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. It's 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