



In partnership with the United Nations
Environment Programme
Plant for the Planet: Billion Tree Campaign

Press dossier 2010

Tree-Nation Press Dossier

The first internet community that plants tree for a better planet



The Tree-Nation project

Tree-nation.com is the biggest free Internet social network with the objective of planting trees in order to fight poverty, desertification and climate change.

Tree-Nation works in partnership with the United Nations Environment Programme Plant for the Planet: Billion Tree Campaign.



Planting trees for a better planet

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The Tree-Nation project has a double objective: fighting climate change and providing sustainable development opportunities to local populations.

- 🌱 The first project is located in Niger, Africa, one of the poorest countries in the world. The objective is to plant 8 million trees.

"Desertification is about land degradation: the loss of the land's biological productivity, caused by human-induced factors and climate change. It affects one third of the earth's surface and over a billion people."

United Nations Convention to Combat Desertification (UNCCD - IYDD)



Planting trees regenerates the soil and increases its productivity. Local tree species are selected, which also generates resources that can be used by the local populations (fruits, leaves, Arabic gum, etc...).

- 🌱 The second Tree-Nation project is located in Nicaragua (Central America). Since 1950, Nicaragua has lost about 50% of its forest cover, and as a consequence also lost most of its biological diversity. This local deforestation was caused by the constant exploitation of land, and by the wood business. These facts triggered the soil's impoverishment, and had a heavy impact on the quality of available drinkable water.

To learn more go to: <http://www.tree-nation.com/projects>

The Tree-Nation website www.tree-nation.com offers an original and unique platform through which its members can follow the evolution of their ecological action.



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Tree-Nation explained

How does the community factor work?

Tree-Nation has an active community interested in topics related to environmental issues. The community is open to all who wish to support the project and also exchange information related to social responsibility, sustainable development and environmental issues.

Members can participate at each level of the project, buying or offering trees, sharing insights and information or join the plantation efforts in the field.



Join us

Help grow the community that plants trees for a better planet



Discover

Have a look at the projects and share your ideas



Plant!!!

Plant in 2-clicks or get your hands dirty on the fields



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CO2 compensation

When considering compensating CO2 emissions it is important to signal that the most important step is to actually reduce the CO2 footprint. Taking care of the problem before it appears is always the best solution. Tree-Nation will always push towards reducing CO2 emissions. Only when reducing becomes impossible should we consider compensating.

We need to re-capture the atmospheric CO2 in the ground. In this, trees are not just a beautiful exchange symbol between the earth and the sky; they are also very powerful CO2 sinks.

It is clear that as of today not all CO2 emissions can be avoided and that is where Tree-Nation offers individuals and companies to compensate their CO2 footprint.

Which CO2 emissions can be compensated?

- ✓ From transportation by air, car, etc...
- ✓ An event (marriage, fair,...)
- ✓ Energy consumption of homes
- ✓ ...

And for a company :

- ✓ Transportation of its employees
- ✓ Shipping of its products
- ✓ Energy consumption of buildings
- ✓

Do you have any questions regarding CO2 compensation? Please visit our dedicated FAQ section :
<http://www.tree-nation.com/faqs/co2>



How to plant a tree or your own forest?

With only a few clicks you can plant on www.tree-nation.com. Every planted tree has a “virtual brother”. The virtual tree is a separate URL representing the real tree on the plantation. On that page, one can get information on the tree, such as where it is planted, what species, growth stage, etc...On the same page there are also links to the latest updates on the plantation as well as a link to the map in order to see where the tree has been planted. The virtual tree allows the planter to stay in contact with the tree and to follow its progression over time.

Plantez un arbre

  Acacia Senegal 7 € Détails Planter!	  Hyphaene Thebaïca 30 € Détails Planter!	  Adansonia Digitata 65 € Détails Planter!
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How to plant trees for free?

-  **INVITATION:** For 10 new friends that join Tree-Nation we will plant a tree.
-  **WATER DROPS:** If you receive 100 drops of water for your tree, Tree-nation will plant an additional tree.



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How to plant a tree or your own forest?



Trees can be offered to someone by sending them a Tree Gift.

You can start by choosing a tree species that best fits the person receiving the tree. Give the tree a name and write a little message. Then just send it to anyone who has an email address.

Members offer a tree-gift on the following occasions:

- ✓ Birth of a child
- ✓ **Anniversary**
- ✓ Valentines Day
- ✓ Mothers day, Fathers day
- ✓ Christmas
- ✓ ...







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Numerous companies also support Tree-Nation

The main programs companies can chose from are the following:

-  One product – one tree
-  CO2 compensation
-  Creating a company forest
-  Tree-Gift campaign

What are the benefits for the company?

-  Participating in the fight against climate change by planting trees
-  Offering original corporate gifts
-  Reinforcing social responsibility credentials

Some of Tree-Nations partners:

Quo Vadis, The Economist, Chaumet, Garnier, Arval BNP Paribas, Henkel, Procter & Gamble, SAP ...

To learn more please visit : <http://www.tree-nation.com/partners>



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More information online

- To view the latest plantation reports:
http://www.tree-nation.com/public/documents/sept_2009_plantation_report.pdf

- To view a short introductory video:
<http://www.tree-nation.com/invitation>

- The details on the Tree-Nation projects:
<http://www.tree-nation.com/projects>

- The story of the first 5000 trees:
<http://www.tree-nation.com/trees/206531>

- The FAQs:
<http://www.tree-nation.com/faqs/trees>

- Tree-Nation on the site of the UNEP (United Nations Environment Programme) :
<http://www.unep.org/billiontreecampaign/CampaignNews/21Dec-treenation.asp>

The Tree-Nation online Press Room

<http://www.tree-nation.com/press>

Find a selection of our best project photos to illustrate your press article:

<http://www.flickr.com/photos/tree-nation/tags/press/show>

Tip: by clicking the “zoom/all sizes” button you can download the photo file in the resolution that best suits your article.



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Photos



The Tree-Nation founder



Part of the Dosso, creation of a live fence



Niamey Nursery, Niger



Pot making



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Bonkougou Nursery, Niger

You need a high definition photo for your article? Thanks for contacting us.

Tags – Keywords

Tree – Forest – Plant – Plantation – Planet – Environment – Nature – Ecology – Sustainable development – Carbon footprint – Reforestation – Desertification – Climate change – CO2 – Global warming – Social network – Bio – Ethics – Niger – Africa – Nicaragua – Peru – UNEP - Plant for the Planet.