



Bringing communities together to
plant trees and cool the planet



Let's Plant the Future Together

A Future of Trillion Trees



FOR MORE INFORMATION VISIT OUR WEBSITE WWW.1TREELLION.ORG
2019 © 1TREELLION.ORG A 501(C)3 NON PROFIT PROJECT

ABOUT

1treellion Global Funds (aka 1treellion) is a non-profit 501(c)(3) project committed to fund tree planting, under the GVNG platform. Our mission is to collectively raise enough funds to make a meaningful global impact by bringing communities together to plant one trillion trees, to absorb the current carbon dioxide stored in the Earth atmosphere and mitigate climate. Trees are the natural climate solution. They are the simple solution but not the easy one. There are many initiatives and organizations that aim to plant trees. 1treellion is aiming to do so by building trust and synergy between the community and nature, while supporting the ecosystem and enabling biodiversity..



VISION TRANSFERRED TO ACTION

1treellion implements a model tree planting around the world, promoting an improvement in the quality of life of the communities involved, generating income by adapting and mitigating the effects of climate change, improving socio-biodiversity. Through a transdisciplinary approach, we use forests at the community level to address other important issues, such as rural sanitation, food, stability, education, and climate mitigation, according to the needs and vocation of local partner institutions. We establish dependency between the community and the trees, supporting the community and making sure the trees thrive and survive. Through planting trees we also assist in the educational processes of children and youth, promoting diversity and inclusion in the restoration agenda, strengthening the economic chain of seeds and seedlings while we build and/or adapted communities to the effects of climate change and contribute to carbon neutrality on a global scale.

STRATEGY & DIFFERENTIATING VALUES

Good outcomes are the result of good purpose led by good people. Although there are different global initiatives related to forest restoration, the proposals based on the inclusion of people in the decision-making process are relatively low. In a complementary way, the escalation of tree planting models that prioritize the needs of local communities, has great potential for optimizing efforts and resources in the decarbonization agendas of the world economy. Putting people & community at the center of what we do helps to ensure that the best possible outcomes are met. In this sense, the proposal presented by the 1treellion Global Funds, deeply addresses the association between the recovery of the rural economy Post-Covid19 using forests. At the same time, this initiative will promote the integration of important agendas linked to land use, such as the restoration of degraded and or vulnerable ecosystems, the reduction of rural poverty, the reduction of food security and education, enhancing the achievement of global goals related to the climate. Connecting people to the forests with a view to generating income increases the likelihood that the forests will remain standing, even after the end of the implementation phase. For this reason, we believe in the engagement process as a fundamental part for the territorial empowerment and effectiveness of the project in the medium and long term.

OFFICIAL DEVELOPMENT ASSISTANCE (ODA) ELIGIBILITY

1treellion operates in any country on the list of Official Development Assistance (ODA), since membership is voluntary after an active search for local institutions and incentives to apply, following criteria of transparency of information and good management of the resource. Once approved, 1treellion will monitor and support projects that have collective decision-making criteria regarding the forest model to be implemented, considering the potential, demands and local vocations. In this way, projects adjusted to local specificities will contribute to the diversification of income sources through the economic chain of forest restoration, whether in the collection and sale of seeds and seedlings, planting maintenance, consumption and marketing or resource management.

SDGS



SUSTAINABLE DEVELOPMENT GOALS



1treellion’s works towards achieving nine (9) of the UN’s Sustainable Development Goals. Starting with #13, Climate Action, SDG #15, Life on Land, SDG #1 No Poverty, SDG #1 Zero Hunger, SDG #3 Good Health and Wellbeing, SDG #5 Gender Equality, SDG #6 Water & Sanitation, SDG #8 Decent Work & Economic Growth, and SDG #10 Reduced Inequalities.

1treellion is a member of Catalyst 2030. Catalyst 2030 is a global movement of social entrepreneurs and social innovators from all sectors who share the common goal of creating innovative, people-centric approaches to attain the Sustainable Development Goals by 2030. Members are driven by a passionate determination to ensure that the SDGs are met by 2030 thereby avoiding the devastating 50-year delay predicted in the Social Progress Index.

PROJECT APPROACH

GEOGRAPHIC LOCATION

Worldwide, notably in developing and underdeveloped countries.



ISSUES SEEKING TO ADDRESS

Accelerated deforestation and land use changes are causing biodiversity losses unprecedented in human history. Part of the consequences include the increase in social vulnerabilities and the intensification of damage caused by extreme weather events. In-depth analysis, the effects of the absence or misuse of forests have had devastating effects on rural communities worldwide, increasing food insecurity, poverty, involuntary migration and the workload, especially for rural women, who in many countries are responsible for collecting firewood for subsistence.

Scientific evidence shows the direct relationship between forests and human health in a global perspective. If today, most zoonoses that affect humans originate in wild animals (As Covid19), and if thousands of people still die every year from contamination from wood stove smoke, we really need to find the "tipping-point" of relationship between communities and forests.

In this sense, 1trillion's aims to link the purpose of planting one trillion trees to improving the quality of life, generating income, and adapting the communities involved in our projects to the effects of climate change, contributing to mitigate these impacts through atmospheric carbon sink. Although there is a rouge movement for the restoration of ecosystems with native forests, little has been invested in the implementation of models that effectively generate local benefits for people, and it is in this perspective that we seek a fair, equal and even climate transition.

PROJECT APPROACH

DELIVERABLES

1treellion seeks to implement a reforestation model at a global level that interconnects forests and people, whether they support or benefit directly from the initiative, regardless of scale. In this way, individual, collective or corporate actions have the same opportunity to contribute to the restoration of ecosystems across the planet, while reducing the carbon footprint. The main results of the 1treellion movement are to improve well-being and diversify sources of income for communities through the planting of trees and forests. It is also expected that, on a local scale, the planting of trees will assist in the educational processes of children and youth, inclusion of women in the restoration agenda, strengthening the economic chain of seeds and seedlings and formation of community networks, while contributing to carbon neutrality on a global scale. Through a transdisciplinary approach, we also consider the use of forests to resolve other important issues, such as rural sanitation, food, education and adaptation to the climate, according to the needs and vocation of local partner institutions. To achieve these objectives, it is necessary to guarantee financial resources for the acquisition and planting of seedlings, maintenance, monitoring and implementation of engagement tools (participatory rural diagnosis, analysis of motivational factors for forest restoration, technical assistance and rural extension), which are directly related to the success of projects in the medium and long term. Main tasks to deliver the results proposed are

- Dissemination of the initiative through digital communication channels.
- Analysis of proposals and selection of local institutions to implement and monitor the project.
- Preparation of the transfer and financial management contract.
- Monitoring of planting (Reports).
- Monitoring and maintenance of areas (Monitoring).



PROJECT APPROACH

RISK MITIGATIONS

The risks identified for 1treellion's operations are directly related to the local reality, which may vary due to political, social and climatic issues. The initial comprehensive approval process of the fund request initially goes through a filter to identify the administrative and operational capacity, and the institution's reputation.

In general, the main risks are:

- Corruption
- Geopolitical conflicts (wars)
- Extreme weather events
- Work relationships
- Survival rate
- Deforestation

Risk mitigation approaches

- Periodical reports on trees growth
- Periodic interviews with the locals
- Images and videos of planting sites
- satellite images of canopy cover
- GPS locations of the planting site



1treellion isn't the only organization that plants trees, onetreeplanted, 1t, are some who plant. The effects of climate change are affecting every aspect in our lives. Earth's warming up, ocean levels are rising, and we face more and more ecological disasters. To change we need everyone to come together. The more trees planted the better.

Most forest restoration projects are looking at large scale planting, 1treellion's projects focus on small projects which have the highest impact on both the community and the environment.

The trees that are planted benefiting the community in the area, securing jobs, food, as well as the environment are increasing the chances for the trees to thrive and survive for generations to come.

The majority of the communities we support focus on agroforestry, where the part we are involved in is the forestry aspect to it or a restoration of a natural forest in that area.

PROJECT APPROACH

PROJECT SUSTAINABILITY

Our projects are based on identifying real problems in small communities, which can be managed through the creation of networks and initiatives that promote territorial empowerment through the recovery of ecosystems.

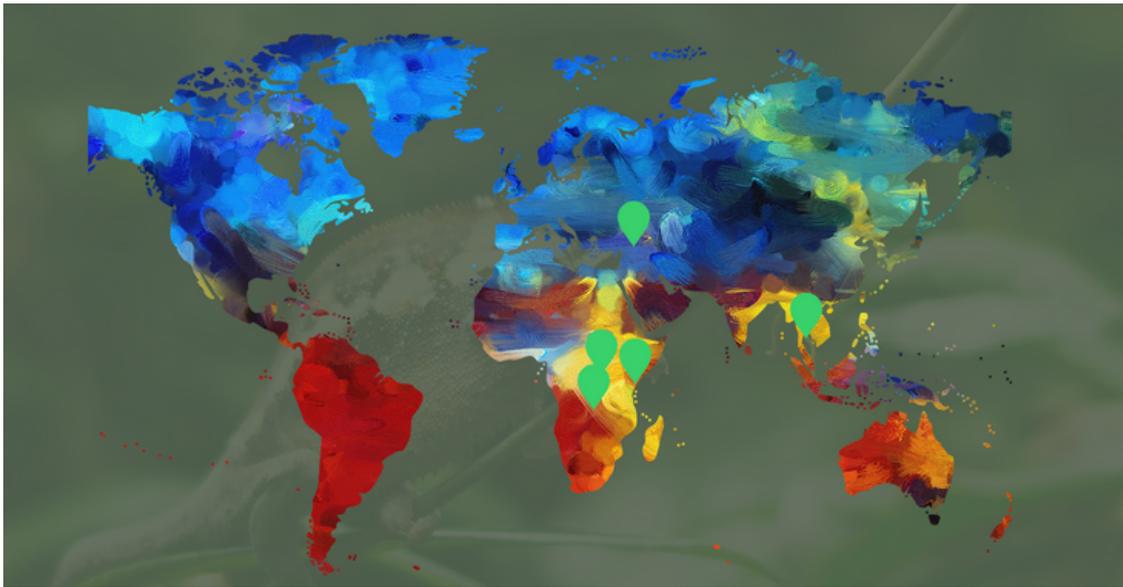
In this sense, together with the planting of trees, we strengthen the integration between the various sectors that make up the local arrangements, presenting opportunities to expand the initiative, either by obtaining additional funds, or by the project's own sustainability, by using arrangements that generate income and employment opportunities. The main premises that we consider to ensure the sustainability of our projects in the medium and long term are:

- 1treellion's projects have the potential to scale up with minimal additional funds, projects that become self-reliant and independent.
- Having planted within a community where a relationship and dependency being established toward the trees there will not need to be any additional costs for the newly planted trees. To expand and plant more trees in that area the community will learn how to collect, germinate, and sprout new seedlings of the natural trees.
- Part of the planting is dedicated to agroforestry, where trees and food plants are planted together, enabling food security and job security while at the same time enables the thrive of the planted forest.
- Create opportunities and networks to scale up this initiative in other local communities in proximity to our current projects. Their values in lessons learned is another source of funds that indirectly supports the project.



FACTS & FIGURES YOU SHOULD KNOW ABOUT 1TREELLION

1treellion Movement was born as an idea in the second half of 2019 and in early 2020 the project was founded by Tali Orad and Angela Guerra. During 2020 1treellion has built a solid network of ambassadors and partners who provide in-kind support and offer their time and expertise to achieve 1treellion's goals. No operating costs are deducted from the 1treellion Fund. We operate at 'zero' cost and any associated expenses are covered out of our personal pocket. This is our commitment to support the project and our contribution to ensure that the impact is maximized.



During 2020, 1treellions has discussed with more than 40 planting organizations previously mapped out, and 20 have submitted formal grants applications to the 1treellion fund. Only 5 out of them have been approved for granting since in 1treellion we have in place a thorough scorecard & funding criteria to carefully assess and select the organizations we collaborate with.

These five truly reliable selected organizations are located and currently planting trees in Thailand, Armenia, Uganda, Congo and Kenya. The cost per tree varies from \$1 to \$ 5 per tree (\$2.1 per tree on average). So far 4183 trees have been planted already. While this is a good start for the first year of activity, our ambitious goal for 2021 is to surpass the 100.000 planted trees.

SUCCESS STORIES

KENYA

SUSTAINABILITY, SOCIAL EDUCATION, AND COMMUNITY SUPPORT

Wamunyu which is located in the Mwala sub county of Machakos, 2½ hours south East of Nairobi, the area is semi-arid with limited rainfall.

INITIAL GOAL

Incorporate a tree planting project in the community's school, to provide a hands-on science/environmental lesson for students on the life cycle of trees and the importance of tree planting as a means to mitigate climate change, diminish soil erosion, shade and shelter, and, in some cases, a food source. The students were to be engaged in planting seeds, transplanting seedlings, and watering and monitoring the growth of the Moringa. As part of the hands on experience - once the trees mature, the students help harvest the leaves and seeds and prepare them for market. The trees are there to support the school as well as members of the community. The proceeds of the sale of the Moringa products will be used for school resources as well as to plant and maintain more trees.

TREE SPECIES & COMMUNITY BENEFITS

The Moringa Tree is referred to as the "never die" plant in Africa. It thrives no matter how tough the environment and soils. Moringa is known to produce fruit even during drought conditions and it rebuilds quickly after being cut. They thrive in areas with access to modern irrigation methods and compost fertilizer. Growing quickly, they gain as much as 10 feet per year in peak conditions, and they are naturally resistant to many types of insects. It is these characteristics, combined with robust nutritional/medicinal attributes, that make the Moringa a highly economical and low maintenance crop helping to fight disease, starvation and malnutrition. The leaves can be harvested frequently providing a steady flow of sustenance.

OTHER RELATED PROJECTS

The tree planting was the connecting string to all other sustainable and environmental projects done with the community.

Solar lights for the students to read at night.

Compost toilet replacing the pit toilet that contaminated the underground water. Every year the compost is harvested and used to fertilize the trees.

Hand washing stations to maintain a sanitary environment, wasted drained water is directed to water the trees.



SUCCESS STORIES

ARMENIA

REFORESTATION AND RESTORE ECOLOGICAL CORRIDORS

Mozrov settlement, Gnishik community, Vayots Dzor Region, Armenia. All planting is done in an area that was declared a Privately Protected Area in November 2011.

INITIAL GOAL

Towards conserving biodiversity and the establishment of sustainable livelihoods, the goal is to restore several plots of highly degraded sparse forests in the territory of the Caucasus Wildlife Refuge (CWR), the first privately protected biodiversity hotspot area South Caucasus which encompasses around 30,000 hectares, in Armenia. Being the habitat of a number of southern Caucasian species, the CWR territory is an area of crucial importance buffering Khosrov Forest State Reserve (IUCN Ia category), as well as it serves as a migratory corridor for the wildlife from East to West of Armenian borders. The refuge is a safe haven for many rare species, such as Brown bears, Bezoar goats, Armenian Vipers, Bearded Vultures and endangered Caucasian leopard. This will contribute to efficient biodiversity protection in Armenia by improving the conservation status of flora and fauna in the reserve's previously unsustainably managed buffer zones and wildlife migration corridors. This area has remarkable biodiversity, however, it is under risk of ecosystem degradation due to unsustainable anthropogenic practices and illegal activities.



RESTORING THE ECOSYSTEM

Native tree nurseries utilizing the technique of growing tree seedlings in containers. This methodology allows the cultivation of native tree species that are hard or impossible to grow through the bare root method commonly used in Armenia. All the workers starting from seed collection to planting, are from rural communities. Understanding the area and appreciating the value in restoring it.

SUCCESS STORIES

ARMENIA

REFORESTATION AND RESTORE ECOLOGICAL CORRIDORS

LOCAL COMMUNITY BENEFITS

As the local communities are involved in the reforestation efforts. Learning to appreciate the value in the planting as well as benefiting from the process as well.

- Food for the wildlife - There is a growing issue of human-wildlife conflict in communities we work with. The wildlife does not find enough nutrition and tries to find it in rural communities. The wild fruit trees we plant serve as an alternative source of nutrition for wildlife and the cases of wildlife invasion will be decreased;
- Food for the community - The nearby communities also will benefit from wild fruit forest, as to some extent their livelihood depends on the healthy habitat;
- Job opportunity - Creating seasonal income and (self) employment opportunities for dozens of people in this rural area.
- The livestock keepers had been charged fees by the community administration to get permission for grazing and wild harvesting, whereas after the lands were placed under our local partner's management, several land plots were allocated for sustainable grazing / wild harvesting free of any charge.
- Education - Regular training sessions, workshops, and awareness-raising events are being offered to different age groups of the community. For the adults, tailor-made theoretical and practical workshops on state-of-the-art technologies of green agriculture, sustainable wild harvest, sales, and marketing, as well as social entrepreneurship are delivered, while place-based project learning methodology is applied with schoolchildren.

RESULTS

So far our test project was very successful despite the war in Armenia we were able to successfully plant several species of the wild fruit trees. Both the people and trees are safe. To continue and restore the 30,000 hectares 1treellion Global Funds needs to secure more funding.

SUCCESS STORIES

TANZANIA CONSERVATION, RESTORATION OF FOREST AND WATER SOURCE

The Eastern Arc Mountains are a global biodiversity hotspot that require restoration and community involvement to avoid exhausting the forest resources.

INITIAL GOAL

The Eastern Arc Mountains are a global biodiversity hotspot, and this biodiversity must be maintained. Tree planting projects to reforest lands in the Usambara Mountains African Rainforest are an excellent way to achieve this imperative. Population growth puts further pressure on these Unique Forests Reserves as people need building materials, cooking fuel, and other tree products. The project has the objective to enhance tree planting in and around villages. By assuring adequate Fruits tree availability to communities in the Usambara Mountains, we can avoid the unsustainable illegal use of the Reserves. This project is also an effective instrument to combat deforestation, global warming and community economic life improvement. It also seeks to reestablish the link between Forest natural resource management as well as remove the people out of the old day practices that led to loss of biodiversity.

PROGRESS

successfully planted 2500 trees. Tree species that have been planted are *Makhamea lutea*, *Greveria robusta*, *Agrocapus*, *Lauvofia cafra*, pines *patula* and *cyprus*. These trees were planted at Mlongwema High school and to date 95% of planted trees have survived, with this regard the survival rate so far is 95%. By having the school kids constantly monitoring the trees and the surrounding villages incorporating agroforestry a natural dependency is created where all benefit.



LOCAL COMMUNITY BENEFITS

EDUCATION: foster an understanding of the amenity, ecological and economic value of trees, Classroom and practical sessions on tree nursery preparation and management. Students and women at the villages plant trees in the area to maintain biodiversity. Trees are sold to maintain sustainable school tree nurseries. Agroforestry tree products help subsistence women farmers improve nutrition and income

FOOD SECURITY: Food Systems, Land Use and Restoration Impact Program, focusing on the promotion of climate smart agriculture and sustainable land management while also increasing the

SUCCESS STORIES

TANZANIA CONSERVATION, RESTORATION OF FOREST AND WATER SOURCE

LOCAL COMMUNITY BENEFITS

prospects for food security for smallholders and communities that are dependent on farming for their livelihoods by which our proposed project is addressing fruits trees on agroforestry intending to improve living standard of the community by eradicate and graduate them from extremely poverty.

ENVIRONMENT: Increase global tree cover, promote reforestation and appropriate tree cultivation. Trees planted in reforestation projects help to replace the lost forests. Trees planted in Agroforestry sequester atmospheric CO2 while offering subsistence farmers nutritional and income generation benefits especially to the women around the mountains. Trees planted protect the Nature Reserve from poachers, maintaining biodiversity.

EMPOWERING WOMEN AND YOUTH: Build capacity of women in the community organizations to advocate for and implement community-based forestry and agroforestry, Participants in school environmental clubs will be empowered with basic skills on tree nurseries establishment and management. Trees are marketable today so students can possibly start their own commercial tree nursery small business ventures when they are done with school, resulting in both greater agroforestry development and economic improvement. Project will help the Society reach toward its goal of planting 15 in 2021

LIVELIHOODS: Enable communities to develop and restore sustainable and productive landscapes by tree cultivation, through free distribution of tree species suitable for agroforestry especially Tree species natives to the mountains.



OUR ASK

We ask for your donation towards a better future, and we invite you to play a leading role in building a more just and inclusive planet through forests. So 1treellion can continue planting while supporting people and the environment.

Our goal is to raise \$500,000 to support our current project (some were listed as test cases), as well as initiate new ones that we identified.

ADDITIONAL INFORMATION



Tali Orad's presenting our philosophy at COUNTDOWN TEDx at Humboldt State University CA, Seeding a Better Future, Who Do We Plant for Anyway? by Tali Orad

https://www.ted.com/talks/tali_orad_seeding_a_better_future_who_do_we_plant_for_anyway

More information can be find on our site [1treellion.org](https://www.1treellion.org)

Some of our success stories can be heard on [The Butterfly Effect Podcast](#)

info@1treellion.org





Tali Orad

Founder

tali@1treellion.org

+1 646 284 4533

Angela Guerra

Founder

angela@1treellion.org

+34 607 265 176

**"THE BEST TIME TO PLANT A TREE WAS
20 YEARS AGO. THE SECOND BEST
TIME IS NOW"**

Chinese Proverb