, their carbon is released. In fact, deforestation accounts for over 20 per cent of the carbon dioxide humans generate, rivaling the emissions of cars, trucks and planes.



## Gifts of the Trees

Depending on the location and size of its trees, one hectare of forest can absorb approximately six tonnes of carbon dioxide a year. In addition to climate change mitigation, trees offer myriad rewards.

**Oxygen:** Depending on its type, one mature tree can release enough oxygen for a family of four.

**Cultural icons:** Trees symbolize human aspirations, continuity between the generations, a link between Earth and heaven. In many traditions, they are believed to shelter spirits and the souls of ancestors. Many peoples plant trees to mark births and deaths.

**Soil and fresh water:** More than two billion people (nearly a third of humanity) rely on wooded areas to protect their water. In places where webs of tree roots bind the soil and a canopy of leaves breaks downpours of rain into gentle showers, rain percolates through the soil into underground aquifers and feeds streams and rivers. Deforested regions, however, can lose as much as 90 per cent of their rainwater since, instead of seeping into the ground, it surges directly towards the ocean. Torrents of rainwater erode tonnes of topsoil, carving out gullies and sometimes washing away settlements and farms.

**Psychology:** While it may seem obvious, the restorative power of trees is only now being studied scientifically. Recent research confirms that playing outdoors measurably increases a child's health and attention span. People who can see a tree from their workplace demonstrate higher productivity than those who cannot.

**Biodiversity:** The vast majority of land animals and plants live in forests. Although tropical rainforests cover only about 5 per cent of the land on Earth, they are host to around half of the world's animal and plant species. Experts estimate that if deforestation continues at the present rate, millions of plant and animal species will be lost forever by 2050.

**Livelihoods:** More than a billion people live in or near forests, depending on trees for income as well as vital products, such as timber, fuel wood, fibre, fruit, medicine, beverages, oil, resins and fodder. Approximately 500 million small-scale farmers in the tropics earn a portion of their living from trees that grow on their farms. Some 10 million people worldwide are formally employed in forestry.

**Agroforestry:** Farmers have grown trees for millennia. On a single farm, a combination of trees might provide fruit and nuts; firewood and charcoal; fertilizer from nitrogen fixing and dropping leaves; living fences and windbreaks; fodder for livestock; medicines; gums, resins or latex; and oil for lights. Farmers have seen crop yields double and more as trees slow harsh winds, attract bees, prevent strong rains from washing away blossoms, and provide fertilizer.

**Deforestation:** When we began farming some 10,000 years ago, forests blanketed about half the Earth's land. Today, little more than half of that original forest cover remains. Every year, people chop or burn down another 130,000 square kilometres of forest, which means that we lose at least 10 million trees every day.

Forests are felled for timber and paper pulp as well as for fuel and to clear land for crops, cattle, or plantations of coffee, palm oil and other trees. Most plantations of a single species cannot provide the benefits of a forest for either people or animals.

Most industrial countries chopped down their major original forests decades or centuries ago, although European forests are expanding once again due to regeneration and replanting.

Only 20 per cent of the world's forests remain intact over large areas. Most of these are found in South-East Asia, Central Africa, the Amazon, and near the Arctic Circle. They are all shrinking, some very rapidly.





## How to Grow a Tree

Where do you want it? What do you want it to do? How will you care for it? In other words, start with a little planning.

Check with an environmental group or arborist for advice and with local authorities for regulations. You'll need to make sure, for instance, that the planting site lies far enough away from buildings and other trees so that roots and branches have room to grow.

Species that grow naturally in your area are more likely to survive and nurture birds, beneficial insects and other wildlife. Planting a diversity of species is better for the environment than planting a lot of the same type.

Depending on place and rainfall, a young tree may need 15–20 gallons of water a week. You may also need to protect it from livestock, wildlife or pets.

In the tropics, the best time to plant is during the rainy season while in temperate zones, the dormant season – after leaves fall and before trees bud – is optimal.

You can sow seeds in seed beds or in containers, preferably biodegradable, filled with sand, compost and soil or you can buy young trees that are ready to plant.

## To plant a seedling

**1** Dig a hole. It should be at least twice the width of the root ball.



**2** Take the tree out of its container. Carefully cut off broken roots and slightly loosen the root ball.



**3** Place the tree in its new home. Always lift the tree by the root ball, not by the trunk. Spread the roots out. To avoid planting too deep, make sure the soil line of the seedling is above the level of the surrounding ground.



© SOS SAHEL

**4** Fill in the hole. Pat the soil around the base of the root ball.



**5** Water thoroughly. A slow stream of water will settle the soil.

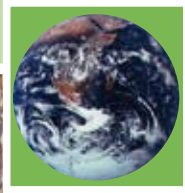


**6** Take care of your tree. Remove nearby weeds: they compete with tree roots for moisture and nutrients; they also might harbour pests and diseases. Protect the tree from animals if necessary.

# Growing the Trunk

*“I want to help our living planet. I have a 13 month-old son, and my wife and I want a healthy and clean Earth for him. He will be educated to respect the Earth.”*

João Freitas, a Campaign partner from Portugal





© Bernard Wahihia / UNEP

## Launching a Global Movement

### Plant a Billion Trees in a Year

This simple challenge, conceived by Nobel Peace Prize Laureate, Professor Wangari Maathai, sparked a worldwide movement almost overnight.

The Billion Tree Campaign was launched on 8 November 2006 during the twelfth meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change held in Nairobi, Kenya.

The Executive Director of UNEP announced the launch of the Campaign. He was joined by Professor Wangari Maathai and Mr. Dennis Garrity, Director

General of the World Agroforestry Centre (ICRAF), and, by video link, by His Serene Highness Albert II, Sovereign Prince of Monaco.

Fittingly, the first pledge came from the Green Belt Movement founded by Maathai: 2 million trees. Soon after, pledges from individuals, schools, scouting troops, neighbourhood and civil society organizations, started streaming in from over a hundred countries. Socially conscious corporations stepped forward, promoting the Campaign to millions of customers through glossy advertisements, radio spots and even billboards. Artists dedicated paintings and performances to the cause. An Egyptian translator offered his services pro bono for the Arabic version of the Campaign website.



Governments at all levels – from city councils to district officers, state governments and even presidents – pledged hundreds of millions of trees. International organizations, including the Office of the United Nations High Commissioner for refugees (UNHCR), the Secretariat of the Convention on Biological Diversity and the United Nations Forum on Forests added their commitment to the growing movement. Environment and development organizations, some of which have been planting trees for many years, quickly adopted the Campaign as part of their work.

This remarkable demonstration of popular and political will propelled the Billion Tree Campaign to surpass its original goal seven months ahead of schedule.

While the Campaign works on all of the world's continents, it is organized in cyberspace. A handful of staff with few resources, but a great deal of passion and dedication, has been able to coordinate this enormous effort thanks to the Internet.

The initiative's website [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign) became Campaign Headquarters. Partners entered the site to record their pledges and plantings, to obtain guidance, to share ideas and resources, and to post pictures. The website has been made available in Arabic, Chinese, English, French, Portuguese, Russian and Spanish, with language-specific content.

After the initial announcements and press coverage, the Campaign took on a life of its own: friends emailed friends to join. Social

networking sites recruited thousands of partners and, as a sign of our times, some 4,000 blogs promoted the idea.

Perhaps the Campaign captured the fervour of so many people so quickly because it responded to a deep and common yearning to solve the environmental crisis and to be part of the solution. Planting seedlings for the Campaign doesn't just get our hands dirty, it gladdens our hearts and connects us to other eco-citizens around the world.





The  
Crown  
Branches and Leaves

*“Reforesting the Earth is possible, given a human touch.”*

Sandra Postel and Lori Heise, Worldwatch Institute

*“I hope that everyone will participate in helping out our environment and fighting the outbreak of global warming. As a senior in high school, I will do my part to let people know how to help your campaign.”*

Ian Slobin, a partner in the United States

*“Keep a green tree in your heart and perhaps a singing bird will come.”*

Chinese proverb

# Children and Young People

Trees capture the imagination – and who has more imagination than children? Here is how some of the Campaign's youngest partners have been planting their future.



## Scouting the Globe

Scout organizations in at least 20 countries embraced the tree-planting ethic this year. In fact, the World Organization of the Scout Movement now offers a badge for tree stewardship with the Plant for the Planet logo.





## Around the World

The Scout Associations of Ethiopia, France, Hungary, Kenya, Mauritania, Morocco, the United Kingdom of Great Britain and Northern Ireland and the United States of America have each pledged over one million trees. Scouts are also planting in Algeria, Benin, Brazil, Canada, Greece, Hungary, India, Indonesia, Malta, Malaysia, Mexico, Pakistan, Philippines, Portugal, South Africa and Turkey.  
[www.scout.org](http://www.scout.org)

### *One child, one tree* Senegal

A tree-aware generation is the aim of Senegal's "un élève, un arbre" (one child, one tree) project. The country's Minister of Environment has announced plans to encourage every student, from pre-school through university, to plant a tree and care for it. Each student and his or her tree will "grow up" together for the wellbeing of both.

Members of Scouts Australia prepare seedlings for the Murray Darling Rescue, an effort to heal land that is becoming increasingly salty near the Murray and Darling Rivers.  
[www.murrayriverrescue.com.au](http://www.murrayriverrescue.com.au)

### *Tears of trees* Malaysia

*Is the journey of trees just from seeds to... wooden seats?*

*Trees give life because they too are alive.*

*Can you hear the trees crying?*

*Can you see their tears flowing?*

*Listen and watch carefully and we shall indeed hear and see it. – Tree Theatre Troop*





In addition to performing Tears of trees for audiences ranging from children to environment ministers, Malaysia's Tree Theatre Troop is leading an international campaign to proclaim the third Saturday in September "World Tree Day".

The country's Education Minister supports the idea. He has directed each of Malaysia's 10,000 schools to plant at least three trees, and preferably one for each of their students.

[www.treetg.com](http://www.treetg.com)

**20+10**

## **Germany and international**

It's the year 2010. No longer are millions of plants and animals facing extinction; we have changed direction so that life on Earth is set to thrive once more.

Such is the vision of the Secretariat of the Convention on Biological Diversity and individuals around the world working to preserve biodiversity.

To symbolize their hope – and the work to be done – schools from 10 countries each planted 20 native and fruit trees on World Biodiversity Day on 22 May. The effort, which touched each of the world's continents,

was organized by the German youth-multimedia project, Naturdetektive, of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety.

[www.naturdetektive.de/2007/dyn/12388.php](http://www.naturdetektive.de/2007/dyn/12388.php)

[www.cbd.int](http://www.cbd.int)





© Erik Sampers

### ***Beyond talk***

#### **Cameroon and 36 other countries**

Following the UNEP African Regional Children's Conference, a young Cameroonian, Tatiana, drafted friends to help plant 45 trees in their village.

Children from 36 African countries and Norway urged African leaders to care for the environment rather than just talk about it. In late July 2007, more than 300 young delegates convened in Cameroon for four days of eco-education, brainstorming, field trips and advocacy.

“Practice what you preach” being the conference's theme, the children planted 5,000 trees in Yaounde, the country's capital. Each child also pledged to plant at least 10 trees every year back at home.

The Government of Cameroon has made a substantial reforestation pledge.

### ***The drops of life***

#### **Finland and international**

Environment Online (ENO) exceeded its goal of planting 100,000 trees worldwide partly thanks to The drops of life, a children's musical about global cooperation for the benefit of the Earth. Schools in 50 countries and on every continent performed the work simultaneously in May 2007 to support ENO's efforts.

<http://thedropsoflife.blogspot.com>

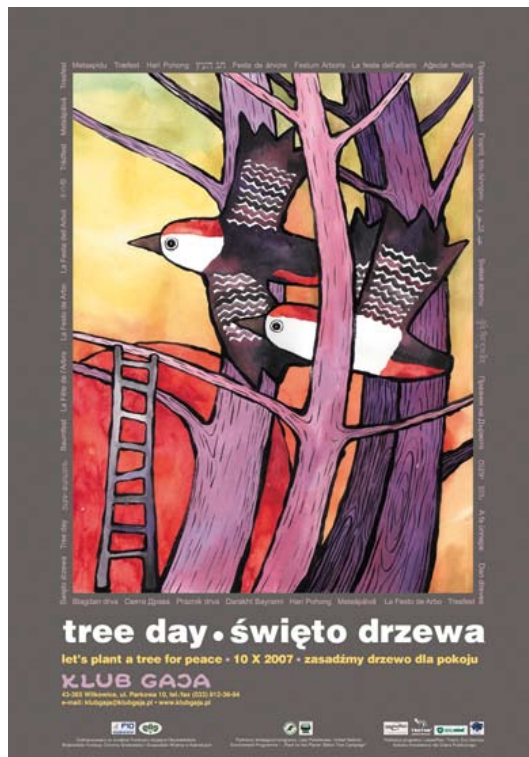
[http://eno.joensuu.fi/index\\_content.htm](http://eno.joensuu.fi/index_content.htm)



© Kashmir Wagh

**Trees for peace**  
**Klub Gaja**  
**Poland**

Klub Gaja's "Plant a Tree for Peace" project enrolled young people from 35 countries in Europe, Asia and Central and South America. Based in Poland, Klub Gaja has organized Tree Day on 10 October since 2003, drawing together children, officials and community members in a day of eco-education.



Klub Gaja promotes environmental action through means ranging from street theatre, films and visual art, to direct action and workshops with scientists and government officials. Klub Gaja head, Jacek Bożek, is a Fellow of the Ashoka Foundation for Social Entrepreneurs.  
[www.klubgaja.pl/en/tree\\_day](http://www.klubgaja.pl/en/tree_day)



© Irina Pleva



© Shahnaz Dogar



Community groups and non-governmental organizations were quick to take up the challenge, planting everywhere from the streets of Soweto to Washington's Embassy Row; from mangrove swamps to the sands of the Sahara.

# Communities

## Fieldwork

### *Ecologists in action* Spain

Ecologists know the value of trees. For the Campaign, Ecologistas en Acción (Ecologists in action), the ecologists' association of Spain, planted more than 124,000 indigenous trees in 11 provinces in the country, coordinating the efforts of local communities and administrative areas, students, labour unions, and exceeding its pledge by over 14,000 trees. In the past 12 years, the association has planted a total of 12 million trees. The group cites forest fires, uncontrolled urban development, transport infrastructure development and the conversion of mountain forests to olive groves as the main reasons for loss of natural forest cover in Spain.  
[www.ecologistasenaccion.org](http://www.ecologistasenaccion.org)

Photograph  
Courtesy of Patrick Wallet / Yves Rocher

### *Courage in action* **Together to Protect Humans and the Environment Association** Iraq

Not only did she brave the war to plant 6,000 trees in schoolyards and university grounds around Baghdad, Ms. Saadiyah Hassoon, engineer and former head of environmental protection for Iraq's Ministry of Industry, also convinced the Government to supply 250,000 seedlings and help get them planted throughout Kurdistan. Her organization, "Together to Protect Humans and the Environment Association" is orchestrating environmental education and calls for non-governmental organizations throughout the region to join the Campaign.

### *Friendly competition grows trees* **Somalia**

In Somalia, the Bile Planting Association organized residents of Hargeisa and Awdal to plant and care for 20,000 trees. The association held a competition and awarded prizes to farmers who planted lots of trees. They also promoted a contest between schools, publicizing reforestation efforts through community radio and television programmes.

*"Now we are all part of the same forest."*

a Billion Tree Campaign participant

*"People talk too much. We are no longer talking, we are working."*

Professor Wangari Maathai

*"The axe forgets. The tree remembers."*

African proverb



***Greening Soweto***  
**Food & Trees for Africa**  
**South Africa**

A leafy Soweto? Food & Trees for Africa (FTFA) is helping residents get there. Working with local government and community groups, FTFA provides low-income residents with fruit and other trees, training and jobs.

More than two-thirds of South Africans live in urban areas. Using its motto, “A house is not a home without a tree”, FTFA has pioneered urban forestry in the country, promoting parks, nurseries, street trees and other greening projects in Soweto and beyond. So far, hundreds of thousands of trees have been planted, with thousands of people trained and finding employment.

FTFA also encourages organizations to calculate their own carbon “footprint” of energy consumption, travel and paper usage with its online carbon standard, the first South African carbon calculator. Groups can quickly work out how many trees are needed to absorb their carbon output; they can then fund the purchase and planting of those trees in disadvantaged communities.

Ms. Jeunesse Park, head of FTFA, received the UNEP Sasakawa Prize in 2007.

[www.trees.co.za](http://www.trees.co.za)



***Bringing back the neighborhood***  
**Replant New Orleans**  
**United States**

To breathe new life into a neighborhood struggling to recover from the 2005 hurricanes as well as economic challenges, Replant New Orleans sponsored an Earth Day planting of 100 trees – 75 of them fruit-bearing. Churchyards, backyards and the new Peace Park will soon be producing figs, lychees, oranges, lemons, peaches, pears, mangoes and star fruit. Seventh Generation Inc. helped fund the planting.

Replant New Orleans also provides free trees, as well as training and help with selection, to community groups almost every weekend.

[www.replantneworleans.org](http://www.replantneworleans.org)

***Micro-enterprise, major impact***  
**Armenia Tree Project**  
**Armenia**

Healthy forests and healthy communities are the twin aims of the Armenia Tree Project (ATP). For the Campaign, ATP facilitated the planting of more than 535,000 trees in 174 sites throughout the country. It purchased seedlings from hundreds of families who run “backyard nurseries” – micro-enterprises that can nearly double a family’s income.

ATP also provided jobs for hundreds of residents from six villages in the mountains to collect and plant tree seeds. In addition, the organization trains teachers in the “plant an idea, plant a tree” curriculum and educates community members in caring for fruit and other trees they grow. ATP points to a 90 per cent tree survival rate despite the area’s unpredictable and sometimes harsh climate.

[www.armeniatree.org](http://www.armeniatree.org)



© Maggie Jonsson



## *The right tree for the right place*

Verde Ventures

Chile

Paying small landholders to grow trees sounds like a good idea, but the 1974 law that established the custom in Chile has had unintended consequences. To claim the payment and sell wood to loggers quickly, farmers created plantations of fast-growing, non-native species like eucalyptus and pine. Unfortunately, these two commonly-grown trees can play havoc with the environment, exhausting and draining water from the soil instead of replenishing its resources.

Conservationists have helped indigenous farmers in south central Chile turn instead to Chile's national tree, the native *Aruacaria*. Since *Aruacaria* trees grow quite slowly, Conservation International's Verde Ventures, which supports conservation-oriented business, has provided loans, tools and other support to community members to plant a new native forest – approximately 440 acres so far.

In time, the forest will produce traditional food, herbs and medicines, which the community will be able to both use and sell.

[www.conservation.org](http://www.conservation.org)

[www.koyam.com](http://www.koyam.com)



© Maggie Jonsson

## *Forest gardens*

**Trees for the Future**

**United States and international**

Using trees to enhance people's lives in developing countries, Trees for the Future (TREES) planted more than 9 million trees in 2007. Over the last two decades, TREES has facilitated the planting of more than 60 million trees. The planters and beneficiaries comprise some 300,000 families in 12,000 villages.

TREE's Senegal programme illustrates its "forest garden" approach. First, farmers plant a windbreak around farm fields: a thick tree barrier to protect soils and crops from the Saharan winds. The inner part of the windbreak consists of hardwood trees planted for future harvest. On either

side of the hardwoods are faster-growing timber and fuelwood trees, then fruit and fertilizer trees, and sometimes trees that provide forage for cattle. In addition to the nitrogen-fixing or organic matter from the fertilizer trees, the leaves catch the dust from the Sahara; it filters down, adding more nutrients to the soil for the crops growing in the shelter of the windbreak. Under the taller limbs grow Jatropha – “Oil trees”. The odour of Jatropha repels monkeys, which can be pests, and the tree grows profusely enough to become a sustainable source of fuelwood. In addition, Jatropha seeds yield high-quality oil that is used as lantern fuel or to make soap. It can even be used for diesel fuel.

[www.treesff.org](http://www.treesff.org)



© Planète Urgence

### ***Mangrove mission*** **Planète Urgence** **Indonesia**

With Indonesian partner YaGaSu, Planète Urgence has launched and started to implement successfully a multi-million-tree replanting programme in Banda Aceh and Deli Serdang in Sumatra.

The groups are replanting mangroves destroyed by humans and the December 2004 tsunami. Restored mangrove forest will stabilize the seashore and boost the local fishing industry by nurturing fish and other sea life.

A variety of local species are being planted to restore the area's original biodiversity.  
[www.planete-urgence.org](http://www.planete-urgence.org)



© SOS SAHEL

## ***Defeating the dunes*** **SOS Sahel** **Senegal**

Every year, entire villages in the Sahel are forced to move as the sands of the Sahara take over their land. Well-designed tree planting activities can halt and even drive back the sands of the desert.



In Senegal, salination of the soil and encroaching sand dunes threaten the country's major fruit- and vegetable-growing area along the northern coast. A belt of filao – fast-growing, drought- and salt-tolerant trees – planted decades ago has been protecting the region. Heavy use of the trees, however, mostly for firewood for cooking, has taken its toll and the dunes are on the march once again.

## ***Educating for life*** **Trees for Survival** **New Zealand**

Aiming for one million pledges, Trees for Survival topped two million and counting. The achievement came about thanks to the enthusiastic support of approximately 140 schools, service and other community groups, businesses and landowners that support this innovative environmental education effort. Started as a Rotary Club initiative in 1991, Trees for Survival bolsters the science curriculum and gives children hands-on tools for land stewardship.

[www.tfsnz.org.nz](http://www.tfsnz.org.nz)

To help raise awareness at home in France as well as in Senegal, SOS Sahel sent 10 French celebrities to the area to report first-hand on what trees can do. The project was called “Aux Arbres Citoyens,” (*To the Trees, Citizens*), a play on the words of the French national anthem.

Superstars from the worlds of fashion, music and media worked alongside local residents to plant filao seedlings (*casuarina equisetifolia*). They helped to make fuel-efficient stoves, which use just half the firewood used by traditional cooking stoves. They also entertained their hosts and encouraged schoolchildren to make up educational skits about the environment and the importance of trees.

As its contribution to the Billion Tree Campaign, SOS Sahel helped villages and community groups to plant 393,000 trees in 2007 in rural Burkina Faso, Mali, Mauritania, Niger and Senegal.

[www.sossahel.org](http://www.sossahel.org)

Painting : Courtesy of Narirad Trichewonart, Thailand





© ACTED

### ***Foliage and fruit in the desert*** **Chad**

Since 2005, the Agency for Technical Cooperation and Development (ACTED) has worked in the Ouré Cassoni camp for Sudanese refugees in Chad. As part of the Billion Tree Campaign, ACTED brought together both men and women, refugees and their Chadian hosts, to plant trees to stabilize the soil and add a touch of cheer. Shortly before the planting, floods submerged the tree nursery, swamping all 31,000 seedlings. The team managed to save and plant 25,000 – at the camp, in nearby villages as well as in three undeveloped green areas. Children decorate the trees near their tents on holy days.

[www.acted.org](http://www.acted.org)

### ***Geiko and Maiko for Forests*** **Japan and Thailand**

From the hometown of the Kyoto Protocol, Geiko women (also known as Geisha) voiced their support for the Billion Tree Campaign.

The original Geisha used to serve tea to their visitors in ancient Kyoto. Today, Geiko are professional performing artists. Girls train intensively for a year to learn dance, music and other arts, then become Maiko, or apprentices, for five or six more years before becoming a full-fledged Geiko.

Whilst stressing that Kyoto has a 1,200-year tradition of forest conservation, Geiko and Maiko are working with the Foundation for Global Peace and the Environment in its

tree-planting efforts with children in Africa, North America, Asia and the Middle East.

In Japan, various district forest offices planted more than 10 million trees.

<http://chikyu-e.com>

### ***Releafing Embassy Row***

#### **Restore Mass Ave**

#### **United States**

In the late nineteenth century, far-sighted citizens planted tens of thousands of trees in Washington, D.C., already citing at that time the need to refresh the air, enhance water drainage and cool the city. The double lines of trees along Embassy Row were particularly striking.

Although the municipality replaces older trees as they die, the saplings often struggle to survive. Restore Mass Ave (Massachusetts Avenue) recruits and trains citizens, diplomats and companies to replant trees in the original design, reminding this powerful city of the power of trees.

[www.restoremassave.org](http://www.restoremassave.org)



### ***Counting carbon***

#### **Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats Turkey**

Noting that 90 per cent of Turkey is vulnerable to soil erosion, the Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats (TEMA) pledged 1.5 million trees. The organization has planted close to 5 million trees since 1992, involving 300,000 participants from all walks of life, including business and the Armed Forces. They calculate that efforts so far will sequester more than 8.5 million tonnes of carbon over the next century.

[www.tema.org.tr](http://www.tema.org.tr)

[www.english.tema.org.tr](http://www.english.tema.org.tr)





***On a desert isle***  
**Emirates Environmental Group**  
**United Arab Emirates**

The Emirates Environmental Group launched its own One Million Tree Campaign and, like the larger Campaign, exceeded its goal. Its success is largely due to the Commission of Environmental Research, an organization of the Emirates Heritage Club, which pledged to plant 1.4 million mangrove trees and other seedlings on Al Sammaliah and neighboring islands in the Arabian Gulf, north of Abu Dhabi city. Some 17 square kilometres of mangroves will help Al Sammaliah maintain its ecological integrity while it develops cultural and sports attractions, including horse and camel riding, falconry and water sports.



Environmental education will also feature amongst activities on the island.  
[www.eeg-uae.org](http://www.eeg-uae.org)

***Towards a conservation culture***  
**Green Africa Foundation**  
**Kenya**

The Green Africa Foundation works to improve the health of the land and improve people's lives through ambitious tree-planting programmes and by creating a culture of conservation. Its vast nurseries have provided millions of seedlings to women's and young people's groups, businesses, learning and government institutions and individuals. The Foundation fulfilled its Campaign pledge of planting four million seedlings in 2007.  
[www.greenafricafoundation.org](http://www.greenafricafoundation.org)





***Transformation, inside and out***  
**Isha Foundation**  
**India**

The Isha Foundation is dedicated to transformation: inner, social, environmental. Through its Project Green Hands, the Foundation works with rural villagers to help restore their land by planting trees. To achieve its goal of increasing the green cover of the Tamil Nadu area by 10 per cent, the Foundation teamed up with the Yves Rocher Group, which will sponsor the purchase and planting of 900,000 saplings over three years as part of its own Campaign pledge. In 2007, Isha Foundation volunteers planted 250,000 saplings.

[www.ishafoundation.org](http://www.ishafoundation.org)



Painting : Courtesy of Jeanice Annabel, Indonesia

*“Trees and humans are in an intimate relationship. What they exhale, we inhale, what we exhale, they inhale. This is a constant relationship that nobody can afford to break or live without.”*

Sadhguru Jaggi Vasudev



Photograph  
Courtesy of Patrick Wallet / Yves Rocher



# Corporations

*“Only when the last tree has been cut,  
the last river poisoned, and the last fish  
caught will we realize  
we can’t eat money.”*

Native American proverb

*“Plant trees. They give us two of the  
most crucial elements for our survival:  
oxygen and books.”*

A. Whitney Brown

*“Do not wait for extraordinary  
circumstances to do good action; try to  
use ordinary situations.”*

Jean Paul Richter

Planting trees is more than just “giving back”. Visionary business leaders understand that all enterprise ultimately depends on the environment.

For 1 hybrid vehicle purchased\*  
21 trees planted\*\*



\* For every new hybrid vehicle purchased from Toyota Monaco or Lexus Monaco and registered in the Principality  
\*\* In agreement with the Prince Albert II of Monaco Foundation and the National Forest Office, Toyota Monaco pledges to plant 21 trees in France on your behalf.  
This arrangement is part of the Billion Tree Campaign launched by the United Nations Environment Programme, placed under the High Patronage of HSH Prince Albert II of Monaco and inspired by Professor Wang Junhua, winner of the 2004 Nobel Peace Prize.  
The number 21 refers to Agenda 21 adopted in 1992 during the Rio Earth Summit on sustainable development.



**1+21**

**Toyota  
Monaco**

The first corporation to join the Campaign as inaugural corporate partner, Toyota Monaco pledged to plant 21 trees for every hybrid car purchased in Monaco. That's 21 for the twenty-first century and for Agenda 21, which set out the policy framework for sustainable development. This project is implemented in collaboration with the Prince Albert II of Monaco Foundation and the Office National des Forêts in France.

[www.toyota-monaco.com](http://www.toyota-monaco.com)

*For beauty's sake*  
**Yves Rocher Group**  
**France**

“Nature is the source of beauty” – Yves Rocher founded his botanical cosmetics company on this premise over 40 years ago.

Tree planting has long been a tradition of the Yves Rocher Foundation. Through its project “One school, one arboretum,” it has planted 300,000 trees since the 1990s, helping to create some 450 arboretums at schools from France to Brazil.

At a press conference in Nairobi with Professor Wangari Maathai and UNEP Executive Director, Mr. Achim Steiner, Mr. Jacques Rocher pledged that his company would plant a million trees on three continents, and pass the message on to its 30 million customers. Mr. Rocher is President of the Yves Rocher Foundation and Director of Sustainable Development for the corporation.

Speaking of his upbringing in rural France, Rocher said, “Roots are indispensable to livelihood, to the life of trees and to humankind. Roots are at the source of life itself.”

[www.yves-rocher.com](http://www.yves-rocher.com)

[www.yves-rocher-fondation.org](http://www.yves-rocher-fondation.org)



Photograph  
Courtesy of Patrick Wallet / Yves Rocher

Kannarosa

*Un bolso.*



*Un árbol.*



*Seda natural y piel*

Plantamos un árbol por cada bolso que compras.

info@kannarosa.com

**PLANTEMOS  
PARA EL  
PLANETA**



Campana del Programa  
de las Naciones Unidas  
para el Medio Ambiente

***Bag a tree***  
**Kannarosa**  
**Spain**

Specializing in artful women's bags and other high-end leather goods, Kannarosa has chosen the cherry tree as its icon. To support the Campaign, the company, which was behind the recent creation of the Association, Plantemos para el Planeta (Let's plant for the planet), will plant one tree for every bag sold this year.

[www.kannarosa.com](http://www.kannarosa.com)

[www.plantemosparaelpianeta.com](http://www.plantemosparaelpianeta.com)



## **Bayer Group International**

A long-term UNEP partner, the Bayer Group provided Campaign support from nearly two dozen of its companies worldwide. All told, Bayer companies and employees helped to plant 300,000 trees from Australia to the Czech Republic, Greece to Singapore, Thailand to the Bolivarian Republic of Venezuela. With UNEP, Bayer AG involved more than 1,000 schools around Nairobi to plant 100,000 of those trees.

The Australian subsidiary of the Bayer Group launched a small but unique Campaign initiative: creating a grove of “dinosaur trees”. Thought to have been

extinct for over two million years, Wollemi Pines were discovered growing in an Australian rainforest in 1994. The location of the natural grove, where trees up to 1,000 years old grow, is kept secret for security purposes. To allow people to experience the beautiful pines, Bayer Australia planted 120 Wollemi seedlings in a wildlife sanctuary north of Sydney.

Recently, Bayer launched its climate programme to reduce the company’s carbon emissions; it plans to invest 1 billion euros over the next three years in climate-related research and development projects.

[www.bayer.com](http://www.bayer.com)

## **Four rivers Syngenta Colombia**

Through its Ecoaguas programme, multinational agri-business corporation, Syngenta, has worked with nurseries and community associations to reforest four of Colombia’s key river basins, providing financing and seedlings for 40,000 indigenous trees. Over the last dozen years, the programme has planted 580,000 native trees in Colombia.

[www.syngenta.com](http://www.syngenta.com)



***Growing greener business leaders***  
**Haute Ecole de Commerce, Paris**  
**France**

France's Haute Ecole de Commerce (HEC) is the first European graduate school of business to move toward "carbon neutrality". The school has partnered with the sustainable development corporation EcoAct to carry out a Bilan Carbone®, or greenhouse-gas audit, to analyze energy use and pinpoint how to cut carbon emissions. The emissions that remain will be offset by EcoAct's development and reforestation programme in Brazil.

The carbon neutrality programme "allows us to sensitize our entire community and respond to the threat of global warming, which is at the heart of current societal and business concerns," says Ms. Valérie Gauthier, Associate Dean.  
[www.mba.hec.edu/mba/site/home.2.html](http://www.mba.hec.edu/mba/site/home.2.html)  
[www.eco-act.com](http://www.eco-act.com)



© Pircher Oberland SpA, Italy

***Book learning***  
**Eco-Libris**  
**United States of America**

We love our books – you’re reading one now – but we sacrifice millions of trees for paper paste. Eco-Libris offers book lovers a way to make amends. At the Eco-Libris website, readers can decide how many books they’d like to offset and fund a tree for each.

“Eventually books will be made from recycled paper or other eco-friendly materials and logging for paper will stop,” says Raz Godelnik, eco-entrepreneur and Chief Executive Officer of Eco-Libris. “On that day we’ll happily move on to a new cause.” But until then, they’re replanting.

Eco-Libris has partnered with experienced non-governmental organizations working with local communities in Latin America and Africa to ensure that the most appropriate and helpful trees are planted and maintained.

[www.ecolibris.net](http://www.ecolibris.net)

[www.rippleafrica.org](http://www.rippleafrica.org)

[www.sustainableharvest.org](http://www.sustainableharvest.org)





*The heart of trees*  
**Tree-Nation**  
**Spain and Niger**

To fight desertification and improve the soil for pasture and farming, Tree-Nation of Barcelona, Spain, has set a goal of planting 8 million trees in the shape of a giant heart in the Sahelian nation of Niger.

The company invites individuals to sponsor trees online then watch them grow via satellite imagery. Members can share expertise, ideas and photos in the Tree-Blog.

[www.tree-nation.com](http://www.tree-nation.com)



*Trees are cool!*  
**Bailey Nurseries**  
**United States**

One of the North America's largest wholesale nurseries, Bailey Nurseries, challenged garden shops, growers and landscapers to join the Campaign and enlist their own retail customers.

As part of their "Trees are cool!" programme, Bailey staff piled trees, tools, leaflets, posters, tags for seedlings, and T-shirts into "Tree mobiles" that they drove around to retail shops. There they educated staff and consumers alike about trees – and solicited pledges for the Campaign.



In addition, Bailey donated 120,000 trees for schoolchildren to plant on Arbor Day. “The hardest part,” says Bailey horticulturalist Peggy Anne Montgomery “was getting in touch with every science teacher in the state!” Schoolchildren from every school planted local species — in parks and at nursing homes, libraries, neighbourhoods, and of course schools. Thousands of participants sent artwork and letters to Bailey Nurseries after the event.

[www.baileynurseries.com](http://www.baileynurseries.com)



**Il est temps de PLANTER DES ARBRES**

Pour vivre mieux sur notre planète, planter des arbres est une des solutions recommandées par les experts pour absorber la quantité de CO<sub>2</sub> environnante.

Nature & Découvertes apporte son soutien à la campagne pour un milliard d'arbres lancée par le Programme des Nations Unies pour l'Environnement (PNUE). Cette campagne encourage tous les citoyens à planter des arbres pour lutter également contre le changement climatique, la menace sur la biodiversité, les réserves d'eau en péril, l'avancée des déserts et l'érosion des sols.

**Nature & Découvertes**

Pour plus d'informations sur la campagne et pour vous engager : [www.unep.org/billiontreecampaign/french](http://www.unep.org/billiontreecampaign/french)

***Gift for a king***  
**Tesco Lotus**  
**Thailand**

In 2007, Thai retail giant Tesco Lotus launched the “Plant 9 Million Trees” partnership with the Ministry of Natural Resources and Environment of Thailand, UNEP and the Foundation for Khao Yai National Park Protection with the goal of planting trees in Thailand’s natural forest reserves over the following five years to celebrate His Majesty the King of Thailand’s eightieth birthday and to complement His Royal Highness’ environmental conservation efforts.

[www.tescolotus.com](http://www.tescolotus.com)

French retailer Nature et Découvertes encourages everyone to plant trees.

[www.natureetdecouvertes.com](http://www.natureetdecouvertes.com)





© Erwin Bauer, Demopark, Germany

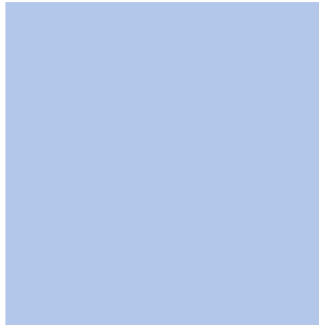
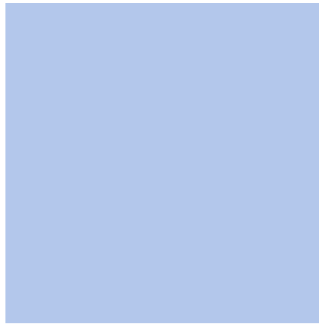
***Shop and plant***  
**Litegreen**  
**United Kingdom**

The website [Litegreen.com](http://Litegreen.com) rates products on their impact on the environment and on human wellbeing, guiding consumers towards more responsible choices. To help fulfill its pledge of 100,000 trees to the Campaign, it donates a tree for every £50 that shoppers spend. It donates another tree on behalf of every customer who registers on its site. In Litegreen's first planting project, the organization's partner Restore UK is helping communities in Malawi plant 3,000 trees that will foster community and economic development.  
[www.litegreen.com](http://www.litegreen.com)  
[www.restoreuk.org](http://www.restoreuk.org)

***Over the treetops***  
**Airline companies**  
**Eastern and southern Africa**

Air travel causes a lot of carbon to be released into the air – about 2 per cent of the total produced by humans, and it's increasing.

Consider a flight from London to Nairobi: This 6,820 kilometre trip releases about 1.5 metric tonnes of carbon into the air per passenger. By some estimates, that much carbon would take several trees a century to store.



**Kenya Airways** joined the Campaign by planting 130,000 trees in the deforested Ngong Hills near Nairobi.

[www.kenya-airways.com](http://www.kenya-airways.com)

**Fly540**, a Kenyan low-cost airline, donated 540 trees to mark World Environment Week. Students from Peponi House School joined local community

members in planting the indigenous trees in Kereita Forest, 60 kilometres from Nairobi, on the slopes of the Aberdare mountain range.

Noting that its propeller aircraft emit less carbon dioxide than do jets, Fly540 nonetheless plans to counter some of its carbon contribution by continuing to plant trees.

[www.Fly540.com](http://www.Fly540.com)

**Mango Airlines**, a budget subsidiary of South African Airways, has supported the Campaign by providing a convenient way for passengers to offset their carbon use. When buying a ticket online, customers can donate 10 rand towards tree planting, in cooperation with Regency Foundation Networx.  
[www.flymango.com](http://www.flymango.com)

***Trees and bees***  
**Harmony Farms**  
**Ethiopia**

What attracts bees, helps them to create more honey and provides a natural fertilizer that can double vegetable yields? It's Calliandra, also known as the Bee Tree.

Harmony Farms, an agri-business and tree nursery in Guraghe, southern Ethiopia, provides beehives and training to local farmers and links them to markets. Growers have also started



planting Moringa, a fertilizer tree with edible, high-protein leaves and seed-pods. When finely ground, Moringa pods are also used to purify water.

This year, Harmony Farms produced 850,000 seedlings of fruit and multi-purpose trees for local farmers to plant.

With partners Trees for the Future and Greener Ethiopia, Harmony Farms is developing a research centre to measure precisely the carbon storage of local trees as well as their effect on river flow, soil and water quality, and food crops.



# Visual and Performing Arts

Nature has always inspired art; the Campaign has inspired art in service to nature.

*“Trees are poems that Earth writes upon the sky. We fell them and turn them into newspapers that we may record our emptiness.”*

Khalil Gibran

*“Trees are the earth’s endless effort to speak to the listening heaven.”*

Rabindranath Tagore



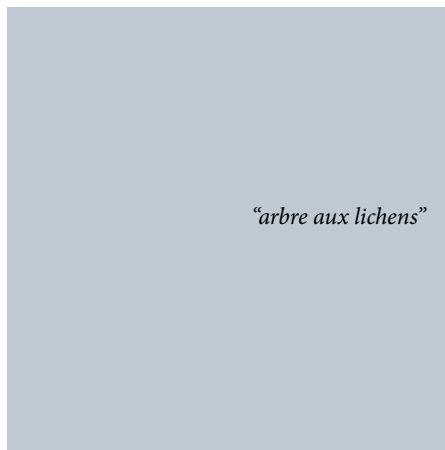
*Etched in glass*  
**Eco-Sys Foundation International**

Proceeds from this limited-edition glass sculpture will fund the planting of 100,000 trees by the Eco-Sys Wana Duma (children of cheetah) Kenya project in areas where land degradation is affecting both humans and cheetahs. Eco-sys plans to help the community set up nurseries and a sustainable medicinal plant business, and sponsors human children to enable them to have greater access to health care and education.  
[www.ecosysfun.com/](http://www.ecosysfun.com/)



*Acrylic painting*  
**Ms. Geneviève Penloup**  
**France**

Inspired by the Campaign, French painter, Ms. Geneviève Penloup, created these acrylics.  
<http://bleujaunerouge.over-blog.com>



***Arbres brûlés (Burned trees)***  
**Philippe Pastor**  
**Monaco**

“I saw the fire burning down the mountain. I cannot resign myself to such destruction and I don't want to forget,” says Monaco-based artist Mr. Philippe Pastor of the inspiration for his series *Arbres brûlés* (Burned Trees). “This scene of desolation is nothing but a mirror of our society.”



art & environnement  
a s s o c i a t i o n



Lit by arsonists, the fire that Pastor witnessed was part of the mind-searing acreage of forests torched each year, much of it for illegal profiteering. Pastor harvested charred trunks, split them, then cut and painted grooves in the wood. Exhibited around the world, the *Arbres brûlés* have become symbols of destruction but also of rebirth through artful compassion.



As part of the Campaign, *Arbres brûlés* lined the beach during the Cannes Film Festival and adorned the Nice Airport as well as being exhibited in Singapore and New York. Proceeds from the sale of the artwork support tree planting in collaboration with the Art and Environment Association created by the artist to engage the public in environmental activities.  
[www.philippe-pastor.com](http://www.philippe-pastor.com)  
[www.aemonaco.org](http://www.aemonaco.org)



***I am a tree***  
**Faith Karimi, Muthaiga Primary  
School  
Kenya**

*I am a tree  
I clean the air that you give me  
I provide medicine, fruits, food, honey,  
shelter, chairs, desks, tables, pencils, books  
and shade  
I give habitat to wild animals, birds and  
other micro-organisms  
I attract rain that you use to grow your  
crops for food and for sale  
You use me to cook your food  
I help to conserve your soil and water  
I beautify the environment  
Please plant more trees for a better life.*

Recited during the planting of 2,500 trees in Nairobi's Karura Forest organized by the World Agroforestry Centre on 4 May 2007.

## ***Healing the Rift Kenya***

Sculptors, painters, Sufi dervishes, ballerinas, Maasai warriors... these are some of the artists and performers who gathered at the rim of the Great Rift Valley to support the Campaign, to celebrate the diversity of humanity and nature – and to help plant a million trees. The site was Ol Ari Nyiro, “The place of springs,” in the Laikipia Nature Conservancy, a 100,000 acre wildlife sanctuary made available by its owner, author and conservationist, Ms. Kuki Gallmann. Artists from every continent worked for a week to create and perform the piece: “EARTH – healing the Rift,” performed at Ol Ari Nyiro and later in Nairobi.

The events helped support the planting of nearly 800,000 trees by the Gallman Memorial Foundation. In addition to caring for these newly planted seedlings, the Foundation protects naturally growing seedlings to ensure their survival.

[www.gallmannkenya.org](http://www.gallmannkenya.org)

# Media

The Boletín de la Clásica (89.9) radio station in Colombia promotes the Campaign to millions of Latin Americans, both on air and in print.

[www.899laclasica.com](http://www.899laclasica.com)

News of the Campaign quickly reverberated throughout global news and cultural media with thousands of articles and features dispatched.

The blogosphere catalysed exuberance: some 4,000 blogs adopted the cause early on in the Campaign. The Campaign was given a further boost on the UNEP-inspired Blog Action Day, October 15, when around 10,000 blogs ran stories about the environment.



© Kuki Gallmann

The Great Rift Valley Trust  
cordially invite you to the launch of EARTH -  
a cultural event of Art, Magic, Imagination and Environmental Action  
in support of the "Plant for the Planet: Billion Tree Campaign",  
launched by the United Nations Environment Programme (UNEP)

Time: 6:30 p.m.  
Date: Wednesday 24th January 2007  
Venue: Nairobi Serena Hotel

RSVP: [info@exclamationmarketing.co.ke](mailto:info@exclamationmarketing.co.ke) • Tel: 0755 984719

**EARTH**  
healing the rift  
a GREAT RIFT VALLEY / KLIST initiative

in cooperation with

**PLANT FOR THE PLANET**  
The Billion Tree Campaign

**UNEP**

supported by

**celtel**  
Making life better



*“Thou didst create the deserts, mountains, and forests, but I produced the orchards, gardens, and groves.”*

Turkmeni folk song

*“A society grows great when old men plant trees whose shade they know they shall never sit in.”*

Greek proverb

*“A people without children would face a hopeless future; a country without trees is almost as helpless.”*

Theodore Roosevelt



# Governments

Rural districts, small municipalities, entire states, national governments – all found that planting trees furthers the interest of all.



© Serpil Erkmen, Turkey

## ***Billionth tree*** **Ethiopia**

The billionth tree planted is believed to be an African Olive now growing in Ethiopia. The nation coordinated the planting of nearly 700 million trees as

part of Ethiopia's Millennium celebrations. Mr. Tewolde Berhan Gebre Egziabher, a UNEP Champion of the Earth and senior member of the country's Environmental Protection Authority, coordinated the effort.

### ***Regrowing the forest*** **Turkey**

Having recognized that about half of Turkey's forests have been degraded, the country's Ministry of Environment and Forestry has been actively promoting reforestation for a decade.

In support of the Billion Tree Campaign, the country planted 400 million trees, involving universities, military groups, village councils, voluntary organizations and other public institutions.

### ***Pro tree*** **Mexico**

Mexico's President, Mr. Felipe Calderón, launched the ***Pro Árbol***, or Pro Tree, programme to support the Billion Tree Campaign by contributing 25 per cent of the total pledge goal. The effort involved people at all levels of society in planting and sustaining the young trees. The programme's sponsor is a winner of the Nobel Prize for Chemistry, Mr. Mario Molina.



### ***Regrowing a legacy*** **Turkmenistan**

Turkmenistan has been known as a land of orchards since ancient times. The country has been undertaking reforestation since it gained its independence in 1991. By presidential decree, 53 million saplings (coniferous, foliage and fruit trees) have been planted along roadways in all five provinces of the country since 1998. Another 3 million trees are to be planted each year in and around Ashgabad, the nation's capital, and, as part of the Campaign, another 880,000 saplings now surround the city.

### ***Twenty-five per cent and growing*** **Cuba**

Cuba has increased its proportion of forested areas from about 13 per cent in 1959 to nearly 25 per cent today, expanding not only tree cover, but also arable lands. The National Forestry Service pledged 135 million trees as part of the Campaign.



### ***Personal and political Indonesia***

“Bring a seedling along with the wedding ring when you come to the marriage office!” says a district chief in West Java. Forestry officials distribute the offerings for planting to help reforest nearly 9,000 hectares of exposed land. Officials accepting promotions are also requested to donate trees.



At the national level, prior to the thirteenth meeting of the Conference of the Parties to the United Nations Framework Convention on Climate Change, held in Bali in December 2007, Indonesia pledged to plant 79 million trees throughout the country’s 79,000 localities. In a related move, the Ministry of Forestry has proposed a requirement that anyone who fells a tree must plant two more.



### ***Greenest day Uttar Pradesh, India***

Setting a tree-planting record, 600,000 people planted 10.5 million seedlings on the last day of July 2007 in Uttar Pradesh, India’s most populous state.

The state’s Forest Department had spent months reviewing satellite map data, collecting seedlings, distributing educational booklets and recruiting students, farmers, businesses and government workers at 9,320 sites across 70 state districts. Trees were planted at various locations including farms, schools, Forest Department and other public lands. Many Forest Department staff volunteered a day’s salary from their earnings to help fund the effort.

### ***Reforestation Ontario Canada***

The Province of Ontario is organizing the largest North American planting programme pledged to the Campaign. After planting 2 million trees on large areas of open land, officials plan to continue reforestation efforts by planting 5 million trees a year by 2020, a total of 50 million trees.

### ***National Tree Day Tunisia***

The 21 million trees that have been planted in Tunisia grace rural and urban areas alike. One national goal is to generate 15 square metres of green space per

city dweller. The government has also created nine national parks and 11 natural reserves, where animals long disappeared are expected to be reintroduced. These include the oryx and the addax, an endangered desert antelope.

### ***Everyone's job*** **Maldives**

President Maumoon Abdul Gayoom has called on each of the nation's 370,000 citizens to plant a tree for the Billion Tree Campaign and to replace every tree that is felled. Comprising nearly 1,200 low-lying coral islands, the Maldives is one of the countries most vulnerable to the effects of climate change as sea levels rise.

### ***Towards carbon neutrality*** **Costa Rica**

Costa Rica contributed to the Campaign with a high per capita rate of tree planting, with 5.2 million trees planted in 2007. By 2021 – the year it celebrates the 200<sup>th</sup> anniversary of its independence – the country also expects to celebrate carbon neutrality. Comprehensive energy-conservation and renewable-energy programmes

will vastly decrease the carbon dioxide generated by human activities, and tree planting will help offset the remainder. Costa Rica has been taxing fossil fuels since 1996, giving 3.5 per cent of that revenue to the National Forestry Financing Fund. These and other funds will help pay people to manage forests for carbon storage as well as other environmental values including watersheds and biodiversity.

### ***Planting hope*** **Iraq**

Since pledging a million trees to the Campaign, the Iraqi Ministry of Environment has encouraged citizens to plant trees in local neighbourhoods, degraded forests and other areas. Soon to be greener are: Baghdad, Nineveh, Basra, Karkuk, Bable and seven other governorates.

### ***Born green*** **Italy**

April 14 2007 marked the Tree Celebration for Newborn Babies in Vigodarzere, where parents and other community members planted 131 trees – one for each baby born in 2006. Children and trees will grow together as age-mates. Forests cover less than 1



per cent of Lombardia, the most industrialized region in Italy. The regional administration for agriculture and forestry plans to grow 100,000 more trees in the region, starting with a pledge for 7,000.  
<http://www.ersaf.lombardia.it>

### *Tree week*

#### **Qatar**

The State of Qatar launched an annual tree week in March 2007, during which residents planted 2,800 desert-loving trees.

### *Along the river*

#### **Parana, Brazil**

“Riparian” forests – those that grow along rivers – provide a special service in protecting water resources. Mobilizing 60,000 people from its 399 cities, the Government of Parana State in southern Brazil organized the planting of more than 8 million trees during Tree Week in September 2007. The effort is helping to restore 2,000 kilometres of riverbank in the state. All in all, Parana State planted more than 16 million trees with the Campaign.

<http://www3.pr.gov.br/mataciliar/programas.php>

### *Living memorial*

#### **Israel**

The Government of Israel pledged 6 million trees – one to honour each victim of the Holocaust.



# International Organizations

Under the Campaign’s umbrella, international organizations are greening refugee camps, city parks, and Olympic venues.

*“Though a tree grows so high, the falling leaves return to the root.”*

Malay proverb

*“If what I say resonates with you, it is merely because we are both branches on the same tree.”*

William Butler Yeats

*“When you eat an apple, always remember the people who planted the tree.”*

Vietnamese proverb



***Starting from home***  
**United Nations Environment Programme**

The staff of UNEP, home of the Billion Tree Campaign, collectively planted 140,998 trees. To launch the effort led by the Executive Director of UNEP and the Director of the Division of Environmental Law and Conventions, staff members from around the world working at the UNEP Nairobi headquarters planted native trees in Kenya's Rift Valley. Local farmers, volunteers and the Kenya Forest Service helped out.



© Neil Pratt

***Planting in the park***  
**Regional Office for Europe**  
**Switzerland**

Staff from the UNEP Regional Office for Europe joined local schoolchildren and other community members to plant seedlings in the park of the Commune du Grand-Saconnex, and at the International School of Geneva.



Convention on  
 Biological Diversity

***Reviving biodiversity***  
**Canada**

Montreal, the host city of the United Nations Secretariat for the Convention on Biological Diversity, is leafier thanks to the Billion Tree Campaign. The non-profit organization SOVERDI, the City of Montreal, and the telecommunications company TELUS, working with grassroots partners, planted 20,000 trees and shrubs in alleyways, schoolyards, neighbourhoods and along riverbanks.

At a celebratory event, Mr. Ahmed Djoghlaif, Executive Secretary of the Convention on Biological Diversity called the planting a “living testament of commitment” to the Convention’s goals: sustaining the diversity and wellbeing of life and ecosystems on Earth.

[www.cbd.int](http://www.cbd.int)

[www.sorverdi.org](http://www.sorverdi.org)

[www.telus.com](http://www.telus.com)

***Greening refugee camps***  
**Office of the United Nations**  
**High Commissioner for**  
**Refugees**

Refugee camps can be hard on the land as well as on people. Forests suffer as refugees cut wood for fuel, building materials, fodder and medicine, among others. Land that has been seriously damaged can take years to recover, if indeed it ever does.

The Office of the United Nations High Commissioner for Refugees pledged over 9 million trees for land restoration around refugee and displaced-persons settlements. Refugees and host communities have worked in unison to make the pledge a reality and have surpassed their ambitious goal.

The organization's goals include planting 2.6 million seedlings in and around refugee camps in the United Republic of Tanzania; 1.7 million in Sudan, and 1.8 million in Ethiopia.

It has helped plant hundreds of thousands of acres of trees in Asia and Africa since the 1990s.

“At the beginning, refugees were reluctant to plant trees and to take care of them. They thought they would be back soon to their countries and did not see the point of engaging in a long-term project,” says UNHCR Senior Environmental Officer Mr. Valentine Ndibalema. “Then they realized they would get the benefits of shade, fruit and stabilizing the soil.”

[www.unhcr.org](http://www.unhcr.org)

### ***Athletes for the Earth*** **International Association of Athletics Federations**

“If the deterioration of the global environment goes on, some day in the near future we won't even be able to practice athletics,” according to the International Association of Athletics Federations (IAAF),

which sponsors the World Championships in Athletics.

The IAAF therefore launched its Green Project and held its first “green” World Championships in Osaka, Japan, in 2007. Greening sport requires rethinking everything from energy use at facilities and events to printing and materials, transport and lodging for athletes and guests, waste disposal and the manufacture of sporting goods. As a symbol of its support of the Billion Tree Campaign, the event's gold medalists, officials

and other dignitaries each planted a dogwood tree during the competition.

<http://green.osaka2007.jp/en>

<http://unep.org/sport%5Fenv>

### ***Green Games Campaign***

The organizers of the thirteenth South Pacific Games held in Samoa in 2007 planted 2,015 trees near the sports complex.



© Green Africa Foundation





### ***Towards a green Olympics*** **International Olympic Committee**

“The ‘green games’ concept is increasingly a reality,” said Mr. Jacques Rogge, President of the International Olympic Committee (IOC), as he accepted the UNEP 2007 Champion of the Earth Special Prize.

“The opportunity of the Games can... facilitate strong environmental actions, and technology and product development in a city, country and beyond, through the educational value of good example.”

IOC also invited National Olympics Committees to join the Billion Tree Campaign.

The Beijing Olympic Committee of the Olympic Games plans to make the 2008 Olympic Games more environmentally sustainable than any before. Among 20 major greening projects for the Games,

it is installing solar energy to light the stadium and Olympic Village; capturing rainwater; using recycled plastics in building materials; planting indigenous species of plants and trees on the Olympic Green; and creating a large urban park to serve as a “green lung” for the city after the Games. The Committee is also phasing out ozone-depleting substances and providing free public transport for guests.



## *Trees are trendy* Words that say it all

While the Billion Tree Campaign continues to generate environmental awareness around the world, it also appears to be stimulating linguistic fantasy.

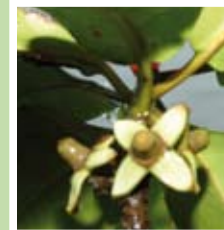
Budding green activists participating in the Campaign have been creating new words to honour trees because, as one of them says: “We are all members of the same forest.”

In the United States, Reponsibilitree is looking to make a difference. The organization works with private and public institutions to plant trees as part of large-scale projects.

As for Ms. Monique Pilié, she launched her Hike for Katreena project after the 2005 deadly Hurricane Katrina struck New Orleans. By the end of 2007, she had raised more than \$60,000 and had planted 797 trees.

In Spain, an agroforestry company launched a website called Responsarbolidad.net, arbol being the Spanish word for tree. Its aim is to help individuals, companies and institutions calculate their carbon dioxide emissions and plant enough trees to counter them.

**Please join the Billion Tree Campaign, register the number of trees you have planted or your pledge on the website at [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign) and help us make this a tremendous achievement.**





## Seeds

Launched as a year-long effort, the Billion Tree Campaign has been extended for at least another two years thanks to the overwhelming global response.

Seeds planted in the collective imagination may prove as fruitful as those in the soil. Innumerable community projects, public-private partnerships, educational initiatives and plans for future plantings and related greening efforts have sprung from the Campaign.

Regional and national governments organized the most massive plantings. Non-governmental and other community groups contributed substantially. The Green Belt Movement alone planted 4.7 million trees, double the number initially pledged.

However, private citizens who simply planted one to three trees made up half of all pledgers, while the private sector organized about 13 per cent of the total trees planted.



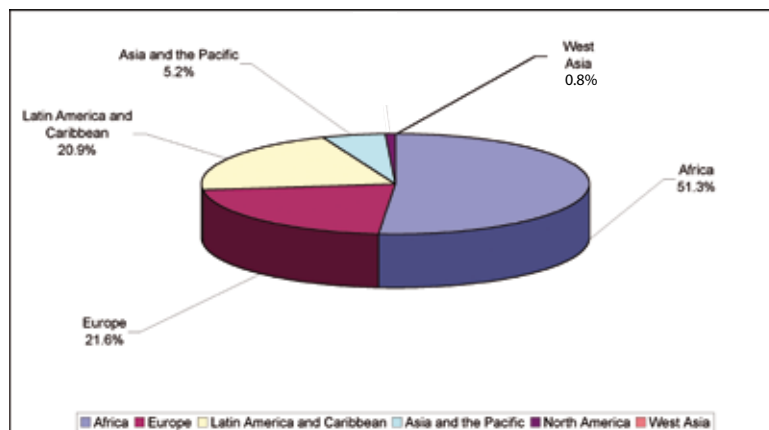
Countless communications with partners suggest that their enthusiasm and actions will continue to grow.

Totals were still being compiled at the time of publication, but the top planting countries appear to be Ethiopia, 700 million; Turkey, 400 million; Mexico, 250 million; Kenya, 100 million; Cuba, 96.5 million; Indonesia, 79 million; Rwanda, 50 million; Republic of Korea, 46 million; Morocco, 27 million; Brazil, 22 million; Tunisia, 21 million; Myanmar and Senegal, 20 million; India, Japan and the Bolivarian Republic of Venezuela, 11 million; Costa Rica, 5 million; and Panama, 3 million.

#### Number of trees planted by category of participants

Private individuals	6,510,293
Civil societies and NGOs	65,779,818
Local or national governments	1,672,522,900
Private companies	108,197,917
Farmers	863,186
Community groups	1,240,435
Schools	291,030
Children and youth	1,287,412
Not specified	32,535,870
<b>Total</b>	<b>1,889,228,861</b>

#### Number of trees planted by region (Percentage)



#### Number of trees planted by region

Africa	969,100,267
Europe	408,547,150
Latin America and Caribbean	395,084,843
Asia and the Pacific	98,547,085
North America	16,029,020
West Asia	1,920,513
<b>Total</b>	<b>1,889,228,878</b>





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