NATURKAPITAL
DEUTSCHLAND – TEEB DE

Natural Capital Germany – TEEB DE case study

I have a tree!

Plant trees with the non-profit organization „I Plant A Tree“– An initiative from Halle an der Saale

"I Plant A Tree" is an initiative aiming to protect the environment and climate. It was founded in Halle an der Saale.

Via its webpage www.iplantatree.org the non-profit organization calls to plant as many trees as possible and to register them at "I Plant A Tree". The success of these activities can be tracked at the webpage: A meter shows much CO2 is bound by the trees planted so far. The trees are either planted and registered by people themselves or they are financed by donations. The trees that are planted globally until now are marked on an interactive map.

Location:

Halle, Saxony Anhalt

Actors:

I Plant A Tree-Team, private individuals, companies, non-profit organizations, schools, foresters or forest service providers, citizens, associations

Project description:

In Halle (Saale), a team mostly working on a voluntary basis is active in the non-profit organization Wald 1.1 gGmbH. Its main channel is the internet platform www.iplantatree.org, which was founded in 2007. The ambitious goal of the organization is to initiate global action against climate change and make it measurable for everybody. It advocates the protection and augmentation of global forest areas and thus promotes climate stability, diversity of species and numerous ecosystem services. Trees as indispensable part of the Earth's material cycles regulate evaporation, filter pollutants from the air and permanently bind CO2. Moreover, they provide habitats for a diversity of species.

The internet platform enables everybody to support the goals of I Plant A Tree and to have a share in climate protection and conservation of species diversity. Private individuals, companies, non-profit organizations, private teams as well as schools or school classes can all register. There are two options: either to directly plant trees or to donate for a certain project and therewith support tree planting on a given area. The activities are illustrated by the photo uploads of the members documenting their own plantings, by the photo documentation of the project areas and by the marking of the global tree plantings undertaken by I Plant A Tree members in an interactive map (see

below, graphic 3). The success of the project is reflected in the CO2 meter (see below, graphic 1): It shows on the home page in real time how many tons of CO2 have been bound by the tree plantings so far.

Starting with a donation of 3 Euro, a tree can be financed on a project area. The donator decides on one of the project areas and on the number and type of trees to plant. The locations of the project areas can be viewed via Google Maps (see below, graphic 3). As an aid for own tree plantings, the webpage provides comprehensive information and instructions on tree planting.

Besides the demanded own initiative in favor of climate protection and species conservation, I Plant A Tree also sets incentives: The plantings are marked on the interactive map and a personal certificate on the planting can be downloaded. Further, every member can view his or her personal CO2 meter, reflecting one's individual contribution to environmental protection. From the amount of planted trees rankings are generated, which can be viewed based on the different registration categories or overall. With a monthly newsletter and regular blog entries, the initiative informs about its activities and further environmental topics.

Director Michael Bahr and his team members have different professional backgrounds so that expert knowledge from areas such as programming, business administration, geography and forestry science is linked. This lean entrepreneurial concept ensures a timely implementation of the tree planting. Since the beginning of the initiative in 2007, about 153,468 tree plantings have been registered at I Plant A Tree - this corresponds to the storage of 9,100 tons of CO2 (as of September 2014). If damage costs of 80-120 Euro per ton of emitted CO2 are assumed (cf. Natural Capital Germany - TEEB DE: Natural Capital and Climate Policy - Synergies and Conflicts, 2014), 728,000-1,092,000 Euro of climate damage costs have been avoided by the tree plantings till September 2014. Besides these economic advantages, there are more positive effects: Especially in cities trees enhance the well-being of the residents. They fulfill not only an aesthetic purpose but improve also urban climate, provide habitats for numerous species, filter pollutants from the air and contribute to a good water balance.

Ecosystems:

Forests
Cities and urban landscapes

Ecosystem services:

Regulating service:	Local climate regulation
Regulating service:	Global climate regulation through greenhouse gas reduction
Regulating service:	Erosion control and preservation of soil fertility
Cultural service:	Environmental education, nature experience
Cultural service:	Aesthetic pleasure

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„Natural Capital Germany – TEEB DE“ is the national follow-up project to the international TEEB initiative (The Economics of Ecosystems and Biodiversity). It was commissioned by the Federal Agency for Nature Conservation (BfN) with funding from the Federal Ministry for the Environment, Nature Conservation, Building and Nuclear Safety (BMUB) in order to analyze the manifold values of nature and of the so called ecosystem services in Germany as well as the consequences of species loss also in economic terms and to make them visible. The project is coordinated at the Helmholtz Centre for Environmental Research (UFZ) within the period 2012-2015. More information can be found at: www.naturkapital-teeb.de