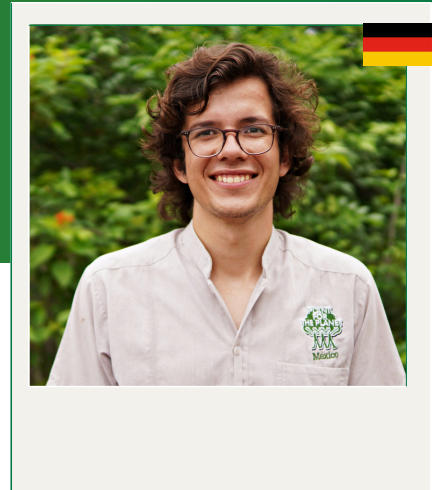


# Felix Finkbeiner

Founder of Plant-for-the-Planet Foundation

Languages: *English & German*



## Continuous Inspiration for a Global Movement

Felix Finkbeiner proves that there is no minimum age to achieve great things. Felix founded the Plant-for-the-Planet initiative in 2007 at the age of 9. After a school presentation on the climate crisis, he planted the first tree in front of his school. Local journalists became aware of him and by the age of 13 he was already speaking at the UN. There, Felix called for 1,000 billion trees to be restored worldwide to tackle the climate crisis.

What began with a single tree has grown into a global movement. Today, the 27-year-old works together with a team of 150 employees in eleven countries. He leads the forest restoration team and is the creative mind behind the innovative digital tools which advance the fight against the climate crisis - the Forest Cloud. Over 90 million trees have already been financed via the digital Restoration Platform which is used by more than 290 restoration projects around the globe.

Since 2007, more than 100,000 children and youths from 76 countries have followed Felix's example and joined Plant-for-the-Planet as Climate Justice Ambassadors. Inspired by Felix Plant-for-the-Planet developed into a globally active network that raises awareness among children and youth of their own impact and promotes global forest restoration and conservation. In 2020, the organization was awarded the Westphalian Peace Prize and in 2024 the UN SDG Action Award in the "Impact" category.

### Awards to date:

**2019:** Ambassador of the SDG campaign of the BMZ, appointed by Federal Chancellor Angela Merkel

**2018:** Federal Cross of Merit (from ger. *Bundesverdienstkreuz*)

**2011:** one of The Guardians 20 Green Giants & one of the 100 most influential Germans according to Focus

**2009:** Bavarian State Medal (from ger. *Bayerische Staatsmedaille*)

### Current Media Mentions:

Süddeutsche Zeitung (11/2024): "Was macht ein Klimaschützer, wenn das Interesse am Klima schwindet?" (DE)

Utopia Changemaker Podcast (08/2024): "Vom Schulprojekt zur globalen Aufforstung" (DE)

Frankfurter Rundschau (01/2024): "Wir brauchen eine Billion Bäume" (DE)

**Photos** of Felix Finkbeiner can be downloaded under [this link](#).



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