



Now We Children Save the World

Plant-for-the-Planet plants trees and empowers children all over the world

The **Plant-for-the-Planet children and youth initiative** was launched in January 2007. At the end of his school presentation about the current climate crisis, nine-year-old Felix Finkbeiner announced his vision to his classmates: **"Let's plant one million trees in every country on earth!"**

The current goal of the children and youth initiative is to plant a trillion trees worldwide. Trees are the **cheapest and most effective means of binding CO₂**, allowing us more time to reduce greenhouse gas emissions to zero and mitigate the climate crisis.

In 2011, the United Nations Environment Programme (UNEP) handed over **the long-established Billion Tree Campaign**, along with the official world tree counter, to Plant-for-the-Planet. As the children's aim is now to plant a trillion trees, they transformed the Billion Tree Campaign into the **Trillion Tree Campaign** and developed an interactive online tool that motivates others to get involved in planting (treecounter.org).

So far, with the help of many adults, Plant-for-the-Planet youths have already planted more than **15 billion trees in 193 countries**. These children teach and empower others to become Climate Justice Ambassadors. More than **70,000 children from 67 countries** are already participating.

On the Yucatán Peninsula in Mexico, Plant-for-the-Planet plants **a new tree every 15 seconds**. This project demonstrates just how easy it is to make planting trees so effective on a large scale. The initiative uses its own products (i.e. the Change Chocolate) and campaigns (such as "Stop talking. Start planting.") in order to independently plant trees and motivate others to get involved in planting.

Plant-for-the-Planet - described in 2:50 min.: youtu.be/RB17UOCK9LA

Videos: youtube.com/user/PlantForThePlanet

Photos: flickr.com/photos/plant-for-the-planet/collections/72157629737788520/

Books: issuu.com/plant-for-the-planet

Join us: plant-for-the-planet.org

Please note - thank you!

The name of this organization is written like this: Plant-for-the-Planet

Please don't abbreviate it, otherwise Google won't find us!

We are focused on the **"climate crisis"** because it threatens the lives of us children and adults worldwide! We are not talking about climate change. "Change" is something positive that is necessary and good. We don't think this can be said about the climate crisis!

We children did not plant 15 billion trees alone, **but with the help of many adults**.

We educate each other to become **Climate Justice Ambassadors**.

Please use only the children's first names! In order to protect minors, we forego using their last names in publications.



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Plant-for-the-Planet

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