



**STOP TALKING  
START PLANTING**

## **Plant-for-the-Planet Vision**

The goal of a trillion trees is attainable by 2030.

The Plant-for-the-Planet initiative, a global children and young persons' network is one of the drivers of a worldwide movement promoting tree planting as one key factor in the fight against climate crisis.

Global reforestation creates millions of jobs in the Southern Hemisphere, fighting both poverty and this crisis.

To reach a trillion trees we initiate a chain reaction positively convincing governments, private donors and philanthropists to finance reforestation in the Southern Hemisphere, participating in a world wide movement.

We make the world understand the importance of reforestation by organising and supporting scientific studies, giving presentations, promoting tree planting events and the Plant-for-the-Planet App. The Plant-for-the-Planet App is a unique database that inspires tree planting and is the focal point of such activities. It facilitates the collaboration of people worldwide contributing to the trillion trees with their own resources, some through money, others space, seeds and personal effort. The open-source app is a motivating, creative approach to mobilize the emergence of billions of new trees.

Reforestation becomes common sense.

## **Plant-for-the-Planet Mission**

Our mission is to empower children and young people to confront their future and to engage them in global solutions for a better climate. To achieve our goals we are supported by professionals.

Our core message is to start planting trees as a generation-spanning, peacebuilding activity providing hope and buying time to reach zero emissions.

Anyone can join by planting trees.

We want the trees to be planted with the best methods: ecological, economic and social. Therefore, we promote science in the search for the most effective solutions, sharing them with all other tree planting organisations.

We are initiating a positive chain reaction with Decision and Change Makers, motivating everyone to plant one trillion trees by 2030.

We offer our partners the opportunity of publicity and honest, long-term engagement.

With the Plant-for-the-Planet App, we offer transparency, monitoring and incentives for worldwide planting projects.

In tackling Global Challenges, the most outstanding children, young people, employees, and partners are needed.