

# THREE BILLION ADDITIONAL TREES

BY 2030

WE GROW  
TOGETHER



#3BillionTrees

# European Green Deal objective

The EU's forested area needs to improve, both in quality and quantity

**Biodiversity Strategy 2030**

**New EU Forest Strategy  
(+ Roadmap for 3 billion trees)**



**#3BillionTrees**

# Why plant trees?

## Benefits for the Environment

- Habitats for species
- Improve water bodies
- Prevent soil erosion in agricultural land

## Benefits for the Economy

- Wood and non-wood products and services
- Jobs
- *Forest-based industries = 2 million jobs (2011)*

## Benefits for EU Citizens' & our Planet's Health

- Well-being
- Culture
- Filtering pollutants

*e.g. 305 tonnes filtered by trees and shrubs in Barcelona, worth >1M€*

## Benefits for the Climate

- Carbon sinks
- 3 billion trees = 4 million tonnes of CO<sub>2</sub> removed in 2030*

**#3BillionTrees**



# Artificial areas

The potential for trees in EU cities is around 4 million hectares, representing:  
**2,1 billion trees**



# Forests

3 billion trees is equivalent to  
**+1,3% to +1,9%**  
of the current EU forest area



# Agroforestry

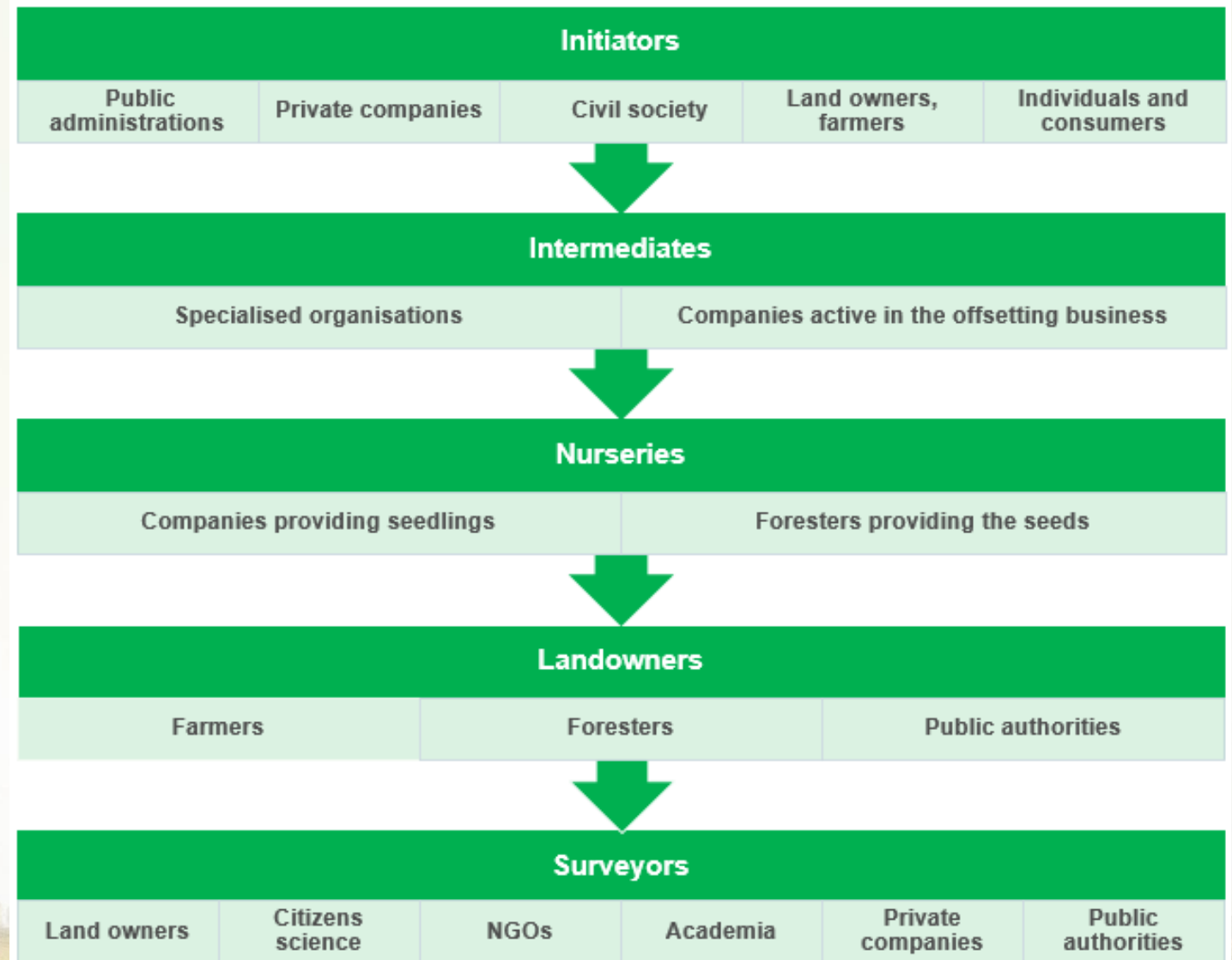
**Potential for 13 million hectares  
of planting on agricultural land,  
representing**

**3,13 billion trees**

# Where?



# By whom?



# Tree planting: Basic principles

## ADDITIONAL

Not a replacement for forest protection but an additional element

## ECOLOGICAL

The right tree in the right place, for the right purpose.

## CARE

Plant but also grow the trees

# How to do it in practice?

## WHERE TO PLANT

- 1) Forests, agroforestry/ agricultural areas, urban areas, along the infrastructures.
- 2) Not to plant in high nature value areas such as mires, bogs, fens, wetlands, peatlands, grasslands.

## WHAT TO PLANT

- Right mix of tree species
- native species
  - climate change considered
  - no alien species

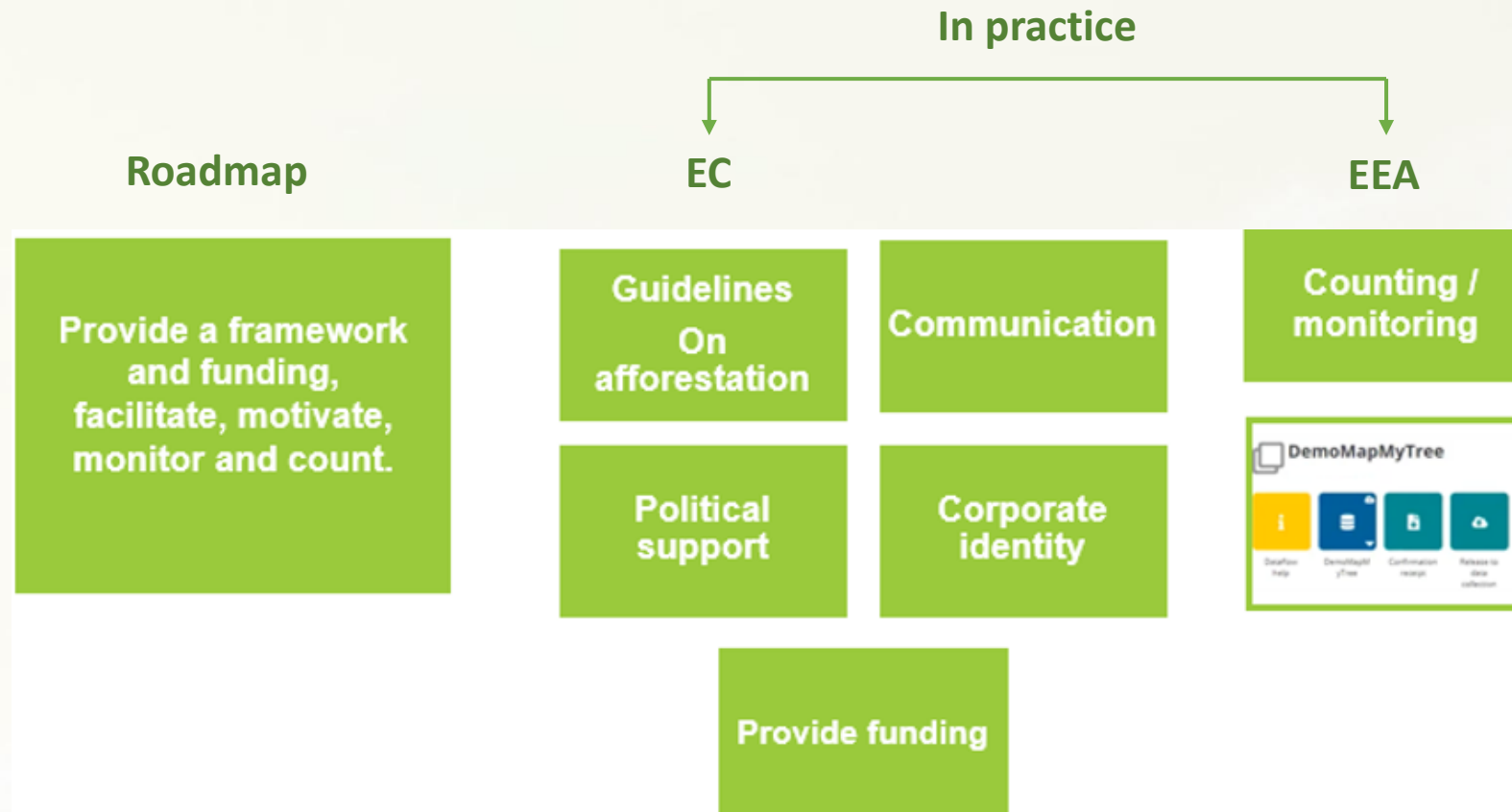
## HOW TO PLANT

- 1) With a long-term vision (planting and growing).
- 2) Planting for the right purpose.

For more information: [https://ec.europa.eu/environment/pdf/forests/swd\\_3bn\\_trees.pdf](https://ec.europa.eu/environment/pdf/forests/swd_3bn_trees.pdf)

**#3BillionTrees**

# Role of the EU Commission



# The EU Counter: MapMyTree

Open to organisations

Since December 2021

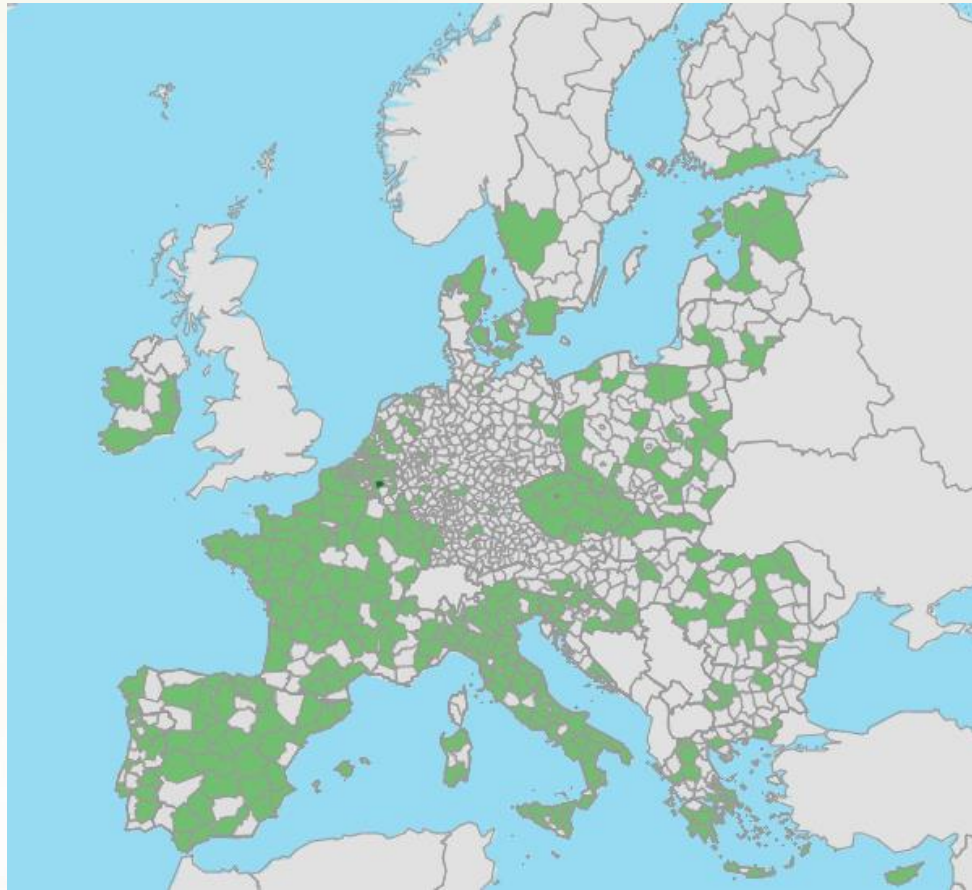
Open to individuals

Since May 2022



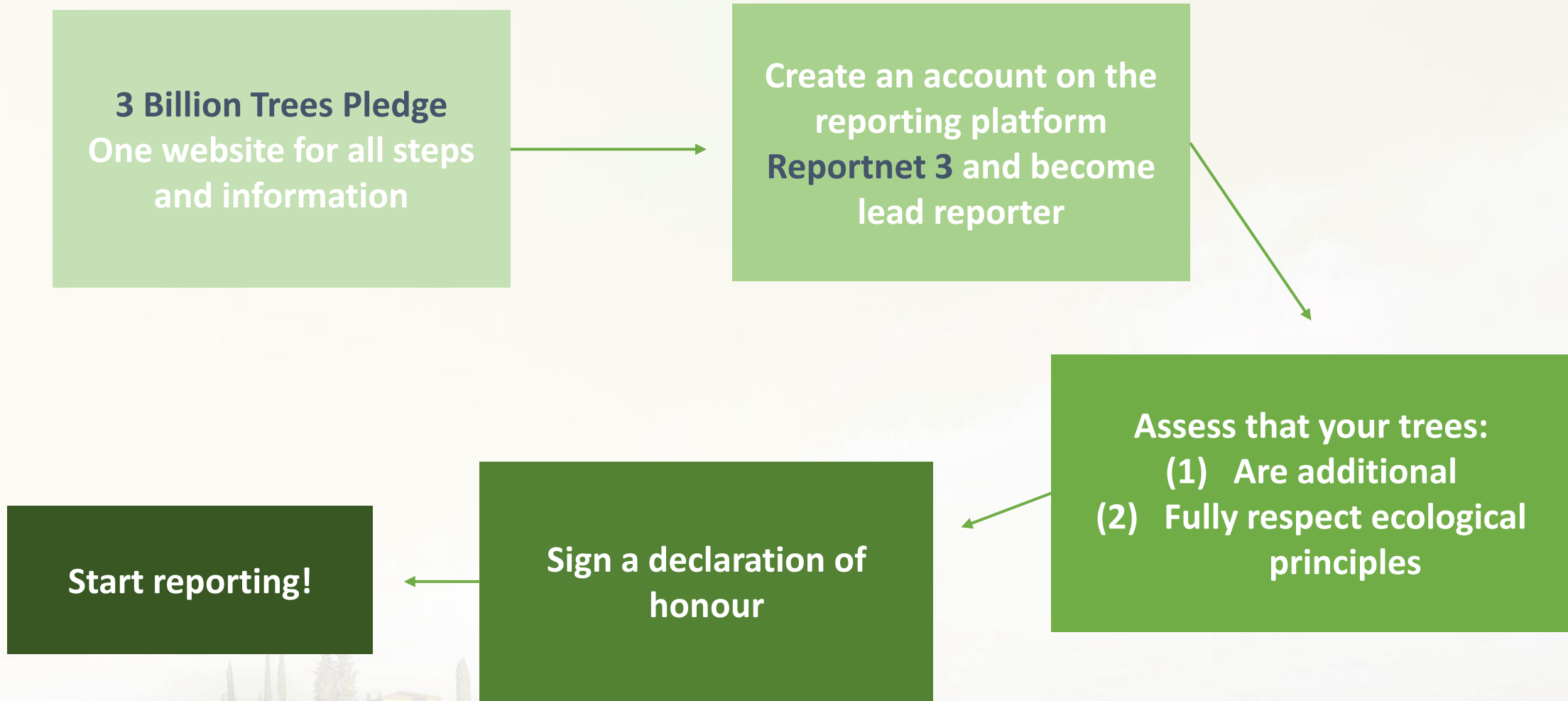
#3BillionTrees

# The EU Counter: Where are trees located?



#3BillionTrees

# The EU Counter: How to report a tree as an organisation?



# Support by MILIEU

- Mapping of pledges/pledgers
- Guidance on funding
- Study on challenges
- Webinars and conferences
- Promotion



THREE  
BILLION  
ADDITIONAL  
TREES  
BY 2030

# Communication

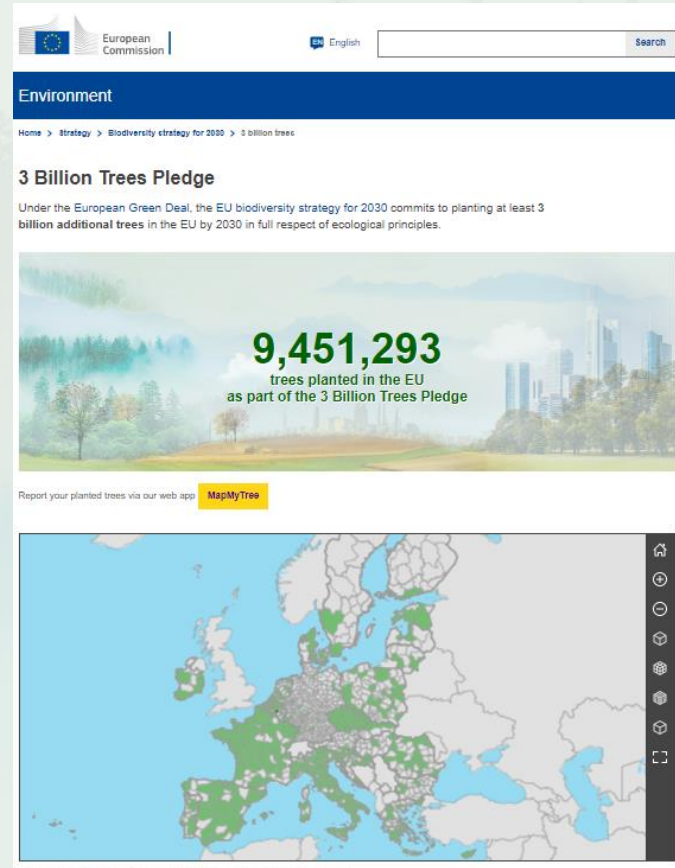
#3BillionTrees

WE GROW  
TOGETHER



# Communication: Official webpage

- Counter and map
- Explanation video
- Info
- Q&A
- News
- Documents
- Links



## How does it work?

Some answers to your questions:

- + How can I join?
- + What are the conditions for being counted in the pledge?
- + Who is monitoring that the right trees are planted and that they survive?
- + Who is planting the trees?

## What else is the EU doing to protect forests?

This pledge will not solve the climate nor the biodiversity crisis on its own. Planting new trees is not an alternative to preserving existing trees, but a complement to broader conservation action. The Commission is taking further action to improve the quality and quantity of EU forests through the new [EU forest strategy for 2030](#). This strategy aims to increase forest coverage in the EU whilst respecting ecological principles, and improve the resilience of forests in the EU. It includes commitments to strictly protect remaining EU primary and old-growth forests, ensure that forests are managed sustainably, and improve the monitoring of EU forests.

## Participating organisations

See the [list of organisations](#) that have already planted trees as part of the pledge.

## News

11 May 2022: [Launch event of the 3 Billion Trees Counter for individuals](#)

9 December 2021: [MapMyTree: New data tool to count planted trees in Europe](#)

#3BillionTrees

[https://environment.ec.europa.eu/strategy/biodiversity-strategy-2030/3-billion-trees\\_en](https://environment.ec.europa.eu/strategy/biodiversity-strategy-2030/3-billion-trees_en)



# Communication toolkit in all EU languages

- **Branding and visual identity**
- Social media and web visuals
- Editable visuals
- Word and PowerPoint templates
- Communication guidelines
- Graphical charter
- Sign-off

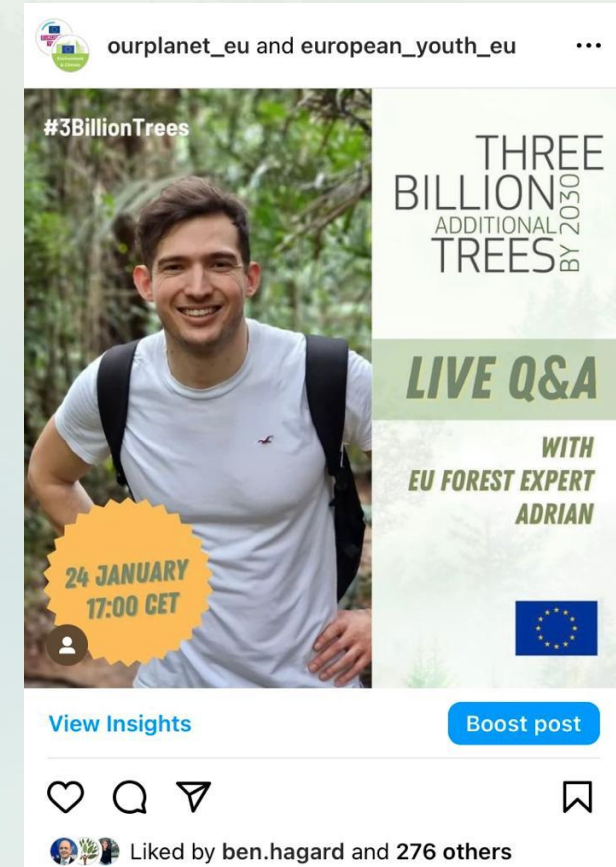


#3BillionTrees



Contributes to the EU pledge  
for 3 billion additional trees

# Social media



#3BillionTrees

# Communication on-site

EU Commissioner Sinkevičius  
plants trees for the  
3 Billion Trees Pledge  
near Brussels, Belgium

01/04/2022

**#3BillionTrees**



# Thank you and follow us!



@EU\_ENV



EU Environment



@ourplanet\_EU



EU Environment and Climate

**#3BillionTrees**

Photo credits <https://euraf.isa.utl.pt> / EEA / <https://www.lifetreecheck.eu>