

# STOP TALKING START PLANTING

## Every Person Has a Tree Counter

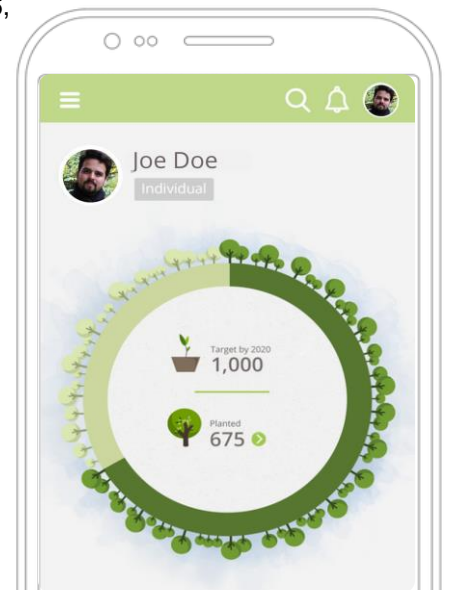
Mankind Will Only Achieve 1,000 Billion Trees Together

Plant-for-the-Planet is inspired by an idea that is older than the children: **Wangari Maathai, a Kenyan Nobel Peace Prize winner**, with the cooperation of many women, planted 30 million trees in various African countries in 30 years. With this, she was able to provide women with their own income, self-confidence and independence. She also planted trees to fight soil erosion and ensure greater food security.

From this movement the global **Billion Tree Campaign** arose in 2006, supported by the United Nations under the **patronage of Wangari Maathai and HSH Prince Albert II**. Its original goal to plant one billion trees was already achieved within a few months. In December 2011, after more than 12 billion trees had been planted, **the UNEP handed over the official global tree counter to the children's and youth initiative Plant-for-the-Planet**. For the children, this was a historic moment, and it encouraged them. Since then, every government, business, and citizen reports to the children how many trees they want to plant or have already planted.

The goal of the Billion Tree Campaign is to encourage people, organizations and businesses worldwide to plant trees in order to prevent a global temperature increase of more than 2 °C. In order to achieve this, we not only have to reduce our CO<sub>2</sub> emissions, but also must find a way to store the emitted carbon long-term. **Trees are the best solution for this.**

In his speech in front of the UN General Assembly during the opening of the International Year of the Forests, Felix proposed **a new goal for the Billion Tree Campaign: 1,000 billion trees**. Together, countless people have already contributed **more than 14 billion new trees**.



The tree counter is a gift to the world from the children's and youth initiative. Plant-for-the-Planet designed the tree counter **as an interactive online tool**. International competitions motivate people all around the world to plant trees. Every individual and every institution or business can register and thus make their commitment transparent, communicate very easily on social media, and call on others to plant as well.

The treecounter online: [trilliontreecampaign.org](http://trilliontreecampaign.org)  
 Soon available as app for iOS and Android.  
 Felix in front of the UN general assembly: video on [youtu.be/tGLtkbaeupl](https://youtu.be/tGLtkbaeupl), photos on [flic.kr/p/jAAZ6y](https://flic.kr/p/jAAZ6y) and [flic.kr/p/cTxw3f](https://flic.kr/p/cTxw3f)

## About Plant-for-the-Planet

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 1,000 billion trees worldwide**. Trees are the cheapest and most effective means of **binding CO<sub>2</sub>**, 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. Plant-for-the-Planet then transformed it into an interactive online tool that motivates others to get involved in planting.

So far, with the help of many adults, Plant-for-the-Planet youths have already planted **more than 14 billion trees** in 193 countries. These children teach and empower others, in academic settings, to become Climate Justice Ambassadors. More than **63,000 children from 58 countries** worldwide are already participating.

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 (for example 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.



[facebook.com/plantfortheplanet](https://facebook.com/plantfortheplanet)

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[Plant-for-the-Planet](https://Plant-for-the-Planet)

### 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 14 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.

## Contact

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