

# Transparency report 2022

We are tackling the  
climate crisis



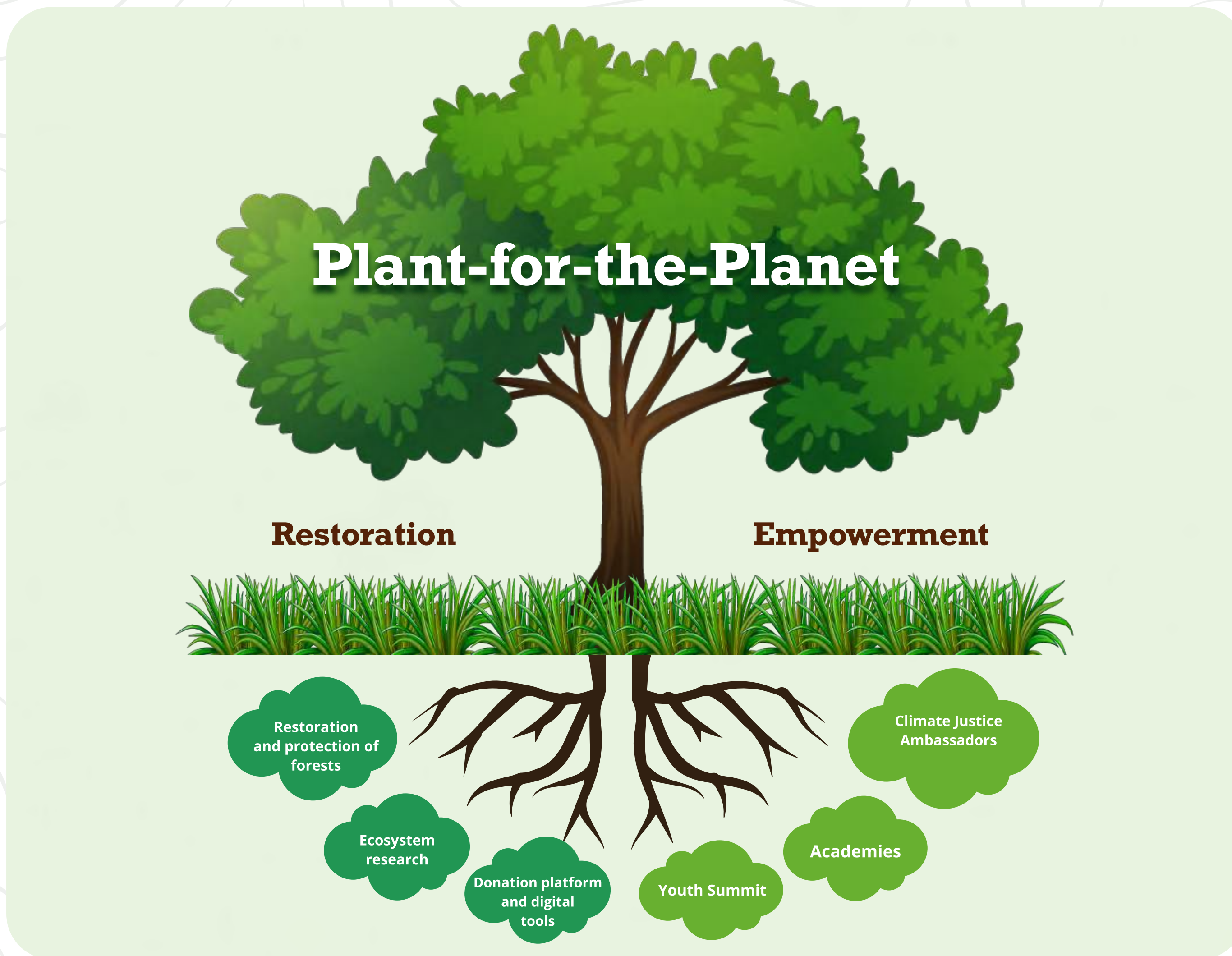
UNITED NATIONS DECADE ON  
**ECOSYSTEM  
RESTORATION**  
2021-2030

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



# The two strong roots of our organization

One root for the restoration of forest ecosystems and another for the empowerment of children and young people.  
This is how Plant-for-the-Planet is growing purposefully into the future.





# Foreword

**Dear donors, dear supporters,**

The climate crisis has long since reached us in Europe - with enormous heatwaves, devastating forest fires and floods.

Nevertheless, far too little action is being taken. Even some politicians still do not understand that we no longer have time to hope for new technologies. We need to massively reduce emissions now.

Every tonne of CO<sub>2</sub> that is not produced in the first place is the best climate protection and reduces the ecological, social and economic impact of the climate crisis.

Simultaneously, we need to restore ecosystems that absorb CO<sub>2</sub> from the atmosphere. There was renewed scientific confirmation of this in 2022: the IPCC synthesis report sees the restoration of forest ecosystems as essential for mitigating the climate crisis.

Our ambassadors for Climate Justice Ambassadors never tire of making it clear to adults that bold action is needed now and they continue to lead the way by planting trees and demanding climate justice.

In 2022, we were finally able to get back into full swing with on-site activities and, in addition to holding many academies, we organized our Youth Summit for the eighth time. A new initiative We also started a new initiative, our restoration experts began advising the many forest restoration and conservation projects on our donation platform. In this way, we are helping to ensure that not only more projects have access to funding, but also that the quality of the projects increases. We would like to expand this further in the future.

A lot has also happened structurally in 2022. A new, independent board has taken the helm to establish clearer structures within the foundation, to better position ourselves when it comes to organizational development.

We would like to thank all of our donors and supporters for their trust and now invite you on a journey through 2022 to show you how the funds provided were used.



*Felix Finkbeiner*  
**Felix Finkbeiner**

Founder of the  
Plant-for-the-Planet Foundation



A handwritten signature in black ink.

**Jens Waltermann**

Chairman of the Board of  
Directors of the Plant-for-the-  
Planet Foundation



# Facts and figures 2022



## **95,898 ambassadors for Climate Justice Ambassadors since 2008.**

Young people are fighting for their future. They are calling on people, companies and politicians worldwide to act sustainably and plant trees.



## **Over 15 countries represented at the Youth Summit.**

Finally in person again: after three years, the Plant-for-the-Planet ambassadors were able to meet at this year's Youth Summit in Bonn. 60 participants from over 15 countries and all continents were represented. The annual meet-up promotes networking among young people. They work together to expand the global community and develop new initiatives with a global impact. They also represent Plant-for-the-Planet through speeches at conferences and in public.



## **24 millionth tree in Mexico since 2015.**

In Plant-for-the-Planet Mexico's restoration projects, the forests and the wealth of experience are growing in equal measure. We share our findings with the global restoration community. Plant-for-the-Planet has already planted a total of 24 million trees in Mexico with 10 million in the largest project on the Yucatán Peninsula.



## **70.34 million trees donated via the Plant-for-the-Planet platform since 2019.**

With our [pp.eco](#) platform, we are creating a vibrant network of carefully vetted, high-quality partner organizations. We support them through visibility, the transfer of donations, smart software tools and advice on restoration activities.



## **33 species of native trees.**

With many different tree species, we are not only tackling the climate crisis, but also the biodiversity crisis. In 2022, we planted 33 species of native trees in Mexico. We have now planted over 41 tree species in Constitución (Mexico) and the surrounding area.



## **Opening of the Restoration Research Park.**

We are conducting large-scale field trials with both in-house and external scientists to research long-term solutions for restoring forests that can withstand the challenges of the climate crisis and are also beneficial to the local population.



## **Protection of 520,000 hectares.**

Plant-for-the-Planet supports the government of Campeche in protecting the Balam-Kú and Balam-Kin biosphere reserves on the Yucatán Peninsula in Mexico.



# 2022 in review



## 05 Empowerment of children and young people

After the pandemic, academies are finally back on site! Facts, figures and insights into the activities of our ambassadors for Climate Justice Ambassadors



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10th anniversary and the new vegan dark chocolate



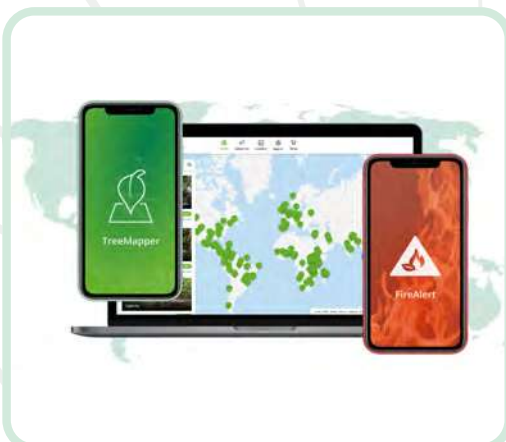
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Supporting the restoration organizations on our platform through standards, advice and research

## 33 Plant-for-the-Planet worldwide

Almost 2,000 new ambassadors in Brazil and Spain and many more success stories from our Plant-for-the-Planet sister organizations



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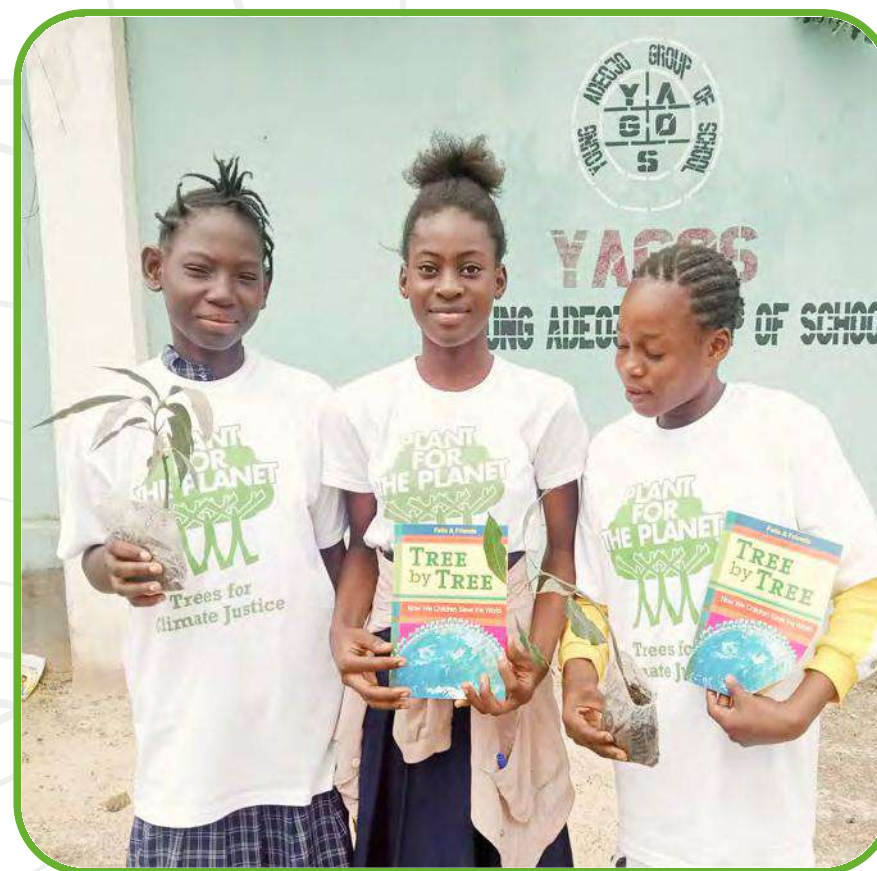
Felix's review of the past year and partners with whom we are tackling the climate crisis



# Empowerment of children and young people

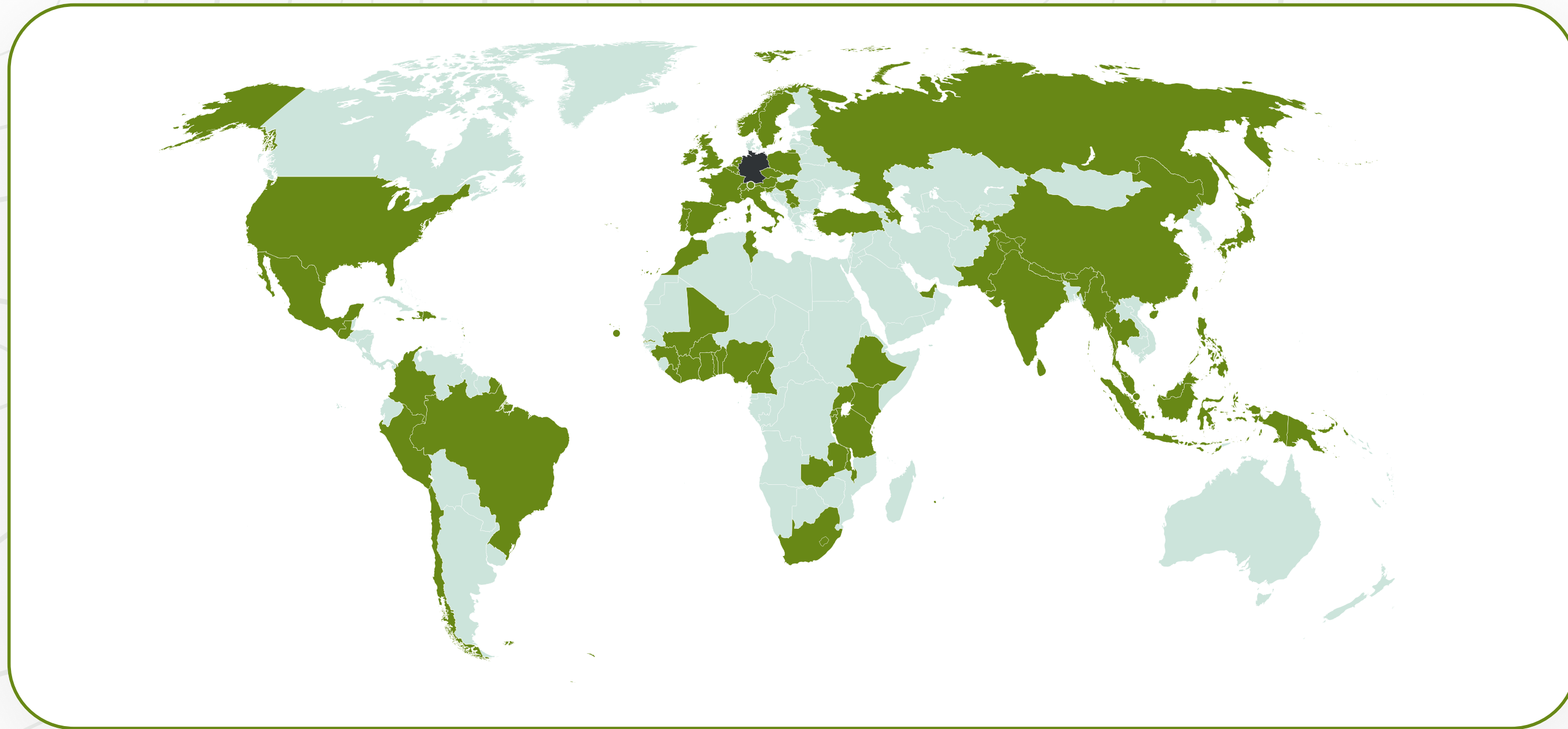
Plant-for-the-Planet began empowering children and young people through academies in 2008. The one-day workshops, in which children train other children to become ambassadors for climate justice ambassadors, were not only successful in Germany: more and more countries and formats were added in which children became active for their future. Once trained, the ambassadors have many opportunities to become active; initially in their region or country and, with increasing age and experience, also at an international level.

The empowerment team at Plant-for-the-Planet Foundation supports the children and young people in a variety of ways - be it by organizing networking events and educational formats, arranging appearances or providing materials to become active themselves. To this end, the team is in close contact with the climate justice ambassadors, parents, teachers, volunteers and colleagues in the Plant-for-the-Planet sister organizations.

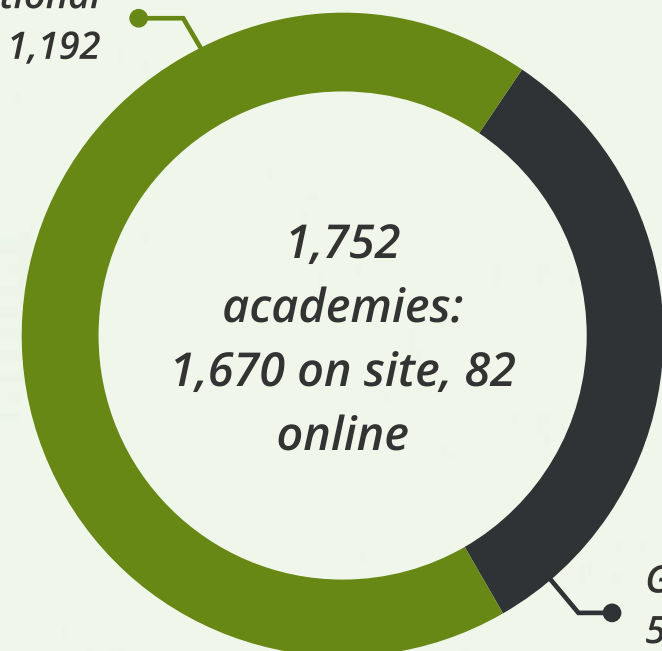




## Countries in which Plant-for-the-Planet has carried out empowerment activities since 2008



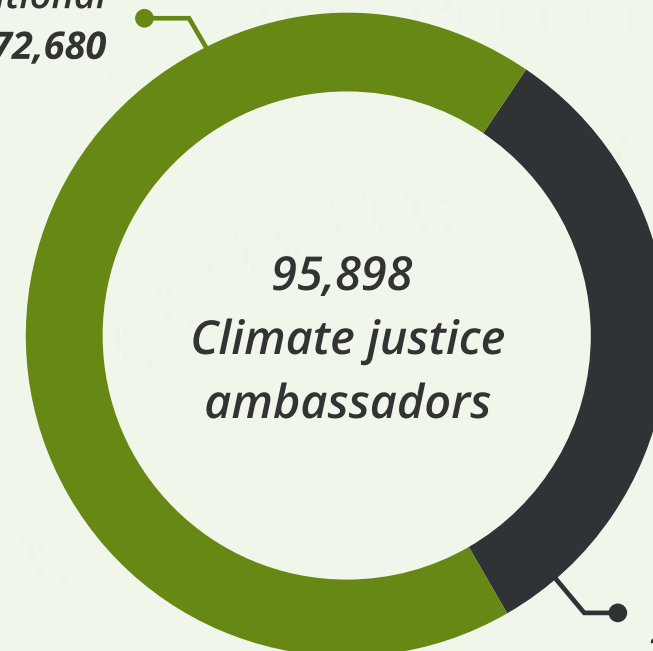
International  
1,192



1,752  
academies:  
1,670 on site, 82  
online

Germany  
560

International  
72,680



95,898  
Climate justice  
ambassadors

Germany  
23,218

### And also

- 19 Children's Conferences\*
- 72 Tree Talks\*\*
- 8 Youth Summits
- 15 Empowerment Workshops
- 12 Youth Summits

### More information at:

[pp.eco/children-adolescents](http://pp.eco/children-adolescents)

In addition, children have informed and shaken up audiences worldwide on thousands of occasions.

*\*11 in Germany, 3 in Malawi and 5 in Spain \*\* 2 video content without live participants*



# Voices of the participants



"This year was my first time as a co-host at an academy and I was impressed. I've been interested in the project for a while because I'm also working on a sustainable lifestyle in my private life and, since becoming a mom, I want to ensure that our planet remains as beautiful and diverse for future generations. Thank you Plant-for-the-Planet for standing up for the future of our children! I look forward to being part of more academies in the future!"

**Moderator at the Berlin 2022 Academy: Juliane Chappelat**



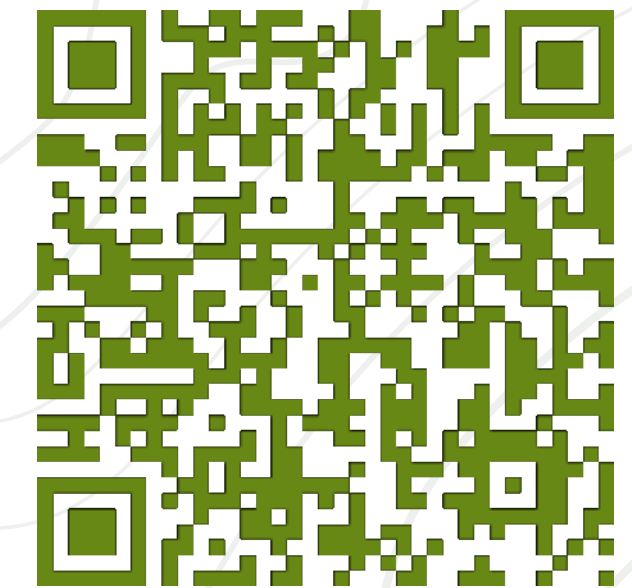
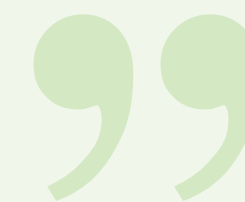
"I'm at the academy in Munich today because I want to do something good for the world and for the trees. I'm worried about my future because more and more forests are being cut down and maybe we can replant a few trees now. I think what Plant-for-the-Planet is doing is good, it motivates people to do something."

**Ambassador at the Munich 2022 Academy: Antonia (12 years old)**



"The academy was very enriching and beneficial for the school. The children who took part were enthusiastic, have learned a lot from it and are still happy to use what they learned after the academy."

**Teacher at the Mainaschaff 2022 Academy: Nadine Moritz-Steigerwald**



Your donation will help us to expand our global network and train children at the Plant for the Planet academies to become climate justice ambassadors.

[pp.eco/take-action](https://pp.eco/take-action)



## Academies in Germany

### Green Girls organize their first academy in Würzburg

On November 26, 2022, the time had come: we THE "Green Girls", the environmental group at St. Ursula School in Würzburg, opened our school gates to 80 girls and boys whom we had invited to our school for a Plant-for-the-Planet Academy. We pupils spent a year planning this climate action day together with Plant-for-the-Planet. The starting point for the campaign was our desire to make a sustainable contribution to environmental protection. In order to make this wish a reality, we took part in the annual Spardabank sponsorship competition with the motto "Stop talking. Start planting. Now we pupils are saving the world", in which we received a grant for our projects. Once we knew that we had won this competition, we could really get started. We, the "Green Girls", immediately sat down with Ms. Koch from Plant-for-the-Planet and planned how the day would run. Our group then divided into different teams, each of which was responsible for one area, such as organizing food and drinks. Working independently was a lot of fun and we learned a lot of new things. It was a wonderful day with a great planting campaign. We would like to thank everyone who took part on the day in this great day and are delighted to have contributed to climate protection.

- **Ambassadors Melina (15) and Sophia (16)**



## Academies International

### First academy in the Mount Everest region



Long-time ambassador for climate justice and programme coordinator Sudeep Ghimire mobilized 67 pupils to become climate justice ambassadors at the academy in Nepal. Over the course of the day, the children not only learned a lot about the climate crisis and global connections, but also learned presentation techniques and created action plans in groups. They were proud of what they had achieved when they were presented with their certificates at the end of the academy OR end of the day.



# The commitment of our ambassadors for climate justice ambassadors

Our ambassadors are active in many different ways such as campaigning for climate justice, tree planting and thus for their own future. They independently organize lectures, information stands, tastings of the Change Chocolate and tree planting campaigns. The empowerment team supports these campaigns with advice and guidelines. In addition to this support, we offer the ambassadors further opportunities to become active: Plant-for-the-Planet receives numerous requests from schools, companies, trade fairs and various government institutions for talks, interviews or information stands. The ambassadors have used many great events to get participants excited about climate justice and to take action together.

## Our ambassadors network worldwide - Youth Summit in Bonn

After three years without a physical meeting, there was great anticipation among the 60 participants from over 15 countries spanning all continents for the Youth Summit in Bonn. One of the reasons for organizing this annual meeting is to promote networking among the active participants. It also includes information sharing and training, as well as group work and strategic projects.

The highlights of this year's event included a visit to the UN Campus, a workshop with "Impact Coach" Craig Goldblatt and a planting campaign in the city forest. As with the last two online Youth Summits, this meeting was largely planned and carried out by senior ambassadors.



More about the Youth Summits at [pp.eco/youthsummit](https://pp.eco/youthsummit)

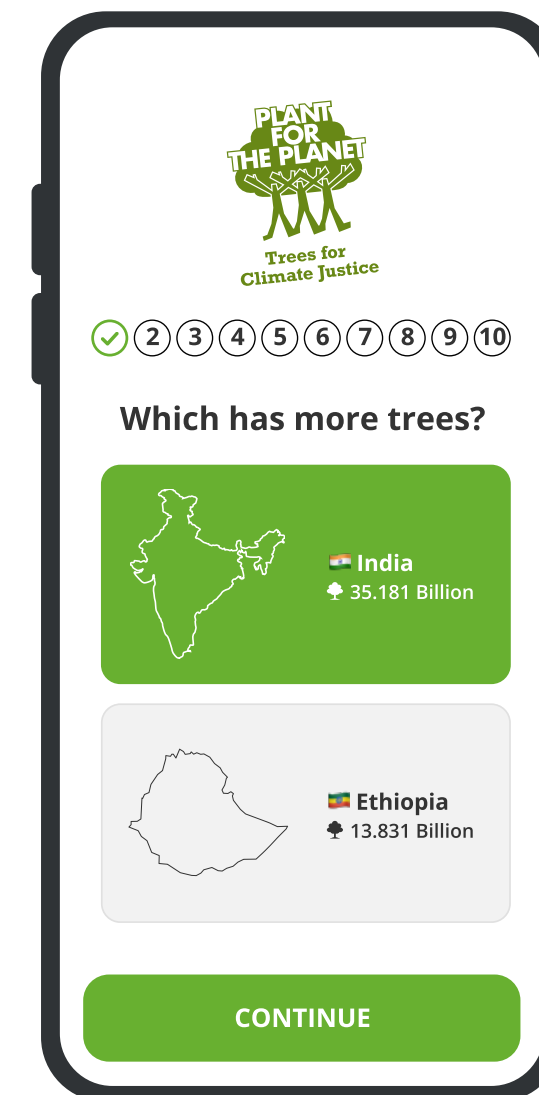


## TreeGame

We have developed TreeGame to give children and adults an understanding of the world's forests.

A simple idea. A surprisingly difficult game.

Play now on [treegame.io](https://treegame.io) or download from the App Store/Google Play.





## Visiting the FSV Mainz 05 soccer club

### Information stand and panel discussion at the Climate Defenders Week

We were represented with two activities at the Climate Defenders week of the Mainz 05 soccer club: Ambassador Katharina (15) took part in a panel discussion with representatives from politics and business on the topic of climate and sustainability. Ambassadors Jonathan (15), Jacob (15) and Luca (10) rocked an information stand in the VIP area during the soccer match and spoke to many decision-makers.



All in all, I had a great time in Mainz. It was a real adventure, especially after such a long time in which all events only took place online. It was great fun having discussions with all the 'important people'.

#### Katharina (15)

Ambassador for Climate Justice Ambassador



A special highlight for ambassadors Jonathan (15), Jacob (15) and Luca (10). A photo with star striker Marcus Ingvarsten from FSV Mainz 05.



Watch the final video of Mainz 05  
[pp.eco/youtube/mainz05](https://pp.eco/youtube/mainz05)

"The climate defender of hearts was quickly identified. Katharina B. had the unreserved sympathy of the 100 or so listeners who had gathered in the VIP box of the Bundesliga soccer club Mainz 05 on Tuesday evening for the so-called Climate Defenders Conference. The 15-year-old ambassador for "Plant for the Planet" had so cheerfully and optimistically promoted the goal of the youth-organized environmental initiative to plant "a trillion trees" that the audience had probably already mentally downloaded the corresponding app and donated a euro or two before the schoolgirl from the Black Forest had reached the end of her presentation."

## Frankfurter Allgemeine



Read the FAZ article  
[pp.eco/news/faz](https://pp.eco/news/faz)



# Restoration on the Yucatán Peninsula



The largest Plant-for-the-Planet restoration projects have been in place since 2015 on the Yucatán Peninsula in Mexico, a global biodiversity hotspot. The restoration areas are located in and around the Bacalar nature reserve and in Constitución.

The planting areas are degraded to varying degrees: Some areas are pastureland and need to be restored from the ground up. In other areas, the most economically valuable trees have been felled or destroyed by fires. The result of both is that a patch of forest with low biodiversity remains. In this case, lost species are deliberately replanted, which is called "enrichment planting".

We obtain the tree seedlings from our own nursery in José María Morelos (Quintana Roo) and a cooperation with a nursery in Chuina (Campeche). In 2022, we also set up another research tree nursery in Constitución (Campeche) with a capacity of 200,000 seedlings. This is because some of the required tree species are rare and not economically relevant, which is why they are not available on the commercial plant market. The seedlings are planted from a size of 30 to 50 cm in suitable locations and recorded in our monitoring app Tree Mapper ([plant-for-the-planet.org/en/treemapper](https://plant-for-the-planet.org/en/treemapper)). The entire restoration process is based on a precise project plan and is monitored by a panel of experts.

## Expert committee monitoring the restoration

**Dr. Pilar Angélica Gómez Ruiz**

Professor at the Universidad Autónoma del Carmen

**Dr. Rakan A. Zahawi**

Director of the Charles Darwin Foundation

**Dr. Joachim Hamberger**

Forestry Director at the Management Academy for Food, Agriculture and Forestry

**Joachim Elsässer**

Representative of the Federation of German Industries

## Cooperation with INIFAP for the Bacalar region

INIFAP researchers check compliance with the restoration goals through regular visits and by monitoring the working area.

INIFAP is the national institute for forestry, agriculture and livestock research in Mexico. Learn more about INIFAP at [gob.mx/inifap](https://gob.mx/inifap)



Felix Finkbeiner explains all the steps involved in restoration in this video: [pp.eco/youtube/7-steps](https://pp.eco/youtube/7-steps)

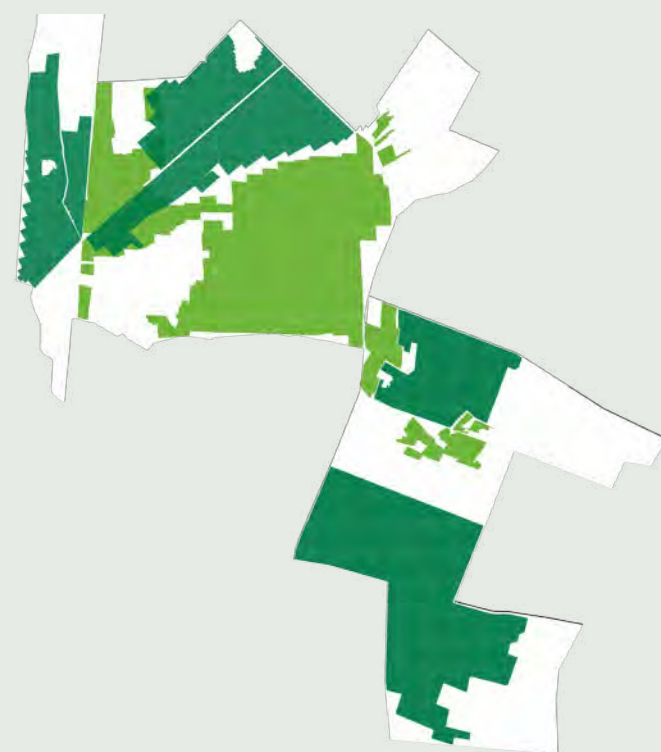




## Where exactly is Plant-for-the-Planet active in Mexico?



Watch a short presentation of the Plant-for-the-Planet project locations in the video  
[pp.eco/youtube/sites](https://pp.eco/youtube/sites)



### Constitución region

- State: Campeche
- Approach: Replanting pastures, forest restoration and research
- Start: 2015
- Trees in 2022: 1,885,338 (33 tree species)
- Trees since start: 9,445,750
- Ecosystem: Semi-evergreen tropical forest



### Bacalar area

- State: Quintana Roo
- Approach: Enrichment planting (German: Enrichment planting)
- Start: 2021
- Trees in 2022: 501,132 (13 tree species)
- Trees since start: 813,717
- Ecosystem: Semi-evergreen tropical forest

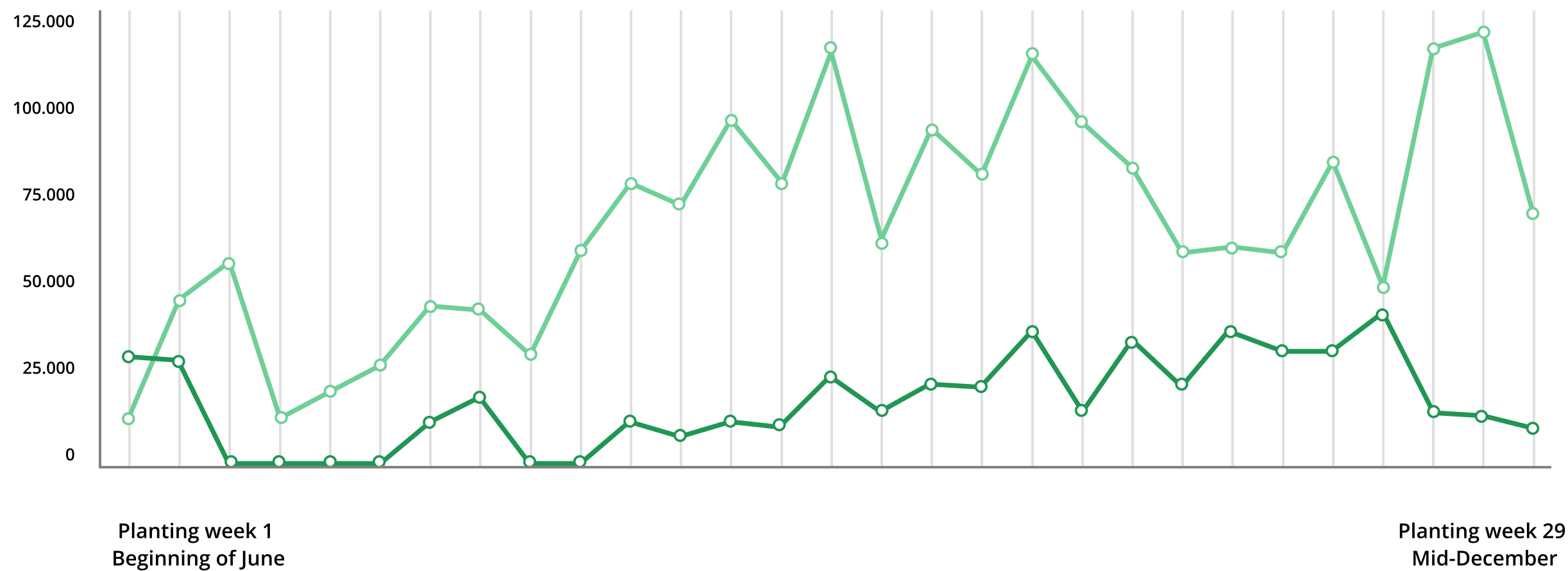


# Restoration in figures

2022 was a successful planting year. Plant-for-the-Planet A.C., Mexico planted a total of 2,386,470 trees in the two project regions: 1,885,338 trees in Constitución in Campeche and 501,132 trees in Bacalar. When to plant or pause is determined by the rain. The teams work for 10.5 days at a time and then take a long weekend. This year's planting season ran from June 3 to December 13, 2022.

## Number of trees planted per week - 2022

Constitución area' 'Bacalar area'



## Trees planted and financed by plant-for-the-planet since 2007

22.6 million trees planted by Plant-for-the-Planet A.C., Mexico, and external reaturation organizations

Trees planted by Plant-for-the-Planet A.C., Mexico	9,702,666
Mexico: Volcano Valley Restoration	2,837,058
Mexico: Yucatán Agroforestry Partner	1,905,000
Malaysia	830,000
Indonesia	540,998
Philippines	526,008
Thailand	203,674
Mexico: Cooperation projects	195,000
India	129,305
Brazil	155,000
Bangladesh	114,776
Namibia	50,000
Costa Rica	40,000
Ecuador	28,831
Congo	23,500
Other countries	56,739

Trees to be planted in 2023 and 2024 5,275,920

**Total trees 22,614,475**

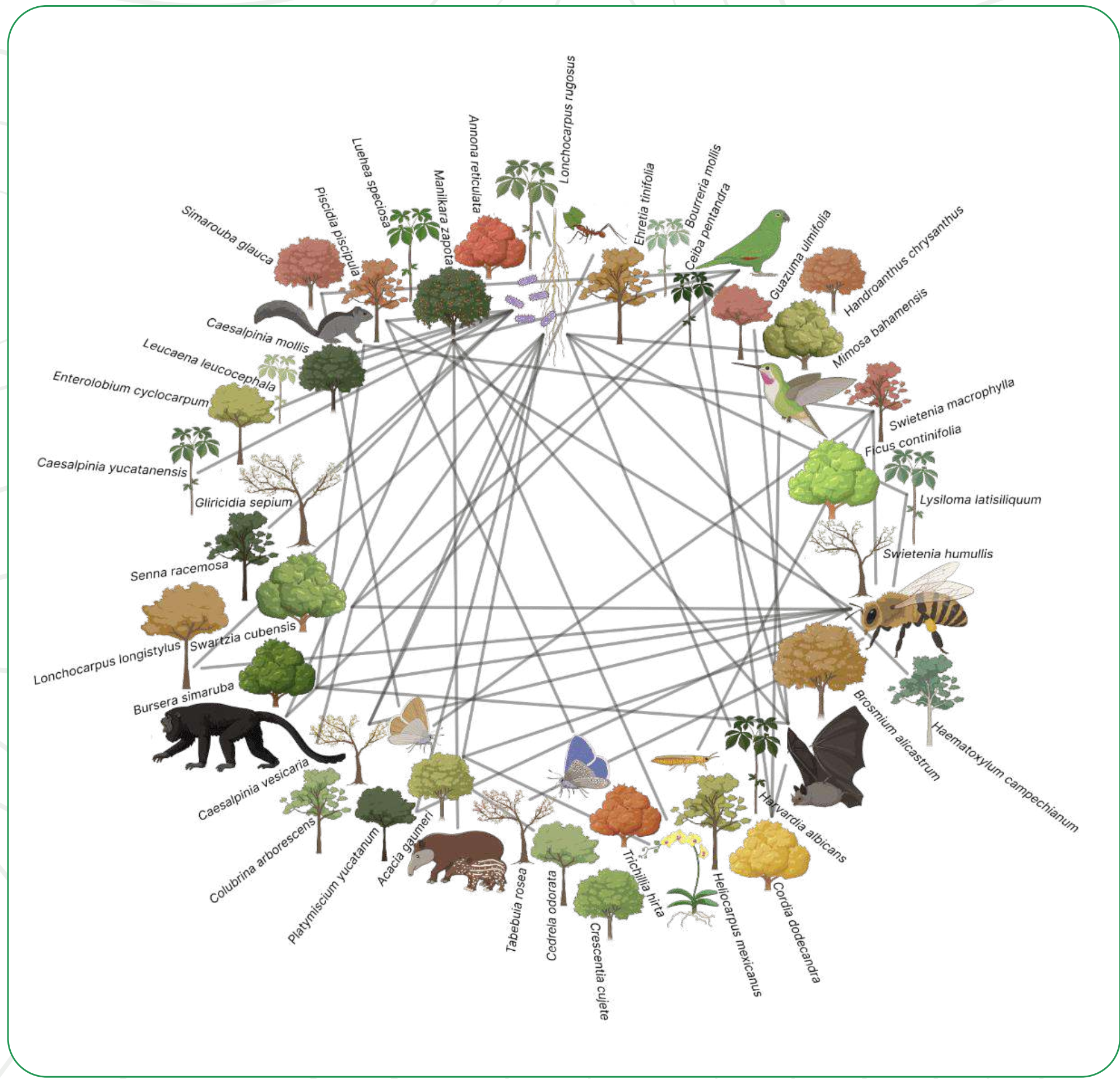
8.8 million trees planted through the sale of The Change Chocolate are not included on this page because they were financed and planted by Plant-for-the-Planet Service GmbH, a wholly owned subsidiary of the Plant-for-the-Planet Foundation (see p. 26).

Due to the exceptional situation in 2020 (flooding of the Las Americas 1 restoration area), we have replanted 152,652 trees in Las Americas and 610,606 trees in Volcano Valley by 2022. These are not included in the table.



# Stronger focus on biodiversity

Only a biodiverse forest can cope with the climate crisis. Therefore, we have significantly increased the number of tree species planted since 2020. In 2022, a total of 33 different species were planted. Since 2015, we have planted 41 different tree species. The many different tree species found in the ecosystem have specific functions and characteristics. They can be divided into functional types based on characteristics such as growth habit, leaf structure and habitat preferences. Each functional type attracts certain creatures, such as birds or mammals, which ensure the dispersal of the seeds. These interactions contribute to the biodiversity and dynamics of forest ecosystems. The diagram illustrates the diverse connections between species and their dispersers. It also illustrates the importance of taking a holistic view of the ecosystem when restoring the original forest area.



## Presentation of two types of ecosystem



**Ceiba pentandra (Ceiba)**  
The Ceiba is of spiritual importance to the local people. Many villages are named after it, as is the hometown of our colleagues in Bacalar. Ceibas are easily recognizable by the large spines that grow from the trunk.

**Cordia dodecandra (Circote)**  
The fruits of the circote are used to make jams and syrups. The leaves are used as sandpaper and for washing dishes. The bark is used in traditional medicine to treat coughs.





## Investigation of survival rates

Since mid-January 2023, monitoring plots have been set up in the projects on the Yucatán Peninsula for the trees planted in 2022. The survival rate of around 95,000 planted trees in randomly selected locations is being monitored. The survival rate varies by region, species and soil type.

The preliminary overall survival rates after six months are 28-64%. One-year rates are expected to be about ten percent lower. The observation plots are measured again at regular intervals in order to check the development and adjust it if necessary.

It is normal that not every seedling manages to grow into a large tree. Especially in the first few months, the plants are particularly sensitive to drought and the mortality rate is higher. It is also important to realize that the restoration of forest ecosystems is a complex process that is determined by many factors such as soil conditions, climate, and potential predators. Plant-for-the-Planet continues to work continuously to improve survival rates and provide transparent insights into restoration.



In the coming years, we want to use even more tree species for restoration. We will share our findings with the global restoration community. Only a species-rich forest can withstand the climate crisis in the long term. Support the restoration on Yucatán: [pp.eco/plant-a-tree](https://pp.eco/plant-a-tree)

**Teamwork is the cornerstone of success. The team in Mexico plants up to 25,000 seedlings in a single day. The photo shows part of the team, which consists of around 100 employees during the planting season.**

### **Flooding 2020: replanting completed**

The replanting of the forests damaged by the 2020 flooding was completed in 2022. 80% of the affected area, specifically 610,606 trees, were replanted in our "Volcano Valley" planting project and 20% (152,652 trees) in our "Las Americas 1" planting area.



# Reforestation in the Volcano Valley

Since 2019, we have been supporting "Protectora de Bosques del Estado de México" (PROBOSQUE), an organization affiliated with the Mexican Ministry of the Environment. Thanks to this partnership, local communities and interest groups are involved in the restoration process. Their needs and interests must be taken into account so that everyone benefits from the work. This is because the causes of forest destruction are mostly man-made and often arise out of necessity. Illegal logging, excessive use of firewood, intensive livestock grazing and road construction are the main causes of forest destruction. A holistic approach therefore considers not only the biological impacts, but also the local social, cultural and economic ones. PROBOSQUE has studied the site characteristics of the areas in order to select the best approach and the most suitable tree species. The trees, including pines, cypresses and mesquite plants, were financed with the support of the Plant-for-the-Planet Foundation and "The Change Chocolate" from Plant-for-the-Planet Service GmbH.

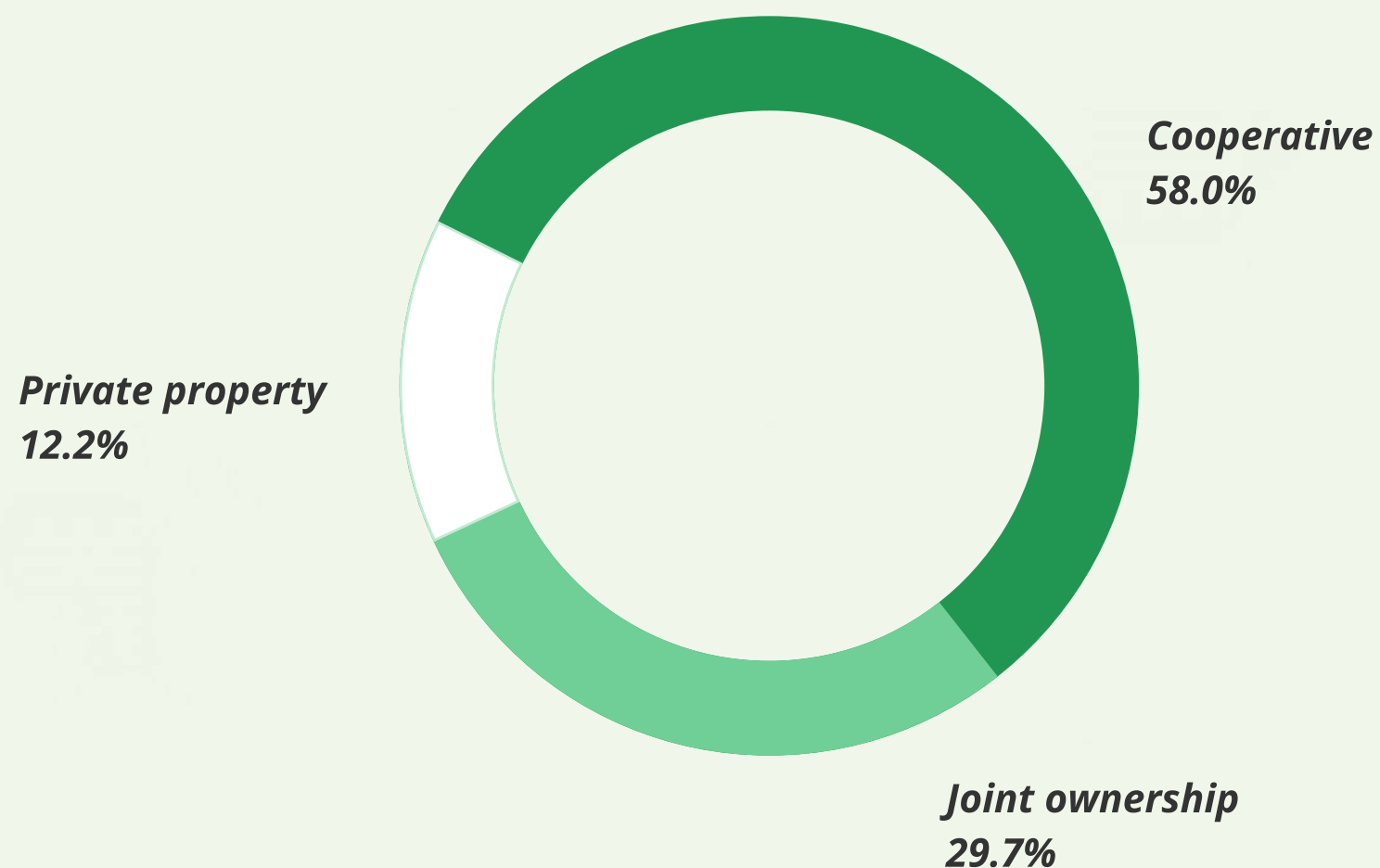


"The support from Plant-for-the-Planet is great because we feel valued for our work - this is particularly important for women in leadership positions. This is the only way the forest can develop well."

**Azucena Téllez,**  
Owner and manager of the "El Pedregal" project in Toluca, Mexico

## Distribution of the 2022 planting areas in the Volcano Valley

Normally, planting in the Volcano Valley takes place on private land and the land of cooperatives ("ejidos"). However, in 2022, restoration will also take place on "bienes comunales", i.e. on communal property, which is particularly beneficial for the common good.



## Volcano Valley area

- State: Mexico
- Approach: Cooperation with external partners and small farmers
- Start: 2018
- Trees 2022: 2,500,000 (29 tree species)
- Trees since start: 11.8 million (Plant-for-the-Planet and Foundation and Service GmbH)
- Ecosystem: Coniferous forest in the trans-Mexican volcanic belt
- Cooperation with external partners and smallholders



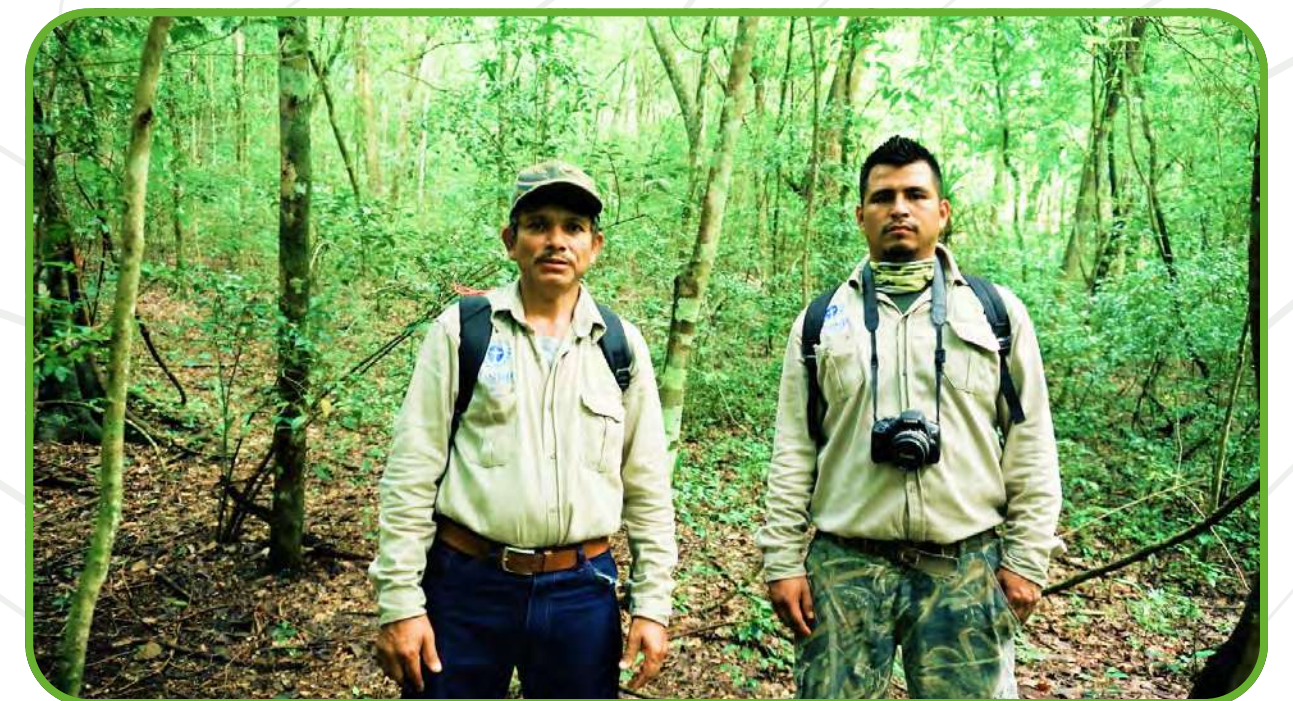
All the trees in our "Volcano Valley" project in the state of Mexico are mapped and can be viewed at [pp.eco/volcanovalley](https://pp.eco/volcanovalley).



# Protection of the Balam-Kú and Balam-Kin reserves

We are committed to preserving ecosystems and their unique biodiversity

Together the Balam-Kú and Balam-Kin reserves are twice the size of Luxembourg. They are two of the most important tropical dry forest reserves in the world. They serve as a refuge for local biodiversity, especially for animals in the dry season. However the reserves and the animals that live there, such as jaguars and ocelots, are in danger, threatened by slash-and-burn agriculture, illegal logging and poaching! In close cooperation with the government of Campeche, we support the reserve management in protecting this ecosystem. Forest protection projects have also been running on our [pp.eco](https://pp.eco) platform since 2022. Because the existing forests are our allies in the fight against the climate crisis, it is crucial to ensure their long-term conservation through forest protection projects.



The rangers Nemesio (left) and Marlo (right) record animal tracks and report illegal logging and poaching.

The map shows the Balam-Kú and Balam-Kin protected reserves, which extend over 145 km from the northernmost to the southernmost point.



# Why jaguars are important for the climate

Laguna de Términos (area on the left of the map) is a very isolated piece of forest on the Yucatán Peninsula. Around 200 jaguars still live there. Researchers at the Universidad Juárez Autónoma de Tabasco assume that this population will disappear completely. Therefore, a forest corridor (yellow on the map), which reconnects the area to larger rainforest areas nearby, is intended to save the animals. Plant-for-the-Planet is the ideal partner for this project: the foundation is already protecting and restoring parts of the corridor and has the infrastructure, manpower and logistics to plant millions of trees every year in an ecologically sound manner.

## Why is Plant-for-the-Planet involved in animal welfare?

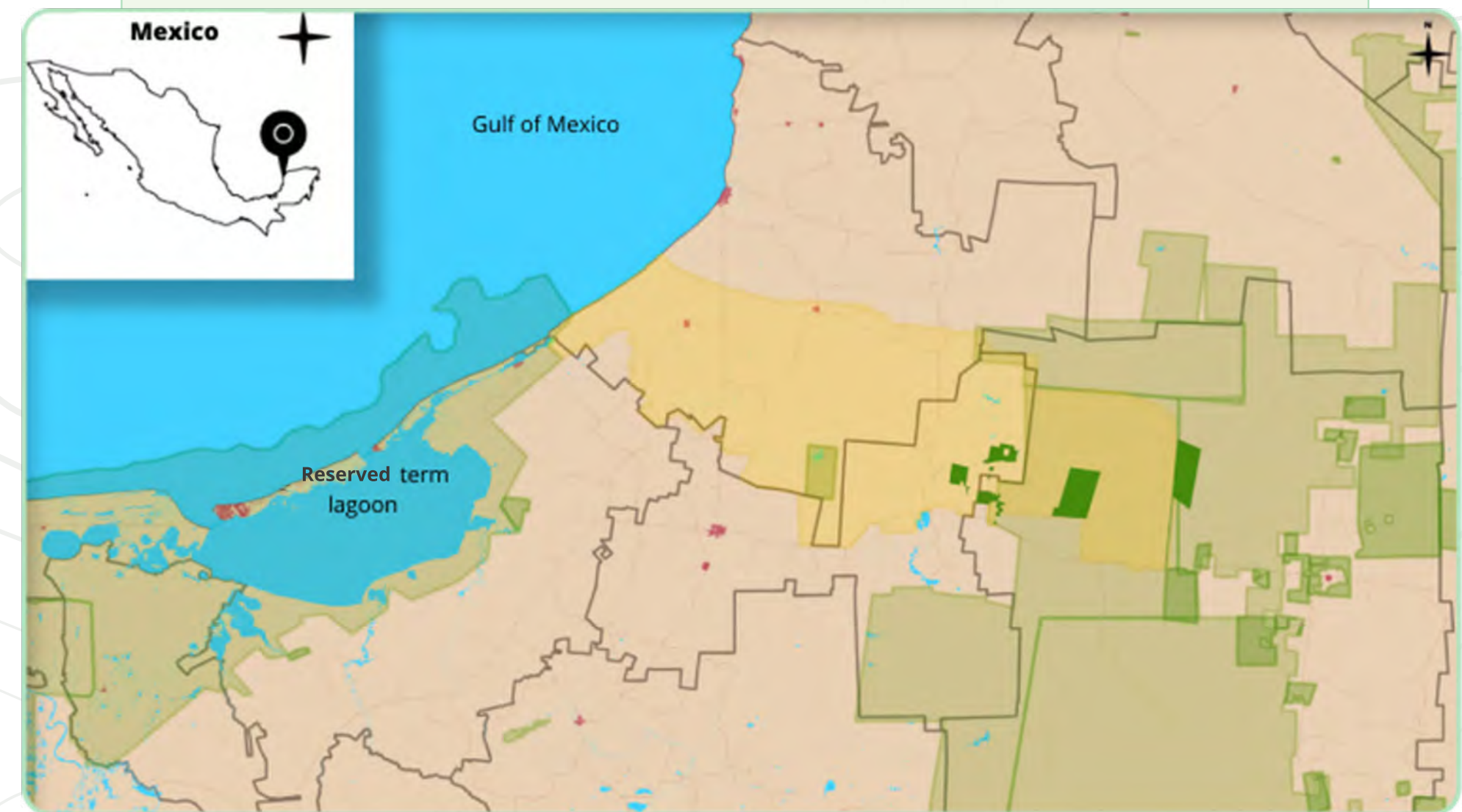
Plant-for-the-Planet is committed to restoring ecosystems in all their complexity. A study recently published in the scientific journal Nature (link to the study: [pp.eco/rewilding](https://pp.eco/rewilding)) underpins the accuracy of this approach. According to this, a species-rich ecosystem can absorb 1.5 to 12.5 times as much carbon as a species-poor reference area. Wildlife plays a crucial role as a "booster" for the ecosystem as seed dispersers or because they keep the undergrowth short and thus reduce the risk of forest fires. ([balambeh.org](https://balambeh.org))



## Planned Balam-Beh corridor

State of Campeche, Yucatán Peninsula, Mexico

**Balam-Beh Corridor - Nature reserves - Plant-for-the-Planet areas**

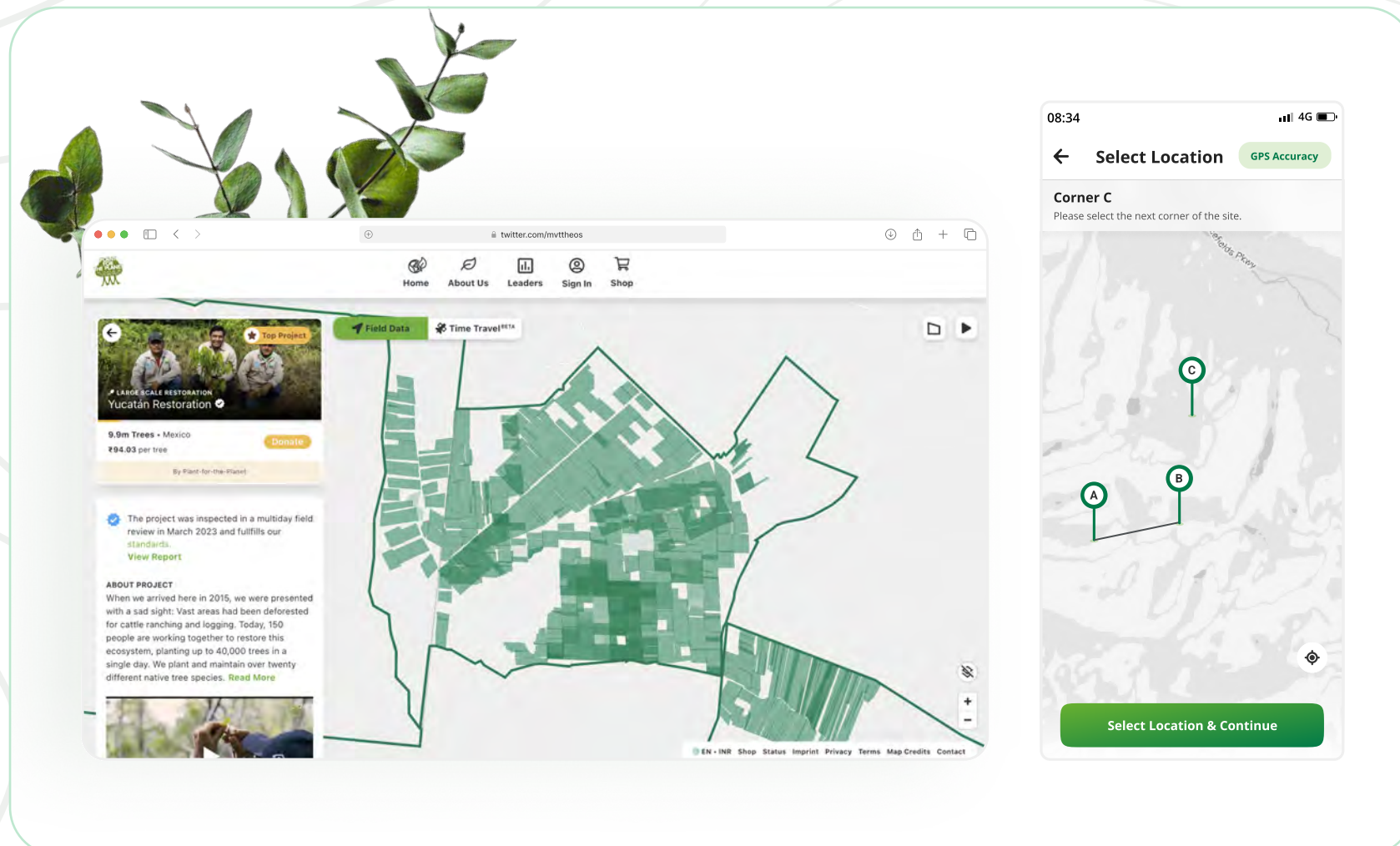
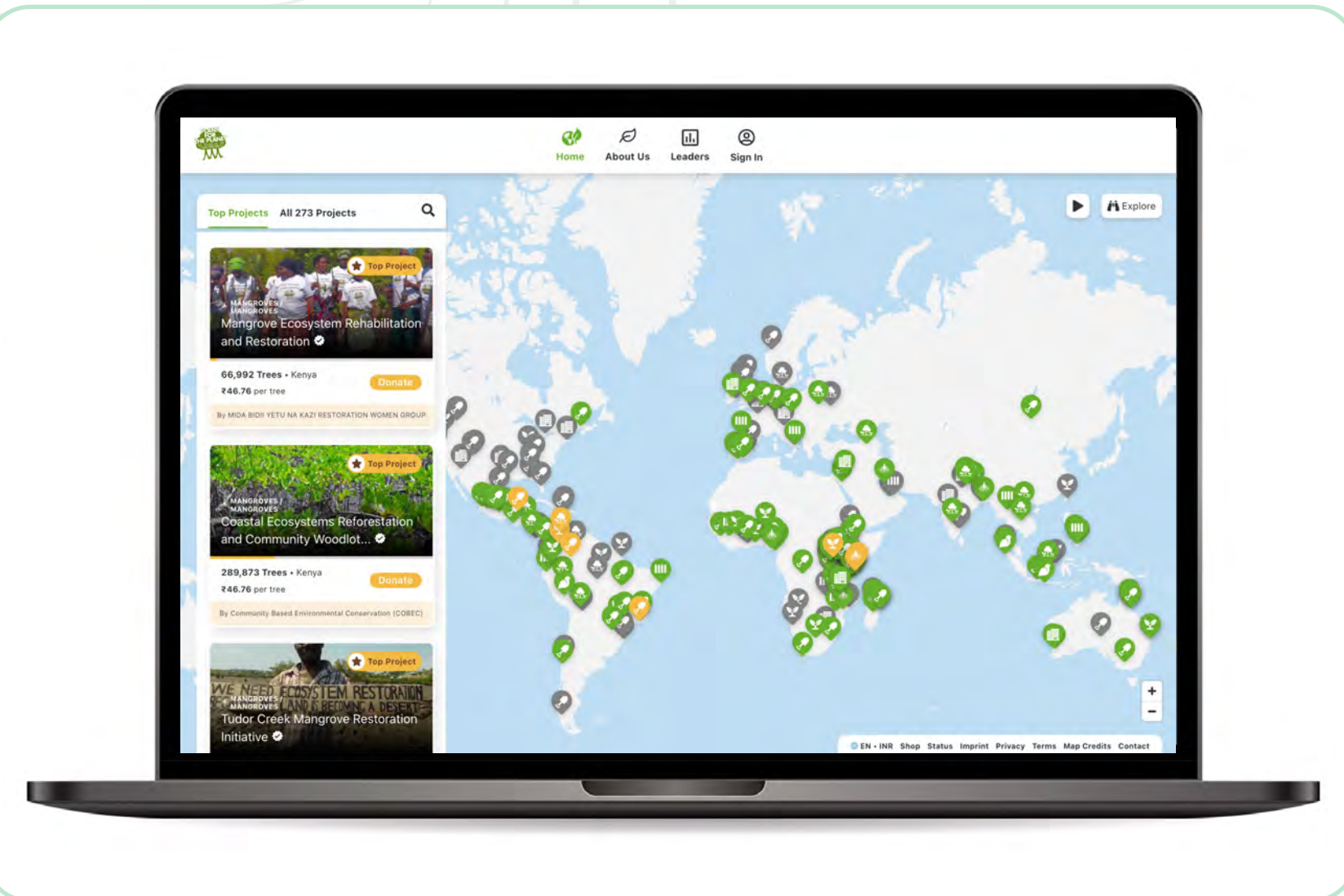


To protect the nature reserves and the animals that live in them in the long term, we need your help! Support our commitment to forest conservation: [pp.eco/protect](https://pp.eco/protect)



# Transparent global restoration - The Plant-for-the-Planet platform

The Plant-for-the-Planet platform [pp.eco](https://pp.eco) was developed to make global restoration transparent. It supports projects worldwide not only in financing their work, but also in improving the quality of their restoration. Over 250 projects in 59 countries use the free service. Users - whether companies, institutions or private individuals - can support restoration and forest protection projects and thus the fight against the climate crisis.



## The platform in numbers

- Over 250 verified projects in 59 countries
- 24 projects that we examined on site in 2022
- 10.43 million trees donated in 2022
- 70.34 million trees donated since the app was launched



## Voices of the organizations on our platform



"The partnership with Plant-for-the-Planet is a blessing for our team, a validation, a seal of approval, a testimony and one of the best recognitions our project has ever received. The funds from this initiative encourage and support our ongoing efforts to secure further pledges, co-financing and long-term sustainability of the project. From HotSpot to HopeSpot. Thank you for keeping our dream alive, together we will make it!"

**Dr. Laury Cullen Jr.**  
Director of Projects and Research Ipê  
[pp.eco/corridors-for-life](https://pp.eco/corridors-for-life) (Brazil)

”



"Global Forest Generation has been working with Plant-for-the-Planet since 2020 and we showcase our restoration initiative Acción Andina. In addition to high visibility, the platform has facilitated thousands of donations to Acción Andina, from individuals to large corporations, who provide vital support throughout the year so that Acción Andina can continue to plant millions of native trees in the Andes."

**Florent Kaiser**  
CEO of Global Forest Generation  
[pp.eco/accion-andina](https://pp.eco/accion-andina) (Peru)

”



"The International Tree Foundation has been working tirelessly since 1922 to restore the world's forests, with a particular focus on Africa. We are continually trying to evolve our process and were pleased to see the holistic restoration standards developed by Plant-for-the-Planet. We have now adopted these standards for all our restoration projects. For the forest restoration movement to continue to improve, it is important that we have clear and measurable standards."

**James Whitehead**  
Managing Director of the International Tree Foundation  
[pp.eco/watu-wa-miti](https://pp.eco/watu-wa-miti) (Kenya)

”



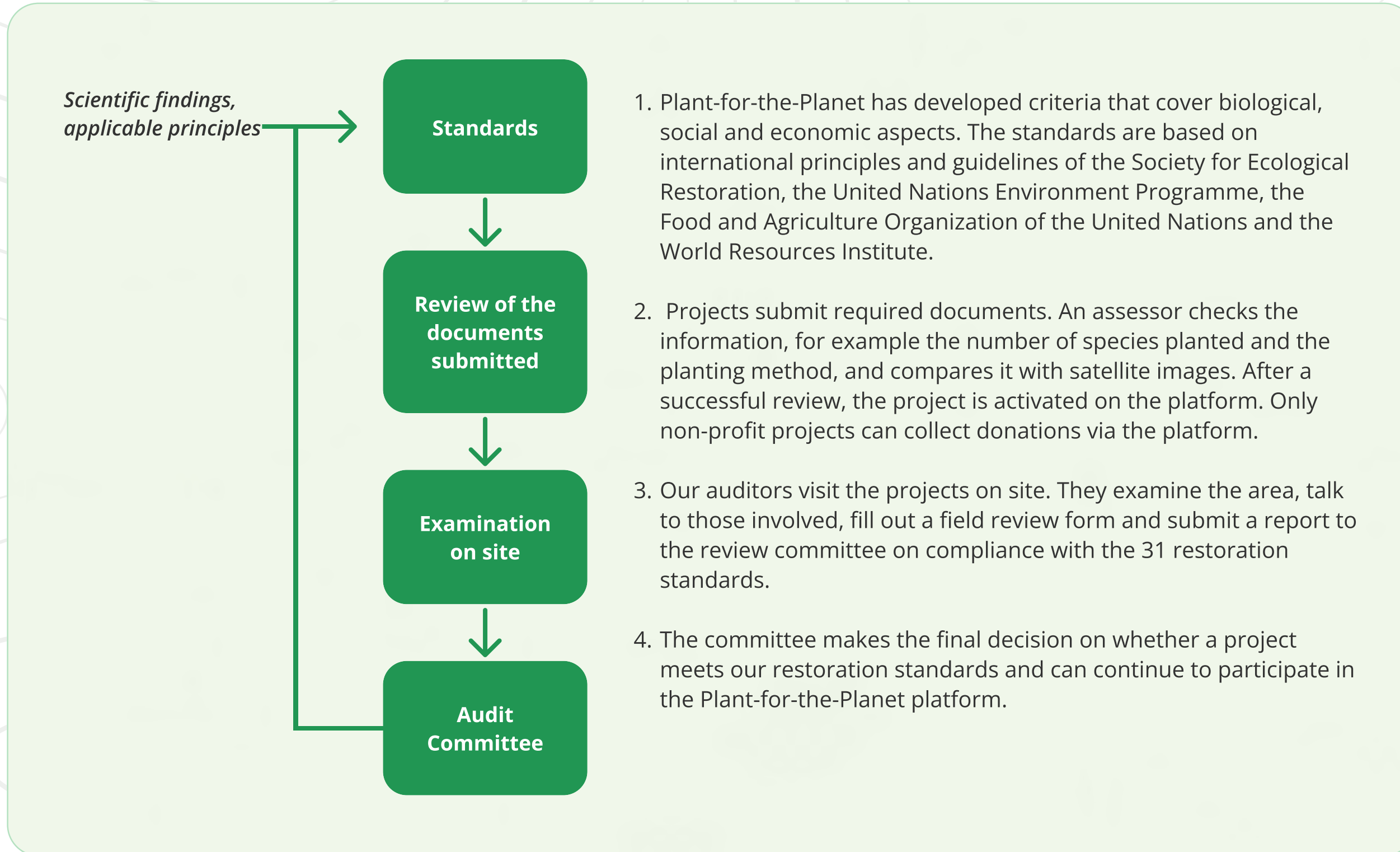
Support one of the projects on  
our platform

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



# Projects put to the test

This ensures the quality of the projects on our platform



## Review committee for restoration projects

- **Dr. Pilar Angelica Gómez Ruiz** Biologist and Professor at Centro de Investigación Científica de Yucatán (CICY)
- **Ricardo Romero** Former Program Director of the International Tree Foundation
- **Teresa Muthoni Gitonga** Project Manager Africa at One Tree Planted
- **Dr. Peter Borchardt** International consultant for restoration, Africa and Central Asia
- **Prof. Stuart Pimm** Professor of Conservation Ecology at Duke University



We are delighted that a true pioneer of conservation ecology and one of the most cited researchers on the topic of species extinction has been a member of our examination board since 2023: Prof. Stuart Pimm

Our standards ([pp.eco/standards](https://pp.eco/standards)) are constantly being improved, reviewed by our committee and adjusted if necessary: at least once a year or when new scientific findings become available. They are then immediately applied. Existing projects must meet the new standards after two years at the latest. And what happens if the review committee decides that a project cannot currently be included on the platform? We offer support and advice! Because our goal is to improve the quality of forest restoration and conservation worldwide.



# Restoration consulting

## To support projects and improve the quality of restoration worldwide

Planting a tree is easy. Restoring an ecosystem is more difficult, but necessary in times of climate crisis. Restoration is more successful in the long term and sustainable if it is done "bottom up" and local communities play a key role. We support these local groups in particular with scientific expertise and advice.

From October to December 2022, our team of restoration ecologists advised 14 projects in these areas, among others:

- Site analysis
- Method of restoration
- Selection of species (reference forest analysis)
- Development and expansion of the monitoring program

If you need support or advice for your restoration project, please contact us at [advice@plant-for-the-planet.org](mailto:advice@plant-for-the-planet.org)

### Advisory team



**Oscar Verduzco**  
Tropical Botanist  
Plant-for-the-Planet  
A.C. Mexico



**Dr. Peter Borchardt**  
International consultant for restoration, Africa and Central Asia



**Oscar Perula**  
Planting specialist  
Plant-for-the-Planet  
Spain



**Anna Gee**  
Researcher of Restoration Ecology  
Imperial College, London



**Dr. Fidel Chiriboga**  
Biologist, ecologist, environmental scientist



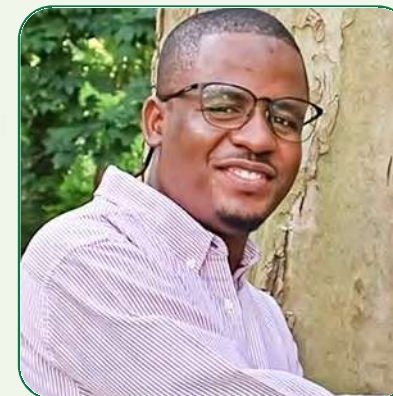
**Dr. Sara Löfqvist**  
Researcher in restoration policy at ETH Zurich



**Dr. Julia Maschler**  
Researcher on carbon storage in forests  
ETH Zurich



**Dr. Caxton Gitonga-Kaua**  
Senior Restoration Consultant  
Plant-for-the-Planet Foundation



"We received technical advice from the advisory team on the bushfires we faced in January to help the seedlings survive the dry season and forest fires. We thank them and will implement them in the 2023 planting season."

**Mohammed Rabiou Dannakabu**  
Plant-for-the-Planet, Ghana



"We have learned to select better species, mix species and carry out the right tree planting and maintenance measures. Our project monitoring and cooperation with the community have also improved significantly thanks to the good work of the Plant-for-the-Planet restoration consultancy."

**Bett Kiprotich**  
Youth for Change, Kenya



"The advisory team has strengthened our organization's capabilities in the field of restoration. This includes the selection of the right tree species, the quality of seedlings, the best methods for planting and caring for the trees, which enables us to achieve a higher survival rate and sustainable results. The team is doing a great job."

**Michael M. Njogu**  
Planet Coolers Restorers, Kenya



# Restoration Research Park

Our center for applied forest and restoration research

In February 2022, Plant-for-the-Planet opened the Restoration Research Park with the aim of finding long-term solutions for the restoration of forest ecosystems. Forests should be able to withstand the challenges of the climate crisis and be beneficial for the local population. However, many important scientific questions remain unanswered, and restoration initiatives around the world are waiting for answers.



More info at  
[pp.eco/de/research](https://pp.eco/de/research)

## Research topics:

- Investigation of different soil conditions, planting densities and planting patterns: largest experiment with 1.2 million seedlings of 21 species, designed for 30 years, in collaboration with Dr. Leland Werden (ETH Zurich).
- Effects of the addition of soil microbes on growth and survival rates.
- Research into nitrogen-fixing species, so-called legumes (dry forests are low in nitrogen, other plants can use nitrogen from the legumes for their own growth): Experiment with 16,000 trees.
- Research into optimal species mixtures to restore resilient forests: 36 experimental plots and six different planting interventions, in collaboration with the Global Experiments Network.



WANGARI MAATHAI

With the opening of the Restoration Research Park, Plant-for-the-Planet is strengthening international research into restoration

## Report by researcher Anna Gee

Anna Gee is a PhD student at Imperial College London. She is investigating the processes underlying tree diversity in tropical dry forests that have been affected by human land use at our "Las Americas 7" planting site. This is because most previous research relates to undisturbed forests and not to so-called secondary forests. Anna is studying seed and seedling communities to find out how forests will develop in the future.



"The tropical forest in Yucatán is a very under-researched, unique ecosystem, which makes working there particularly exciting. Thanks to the Restoration Research Park, I had access to valuable botanical knowledge, field support and infrastructure without which I would not have been able to conduct this research. I am very grateful to the entire team at Plant-for-the-Planet Mexico for their support and for being so welcoming and making my time in Constitución such a wonderful experience."

### Anna Gee

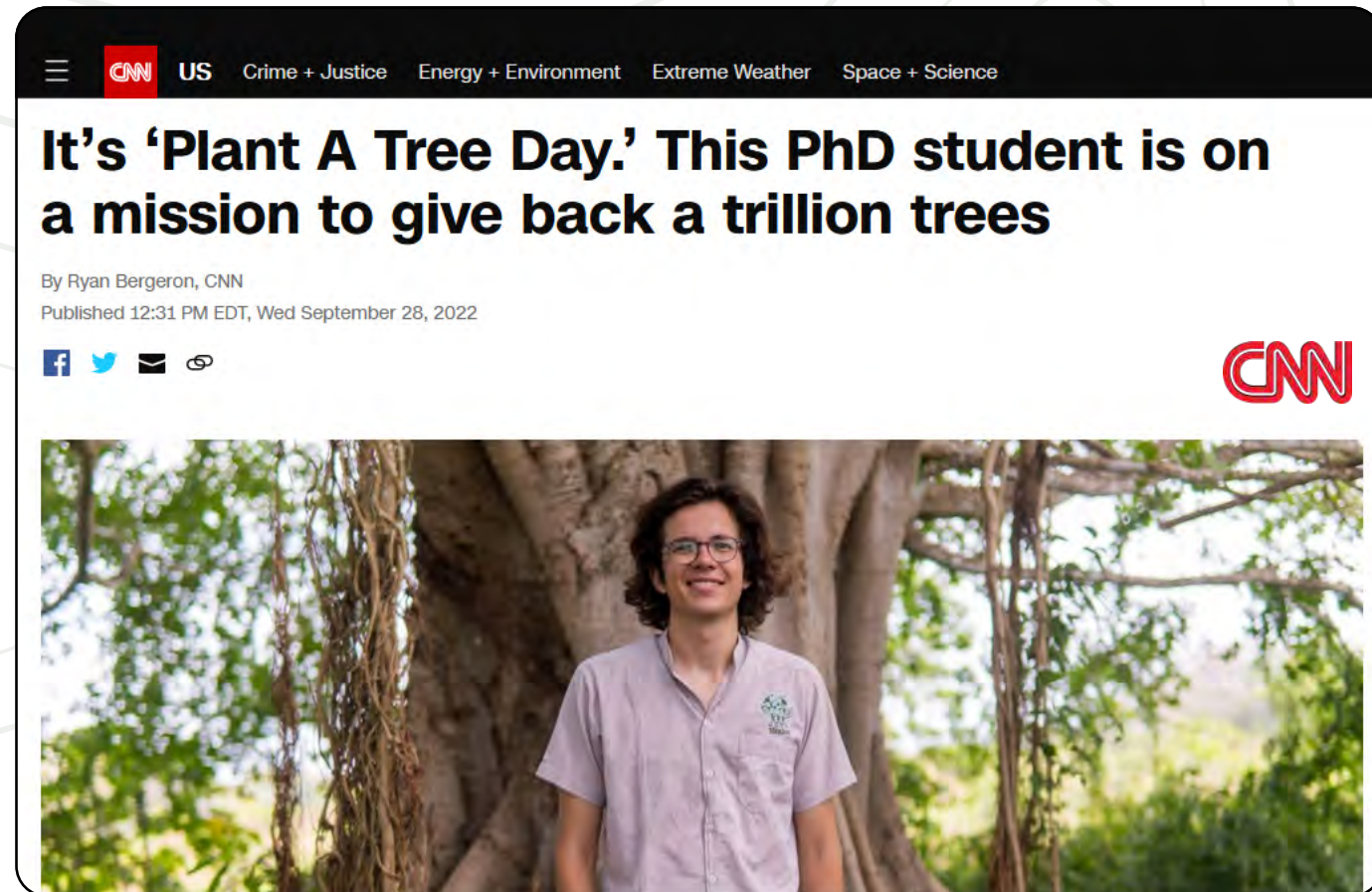
*Anna Gee identifies and measures a seedling for her research*



# Plant-for-the-Planet in the media

In 2022, we were represented in 242 media outlets in 41 countries. The cross-media core message: Plant-for-the-Planet is successfully combating the climate crisis through empowerment, forest protection and the restoration of destroyed ecosystems. A selection:

*"We are all impressed by Greta Thunberg, but what about Felix Finkbeiner? He's a young German environmentalist who, at the age of 9, suggested that every country should plant 1 million trees."  
(Washington Post, 7/21/2022)*



Article in CNN: "It's 'Plant A Tree Day'. This PhD student is on a mission to plant a trillion trees."  
[pp.eco/news/cnn](https://pp.eco/news/cnn)



'Article in The Washington Post: "In tackling climate change, don't let the perfect become the enemy of the good."  
[pp.eco/news/washington-post](https://pp.eco/news/washington-post)



Video on Arte: "A new world (3/3) Regeneration". 08.11.2022  
[pp.eco/news/arte](https://pp.eco/news/arte)



Article in the Süddeutsche Zeitung: "Reducing emissions to zero is no longer enough". 16.08.2022  
[pp.eco/news/sz](https://pp.eco/news/sz)



# Our network of supporters

The climate crisis calls for corporate social responsibility. We support companies in this by restoring forests and training young people around the world to become ambassadors for climate justice. In total, we work with 245 companies in long-term partnerships - from start-ups to corporations. We focus on companies that are serious about reducing their emissions - for real and sustainable change.



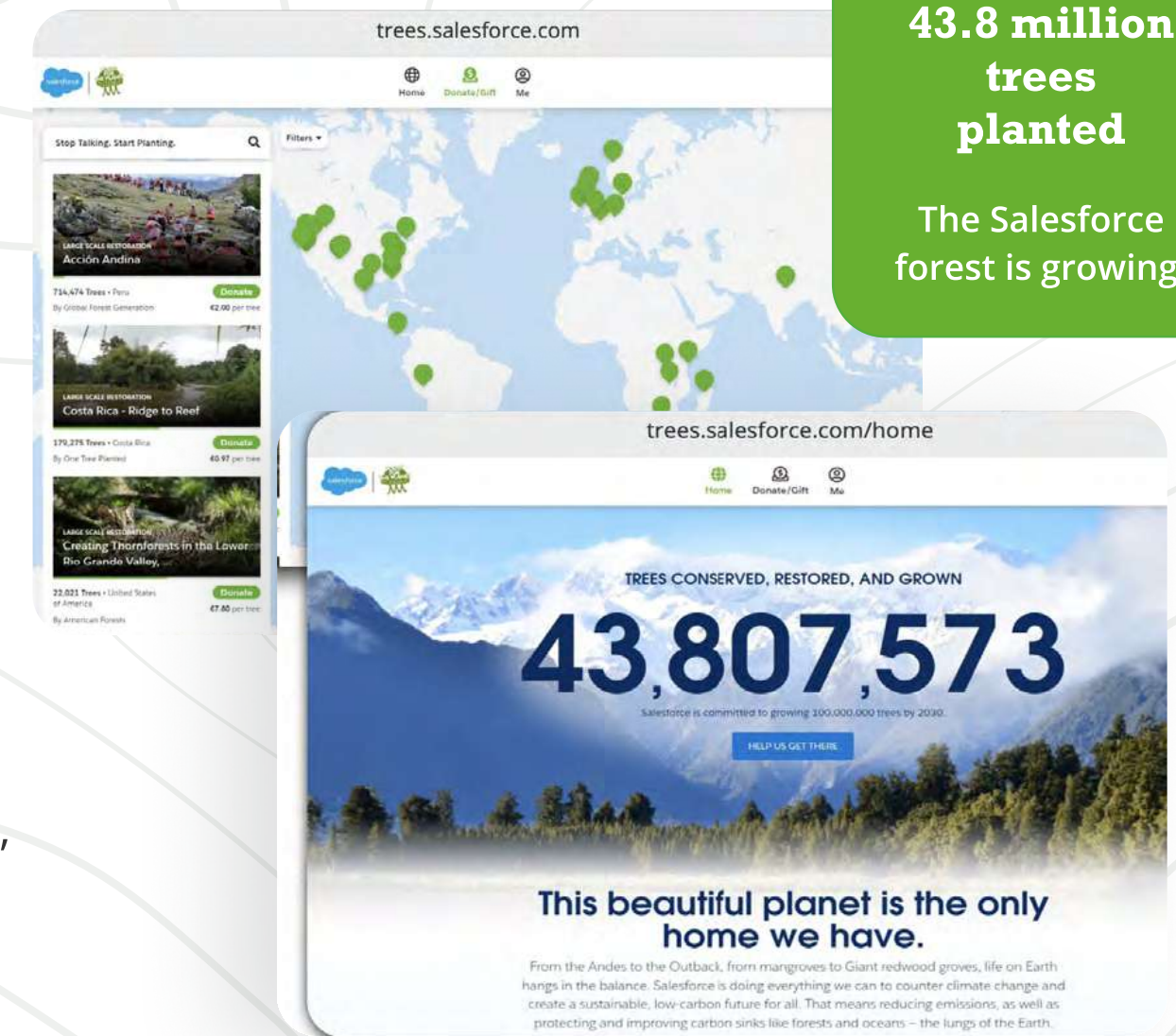
"With the Plant-for-the-Planet interface, we planted over 40,000 trees in the first year alone and did so through a completely automated process. In this way, our members are making a valuable contribution to the environment."

**Philipp J. Müller**, Founder of the PJM Investment Academy



**42,413 trees planted**

The PJM Investment Forest is growing.



**43.8 million trees planted**

The Salesforce forest is growing.

## MyForest

Our partners set themselves an ambitious tree planting target and achieve this together with their customers, employees and business partners. All trees donated via the Plant-for-the-Planet platform help the company forest to grow.

## Climate-conscious companies

With us, partners pursue a holistic approach to climate protection: 'they support the restoration of ecosystems and climate education for children and young people. In addition, they reduce their own emissions and have CO2 certificates from renewable energy projects retired in accordance with the Gold Standard.'



Join an intergenerational movement for a greener future - with your company, your employees and your customers!

More information at:

[pp.eco/de/partners](https://pp.eco/de/partners)



# A delicious success story

The Change Chocolate celebrates its 10th anniversary and over 8.8 million trees planted



Special edition 10 years  
The Change Chocolate

Our Change Chocolate saw the light of day in 2012. We celebrated this with an exclusive anniversary edition, which was available as a limited edition on supermarket shelves for a few weeks.

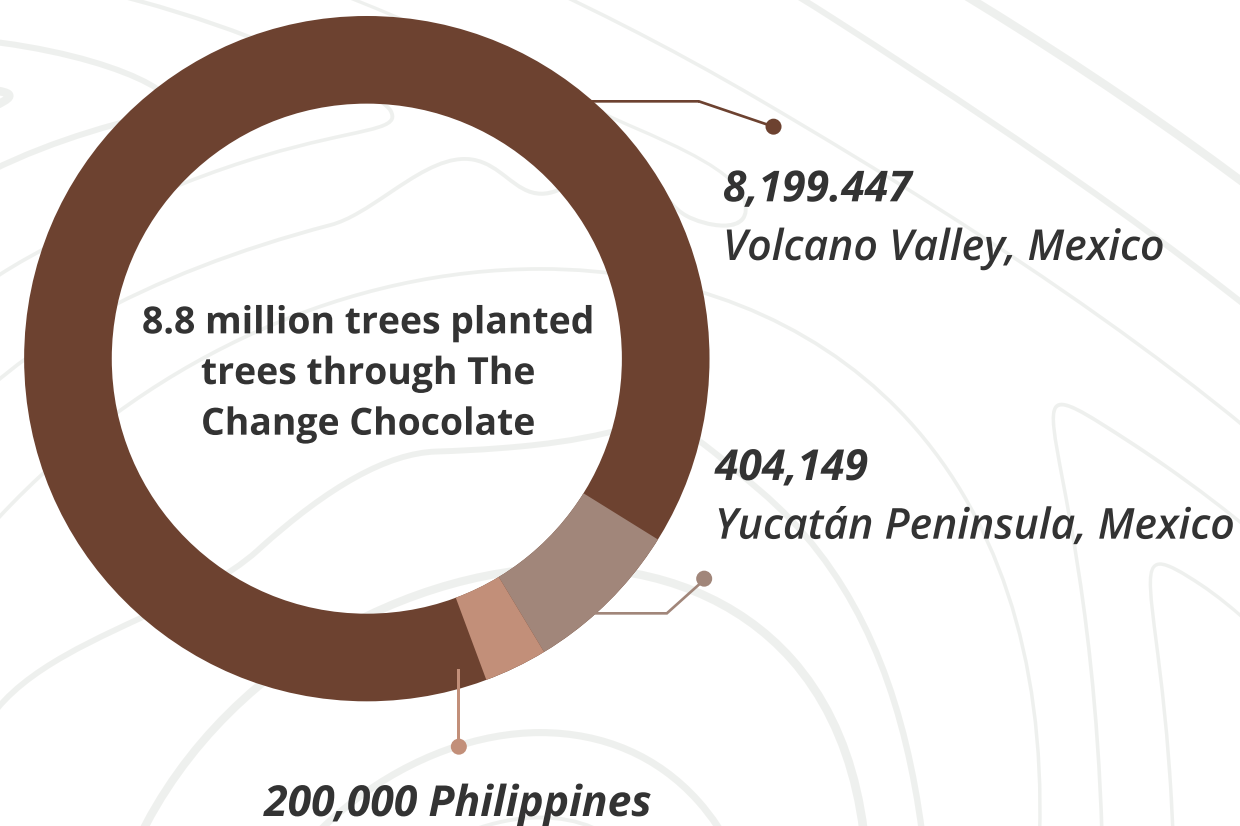
A great deal of good has happened in the truest sense of the word since the launch of Change Chocolate 10 years ago: over 8.8 million trees have been planted through Change Chocolate by the end of 2022 - in large part thanks to the creative ideas of children and young people who have given The Change Chocolate a high profile with tasting campaigns, city and special editions, selfie campaigns and chocolate mobs. Stiftung Warentest also recognized the uniqueness of our Change Chocolate and named it the best of 25 milk chocolates with its "very vanilla, caramel and nutty" taste (issue 12/2018).

Change Chocolate has also been a guest at various events over the past 10 years - including the United Nations Climate Change Conference - and has even made it into space on the ISS. One thing has always remained the same over the years: 5 bars = 1 tree.



Chocolate mob in Munich

## Distribution of the planting areas of The Change Chocolate



## Now new: The Change Chocolate dark chocolate

The time has finally come: vegan Change Chocolate dark chocolate is now available on the market. The Change Chocolate can be purchased in many well-known retail outlets and online at [thegoodshop.org](https://thegoodshop.org).



Who actually plants the chocolate trees? And what does this mean for gender equality in Mexico? [pp.eco/youtube/chocolate-trees](https://pp.eco/youtube/chocolate-trees)

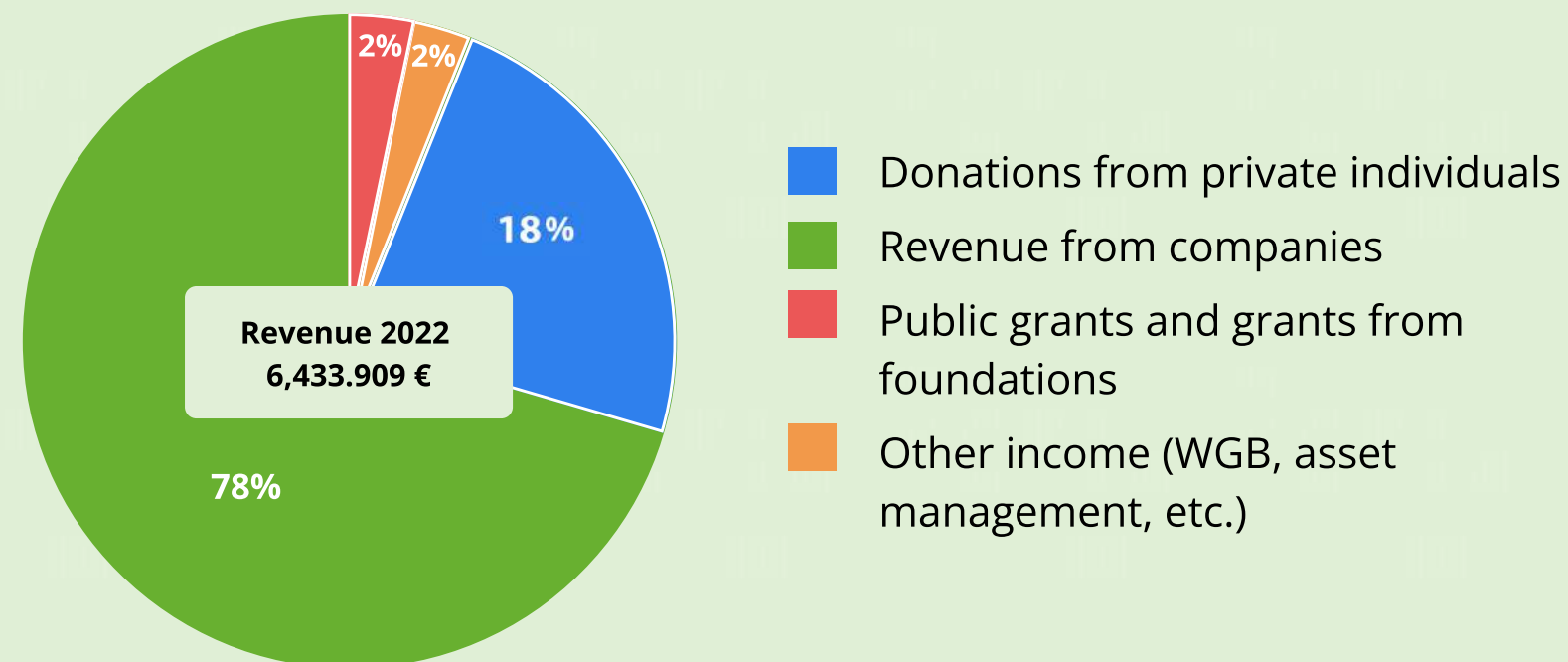


# Financial report 2022

Thanks to your support, we were once again able to report strong financial results in 2022, further consolidating the stability and long-term orientation of our foundation. On the following pages, you will find an overview of income and expenditure, the income statement, the balance sheet and the unqualified audit opinion from the auditors.

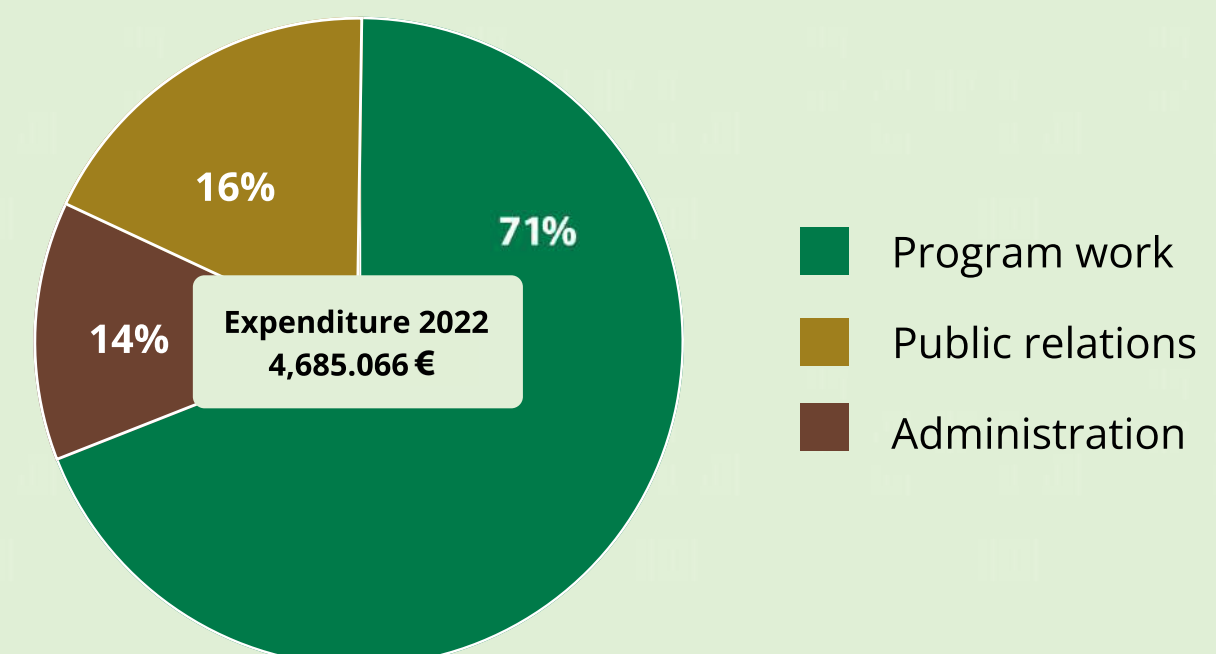
## Revenue

Total income for 2022 amounted to €6,433,909 compared to €7,392,253 in the previous year. The income is mainly made up of almost five million euros in non-material income, 1.3 million euros from asset management and 144 thousand euros from special-purpose operations. A decline in non-material income is due to external factors such as the change in the donation climate following the outbreak of the war in Ukraine in February 2022. In addition, we generated extraordinary additional income of over one million euros in the previous year thanks to the Sat.1 Forest Record Week, during which viewers were encouraged to donate to our foundation for a whole week. A large part of our income comes from partnerships with over 600 companies. As a rule, these support both our empowerment and restoration work. When selecting our partnerships, we make sure that the companies are genuinely interested in our work and impact. The ten largest sponsors (companies, private individuals and public institutions) contributed 32% of total income, while the remaining 68% is spread across more than 7,000 individual sponsors. The largest single donation amounted to €484,000, which corresponds to around 8% of total income in 2022.

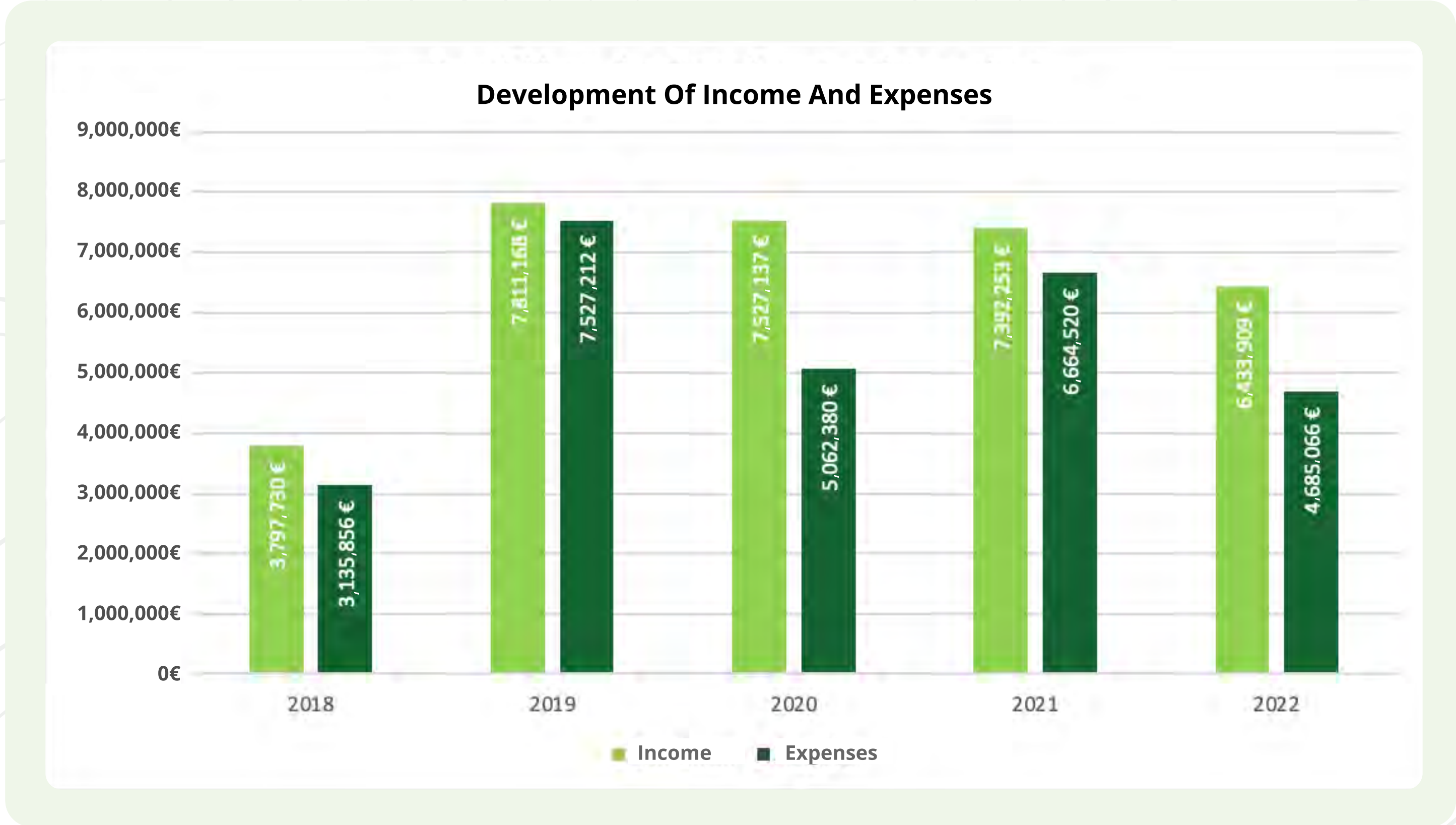


## Expenditure

Total expenditure in 2022 amounted to €4,685,066, compared to €6,664,520 in 2021. In the area of restoration, expenditure was allocated to the restoration activities of Plant-for-the-Planet Mexico, earmarked for other restoration organizations and the development and improvement of the Plant-for-the-Planet platform. In the area of empowerment, expenditure was incurred for our academies, the Youth Summit, the children's conference and international youth projects. In total, program expenditure amounted to €3,248,765. In the course of professionalization, we have expanded our team in terms of personnel and made greater use of the expertise of specialists.







In the three previous years, our foundation's income was over 7 million euros; this year, at 6.4 million euros, we are below this level, but have once again achieved a positive annual result. In recent years, Plant-for-the-Planet has built up a solid financial foundation that enables us to increase our impact.

We will continue to support the restoration community with new software solutions in the future. One example of this is the FireAlert app, which registers and reports forest fires, which are on the rise due to the climate crisis. After six months, users have already put an area larger than Brazil under fire observation with the early warning system. One year ahead of the EU's deforestation-free supply chain regulation (EUDR), we will also support smallholder farmers to monitor their farms with our tracer app. They can share their data with trading partners and thus promote forest protection. In addition, Plant-for-the-Planet's empowerment work is and remains an important pillar that sets us apart from other organizations. By educating and empowering children and young people, we are working towards greater climate justice.



## Profit and loss account 2022

	2022	2021
<b>A. Ideal area</b>		
I. Non-taxable income	€4,912,978.52	€6,752,378.58
Non-recognizable expenses	€-4,546,826.83	€-6,647,020.74
<b>Profit/loss non-material area</b>	€366,151.69	€105,357.84
<b>B. Income tax-neutral items</b>		
I. Ideal area	€0.00	€-9,000.00
II Asset management	€2.11	€-422.27
III Other special-purpose entities	€-80.63	€0.00
IV Other business operations	€371.00	€0.00
<b>Profit/loss items recognized directly in equity</b>	€292.48	€-9,422.27
<b>C. Asset management</b>		
I. Revenue	€1,336,745.80	€469,615.15
II. Expenditure	€-92,758.41	€-4,394.97
<b>Profit/loss asset management</b>	€1,243,987.39	€487,650.95
<b>D. Special-purpose operation</b>		
Special-purpose business (subject to VAT)	€143,674.20	€146,906.29
Cost of raw materials, consumables and supplies	€-6,439.82	€2,718.36
Other operating expenses	€0.00	€-4,610.60
Interest and similar expenses	€-640.30	€-1,277.19
<b>Profit/loss from special-purpose operations</b>	€136,594.08	€143,736.86
<b>E. Other business operations</b>		
I. Business operations Revenue	€40,137.85	€921.92
Expenses for raw materials, consumables and supplies and for purchased goods	€-256.88	€-148.31
Personnel expenses Wages and salaries	€-35,837.29	
Other operating expenses	€-2,177.46	€-364.43
Interest and similar expenses	€-48.34	
<b>Profit/loss other business operations</b>	€1,817.88	€409.18
<b>F. Annual result</b>	€1,748,843.52	€727,732.56
1. Earnings carried forward from the previous year	€383,041.73	€222,704.17
2. Withdrawals from revenue reserves	€881,000.00	€85,000.00
3. Allocation to revenue reserves	€-2,905,311.99	€-652,395.00
<b>Retained earnings</b>	€107,573.26	€383,041.73

## Balance sheet 2022

Assets	31.12.2022	31.12.2021
<b>A. Fixed assets</b>		
I. Intangible assets	€91,464.00	€79,460.00
II. Property, plant and equipment	€8,096.00	€ 6,072.00
III. Financial assets	€46,326.00	€ 46,326.00
<b>B. Current assets</b>		
I. Inventories	€ 187,512.53	€ 141,798.98
II. Receivables, other assets III.	€4,463,029.63	€3,306,647.83
Cash desk, bank	€6,194,028.79	€5,210,920.84
<b>C. Prepaid expenses and deferred charges TOTAL</b>	€0.00	€6,705.40
<b>TOTAL</b>	€10,990,456.95	€8,797,931.05
<b>Liabilities</b>	31.12.2022	31.12.2021
<b>A. Equity</b>		
1. Foundation capital	€1,695,021.67	€1,659,466.67
II. Reserves	€8,103,166.04	€6,078,854.05
III. Results presentation	€107,573.26	€383,041.73
<b>B. Provisions</b>		
1. Other provisions	€266,500.00	€228,000.00
<b>C. Liabilities</b>	€ 818,195.98	€440,926.30
<b>D. Accruals and deferred income</b>	€ 0.00	€7.642.30
<b>TOTAL</b>	€10,990,456.95	€8,797,931.05



# Audit, audit opinion

## HSL

**OPINION OF THE INDEPENDENT AUDITOR**  
An die PLANT-FOR-THE-PLANET FOUNDATION

**REPORT ON THE AUDIT OF THE ANNUAL FINANCIAL STATEMENTS**

### Audit opinion

*We have audited the annual financial statements of PLANT-FOR-THE-PLANET FOUNDATION, which comprise the balance sheet as at December 31, 2022 and the income statement for the financial year from January 1, 2022 to December 31, 2022.*

*In our opinion, based on the findings of our audit, the accompanying annual financial statements comply, in all material respects, with the requirements of German commercial law applicable to business corporations and give a true and fair view of the assets, liabilities and financial position of the Foundation as at December 31, 2022 and of its financial performance for the financial year from January 1, 2022 to December 31, 2022 in compliance with German Legally Required Accounting Principles.*

*Pursuant to Section 322 (3) sentence 1 HGB, we declare that our audit has not led to any reservations relating to the legal compliance of the annual financial statements. [...]*

*Munich, February 28, 2024*

HSL GmbH  
auditing company



Bertram Schmidt  
Certified Public Accountant



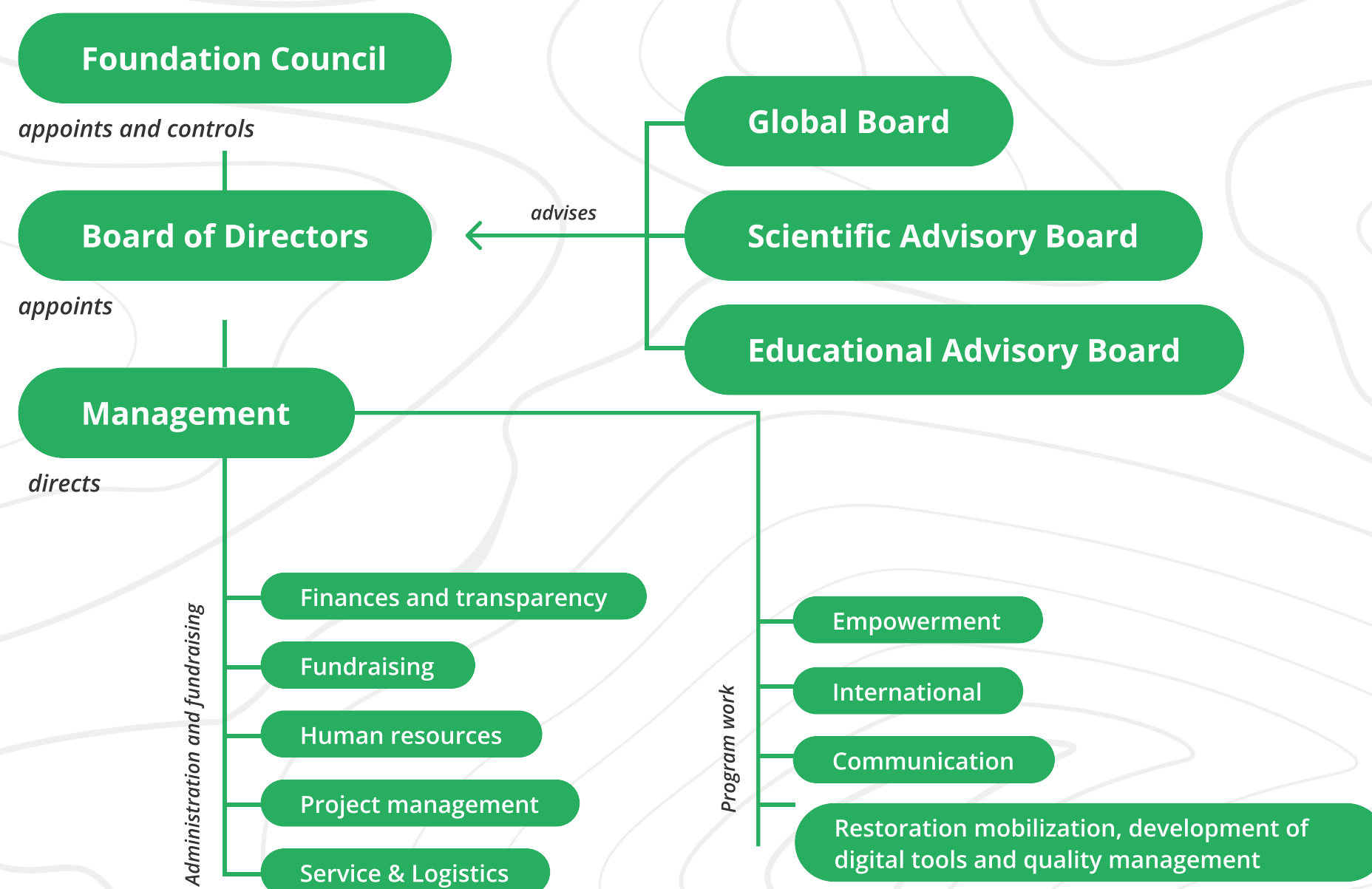
On our website you will find under "Annual Reports"  
[plant-for-the-planet.org/de/annual-reports](https://plant-for-the-planet.org/de/annual-reports)  
the audited annual financial statements for the last few years.



# How we work

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

When the Plant-for-the-Planet Foundation was founded on November 11, 2011, we were a very small organization with just over half a dozen employees. The statutes adopted at that time were appropriate for an organization of this size. A lot has happened since then. From an organization that focused on the empowerment of children and young people through academies, we have become a broad-based organization that restores forest ecosystems itself, that conducts scientific studies, and that supports other restoration organizations with free software tools and advice. The new statutes take this development into account. For example, the Foundation's activities have been expanded in the new statutes and the bodies have been more clearly separated from one another. This enables the Foundation Board to exercise its supervisory function more effectively. We are very pleased that the new statutes came into force on August 3, 2022 (full statutes at [pp.eco/b/statutes](https://pp.eco/b/statutes)). They provide the basis for new tasks and further growth of our foundation.



Organizational chart of the Plant-for-the-Planet Foundation. The Foundation Council is the Foundation's supervisory body. It monitors the Management Board and compliance with the founder's will as set out in the statutes. The Management Board is obliged to manage the Foundation's assets and other funds conscientiously and economically. The full-time Executive Board and the management run the Foundation operationally.

Board members in the reporting year 2022 were Michael Durach, Felix Finkbeiner, Fatou Jeng and Dr. Thilo Pfletschinger. The Plant-for-the-Planet Foundation is the sole shareholder of Plant-for-the-Planet Service GmbH, which is responsible for issuing and brokering licenses, acquiring and supporting sponsors and communicating the idea and values of Plant-for-the-Planet. It does this by selling the Change Chocolate and purchasing and retiring CO<sub>2</sub> certificates, among other things.

### Patrons

Prince Albert II of Monaco  
Dr. Klaus Töpfer

### Foundation Council

Chiagozie Udeh honorary  
Anna Gee honorary  
Dr. Sara Löfqvist honorary

### Board of Directors (as of: 31.12.2023)

Jens Waltermann (Chair) full-time  
Bernhard Hannemann (Deputy) honorary  
Michael Durach honorary  
Dr. Josep Santacreu honorary

### Management

Caroline Gusinda full-time

### Global Board (annually democratically elected youth board)

Akinrinola, Ekraj, Emily, Gloria, Huirong, Latifatou, Lizet, Michaela, Miku, Simon, Udara; Chris and Johann in an advisory capacity

### Scientific Advisory Board (restoration)

Dr. Leland Werden  
Dr. Colin Averill  
Prof. Dr. Dr. Franz Josef Radermacher  
Dr. Bonnie Waring

### Educational Advisory Board

Prof. Dr. Anabel Ternès von Hattburg  
Evelyn Araripe  
Tobias Feitkenhauer  
Waldo Soto

### Ombudsmann

Ulrich Martin Drescher



# Professionally positioned for future challenges

## Our committees and strategy

### Global Board

- International youth board elected annually by ambassadors
- Representing the opinions of children and young people in organization-wide decisions
  - Expanding the global community
  - Developing new initiatives or projects

### Scientific Advisory Board (restoration)

- External panel of experts for the area of restoration
- Further development of standards to ensure the quality of quality of the projects on the platform
  - Advice on our own restoration projects
  - Supervision of ongoing research in the Restoration Research Park

### Educational Advisory Board

- External pedagogical expert panel
- Review of the current educational offers
  - Recommendations for the further development of the concept and further educational formats
  - Advice in the following areas: pedagogy, peer-to-peer approach, ESD and digital education

## Strategy 2025

Our strategy conveys a solution-oriented approach. Therefore, the mission is: "Next generation solutions for climate justice".

We can only achieve something together:

1. We are increasing cooperation with other restoration organizations and promoting their projects - on the one hand through scientific standards and controls, and on the other hand by improving the transparency of restoration through our innovative software tools.
2. We differentiate ourselves through our global community of ambassadors for Climate Justice Ambassadors. We empower them to stand up for their future and change the world.

The strategy was developed in collaboration with the Youth Board, the two scientific advisory boards and the national Plant-for-the-Planet entities. The mission and vision are broken down into concrete goals and results. Each individual employee knows and tracks their contribution to achieving the goals.

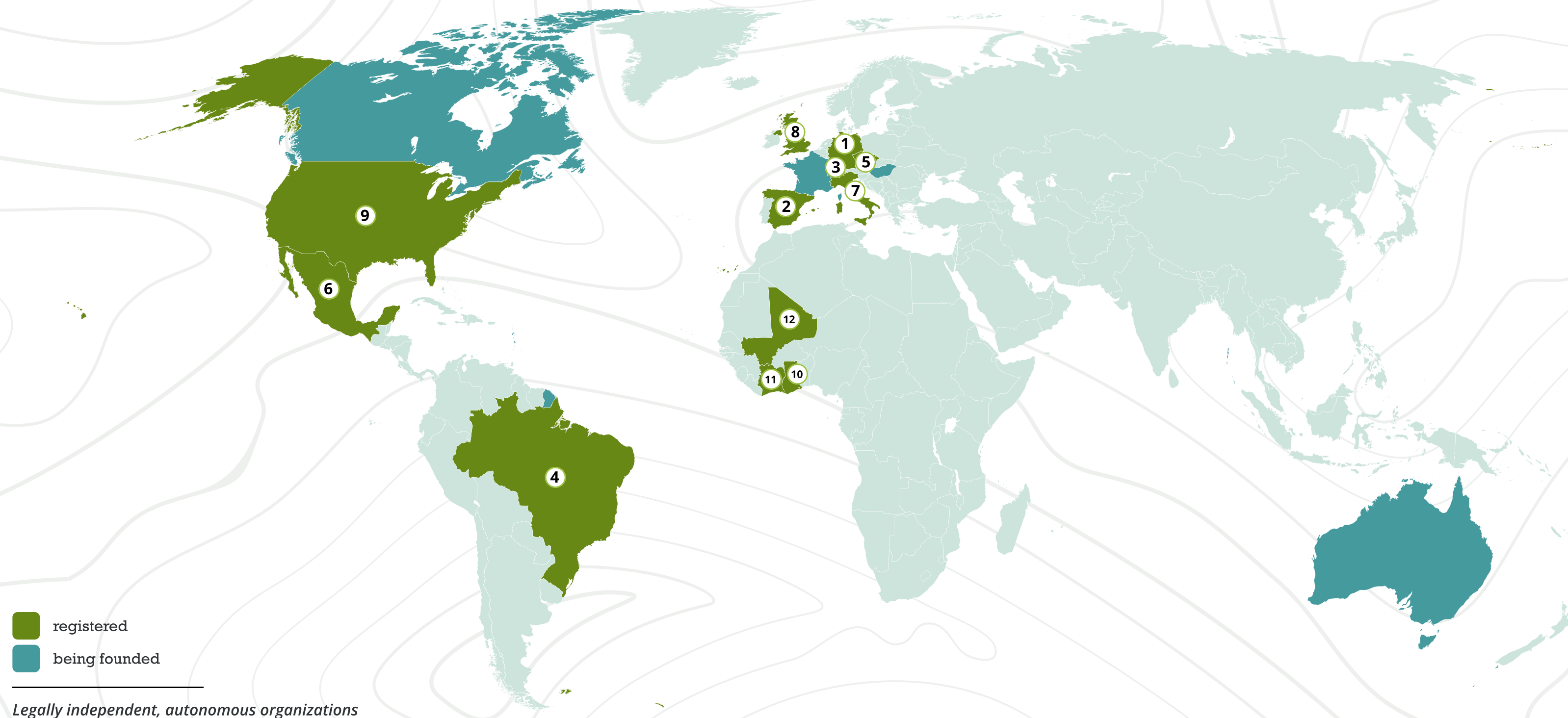


Team photo of the Plant-for-the-Planet Foundation at the annual strategy workshop. The Foundation has 32 employees, 27 of whom are full-time equivalents (as of July 2022). Get to know our team at: [plant-for-the-planet.org/our-team](https://plant-for-the-planet.org/our-team)



# 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 the global academies and projects, "we support and work with Plant-for-the-Planet sister organizations in several countries across the globe. On the following pages, we present some of the work by these organizations in 2022."



- |   |   |
|---|---|
| 1. Plant-for-the-Planet Foundation, Deutschland<br>Plant-for-the-Planet Service GmbH, | Charitable foundation<br>Subsidiary of the Foundation |
| 2. Fundación Plant-for-the-Planet España  | Non-profit association                                |
| 3. Plant-for-the-Planet Stiftung Schweiz  | Charitable foundation                                 |
| 4. Associação Plant-for-the-Planet Brazil   | Charitable foundation                                 |
| 5. Plant-for-the-Planet Czech Republic Nadace   | Non-profit association<br>Charitable foundation       |

- |   |                         |
|---|-------------------------|
| 6. Plant-for-the-Planet, Asociación Civil, Mexico | Non-profit organization |
| 7. Plant-for-the-Planet Italia ODV                | Non-profit organization |
| 8. Plant-for-the-Planet UK                        | Non-profit organization |
| 9. Plant-for-the-Planet U.S.                      | Non-profit organization |
| 10. Plant-for-the-Planet Ghana                    | Non-profit organization |
| 11. Plant-for-the-Planet Cote D'Ivoire            | Non-profit organization |



# Mexico: Close cooperation for joint restoration

## 10 millionth tree planted in Yucatán

This year, the team from Plant-for-the-Planet A.C., Mexico planted its 10 millionth tree in its own planting area. In total, there are already 24 million trees in Mexico, 11.8 million of which were planted in the "Volcano Valley" planting project (see p. 16).

## Exchange with the Spanish colleagues

Jordi (Managing Director) and Oscar (Forest Engineer, Head of Restoration) from Plant-for-the-Planet Spain visited our colleagues in Mexico to share knowledge and experiences. This is an example of the different country organizations growing together as a team. The video shows how they visited the restoration sites and got to know the team in Mexico: [pp.eco/youtube/visit](https://pp.eco/youtube/visit)

## Audit, audit opinion Mexico

PKF Cancún on the 2021 and 2022 financial statements of Plant-for-the-Planet, A.C., Mexico. "In our opinion, the financial statements present fairly, in all material respects, the financial position of Plant-for-the-Planet, A.C. as of December 31, 2022 and 2021, and the results of its operations and its cash flows for the years then ended."

The audited annual financial statements can be found at: [pp.eco/de/annual-reports/](https://pp.eco/de/annual-reports/)



Our colleagues from Mexico celebrate the 10 millionth tree on the planting area in Yucatán



Oscar shows Jordi and Oscar from Plant-for-the-Planet Spain the restoration area in Yucatán







# Spain: "Green belt around Granada" and 1,260 ambassadors for Climate Justice Ambassadors in 2022

## Restoration

There was a major setback in Granada in May: the restoration areas burned. This is another sign of how the climate crisis is also progressing in Europe and how much we need intact forest ecosystems. Thanks to the rapid financial support of the people of Granada, the forest has already been restored. Special thanks to the Berendsen-Muñoz family, who are sponsoring the "Granada Green Belt" project: for every tree that residents donate to the project, an additional tree is planted. The aim is to grow 10,000 new trees by 2024.

## Empowerment

Spain is very active in empowerment. Over 1,260 new climate justice ambassadors were trained in 2022 in on-site and online academies. There were also associated events such as climate events, workshops and speeches at schools.

## Publication of the book "¡Plántate!"

Dr. Josep Santacreu, President of Plant-for-the-Planet Spain, published a book in November 2022. It is a call to action and social commitment to climate protection. "Do we want to go down in history because we turned a blind eye to the climate catastrophe or because we did everything we could to save our planet?" Anyone in the second group should read this book!

### Key figures for Plant-for-the-Planet Spain since its foundation in 2013

**360,000**

Trees  
planted in Andalusia

**4,543**

Climate justice ambassadors

**160**

Academies in  
Spain



Restoration of Andalusia's forests  
[pp.eco/youtube/andalusia](https://pp.eco/youtube/andalusia)

## ¡Plántate!

Crisis climática, bosques y salud humana

Dr. Josep Santacreu



Plataforma Actual

Prólogo de Felix Finkbeiner  
Ilustraciones de Sofia Saiz

Nuestra salud y la del planeta  
es cosa de todos







## Switzerland: Commitment to forest restoration and Plant-for-the-Planet in schools



Academy at the Rietberg Montessori School Zurich.  
Learn more: [pp.eco/blog/rietberg](https://pp.eco/blog/rietberg)

The "Plant-for-the-Planet at school" pilot project launched in 2021 is being continued in Switzerland. Children learn from other children about the consequences and causes of the climate crisis. In the "World Game" and "World Café", they experience climate justice and develop new solutions. The tree planting campaign remains the highlight of the experience. The children learn about the regional forest from forestry experts.

**140,000 trees**

from donations and sponsors for restoration projects in the Global South.



Felix at the Swiss Association of Master Builders

Another highlight was Felix's appearance at the 125th anniversary event of the Swiss Association of Master Builders at the Sursee campus in the canton of Lucerne. At the invitation of the association, Felix spoke to 650 representatives of the Swiss construction industry and politicians about the urgent need for action to combat the climate crisis. He promoted forests as an effective instrument for storing carbon in the forest floor and in the wood of trees. He presented methods and tools for the ecological and transparent restoration of forests, which are being researched, improved and implemented in cooperation with the Crowther Lab at ETH Zurich, among others.



## Italy: Academies and lecture on the national day of the tree

In 2022, Plant-for-the-Planet Italia did a lot to promote youth, including three academies and a talk to a hundred children on National Arbor Day. In addition, the Italian team was present at the Ferrara Buskers Festival, an international festival of great music stars, and entered into a partnership to restore ecosystems in southern Italy: Magnus Lucus - Project for the restoration of local ecosystems.







## Czech Republic: Global Goals Summit 2022 in Prague

The Global Goals Summit is an event organized by the Association of Social Responsibility in cooperation with DTVV.cz, a Czech online media channel. The summit brings together top international and Czech speakers from various fields to talk about the Sustainable Development Goals. And of course, our Czech colleagues from Plant-for-the-Planet were there too!

Czech and international Plant-for-the-Planet ambassadors at the Global Goals Summit 2022



## Brazil: Successful in climate education

From November 7<sup>th</sup> to 11<sup>th</sup>, the Plant-for-the-Planet Academies, supported by the Konrad Adenauer Foundation Brazil, took place at the Barão do Rio Branco school in Belo Horizonte. The training of 200 Climate Justice Ambassadors concluded with the ceremonial planting of 100 tree seedlings in Mangabeiras Park, one of the country's largest city parks. Academies were also held in Santa Helena and Canoas this year.

The Plant-for-the-Planet Foundation also supported Plant-for-the-Planet Brazil with advice and financial resources in 2022. [pp.eco/instagram/brazil](https://pp.eco/instagram/brazil)

Protecting the rainforest in Brazil is essential for all of us. Our ambassadors for climate justice ambassadors ensure that this knowledge is spread locally and that climate protection is implemented.







## Ghana: UN Biodiversity Conference and restoration

### UN Biodiversity Conference COP15 in Montréal, Canada

Mohammed Rabiü Dannakabu, Founder and Executive Director of Plant-for-the-Planet Ghana, represented the Plant-for-the-Planet delegation at the UN Biodiversity Conference - COP15 in Montréal from December 6th to 19th, 2022. He participated in events where he spoke about Plant-for-the-Planet and the Plant-for-Ghana restoration project. There he met with key decision-makers to find ways to protect and raise awareness for biodiversity.

### Own restoration project involving the village community

Plant-for-the-Planet Ghana is an excellent example of community engagement in ecosystem restoration: "The community was involved in all phases of the project with eight employees from the community and up to 30 temporary workers as planting assistants on the site. The project team formed a Community Environmental Management Committee (CEMC). These volunteers helped the project team to protect the trees from clearing and fires." The Plant-for-the-Planet Foundation supported Ghana in 2022 with a loan of €30,000 for its own planting and tree nursery.



### Successful planting season 2022

Planting for the 2022 season began on July 28th, 2022 and ended on September 15th, 2022.

A total of 38,275 trees of 8 different species were planted in the 2022 season.

At the peak of the planting season, 3,400 trees were planted in one day.

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





# What is important to us

## Felix Finkbeiner in conversation: Inspiring success stories from Plant-for-the-Planet



### **Felix, the ambassadors' commitment to climate justice is at the heart of Plant-for-the-Planet. What has particularly moved you from Empowerment 2022?**

I know from my own experience how important it is for children and young people to get involved in combating the climate crisis. There were some great examples of this in 2022: three ambassadors who took part in a Youth Summit for the first time were so inspired that they were directly nominated for the Global Board - our international democratically elected youth committee. Or our extremely active ambassador Johannes (14) from Upper Bavaria, who independently organized two academies for climate justice in schools in 2022 and 2023. This kind of commitment motivates me to continue fighting the climate crisis every day - because it shows what the young generation can achieve.

### **How does it feel to have reached the milestone of ten million trees planted in the Yucatán project?**

I am delighted and it shows how far we have come together. And it was only possible thanks to the amazing support of so many people in the team, our donors and partners. It is their commitment and passion for protecting our planet that has made this success possible. Of course, it's not just about the sheer number of trees planted - it's also about the diversity. Every tree of the 41 species that we plant contributes to biodiversity and supports the ecological balance of our forests on the Yucatan Peninsula in Mexico. By planting trees, we create habitats for animals and insects, preserve valuable ecosystems and contribute to the restoration of natural habitats.

### **The Jaguar Corridor aims to counteract the decline in jaguar populations on the Yucatán Peninsula. What drives you to campaign for the protection of endangered jaguars?**

Jaguars are in danger on the Yucatán Peninsula in more ways than one: just recently we found a dead pregnant female jaguar on the side of the road. Something like that can't leave you untouched. And, in addition to the road expansion, they are losing their habitat due to the deforestation of the rainforest. Together with jaguar researcher Dr. Mircea Hidalgo from the University of Tabasco and other organizations, we want to save 200 jaguars from this fate and free them from their isolation! And that is doubly fitting, because Balam-Kú, the conservation reserve, is called the Jaguar Temple in Mayan. In addition, an ecosystem can absorb significantly more CO<sub>2</sub> if it has healthy wildlife.

### **A milestone in quality control are the on-site inspections of the partner projects on the platform. Why does Plant-for-the-Planet put so much effort into monitoring restoration?**

It is very important to us that our partner projects also meet high quality standards - on a biological, social and financial level. Since 2021, we have had a formal standard application process to be listed on our platform. In 2022, we have already assessed 24 projects on site and projects that, in addition to the main standards, meet at least 12 of 19 "top standards" are listed as top projects. As we were of course unable to audit our own project ourselves, this year we commissioned Dr. Luisa Fernanda Pinzò Pérez from the Autonomous University of Mexico to carry out the audit. The result: our own restoration project in Yucatán is also a "top project". Since 2022, we have also been offering our restoration consulting services with a team of restoration ecologists and have already successfully advised 14 projects.

### **What happens if the review committee decides that a project cannot be included on the platform?**

It does not mean that the project has been abandoned. On the contrary, we remain committed to ensuring that every project is successful. In such cases, we have been offering our restoration advice since October 2022 to improve project quality. But of course, any project can make use of our ecologists' advice, for example on site analysis and identifying suitable tree species. Our aim is to create the best possible conditions for the restoration of ecosystems and to support the efforts of communities.



# Strong together

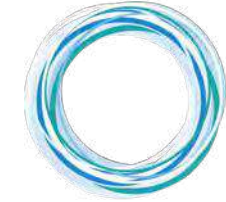
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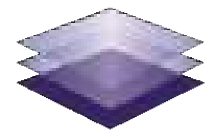
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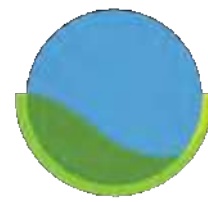


Forum Nachhaltiger Kakao  
German Initiative on Sustainable Cocoa

And over 250 projects from various non-profit restoration organizations like



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International  
Tree Foundation  
Founded 1922



INSTITUTO  
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yakum



You can find the projects of all organizations on our platform  
[pp.eco](https://pp.eco)



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

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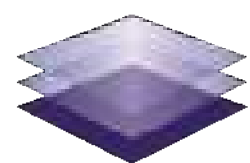
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