

## Press Kit for Our Partners

Dear partners of Plant-for-the-Planet,

the following pages will provide you with informative links, texts, and information about Plant-for-the-Planet.

As of: February 14, 2019

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## Plant-for-the-Planet – short and concise

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 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. 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 ([trilliontreecampaign.org](http://trilliontreecampaign.org)).

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 to become Climate Justice Ambassadors. More than **75,000 children from 71 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 (2:50 minutes): [youtu.be/iYABG1vSeF0](https://youtu.be/iYABG1vSeF0)

Website: [plant-for-the-planet.org](http://plant-for-the-planet.org)

Our Books: <https://issuu.com/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.

## Photos

A collection of the best Plant-for-the-Planet photos:

[plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en](http://plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en)

## Videos

Plant-for-the-Planet - described in 2:50 min.: [youtu.be/RB17UOck9LA](https://youtu.be/RB17UOck9LA)

Our planting areas on the Yucatán Peninsula:

[youtube.com/watch?v=sLTz3WDYoV0&list=PLST4jAQXiIHVWoh8D\\_fz5Yf3v\\_S0zVVcu](https://youtube.com/watch?v=sLTz3WDYoV0&list=PLST4jAQXiIHVWoh8D_fz5Yf3v_S0zVVcu)

Saving the world with the Change Chocolate (30 sec. commercial, German): [youtu.be/laImVJDzupQ](https://youtu.be/laImVJDzupQ)



our YouTube channel: [youtube.com/user/PlantForThePlanet](https://youtube.com/user/PlantForThePlanet)

Need film footage? Inquiries in English/German please: [media@plant-for-the-planet.org](mailto:media@plant-for-the-planet.org)

## Texts

### About Plant-for-the-Planet – Description

Eleven years ago, a nine-year-old boy planted a tree at his school. That was the beginning of a **worldwide children's and youth's initiative**. As of now, with the help of many adults, governments, and businesses, the children and youth have **planted more than 15 billion trees** around the world.

The Plant-for-the-Planet children's and youth's initiative **was launched on January 2007**. At that time, nine-year-old Felix Finkbeiner gave a presentation about the climate crisis. He outlined a vision in which children could plant one million trees in every country on earth in order to balance the CO<sub>2</sub> on their own. In the years that followed, Plant-for-the-Planet evolved into a worldwide movement: **approximately 100,000 children in 193 countries are currently pursuing this goal**. They consider themselves a world citizen initiative that promotes climate justice. The goal is **to reduce CO<sub>2</sub> emissions to zero** and, until then, equally distribute responsibility of the emissions among all people.

To accomplish this, the children and youth want mankind **to plant a trillion trees** worldwide. In 2011, the United Nations Environment Programme (UNEP) handed over the long-established Billion Tree Campaign (today: Trillion Tree Campaign), and thereby the official world tree counter, to Plant-for-the-Planet. Businesses, governments and citizens now report how many trees they pledge to plant and have planted to the children. Plant-for-the-Planet has made the official world tree counter into an online interactive tool. ([trilliontreecampaign.org](http://trilliontreecampaign.org))

Why do the children plant trees? Because trees are effective in three ways:

1. **Trees store carbon dioxide.** This alone doesn't solve the climate crisis, but it gives us more time to reach a permanent solution for it. If mankind is successful in planting 1 trillion trees, then, according to preliminary estimates, the trees will extract approximately one fourth of the manmade CO<sub>2</sub> from the atmosphere every year. Trees will transform the CO<sub>2</sub> gas into wood and release oxygen. As long as the wood doesn't decay, the carbon will remain stored and negative climate change will slow down. This is how mankind gains time to reduce CO<sub>2</sub> emissions. 1,000 billion trees is only a small forest – 150 trees – per person!
2. **Trees can replace concrete.** Half of all the buildings that will exist in 2050 haven't even been built yet. We currently still rely on concrete, which is produced from cement and is harmful to the climate. The production of cement releases five percent of manmade CO<sub>2</sub> into the atmosphere. Wood as a building material is completely different: **One cubic meter of wood binds one ton of CO<sub>2</sub> - for decades**. It is the only building material that is grown from sunlight.
3. **Trees create jobs.** For example: in Campeche, Mexico, 500 people already currently subsist on wages that are paid to the forestry workers by Plant-for-the-Planet. Trees create long-term jobs in the poor countries in the planting areas and, subsequently in wood processing and reforestation. 1,000 billion trees worldwide could become **mankind's largest stimulus program**. Moreover, it is particularly prudent to plant trees in the countries of the global south; they grow much faster there and therefore bind larger amounts of CO<sub>2</sub>.

So far, with help from adults, **more than 14 billion trees have been planted in 193 countries**. The slogan of the children's and youth initiative global communications campaign is "Stop talking. Start planting." This slogan was awarded a gold Social Effie for effective communication in 2010. And with the help of the Change Chocolate, the initiative has already planted 2.5 million trees. This is made possible because the distributors and manufacturers forego their profit.

Since March 2011, Plant-for-the-Planet has established a democratic structure with a children's and a youth global managing board made up of 18 children and youth from eight global regions.



[facebook.com/plantfortheplanet](https://facebook.com/plantfortheplanet)  
[instagram.com/plantfortheplanet\\_official/](https://instagram.com/plantfortheplanet_official/)



[twitter.com/pftp\\_int](https://twitter.com/pftp_int)  
[Plant-for-the-Planet](https://www.plantfortheplanet.org/)

## Background and individual projects:

### Diplomats in Rubber Boots - the Plant-for-the-Planet Academies



"Now we children save the world" is a motto of Plant-for-the-Planet. Children teach other children to become **Climate Justice Ambassadors**. This has one crucial advantage: children actually listen more closely to their peers than to adults. In the one-day academies, children who are already Climate Justice Ambassadors pass on their knowledge and experiences. They show that they won't just passively accept the climate crisis, but rather accept responsibility at the global level and shape their future by becoming active in their own countries.



In the academies, the children learn in very specific terms how **the climate crisis threatens their future** and the lives of people around the world. They experience vividly what climate justice can look like and work in groups to develop **their own actions for their future**. The children plant trees with their own hands and in doing so learn how to motivate others to plant trees. Training in public speaking teaches them how to **appear self-confident**, because, as ambassadors, they have a message that they want to carry out!



There are now more than **75,000 trained Climate Justice Ambassadors** in 71 countries, including China, Germany, India, Rwanda, Slovenia, Peru, Haiti, Thailand, Nigeria, Colombia, USA, Singapore, Italy, Mexico, Poland, and Switzerland. The children want to teach one million more children in approximately 20,000 academies. These children will become involved in a worldwide network and spread Plant-for-the-Planet's vision in their own countries. To accomplish this, Plant-for-the-Planet organizes international Youth Summits

and national Children's Conferences in an ever growing number of countries. Together, the children can make a big difference – in a global network of world citizens.

For more information: [plant-for-the-planet.org/en/join-in/academy](http://plant-for-the-planet.org/en/join-in/academy)

Photos: [plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en](http://plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en)

### Please Copy: 100 Million Trees Against the Climate Crisis



On its own plantation on the Yucatán Peninsula, Plant-for-the-Planet proves it is possible to grow efficiently and cheaply on a large scale.

**Three million healthy trees** are now growing into forests on a once degraded area of the Yucatán Peninsula in Mexico. On March 8th 2015, Plant-for-the-Planet planted the first tree on a completely deforested area acquired by the Plant-for-the-Planet Foundation. When the workers later planted the millionth tree, **Plant-for-the-Planet made a promise**: "We will take care of every tree we have planted and plant a million trees more each year than the year before," explained Felix Finkbeiner, who founded Plant-for-the-Planet at the age of nine.

Today, more than 100 workers plant an average of 5,500 seedlings per day. A new tree is added every 15 seconds. In their own nursery **seedlings from eight of different native**



**species** are grown. After planting, the workers take great care of the trees: a tree has to be freed from proliferating weeds up to 20 times, wearing out 250 machetes a year. The care pays off: With 94% the Plant-for-the-Planet plantation workers achieve **a survival rate that is more than four times as high as is usual for the region** (around 20%). Approximately 1100 trees grow per hectare. By working efficiently, Plant-for-the-Planet is able to plant and maintain a tree for only one Euro.

The target is high: By the end of 2030 Plant for the Planet will have planted over 100 million trees on the Yucatán Peninsula. In addition, 36 new workers are hired each year, meaning that by 2029 531 people will be employed. **Above-average social benefits** ensure a stable income for the workers' families. This is particularly important in countries like Mexico. In addition, trees grow particularly fast in a warm climate and **absorb up to four times as much CO<sub>2</sub>** than in Germany, for example.

The concept is to be copied: Plant-for-the-Planet is open about its work on the plantation in order to convince as many other groups as possible to start a similar project. **With just 10,000 similar afforestation projects** one trillion new trees can be achieved.

More information: [plant-for-the-planet.org/en/about-us/planting-locations](http://plant-for-the-planet.org/en/about-us/planting-locations)

Photos: [plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en](http://plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en)

Videos: [youtube.com/watch?v=sLTz3WDYoV0&list=PLST4jAQXiIHVWoh8D\\_fz5Yf3v\\_S0zVVcu](https://youtube.com/watch?v=sLTz3WDYoV0&list=PLST4jAQXiIHVWoh8D_fz5Yf3v_S0zVVcu)

### The 3-Point-Plan - What the Children Demand from the Governments

If the children were government leaders who had to make decisions at the next climate summit, they would need to have a plan to safeguard their future. On July 1, 2010, **they presented this “3-Point-Plan” at 133 embassies in Berlin** - together with a request to the government leaders to disclose what they themselves wanted to do to solve the climate crisis and thereby protect the children's future. In a speech at the UN General Assembly on February 2, 2011 the children from Plant-for-the-Planet presented their plan to the United Nations:

- 1) **Plant a trillion trees.** As additional carbon reservoirs, 1 trillion trees will bind another 10 billion tons CO<sub>2</sub> every year. A trillion trees sounds like a lot, but it is possible: starting 1978, the Chinese government planted more than 60 billion trees as part of the “Great Green Wall”. That is 1.6 million trees per year.



- 2) **Leave the fossil fuels in the ground.** The technology for a CO<sub>2</sub>-free future has existed for a long time. **Mankind must reduce the CO<sub>2</sub> emissions to zero by 2050.** That means: no more burning coal, oil, or natural gas. Reduce the greenhouse gas emissions from agriculture. Reduce the use of CO<sub>2</sub> intensive materials like cement.

- 3) **Put poverty in the museum using Climate Justice.** In order to limit further warming to the pledged 2 °C, only 420 billion tons more CO<sub>2</sub> can be emitted by 2050. 420 divided by 33 years makes 12.7 billion tons CO<sub>2</sub> per year. This must be fairly divided among the world population: everyone receives the same, **namely 1.5 tons CO<sub>2</sub> per person per year.** Whoever wants more must pay. This principle of climate justice ensures that poverty too is put in a museum.

## Every Person Has a Tree Counter

Plant-for-the-Planet is inspired by an idea that is older than the children: **Wangari Maathai, a Kenyan Nobel Peace Prize laureate**, 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: a trillion 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 tree counter online: [treecounter.org](http://treecounter.org)

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)

## Scientifically Established: There Is Space for a Trillion New Trees!

Admittedly: a trillion trees is a really big goal. But it is realistic. Dr. Thomas Crowther, a scientist at Yale University, for the cause of Plant-for-the-Planet, **counted the trees worldwide** over two-and-a-half years. This made him a target of ridicule from his colleagues until the prestigious Nature Magazine published his 2015 Study "Mapping Tree Density on a Global Scale". In November 2016, it ranked in 11th place on the Altmetric ranking list of the most watched scientific studies of the year on media and social media -- eight places above the discovery of water on Mars by NASA!

This study shows: 3,041 billion trees are growing on the earth today. Tom Crowther confirmed that there was space for **1 trillion additional trees on Earth**, without having to compete with agriculture or residential areas or plant them in deserts. On December 15, 2016, Plant-for-the-Planet planted the millionth tree on its own new planting area in Mexico. The plan is to have ten million there by 2020. "Then we only need 100,000 comparable reforestation initiatives," stated Felix, "and we might still be able to limit global warming to the 2 °C that we children view as vital for our survival.

More information: [plant-for-the-planet.org/en/about-us/tree-study](http://plant-for-the-planet.org/en/about-us/tree-study)

Video: [youtu.be/jqdOkXQngw8](https://youtu.be/jqdOkXQngw8) and [youtu.be/M--ltgriptc](https://youtu.be/M--ltgriptc)

## Invented by Children: Germany's Most Successful Fair Trade Chocolate

The Change Chocolate is a fair trade product of the Plant-for-the-Planet children's and youth initiative. The history of the chocolate began with a resounding defeat. Now, it is a success story. 13 million bars have already been sold and, as a result, 3 million trees have been planted (as of February 2019). The Change Chocolate won the test by the German institute "Stiftung Warentest", it is the best milk chocolate among 25 chocolates tested. The name Change Chocolate is a promise: here, literally every single piece creates a positive change – from new trees to fair wages. The design of the Change Chocolate displays at a glance what percentage of the selling price is distributed into which project.



20 cents goes directly to the reforestation project in Mexico. **For every five bars sold, one tree is planted in our own planting area on the Yucatán Peninsula, Mexico.** This is made possible by distributors and manufacturers who forego their own profit. Plant-for-the-Planet uses ten cents to additional children; additional portions flow into climate neutral production at fair compensation to the producers and climate-friendly logistics.



The history of the Change Chocolate shows that the children from Plant-for-the-Planet do not surrender. In 2011, 13-year-old Felix Finkbeiner reached a low point in his commitment. At that time he spoke at a meeting in front of 350 chocolate producers from around the world. He asked the children's favorite industry to donate 0.01 percent of their revenue to Plant-for-the-Planet as a "Future Fee". In other words, one euro per ton of the chocolate luxury product. Not a single one answered. Saying "this is shocking," Felix left the stage in tears.

Anger became courage – and thus, in 2012 the children from Plant-for-the-Planet introduced their own chocolate onto the market. The market launch of the Change Chocolate was the most successful product launch of a fair trade chocolate of all time. It is produced in the same manner that the children envisage every product: fair trade certified and climate neutral.

The chocolate is available in Germany and Austria at EDEKA, Famila, Feneberg, Globus, Kaufland, REWE, sky, Tengelmann, Nah & Frisch und Kastner Abholmarkt. The organic Change Chocolate is available at Alnatura, dm, Müller Drogeriemarkt and tegut.

To introduce the Change Chocolate in other Countries, Plant-for-the-Planet always is in search for producers who would like to support the children.

More information (German): [plant-for-the-planet.org/de/informieren/die-gute-schokolade](http://plant-for-the-planet.org/de/informieren/die-gute-schokolade)

Photos: [plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en](http://plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en)

Videos (German): [youtube.com/playlist?list=PLST4jAQXiIHxchjgcFO3mOpb5RFtilf](https://youtube.com/playlist?list=PLST4jAQXiIHxchjgcFO3mOpb5RFtilf)

### The Change Chocolate's Social Media Channels (German)



[facebook.com/Die.Gute.Schokolade](https://facebook.com/Die.Gute.Schokolade)



[twitter.com/dieguteschoko](https://twitter.com/dieguteschoko)



[instagram.com/dieguteschokolade/](https://instagram.com/dieguteschokolade/)

## Plant-for-the-Planet Foundation HQ: Germany's First Energy-Plus Train Station



The first train arrived at the Uffing train station mid-morning on May 15, 1897. The Plant-for-the-Planet foundation bought the building 135 years later as **a new home for the children's and youth's initiative**. Thus, the future is catching on since the foundation, supported by numerous businesses, completely renovated the train station to optimize energy efficiency. With **Germany's first energy-plus train station**, Plant-for-the-Planet demonstrates how mobility, living, and working can be done in a sustainable manner: the train station was insulated with wood fiber, water is heated using geothermal and solar energy, and electricity is obtained through a 17 PV

module. Excess electricity is given away to the residents through two charging stations for electric cars and electric bikes.

As an energy-plus building, the train station produces more energy than it uses. Because of the wood insulation, it meets the passive-house standard and therefore has **a very low rate of energy consumption**. Additionally, a 17.75 kWp photovoltaic system on the train station rooftop generates electricity. The train station also draws solar power at night, since a battery in the basement stores the electricity from the photovoltaic system. Its 24 modules generate 11 kWh electricity. Warm water is obtained by a solar heating system on the rooftop and a geothermal installation: heat from the earth is conveyed by hoses spiraled into baskets that are placed under the surface of the ground next to the station building.

With the energy-plus train station, Plant-for-the-Planet continues a tradition. In 1924, the Walchensee power plant was brought into operation. From then on a number of railway lines were operated using clean electricity from hydroelectric power, including the Munich-Innsbruck line via Uffing. Travelers now can wait for the train in warmth in the area where the railway employees once operated the signal switches. **Free Wi-Fi makes the wait more attractive** and should encourage more people to switch from car to train. Travelers can monitor how much electricity the train station is producing and how much it is using on a screen in the waiting room.

Watch our energy production and consumption online: [demo.solarlog-web.com/7799](https://demo.solarlog-web.com/7799)

Photos: [plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en](https://plant-for-the-planet.org/en/about-us/news/the-most-beautiful-pictures/3/en)