

# PLANET IN CRISES

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JANUARY 22, 2020

One Trillion Trees to Combat Climate Change: Why It's Not So Outlandish

SALESFORCE NEWSROOM

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The clock is ticking on climate change. And if we want to take on the challenge of a better future for ourselves and our planet, it will require a coordinated effort to get change-makers on the same page. That's the argument of the World Economic Forum, which has [announced the 1t.org initiative](#).

The goal of this initiative is audacious, but it's also quite simple: By conserving, restoring, and planting 1 trillion trees by 2030, we can help slow the planet's rising temperatures, as well as stimulate biodiversity and restore some of the planet's ecosystem. The vision of 1t.org is to create a platform to bring together stakeholders who, collectively, have the capabilities to organize reforestation at a huge scale and empower environmental and NGOs on the ground.

Salesforce is proud to support 1t.org in two ways. First, we will contribute technology in the form of WEF's UpLink, a new digital platform built to help bring together stakeholders of all sizes to solve the [United Nations' Sustainable Development Goals](#), which include taking on climate change. Second, in 1t.org mission, Salesforce has set a goal to support and mobilize the community.

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No problem too big for experts or ca

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WORLD ECONOMIC FORUM

Forests Davos 2020 How to Save the Planet

One trillion trees - World Economic Forum launches plan to help nature and the climate



"There are a lot of parties to this - everyone's got trees."

Image: Author World on Unsplash

22 Jan 2020

Robin Pomeroy

Digital Editor, World Economic Forum

This article is part of the World Economic Forum Annual Meeting

Davos initiative aims to unite and promote reforestation efforts worldwide.

Forum hopes to mobilize funds and political support.

Even climate sceptic Trump has pledged to back its work.

The World Economic Forum COVID Action Platform

COVID Action Platform

DAVOS 2020

CNBC

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SEARCH QUOTES

DAVOS WEF

Salesforce CEO Marc Benioff says over 300 companies have agreed to help plant one trillion trees

PUBLISHED THU, JAN 23, 2020 10:21 PM EST | UPDATED THU, JAN 23, 2020 10:21 PM EST

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KEY POINTS

Salesforce CEO Marc Benioff said Thursday that over 300 companies have joined his latest initiative to plant 1 trillion trees by the end of the decade.

President Donald Trump announced U.S. government support for the initiative on Tuesday.

Environmental activist Greta Thunberg criticized the initiative in her keynote speech at the WEF on Tuesday for not doing enough to counter climate change.

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US plans to plant 855 million trees to create jobs and save its forests

Countries are embracing reforestation, from Pakistan paying unemployed people to plant 10 billion trees, to a Chinese mobile app funding 120 million trees.

JAD DALEY and JUSTIN ADAMS 30 August, 2020 2:40 pm GST

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Representational image | Pixabay

We need more trees. They are key to tackling the climate crisis and supporting countless unique types of animals and plants. They're also vital to jobs, business and our health.


In the US alone, forests currently capture 15% of the nation's carbon dioxide emissions from fossil fuels. We believe there's an opportunity to double this. Trees absorb air pollutants, which helps prevent up to 670,000 cases of asthma and other acute respiratory symptoms annually in the US. Research has shown that, for every million dollars invested in forest restoration in the US, 40 new jobs are created. Globally, the sustainable management of forests could create \$230 billion in business.

45,000 Black Horns

100,000 trees

Apr 19

DAVOS 2020



Marc Benioff, Chairman and CEO of Salesforce.com speaking at the World Economic Forum in Davos, Switzerland, Jan. 23, 2020.

1/20


euronews.

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OUTDOOR

SERBIA WILL PLANT 1 BILLION TREES IN ORDER TO REACH NET ZERO TARGET BY 2050



Science & Environment

Climate change: Five cheap ways to remove CO2 from the atmosphere

By Mark Newman


Environment correspondent

13 October 2019


Climate change

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NATIONAL GEOGRAPHIC



1 MAGAZINE

How Indigenous communities are working to save South American forests

To protect the South American forest called the Gran Chaco, Erika Cuéllar Soto recruits area residents to be "paramedics," using their local knowledge and history to defend the ecosystem.

PHOTOGRAPH BY MARK THIESSEN

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Pakistan's virus-idled workers hired to plant trees

Officials say move will create more than 60,000 jobs as gov't aims to help those who lost jobs due to COVID-19 lockdown.

29 Apr 2020

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Since Pakistan locked down starting March 23 to try to stem the spread of COVID-19, unemployed day labourers have been given new jobs planting saplings as part of the country's 10 Billion Tree Tsunami programme (Faez Akhtar Soomro/Pexels)

Mongabay Series: Global Agroforestry

Though forests burn, trees retake farmland globally as agroforestry advances

Analysis by Patrick Worms on 10 August 2020

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Global Agenda Environment and Natural Resource Security Climate Change

SDG 13: Climate Action

This app plants trees when people make lower-carbon choices



More than 120 million trees, covering more than 100,000 hectares, have already been planted.

Image: Unsplash/David Vig

21 Jul 2020

Harry Kretschmer

Senior Writer, Formative Content

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Ant Forest is a mobile game that has become China's largest private sector tree-planting scheme.

The game has funded the planting of more than 120 million trees, covering more than 100,000 hectares.



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Science & Environment

## Wildlife in 'catastrophic decline' due to human destruction, scientists warn

By Helen Briggs  
BBC Environment

### What's causing climate change, in 10 charts

Different ways of looking at the problem.

By David Roberts | @drvoxa | david@voxa.com | Sep 11, 2020, 3:00pm

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**The Jakarta Post**

## Banks contribute to deforestation, land degradation: Report

A. Muh. Ibnu Aql  
Jakarta

Jakarta / Fri, September 11, 2020 / 01:00 am



## World Wildlife Fund: Global Wildlife Populations Have Declined Nearly 70 Percent

By NPT Staff

The human footprint, from development and deforestation to climate change, is behind a

HEALTH

## Coronavirus: How environmental destruction influences the emergence of pandemics

By Daina Goldfinger · Global News  
Posted April 4, 2020 8:00 am

human improvements, yet this has come at a huge cost to the stability of Earth's operating systems that sustain us."

"Humans are now overusing the Earth's biocapacity by at least 56 percent," it adds.

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## Forest Degradation Is Worse than Deforestation in the Amazon, Research Shows

Long-term actions, such as selective logging and cutting of virgin forest, affect more areas than intense devastation

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Reinaldo José Lopes

Forest degradation, which includes the selective removal of wood, the setting of fires that create minimal damage, and the cutting of virgin forest in small fragments, already affect a larger area of the Brazilian Amazon than deforestation itself, according to one new search.

**Guardian**

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## Most wildfire coverage on American TV news fails to mention link to climate crisis

A media watchdog analysis found that just 15% of broadcast news segments over a September weekend made the connection to climate breakdown



Tim Walton, an NBC News cameraman, covers the LNU Lightning Complex fire in Lake county, California, on 23 September. Photograph: Adrees Latif/Reuters

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## Logging makes forest fires worse



A National Guard helicopter drops 400 gallons of water Aug. 11 on a brush fire on Tully Mountain near the top of the mountain. STAFF PHOTOGRAPHY, HAWAII

By MORGAN MEAD

Published: 8/15/2020 4:01:56 PM  
Modified: 8/15/2020 4:01:45 PM

7 minutes before 10:00 AM and the Tully Mountain fire in Hawaii both

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## Amazon rainforest fires: 10,000 infernos raging in Amazon NOW - Highest level in decade

THE Amazon rainforest saw record numbers of fires in 2019, but experts are now

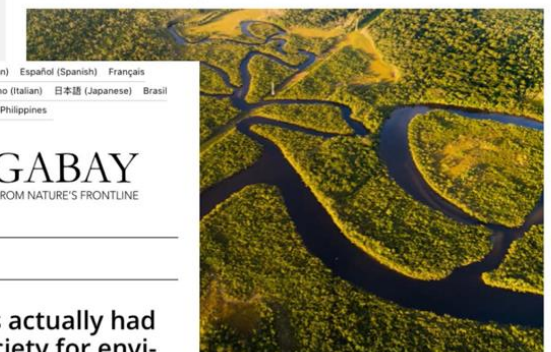
NEWS > WORLD

## Mapping environmental crime seen as key to slowing Amazon forest losses

Mauricio Angelo

Thomson Reuters Foundation

Brasilia, Brazil / Mon, August 31, 2020 / 09:50 am



Brazil. To track the regional and national networks that drive deforestation, researchers have teamed up with Interpol, InSight Crime - a non-organization - and other partners. The effort looked first at Brazil, then to Bolivia, Ecuador, Guyana, Suriname and Venezuela, a study

## What if companies actually had to compensate society for environmental destruction?

by Jeremy Hance on 29 April 2013

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A collage of various news articles and images related to climate change, reforestation, and environmental science. The collage includes: 

- Top Left:** A large article from 'THE VERGE' titled 'PLANTING 1 TRILLION TREES MIGHT NOT ACTUALLY BE A GOOD IDEA' by Justine Calma, dated Jan 31, 2020. Below it is a BBC News banner.
- Top Center:** A GreenBiz article titled 'Conserving and restoring forests won't be cheap and easy after all' by Carol A. Cloose, dated February 10, 2020.
- Top Right:** A Washington Post article titled 'Brazil's Bolsonaro calls Amazon deforestation 'cultural,' says it 'will never end'' by Nadine Unger.
- Middle Left:** A Grist article titled 'So should we just plant a bunch of trees everywhere, or what?' by Carol A. Cloose, dated February 10, 2020.
- Middle Center:** A Rolling Stone article titled 'Why Planting Trees Won't Save Us' by Jeff Goodell, dated June 25, 2020.
- Middle Right:** A Wired article titled 'We Might Not Be Planting the Right Kinds of Forests' by Isabella Kharitonenkov, dated 12:25 2019 00:00 AM.
- Bottom Left:** A photo of children planting trees in Ethiopia, with a caption: 'Children planting trees in Ethiopia, a country which has embraced them.'
- Bottom Center:** A photo of a forest with a path, with a caption: 'The destructive 'greening' of the Thar desert in India' by thethirdpole.net.
- Bottom Right:** A photo of a desert landscape with a path, with a caption: 'Using Drones to Plant 20,000,000 Trees' by Justine Calma.