Grow forests, not tree farms

A single species tree plantation is not a forest—it’s a tree farm. Drawing a forest means planting a wide range of native tree species and making science-based decisions that encourage the full diversity of life in the forest to flourish.

Think on forest time

Planting trees is often treated as the final act of restoration, but it’s actually just the first small step in the very long process of ecological repair. Consider what you will do after planting to ensure trees reach their full potential.

Pair carbon drawdown with emissions reductions

Planting trees helps draw carbon out of our atmosphere but to reach global carbon targets, tree planting must be paired with immediate and substantive emissions reductions. Planting trees is good, but not enough on its own.

Benefit local communities

The best tree planting projects have communities at their heart—creating well-paying local jobs and improving the quality of life for people nearby.

Protect forests

Planting trees is an important investment in the future of our planet, but we must also protect and maintain existing forests. After all, a healthy forest requires both—nature figured that out a long time ago!