



Plant for the Planet: Billion Tree Campaign

In November 2006, the United Nations Environmental Programme (UNEP) launched its Plant for the Planet: Billion Tree Campaign with the aim to plant at least one billion trees worldwide during 2007. *"We recognise that there are many tree planting schemes around the world, but we propose to federate these efforts"* says Eric Falt, Director of Communications and Public information of the United Nations Environment Programme.

The campaign encourages people, communities, foundations, organisations, businesses and industry, civil society and governments to plant trees and enter their tree planting pledge on the campaign website. Meryem Amar, who coordinates the campaign from Nairobi highlights the challenge of reaching such a big and diverse target group worldwide and explains that it has only been possible by combining a range of different communication channels including media, embassies, corporate sector companies, friends and family members, ministries of environment and civil society groups.

There are many good reasons to plant trees. Trees form the foundations of many natural systems. They help to conserve soil and water, control avalanches, prevent desertification, protect coastal areas and stabilize sand dunes. Forests are the most important repositories of terrestrial biodiversity, housing up to 90 per cent of known terrestrial species. And also trees absorb carbon dioxide.

On the campaign website, you can learn more about the campaign and see the actual number of trees pledged and planted so far (10 million while 805 million tree planting pledges have already been registered). Also there is a lot of useful information about trees and forests as well as useful tips on how to plant a tree.

Visit the campaign website at:

<http://www.unep.org/billiontreecampaign/index.asp>

This newsflash is issued by the EECN which is DG Environment's support structure for European Environmental Communication Networks.

Visit the web site of the EECN on:

http://ec.europa.eu/environment/networks/index_en.htm to learn more about the activities of the networks and read newsflashes previously released.



The Billion Tree Campaign