



# Transparency Report 2021

*For one euro, we plant a tree and a seed for peace and hope.*



Plant-for-the-Planet supports the United Nations Environment Programme



*“When we plant trees,  
we plant the seeds of peace and hope”*

Wangari Maathai

## Contents

Foreword . . . . .	4
Overview . . . . .	6
Empowerment . . . . .	10
Forest restoration and protection . . . . .	12
Projects and public relations . . . . .	32
The Change Chocolate . . . . .	38
Finances and audit 2021 . . . . .	40
How we work . . . . .	44
Plant-for-the-Planet worldwide . . . . .	45
What we have learned . . . . .	52
Imprint . . . . .	54

# Foreword

Dear donors, dear supporters,

*“when we plant trees, we plant the seeds of peace and the seeds of hope”.* These are the words used by Wangari Maathai. For 15 years, Plant-for-the-Planet has carried this thought firmly anchored in the organization’s vision. Since 2007, the children and young people of Plant-for-the-Planet have been fighting for climate justice with the help of trees. When empowering young people, we also seek to make it clear that the necessary changes can only be brought about through cross-generational and in global unity. By mobilizing for the restoration of a trillion trees, Plant- for-the-Planet is helping to protect people from the catastrophic consequences of the climate crisis.

During these 15 years, we have developed steadily. At first, the tree was more of a hope-giving symbol for climate justice. But soon we realized that forest restoration and conservation could make a real contribution towards solving the climate crisis. That’s why our founder, Felix Finkbeiner, stood before the United Nations General Assembly in 2011 calling on global leaders to start *The Trillion Tree Campaign*.

The first Climate Justice Ambassador, children and young people, have become young adults who are committed to a better future. They have built their own platform for tree donations ([plant-for-the-planet.org](http://plant-for-the-planet.org)). With great enthusiasm, they are developing further tech tools that support the global restoration of ecosystems. It has long been clear to the children and young people: Only if we work together globally and establish cooperative

approaches can we still avert the worst consequences of the climate crisis.

This technical solution helped increase the number of trees donated through the platform by 378 percent in 2021.

The 2022 IPCC\* report confirmed once again that, in addition to a shift to renewable energy, we must include the carbon storage abilities of nature in order to avert the worst effects of the climate crisis. Already in 2012 Plant-for-the- Planet was calling for fossil fuels to stay in the ground, poverty to be addressed through climate justice, and trees to be planted at the same time, with its 3-Point-Plan. So the trees are a time-saver that we need, in addition to the energy transition, to have a future worth living.

In our Transparency Report 2021, we share what Plant-for-the-Planet has achieved in the last 15 years and especially in 2021 to continue the vision of our great role model Wangari Maathai. We will take you on Felix’s journey: from empowering children and youth, to planting trees, to restoring and protecting ecosystems. You will learn about other Plant-for-the-Planet projects such as the “Forest Record Week” with the German tv-channel SAT.1 and our public relations work with our most famous campaign: “Stop talking. Start planting.” and you will learn why chocolate can be good for the climate.

In this Transparency Report, we also take a look at organizational and structural changes that critical media

reports have catalyzed. We are pleased, however, that awareness of the need for restoration has now found its way into large sections of society worldwide, partly through the work of Plant-for-the-Planet and Felix Finkbeiner.

We would like to sincerely thank you for your generous support over the past 15 years and your belief in what we do.

Special thanks are due to Frithjof Finkbeiner. For 15 years he helped to build up Plant-for-the-Planet on a voluntary basis. Without his tireless work, Plant-for-the-Planet would not exist in its present form. To honor this unique achievement, our Board of Trustees has appointed him Honorary President of the Foundation at the suggestion of the Executive Board. We are pleased that he will continue to advise the board of the foundation.

### Your Board of Plant-for-the-Planet



Felix Finkbeiner  
Felix Finkbeiner



Fatou Jeng



Michael Durach



Dr. Thilo Pflötschinger

\*Intergovernmental Panel on Climate Change

# Thanks to your support,

# 378%

**more trees were planted via our platform in 2021 than in the previous year – also because IT giant [Salesforce.com](https://www.salesforce.com) uses the software we developed.**

# 15 years of Plant-for-the-Planet

## What impact have we had with 39 million euro between 2007 and 2021?

€ **18.9** million

donations and funding to Plant-for-the-Planet Foundation between 2007 and 2021



**Over 55.3 million trees donated through the Plant-for-the-Planet platform.** We have developed a platform through which any verified restoration organization can increase their reach and receive funds. To date, over 250,000 tree donations have been made. A total of 225 projects in 47 countries are participating. [pp.eco](https://pp.eco)



**TreeMapper.app.** TreeMapper supports organizations in monitoring and donors in tracking the trees that they have planted.



**Restoration research.** In 2019, we established a research station with Plant-for-the-Planet A.C., Mexico, which includes a 129-hectare research area. In 2021, we further developed it and on Feb. 24, 2022, we laid the foundation stone of the *Empowerment und Restoration Research Park*.

We are setting the standard for international research and consultation on forest restoration. So far, we have been able to directly support 16 scientists and 6 studies. [pp.eco/research](https://pp.eco/research)



**1 million for the Crowther Lab at ETH Zurich.** Plant-for-the-Planet supports Prof. Dr. Tom Crowther in the establishment of his research laboratory and helped receive funding from the German Federal Ministry for Economic Cooperation and Development. The Crowther Lab publishes many groundbreaking findings, including the study showing that there is room for 0.9 billion hectares of forest in the world (1.2 trillion trees). (*Bastin et al. 2019*)



**92,837 Climate Justice Ambassadors in 75 countries.** Young people have shared their knowledge with their peers in 1,656 Academies.



**63 Tree Talks.** The COVID-19 pandemic has changed learning. Since 2020, our digital format has allowed kids and teens to expand their knowledge of the climate crisis through online interactions with experts.



**At least 1,610 talks.** Our Climate Justice Ambassadors are active - their involvement ranges from small school events to appearances in front of large audiences.



**11 Children's Conferences and 7 Youth Summits.** At the annual Plant-for-the-Planet conferences, our Climate Justice Ambassadors from around the world network and learn how to do more through presentations by scientists and workshops.



**13 national Plant for the Planet organizations worldwide.** We cooperate with colleagues around the world and can thus better achieve our common goals on the ground.



**Promoting civic engagement.** We support young people in standing up for their right to a future worth living. An ARD (German tv channel) report about Plant-for-the-Planet states: *"Greta's message has reached a well-trained crowd of young people in Germany. They put adults and also politicians skillfully under pressure."*



**Climate Strike.** At the global Youth Summit in May 2015, young people came up with the idea of a global school strike for climate protection: [climatestrike.net](https://climatestrike.net)



**We Want to Vote.** With "wir-wollen-waehlen.de", we have been campaigning for the right to vote for young people since 2013

**TTC**

**Trillion Tree Campaign.** In February 2011, Felix spoke in front of the United Nations General Assembly calling for the restoration of a trillion trees.

The trillion trees are more relevant than ever, as a recent article in the New York Times shows: [nyti.ms/3onKqsc](https://nyti.ms/3onKqsc)

**BTC**

**Receipt Of the „Billion Tree Campaign“.** In December 2011, the United Nations Environment Programme (UNEP) handed over the Billion Tree Campaign to Plant-for-the-Planet and with it 13.6 billion trees reported as planted.

**↑ 1t.org**

**1t.org, the platform for the World Economic Forum's Trillion Tree Initiative.** Years of advocacy are having an impact: member companies and heads of state as well as government leaders join the call for one trillion new trees at the 2020 World Economic Forum in Davos. Salesforce CEO Marc Benioff calls on visitors to take responsibility.



**Plant Ahead.** The 2018 event under the patronage of Prince Albert II of Monaco was the kick-off for our platform.



**Ambassadors at World Climate Conferences.** Since 2010, youth delegations from Plant-for-the-Planet have participated in the annual UN climate conferences (like COP26 in Glasgow) to represent the voices of children.



**Youth Consultations.** To enable young people from the Global South to participate in international conferences, we provide administrative support for projects that Ambassadors have planned and financed independently.



**Restoration on the Yucatán Peninsula.** In 2015, we began the restoration project near the village of Constitución on Mexico's Yucatán Peninsula. Since then, our experience and the planting area have been growing in equal measure. In addition, we share our findings with the restoration community.



**Fair employment for over 100 people in Mexico.** An important part of the project work is the involvement of the local population of Constitución and the other sites.



**More than 23,000 hectares of land.** We provide financial support to the non-profit association Plant-for-the-Planet A.C., Mexico, to acquire the land-rights for forest areas of varying degradation for restoration and forest protection.



**Forest protection in Campeche.** Since the end of 2021, we have been working with Plant-for-the-Planet A.C., Mexico, to help the Campeche state government protect 400,000 hectares of forest in the Balam-Kú and Balam-Kin reserves.



**7.6 million trees through the sale of the Change Chocolate.** In 2011, a twelve-year-old had the idea of planting trees through the sale of chocolate. With the help of retailers and manufacturers who forgo their profits, we raise awareness of the climate crisis among children young and old.



**7 published books.** From German to Korean - we provide information in our own publications. The story of Felix and Plant-for-the-Planet has also been taken up, illustrated and retold in various ways in numerous books.



**Stop talking. Start planting.** Our best-known campaign - numerous celebrities have their picture taken with a child's hand in front of their mouth. This brings international media coverage and being awarded the 2010 Social Effie in gold.



**126,900 social media followers.** Social media is changing the world. We have built a strong community to raise awareness and educate on our issues.



**The 3-Point-Plan.**  
1. plant and restore a trillion trees  
2. leave fossil fuels in the ground  
3. put poverty in the museums through climate justice

Children delivered this plan to 133 embassies on July 1, 2010, along with a call for government leaders to reveal what they will do to save children's futures.



**GO FOR CLIMATE** **Go for Climate.** From Berlin to Morocco: In fall of 2019, climate activist Camilla provided information about the climate crisis and possible solutions at 71 stations in 8 countries on behalf of Plant-for-the-Planet. [goforclimate.org](https://goforclimate.org)



**iMatter-March.** In 2011, young people from Plant-for-the-Planet participated in the iMatter Marches and took to the streets for a future worth living.



**Afrika Tour 2011.** A series of Academies marks the start of our activities on the African continent, which continue to this day.

€ **20.1** million

donations and funding for trees between 2007 and 2021



**20.1 million planted and financed trees.**

From 2007 to 2014, we commissioned nine external restoration organizations to plant trees. Since 2015, we have been planting by ourselves through our sister organization Plant-for-the-Planet A.C., Mexico.

**20.1 million planted and financed trees.**  
 For every euro donated to the Plant-for-the-Planet Foundation earmarked for trees, we have planted one tree since 2007.

**55.3 million platform trees.**  
 donated to independent restoration organizations via the plant-for-the-planet.org donation platform from 2018-2021.

**20.1 million trees** planted through **Plant-for-the-Planet A.C., Mexico,** and **external restoration organizations**

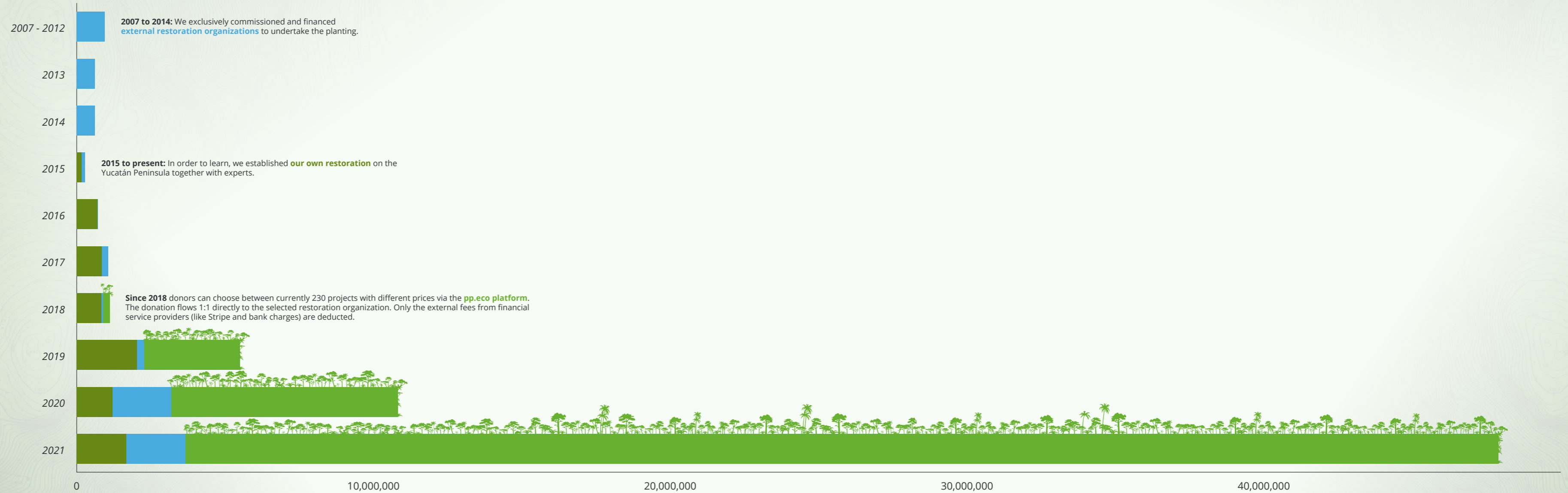
Trees planted through Plant-for-the-Planet A.C., Mexico	<b>7,468,848</b>
Mexico: Volcano Valley Restoration	<b>2,080,000</b>
Mexico: Yucatán Agroforestry Partner	<b>1,905,000</b>
Malaysia	<b>830,000</b>
Philippines	<b>526,008</b>
Indonesia	<b>440,998</b>
Thailand	<b>203,674</b>
Mexico: Cooperation projects	<b>195,000</b>
India	<b>129,305</b>
Brazil	<b>155,000</b>
Bangladesh	<b>114,776</b>
Namibia	<b>50,000</b>
Costa Rica	<b>40,000</b>
Ecuador	<b>28,831</b>
Congo	<b>23,500</b>
Others	<b>56,739</b>

Trees to be planted in 2022 and 2023 5,848,339

**Total 20,096,018**

**7.6 million trees** planted through sales of the Change Chocolate are not included on this page because they were financed and planted by Plant-for-the-Planet Service GmbH, a wholly owned subsidiary of the Plant-for-the-Planet Foundation (see p. 38).

- Trees planted by **Plant-for-the-Planet A.C., Mexico**
- Trees planted by **external restoration organizations**
- Trees donated to projects registered on the **pp.eco Plattform**

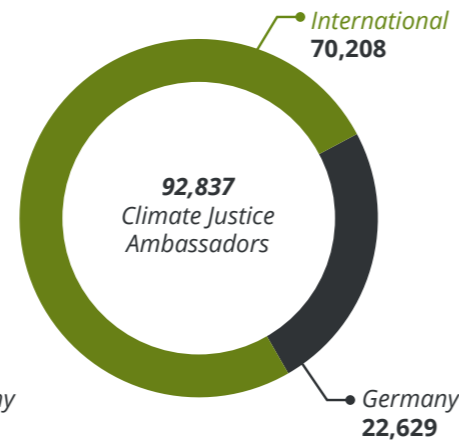
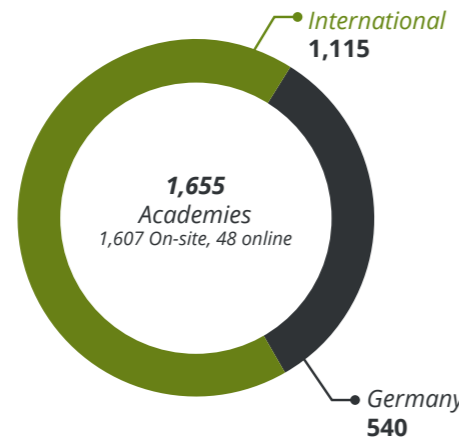
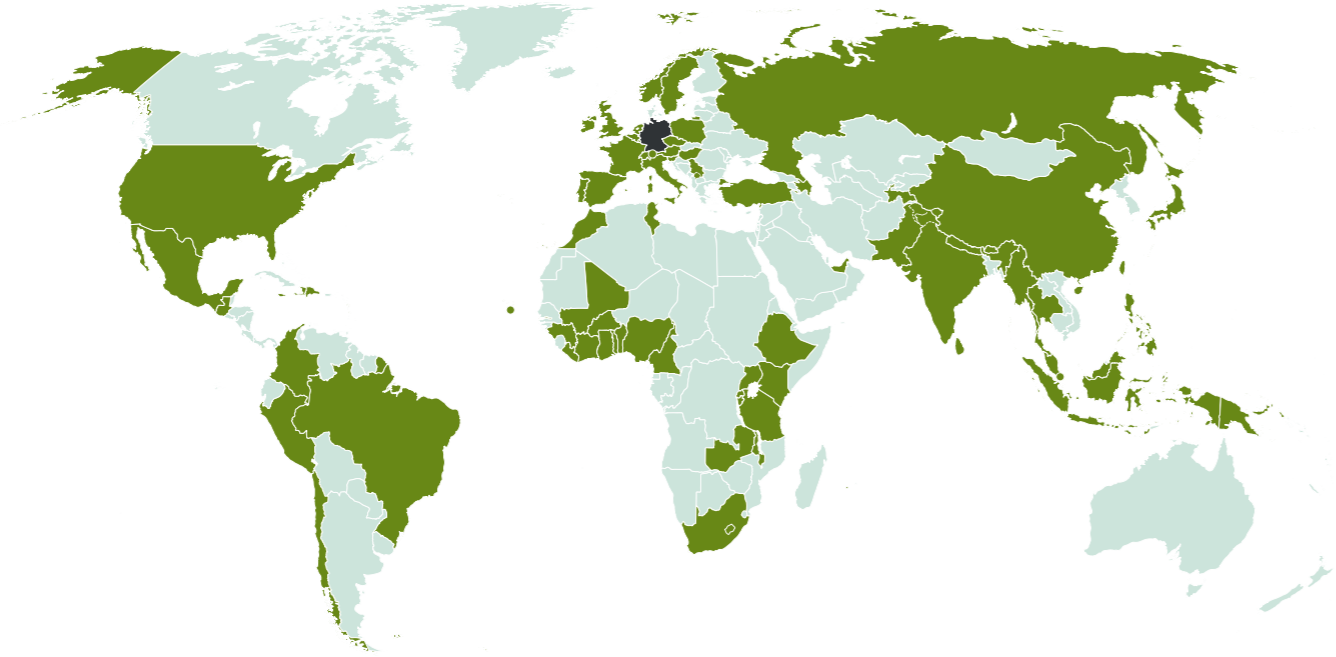


# Empowerment of Children and Youth

As Climate Justice Ambassadors, Plant-for-the-Planet children and youth advocate for their future: Planting trees and protecting forests are global, hope-giving, and intergenerational actions that give us valuable time to continuously reduce emissions. The ambassadors give presentations to motivate others to join in. In 2011, they called for the planting of a trillion trees in front of the UN. In May 2015, they launched a climate strike at our first international Youth Summit: [climatestrike.net](http://climatestrike.net)

Plant-for-the-Planet organizes and hosts educational programs and workshops for children and youth. During the one-day Plant-for-the-Planet Academies for 9- to 12-year-olds, existing ambassadors share their knowledge and experiences with their peers. In 2021, the digital formats developed during the previous year were continued.

A list of all academies can be found at: [pp.eco/academy-list](http://pp.eco/academy-list)



Our activities in the Empowerment since 2008

Plant-for-the-Planet has also organized **14 Children's Conferences\***, **63 Tree Talks**, **7 Youth Summits**, **2 Youth Summit Talks**, and **15 Empowerment Workshops**.

Learn more at: [plant-for-the-planet.org/children-youth](http://plant-for-the-planet.org/children-youth)  
In addition, children around the world have informed and inspired audiences on thousands of occasions.

\*11 in Germany, 3 in Malawi

## Udeh's story

Attending Plant-for-the-Planet's first Youth Summit in 2015 was instrumental in my journey as a climate activist. It was my very first international conference, and it was truly a great learning experience. For me, it was the introduction to international climate negotiations and the other challenging areas of climate activism. I am still grateful for the opportunity to learn so much in one week, which still benefits me today.

Most importantly, I learned about important youth networks, especially within the UN. Years later, I led one of these networks as „Focal Point Global South“ YOUNGO.

*Udeh from Nigeria has been a Climate Justice Ambassador at Plant-for-the-Planet since 2015.*



Ambassadors at the World Climate Conference. Tamara fifth from left.

## Ambassador Tamara talks about the world climate conference

I came to COP26 hoping that the conference would pave the way for immediate climate action that we so desperately need. We spent our mornings handing out Change Chocolate and delivering the associated message to delegates that trees make an important contribution to the 1.5 degree target. We continued to spend our days engaging and informing others about the importance of ecosystem restoration and, most importantly, about our campaign, "Stop talking. Start planting." We also provided our Plant-for-the-Planet followers with key updates from the conference through our social media channels.

After long days of networking, interviews and discussions, our Plant-for-the-Planet delegation, along with other motivated and engaged young people, left feeling confident in these uncertain times.

*Tamara from Slovakia has been active with Plant-for-the-Planet since 2020*



With your donation you help us to expand our global network and to train children at the Plant-for-the-Planet Academies to become Climate Justice Ambassadors.  
[pp.eco/donation](http://pp.eco/donation)

# Restoration of Forest Areas



We are especially proud that this year many women and local employees could be integrated into the team.

## For Comparison

The areas on which forests were restored in 2021 are approximately 940 hectares in total. A soccer field has an area of 0.714 hectares. Thus, the area is larger than 1,300 soccer fields. In total, the restoration area of Plant-for-the-Planet A.C., Mexico, is over 23,000 hectares



Go to [plant-for-the-planet.org/yucatan](https://plant-for-the-planet.org/yucatan) for an insight into the restoration areas and the activities carried out.

2021 was a year of important change for Plant-for-the-Planet A.C., Mexico, as it marked a transition from a forestry-oriented reforestation approach to a more holistic approach to restoring forest landscapes.

Particular emphasis was placed on the following two issues:

- 1. Increasing the diversity of native tree species planted.**
- 2. Creating customized restoration plans based on local conditions (soil and vegetation condition, degree of degradation)**

The work in 2021 took place in Las Americas 7a and 7.1 - both near the village of Constitución - and in Area

A in Bacalar. In Bacalar, this was done as part of a newly established collaboration with INIFAP, a government research institution. Data on these sites and all other planting areas recorded with our TreeMapper app (see p. 22) can be viewed here:

[plant-for-the-planet.org/yucatan](https://plant-for-the-planet.org/yucatan)

The areas in Constitución were almost completely deforested, having been used as cattle pasture by the previous owner. In total, Plant-for-the-Planet A.C., Mexico, planted 1,352,798 seedlings of 21 different tree species here. Planting seedlings in clusters, that is, planting several tree species in small groups close to each other, creates a diverse natural environment from the beginning. This

results in the restored area looking like a natural forest rather than a typical row afforestation. This increased density is necessary due to soil conditions and high levels of degradation.

In the area called "INIFAP Site A," or "Bacalar," large-scale enrichment plantings were undertaken to restore a forest that had been significantly damaged by a fire in 2019. The restoration plan, developed jointly with INIFAP, aimed to replant mainly those tree species that had been most damaged by the fire.

As part of the project, 312,585 new trees were planted in 2021.



### Americas 7.1

We reforested this area in 2021. For maintenance, the bush grass around the still small seedlings was removed in rows by the employees. In a few years, the impression of a row afforestation will disappear in favor of a natural forest.

## Challenges

- Bottlenecks in nursery production**  
To fully implement the planting project, some of the planned tree species were missing. The nursery had no experience with some of the new tree species and the estimates of cultivation time were not precise enough.
- Late onset of rains in the rainy season**  
The late onset of the rainy season and intervening dry spells further curbed the progress of planting.
- COVID-19 pandemic**  
Despite adherence to hygiene regulations, cases of infection forced the team to interrupt planting operations several times to ensure the health and safety of workers.

## Measures for 2022

- The list of native core species to be planted was adjusted.
  - The nursery has started seedling production four months earlier.
  - Another partner nursery will produce 25 percent of the seedlings in the future. In addition, we built a new research nursery.
  - Experts have developed scalable standards for raising challenging tree species.
- Preparations have been made to increase planting teams, on a needs basis, starting in July and again toward the end of the planting season.
- All team members are now vaccinated. The team receives paid days off and transportation to the vaccination centers. Of course, there is a COVID-19 hygiene policy in place.



## Successes

In addition to the important steps towards restoration, there are other successes to report in 2021:

- 1,665,383 new trees planted in Yucatán (Constitución and Bacalar)**  
Despite the challenges, nearly 1.7 million trees were planted in 2021. With new partnerships and the tremendous commitment of the team, we are confident that even more seedlings will be planted in the new year.
- 40,600 trees in one day**  
At the peak of the planting season, 40,600 trees were planted per day.
- TreeMapper**  
It took our in-house development team two years to program TreeMapper, an advanced monitoring tool for forest restoration. In 2021, the app was used for the first time and has since increased the transparency of our daily work for donors. Read more on page 22.



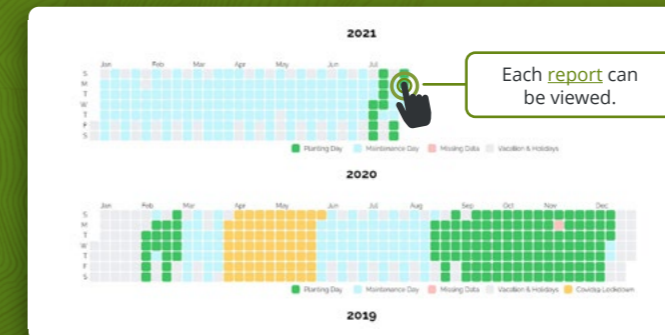
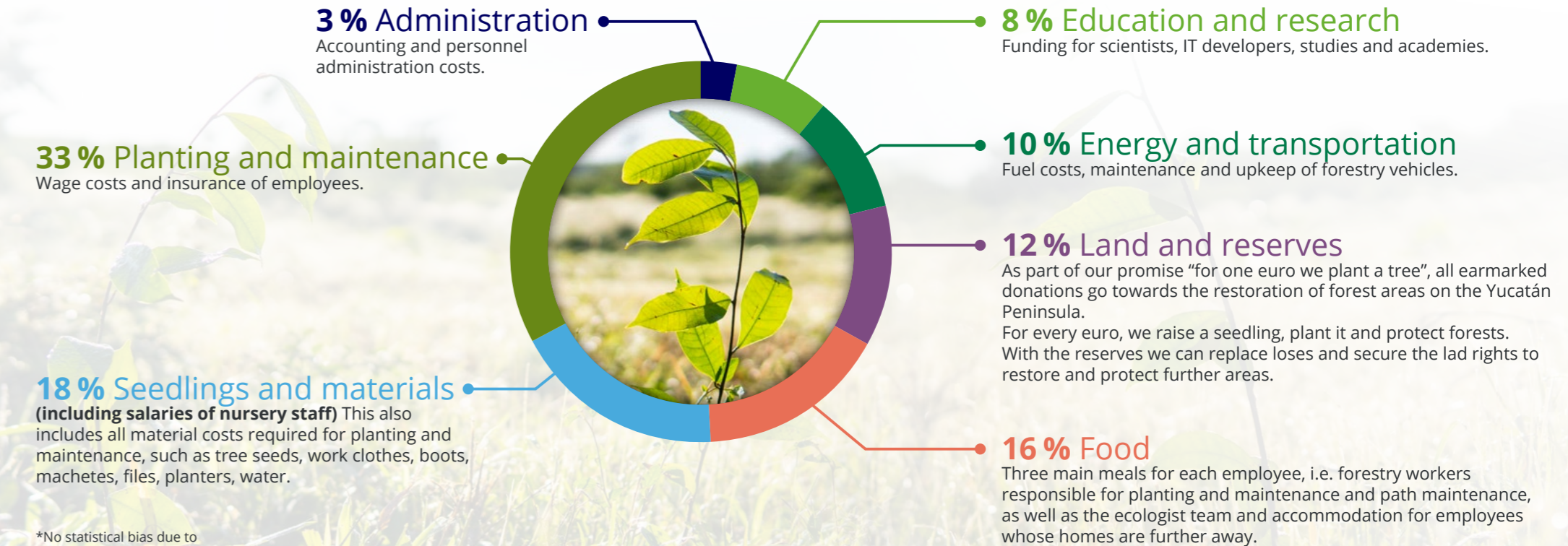
The goal for 2022 is to plant 2.8 million trees. Thanks to the dedicated and efficient work of everyone involved, it is possible to plant one tree for every euro donated. Support us in restoring the forests of the Yucatán Peninsula: [plant-for-the-planet.org/yucatan](https://plant-for-the-planet.org/yucatan)



Review the 2021 planting season - Watch in video: [youtu.be/U2uDxNr8Dr8](https://youtu.be/U2uDxNr8Dr8)

Employees planted up to 40,600 trees in one day: a new record for the team in Mexico.

## Breakdown of costs per tree based on records from 2015 to 2020\* in Constitución, Mexico, where a tree is grown, planted and maintained for €1



In addition to the **TreeMapper.app** data, a total of 1,538 daily logs are available for the years from 2016 to 2021, each signed by two senior staff members. In addition, there are delivery papers from the nursery for reforestation. On our website you will find the complete reports in the original Spanish and as a translation: [plant-for-the-planet.org/yucatan-reports](https://plant-for-the-planet.org/yucatan-reports)



# This is how the Mexican government assesses our work in the field

## Excerpts from reports by INIFAP, the government research institution.

“Plant-for-the-Planet has the technical and administrative structure to carry out restoration activities independently, from seed collection to the production of tree seedlings in its nurseries, to the clearing of damaged areas, reforestation work, opening of enrichment gaps, preparation of the areas to be restored, maintenance and replacement of plants, and last but not least, hiring and supervising the personnel required for the various activities.”

“Compliance with restoration objectives is monitored by INIFAP researchers through regular visits and monitoring of the work area. INIFAP researchers will train Plant-for-the-Planet staff to monitor plant diversity and measure above-ground carbon levels.”

“The forged partnership will foster knowledge exchange between Plant-for-the-Planet and INIFAP, as well as enable the generation of new scientific knowledge that will benefit other institutions through the development of better restoration practices.”

“At the end of the first phase of the project, Plant-for-the-Planet had planted 312,585 trees of 12 native species.”

Species	Quantity
<b>Breadnut</b> <i>Brosimum alicastrum Sw.</i>	<b>60,594</b>
<b>Cedrele</b> <i>Cedrella odorata L.</i>	<b>54,695</b>
<b>Guancaste</b>	
<i>Enterolobium cyclocarpum (Jacq.) Griseb.</i>	<b>79,198</b>
<b>Madre Cacao</b> <i>Gliricidia sepium (Jacq.) Walp.</i>	<b>4,178</b>
<b>Algodoncillo</b> <i>Luehea speciosa Willd.</i>	<b>1,009</b>
<b>Zapote</b> <i>Manilkara zapota (L.) P.Royen</i>	<b>2,798</b>
<b>Jabín</b> <i>Piscidia piscipula (L.) Sarg.</i>	<b>8,633</b>
<b>Passak</b> <i>Simarouba glauca DC.</i>	<b>1,846</b>
<b>American mahogany</b>	
<i>Swietenia macrophylla King</i>	<b>49,908</b>
<b>Maculis</b> <i>Tabebuia rosea (Bertol.) Bertero ex A.DC.</i>	<b>28,844</b>
<b>Circote</b> <i>Cordia dodecandra A.DC.</i>	<b>19,267</b>
<b>Kanasin</b> <i>Lonchocarpus rugosus Benth.</i>	<b>1,615</b>
Total	<b>312,585</b>

Number of planted specimens of native species used in Plant-for-the-Planet reforestation in 2021 in the San Felipe Bacalar project area.

## Excerpts from the assessment of Carlos Alejandro Tucuch Cauich, Director of the state institution CONAFOR on 05.07.2022.

“Since the beginning of 2022, Plant-for-the-Planet A.C., Mexico has been in close collaboration with the *Promotoría de Desarrollo Forestal en Campeche* (PDF Campeche) of the National Forestry Commission.

We appreciate the commitment of Plant-for-the-Planet A.C., Mexico, because of their exemplary efforts to achieve ever higher quality restoration. Setbacks, such as the loss of about 15 percent of the trees planted on “Rancho Las Américas” as a result of the 2020 Atlantic hurricane season, are unfortunately part of our work in and with nature. These setbacks should not discourage us, but be an incentive to continue to improve. And we feel there this a strong will at Plant-for-the-Planet to do this.

The TreeMapper app developed by Plant-for-the-Planet is an innovative tool for monitoring restoration activities. It is easy to use, free of charge and the location and growth process of each plant recorded is documented. PDF Campeche will accompany the analysis process for the app’s functionality and potential uses, complementing and promoting the information provided by the National Forest Information System (SNIF) on deforestation rates in the state.

Likewise, PDF Campeche expressed interest in learning about the other apps announced by Plant-for-the-Planet to learn how they work.

It is of utmost importance for PDF Campeche to have Plant-for-the-Planet as an ally. They support our common goal of counteracting the deforestation of the area through reforestation, restoration, and conservation actions, creating more than a hundred new jobs in their sphere of influence. PDF Campeche will create synergies with the research park project being developed in Constitución, which will provide knowledge and techniques for restoration and productive restructuring to reduce and mitigate the effects of deforestation and climate change in the state.”

### Info

**INIFAP** is the National Institute for Forestry, Agriculture and Livestock Research in Mexico and is part of AGRICULTURA, the “Secretariat of the Government of Agriculture, Livestock, Land Development, Fisheries and Food,” comparable to a Ministry of Agriculture.

**More on INIFAP at [gob.mx/inifap](http://gob.mx/inifap)**

**CONAFOR** is the National Forestry Commission in Mexico and part of SEMARNAT, the “Secretariat of the Government for Environment and Natural Resources” – comparable to a Ministry of Environment.

**For more on CONAFOR, visit [gob.mx/conafor](http://gob.mx/conafor)**

See our website for the **full original reports** in Spanish: [plant-for-the-planet.org/yucatan](http://plant-for-the-planet.org/yucatan)



Image: © Balam-Kú reserve

## From Forest Restoration to Ecosystem Protection.

Planting a tree is not difficult. But bringing a cleared forest back to life as a self-sustaining ecosystem, extremely complex! This is the challenge we face every day at Plant-for-the-Planet. Trees slow down global warming, gobble-up the dust of cities, store water, hold-together the soil beneath us, humidify their surroundings, suck our emissions out of the air, and provide us with oxygen in return. And best of all, they give our children and grandchildren a future. A new tree is a symbol for a new beginning, for hope and for peace. It is therefore only logical to also protect existing forests from being cleared.

The habitat of the howler monkeys is considered particularly endangered in the nature reserve.

▶ Learn more in the video [youtu.be/af4SyYII30M](https://youtu.be/af4SyYII30M)



Image: © Balam-Kú reserve

Only two rangers were responsible for a reserve larger than Luxembourg. Thanks to Plant-for-the-Planet, there are now more.

## Forest conservation Let's save Balam-Kú together!

Imagine you are one of two rangers in a vast biosphere reserve and you catch illegal loggers in the act. And no, you have no way to call for help because there is no money for satellite phones.

Unfortunately, this was the reality faced by the rangers in a beautiful forest on Mexico's Yucatán Peninsula "Balam-kú" – a name given to it by the Maya. Parts of the Mexican forest restoration project on Yucatán Peninsula are located in Balam-kú. But the reserve and its inhabitants like jaguars

and pumas are in danger; threatened by slash and burn, illegal logging and poaching.

Therefore, the Plant-for-the-Planet Foundation supports its sister organization in Mexico in a cooperation with the government of the Mexican state of Campeche. In this way, we can not only restore cleared forests, but also protect existing forests. The reserve is larger than Luxembourg. But just five government employees protect it. And exactly two rangers patrol the forest - this is virtually an invitation

to loggers and poachers. With about 120 local employees in Mexico, we will support the Mexican authorities in protecting this wonderful forest.

November 24, 2021 was a memorable day for Plant-for-the-Planet: Our colleagues in Mexico met the new Minister of Environment for the federal state of Campeche, Dr. Sandra Laffon Leal. And best of all, they didn't just get to know each other, they signed an agreement to protect the nearby Balam-kú and Balam-kin reserves: wonderful and pristine forest areas where monkeys, tapirs and jaguars live.

Not only will we support the Mexican authorities in protecting these reserves, we will also restore degraded

areas within them, thanks to your generous donations. Furthermore, we are working together to build a special nursery where we will grow extremely rare tree species from the Yucatán Peninsula. And, we are jointly establishing a seed program. This alone is a gift: because, for many rare tree species there are simply no seeds available.

*Employees of the Ministry of Environment for Campeche and representatives of Plant-for-the-Planet at the signing of the agreement for the protection of endangered reserves.*



## How can we prevent illegal logging?

1. Expand the ranger team, repair their equipment and provide them with modern means of communication.
2. Offer jobs at Plant-for-the-Planet to as many local people as possible who log, so that in the future they can live from forest protection and not from logging.
3. Nip forest fires in the bud by working with community forces to set up a satellite-based fire warning system.



*This valuable undertaking to protect nature reserves in the long term, needs funding and to do this we need your help!*  
[pp.eco/forest-protection](https://pp.eco/forest-protection)

*"This was an extremely important step for Plant-for-the-Planet! As of now, we are not only working hard to restore destroyed forests, we are also involved in forest protection. This not only benefits us in the selection of future restoration sites, we also become more holistic by combining forest protection and reforestation."*



**Felix Finkbeiner,**  
Chairman of the Board Plant-for-the-Planet

# Transparent global restoration - the platform

The Plant-for-the-Planet platform was developed to make global restoration transparent and to support projects worldwide not only to finance their work but also to improve the quality of their restoration efforts. Non-profit organizations from all over the world can register their forest restoration projects here - soon also forest conservation projects - and present them transparently.

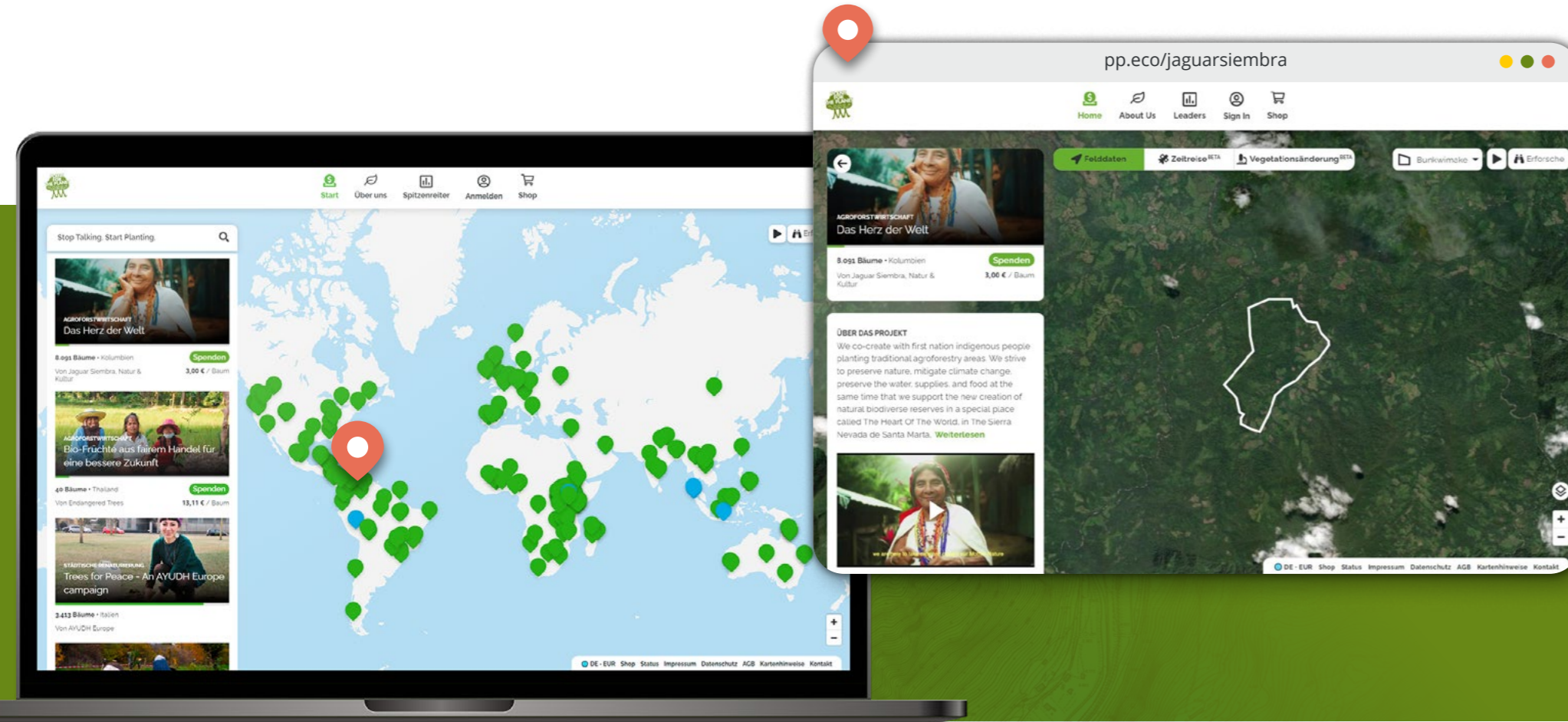
So far, more than 230 projects in over 47 countries, mainly in the Global South, have joined the platform. With just a few clicks, users of the platform - whether companies, institutions or private individuals - can easily plant trees and thus support the projects and the fight against the climate crisis.

The quality of the projects is particularly important to us. To ensure this quality, our scientists and ecologists have developed standards that the projects on our platform must meet.

The platform is not only open-source, but also free for everyone.



Support one of the projects on our platform [pp.eco](https://pp.eco)



The organization **Jaguar Siembra, Nature & Culture** with its project "The Heart of the World" in Colombia has been part of the Plant-for-the-Planet platform since 2020. In its project in the Sierra Nevada de Santa Marta, it works with the Arhuaco indigenous community to protect nature and biodiversity and to restore the area. Santiago Roa, founder and director of the organization, told us what the partnership with the Plant-for-the-Planet platform means to him and his project:

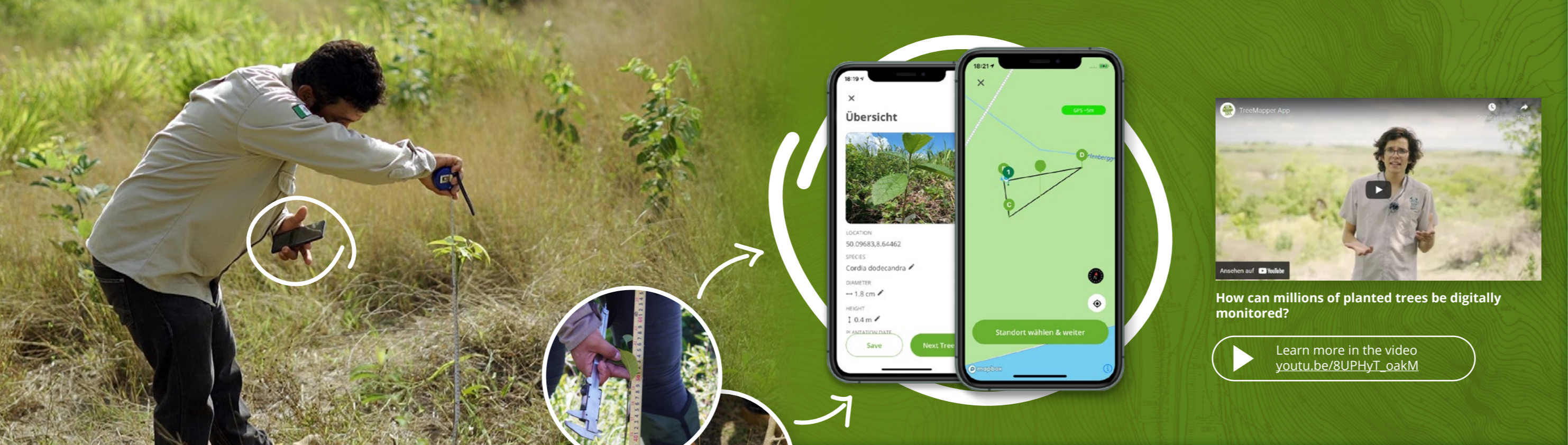
*"Thanks to Plant-for-the-Planet, we can grow and involve more families in the project. This support allows us to be more united in the fight for climate justice and to include indigenous voices - whose wisdom and solutions are invaluable to humanity."*



**Santiago Roa,**  
Founder and director of Jaguar Siembra, Nature & Culture Association

*The platform and the support of donors have helped us improve our impact by increasing our resources and funding better nurseries and working materials. The network of other organizations has been an incredible support to be united and not feel like we are standing alone in this big problem that we are wholeheartedly trying to solve. We are all the forest."*





## How software helps with tree planting

In order to create transparency for donors and to offer restoration projects a simple and free tool for high-quality monitoring and reporting, we developed TreeMapper.

Ecologist Dinosca from Plant-for-the-Planet A.C., Mexico, has always been at the forefront of our work and has actively supported us as a tester directly in the project. Here she tells us what TreeMapper can do:



*"Our main tool for data collection and further analysis is the TreeMapper app. It helps us collect restoration data and contributes to the monitoring and measurement process. In short, we record the coordinates of the areas we plant and other useful data such as the species of trees, the height and diameter of seedlings, and the total number of trees planted per species in the app. In this way, we record our planting process and can follow the exact impact of our work on the ground."*

**All of this is shared transparently on the platform and updated daily, so everyone can see what we've done and where.**

*We've also been able to test the new features that are coming soon: On the one hand, this involves taking renewed measurements of trees planted the previous year in order to check their development and learn from the data; on the other hand, there will be so-called "observation plots", i.e. selected sub-plots that can then be analyzed in more detail. This will make it easier for organizations that don't yet use TreeMapper to get started, since they won't have to capture everything overnight, while also making it possible to capture more advanced data. This will also be exciting for research!"*

**"TreeMapper has been revolutionary for us. When working in the field, the application is incredibly helpful. Our team has no formal GIS training, but TreeMapper allows us to use high-quality GIS services through an easy-to-use app. TreeMapper has saved us a lot of time in recording and monitoring our restoration sites. And the direct transparency allows us to share progress immediately with sponsors, local officials, and community groups."**



**Jeshua Taucher,**  
Seal Rescue Ireland

## SeedManager outlook

Many reforestation projects face the same problem: all local nurseries only offer seedlings for commercial forestry, as there is no market for seedlings of species that cannot be used for timber production. Planting species for commercial forestry is a good start and helps combat the climate crisis, but does little to protect biodiversity.

As a result, many projects must collect their own seeds. This process is time-consuming and complicated. Depending on the species, seeds are released at different times and have different lifespans. To help projects collect seeds, we are working on the development of SeedManager.



# A flywheel to accelerate high-quality ecosystem restoration

For a long time, we have been looking for a solution on how to best bridge the gap between the latest scientific findings and their application in practice. With the *Empowerment and Restoration Research Park*, which we are building in cooperation with Plant-for-the-Planet A.C., Mexico, and our flywheel for ecosystem restoration and conservation, we found it. In four self-reinforcing steps, we are making scientific knowledge on ecosystem restoration and conservation available to a global community in a practical and high-quality way, and achieve compliance with our quality standards.



### CONTINUOUS IMPROVEMENT through systematic quality control

Through reviews, Restoration Project Evaluators ensure compliance with established quality standards. This global overview of key quality improvement potential is fed back into research and science.



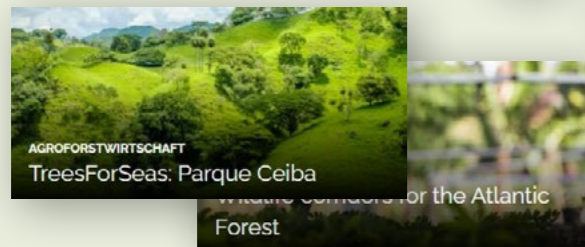
### HIGH QUALITY through cutting-edge science

Together with the world's leading research institutes and restoration experts, we explore the most pressing issues in ecosystem restoration and conservation. The answers are incorporated into viable restoration methods and quality standards for our platform and shared with the scientific community.



### GLOBAL DISSEMINATION through high quality advisory services

Free advice will soon enable our restoration partners to apply the software solutions and comply with quality standards. In addition our advisors provide expertise and support where ecological questions are posed. Every tree planted through our [pp.eco](https://pp.eco) platform becomes part of a scientifically sound ecosystem.

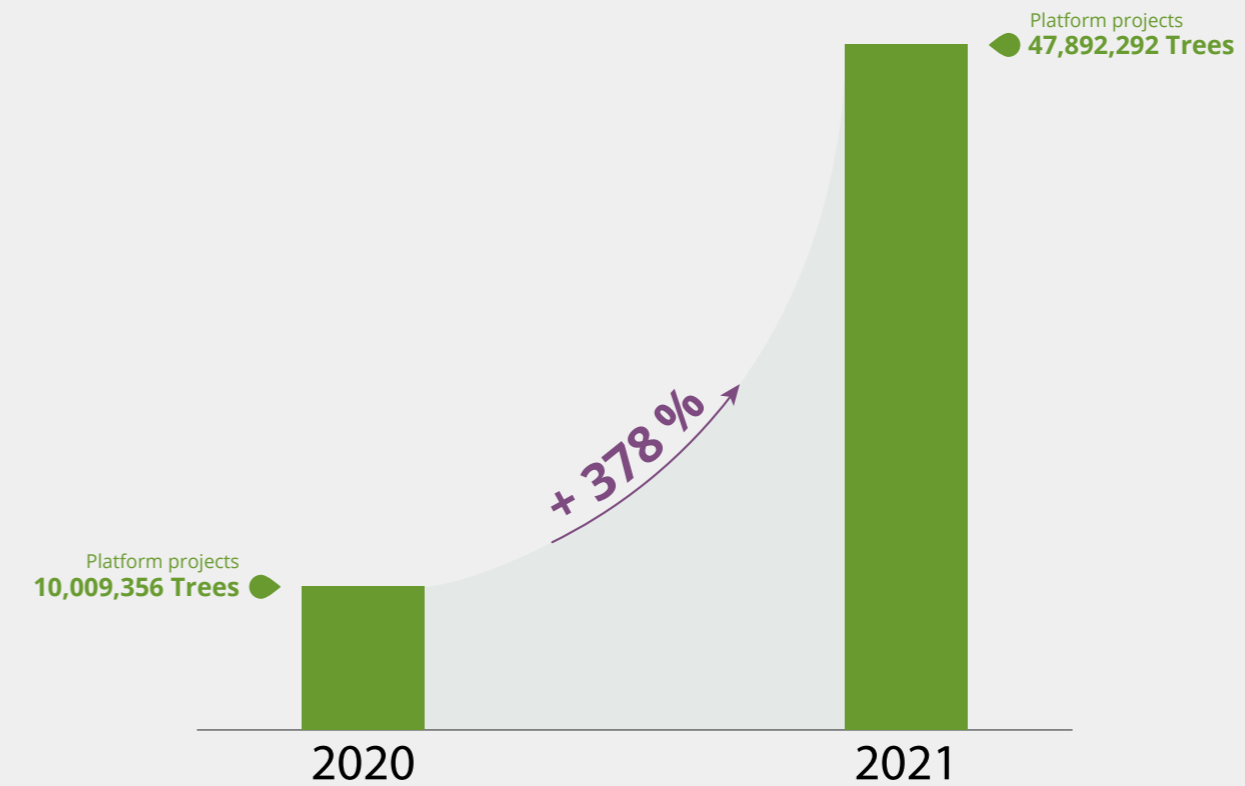


### PURSUABLE TRANSPARENCY through smart software solutions

We incorporate restoration methods from applied science into easy-to-use, free open-source software solutions such as TreeCounter, TreeMapper, and SeedManager.

## The flywheel is already having an effect!

47,892,292 trees were donated via the [pp.eco](https://pp.eco) platform in 2021. The 378% compared to 2020, an increase that one organization alone could not have achieved.



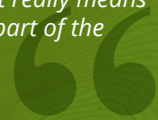
**Matt Hill**  
of the partner organization  
Green Again Madagascar

**W**hen we started working with Plant-for-the-Planet, it felt like someone had plugged our acoustic guitar into an electric amplifier, and now it can be heard all over the world. **This worldwide reach** - I have to tell you - far exceeds, BY FAR, the purely financial support.

The regular exchange not only with the staff of Plant-for-the-Planet, but also with the network of all the other organizations that are on the platform is very valuable for us, our work and the global restoration community.

You should see our Malagasy regional captains beaming with pride and joy after attending one of Plant-for-the-Planet's Zoom conferences for restoration organizations. **It makes us feel that we are not alone; that we don't have to fight climate change alone; that we are part of a global movement and don't have to slave away just here in our eight local villages.** That's encouraging - please listen to me on this one - and very, very important when you're here sweating day in and day out in the eighth year of tree planting.

They help financially, no doubt about it. But that's just the tip of the iceberg, is what I'm trying to tell you. And it really means the world to us here at GreenAgain to feel we're part of the global Plant for the Planet movement.



We've achieved tremendous growth with the platform in 2021 - partly thanks to the IT giant [Salesforce.com/trees](https://salesforce.com/trees) use of our software.

Be a part of it too - become a pioneer in global ecosystem restoration!



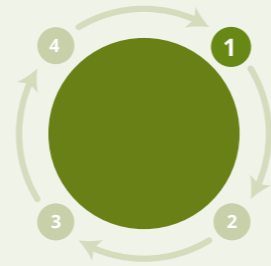
Support us as a private person  
[pp.eco/park](https://pp.eco/park)



Support us as a company  
[pp.eco/company-park](https://pp.eco/company-park)

# High quality through cutting-edge science

Together with the world's leading research institutes and restoration experts, we explore the most pressing issues in ecosystem restoration and conservation. The answers are incorporated into viable restoration methods and quality standards for our platform and shared with the scientific community.



## Our research partners -

pioneers in research on global ecosystem restoration - are **ETH Zurich** and **Imperial College London**. On the restoration sites funded by us in Yucatán, Mexico, our sister organization collaborates with renowned local research institutes such as **INIFAP** and **UT CALAKMUL** University.

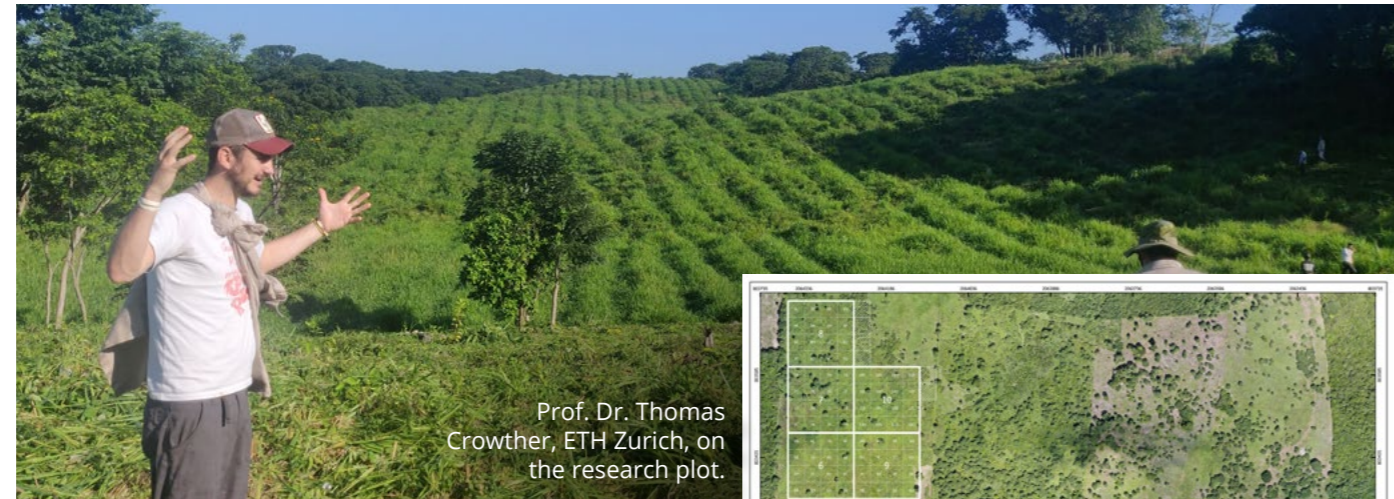
## Our expert panels

### Scientific Advisory Board

- **Dr. Colin Averill**, ETH Zurich
- **Prof. Dr. Thomas Crowther**, ETH Zurich
- **Prof. Dr. Franz Josef Radermacher**, University of Ulm
- **Dr. Bonnie Waring**, Imperial College London

### Advisory Board Mexico

- **Dr. Sandra Laffon Leal**, Minister of Environment, Campeche
- **Dr. Ruben Dario Gongora**, Director, INIFAP Quintana Roo
- **Dr. Carlos Tucuch**, Director, CONAFOR Campeche
- **Carlos Tiburcio Martínez Martínez**, Director, Instituto Tecnológico de la Zona Maya
- **Arturo Balam Koyoc**, Director, Balam-Kú and Balam-Kin Ecosystem Reserves
- **Jocelyn Duran**, Director Biodiversity Conservation and Management, Ministry of Environment of Campeche
- **Miguel Arcos**, Mayor of Constitución
- **Andres Cruz Zamudio**, Rector, Universidad Tecnológica de Calakmul



Prof. Dr. Thomas Crowther, ETH Zurich, on the research plot.

*"Thanks to the excellent conditions on site, we can conduct large-scale experiments over long periods of time. This gives us a unique, detailed insight into the planting and care of the trees, the carbon storage capacity of the soil, the adaptability of microbes, and other topics that will advance research in the long term."*



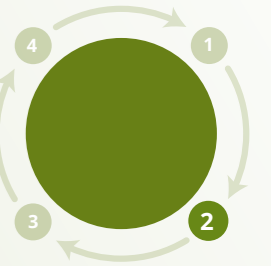
**Dr. Bonnie Waring**, Senior lecturer at Imperial College London and Founder of the Waring Ecology Lab

## Sample research questions

- Which restoration approaches are the most effective?
- Could adding forest floor microbes to a tree's planting hole increase survival and growth rates?
- How can germination protocols and nursery practices be optimized to enhance subsequent performance (survival and growth) of planted seedlings?
- Under what conditions does "applied nucleation" work (birds or insects as seed dispersers)?

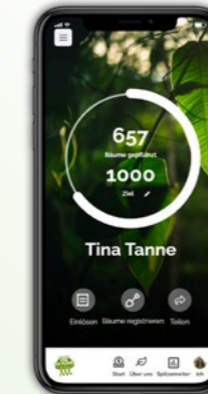
# Pursuable transparency through smart software solutions

We incorporate restoration methods from applied science into easy-to-use, free open-source software solutions such as **TreeCounter**, **TreeMapper**, and **SeedManager**.

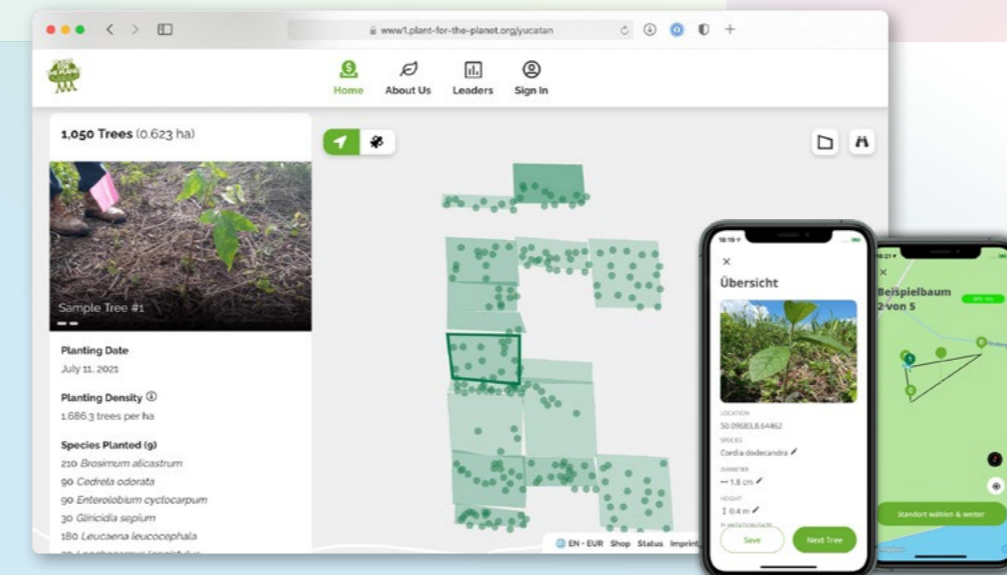
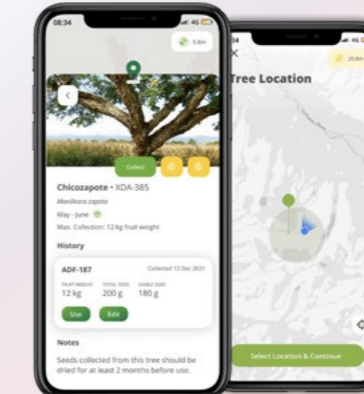


## Our apps and features

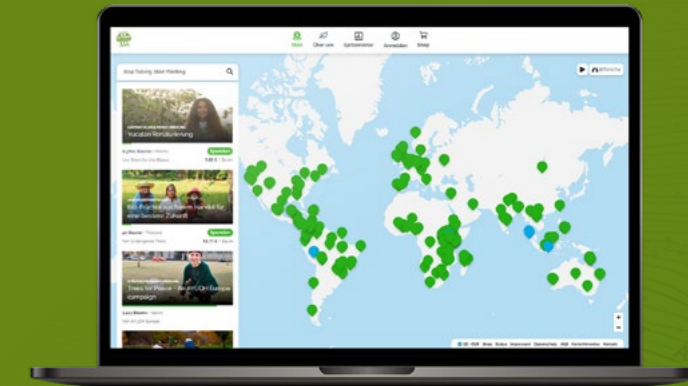
With the Plant-for-the-Planet platform and **TreeCounter**, anyone from anywhere can plant trees around the world. Whether you're a grandmother or a large corporation, your forest grows because you enable others to plant it.



With **SeedManager**, our next goal is to develop a software solution that helps increase the biodiversity of restored forests according to local conditions.



With **TreeMapper**, donors can find out on which day their trees were planted and where. Tree planting is tracked over the long term. Plantings that were financed via the donation platform can be verified.



## Our platform [www.pp.eco](http://www.pp.eco)

Thanks to our platform, these innovative and viable ecosystem restoration methods are benefiting 230 restoration projects worldwide

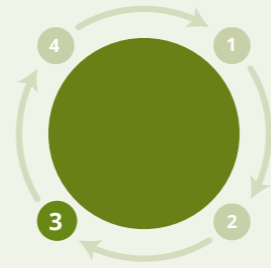
*"We are very proud to have released TreeMapper in 2021, an app that now makes it easy to transparently track the development of planted trees."*



**Sagar Aryal**, Member of the Foundation Council, Plant-for-the-Planet Foundation

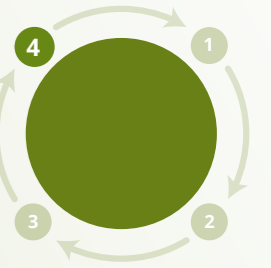
# Global dissemination through high-quality advisory services

Free advice will soon enable our restoration partners to apply the software solutions and comply with quality standards. In addition our advisors provide expertise and support where ecological questions are posed. Every tree planted through our [pp.eco](https://pp.eco) platform becomes part of a scientifically sound ecosystem.



# Continuous improvement through systematic quality control

Through reviews, restoration project evaluators ensure compliance with established quality standards. This global overview of key quality improvement potential is fed back into research and science.



## Our Ecosystem Restoration Partners

Worldwide, our platform already enables more than 230 projects, from more than 140 restoration partners who meet our quality standards, to receive donations for ecosystem restoration.

## Our Ecosystem Restoration Advisory Services

Starting in 2022, our restoration advisors will support our partner projects by answering questions, analyzing satellite or TreeMapper data, and providing on-the-ground analysis for complex issues. In the future, we plan to advise governments on how to draft laws and regulations to conserve and restore ecosystems.

## Our restoration standards

Based on the expertise of our team of scientists as well as international guidelines (SER, IUCN, UN, FAO), our standards require compliance with biological, social and economic benchmarks.

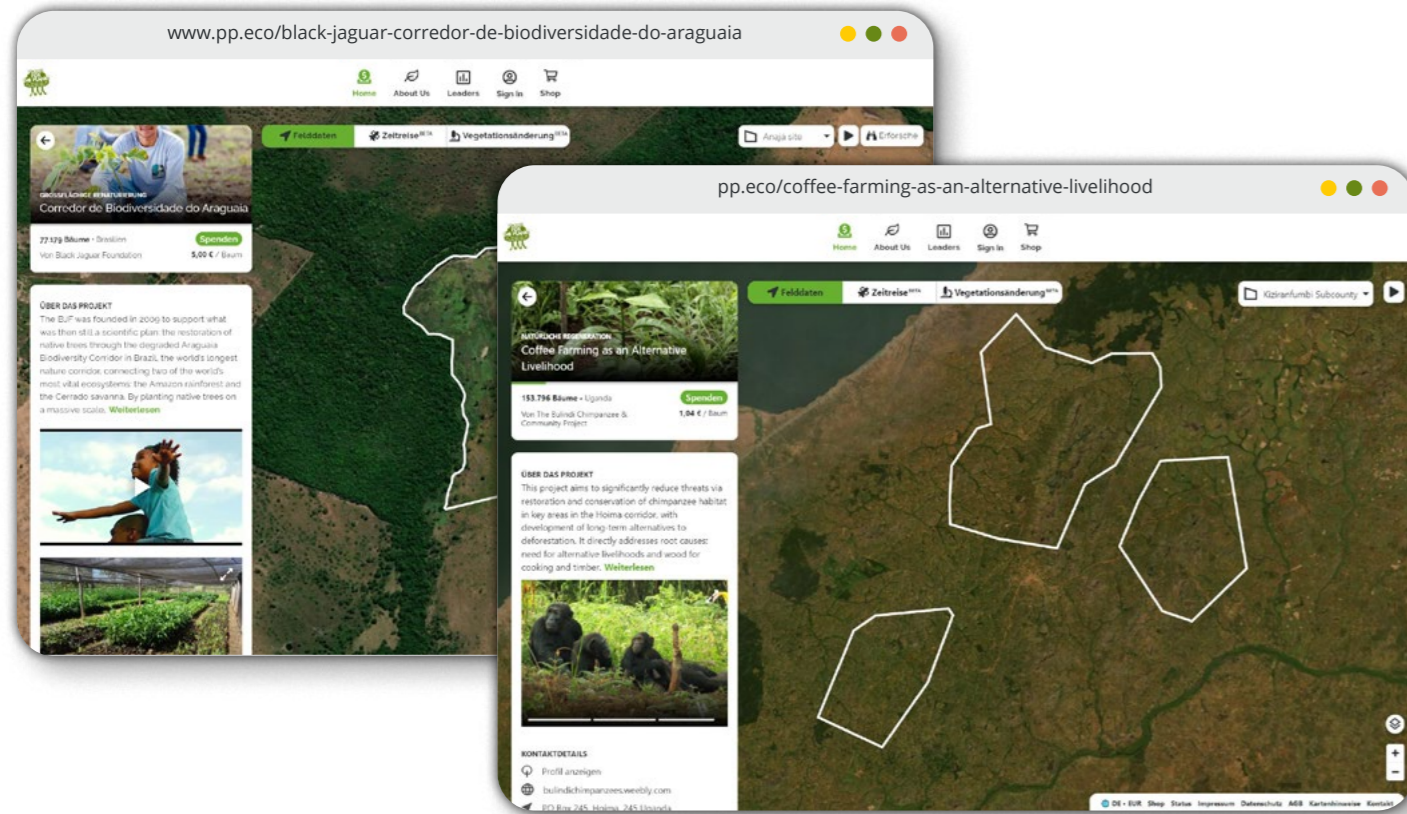
## Quality control

We ensure the effective restoration of ecosystems by evaluating the data on the organizations and on-site inspections of the planting projects. In the future, we will have our own restoration projects audited by independent experts according to the same quality standards.

*“A key step in creating a shared vision of ecosystem restoration is to **adopt principles** that underpin the full set of ecosystem restoration activities.”*



**UN Decade for Ecosystem Restoration**  
[pp.eco/decadeonrestoration-principles](https://pp.eco/decadeonrestoration-principles)



## Common challenges

1. Is this site suitable for forests?
2. What restoration methods are most effective at this site?
3. How do I create a soil map for my site?
4. How do I create the species list?
5. What planting density is appropriate?
6. How do I deal with pests in my forest / nursery?

*“Thanks to Plant-for-the-Planet and their platform, we were able to significantly increase our revenue in 2021 and expand our reforestation activities. The regular exchange not only with Plant-for-the-Planet, but also with the network of all other organizations on the platform is very valuable for us, our work and the global restoration community.”*



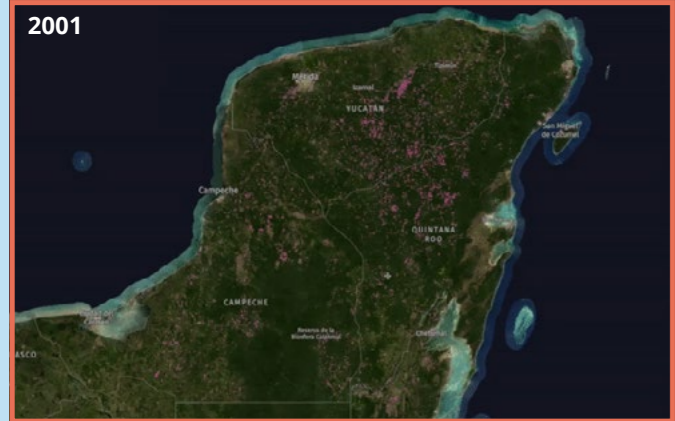
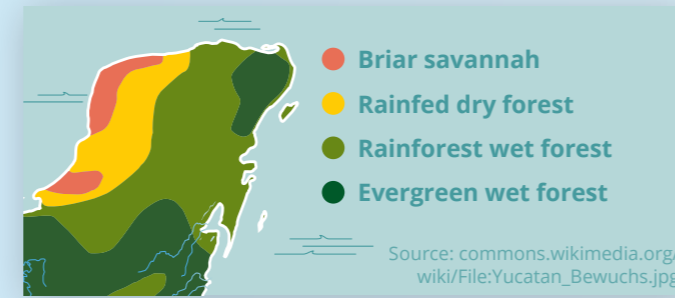
**Nick Ovenden**, founder of partner organization YAKUM Reforestation, Ecuador





# Our restoration on the Yucatán Peninsula in Campeche, Mexico, enables applied research on the restoration of tropical rainforests.

The **Yucatán Peninsula** is one of the so-called biodiversity hotspots. We specialize in the restoration of tropical semi-evergreen rainforests, one of the most threatened ecosystems in the world. According to Global Forest Watch, the three states of the Yucatán Peninsula accounted for **42.3% of Mexico's forest loss** between 2001 and 2020.



● Deforestation rate Yucatán Peninsula

Source: Global Forest Watch

# Become a Pioneer in Global Ecosystem Restoration

With your donation you support the conservation and restoration of ecosystems, linked to the following goals: high quality through modern science, traceable transparency through smart software solutions, global dissemination through high quality consulting and continuous improvement through regular quality control.



## Support as an individual



*"I am equally inspired by the commitment of Felix and Frithjof Finkbeiner and the professionalism of their joint work. I am pleased to be able to financially support their valuable restoration work in Mexico."*

**Martina Reichardt**, entrepreneur, after her visit on site in Mexico, in March 2022



[pp.eco/park](https://pp.eco/park)

## Support as a company



*"A clear impression remains: the great experience, the unrestricted access to facts and figures, being able to experience the committed people, having visited the large areas and having seen the intensity and quality of work brings trust."*

**Dr. Christoph Brüssel**, Chairman of the Senate of the Economy, after his visit to Yucatán in July 2022



[pp.eco/company-park](https://pp.eco/company-park)



# SAT.1 fundraising campaign funds over 1.5 million trees

The “Forest Record Week” was a successful trial by fire for our platform

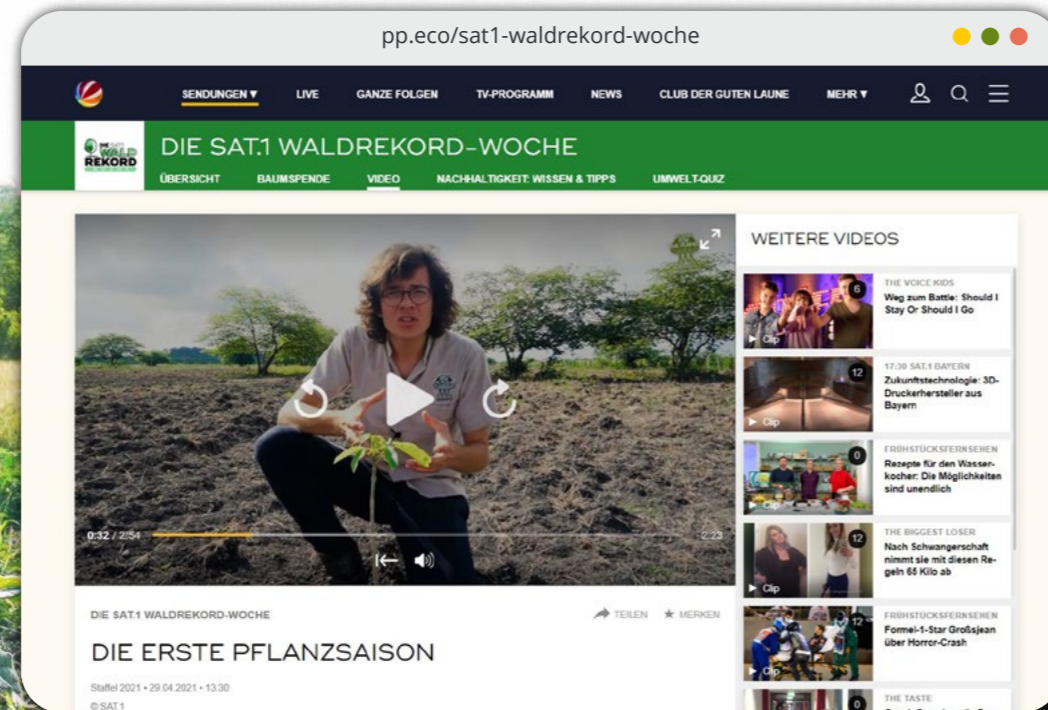
March 15, 2021 marked the launch of our biggest platform campaign to date: The German TV-channel SAT.1 announced the “Forest Record Week.” Through a large-scale campaign on TV, social media, print and outdoor advertising, attention was drawn to the climate crisis, while at the same time donations were collected for the restoration of forests in Mexico. Felix and our Ambassadors were guests on SAT.1 shows. Numerous companies and celebrities participated in the campaign. The result exceeded all our expectations: In total, over 1.5 million trees were donated to the SAT.1 forest.

Trees could be donated in many ways: online via the SAT.1 website, via charity SMS or even via Facebook fundraisers. And with each tree the Forest Record Week tree counter grew in real time. We were able to scale our applications in such a way that, at the peak, they could be used by over 35,000 donors at the same time.

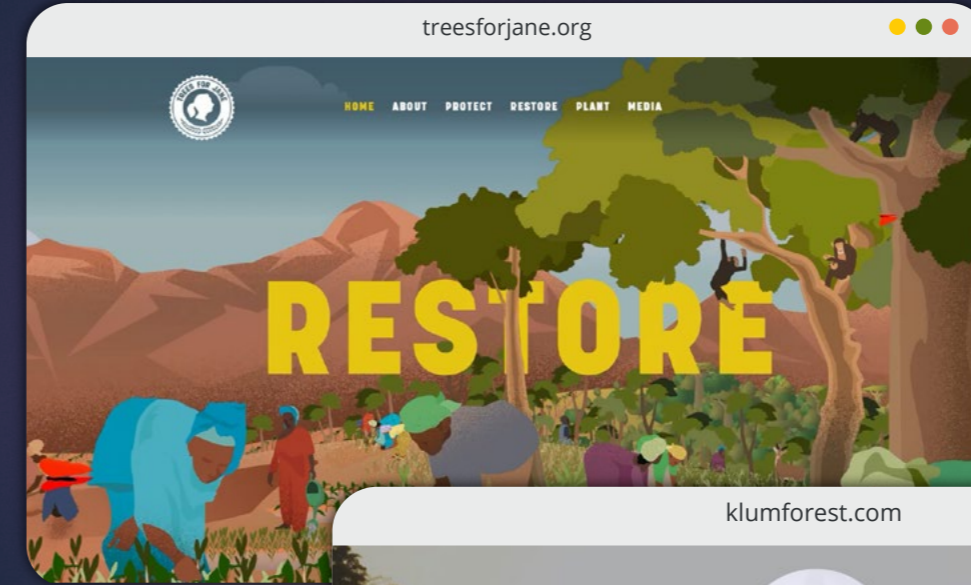
We have shown that we:

- have the technical know-how. We offer reliable, but also modern solutions with gaming effect - who donated NOW, who donated THE MOST.

- can inspire the audience for our story - broken down to a simple call-to-action “1€ = 1 tree”.
- are a strong partner for strong campaigns, also because we have proven practical experience in science-based restoration and can make a real impact in the fight against the climate crisis.

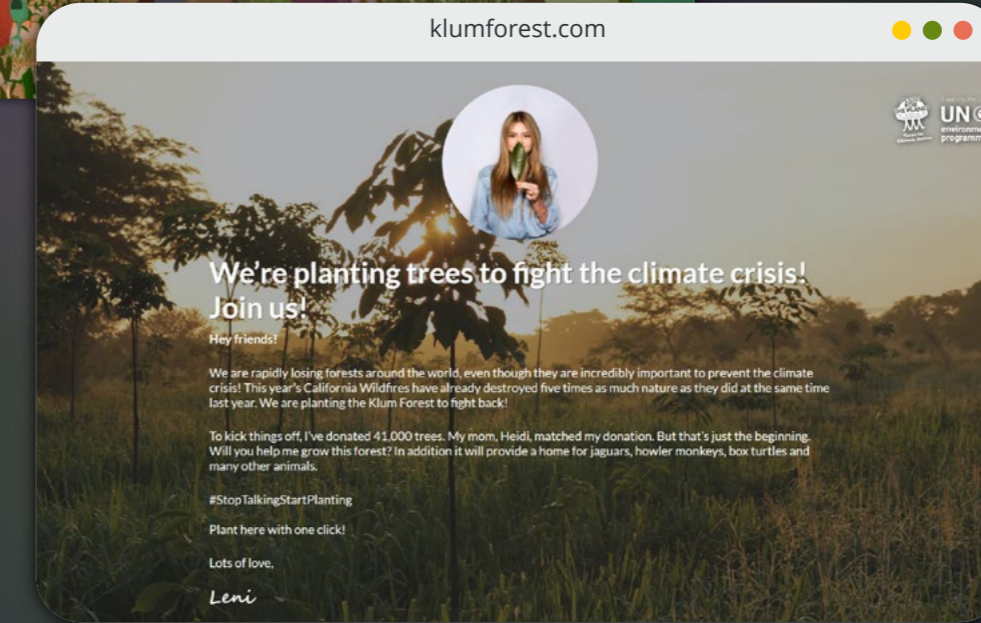
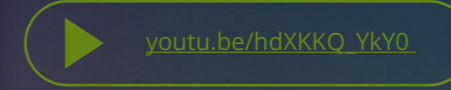


# Celebrity advocates use our platform to fight the climate crisis! Get involved!



By providing the platform, we were able to support **Dr. Jane Goodall's** restoration campaign in 2021.

Jane Goodall posted an impressive video about her idea:



**Leni Klum** joined our #stoptalkingstartplanting campaign. And much more. She donated 40,000€ for trees. Her mother Heidi doubled the donation. Leni's forest is also made possible through our platform.

If you also want to collect trees like Leni, create your own tree profile:

[pp.eco/login](https://pp.eco/login)



# Together we are strong

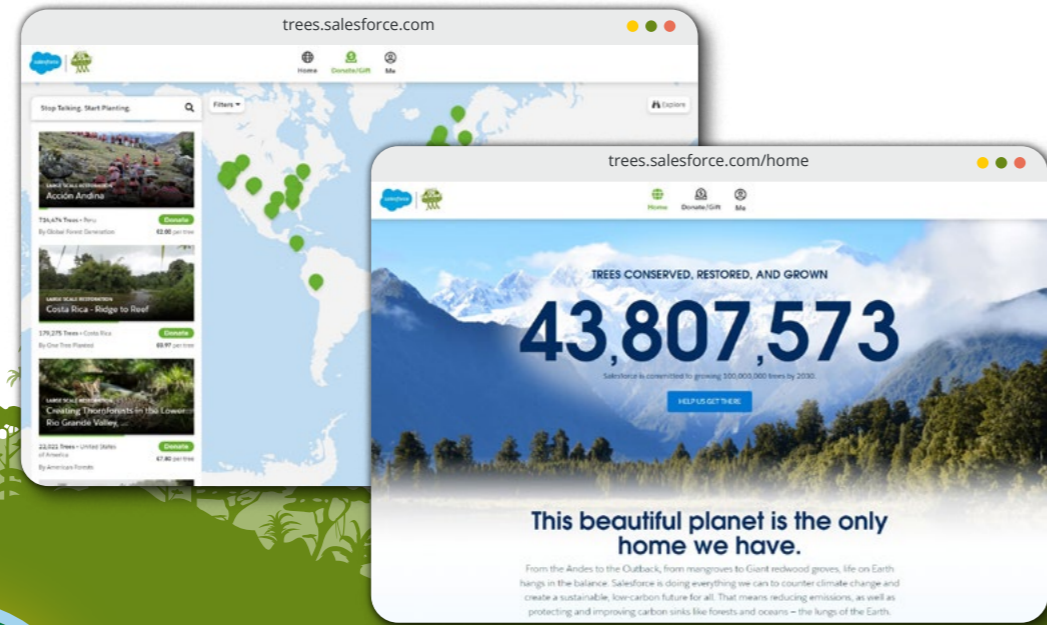
## “My Forest”, the forests of our partners

We rely on strong partnerships! As of 2021, we have been offering all our partners more help in sharing their commitment to a better future with the whole world and generating further tree donations. Together, we are triggering a positive chain reaction that will bring us closer to our goal of a trillion trees. All employees, customers and supporters of our partners are motivated to follow their good example and plant trees.

*“The technology developed by Plant-for-the-Planet allows us to bundle our ecosystem restoration engagement with many different organizations in one place. All information is readily accessible and customers, employees and other supporters can easily contribute to our global goal to conserve, restore, and grow 100 million trees by 2030, or even invite others to do so. **The monitoring and reporting is very transparent, so we always know how many trees have been planted where and by whom.**”*



**Tim Christophersen** - Vice President, Climate Action at Salesforce



Join a generational movement for a greener future - with your company, your employees and your customers\*! Learn more at: [plant-for-the-planet.org/partners](https://plant-for-the-planet.org/partners)

# Climate Neutrality

## The triple impact sets our partners apart from others

To stay below the crucial 1.5 degree target, our partners are expected to reduce emissions and at the same time sequester the carbon they have already emitted. Plant-for-the-Planet supports its partners in offsetting the remaining emissions through carbon certificates. Furthermore, together with these partners, we go two big steps further with restoration and empowerment.

**1 Certificates** – CO<sub>2</sub> compensation within the framework of climate neutrality with Plant-for-the-Planet takes place through the retirement of carbon certificates, which are used to promote the expansion of renewable energies and thus improve the global electricity mix.

The retirement of emission certificates is a service of Plant-for-the-Planet Service GmbH.



To ensure that our partners achieve the greatest possible impact through their engagement, we support them

- ▶ in **communication** – through up-to-date data, pictures and videos directly from the restoration areas, the commitment made becomes transparent and comprehensible for the whole world.
- ▶ in the **calculation of emissions** – here we work together with partners who calculate the emissions of our supporters.

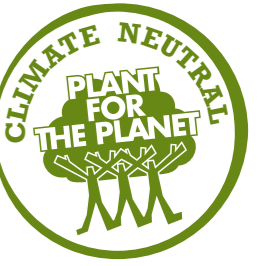
**2 Restoration** – Restoration by trees itself is not part of the compensation service. Trees capture carbon and give us important additional time for the energy transition. The protection and restoration of ecosystems are therefore indispensable for a future worth living.



**3 Empowerment** – Our partners support our Academies and the empowerment of young people. Ambassadors advocate for their future, give lectures and work on constructive and global solutions such as our Plant-for-the-Planet app.



More information about cooperation opportunities with Plant-for-the-Planet at [plant-for-the-planet.org/partners](https://plant-for-the-planet.org/partners)



# Stop talking. Start planting.

## Launch of the campaign

With the launch of the “Stop talking. Start planting.” campaign, we want to motivate as many people as possible worldwide and across generations to plant trees for a healthy global climate. As an official partner of the UN Decade on Ecosystem Restoration, and supporter of the United Nations Environment Programme, and with the great commitment of well-known faces - such as Leni Klum, Hannes Jaenicke and Willi Weitzel - we have joined forces with the children and young people of Plant-for-the-Planet to intensify our “Stop talking. Start planting.” campaign.

## Everyone can join in

Take action for a better future! Take a photo of yourself holding a leaf (from a tree of your choice) in front of your mouth and share this photo with the hashtags #plantfortheplanet #stoptalkingstartplanting #trillionpicschallenge #trilliontreecampaign on your social media channels to raise awareness. Plant your first tree now: [plant-for-the-planet.org](http://plant-for-the-planet.org) Motivate your children or your grandchildren to join our campaign, our Tree Talks or a Youth Summit and support them in the fight for climate justice.

We would like to thank our famous supporters for their committed participation in the “Stop talking. Start planting.” campaign.



Ewald Lienen



Willi Weitzel



Julian Jannsen  
(Checker Julian)



Leni Klum



Tereza Maxova



Tobias Krell  
(Checker Tob)

## Campaign in action

The “Stop talking. Start planting.” campaign has gained media momentum in 2021 and cannot be stopped! Thanks to great media partners who provide us with platforms for this - in magazines, on outdoor advertising spaces and in TV commercials - we are spreading our message of planting trees worldwide across generations.



## Lively and transparent

With authentic “planting update videos”, photos and texts produced on site by Plant-for-the-Planet, our personalities like Leni Klum call for people to join them in restoring forests and inspire them to plant [klumforest.com](http://klumforest.com) Only together as “Generation Restoration” can we fight the climate crisis to secure our future, and that of our children and grandchildren

# TREES DO NOT SOLVE THE CLIMATE PROBLEM.

But they are a smart way to give us extra time for the energy transition to succeed.



## We need the energy transition and trees.

The sixth assessment report of the Intergovernmental Panel on Climate Change (IPCC) confirms the objective of our current campaign: four options, covered by our campaign, are among the five with the greatest potential to reduce net emissions by 2030: solar energy, wind energy, conservation, and reforestation of ecosystems (see [ipcc.ch/report/ar6/wg3](http://ipcc.ch/report/ar6/wg3)).

We offer partners the possibility to communicate their responsibility, like here the example of DESERTEC (via Plant-for-the-Planet Service GmbH).



What could be your contribution to mitigating the climate crisis? Set a goal and support the restoration of forests. Find out what promises companies like Develay and Sitex are making at [zeitjoker.de](http://zeitjoker.de)



Learn more about DESERTEC at: [desertec.org](http://desertec.org)

# The Change Chocolate

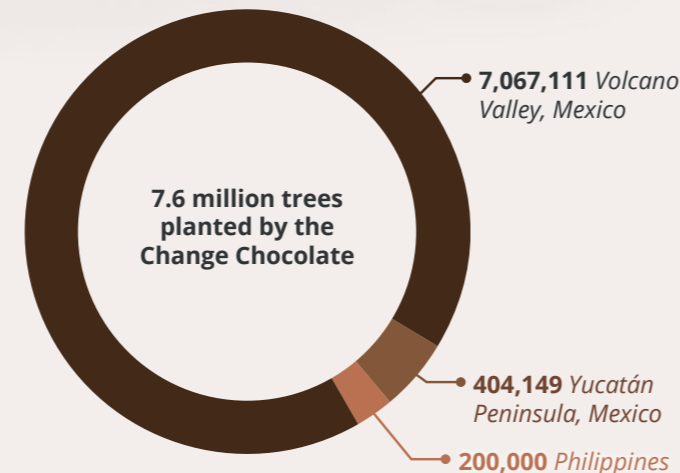
The Change Chocolate is a Fairtrade product of the children and youth initiative Plant-for-the-Planet, which is distributed by Plant-for-the-Planet Service GmbH. To date, Plant-for-the-Planet has already planted **more than 7 million trees** with the Change Chocolate (as of 31.12.2021). This is made possible by retailers and manufacturers who forgo their profits. For every five bars of the Change Chocolate or three bars of the organic Change Chocolate sold, one tree is planted. In 2021, Plant-for-the-Planet will plant all the trees donated in this way in Mexico. To this end, Plant-for-the-Planet A.C., Mexico, and PROBOSQUE, an organization affiliated with the Mexican Ministry of the Environment, have agreed to cooperate in the state of México (Volcano Valley).

## The City Edition of the Change Chocolate:

Plant-for-the-Planet enables cities and regions to sell the Change Chocolate with individually designed motifs in regional shops. These are often implemented in school projects and the young artists can later find their artwork on supermarket shelves. Through the sale of seven different city editions, a total of 28,392 trees were donated in 2021.



For the **Schweinfurt city chocolate**, for example, the motifs were selected as part of a painting competition on the subject of “species extinction,” in which students from secondary schools were able to participate.



**The Change Chocolate is distributed by Plant-for-the-Planet Service GmbH.** Therefore, the trees are not included in the Plant-for-the-Planet Foundation tree chart on page 8.



## This is where the trees are currently being planted:

The planting and care of the donated trees takes place on a total of almost 200 subplots of different sizes, all of which are managed in small, mostly rural structures by small farmers and cooperatives (ejidos). All restored areas have been declared protected areas.

In the selection of tree species, emphasis is placed on a suitable mixture of native varieties, for example various species of pine, a type of mimosa and the Mexican cypress. These integrate perfectly with the remaining forests and thus contribute to the preservation of the local biodiversity of secondary plants and animals.

The tree species can be found at [plant-for-the-planet.org/volcano-valley](http://plant-for-the-planet.org/volcano-valley)



Available at Edeka, Rewe, Kaufland, Kastner, Bunting, Bela, DM Drogeriemarkt and online at [thegoodshop.org](http://thegoodshop.org)

## The Change Chocolate in 2021 in numbers:

- nearly **1.6 million** trees planted
- seven city editions
- **three special editions**
  - Early Years Edition
  - Special edition “The School of Magical Animals”
  - Special edition “COP” on the occasion of the 26th World Climate Conference in Glasgow

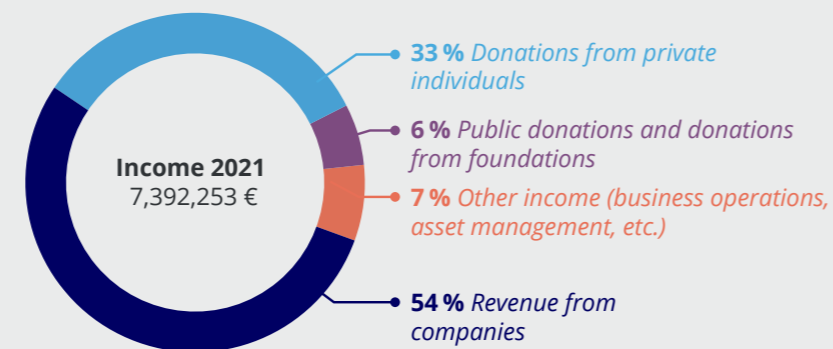
# Financial Report 2021

The financial development of the Plant-for-the-Planet Foundation continues to be positive. We have experienced a pandemic-related decline in income due to the fact that we were able to conduct far fewer Academies and thus had less presence in the field, which led to fewer grants in the academy area. On the other hand, we are pleased that we were able to further increase our endowment capital in 2021. It is also positive that, through frugal budget management, we were able to build up reserves of around 567,395 euros for projects that we will implement in the coming years.

## Income

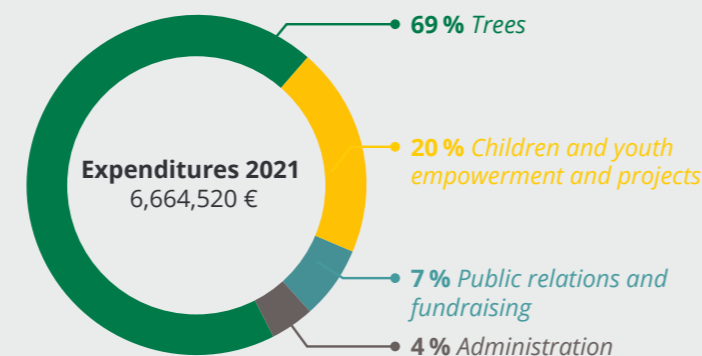
More than 68,000 private individuals and 2,000 companies (about half of them in the range of up to 100 euros) donated to Plant-for-the-Planet in 2021. Thanks to the SAT.1 Forest Record Week, we were able to reach a large number of them and turn them into donors for trees. For our further work as a foundation, it is vital that we also receive donations that are not earmarked for a specific purpose, allowing us to invest in developing the organization and undertake/initiate even more wonderful projects in line with our non-profit purposes. In recent years, we have established solid partnerships with companies. As a rule, these support both our empowerment and our restoration work. In 2021, there were more than 300 companies. When selecting our partners, we look for a long-term partnership, because it is important to us that our partners have a genuine interest in our work and impact. The top ten funders (companies, individuals and public institutions) accounted for 24% of our total revenue. The remaining 76% was distributed among more than 60,000 individual supporters. The largest single donation had an amount of 460,000 euros, which is approximately 6% of the total revenue of 2021.

Another component of the financial assets is the investment in Plant-for-the-Planet Service GmbH, whose sole shareholder is the Plant-for-the-Planet Foundation. The purpose of Plant-for-the-Planet Service GmbH is to grant and broker licenses, to acquire and support sponsors, and to communicate the idea and values of Plant-for-the-Planet. It implements this, among other things, through the sale of the Change Chocolate or the purchase and retirement of carbon certificates.



## Expenditures

Expenses at Plant-for-the-Planet have increased by 32%. We have invested in our communications department, resulting in higher personnel costs. But spending on tree planting was also more than 700,000 euro (and thus almost 20%) higher than in the previous year. Overall, we were able to keep administrative costs low at just 4%.



## Income statement 2021 (in euro)

	2021	2020
<b>A Ideal area</b>		
I Non-taxable income	6,752,378.58	6,989,626.47
II Non-taxable expenses	-6,647,020.74	-5,030,289.91
<b>Non-taxable profit/loss</b>	<b>105,375.84</b>	<b>1,959,336.56</b>
<b>B Income tax neutral items</b>		
I Non-material area	-9,000.00	-4,050.00
II Asset management	-0.11	-
Non-deductible expenses	-422.16	-
<b>Profit/loss items neutral to income tax</b>	<b>-9,422.27</b>	<b>-4,050.00</b>
<b>C Asset management</b>		
I Income	492,045.92	328,592.39
II Expenditure	-4,394.97	-1,756.46
<b>Profit/loss asset management</b>	<b>487,650.95</b>	<b>326,835.93</b>
<b>D. Special-purpose operation</b>		
I. Special purpose operation (subject to turnover tax)	146,906.29	201,931.71
Expenses for raw materials, consumables and supplies	2,718.36	-10,522.57
Other operating expenses	-4,610.60	-13,767.14
Interest and similar expenses	-1,277.19	-1,079.41
<b>Profit/loss from special purpose operation</b>	<b>143,736.86</b>	<b>176,562.59</b>
<b>E. Other business operations</b>		
I. Economic business operations Revenues	921.92	6,949.53
Cost of raw materials, consumables and supplies and of purchased goods	-148.31	-877.44
Other operating expenses	-364.43	-
<b>Profit/loss Other business operations</b>	<b>409.18</b>	<b>6,072.09</b>
<b>F. Annual result</b>	<b>727,732.56</b>	<b>2,464,757.17</b>
1. profit carried forward from the previous year	222,704.17	-929,428.00
2. withdrawals from revenue reserves	85,000.00	260,000.00
3. allocation to revenue reserves	-652,395.00	-1,572,625.00
<b>Profit brought forward</b>	<b>383,041.73</b>	<b>222,704.17</b>

## Balance 2021

	31.12.2021	31.12.2020
<b>Assets</b>		
<b>A. Fixed assets</b>		
I. Intangible assets	79,460.00	95,146.00
II. tangible fixed assets	6,072.00	8,124.00
III. financial assets	46,326.00	46,325.00
<b>B. Current assets</b>		
I. Inventories	141,798.98	112,912.89
II. receivables, other assets	3,306,647.83	2,186,369.76
III. cash, bank	5,210,920.84	5,726,985.13
<b>C. Prepaid expenses and deferred charges</b>	<b>6,705.40</b>	<b>331.25</b>
<b>SUM</b>	<b>8,797,931.05</b>	<b>8,176,194.03</b>
<b>Liabilities</b>		
<b>A. Equity</b>		
I. Foundation capital	1,659,466.67	1,637,690.50
II. reserves	6,078,854.05	5,511,459.05
III. profit carried forward	383,041.73	222,704.17
<b>B. Provisions</b>		
1. other provisions	228,000.00	12,000.00
<b>C. Liabilities</b>	440,926.30	714,357.31
<b>D. Deferred income</b>	7,642.30	77,983.00
<b>SUM</b>	<b>8,797,931.05</b>	<b>8,176,194.03</b>

# Audit, Auditor's Report

## HSL

**AUDITOR'S REPORT OF THE INDEPENDENT AUDITOR**  
To the PLANT-FOR-THE-PLANET FOUNDATION

### REPORT ON THE AUDIT OF THE FINANCIAL STATEMENTS

#### Audit Opinion

We have audited the financial statements of PLANT-FOR-THE-PLANET FOUNDATION, which comprise the balance sheet as at 31 December 2020 and the income statement for the year then ended.

In our opinion, based on the findings of our audit, the accompanying financial statements present fairly, in all material respects, the financial position of the Foundation as of 31 December 2020, and of its financial performance for the financial year from 1 January 2020 to 31 December 2020 in accordance with German principles of proper accounting.

Pursuant to Section 322 (3) sentence 1 of the German Commercial Code (HGB), we declare that our audit has not led to any reservations concerning the propriety of the annual financial statements. [...]

Munich, 29 July 2021

HSL GmbH  
Wirtschaftsprüfungsgesellschaft

  
Bertram Schmidt  
Certified Public Accountant



On our website at "Annual Reports"  
[plant-for-the-planet.org/annual-reports](https://plant-for-the-planet.org/annual-reports)  
you will find the audited financial statements of the past years.



## HSL

GMBH  
WIRTSCHAFTSPRÜFUNGSGESELLSCHAFT

### Testatsexemplar

PLANT-FOR-THE-PLANET FOUNDATION  
Uffing a. Staffelsee

Jahresabschluss und Tätigkeitsbericht  
für das Geschäftsjahr 2020

Bestätigungsvermerk des Abschlussprüfers

Während der Prüfung  
kritische Grund

- identifizieren  
unbearbeitete  
föhrer  
erlangte  
Grundlagen  
falsche  
Unrichtigkei  
beabsichtigt  
Außer

- gewinnrelevante  
unter  
ein Pr

- beurteilt  
ange  
den zusa

- ziehe  
gese  
Fortf  
Prüf

- Ere  
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bes  
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Wir  
uns  
Ere  
ihre

- bei  
Jah  
die  
Ja

Buchführung  
Vermöge

Wir erörtern  
geplanten  
Prüfungstermin  
wir während

#### SONSTIGE VERMERKE AUFGRUND

Wir haben  
2020 und die  
1. Januar 20

Nach unserer  
Stiftungsver  
Stiftungsver  
satzungsgem

Wir haben  
unter Beach  
(Revised)  
Anforderun  
Qualitätss  
gemäß  
Wirtschaft  
Unabhäng  
Vorschrift  
Auffassung  
sind, um

Die ge  
Stiftungs

für die Vorkehrungen und Maßnahmen (Systeme), die sie dafür als notwendig erachtet haben.

Unsere Zielsetzung ist, hinreichende Sicherheit darüber zu erlangen, ob in allen wesentlichen Belangen das Stiftungsvermögen zum Bilanzstichtag erhalten und die Stiftungsmittel im Geschäftsjahr satzungsgemäß verwendet wurden, sowie einen Vermerk zu erteilen, der unsere Prüfungsurteile in Bezug auf die Erhaltung des Stiftungsvermögens und die satzungsmäßige Verwendung der Stiftungsmittel beinhaltet. Während der Prüfung üben wir pflichtgemäßes Ermessen aus und bewahren eine kritische Grundhaltung.

München, den 29. Juli 2021

HSL GmbH  
Wirtschaftsprüfungsgesellschaft



Bertram Schmidt  
Wirtschaftsprüfer



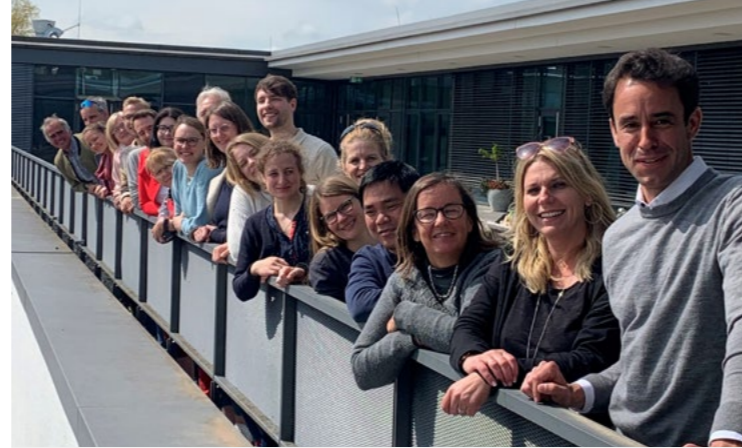
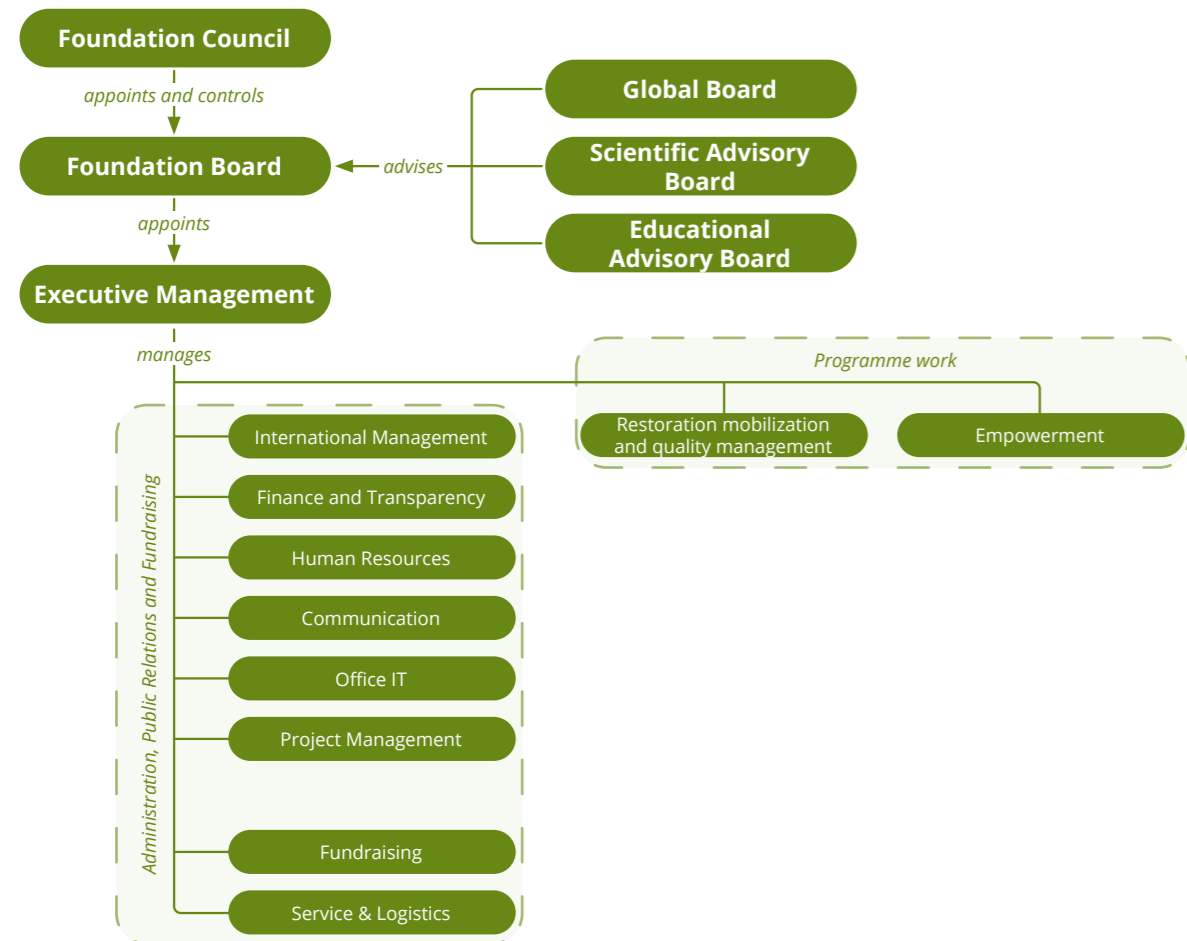
Die Veröffentlichung oder Weitergabe des Jahresabschlusses mit unserem Bestätigungsvermerk darf nur in der von uns bestätigten Fassung erfolgen. Dieser Bestätigungsvermerk bezieht sich ausschließlich auf den deutschsprachigen und vollständigen Jahresabschluss.

# How we work

## The organizational structure of the Plant-for-the-Planet Foundation

In 2021, we made the necessary efforts to supplement the organs of the foundation, the Board of Directors and the Foundation Council, with additional persons and thus qualifications from 01.01.2022 onwards. The Foundation Council is the supervisory body of the Plant-for-the-Planet Foundation. It monitors the Board of Directors and compliance with the founder's will as laid down in the Statutes. With the entry into force of the new statutes

([pp.eco/b/statutes](https://pp.eco/b/statutes)) at the beginning of August 2022 Felix Finkbeiner resigned from the Foundation Council in order to continue to serve as Chairman of the Board. The Board of Directors is obliged to manage the Foundation's assets and other funds conscientiously and economically. The full-time Board of Directors and the Executive Management manage the Foundation operationally.



Team photo of Plant-for-the-Planet Foundation. The Foundation has 32 employees, 27 of whom are full-time equivalents (as of July 2022).

Get to know our team at: [plant-for-the-planet.org/our-team](https://plant-for-the-planet.org/our-team)

**Global Board**  
Akshit, Christopher, Douabou, Elena, Huirong, Ismael, Jinalee, Johann, Kate, Miku, Muskan, Yugratna  
(annually democratically elected youth board, for data protection reasons only first names are mentioned here).

**Foundation Council**  
Franziska Finkbeiner Chairperson of the Foundation Council, honorary  
Gregor Hintler Member of the Foundation Council, honorary (since 01.01.2022)  
Sagar Aryal Member of the Foundation Council, honorary (since 01.01.2022)

**Board of Directors**  
Felix Finkbeiner Chairman of the Board, part-time  
Michael Durach Deputy Chairman of the Board, honorary  
Fatou Jeng Member of the Executive Board, honorary (since 01.01.2022)  
Dr. Thilo Pfletschinger Member of the Executive Board, full-time (since 01.01.2022)

**Executive Management**  
Caroline Gusinda full-time

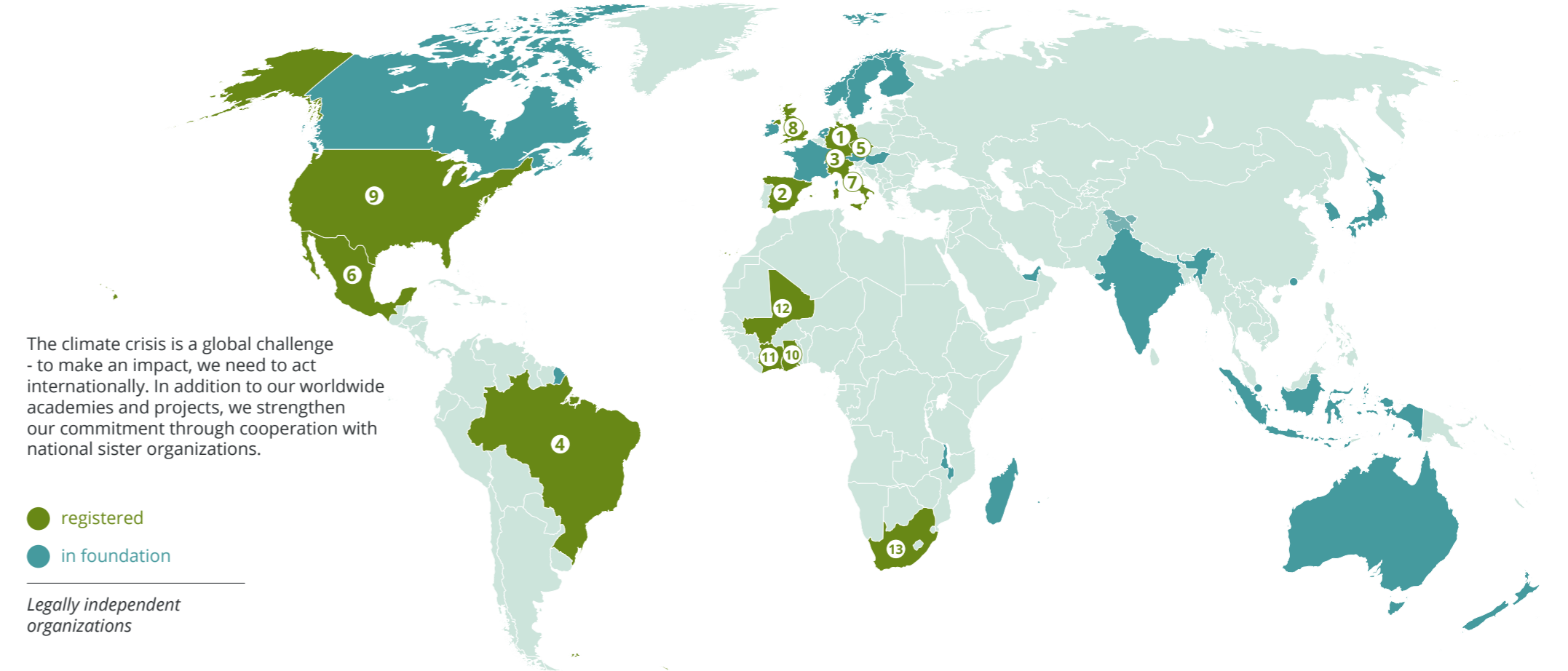
**Scientific Advisory Board (Restoration)**  
Dr. Leland Werden  
Dr. Colin Averill  
Prof. Dr. Thomas Crowther  
Prof. Dr. Dr. Dr. Franz Josef Radermacher  
Dr. Bonnie Waring

**Educational Advisory Board**  
Prof. Dr. Anabel Ternès von Hattburg  
Evelyn Araripe

**Patrons**  
Fürst Albert II. von Monaco  
Dr. Klaus Töpfer

**Ombudsperson**  
Ulrich Martin Drescher

# International tasks for the Plant-for-the-Planet Foundation



The climate crisis is a global challenge - to make an impact, we need to act internationally. In addition to our worldwide academies and projects, we strengthen our commitment through cooperation with national sister organizations.

- registered
- in foundation

Legally independent organizations

1. Plant-for-the-Planet Foundation, Germany  
Plant-for-the-Planet Service GmbH, Germany  
Plant-for-the-Planet Initiative e.V.
2. Fundación Plant-for-the-Planet España
3. Plant-for-the-Planet Foundation Switzerland
4. Associação Plant-for-the-Planet Brazil
5. Plant-for-the-Planet Czech Republic Nadace
6. Plant-for-the-Planet, Asociación Civil, Mexico

Non-profit Foundation  
Company  
Non-profit Association  
Non-profit Foundation  
Non-profit Foundation  
Non-profit Association  
Non-profit Foundation  
Non-profit Association

7. Plant-for-the-Planet Italia ODV
8. Plant-for-the-Planet UK
9. Plant-for-the-Planet U.S.
10. Plant-for-the-Planet Ghana
11. Plant-for-the-Planet Cote D'Ivoire
12. Plant-for-the-Planet Mali
13. Plant-for-the-Planet South Africa NPC

Non-profit Association  
Non-profit Organization  
Non-profit Company  
Non-profit Company  
Non-profit Organization  
Non-profit association  
Non-profit Company

# Successes worldwide

## Independent Plant-for-the-Planet organizations working in their countries

### Sharing our experiences in Mexico with the world

Since 2015, the restoration of degraded forests on the Yucatán Peninsula, Mexico, has been the central task of Plant-for-the-Planet A.C. (Asociación Civil), Mexico. Thanks to donations from Germany and proceeds from the sale of the “Change Chocolate”, 19,272,997 trees were

planted in various regions of Mexico between 2015 and 2021. We are also gaining valuable experience here, which our IT team translates into software and makes available free of charge to all restoration organizations worldwide. [plant-for-the-planet.org/yucatan](http://plant-for-the-planet.org/yucatan)



Strong together - Felix with the team of Plant-for-the-Planet A.C., Mexico. In the video, Felix takes you on a tour of our campus in Constitución, Mexico.

[youtu.be/eAPYbh8G3MU](https://youtu.be/eAPYbh8G3MU)



## New structures in Mexico

Our sister organization, Plant-for-the Planet A.C., Mexico, also has two new board members. In addition to the long-standing president *Dr. Raúl Negrete Cetina*, the general meeting appointed the notary *Gabriela Alejandra González López* and the engineer *Julián Tarsicio Carta López* to the board.

At Plant-for-the-Planet A.C., Mexico, work was also done on the statutes. The document is currently being examined by the responsible notary. The main aim of the amendment to the statute is to fulfill the current regulatory requirements.

## Auditor's report Mexico

**PKF, Cancún on the financial statements 2015-2021 of Plant-for-the-Planet A.C., Mexico**

*“The results of the audit did not give rise to any objections, so that an **unqualified audit opinion** was issued on 31 May 2022 on the financial statements as at 31 December 2021 of Plant-for-the-Planet, A.C., Playa del Carmen, Mexico. [...]*

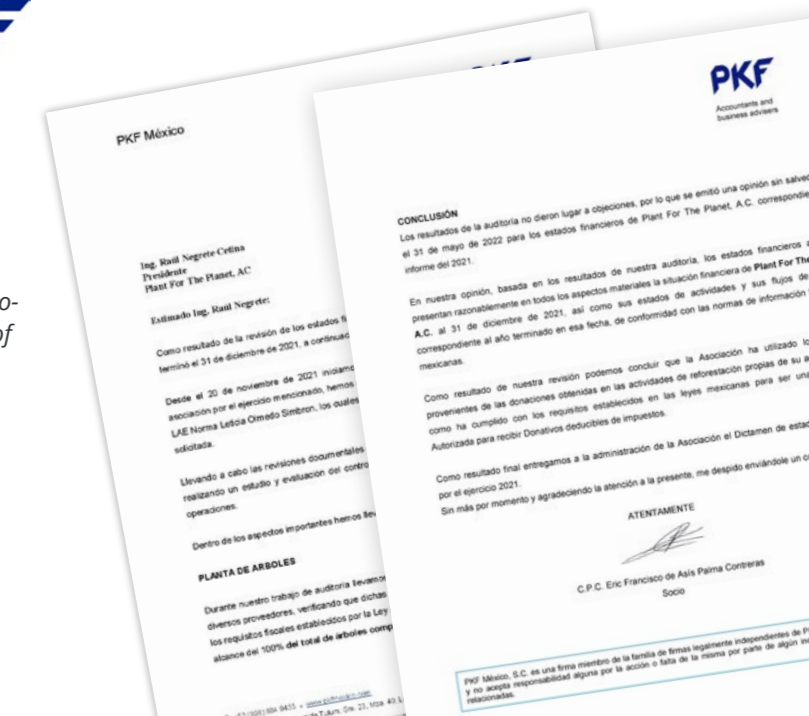
*During the seven-year period 2015-2021, a total of 19,272,997 trees were planted with the funds received by the Mexican association mainly from Plant-for-the-Planet Foundation, Germany. Based on our audit, we concluded that employees of the Mexican association planted 7,560,412 trees in Constitución, Campeche, on land owned by the non-profit organization Plant-for-the-Planet A.C.. In addition, Plant-for-the-Planet A.C., Mexico, has financed the planting of a further 11,712,585 trees, in some cases even planting them with its own employ-*


*ees or supervising their planting - in cooperation with Reforestación Sierra Guadalupe, with Conalep, with Inifap in Bacalar, with Sembrando Vida, Sec. Bienestar and with Probosque in Valle de los Volcanes. [...]*

*We note that as of 31 December 2021, the association holds use rights over 13,184.00 hectares for reforestation and restoration, and property rights over 10,728.61 hectares, a total of 23,872.61 hectares.”*


Cancún, 19 August 2022

C.P.C. Eric Francisco  
de Asís Palma Contreras Partners






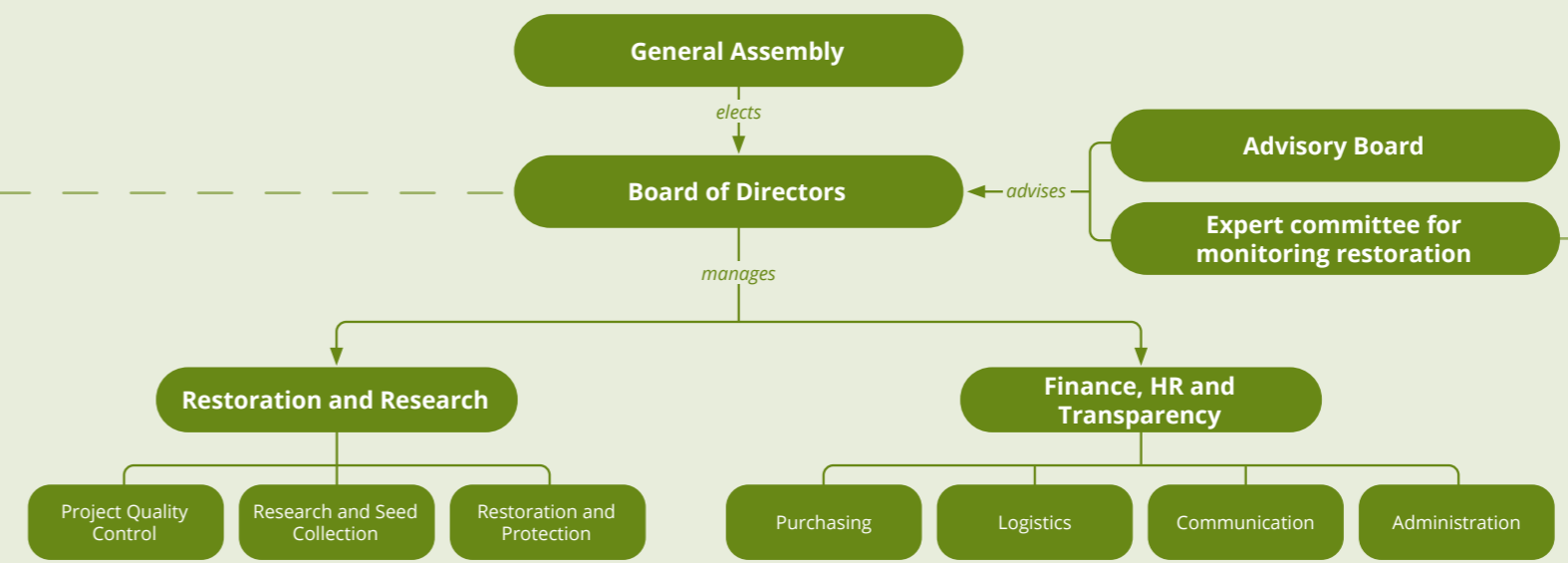
**Dr. Raúl Negrete Cetina**  
President of *Plant-for-the-Planet A.C.*  
Property Appraiser



**Lic. Gabriela Alejandra González López**  
Board member  
Notary



**Ing. Julián Tarsicio Carta López**  
Board member  
Engineer



**Dr. Pilar Angélica Gómez Ruiz**,  
Professor at Universidad Autónoma del Carmen

**Dr. Rakan A. Zahawi**,  
Director of the Charles Darwin Foundation

**Dr. Joachim Hamberger**,  
Head of the State Academy for Food, Agriculture and Forestry Abensberg-Landshut (Germany)

**Joachim Elsässer**,  
Representative, Federation of German Industries (BDI)

[plant-for-the-planet.org/our-team/restoration](http://plant-for-the-planet.org/our-team/restoration)





## Reforestation with the assistance of the local chief

2021 marked the start of planting for the Plant-for-the-Planet restoration project. In Banpewa near Bamboi in the Savannah Region, 14,057 trees were reforested by the end of 2021. Involving the local community is a very important guiding principle. Therefore, Mohammed (Founder and Managing Director) of Plant-for-the-Planet Ghana visited the head of Banpewa, *Nnaa Dr. Agbaa Jaaga III*, at his residence. The head and other representatives welcomed the restoration project and promised their support.

[pp.eco/plant-for-ghana](https://pp.eco/plant-for-ghana)



In the video, Mohammed explains the Plant-for-the-Planet project [youtu.be/f7kol\\_ykNtl](https://youtu.be/f7kol_ykNtl)



The Plant-for-the-Planet Ghana team started the agroforestry project in 2021.



Chief Nnaa Dr. Agbaa Jaaga III (centre) with representatives of Plant-for-the-Planet Ghana



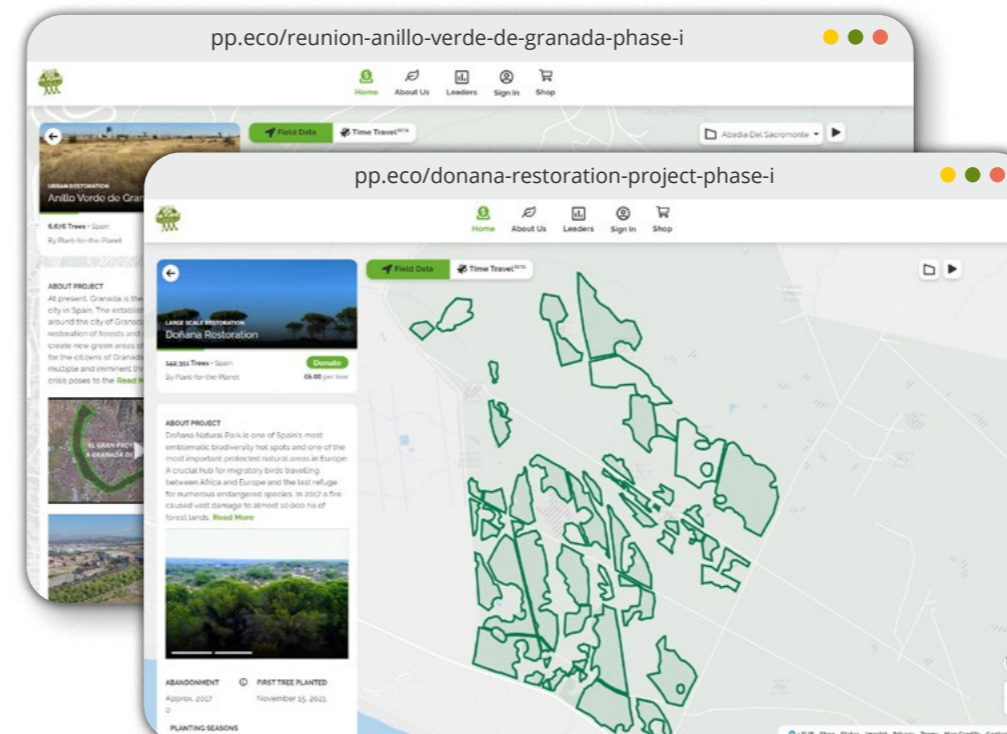
## One Million Trees for Andalusia

Fundación Plant-for-the-Planet España is leading an extensive project with the goal of reforesting one million trees in Andalusia. The first project site is the Doñana National Park, which was affected by a severe forest fire in 2017. More than 128,000 trees were planted in 2021. The second project aims to create green spaces and new forest-like areas in the Granada region for present and future generations.

Unfortunately, 16,700 trees were destroyed by a forest fire in early 2022. The fire was caused by two young people who had illegally barbecued in extremely dry conditions. But the trees are urgently needed, so the project continues and the trees will be replanted.

The support of the public and private actors involved, especially the philanthropists Caspar Berendsen and Celia Muñoz, deserves special mention.

More information on the project at [plant-for-the-planet.org/andalucia](https://plant-for-the-planet.org/andalucia)



Plant-for-the-Planet España is reforesting the forest fire-ravaged Doñana National Park.



## The Italian city of Ferrara is greening up with Plant-for-the-Planet

A very special cooperation has been established between Plant-for-the-Planet Italia ODV and the city of Ferrara. With a project to reforest the outskirts of the city with native lowland vegetation, Ferrara - the green city of Europe - is the first Italian city to be included on the platform of the Trillion Tree Campaign.



**Alessandro Balboni**, Councillor for the Environment of the Municipality of Ferrara, at the public launch of the project.



## Ambassadors in the Amazon

In Alta Floresta (state of Mato Grosso), Associação Plant-for-the-Planet Brazil trained more than 400 Climate Justice Ambassadors and planted 800 trees. The project "Climate Justice Ambassadors in the Amazon" continued the successful partnership with the municipality of Alta Floresta, a city known as the "Arc of Deforestation". In 2021, the Konrad Adenauer Foundation supported the implementation of the project on a larger scale. This enabled Plant-for-the-Planet Brazil to double the number of participants and impact.



Education for children is an effective tool in the fight for the rainforest.



## Run4Trees before trees run out

Plant-for-the-Planet Stiftung Schweiz has adapted to the pandemic situation with a new climate education concept and flexible formats. In 2021, six tree-planting events and five Academies with 198 pupils took place. Kate, the Climate Justice Ambassador and President of the Global Board (Plant-for-the-Planet Initiative e.V.), mobilized for the second time for a *Run4Trees*, a fundraising run for trees, at the International School Basel. The students were able to collect donations to the astonishing amount of CHF 6,855 (approx. EUR 6,600). 20% of the donation will support sustainability projects at the school, the other 80% will be used to plant 4,570 trees.

Would you also like to organize a *Run4Trees*?  
More information at:

[plant-for-the-planet.org/ideas-and-tools/#Run4Trees](https://plant-for-the-planet.org/ideas-and-tools/#Run4Trees)



## Climate protection influencers

The 2021 focus for Team Czech Republic included communication and online presence. On their own website and social media, they actively participated in the #stoptalkingstartplanting campaign.



Support our international commitment

Donate to Plant-for-the-Planet  
[pp.eco/donate](https://pp.eco/donate)

# What we have learned

Plant-for-the-Planet is and always has been an organization shaped by young people, an organization with big goals. Because we are aware of one thing: it is not enough to move forward in small steps, time is working against us. We have to achieve great things. That's why 2019 was a milestone for the organization: with the launch of our platform [pp.eco](https://pp.eco), where planting and restoration projects all over the world can register, we manage to move big things together with you.

A lot has also changed in the planting and restoration project of our sister organization Plant-for-the-Planet A.C., Mexico. When the first tree was planted in 2015, it was still the declared goal to remove the wood after it had been standing for a sufficient period of time in order to put it to sustainable use.

This strategy has been changed as of 2019. The focus is now on creating an intact ecosystem and bringing back biodiversity. This decision was made in close consultation with the Foundation, which is the main donor for the restoration activities in Mexico. Today, our donors have many opportunities to see what is happening in Mexico. Daily planting reports and the TreeMapper app provide a daily update on the progress of the restoration work in Mexico. In addition, we regularly report on the work of our sister organization in Mexico in blog articles and videos.

After several years of almost exclusively positive media response, some newspaper articles have also taken a critical look at our movement. Any allegations contained therein that we encourage people to donate using misleading information or dubious promises, can be factually refuted by us. Accelerating ecosystem restoration is essential to give us a future worth living. That is why the United Nations has declared this decade the "UN Decade on Ecosystem Restoration". We are aware that we have grown very quickly in recent years and that organizational

structures have not always kept pace with this speed. We are therefore continuously working on optimizing our organization in order to transform mistakes into improvements in our structures. Of course, we have also taken the reporting as an opportunity to carry out internal reviews and organizational as well as procedural changes, as we have always done in the sense of continuous improvement.

It is right and important that journalists question our work objectively. We reacted in December 2020 and put all the information on our website to refute the unfounded accusations. Answers to the most important questions are on the website as Frequently Asked Questions (FAQ): [plant-for-the-planet.org/faq](https://plant-for-the-planet.org/faq)

Transparency and control are elementary for us, as the development of TreeMapper also shows. Since 2016, our Mexican sister organization, the non-profit Plant-for-the-Planet A.C., has been documenting its plantations on the Yucatán Peninsula in daily reports - data that is accessible via our website since the end of 2020. Plant-for-the-Planet Mexico has received unqualified audit opinions from the international auditing firm PKF for all annual financial statements since 2015. The same applies to the Plant-for-the-Planet Foundation. German auditors have also issued unqualified audit opinions for its annual financial statements since 2013.

For every euro that has been earmarked for trees since 2007, we have planted a tree in the current or a subsequent planting season. Every donation that has been entrusted to us for a specific purpose is used to improve the transparency and quality of restoration worldwide, for the development of software solutions, for the promotion of science and for our core task: to empower young people to become active in fighting the climate crisis. We have

always been advised by renowned scientists in this work.

We have recently successfully implemented the following organizational and procedural improvements:

- We produce an annual transparency report.
- Our restoration work in Mexico is monitored by renowned external scientists.
- In questions of education, we are advised by the Educational Advisory Board.
- We were able to expand our team of ecologists to nine colleagues.
- We have established additional research partnerships - for example with Dr. Bonnie Waring's research group at Imperial College in London and with the National Research Institute INIFAP in Mexico - in order to use our restoration areas for restoration ecology research projects with the greatest effectiveness.
- We developed our statutes in close consultation with the Foundation's supervisory authority and revised them with the international law firm Gibson, Dunn and Crutcher LLC, who provides pro bono support.
- We have been accepted into the Transparent Civil Society Initiative (Initiative Transparente Zivilgesellschaft).
- Since January 2022, Dr Thilo Pfletschinger, expert in organizational and process design as well as risk management, has complemented the Plant-for-the-Planet team as a full-time board member.

As founder and Chairman of the Board of Directors of Plant-for-the-Planet Foundation, Felix Finkbeiner is still actively involved in the day-to-day business and drives research activities in particular.

Today, young people around the world are fighting for climate justice and the energy transition, i.e. the complete

phase-out of fossil fuels. Trees alone cannot solve this problem, but they give us valuable additional time.

This is also confirmed by the latest assessment report of the Intergovernmental Panel on Climate Change (IPCC). In the future, we will rely even more than ever on science and research on ecosystem restoration to raise the quality of the global restoration movement.

We would like to thank all our partners who have remained loyal to us even in difficult times and who are helping us to mitigate the climate crisis.

## Together we have moved a lot – thank you for your support!

*"We have thoroughly investigated all the accusations that have been made against you. In fact, from our point of view, there is no truth in these accusations. [...] Mistakes are always made and there are certainly mistakes that have happened, but that is not at all decisive. You and your comrades-in-arms started something at a very young age that [became] a huge organization around the globe. [...] The Foundation's open approach in consequence to individual critical reports on the meaning, impact and success of its path, has ultimately reassured us."*

**Dr. Reinhard Zinkann,**  
Chairman of the Economic Society for Westphalia and Lippe and Managing Partner of Miele & Cie. KG, in an interview on 28 August 2021.

*"Felix Finkbeiner and his initiative tackle the problem as a good entrepreneur would. And what is equally important, they learn from mistakes: fall down, get up, keep going - that is the road to success to make their project better and better. [...] Young people have developed their own digital platform so that everyone can follow their own restoration project digitally with location, time, type of tree, even the name of the planter. [...] A start-up that has made it to world stature."*

**Sarna Röser,**  
Federal Chairwoman of the Young Entrepreneurs Association, laudation at the Westphalian Peace Prize

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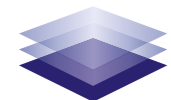
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We are committed to transparency. As a signatory of the Transparent Civil Society Initiative,  
we provide the public with ten basic pieces of information and will continuously update them:  
[plant-for-the-planet.org/transparency](http://plant-for-the-planet.org/transparency)



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The first of three  
Plant-for-the-Planet nurseries  
on Mexico's Yucatán Peninsula.



If you would like to continue supporting our work, you can easily donate via our website [pp.eco/donate](https://pp.eco/donate)

Thank you very much!



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