

## Plant for the Planet

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### The Billion Tree Campaign

Under the [Plant for the Planet: Billion Tree Campaign](#), people, communities, organizations, business and industry, civil society and governments are being encouraged to plant trees and enter their tree planting pledges on the website. The objective is to plant at least one billion trees worldwide each year.

The idea for the Plant for the Planet: Billion Tree Campaign was inspired by Professor Wangari Maathai, Nobel Peace Prize laureate for 2004 and founder of Kenya's Green Belt Movement.

The Billion Tree Campaign was launched by [UNEP](#) and its partners on 8. November 2006 in Nairobi and handed over to the Plant-for-the-Planet Foundation on 7. December 2011 in Durban.

During the first five years of the campaign, 12,585,293,312 trees were planted and registered on the Billion Tree Campaign website.

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