

PRESS RELEASE

Background information

Felix Finkbeiner and the young "Ambassadors for Climate Justice" from Plant-for-the-Planet

Münster/Westphalia, August 2021 : Plant-for-the-Planet is an initiative for children and young people that was co-founded in 2007 by the then nine-year-old Bavarian schoolboy Felix Finkbeiner. A year earlier, a group of UN employees had launched the project, and Felix Finkbeiner and his father subsequently set up a foundation of the same name in Germany with the same aim: to raise awareness of climate change and global justice among children, young people and adults. The pupils actively combat climate change by planting trees. In this way, they make an exemplary and concrete contribution to the movements for climate goals in the world.

Plant-for-the-Planet has now become a global movement with more than 91,600 young "ambassadors for climate justice" - children and young people from a total of 75 countries. Every tree planted as part of the campaign symbolizes climate justice. The movement's major goal is to plant one trillion - or 1,000 billion - new trees worldwide. The aim is to bind a significant proportion of the CO₂ emissions caused by humans.

To make global renaturation efforts transparent, Plant-for-the-Planet uses its internet platform. A total of 29 million trees have been donated via plant-for-the-planet.org since 2007. As part of the "Billion Tree Campaign", which UNEP, the United Nations Environment Programme, entrusted to the children of Plant-for-the-Planet in 2011, as many as 13.97 billion trees were reported worldwide between December 2006 and 2018.

Plant-for-the-Planet offers training workshops, known as academies. Children between the ages of nine and twelve pass on their knowledge to others and train them to become "ambassadors for climate justice". More than 1600 Plant-for-the-Planet Academies have already taken place. On the Yucatán Peninsula in Mexico, the organization is working to restore 20,000 hectares of destroyed forest. Plant-for-the-Planet put the issue of climate change on the agenda at an early stage back in 2007. The youth organization's approach is to make an effective and constructive contribution to the climate debate through practical global action.