



# Plant-for-the-Planet

Caterina Bittendorf

Climate Justice Ambassador

[www.plant-for-the-planet.org](http://www.plant-for-the-planet.org)



WOOD INNOVATIVE DISRUPTION IN FOREST INDUSTRIES

Leonhard Ventures



SWISS KRONO



# What is Plant-for-the-Planet ?

## Global Children & Youth Initiative



**A Trillion Trees**



**Climate Justice Ambassadors**

# Our Story



Our Inspiration



First Tree 2007



UN Speech 2011



# Our Story



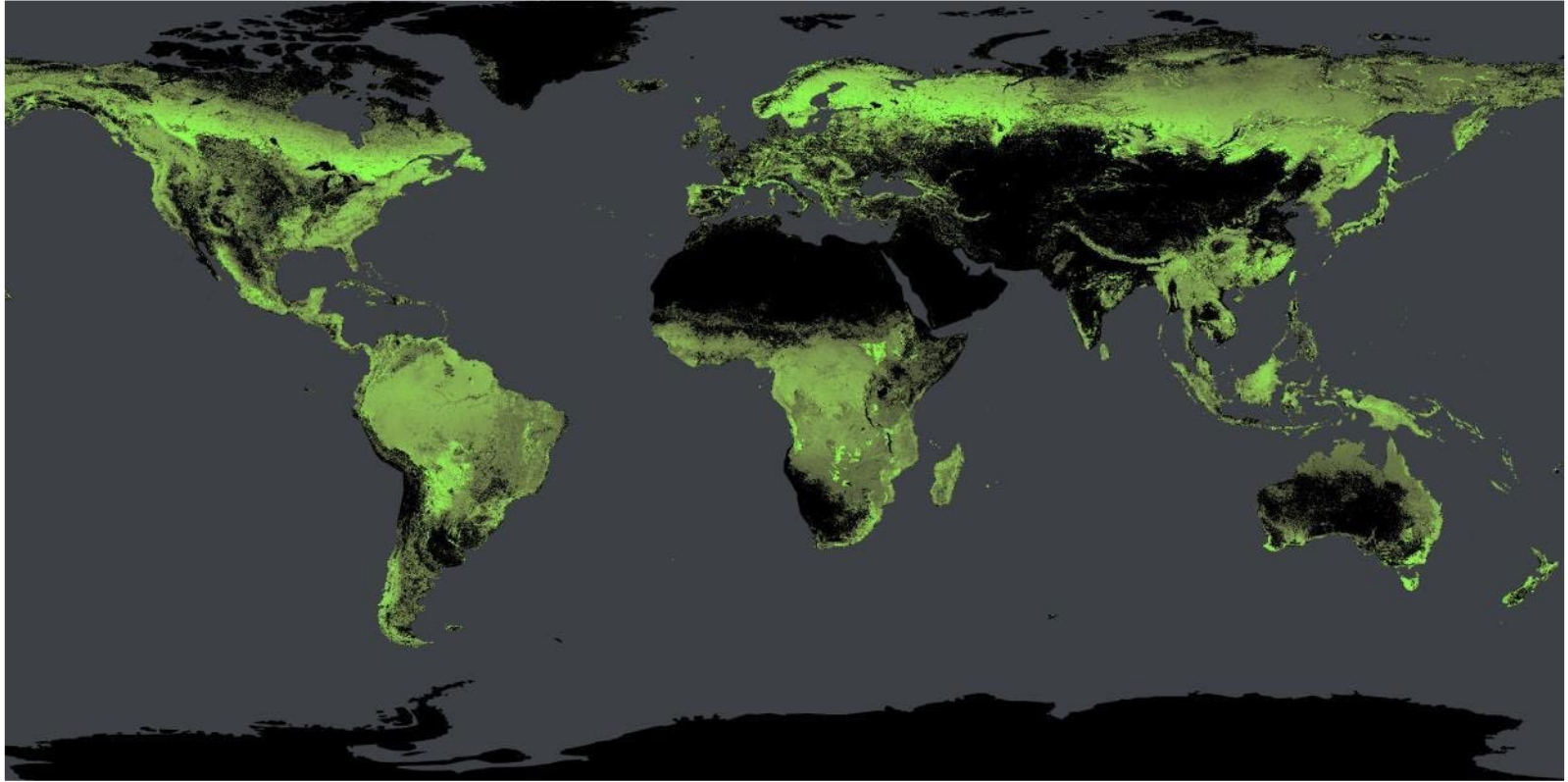
Planting Platform 2019



Tree Study 2019



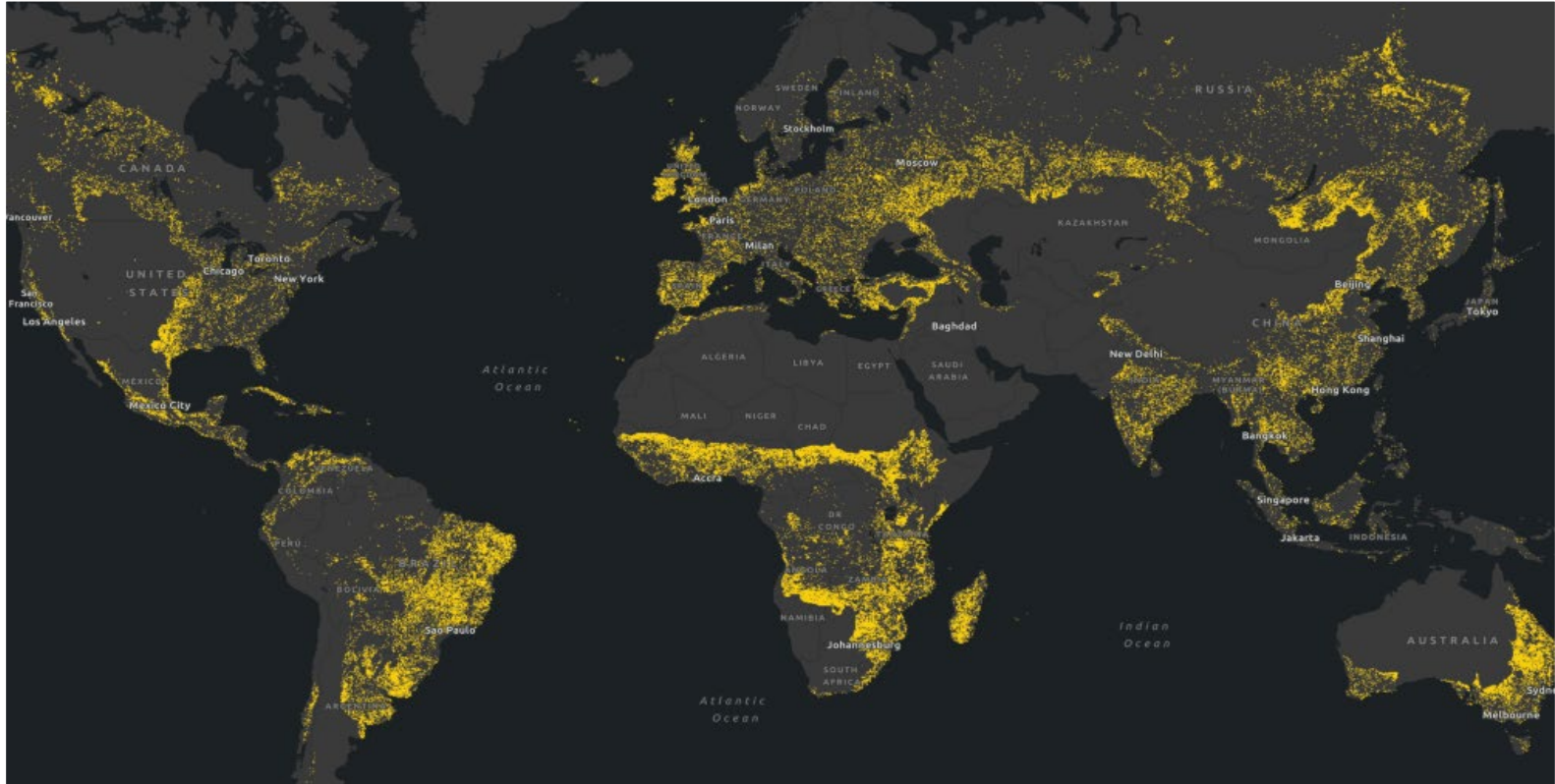
# 3 Trillion Trees exist



© Crowther Lab



# ... Space for 1 Trillion more Trees!



© Crowther Lab





# Our Restoration Project

Yucatán Peninsula, Mexico



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# Our Restoration Project

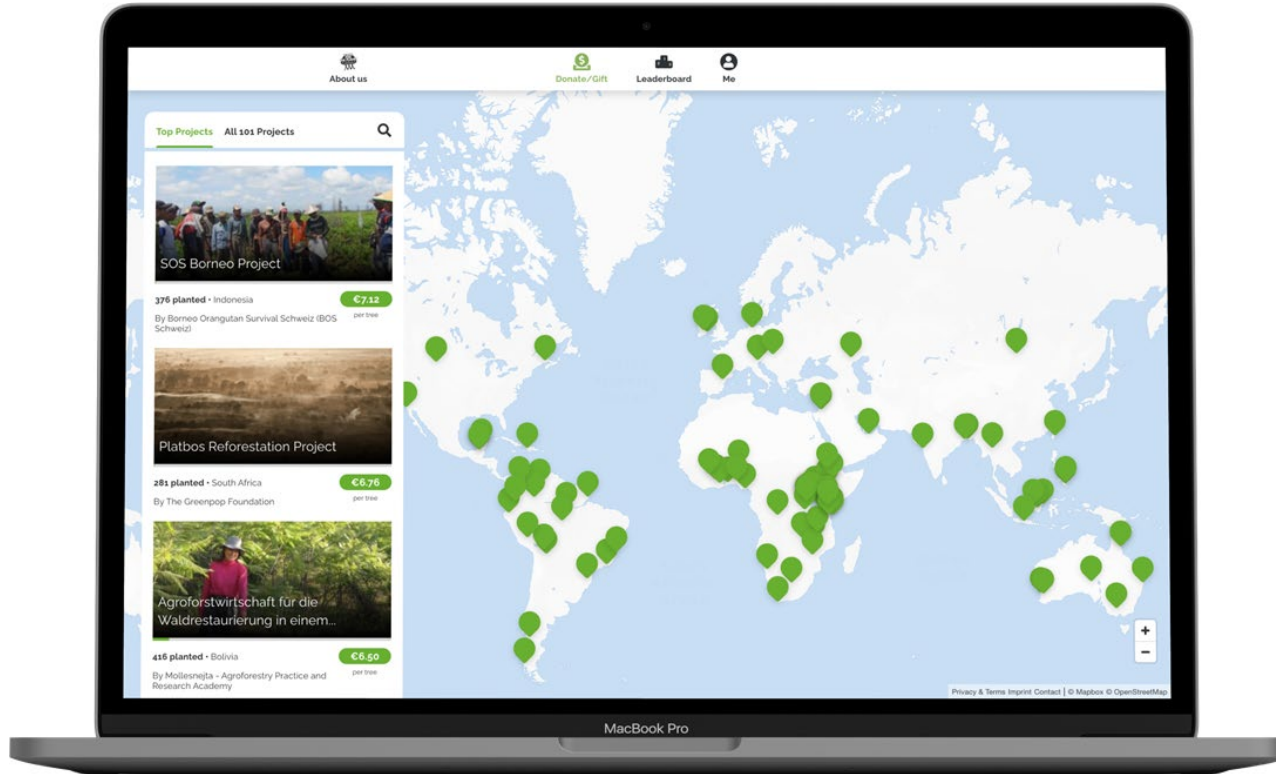
Yucatán Peninsula, Mexico



- **124 employees**
- **Over 40 tree species**
- **20,000 hectares** of land
- 1 Restoration Ecology **Research Center**



# Plant-for-the-Planet Platform



Online:  
[www.plant-for-the-planet.org](http://www.plant-for-the-planet.org)



204  
Trees Planted


1,500  
Target



Paulina Sanchez

I grew up planting trees with Plant-for-the-Planet and since 2013, we've planted over 6 Million trees near my hometown in Yucatan. Join the app, and plant some more!





# Thank you!

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*Plant-for-the-Planet supports the  
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