



## **PLANT FOR THE PLANET: THE BILLION TREE CAMPAIGN**

**[www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign)**

### **Commit to action - Join the Billion Tree Campaign!**

#### **Summary**

The United Nations Environment Programme (UNEP) is launching a major worldwide tree planting campaign. Under the *Plant for the Planet: The Billion Tree Campaign*, people, communities, organisations and governments will be encouraged to enter tree planting pledges on a web site [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign) with the objective of planting at least 1 billion trees worldwide during 2007.

#### **The Billion Tree Campaign**

- The United Nations Environment Programme (UNEP) will work with civil society organisations and the private sector in all regions of the world to build on the successful model of the UNEP *Plant for the Planet* campaign.
- Recognising that there are many such tree planting schemes round the world, UNEP proposes to federate these efforts in the context of the existing Plant for the Planet campaign, by launching a major worldwide *Plant for the Planet: The Billion Tree Campaign*.
- People and entities from around the world – individuals, civil society groups, private sector organizations, and governments – will be encouraged to enter pledges on a web site, which will serve as the catalyst for the campaign.
- Each pledge can be anything from a single tree to 10 million trees. Pledges will be categorised as follows:
  - Platinum = 1 million or more trees
  - Gold = 100,000 or more trees
  - Silver = 10,000 or more trees
  - Bronze = 1,000 or more trees
- All contributing participants will receive a certificate of involvement.

- The responsibility will lie with the person/organization making the pledge via the Billion Tree campaign website [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign) to arrange for the tree planting.
- The campaign will encourage the planting of indigenous trees and trees that are appropriate to the local environment. Advice on tree planting will be made available via the website, as well as information about reforestation and other tree-related issues, including links to appropriate partner organisations best equipped to give locally tailored advice.
- Because ideal planting conditions vary in different regions, the campaign will operate throughout the year. The website will record the ongoing tally of pledges, and also publish photos and accounts from registered campaign members of what they have achieved.
- No tree planting will be financed or organized by UNEP.
- The person/organization making the pledge can physically plant the trees themselves, or pay for them to be planted by a third party.
- The inaugural *Plant for the Planet: The Billion Tree Campaign* will take place during 2007, following a launch during the UN Climate Change meeting in Nairobi in November 2006. Subsequent landmark events, such as the 2007 World Environment Day celebrations (which focus on climate change under the slogan *Melting Ice: A Hot Topic?*) will be used to create synergies and further publicise the campaign.
- The campaign will be assisted by prominent international personalities, such as Nobel Peace Prize laureate Wangari Maathai (Founder of the Green Belt Movement in Kenya).
- As well as focusing on tree planting and the issue of deforestation, the *Plant for the Planet: The Billion Tree Campaign* will play a broader symbolic purpose, highlighting issues such as climate change, air quality, integrated water resource management, biodiversity conservation etc.

#### **UNEP's role**

- UNEP will act as a catalyst by providing leadership and a federating function. UNEP will provide a small secretariat, which will raise awareness around the world about the *Plant for the Planet: The Billion Tree Campaign* and about how people can join in.
- The secretariat will also be responsible for enrolling the support of corporate sponsors that will support the campaign by organising high-profile advertising in the print, radio, TV and web media, such as has been successfully done in UNEP's *Focus On Your World* competitions.
- UNEP will also facilitate ongoing media coverage to highlight the involvement of campaign members, from individuals to major organisations and governments, throughout the year.