



The best time to plant a tree was 20 years ago. The next best time is now.

Shanghai Roots & Shoots Carbon Footprint/Tree Planting Program

Established in 1999, the Jane Goodall Institute-Shanghai is the first and only foreign affiliated non-profit organization registered with the Chinese government. JGI-Shanghai works with 171 schools from pre-school to university level, empowering young people to make a difference, through a program called Roots & Shoots. Roots & Shoots is a powerful, youth-driven, global network of more than 8,000 groups in almost 100 countries. Together, youth of all ages are taking action to improve our world through service learning projects that promote care and concern for the environment, animals, and the human community.

JGI-Shanghai Carbon Footprint/Tree Planting Program Goal:

To guide people in China to take responsibility for their energy and lifestyle choices, and to give them a hands-on opportunity to understand the physical and technical aspects of tree planting in a tree plantation in Inner Mongolia.

Program Description

JGI-Shanghai is launching a Carbon Footprint/Tree Planting program. (www.jgi-shanghai.org) It is a simple, straightforward message to our audience: you are responsible for the energy, waste and lifestyle choices that you make, please make environmentally wise decisions. Through the Carbon Footprint/Tree Planting program we offer a way to pay back the earth for the damage every person creates, by purchasing trees which will be planted in a tree plantation by Shanghai Roots & Shoots volunteers in KuLunQi, Tong Liao Municipality, Inner Mongolia.

We offer the opportunity to involve our Roots & Shoots students and adult volunteers in the physical tree planting, by allowing them to travel to Inner Mongolia and help the plantation workers plant trees. *Our goal is to plant one million trees.* We have a long term Memorandum of Understanding in place with the local Forestry Bureau to reach this goal. Our land is secured for one million trees. We need all kinds of support from the community to meet this goal.

Measurement of Results

In 2007, we planted 30,000 trees together with local people of KuLunQi. In April 2008, another 50,000 seedlings have been planted in the ground at the same planting site. The assessment of the program will be qualitative and quantitative. Number of trees planted will be monitored and reported. Number of students physically involved in tree planting, their feedback and written reports will be recorded. In addition, JGI - Shanghai will conduct questionnaires for the planters, the plantation managers, the technical experts and the donors on the functioning of the program as a whole. Documentaries will be made to record the planting operations, the improvement of the site as the trees grow, as well as interviews with our volunteers, local people and authorities. JGI - Shanghai will report the program progress via our website, bi-annual newsletter and monthly e-newsletter. Detailed and updated reports on exactly where the budget money goes, and how it is used will also be provided. Any further evaluations or reports can be provided upon request.



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JGI-Shanghai is cooperating with the Director, Nursery Technology Cooperative/Director, Vegetation Management Research Cooperative from the College of Forestry, Oregon State University. We work with them to assess all the technical aspects of tree planting, the soil evaluation, the viability of the saplings, the watering regimens used and the volunteer community support, and to help find answers to any other questions we might have. Environmental Resources Management (ERM), a UK-headquartered environmental consulting firm contributes expertise to validating our program as an effective way to reduce and sequester green house gases.

How can you get involved?

There are many ways to get involved with fighting global warming. This problem is not going away, and we must all take steps to help.

Personal Commitment

Make a personal commitment to change the way you live, and use less energy, less natural resources, recycle more, eat more local foods, and turn off your lights. Visit our website and read other ways each person can help. These are not difficult changes to make, yet every person who changes their lifestyle helps to reduce our pollution potential. Determine how many trees it will take to reduce your personal (or your family's) carbon footprint per year, and *buy the trees at RMB 25 per tree from JGI-Shanghai Roots & Shoots*. Calculate how many airplane trips you (and your family) have taken during the year, and use the website to reduce this amount of carbon dioxide damage: *buy the trees from JGI-Shanghai Roots & Shoots*. Tell people about our tree planting initiative. Get your office involved. Get your suppliers and customers involved.

Professional/Corporate Commitment

- Every business office and factory is considering how to be more environmentally friendly. Buy **corporate forests**. Make a strong statement: we do care about the environment. 2,000 trees make a nice healthy forest. As these trees grow and flourish, you ARE making a difference in the lives of hundreds of thousands who benefit from the ecological improvement trees bring.
- Reduce the amount of CO₂ your office creates, on an annual basis. (Or your retail space, your warehouse, your home.) Ask one of our **Eco-Office Evaluation** teams of students to come in and calculate your office CO₂ footprint, or we can supply you with simple formulas to calculate this amount. Make the commitment to be environmentally correct by *buying the trees from JGI-Shanghai Roots & Shoots*. Then make the changes we suggest, and watch your CO₂ footprint shrink from year to year.
- Corporate airplane travel** is one of the biggest contributors to CO₂ damage and global warming. Set up a mandatory program to reduce every airplane ticket purchased by your company for corporate travel; Short flights (domestic flights within China): 1 tree; Medium haul flights (8-16 hours round trip): 2 trees; Long haul flights (to Europe or USA, Africa or South America): 4 trees or more, depending on distance.
- One of the most straightforward and simple ways to begin to approach the problem is to ask each **employee** to go to our website, calculate their personal carbon footprint and buy the requisite number of trees to reduce their personal CO₂ damage. Corporate funding of this



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commitment, or matching funds commitment show the employees that your company truly supports their actions.

- ☑ Buying **irrigation wells and pumps** is an offshoot of this program that employees may support. For every 10,000 trees that we plant we need to dig a **well**, for proper irrigation. The water is carefully monitored, and watering is managed to control water table depletion. Each well costs RMB 8,000.
- ☑ Buy trees as **corporate gifts** for your clients and your staff. JGI-Shanghai produces tree cards out of recycled paper, with a tree certificate included in each set. Each card set costs RMB 250, which is ten trees purchased for the benefit of the environment. These cards make unique, thoughtful and environmentally friendly gifts for any celebration or festive occasion: Christmas, Chinese New Year, Moon Festival, birthdays...

We encourage you to consider the simplicity and efficacy of this program. Educate your employees about global warming in a way that encourages them to make practical changes in their lives to reduce their environmental damage. Changing lifestyle choices is the biggest key to protecting our future. Then get them involved in a program that allows them to reduce their actual CO₂ damage by having Roots & Shoots plant trees in Inner Mongolia, China. The trees will be growing for a minimum of 20 years, creating oxygen, absorbing CO₂, and fighting desertification. The employees are invited to join Roots & Shoots on one of our four annual tree planting trips, and actually plant the trees that they have purchased.

Together we can make a sustainable difference, and fight global warming in a real and practical way to protect our planet.

We believe the program will truly make an impact towards encouraging an environmentally sustainable China. We welcome any questions, comments or concerns. Any support is much appreciated.



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Status Report

- Tree planting site location: Ku Lun Qi, Tong Liao, Inner Mongolia
- Area of planting site: 100,000 mu (approx. 666.67 hectares)
- Tree planting goal: 1,000,000 trees planted by 2016
- Tree species: Populus Simonii and some pine trees
- Number of trees per hectare: 1500
- Number of trees planted as of July 2008: 132,000
- Number of trees to be planted in April 2009: 100,000
- Cost of one tree over 45 years, including purchase of seedlings, planting and maintenance: RMB 25
- Cost of a well for irrigation for 10,000 trees: RMB 8,000
- Caretakers: local people are mainly responsible for taking care of the trees, who will be granted a license to harvest the trees in 45 years time on the condition that they will replant on the same plot. They will also receive bonuses on an annual basis based on the survival rate of the trees.
- Shanghai Roots & Shoots program partners: Youth League of Ku Lun Qi, Forestry Bureau of Ku Lun Qi, Oregon State University and Environmental Resources Management (ERM China).
- Government sponsors: State Environmental Protection Agency (Deputy Director PAN Yue), Shanghai NGO Administration Bureau, Shanghai Committee on Ethical and Cultural Progress and Environmental Bureau of Inner Mongolia.
- Environmental Education for local schools: Shanghai Roots & Shoots engaging the local students in measuring the growth of the trees, assessing the ecological impact of the trees, and helping create data-base for long-term program development. Shanghai Roots & Shoots will also set up an environmental education program for local schools, raising the awareness of conservation and sustainability in the local community.
- Major donors: Chinese and multinational corporations
- Carbon Sequestration Calculation provided by ERM Foundation: Each tree we plant in Inner Mongolia sequesters 82kilograms of carbon dioxide in a period of 45 years time.