

P&G JOINS EVERGREEN ALLIANCE IN PARTNERSHIP WITH THE ARBOR DAY FOUNDATION TO PLANT TREES IN CALIFORNIA & GERMANY

PARTNER



LOCATION



NORTHERN CALIFORNIA

Northern California locations include Shasta, Yuba, Butte, Tehama, Lassen, Plumas, Sierra, Nevada, and Placer Counties.

GERMANY

Germany locations include municipal forest areas in the district of North Saxony.

BACKGROUND

The Arbor Day Foundation works to plant trees across the United States, in Europe and around the globe. In 2018, the Arbor Day Foundation launched the Time for Trees Initiative. A commitment of planting 100 million trees and engaging 5 million tree planters by 2022. To further amplify the power of this initiative, the Arbor Day Foundation created the [Evergreen Alliance](#), bringing top-tier corporations together to take critical action to preserve the necessities of life affected by climate change. P&G is joining the Evergreen Alliance to continue its tree planting donations, which aims to donate 1 million trees across the United States and European Union.

OPPORTUNITY

Northern California: This Project targets the areas impacted by the catastrophic 2018 California Camp and Carr Fires. The state's 2018 wildfire season was unprecedented, as these fires burned more than 20,000 structures and, tragically, took the lives of 98 people – this is reflective of the wildfire season as whole throughout the state, not just the Camp/Carr Fires.

• In 2019, Procter & Gamble became the lead supporter of the [Arbor Day Foundation's California Wildfire Restoration project](#).

• In the next three years, P&G has committed to replant 400,000 trees as part of the larger goal of 2,000,000 trees (8,000 acres). The project first commenced in Winter 2018, with seed collection and propagation, this was followed by ongoing site preparation with tree planting taking place each Spring between 2020-2022. In addition to large-scale carbon capture potential, these headwaters are critical to the water quality in California where P&G facilities operate

Germany (local partner: Schutzgemeinschaft Deutscher Wald (SDW))

The efforts will be focused on municipal forest areas in the district of North Saxony. Especially in this region of Saxony, many forest areas have been affected by storms, drought and beetle infestation in the last two years. The joint project is of great importance for the establishment of climate- and site-adapted future forests.

• The plantings will provide important future carbon mitigation. P&G has committed to replant 25,000 trees across 2-3 different project locations in 2021.

PROJECT IMPACT BY THE NUMBERS

Between March 2020 – May 2021, **P&G is investing to plant nearly 400,000 trees** as part of the Californian Wildfire Recovery. The projected environmental impact of this number of trees planted, based on the scientific projections by the USDA Forest Service research are:

- o 386,602 metric tons carbon dioxide sequestered
- o 4.9 million pounds of air pollutants avoided
- o 787,955,940 liters of water filtered per \$1 invested



400,000 TREES PLANTED



386,602 METRIC TONS CO₂ SEQUESTERED



4.9 MILLION LBS AIR POLLUTANTS AVOIDED



787 MM LTS OF WATER FILTERED

IMAGE LIBRARY (CALIFORNIA)



© Arbor Day Foundation | Careful planning for replanting efforts in Northern California



© Arbor Day Foundation | Newly planted tree in the wake of California's wildfires



© Arbor Day Foundation | Planting crews at work on private lands in California



© Arbor Day Foundation | Hard at work restoring Northern California's forests



© Arbor Day Foundation | Newly planted tree in Northern California



© Arbor Day Foundation | Replanting after wildfires in Northern California

