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UNEP: The Billion Tree Campaign

Plant for the Planet - Flyer (en)

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:: Save the climate now!

+ 08.04.2007 + *The Global Marshall Plan: One Million Flyers in Germany for the Billion Tree Campaign. Students and teenagers invite all generations to plant one billion trees together.*

"Adults are hard to understand sometimes: Day to day the sun sends us more energy than we need, nevertheless we wage wars for oil. When I was born, they promised to build cars that only produce a little CO₂, but today off-roaders drive on the highways. We fly to the Mars, but still use light bulbs which have been used for 100 years. An inner European flight costs only 19 Euros! So, someone should raise the global CO₂-tax for each flight and each passenger, so that enough trees will be planted."
Felix Finkbeiner, 10, Junior School

In Germany, the Global Marshall Plan Foundation joins the Billion Tree Campaign in support of environmental protection and regeneration. The Global Marshall Plan includes the following five core goals:

- . implementation of the globally agreed upon UN Millennium Goals by 2015
- . raising of an additional 100 billion US\$ a year required to achieve the Millennium Goals, to enhance worldwide development
- . fair and competitively neutral raising of these necessary resources, also by burdening global transactions
- . gradually establish a worldwide Eco-Social Market Economy with an improved global policy framework through the interlinking of established rules and agreed upon standards for economic, environmental and social issues (WTO, ILO and UNEP standards)
- . new forms of appropriation of funds directed to the grassroots level, while at the same time fighting corruption.


Students sent one million flyers to 7,000 schools in Germany and launched their website >> . Every concerned pupil can dedicate a pledge to plant trees to a certain school and a certain classroom. The official launch of the campaign took place on 28 March 2007 at the Munich International School in Starnberg.


plant-for-the-planet.org >> you can enter the number of trees you will plant or how many trees you would like to donate.

"We have but a short time to avert damaging and economically debilitating climate change. The solutions are numerous and, as many economists say, affordable when compared with the costs of complacency. The goods and services provided by forests are worth billions if not trillions of dollars to the global economy. Forests are natural and economically important 'sinks', sequestering carbon from the atmosphere and locking it away in trunks and branches. Globally, forest cover is at least one-third less than what it once was. It is time to reverse the trends, it is time to act." *Achim Steiner, UNEP Executive Director*

Quelle:

UNEP 2007 >>

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