



a citizen solution to climate change

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## WHY WE SHOULD PLANT TREES

## Planting trees is essential for our planet

Not as an aim in itself but simply because trees address some of the most threatening issues our generation is facing: **Pollution, Species Extinction, Climate Change, Desertification, Deforestation, Floods, Poverty, Malnutrition and even Deadly Viruses.** For many of these problems, planting trees is a critical part of the solution.

The world has yet to understand how important trees are.



# WE MUST STOP CLIMATE CHANGE BEFORE IT'S TOO LATE

Climate change is the most important race against the clock humanity has ever faced. Most of its devastating consequences on our planet and human lives will be irreversible if we don't act now.

## The links between forests and climate change

Trees absorb carbon dioxide in the atmosphere and act as vital “carbon sinks”. The world’s forests store 238 gigatonnes (Gt) of carbon dioxide in their biomass alone, while the total carbon contained in biomass, deadwood, litter and soil is roughly 50% more than the carbon present in the atmosphere. Source: UNEP

The loss of natural forests across the world has a greater impact on global greenhouse emissions than the entire transport sector. Curbing deforestation is thus a cost-effective way of reducing emissions.

But also, in the race against irreversible and irreparable changes, planting trees help slow down the Climate Change process, which buys us more time to transit to more sustainable habits.

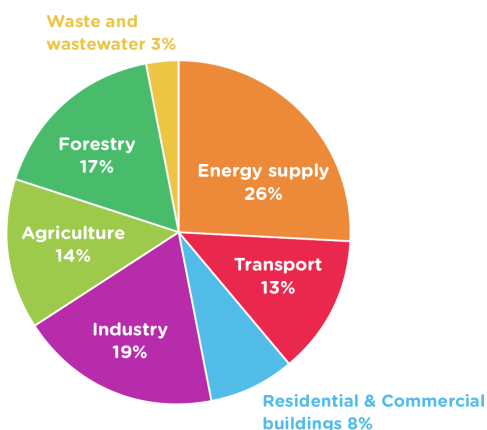
FIGHTING DEFORESTATION

## To stop climate change we need to stop deforestation

Climate Change is caused by greenhouse gas emissions, of which CO2 is by far the most important one.

Did you know that deforestation is responsible of 17% of these CO2 emissions?

### GLOBAL GREENHOUSE EMISSIONS BY SOURCE



Source [www3.epa.gov](http://www3.epa.gov)

## The current world deforestation rates

The world population currently stands at 7 billion people. It is projected to reach 9 billion by 2042. The expansion of agricultural and industrial needs, population growth, poverty, landlessness and consumer demand are the major driving forces behind deforestation. World deforestation is primarily the result of the conversion of forest land to agricultural land. Global wood removals amounted to 3.1 billion cubic meters in 2005.

It is estimated that over half of forest loss in Africa is due to the removal of fuel wood. There has been an increase in forest land in Europe, but at a moderate pace. Asia, which posted a net loss in the 90s, recorded a net gain from 2000-2005, primarily owing to the large-scale forestation pursued in China.

Deforestation is continuing at an alarming rate across the world: 13 million hectares of forest land disappear every year, an area equivalent to the size of Greece or Nicaragua. Africa and South America have witnessed the largest net loss of forests.

Forest planting and the natural expansion of forests have substantially helped to reduce the net loss of forests. The net change in forested land in the 2000-2005 period was estimated at 7.3 million hectares a year (an area around the size of Sierra Leone or Panama), down from 8.9 million hectares a year for 1990-2000. Source: UNEP



## How trees work

☁ Absorbing CO<sub>2</sub>

☁ Releasing CO<sub>2</sub>



### Trees absorb CO<sub>2</sub> from the atmosphere

Trees absorb CO<sub>2</sub> from the atmosphere and store it. A single tree can offset up to 250 Kg of CO<sub>2</sub> during its lifespan.

☁ Absorbing CO<sub>2</sub>

☁ Releasing CO<sub>2</sub>



### CO<sub>2</sub> stored is released into the atmosphere

When a tree dies, some CO<sub>2</sub> is released into the air but this is compensated by new baby trees that start growing soon after. However when it's a whole forest which disappears, a massive amount of CO<sub>2</sub> is released. CO<sub>2</sub> that was stored for centuries. And this represents 17% of Climate Change.



# The XXI century's most threatening issues have 1 solution

## Pollution

Pollution is the number one cause of death in developing countries. Trees absorb CO2 and other dangerous gasses and, in turn, replenish the atmosphere with oxygen.

## Species extinction

30% of fauna and 60% of flora species are on the brink of mass-extinction. Forests host most of our biodiversity. Uncontrolled deforestation is the main cause of species extinction.

## Food shortage

700 million people suffer chronic malnutrition. Tree food products complement agricultural crops and provide important micronutrients. Thanks to their deep roots trees are more resilient to droughts and floods, providing essential food access in famine periods.

## Poverty and Migrations

2.7 billion people live on less than \$2 a day. Agro-forestry & reforestation increase land productivity, create jobs and bring a secure, diversified source of income. Conservation of land productivity is key to avoid mass migration and humanitarian/economical crisis.

Learn more: <https://info.tree-nation.com/the-challenge>

## Where should we plant?

Tree-Nation's main focus is on tropical zones as they host the vast majority of terrestrial biodiversity and unfortunately also where deforestation is the most critical.

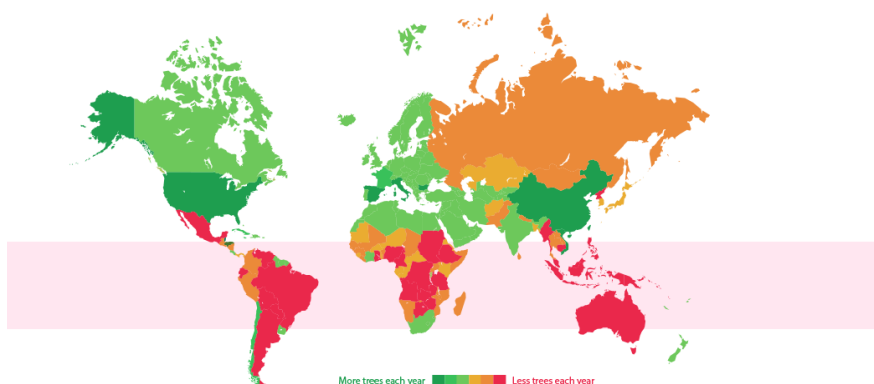
Most of the wealthy world lives far away from the tropical zone, doesn't witness first hand the extent of the problem and have therefore little incentive to help.

Whereas the people living in the tropical zone do not have the financial resources to stop deforestation and protect their endangered ecosystems.

The most beautiful species of our planet are at high risk of extinction!

### Tropical regions

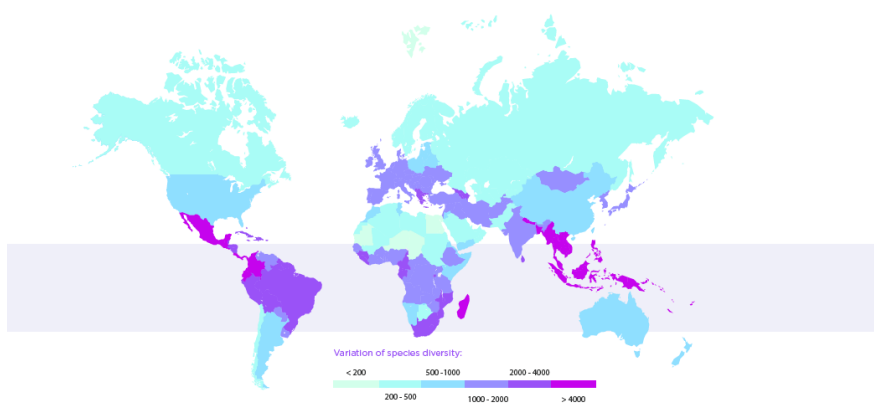
are the most affected by deforestation



Change in area covered by forest, 1990-2005 - Source: FAO 2006a

### Tropical regions

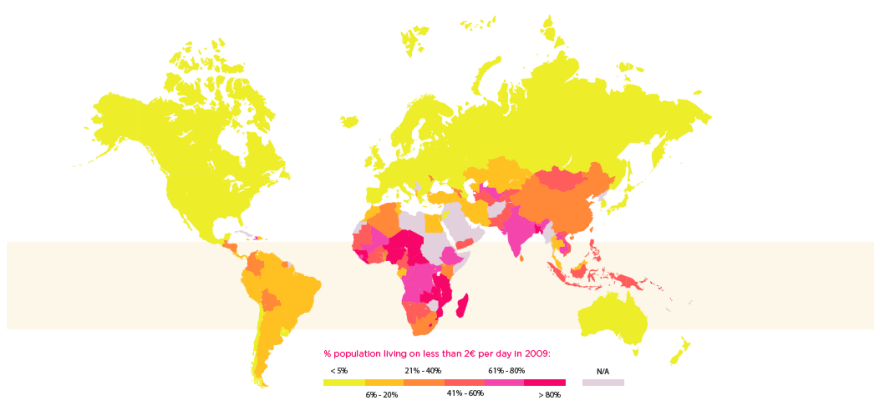
host 85% of earth biodiversity



Variation of species diversity - Source: www.drze.de/in-

### Tropical regions

are where people live with less resources




% of the population living on less than \$2 per day in 2009 - Source:



## Discover our tree planting projects




Tree-Nation partners with planters around the world to develop high standards reforestation projects in order to fight Climate Change, deforestation and help local economies.

 <p><b>La Pedregoza</b> Colombia</p> <p>   </p> <p>Objective 2015</p>	 <p><b>Alamanga</b> Madagascar</p> <p>  </p> <p>Objective 2015</p>	 <p><b>Limay</b> Nicaragua</p> <p> </p> <p>Objective 2015</p>	 <p><b>Tierras Morenas</b> Costa Rica</p> <p>   </p> <p>Objective 2015</p>	 <p><b>Bore</b> Kenya</p> <p> </p> <p>Objective 2015</p>	 <p><b>Dosso</b> Niger</p> <p> </p> <p>Objective 2015</p>
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## What a project brings...

We select our projects to meet the 3 pillars of sustainability

		
<p><b>Social</b></p> <p>Good for local communities</p> <ul style="list-style-type: none"> <li>Increase drinkable water quality</li> <li>Livelihood improvement</li> <li>Improve agricultural and forestry practices</li> <li>Social conflict mitigation</li> <li>Raising environmental awareness</li> <li>Create alternative biomass source</li> <li>Create alternative food and medicine source</li> </ul>	<p><b>Environment</b></p> <p>Good for environment</p> <ul style="list-style-type: none"> <li>Avoid land degradation</li> <li>Protect the forest</li> <li>Protect the watershed</li> <li>Preserve biodiversity</li> <li>Protect the habitat for endangered wildlife</li> <li>Avoid land degradation</li> <li>Offset CO2 levels</li> <li>Restore forest cover</li> <li>Land restoration</li> <li>Enhance soil fauna</li> </ul>	<p><b>Economy</b></p> <p>Good for local &amp; sustainable economy</p> <ul style="list-style-type: none"> <li>Increase land's productivity</li> <li>Decrease poverty level</li> <li>Bring green development &amp; revenues for local populations</li> <li>Counteract desertification</li> <li>Fight rural exodus</li> </ul>

## Each species has it's benefit

In a reforestation project, the species are carefully selected in function of the specific benefits they bring for the environment and to the local populations. Because a tree is not just a tree, in Tree-Nation we always provide information on every species we plant and categorize them in function of their purpose inside the project.

PLANT	FAST GROWING	AGROFORESTRY	NUTRITIONAL	MEDICINAL	FAUNA PROTECTION	MAJESTIC	ENDANGERED
							
Prunu	Pinus syl	Markhamia	Rollinia delic	Bixa urucura	Vochysia lehma	Caraipa llanoru	Ocotea cymbarum
Plant	Plant	Plant	Plant	Plant	Plant	Plant	Plant

More color on the species benefits.

## Our forest disappear quickly

Every minute we lose forest cover equivalent to 36 football fields



94500

trees cut since you started reading this presentation

LET'S PLANT

## Fortunately we can change this

We just need to create high standards sustainable forestry and agro-forestry projects. And spread the best practices so that, in the end, more trees are planted than cut.

[Discover our planting projects](#)



