

Together we can **conserve,
restore and grow** a trillion
trees by 2030





Forests are critical and offer **sustainable solutions** for people and the planet



Reduce **atmospheric carbon** when appropriately managed and monitored, and paired with economy-wide decarbonization



Offer **jobs and sustainable livelihoods**, that could create \$230 billion in business opportunities and 16 million jobs by 2030



Improve our **mental and physical health** by lowering heart rates, reducing stress and boosting our immune system

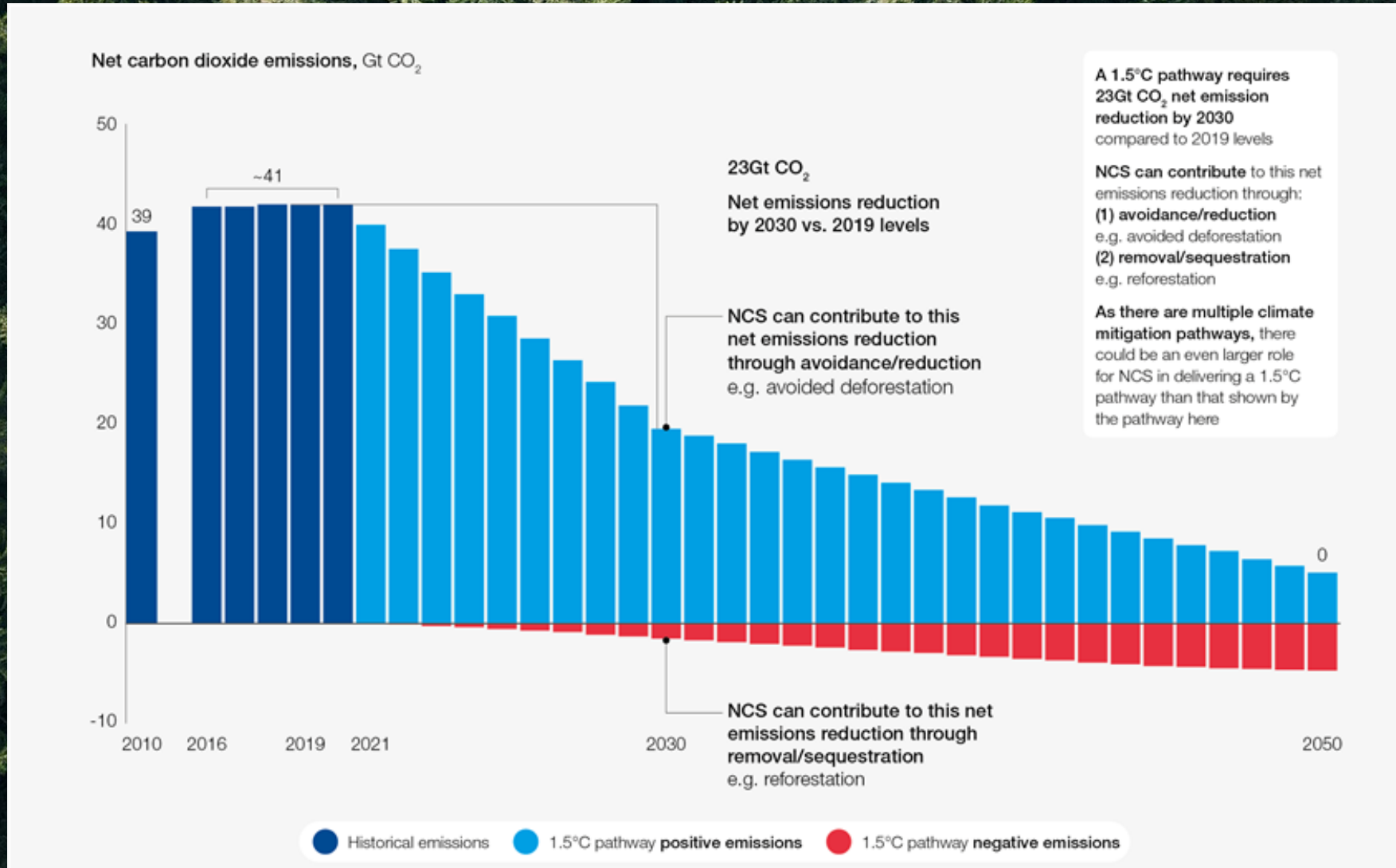


Represent a **treasure trove of innovation**, propelling novel drug discovery, new materials and unique approaches



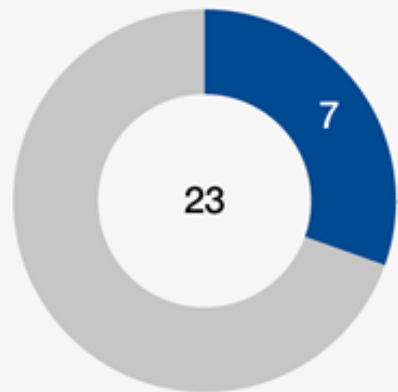
Collect clean air, water and soil that provide a **home to animals and birds** that return to restored, native, biodiversity-rich habitats

NCS Potential to the 1.5°C Pathway

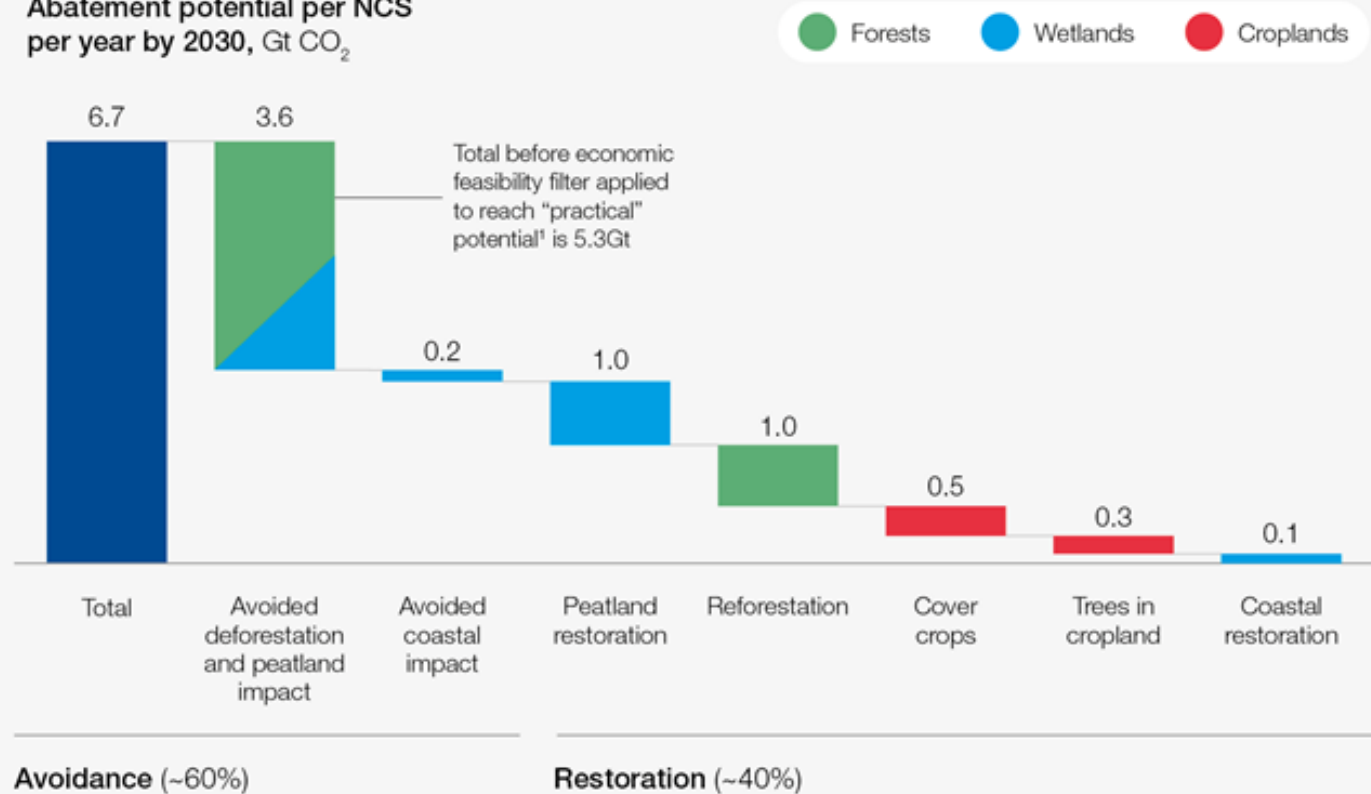


The Role of Forests in a 1.5°C Pathway

Total NCS abatement potential out of net emissions reduction requirement by 2030, Gt CO₂



Abatement potential per NCS per year by 2030, Gt CO₂



1t.org serves a global movement to **conserve, restore and grow** a trillion trees by 2030

We drive change by:



1. Mobilising **private-sector** ambition and engagement

- + Showcase credible company commitments through pledges
- + Convene a cross-industry leadership group: 1t.org Corporate Alliance
- + Deploy the latest standards and tools for socially and ecologically responsible implementation



2. Accelerating restoration in **priority regions**

- + Shape innovative partnerships and policies to accelerate restoration in key geographies e.g. US, Sahel, Amazon Basin, India, China
- + Facilitate multi-stakeholder dialogues for knowledge sharing and overcoming key roadblocks to scale.



3. Empowering a new generation of **ecopreneurs**

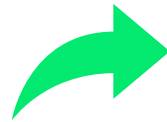
- + Unlock innovation and support *ecopreneurs* whose business models restore nature, through our digital platform, UpLink, and Accelerator Programs.
- + Support youth empowerment, education, advocacy and action through the #GenerationRestoration

We welcome companies at different stages of their **forest action** journey



Deciding to invest

Seeking guidance to make their case to invest in conservation and restoration



Committed to Action

Ready to pledge seeking guidance on implementation of conservation and restoration projects



Leading

Implementing conservation and restoration projects, reporting results and monitoring progress transparently, willing to share their knowledge and expertise and raise their ambition

Join the 1t.org movement

Learn: Read *Investing in Forests: The Business Case*

Commit: Submit a 1t.org pledge

Engage: Join the 1t.org Corporate Alliance and regional hubs

Learn: Read *Investing in Forests: The Business Case*

Agenda Events Reports Platforms



Join us

Global Agenda One Trillion Trees SDIS2021 How to Save the Planet

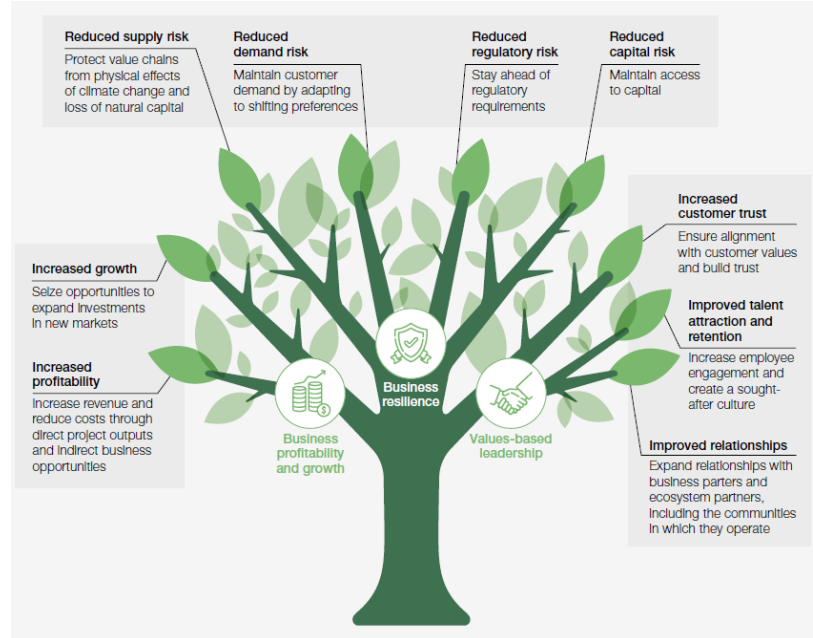
Everything you need to know about the trillion trees movement



1t.org exists to help guide all those who want to play a part in protecting our trees and forests.

IMPACT FORESTS

Investing in trees: global companies are restoring forests



Global Agenda One Trillion Trees

How monitoring can spur investment in land restoration



In collaboration with Dalberg



Investing in Forests: The Business Case

INSIGHT REPORT
JUNE 2021

→ [Read reports and articles about the business case here](#)

Commit: Submit a 1t.org pledge

OPPORTUNITY



Showcase your pledge to **conserve, restore and/or grow trees** and healthy forest ecosystems, and/or **enabling actions** to help support implementation



Celebrate with **branded social media assets** and **1t.org social media announcement**

REQUIREMENTS



A company-wide Paris Agreement aligned **emissions reduction target**, such as a commitment to set an SBTi, being part of the SME Climate Hub, or at minimum a credible public net zero goal by or before 2050



Pledge size of **1M trees** (or equivalent in hectares/USD) or **100K trees** if joining 1t.org Corporate Alliance and committed to help recruit new members



Outline of **ecologically and socially responsible approach** toward conservation, restoration and/or reforestation activities (incl. no monocrop agriculture, no forests to be cut down for biofuels, no invasive species)



Commitment to **annual implementation updates** on progress to date for activities between 2020 and 2030 through 1t.org's reporting system

→ [View 1t.org pledges](#)
and submit your own here

Engage: Join the 1t.org Corporate Alliance and regional hubs

The **1t.org Corporate Alliance** is a cross-industry collaboration dedicated to **leadership, action, integrity, transparency and learning** for forests

We welcome and support companies ready to play a leadership role in investing in forest conservation and restoration – whether they are already implementing their commitments and are ready to scale or have yet to formulate and develop a pledge.

- + Join monthly meetings to **exchange ideas and knowledge** on priority topics with corporate peers and sector experts, plus priority sub-groups such as the 1t.org and Friends of Ocean Action Mangroves Working Group and Climate Smart Forest Economy Program
- + Apply the latest standards and tools for science-based and equitable implementation
- + Access intelligence from the Forum's Platform for Accelerating Nature-Based Solutions, including innovations from UpLink
- + Connect to working groups in **regions of interest**, including the 1t.org US Chapter, Amazon Basin, Sahel region, India and China.

1t.org Corporate Alliance members are invited to contribute impact stories and new ideas to be featured on the 1t.org and World Economic Forum websites and social media



Aspiration



Brambles



GiB



Teck



WILLIAMS-SONOMA, INC.

WOODCHUCK | USA
BUY ONE. PLANT ONE.



→ **Review the letter of commitment to confirm intention and participation**

1t.org - Priority Regions

U.S. Chapter

Co-led with American Forests – mobilizing pledges, policy dialogue and working groups on high-impact topics (Carbon markets, Urban Tree Equity, etc.)

1t.org China Action

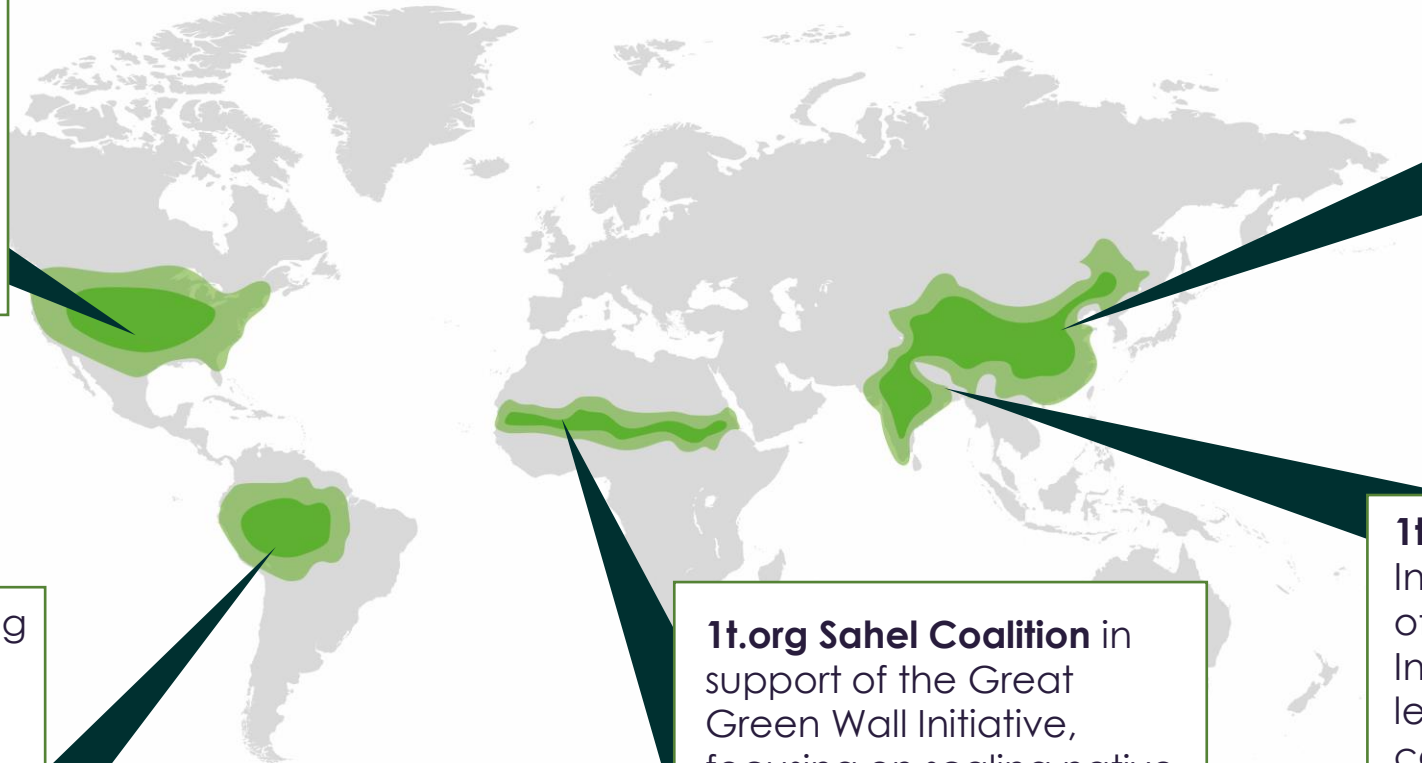
Launched in 2022 in partnership with China Green Foundation

Amazon Basin: supporting high-level public-private dialogue and accompanying key jurisdictions in transition to a Sustainable Bio-Economy in the Amazon

1t.org Sahel Coalition in support of the Great Green Wall Initiative, focusing on scaling native agroforestry value chains with highest potential for food security, landscape restoration and livelihoods.

1t.org India

Investment and scaling of forest restoration in India to support highest level national commitments under UNCCD and NDC to Paris Agreement.



Align: Connect your strategy across the World Economic Forum's **Center for Nature and Climate** pillars



Accelerating climate action for net zero

Reducing emissions across business and government is an essential component of ensuring long-term net-zero targets are translated into near-term business plans.



Towards a nature positive economy

Corporate investment in nature-based solutions is both an urgent priority, and a compelling opportunity. Businesses have a critical role to play in financing innovative initiatives and scaling technology, but also in building nature positive supply chains.



Food, ocean and water systems

We are working with farmers, fisheries, coastal communities and consumer networks to co-design market-based incentives that support inclusive food systems transition.



Advancing resource circularity

The circular economy is a key approach to tackling the biggest issues of our day, offering a solution to the triple crises of climate change, biodiversity loss and pollution. Our Centre is developing innovative business models and sustainable financing solutions that can create long-term change.

Enabling market mechanisms through innovative finance and technology

We are unlocking data and tech for the public good, nurturing and connecting innovators and financing their solutions.

Learn more at 1t.org

www.twitter.com/1t_org

www.linkedin.com/company/1t-org/

www.instagram.com/1t_org/

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