



**tree day 2009**

presented by Klub Gaja and Ashoka



**KLUB GAJA**

[www.klubgaja.pl](http://www.klubgaja.pl)





Senior Ashoka Fellow Roberto Epple of European Rivers Network (France) planting trees in Poland – Tree Day 2008

**Klub Gaja and Ashoka have a pleasure to invite you to the 7th edition of Tree Day. We are meeting, as usually, on October 10th to plant some trees together.**

Over **61,400 people** participated in the Tree Day 6th edition, 2008, and we planted more than **73,700 trees** and collected **279 tonnes of wastepaper**.

## About Klub Gaja

Klub Gaja is one of the leading independent civil-society organizations that deal with environmental protection and animal rights in Poland. It was created by Jacek Bożek in 1988.

**Klub Gaja's mission** is to protect our planet Earth as well as to preserve the natural environment for us and generations to come.

Already for 20 years, Klub Gaja has been active in **protection of natural environment**. We conduct nationwide campaigns and programs aimed to protect rivers, and river valleys, as well as trees, forestation and forest density to minimize the effects of climate change on Earth. We remind the public about threats resulting from human activity as well as about our responsibility for the condition of the environment. The aim of Klub Gaja is also to increase social awareness of **animal protection** issues by convincing the public that animal rights and welfare are an integral part of preserving natural environments and directly affect our quality of life.

We are also active in **education**. We inspire children, teenagers, teachers, companies, local communities and governments to act for the Earth. Participants of our programs plant trees, set up gardens, adopt rivers and streams, collect wastepaper and help animals. In our educational activities, events and workshops, we use non-conventional methods and various forms of art.

## Celebrating by Changing the World

For some time now, I have had a feeling of groping my way in a world which does not understand itself, losing ground from under its feet, yet persistently holding to its old rituals and spells, forever comforting itself with the 'it will work out fine somehow' cliché. Frightened with crises, people fail to see connections between eg. climate change and our own attitudes and life styles. Formal education keeps forcing young people into mindless cramming while politicians mistify reality with their smiles or by fuelling hate towards the other. All at the point in time which is crucial for the Earth and its future, when we should all be looking for ways to solve our common problems, rather than closing ourselves up in specialized circles of identically minded experts on narrow sections of reality.

As I think about all of this, I take to work on upcoming reports from activities undertaken by schools, institutions, local governments and CSO's under the Klub Gaja *Tree Day* program. The reading reveals a world which is totally different from the one I have just described. It is committed, aware, hardworking and community-minded. People go planting trees, debating about the future, creating and working for the common good. Many do not even realize they are doing Good, believing that big deeds mean doing something grand and timeless. And here is just someone who plants a tree. Helps a community create a green area. Because indeed, life is what happens where people care to improve and change the world, even if it is through small actions and events.

*Jacek Bożek*

## Ashoka and Trees for Peace

The Ashoka Innovators for the Public became partner in *Tree Day* in 2005 by promoting planting trees for peace on earth. Founded in 1980, Ashoka is the world's largest community of more than 2,000 leading social entrepreneurs in 70 countries. It champions the most important new social change ideas and supports the entrepreneurs behind them by helping them get started, grow, succeed and collaborate. Ashoka envisions an Everyone A Changemaker™ world: one that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change. To achieve its mission Ashoka invests and supports outstanding individuals – social entrepreneurs, who combine visionary qualities and passion for helping others with a professional approach to work, typical of business-oriented people. Ashoka brings them together in a community of like-minded people and then expands its capacity to integrate and connect social and business entrepreneurs around the world. It builds an entrepreneurial infrastructure comprised of a series of global initiatives that supports the fast-growing needs of the citizen sector. Since 1995, Ashoka has invested in 65 social entrepreneurs in Poland.

**Jacek Bożek**, founder and leader of Klub Gaja is a member of Ashoka Innovators for the Public, a multinational society of leading social entrepreneurs.



**Jacek Bożek**

founder and Chairman of Klub Gaja

*Tree Day* allows me to believe that joyful celebration of life is still within reach for all of us. We do not need to look to the other side of the world for inspiration. Everything around us gives us opportunity to be useful.



**Ewa Konczal**

Ashoka Representative in Poland and Central & Eastern Europe

The Tree for Peace is excellent example on how Ashoka Fellows can benefit best from the international community of social entrepreneurs around the world. Thanks to Ashoka's international outreach Ashoka trees for peace were planted in such far away places like Bolivia or Bangladesh. There and in other locations millions of trees offered a moment of reflection on today's world and our abilities to change it for better. Everyone has a chance to bring about this change – starting with planting a tree is good start.





28,000 beech trees planted below a Magura slope in Bielsko Forest District – Tree Day 2008

## About the *Tree Day* Program

*Tree Day* is an educational program of Klub Gaja formed in 2003, whereby on the 10<sup>th</sup> of October people around the world plant trees. Our message *Let's plant a tree for peace* reaches 35 countries worldwide.

The aim of the program is educational for sustainable development and raising awareness of ecological matters in terms of environmental protection and climate change on earth. Shared tree planting within the program causes an increase in forests area and forest density, decreasing the negative effects of climate change on Earth.

The program is based on local activity, especially involving children and teenagers, with a wide community participation ranging from local communities and governments to state agencies to civil society organizations and businesses.

Just as most Klub Gaja programs, *Tree Day* is aimed towards a lasting societal change. This is impossible without public participation and commitment. On the other hand, all *Tree Day* partners – from individuals to whole communities – engage in the program on a completely voluntary basis, recognizing its benefits not just for themselves but, even more so, for their immediate and supra-local surroundings, and for the planet as a whole.

*Minister of Environment Maciej Nowicki (right) and State Forests Director General Marian Pigan planting the first young apple tree – Tree Day 2008, Poland*







15,000 trees planting in cooperation with our corporate partners: LeasePlan, Troton, Eco Service – Tree Day 2007



**Achim Steiner**  
*United Nations deputy secretary general,  
UNEP executive director*

It is my pleasure to send you the album *Billion Tree Campaign* published recently by United Nations Environmental Programme (UNEP) featuring Klub Gaja *Tree Day – Trees for Peace* project. I wish you many achievements in the realization of the Tree Day program and congratulate you on the success in mobilization of participants in 35 countries of the world to join in planting trees with the intention to promote peace on earth.

## **Billion Tree Campaign**

Since 2007 the *Tree Day* program is part of the Billion Tree Campaign for the Planet under the United Nations Environmental Protection program (UNEP) – an international initiative to plant trees to face up to the challenges brought out by climate change.

### **The next challenge of the Billion Tree Campaign for the years 2008 and 2009 is planting 7 Billion Trees!**

‘Now that we have achieved all our campaign goals, we are calling for individuals, communities, businesses, civil society organizations, and governments to raise this initiative to an even higher level before the decisive conference on climate change that will take place in Copenhagen towards the end of 2009’ said Achim Steiner.





## Trees for Peace

Each year our message **Lets plant a tree for peace** reaches 35 countries worldwide. Everyone of us can plant a tree with intentions of peace. Trees for peace have been planted in a range of countries including Poland, the Czech Republic, Italy, Columbia, Pakistan, Peru, Venezuela, Ecuador, Argentina, Hungary, Latvia, Holland, Japan, Great Britain, Denmark, Germany, Ireland, India and Iceland. Our appeal was answered by Ashoka Fellows, as well as a number of environmental and human-rights organizations. In many areas throughout the world *Tree Day* is not only an action of planting trees with intentions of peace, but also various projects with goals of environmental protection, cooperation and tolerance, for sustainable development.

Ashoka Fellow Lucky Chhetri, Empowering Women of Nepal, planting an apple tree with Polish school students – Tree Day 2008





Ashoka Fellows in Medellin, Colombia planted 500 trees with intention to create peace. This action was accompanied by workshops dedicated to national identity, multiculturalism and race segregation issues, in which 1200 young people took part during the Tree Day 2005



Ashoka Fellows in India, more specifically in Bangalore, Shimoga and Mysore, together with young people planted trees in front of their schools and universities. All together, over 200 trees were planted for peace on earth – Tree Day 2006



In Kitzbühel, Austria, in the Tyrolean Alps, Ashoka Fellows from 11 countries of Europe, Nepal and the USA planted an oak tree – Tree Day 2006

Poland



Colombia



Holland



Germany



Scotland



Lets plant a tree for peace





*Each year, State Forests also lends assistance of their specialists – forest rangers, in the field of ecological education.*

## Participation of State Forests

Since its first edition in 2003, the strategic partner of the *Tree Day* program is State Forests (Lasy Państwowe), a government agency comprising a total of 428 forest inspectorates in the country. The State Forests is an organization with over 80 years' experience in protecting and developing Polish forests, which are state property and national treasure. The primary job of the State Forests is preserving forests continuity as well as uninterrupted and sustainable use of all their functions. Ecology and environmental functions have become the basis of modern forest management, multifunctional and designed to preserve and enhance forest resources for the benefit of future generations.

Each year, with a view to broadly considered environmental education of society, State Forests inspires forest inspectorates to gratuitous delivery of seedlings to the participants of the *Tree Day* program. Forest inspectorates commit to work together with educational establishments that often co-ordinate local activities on their own terrain.

*44 Heads of Diplomatic Missions to Poland planted a row of linden trees in Krynki Forest District. In this way, each country has its own little tree here, at the fringe of United Europe – Tree Day 2008.*







## Tree Day for Everyone

Local communities are extremely ingenious in the ways they celebrate the Tree Day. Particularly valuable initiatives cause the Tree Day to transcend borders, geographical and otherwise, to involve other people who are active in associations, institutions or informal groups. One is surprised by the participants' age span, from elderly people invited to join in by their grandchildren to crèche toddlers.

*Tree Day* Activities are carried out with wide public participation. Thanks to local communities joining in the *Tree Day* celebration organized by schools, local governments, public institutions and businesses, various social groups have been able to include the *Tree Day* in their yearly agenda of activities for the environment.







## How Can You Join In?

*Tree Day* includes such activities as: planting forests, forming parks and schoolyard gardens, planting trees with intention of creating peace, locating ancient trees and trees that have been witness of historical events, picking seeds, collecting wastepaper to raise money for redeeming horses from slaughter, conducting workshops, thematic classes and outdoor activities.

By involving them in theatre plays as well as art, photography and literature contests, the *Tree Day* program develops in its participants creative and ingenious ways of thinking. In this way, participants learn about the links and interrelationships between the natural environment, society and culture.





## Collect Wastepaper and Save Horses

All human beings leave some waste in their trail. Saving paper, as well as water or energy, is among the simplest ways of caring for environment. Simply by putting a used sheet of paper in a wastepaper container rather than the bin, everybody can contribute to the protection of environment and help others. The *Collect Wastepaper, Save Horses* action call is one of such activities within the framework of *Tree Day*. Thanks to the engagement of not just children and young people but also their parents and communities, as well as companies, we save more and more horses from slaughterhouse-bound transports. Saved horses find their way to foundations dealing with hippotherapy, farms or horse refuges.







*The problem of urban green areas degradation was the theme of a happening in Plac Zamkowy square, Warsaw – Tree Day 2005*



*Tree of Wishes happening in Warsaw – Tree Day 2007*

## **Art for Earth**

Klub Gaja often uses various forms of art in its work. *Tree Day* inspires us, not just to simple action of planting trees, but also to talk about important matters in creative and joyful ways, using a range of media – painting, paratheatre, happening or street action. Art becomes a 'vehicle'. By relating to symbols and sentiments, we take viewers into a multidimensional world. As individual people and as a team, we look for our own Way. Earth, human being and faith in a better world become one.



## Climate Conference COP 14

Actions taken within the *Tree Day* framework were the leading theme of the inspiring Klub Gaja presence at the International Climate Conference COP 14 in Poznań. It included the longest happening in the association's history, *A Lonely Tree – Lonely People*. Actions centred around a tree in Poznań Plac Wolności square, saved by spontaneous local residents' action just a few years before. In continuation of their long standing artistic action *Tree Defenders – Tree Hugger Project*, authors Agnieszka Gradzik and Wiktor Szostalo installed a queue of wicker human figures under the Poznań tree, waiting for their turn to embrace the trunk. Throughout the 12 day long conference, Klub Gaja encouraged the city dwellers and COP 14 participants to join the staged queue. This, combined with individual conversations, an information stall and media interviews, made up for multidimensional promotion of *Tree Day* events and all activities related to the need of renewing forest stands and protecting those existing on earth.

As part of preparation for COP 14, Ministry of Environment has created a platform of cooperation called *Partnership for Climate* between the ministry as the main COP14 organizer and institutions and other actors concerned with education in the field of climate change prevention. Klub Gaja joined the *Partnership for Climate*, promoting *Tree Day* as a good practice for climate.

*A Lonely Tree – Lonely People – Climate Conference COP 14, Poznań*







Residents of Hebden Bridge and Manchester as well as members of Club Gaia UK, mutually planted trees in Calder Valley – Tree Day 2006



Each year, employees of LeasePlan plant an entire forest to compensate for carbon dioxide emissions of their business cars – Tree Day 2007



Chairman of Troton and Klub Gaja welcome guests to an inauguration that will take place in an orchard that was saved by the companies – Tree Day 2006

## International Cooperation

The Tree Day program inspires international cooperation. In the realization of the *Tree Day* program for the years 2008–2010 with support from Iceland, Lichtenstein and Norway, Klub Gaja works together with a public organization from Iceland called Skógræktarfélag Grindavíkur, involved in the protection and planting of trees in Grindavik, located in the southeast part of the island. For several years now, our partners have included Angus Council Parks Services and Rosehill farm in Scotland, Club Gaya UK and Barnsley Youth Service who engage volunteers and schools to plant trees in England each year.

## Cooperation with Local Governments and Civil Society Organisations

One good example is our cooperation with local governments. The program has been joined, among others, by Town Offices in Drobinia, Rumia and Ostrowiec Świętokrzyski. Each year, actions taken by the County Environmental Centre of the Limanowa County Office involve office employees and local government activists, as well as children and young people. In the program 5th edition, Koszalin City Office mobilized the greatest number of participants (3,800) and 35 units including the Penitentiary Institution and the Air Force Training Centre.

Civil society organisations join the *Tree Day* program, too. Participation of *Ludzie Ludziom* (*People for People*) Aid Society in the *Tree Day* 5th edition is an example of good practice. Working with the homeless, they planted 100 trees.

## Cooperation with Business

We also work with firms which introduce new environmental strategies and solutions, engaging in community actions concerned with climate protection. Actions of companies such as *Tree Day* 2009 partners LeasePlan, Troton, Eco Service, contribute to increasing forestation of particular areas and improving public understanding of the role of forest renewal and reforestation in CO<sub>2</sub> absorption. The LeasePlan Fleet Management (Poland) company joined the *Tree Day* 2006 celebration by engaging its employees and clients who were offered the *Green Plan* scheme. The Troton company dedicated 1% from their ECOLINE for the tree planting action.

The TNT Express Worldwide Poland joined in the action *Collect Wastepaper, Save Horses*. While conducting *Planet Me* program and reducing the amount of paper used, they collected 49 tonnes of wastepaper during the 6th edition. The money from its sale were donated to Klub Gaja for saving more horses from slaughter. Our cooperation was appreciated by the yearly report on *Responsible Business in Poland. Good Practices*.



*We have arrived in Iceland, planting trees together in the south of the island, Grindavik – Tree Day 2009*










Klub Gaja  
 43-365 Wilkowice, ul. Parkowa 10, POLAND,  
 tel./fax +48 33 812 36 94  
 e-mail: klubgaja@klubgaja.pl • www.klubgaja.pl  
 © Copyright Klub Gaja 2009



 MINISTERSTWO ŚRODOWISKA Patronat Ministra Środowiska	 Honorowy Patronat Prezydenta m. st. Warszawy Honorowy Patronat Prezydenta m. st. Warszawy	 Partner strategiczny Lasy Państwowe
---	---	---

 Udział w Kampanii Miliarda Drzew – UNEP	 Udział w Partnerstwie dla Klimatu
---	--

 LeasePlan <i>It's easier to leaseplan</i>	 TROTON materiały lakierownicze	 eco mind	 ASHOKA	 SKÓGRÆTTARFÉLAG GRINDAVÍKUR
---	--	---	--	---

Partnerzy: LeasePlan, Troton, Eco Service, Ashoka, Skógrættarfélag Grindavíkur

 eea grants United Nations Environment Programme	 norway grants	 ECORYS Research and Consulting	 FUNDUSZ DLA ORGANIZACJI POZARZĄDOWYCH	 NFOŚiGW
---	--	--	--	--

Wsparcie udzielone przez Islandię, Liechtenstein i Norwegię poprzez dofinansowanie ze środków Mechanizmu Finansowego Europejskiego Obszaru Gospodarczego oraz Norweskiego Mechanizmu Finansowego, a także ze środków Rzeczypospolitej Polskiej w ramach Funduszu dla Organizacji Pozarządowych. Dofinansowano ze środków Narodowego Funduszu Ochrony Środowiska i Gospodarki Wodnej.