

# STOP TALKING START PLANTING



Plant-for-the-Planet Foundation  
Lindemannstr. 13  
82327 Tutzing, Germany

phone: +49 (0)8808 9345  
fax: +49 (0)8808 9346

info@plant-for-the-planet.org  
www.plant-for-the-planet.org

## Symbolic tree planting at the North Pole marks the start of “Expedition Hope“

(Barneo, Arctic, 4 April, 2014) Felix (16) marked the beginning of the 50+-day expedition from the North Pole to Canada by symbolically planting a tree. Starting today, the polar explorers Bernice Notenboom, Martin Hartley und Eric Philips will cover a distance of approximately 20 km on a daily basis to renew public awareness of the climate crisis. With this expedition, the explorers are supporting the children of Plant-for-the-Planet, who have been fighting for climate justice and their future since 2007.

The expedition shall show the disastrous effects the melting of the Arctic ice shield will have. Felix Finkbeiner: “It’s not about the polar bear, it’s about the world climate losing its refrigerator. Some are happy about the meltdown since it’ll open up the sea bottom for oil drilling – something which will once and for all destroy the future of us children. We ask everybody to plant trees! Capture the dangerous greenhouse gas CO2“.

- Click the link below to see exclusive images of the preparation camp in Spitsbergen:
- <https://www.flickr.com/photos/118180451@N02/>
- We will provide you with specular photographs shot by polar photographer and filmmaker Martin Hartley, as well as breath-taking footage of the Expedition via Dropbox. The images will be ploded on 5 April between 1 and 6 a.m.  
<https://www.dropbox.com/sh/soldrt4y4ogjppo/kpUbXA5G5d> On 28 April (after the resupply flight) and 25 May (after the arrival in Canada) more high resolution images and videos can be found there.
- On our blog <http://www.expedition-hope.org/blog>, you can find daily updates on the progress of the Expedition, scientific background information, as well as posts by Bernice Notenboom.
- You can talk to Bernice Notenboom live during special satellite broadcastings from the Arctic for your radio or television show. She is available every day from 7-8 a.m. and 7-8 p.m.
- You can ask Felix and friends questions about Expedition Hope and children’s view on global warming.

If you are interested in talking to Bernice and/or Felix or even want to call on your audience to plant trees, please contact us as soon as possible.

For more information and/or questions/concerns, please contact Helge Bork and Michael Lindlbauer at [media@plant-for-the-planet.org](mailto:media@plant-for-the-planet.org)

Kind regards,

The press team of Plant-for-the-Planet

Mobile Helge Bork +49 (0) 160 521 4101, mobile Felix +49 (0) 171 74 88 108

**The Plant-for-the-Planet Initiative is coordinated by the children and youth of the Global Board 2013/14:**

Children’s Board: Ariane, Ava, Cameron, Erik, Felipe, Franziska Sophie, Giovanni, Himangi, Kartik, Kehkashan, Nitipong, Pablo, Svenja, Toni.

Youth Board: Aman, Ashmita, Bagus, Daria, Iago Hairon, Mohammed Rabiou, Nayeli, Niklas, Rebecca, Shradhdha, Simran, Yifan, Yue, Yugratna.

**Donation accounts for the Plant-for-the-Planet Foundation:**

Germany: Account 200 000 - Bank Code 700 205 00 - Sozialbank  
BIC/SWIFT: BFSWDE33MUE - IBAN: DE13 7002 0500 0000 200000

Switzerland: Account 102 476 888 00 - BC 774 - Graubuendner Kantonalbank  
BIC/SWIFT: GRKBCH2270A - IBAN: CH40 0077 4010 2476 88800



In support of the United Nations Environment Programme’s environmental outreach



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## About Plant-for-the-Planet:

The Plant-for-the-Planet Children and Youth Initiative was initiated in January 2007 and originated from a school report on the climate crisis by Felix Finkbeiner, then 9 years old. At the end of his presentation, Felix put forward the vision that children could plant one million trees in every country in the world to balance carbon emissions. In the years that followed, Plant-for-the-Planet evolved into a global movement. Today, thousands of children across the world are committed to the goal. The movement understands its role as being an initiative of world citizens who are committed to climate justice in the sense of achieving an overall reduction of greenhouse gas emissions and a unified distribution of these emissions among all of humankind.

Plant-for-the-Planet has had democratic structure since March 2011. It has two elected Global Boards, one for the children aged 8-14, and one for the youth aged 15-21; each consists of 14 children with representatives from 8 world regions.

Since the children took over responsibility for the Billion Tree Campaign from UNEP in 2011, the children have set themselves a new goal of planting 1,000 billion trees worldwide by 2020. With such a giant CO<sub>2</sub> storage facility, 10 billion tons of CO<sub>2</sub> could be offset, buying us valuable time to permanently reduce our CO<sub>2</sub> emissions (one tree can bind, on average, 10 kg of CO<sub>2</sub> per year). If every global citizen plants 150 trees by 2020, then this goal will be met. So far almost 13 billion trees have been planted across 193 countries.

The current tree-count can be followed on the Plant-for-the-Planet website, via our tree-o-meter:

<http://www.plant-for-the-planet-billiontreecampaign.org/>

The worldwide communication campaign of the student initiative operates under the slogan "Stop talking. Start planting.", and in 2010 was honored with a gold award in the social national/international category at the Effie awards for efficient communication.

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