

THREE  
BILLION  
ADDITIONAL  
TREES  
BY 2030

#3BillionTrees



WE GROW  
TOGETHER



## Webinar

*Challenges, barriers and possible solutions for tree planting*

***Date: 4 September 2025 from 9:30 to 11:30***

### Objective of the Webinar

The [new EU Forest Strategy for 2030](#) aims at ensuring forest restoration and reinforced sustainable forest management for climate mitigation and adaptation and forest resilience. Based on a target set by the EU [Biodiversity Strategy for 2030](#), it sets out the EU Pledge to plant, at least, [3 billion additional trees by 2030](#) in full respect of ecological principles. The pledge is based on the overall principle of planting and growing **the right tree in the right place and for the right purpose**.

A dedicated page on DG ENV's [website](#) contains all the necessary information on the 3 billion additional trees pledge and a [EU tree counter](#) provides information on the estimated number of additional trees planted in full respect of ecological principles in the EU as from May 2020.

The implementation of the pledge depends on grassroots initiatives in the Member States, at national, subnational and local level. Linking with stakeholders is key for discussing challenges in tree planting and sharing experiences and solutions. The European Commission has requested the development of a report to explore the various challenges and barriers to tree planting. The objective of this webinar is to discuss the key findings of the report.

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## Agenda

*Moderator: Marta Ballesteros, Milieu Consulting*

09:30 – 09:40	<p>Welcome and Introduction to 3 Billion Trees project</p> <p>Marco Onida, <b>European Commission, Directorate-General for Environment (DG ENV)</b></p> <p>Marta Ballesteros, <b>Milieu Consulting</b></p>
9:40 - 11:20	<p>Challenges and barriers for tree planting</p> <p><i>Expectations of the 3 Billion Trees Pledge</i></p> <p>Marco Onida, <b>European Commission, Directorate-General for Environment (DG ENV)</b></p> <p><i>Overview of Key findings of the report</i></p> <p><b>Milieu Consortium</b> : Marta Ballesteros, Agnieszka Markowska, Daan Welling – Strith Sustainable Development, Ruta Landgrebe – Ecologic Institute</p> <p><i>Experiences from stakeholders</i></p> <ul style="list-style-type: none"> <li>○ Mr. Jordi Juanes, <b>Plant for the Planet</b> – Legal challenges</li> <li>○ Ms. Marika Luiati, <b>One Tree Planted</b></li> <li>○ Ms. Marga Witteman, <b>Urgenda</b>, circular forestry</li> </ul> <p>Interventions by participants and Q&amp;A</p>
11:20 – 11:30	<p>Conclusions</p>