

THREE BILLION ADDITIONAL TREES BY 2030

#3BillionTrees



WE GROW
TOGETHER



COMMUNICATION TOOLKIT FOR THE 3 BILLION TREES PLEDGE

ABOUT THE 3 BILLION TREES PLEDGE

Under the European Green Deal, the EU biodiversity strategy for 2030 commits to planting at least 3 billion additional trees in the EU by 2030. The principle: **the right tree, in the right place, at the right time and for the right purpose.**

The 3 Billion Trees Pledge is a Europe-wide initiative which aims to:

- increase the area of forest and tree coverage in the EU
- improve the resilience of forests and their role in reversing biodiversity loss
- mitigate and help us adapt to climate change

Planting new trees is a key part of the solution to combat climate change and biodiversity loss but it cannot solve the crisis on its own. It is not an alternative to preserving existing trees, but a complementary step to broader conservation. The success of the **3 Billion Trees Pledge** relies on grassroots initiatives and we need everyone on board, because it is an objective that requires a joint effort.

Here we provide you with some **tips on how to communicate effectively** about the 3 Billion Trees Pledge and to help you to find ways to encourage the members of your community to join the initiative.

SPREAD THE WORD



Mention the 3 Billion Trees Pledge on your **website or newsletter**



Spread the word about the 3 Billion Trees Pledge at your **next event**



Promote the 3 Billion Trees Pledge on **social media**



ON YOUR WEBSITE OR NEWSLETTER







- Promote your initiative or event in your **next newsletter** and **call on your network to participate** in the 3 Billion Trees Pledge
- Use our **ready-to-use visuals or editable visual templates** on your website or in your newsletter
- Use the 3 Billion Trees **web banner**



ON SOCIAL MEDIA

- **Share content** related to the 3 Billion Trees Pledge (photos, videos, articles, etc.) via your social media channels (Twitter, Facebook, LinkedIn, Instagram, YouTube, etc.).
- Use the **hashtag #3BillionTrees**
- Add the link to the **3 Billion Trees webpage** in your posts
- Use our **ready-to-use visuals or editable visual templates** and social media **cover banners**

READY-FOR-USE MATERIALS HERE

-  Social media cover banners
-  Social media visuals
-  Editable visuals
-  PowerPoint presentation
-  Word template
-  Factsheet



AT YOUR NEXT EVENT

- **Bring content** related to the 3 Billion Trees Pledge (photos, videos, etc.) to your event and explain to participants and visitors why you support the initiative
- **Encourage** them to get involved
- Use our **PowerPoint template** for a presentation

FOLLOW AND TAG DG ENV ACCOUNTS:



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EU Environment and Climate



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