

Media Overview:

- [1t.org](#) is an international community [launched](#) by the World Economic Forum at the 2020 Annual Meeting in Davos, Switzerland. It supports the conservation, restoration and growth of one trillion trees by 2030.
- Like other Forum initiatives it promotes public private cooperation to tackle global challenges.
- The launch [press conference](#) saw international support from the public and private sector including the President of Colombia, the CEO of Salesforce; and civil society leaders Jane Goodall, Hindou Ibrahim and Sadhguru.
- It aims to connect, empower and mobilize a global community of millions to act at an unprecedented scale and speed to meet our climate challenges ahead.

The Launch of 1t.org US – 27 August – First Regional Chapter

- The US Chapter will be led by the World Economic Forum and American Forests – the nation's first forest conservation organization founded in 1875.
- It is an independent platform, bringing together companies, non-profits, governments, ecopreneurs, academia, grassroots organizations, and individuals. Its mission: to bring about real, concrete change on a local, national and global level contributing to the trillion trees 2030 goal.

Pledges announced at launch

- 26 pledges from the public and private sector total 855 million trees to be conserved, restored or grown, demonstrating real commitments to the global trillion trees goal.
- Pledges will relate to planting trees or preventing the loss of trees. They also can relate to supporting activities, such as technology tools, market innovation, nursery expansion and workforce development.
- Anyone can pledge and join the 1t.org community for the opportunity to learn, collaborate, innovate and participate in action-oriented, multi-stakeholder dialogues.

Why Trees?

- Healthy and resilient forests are a critical nature-based solution. They help restore biodiversity loss and combat climate change while providing economic opportunities. Research has shown that sustainable management of forests will create \$230 billion in business opportunities and 16 million jobs worldwide by 2030.
- Healthy forests provide services that support stronger and more resilient communities. Forests are a vital ecosystem that societies and economies cannot prosper without.

Interviews/More details:

- **Jad Daley** - President and CEO, American Forests. Jad joined in 2017, prior to that, he launched the Climate Conservation Program at The Trust for Public Land. Contact: Jill Schwartz at jschwartz@americanforests.org
- **Justin Adams** - Head of 1t.org, World Economic Forum. Prior to joining the Forum in 2018, he spent 5 years as the Global Managing Director for Lands at the Nature Conservancy and 20 years in the private sector with senior roles in the renewable energy and agriculture. Contact: Amanda.Russo@weforum.org