



# UNITED NATIONS ENVIRONMENT PROGRAMME

Programme des Nations Unies pour l'environnement    Programa de las Naciones Unidas para el Medio Ambiente  
Программа Организации Объединенных Наций по окружающей среде    برنامج الأمم المتحدة للبيئة

联合国环境规划署



Our Ref: BTC/MA/kk

17 November 2009

Dear Ms. Goodman,

It is my pleasure to welcome Earth Child Institute to contribute to the Plant for the Planet: Billion Tree Campaign, a tree planting initiative facilitated by the United Nations Environment Programme and its partners.

In this first global tree planting project, private sector enterprises, governments, civil society organizations, non governmental organizations and the public at large are encouraged to enter tree planting pledges online at [www.unep.org/billiontreecampaign](http://www.unep.org/billiontreecampaign)

To date, the Campaign's website records over 9 billion tree planting pledges and more than 7.4 billion planted trees. As you are aware, we have but a short time to prevent damaging and economically devastating climate change. The solutions are numerous, and, as many economists have emphasized, affordable when compared to the cost of inaction. Trees and forests are natural and economically important "sinks", absorbing carbon from the atmosphere and locking it away in trunks and branches.

We acknowledge the activities that Earth Child Institute plans to undertake in planting one tree per child at Power of One schools in Ethiopia, Benin and Brazil. and among other activities by helping towards integration of environmentally friendly and sustainable systems in the United States of America in support of the environment and the Billion Tree Campaign.

I hereby endorse the activities that "2.2 billion Power of One Child + One Tree = A Sustainable Future for all" will be undertaking towards the Campaign, including your fundraising and awareness raising initiatives. I also take this opportunity to request you to place the Plant for the Planet logo in your information materials in the context of the campaign.

I wish you success in your endeavours and look forward to our continuing partnership.

Yours sincerely,

Satinder Bindra  
Director

Communications and Public Information

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