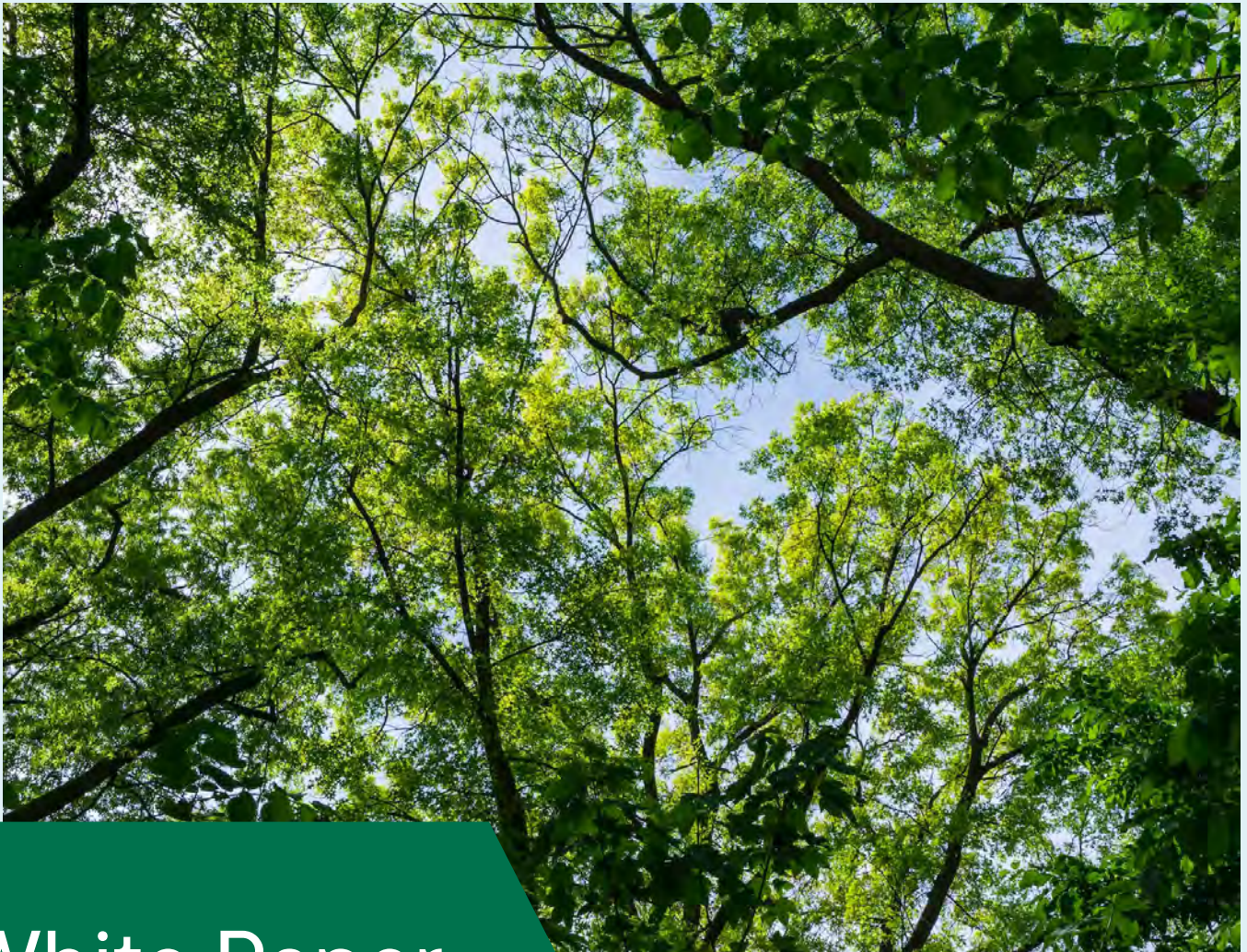




Forest Carbon and Climate Program
Department of Forestry
MICHIGAN STATE UNIVERSITY



White Paper

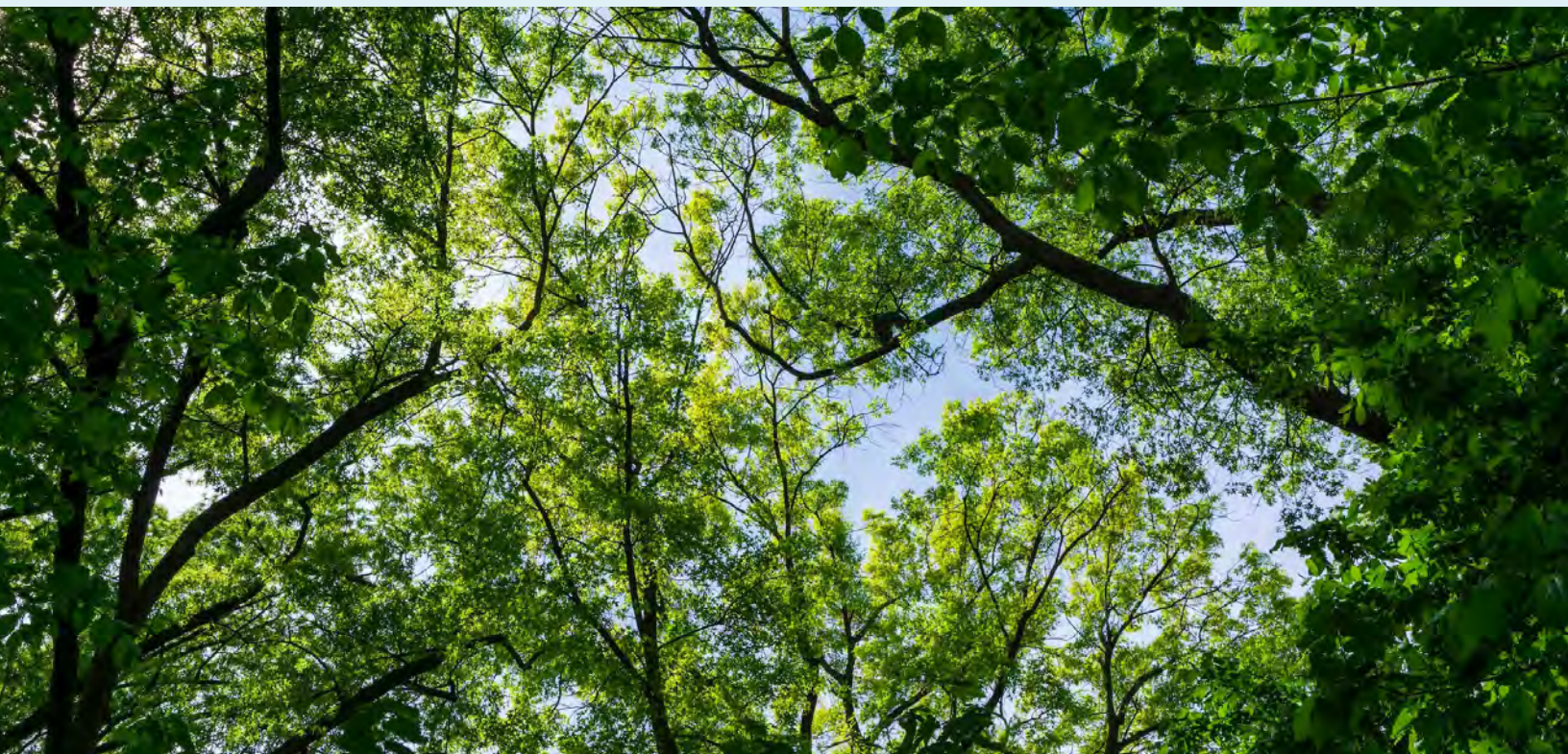
October 2022

Convened in
Washington, D.C.
June 22–24, 2022

1t.org US Inaugural Summit Report A Summary of Key Findings

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Gold Award Girl Scout, Zoe Bredesen, speaking with US Forest Service Chief Randy Moore.



Summit participant interacting with the Reciprocity Tree Ring, an exercise designed to match resources with needs.



Participants gathered for the Investing in Nature to Accelerate Net Zero plenary session.



A virtual reality immersive forest experience demonstrated the types of forest climate education products that the The Forest + Climate Visualization Partnership (FCVP) is creating.



Rekia Foudel (Barka) answers a question during the Scaling Investment in Conservation and Restoration Abroad panel.

Executive Summary

The inaugural summit of the 1t.org US Chapter took place in Washington, D.C. on June 22–24, 2022. This was an opportunity to bring together leaders in the United States who are actively furthering the 1t.org goal to **conserve, restore, and grow one trillion trees globally by 2030**. The event was attended by over 140 participants from the 1t.org US community. Corporate, non-profit, governmental, and community leaders presented their bold plans for scaling private and public ambition. Special attention was paid to the intersectional needs of urban forestry.

The summit was organized to bring the chapter's diverse community together to celebrate successes, identify common challenges, and crowdsource innovations for scaling impact. The program was designed around the ideas of **convergence, cooperation, and climate hope** and guided by a vision of empowering a radically inclusive, people-powered forest movement.

Crosscutting themes in addressing the needs and opportunities of the US Chapter arise in four areas. These are closely aligned with chapter goals and were used to facilitate conversation on strategy, frame ideas for innovation, and organize thinking on next steps. The four themes of knowledge, implementation, communication, and ambition were used to frame key inquiries explored during the summit.

- 1. Knowledge:** How does 1t.org US build and adapt a **knowledge management system** to identify and propagate the most powerful resources, tools, and innovations?
- 2. Implementation:** What **implementation structures and tools** can 1t.org US put in place to drive collaboration, impact, and on-the-ground outcomes with unprecedented rigor, scale, and speed?
- 3. Communication:** How does 1t.org US build a 1t.org US Chapter **narrative and collaborative communications model** for natural climate solutions that cuts through a complicated communications environment?
- 4. Ambition:** How does 1t.org US build and maintain **ambition**? What is the 1t.org US role in **movement building**?

Analysis of summit outcomes informed the development of **Nine Key Strategies** that will be leveraged in the coming year to increase action and raise ambition toward meeting the 1t.org US goal.

Define and Align: 1t.org US Mission and Role

Refine 1t.org US identity as a unique entity with a specific focus, illustrating how its efforts support and enhance the goal of 1t.org Global. Develop and share a 1t.org US road map to communicate strategic goals and the major milestones required to achieve them. Prominently display progress on goals and pledge fulfillment to increase transparency.

Grow 1t.org US Community and Pledges

Strategically grow 1t.org US community by targeting actors that will inspire new actors to join and existing members to make or grow their pledges. Catalyze greater ambition and new synergies through a spirit of healthy competition in boosting pledges.

Foster Storytelling and Highlight Success and Problem Solving

Design the 1t.org US platform as a powerful tool to provide inspiring examples of success, address common concerns and confusion, and link to partners and resources.

Connect Actors, Match Resources with Needs, and Nurture Collaboration

Facilitate connections between disparate actors increasing capacity for action through win-win partnerships, promotion of nested investments, and problem-solving through fostering strategic collaboration. Provide a space for 1t.org US members to match resources and skills with the needs of fellow members to accelerate tree planting efforts.

House Existing Knowledge and Encourage Innovation

Create an open database of existing actors, knowledge, and best practices which practitioners can freely access. This will close knowledge and capacity gaps, reduce redundancy and effort, and help spread innovative solutions at greater speed.

Advocate for Sound Project Design and Develop a Robust Reporting Structure

Advocate for project design practices that promote forest persistence and co-benefits, including biodiversity and ecological sustainability; sustainable economic development; and improved human health, safety, cultural and spiritual values. Likewise, support robust reporting structures that increase transparency and build credibility.

Champion a Range of Essential Co-Benefits, Not Carbon Alone

Amplify the 1t.org US mission of “conserve, restore, grow” along with the Arbor Day Foundation message of “right tree, right place, right time, right need” to promote projects that ensure authentic engagement with communities, biodiversity preservation, and high tree survival rates.

Promote Inclusivity, Climate Justice, and Collaborative Communication

Define and expand the 1t.org US audience to promote inclusion and climate justice. Beyond connecting private, government, and NGO partners, there is an opportunity to reach out to and engage the public, historically disenfranchised groups, and those that stand to benefit the most from more trees. Corporate partners are encouraged to leverage funds as well as their marketing arms to help spread the 1t.org US mission, bringing resources and opportunities to local actors in the process. Messaging should be simple as possible, remembering Beatra Wilson’s (USFS) advice, “We need to meet people where they are and use plain language.”

Act Now with a Sense of Urgency and Cultivate Hope

Balance a sense of urgency with one of hope—science and technology is advancing, awareness is growing, youth are demanding action for their future, and businesses and governments are responding to the undeniable need to act on climate change. 1t.org US is on the cutting edge of an evolving socio-economic paradigm that centers nature. This momentum must be maintained to reach 1t.org US goals and can generate significant feelings of hope for the future.



David Hayes, Special Assistant to the President for Climate Policy at the White House

“Trees, and nature generally, are a solution that not only will help with resilience, but will also help combat climate change by sequestering carbon and keeping . . . nature strong. Your organization is playing a huge role in this effort and we are so thankful for what you are doing and . . . the partnership[s] that we have with many of the organizations . . . here today.”

—David Hayes, Special Assistant to the President for Climate Policy at the White House

“We are grateful for the efforts of 1t.org. Your innovation, your leadership, and your support are critical to our collective success. I look forward to . . . learning how we can work together to make certain that our forests continue to be a beautiful part of our country and a crucial part of our efforts to save the planet.”

—Tom Vilsack, United States Department of Agriculture Secretary

“This [trillion trees community] holds significance and importance to us as Americans and for us as a human race.”

—Randy Moore, United States Forest Service Chief



Tom Vilsack, United States Department of Agriculture Secretary



Randy Moore, United States Forest Service Chief



United States Senator
Debbie Stabenow of Michigan,
Chairwoman of the Senate Committee
on Agriculture, Nutrition, and Forestry

“Thank you to 1t.org for the essential work you’re doing to address the climate crisis by planting more trees to help restore ecosystems around the world. And thanks to American Forests for your great leadership . . . friendship, and support in the United States. The climate crisis is the number one challenge we face as a nation . . . [and] a global community.”

—United States Senator Debbie Stabenow of Michigan,
Chairwoman of the Senate Committee on Agriculture,
Nutrition, and Forestry

“The private sector is a critical partner in this [Tucson’s tree planting] effort, helping me fundraise over half a million dollars to significantly increase tree plantings this year. The partnerships and best practices through the 1t.org US Stakeholder Council are helping us make important progress. I am proud to include Tucson as part of this national effort to conserve, restore, and grow trees and forests, and I encourage other cities to join the movement and make a pledge today.”

—Mayor Regina Romero of Tucson, Arizona



Mayor Regina Romero
of Tucson, Arizona

Background

In January of 2020, the 50th Annual Meeting of the World Economic Forum was held in Davos, Switzerland. Here, 1t.org was launched and conceived of as a 10-year effort to work in concert with the United Nations Decade on Ecosystem Restoration (2021–2030). The mission of 1t.org is to **connect, empower, and serve** a global movement to conserve, restore, and grow one trillion trees by 2030.

While the scope of 1t.org Global is focused on securing commitments from multinational corporations, regional engagement allows for tailored and place-based spheres of influence. A map of 1t.org regional engagement is shown below:

“A tree can be brave. A tree can be equitable. A tree can be unifying. It’s the right tree. The right place. The right time. The right need.”

—Dan Lambe, Arbor Day Foundation



Figure 1. Map of 1t.org Regional Engagement

The 1t.org US Chapter facilitates the leadership of US-based companies, non-profit organizations, and governments to scale conservation and restoration globally, unlock private-public sector partnerships, target investment flows, and spotlight innovations that are ready to scale. To reach the global goal of one trillion trees by 2030, unprecedented scale and speed is required in mobilizing leadership across all landscapes—from cities to wilderness areas—in this and for future generations.

The world has lost nearly a third of the estimated 14 billion acres of forests that covered the Earth 10,000 years ago¹—that is about twice the size of the United States. It continues to lose around 15 billion trees each year, and the US Forest Service warns that tens of millions of forested acres could be lost to development in the United States by 2050.² The most impactful step that can be taken now is to **conserve** remaining forests to slow the loss of trees.

Fortunately, studies suggest there is significant potential to help the Earth **restore** up to 2.2 billion acres of land. In addition to stopping tree loss, there is opportunity to revive forested ecosystems where trees naturally flourish. In the United States alone, there are an estimated 133 million acres of land suitable for reforestation.³

While trees and forests alone cannot mitigate climate change, they are a critical part of the solution. Through a combination of activities to **conserve, restore and grow trees**, there is tremendous capacity for the US to contribute to a global net gain of 1 trillion trees.

The United States chapter of 1t.org (1t.org US) was the first national chapter to form in August 2020. The effort has been supported and catalyzed by early and strong interest from the US federal government, other governments at all jurisdictional levels, US-based corporations, US-based non-profits, and US civil society organizations.⁴ To date, the US Chapter, made up of 90 corporate, non-profit, and government entities, has secured pledges representing 51 billion trees and counting. A full list of current US Chapter pledges can be viewed here: <https://us.1t.org/view-pledges/>

US Chapter Key Goals and Workstreams

The 1t.org US Chapter prioritized four key goals and workstreams in their first two years. These are focused on learning and innovation, mobilization and implementation, strategic communication, and raising ambition (see **Table 1. Key Goals and Workstreams of 1t.org US Chapter**). These goals and workstreams are supported by a Community of Practice composed of focused working groups that bring together stakeholders around shared areas of expertise.

1. Ehrenberg, R. (2015). Global Forest survey finds trillions of trees. *Nature*. <https://doi.org/10.1038/nature.2015.18287>

2. Langner, L.L., Joyce, L. A., Wear, D. N., Prestemon, J. P., Coulson, D.; O'Dea, C. B. (2020). Future scenarios: A technical document supporting the USDA Forest Service 2020 RPA Assessment. Gen. Tech. Rep. RMRS-GTR-412. Fort Collins, CO: U.S. Department of Agriculture, Forest Service, Rocky Mountain Research Station. <https://doi.org/10.2737/RMRS-GTR-412>

3. Cook-Patton, S. C., et al. (2020). Lower cost and more feasible options to restore forest cover in the contiguous United States for climate mitigation. *One Earth*. doi.org/10.1016/j.oneear.2020.11.013

4. <https://us.1t.org/our-story/>

Table 1. Key Goals and Workstreams of 1t.org US Chapter

 <p>LEARN AND INNOVATE</p>	 <p>MOBILIZE “ALL HANDS ON DECK”</p>	 <p>RAISE ONE UNIFIED VOICE</p>	 <p>RATCHET UP AMBITION</p>
<p>Populate and inform a Community of Practice to help drive collaboration among the broader membership.</p>	<p>Leverage the power of 1t.org US membership in service of chapter public policy goals with successful implementation.</p>	<p>Expand 1t.org US reach and storytelling through improved strategic communications and showcasing work at high profile events.</p>	<p>Secure ambitious pledges. (To date, pledges amount to 51 billion trees and counting.)</p>

US Chapter Community of Practice Working Groups

The 1t.org US Chapter Community of Practice includes several thematically focused Working Groups (WGs). The WGs provide dynamic centers for diverse stakeholders and practitioners from public, private, and civil society to learn, share, and provide thought leadership on overlapping issues across the Chapter’s mandate. The WGs meet regularly online and in person to engage in technical and policy dialogues, collaborative strategy alignments, and communications planning.⁵ Currently there are five WGs, as listed in **Table 2**. **Current 1t.org US Chapter Community of Practice Working Groups***

Table 2. Current 1t.org US Chapter Community of Practice Working Groups*

<p>Carbon Finance Working Group</p>	<p>Organize to wield carbon finance as a tool in furthering the goal of conserving, restoring, and growing one trillion trees by 2030.</p>
<p>Forest Policy Working Group</p>	<p>Coordinate efforts to explore, investigate, and advance the topic of federal, state, and local forest policies furthering the goal of conserving, restoring, and growing one trillion trees by 2030.</p>
<p>International Forests Working Group</p>	<p>Coordinate efforts to advance engagement in the conservation, restoration, and growth of international forests in an informed, equitable, sustainable, and ecologically sound way.</p>
<p>Reforestation Working Group</p>	<p>Coordinate efforts in exploring needs and opportunities, within the scope of reforestation and afforestation, furthering the goal of conserving, restoring, and growing one trillion trees by 2030.</p>
<p>Urban and Community Forests Working Group</p>	<p>Coordinate efforts to advance activities to conserve, restore, and grow one trillion trees by 2030 within the urban and community-based context.</p>

* Full descriptions of Working Groups can be found in Appendix 5: Working Group Descriptions.

5. <https://us.1t.org/community-of-practice/>

First 1t.org US Chapter Summit

The inaugural summit of the 1t.org US Chapter took place in Washington, D.C. on June 22–24, 2022. This was an opportunity to bring together leaders in the United States who are actively furthering the 1t.org goal to **conserve, restore, and grow one trillion trees globally by 2030**. The event was attended by over 140 participants from the 1t.org US community, excited to discuss fresh ideas and learn from each other. Corporate, non-profit, governmental, and community leaders presented their bold plans for scaling private and public ambition. Special attention was paid to the intersectional needs of urban forestry.

“USDA has embarked on a department-wide effort to enact climate-smart forestry and agriculture practices that are led from the bottom up, ensure science and rigorous monitoring underpins everything we do, and benefit historically underserved communities as well. The Forest Service is on track to plant 1.2 billion trees over the next decade.”

—Agriculture Secretary, Tom Vilsack

Highlights included:

- Tom Vilsack (US Department of Agriculture Secretary) delivered [news](#) on work to reduce wildfire risk, accelerate reforestation, restore ecosystems, support forest products jobs and markets in rural communities, and define and inventory old-growth and mature forests on federally managed lands.
- Two new ambitious pledges announced: Arbor Day Foundation accelerated the timeline on the pledge to plant 500 million trees from 50 years to 5 years, and Aspiration increased its pledge from 100,000,001 trees to 1,000,000,000 trees.
- Youth leaders Zoe Bredesen (Gold Award Girl Scout), and Kevin Patel (OneUpAction) inspired attendees with messaging around climate hope and accountability to the climate movement.⁶

Summit Vision

The summit was organized to bring the chapter’s diverse community together to celebrate successes, identify common challenges, and crowdsource innovations for scaling impact. Organizers aimed to unlock the synergy of this community’s varied capacities and perspectives through engaging in interactive plenary dialogue and workshops informed and inspired by field leaders. The program was designed around the ideas of **convergence, cooperation, and climate hope** and guided by a vision of empowering a radically inclusive, people powered forest movement.





Sessions were designed under the following three principles to ensure an interactive, dynamic, outcomes-oriented convergence.

⁶ us.1t.org/summit-agenda/

1. 1t.org US priority issues are framed by high-level national and global experts.
2. Dialogue is fostered and insights are crowdsourced through engaging participant interventions.
3. Breakthroughs and clear next steps are facilitated to ensure the summit shapes 1t.org US Chapter strategy and progress in 2023 and beyond.

Getting to Impact

Crosscutting themes in addressing the needs and opportunities of the US Chapter arise in four areas. These are closely aligned with chapter goals and will be used to facilitate conversation on strategy, frame ideas for innovation, and organize thinking on next steps. These four themes are: Knowledge, Implementation, Communication, and Ambition (see Table 3. Crosscutting Themes in Getting to Impact).

Table 3. Crosscutting Themes in Getting to Impact			
 KNOWLEDGE	 IMPLEMENTATION	 COMMUNICATION	 AMBITION
How does 1t.org US build and adapt a knowledge management system to identify and propagate the most powerful resources, tools, and innovations?	What implementation structures and tools can 1t.org US put in place to drive collaboration, impact, and on-the-ground outcomes with unprecedented rigor, scale, and speed?	How does 1t.org US build a narrative and collaborative communications model for natural climate solutions that cuts through a complicated communications environment?	How does 1t.org US build and maintain ambition ? What is the 1t.org US role in movement building ?

Participants

Summit participants included a diverse range of stakeholders including funders, project implementation groups, tree nurseries, communications groups, government representatives, and youth climate activists, just to name a few. Debriefing materials provided data that capture information on the demographic makeup of participants in terms of gender,

“Everybody and their Mama should join the 1t.org. It’s imperative. We need you. Let’s take some responsibility to leave this planet better than we found it.” —Secretary Preston Cole, Wisconsin Department of Natural Resources

organization affiliation, and geographic location. Demographic information on participants and a full list of attending organizations can be found in **Appendix 1: Participants** at the end of this report.

Interactive Summit Elements

Summit design included various dialogue opportunities and crowdsourced insights through participant engagement. Activities included a Reciprocity Tree Ring exercise in which 1t.org US community needs and resources were explored, an interactive workshop inviting participants to share daring ideas and critical questions, and several points of audience participation to gain real-time feedback on expectations and experiences.

Reciprocity Tree Ring

The Reciprocity Tree Ring is a concept that grew from the wish to match needs with resources.¹⁰ Often, needs go unmet because people are not sure how or where to ask for help with funding, knowledge transfer, technical assistance, or connections. Likewise, organizations that have resources to give, may have difficulties finding opportunities to help in efficient ways. This activity visualized the idea of reciprocity—or exchanging with others for mutual benefit—as a tree ring. On one side, the Ask side, participants posted

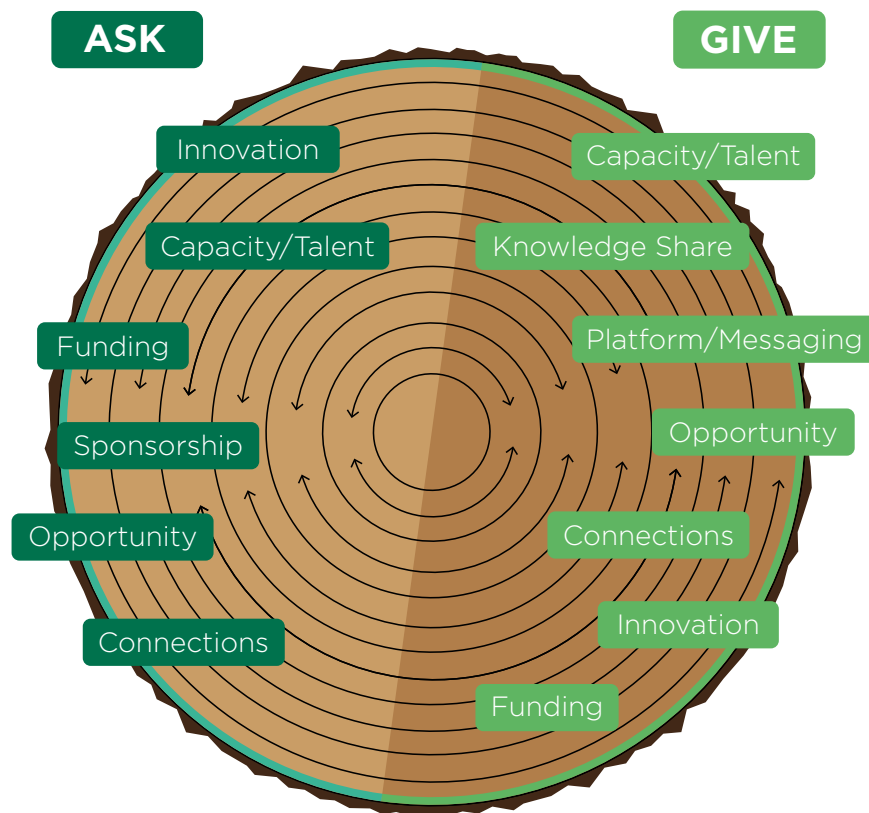


Figure 2. Themes from the Reciprocity Tree Ring Exercise Completed on Day 1

10. This based on research lead by Adam Grant. Grant, A. (2014). *Give and Take: Why Helping Others Drives Our Success*. Penguin Books.

needs. On the other side, the Give side, participants shared resources and offerings. Figure 2 provides a visual of the themes distilled from detailed responses. **Table 4. Examples of Reciprocity Tree Ring Responses**, below, lists a few examples collected during the activity. Event participants contributed ideas to both sides, showing the value of the 1t.org platform to facilitate links, foster a more connected community, and encourage reciprocity. What emerged from this activity, based on participant submissions, was an understanding that there were many *Asks* for resources and fewer *Gives* of financial support.

Table 4. Examples of Reciprocity Tree Ring Responses	
ASKS	GIVES
Looking for help on how to engage carbon markets on small (1–5 acre) private riparian forest projects. — Brenda Sieslitz, Chesapeake Bay Foundation (CAPACITY/TALENT)	I have a platform to share success stories on the 1t.org US Chapter social media accounts and would love to share stories! — Julie Foster, 1t.org US Chapter (CONNECTIONS & PLATFORM/MESSAGING)
We are seeking funding for an ecosystem restoration project in Niger that aims to restore wetlands, plant trees, and build pastures. — Debbie Kahn, Amman Imman: Water is Life (FUNDING)	We can connect mission-aligned brands to the world who are funding/doing reforestation. — Nicole Rustad, Carbon Counts Tech (CONNECTIONS & FUNDING)
We have the capacity to plant 1 billion trees by 2032 and are seeking funding to finance it! —Claire McGuinness, One Acre Fund (FUNDING)	Here to help any young people to get going in restoration / ecopreneurship. —Florent Kaiser, Global Forest Generation (CAPACITY/TALENT & CONNECTIONS)
We are seeking sponsors for our project partners to receive seed banks. —Terraformation (FUNDING)	Corporation looking for connections in technology, innovation, and resources. —Lindsey Prowse, Youth Hub (CONNECTIONS)

Interactive Workshop

Building on key themes and topics from Day 1, participants were invited to bring their most daring ideas and critical questions to an interactive and engaging workshop held throughout Day 2 in two sessions. The purpose of these sessions was to discuss how to scale solutions and grow the trillion trees community through knowledge transfer, sound implementation, strategic communications, and movement building. Discussion and idea generation was facilitated using interactive idea boards centered around the Community of Practice WG focus areas. The results of these brainstorming sessions have been captured in the **Thematic Insights** section of this report. Ideas around communication were also generated and are incorporated throughout the report.



Figure 3. Participants Engaging in Day 2 Interactive Workshop

Live Polling: Participant Questions and Answers

At key moments during the summit participant feedback was solicited through interactive, live polling prompts which audience members could respond to in real time. Details are found in **Appendix 3: Live Polling Questions and Answers** at the end of this report. This activity showed that participants were most anticipating the chance to collaborate during the summit and that by the end of the summit they were feeling most excited about new opportunities.



In **Appendix 2: Summit Agenda** and **Appendix 4: Summit Supplemental Resources** found at the end of this report, you can find the full agenda and a Supplemental Resources Document for further reading. These materials can also be accessed here: <https://us.1t.org/summit-agenda/>

Crosscutting Objectives: 1t.org US Chapter

The first 1t.org US summit yielded a rich set of feedback which has been synthesized within four crosscutting objectives: knowledge management, implementation structure and tools, strategic communications, and movement building. For each of the four objectives, concerns and opportunities are organized around common refrains that emerged during listening, dialogue, and brainstorming activities.



Knowledge Management

This section captures challenges and opportunities identified during the event in response to the question: **How can 1t.org US build and adapt a knowledge management system to identify and propagate the most powerful resources, tools, and innovations?** The responses are grouped into two main categories: compilation and leadership.

Compile and Share Existing Knowledge and Technology

Knowledge gaps were identified in several key areas including: difficulty finding appropriate tools, datasets, and trainings due to the

absence of a centralized and organized resource; confusion over how to navigate the complexities of carbon markets; concerns over greenwashing and lack of transparency; lack of guidance on how to advocate for effective carbon pricing and ensure proper valuation of social and environmental co-benefits; carbon finance uncertainties and risk management; and a need for accessible information on forest sector innovations (e.g., wood-based building material as a climate-positive replacement for more carbon-intensive materials such as steel and concrete). Further, participants recognized that actors joining the forest-based climate mitigation space may have incomplete knowledge of existing efforts and current best practices.

“Planting for reasons other than timber is new for a lot of individuals and communities.” —Zack Parisa, CEO, NCX

Opportunities and Direction

Participants proposed the following 1t.org US contributions to closing knowledge gaps:

Create a centralized system for accessing resources with:

- Links to partner tools and resources on topics (e.g., climate mitigation and adaptation, cultural ecosystem services, best practices for project implementation, and innovations in wood use and value like mass timber),
- Information on existing technologies (e.g., drone-based planting, site prep, smart-phone apps) collected in an open database, and
- Accessible research and white papers on information such as carbon markets (see, for example, the 1t.org US white paper on Monitoring, Reporting, and Verification).

Provide a knowledge transfer platform to encourage communication and collaboration between practitioners and academia with minimal friction. This platform will:

- Support and elevate research that can help shape carbon project financing,
- Present evidence-based solutions to common challenges, reducing duplicative efforts and minimizing common risk factors,
- Identify investment and technology gaps and highlight opportunities for innovators and ecopreneurs, and
- Facilitate peer-to-peer learning and engagement through tools such as a storytelling submission tool and by identifying strengths and success stories.

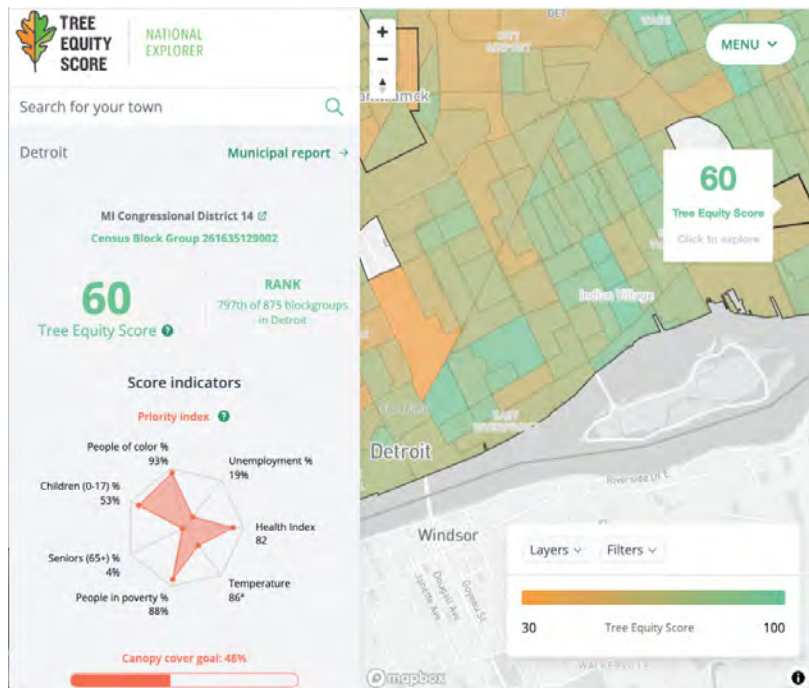


Figure 5. American Forests' Tree Equity Score: (Example of 1t.org US network Advocacy Resource)

Leadership and Pathfinding

Participants envision 1t.org US filling a leadership role by finding synergies in existing efforts while identifying pathways for collaboration and mutual support. 1t.org US can help actors to synchronize efforts, learn from their peers, avoid duplicated work, and build a more unified and informed community of practice.

Opportunities and Direction

1t.org US can formulate a leadership and pathfinding role in the following ways:

- **Discover best practices** and share within the 1t.org US network
- **Highlight opportunities to nest smaller investments** within larger ones to scale up action
- **Catalyze connections that support collaboration** between experts, policymakers, and implementers to forge ambitious new partnerships



Implementation Structure and Knowledge

This section captures challenges and opportunities in response to the question: **What implementation structures and tools can 1t.org US put in place to drive collaboration, impact, and on-the-ground outcomes with unprecedented rigor, scale, and speed?** The responses are grouped into three main categories: reporting, fostering collaboration, and advocacy.

Develop a Robust Reporting Structure

Participants were eager to learn how US chapter pledges will be tracked, pointing to a clear role for 1t.org US in verifying, tracking, and monitoring pledges. While the newly announced partnership between 1t.org US and the IUCN Restoration Barometer⁷ provides movement in this direction, outstanding reporting needs raised during the summit included monitoring progress toward 1t.org US goals, tracking fulfilled pledges, and defining criteria for 1t.org US members' pledged projects.

Opportunities and Direction

Participants made several suggestions for development of a reporting structure, including:

- **Prominently display real-time progress** on goals and pledges fulfilled in terms of number of trees and in equivalent terms such as hectares planted, or metric tons of carbon stored
- **Establish distinct tiers of criteria for pledged projects** based on their end goals (i.e., projects generating carbon credits require third-party verification with standards such as Gold Standard or Verra whereas community forestry projects meant to reduce the effects of heat islands might utilize less rigorous verification criteria)

Attract Actors and Foster Collaboration

New actors and recently formed partnerships are looking to link resources with action and are seeking adequate technical knowledge. Actors must be attracted to fill various implementation needs such as funding, labor supply, available land, technical assistance, and knowledge transfer. Participants discussed challenges such as recognizing and connecting with potential partners, pinpointing gaps in funding and strategic investing, and identifying resources needed to meet project ambitions (e.g., funds, technical assistance, education, and training).

Opportunities and Direction

The following steps could foster deeper collaboration and attract a larger pool of actors.

- **Create an actor database** with listings for the Community of Practitioners and other current actors, with a scope beyond 1t.org US chapter members. This database would ideally include the following attributes:

7. <https://www.iucn.org/resources/conservation-tool/restoration-barometer>

- A diverse mix of actors such as knowledge builders (academics, non-profits, etc.), project developers, certification bodies, government agencies, investors, and community groups
- Actor profiles including information such as name, biography, and role
- Search, filter, and interactive messaging options
- **Function as a convener** bringing together the private sector, community-based organizations, nonprofits, and government agencies by:
 - Hosting chapter-wide, regional, and issue-specific meetings and workshops
 - Building a reciprocity platform that functions as a live version of the **Reciprocity Tree Ring** activity to effectively connect developers, ecopreneurs, and other actors with the resources needed to realize their goals
- **Attract more private sector actors** to increase funding and capacity
 - Advance understanding of how tree planting and forest investments align with corporate social responsibility targets and Environmental, Social, and Governance strategies (ESGs)

Advocate for and Facilitate Sound Project Design

Participants value quality project design and implementation, considering it equally important to the quantity of trees pledged. Participants voiced two main concerns around project design: building trust with communities to ensure local needs are prioritized during project planning, and building confidence in project results such as additionality, permanence, reduced leakage, and monitoring, reporting, and verification (MRV). Adequate attention, time, and resources are required to ensure projects are soundly conceived and executed. Proper advocacy during this project planning phase can support functional sustainability practices within communities over the long term.

Opportunities and Direction

Participants identified the following actions that 1t.org could take to promote sound project design:

- **Champion high-quality projects** that utilize the “right tree, right place, right time, right need” design approach, incorporating the following principles:
 - Plant site-appropriate trees, considering climate change, ecology, and human needs
 - Assess and incorporate community interests and needs through authentic community engagement
 - Support free, prior, and informed consent (FPIC) of communities during the project design and implementation phases
 - Identify and uphold safeguards to mitigate harm and increase biodiversity, social equity, and other co-benefits
- **Encourage actors to scale and connect** through the following practices:
 - Identify close proximity and parallel projects and align with government targets to reduce regional fragmentation and leakage wherever possible
 - Secure long-term commitments that provide the financial stability to engage with actors across a landscape and promote permanence in project results

- **Bolster forest carbon offset credibility** by encouraging actors to:
 - Define and communicate an approach to offset generation that discourages greenwashing and incorporates robust co-benefits, ethical community involvement, rigorous MRV, and effective carbon pricing
 - Pursue, advocate for, and navigate pathways to integrity in carbon crediting to improve confidence in forest-based climate finance (e.g., leverage criteria used by other credible actors to build trust)



Strategic Communications

This section captures challenges and opportunities in response to the question: **How can the 1t.org US Chapter build a narrative and collaborative communication model that cuts through a complicated communications environment?** The responses are grouped into three main categories: alignment, inclusivity, and hope.

Define and Align: 1t.org US mission and role

Participants wanted to understand how 1t.org US efforts fit into the goals of 1t.org Global. Furthermore, there is an opportunity to define the role of 1t.org US within the context of other major tree-planting movements and align with partners, both externally and within the chapter. Two reoccurring concerns were raised: managing perceptions that tree-planting is an ineffective or incomplete climate solution and addressing potential shortfalls in project execution such as reduced biodiversity, planting species inappropriate to place, or failing to incorporate community needs.

Opportunities and Direction

Participants flagged communication strategies that could help combat negative perceptions including:

- **Create a roadmap** for the US chapter to boost confidence in the platform’s vision while demonstrating how the 1t.org US strategic plan fits into the 1t.org Global trillion tree goal
- **Emphasize trees as an essential part of the climate solution**—not the only solution, but central to a suite of approaches
- **Underscore the message of “right tree, right place, right time, right need”** as the project design approach supported by 1t.org US
- **Design an interactive map** of all 1t.org US pledged projects to increase visibility.

“The climate crisis is the number one challenge we face as a nation and as a global community. . .It’s easy to forget how simple actions, including planting trees can make a huge difference.” —U.S. Senator Debbie Stabenow of Michigan, Chairwoman of the Senate Committee on Agriculture, Nutrition, and Forestry

Inclusivity, Climate Justice, and Collaborative Communication

Participants conveyed great energy around the stated 1t.org US chapter goals of radical inclusivity, climate justice, and the need for collaborative communication approaches. One prominent theme that emerged was the power of grassroots engagement and concern that the potential for bottom-up movement building may be currently underestimated. Further, a divide between urban and rural communities was highlighted, along with challenges such as the relatively high costs of urban and community forestry projects, smaller rural actors having limited knowledge of carbon markets (e.g., missed opportunities for agroforestry), lack of engagement with traditionally excluded communities such as tribes, labor shortages, and workforce development needs.

“Everybody deserves an equitable environmental experience.” —Beattra Wilson, Assistant Director Cooperative Forestry, Urban and Community Forestry, USFS

Opportunities and Direction

Participants reflected on opportunities for an inclusive and collaborative communications model, including recommendations to:

- **Broaden public engagement** through social media campaigns, press kits celebrating Community of Practice initiatives across multiple channels, leveraging the 1t.org Global network where appropriate, and public service announcements
- **Enthusiastically invite and engage** with historically disenfranchised and underrepresented groups
 - Engage grassroots, youth, and historically disenfranchised influencers through actions such as adding Working Groups to the Community of Practice specifically focused on their participation
 - Connect Indigenous tribes with support for carbon projects including funding, education, and job opportunities for tribal youth in forestry careers
 - Lead outreach to low-income communities, elevating projects that provide job opportunities and training
- **Diversify modes of outreach** to speak to various audiences, tailoring messages to address needs identified through authentic engagement

Cultivate Hope

In this time of climate crisis and often overwhelming news cycles, participants acknowledged the need to cultivate and sustain hope. Notable, are phenomenon such as the energy of the youth climate movement and the potential to engage with them, optimism about new technologies delivering unprecedented positive impacts, powerful partnerships established through the 1t.org US platform, the opportunity to overcome partisanship and unite around the trillion-tree mission, and a desire to uphold accountability and build credibility into pledges.

“Young people aren’t the leaders of tomorrow—they are the leaders of today.”—Kevin Patel, OneUpAction

Opportunities and Direction

Participants listed several efforts which might cultivate and sustain a sense of hope including:

- **Provide inspiration** by showing and telling in multiple arenas through various communication channels how forest projects can be successful
- **Enlist the marketing arms of corporate partners** who can create their own ad campaigns displaying partnership with 1t.org US as part of their ESG strategies
- **Elevate positive messaging** centered on equity issues and accountability, ongoing advances (in carbon science, carbon markets, emerging technologies, and MRV), and shared cultural understanding of the value of forest conservation, restoration, and growth
- **Transcend a divisive political atmosphere** to harness unity in movement building



Raising Ambition and Movement Building

Results in this section capture challenges and opportunities identified during panel and interactive discussions in response to the question: **How can 1t.org US build and maintain ambition?** The responses are grouped into three main categories: urgency, innovation, and co-benefits.

Act Now with a Sense of Urgency

Forests, and the many benefits they provide, have never been as highly valued as they are today. Yet, many actors are still hesitant to engage with uncertainties and the complex intersections between carbon markets, government policies, community needs, and forest ecosystems. Further, a desire for perfect solutions can impede progress and block the growth of momentum. Nevertheless, there is a strong sense of urgency with the potential to be harnessed and transformed into action at the scale needed to have major impact.

“In a world struggling with equality and continually polarized and divisive, we have an opportunity to bring people together through nature.”
—Susan DiBlanca, Chief Impact Officer, Salesforce

Opportunities and Direction

Actors need to identify how to seize the day, elevate the role of forests, and support climate mitigation, biodiversity, and cultural ecosystem services. Participants recommend the following courses of action:

- **Focus on the essential role of forests and forest products** in climate mitigation, adaptation, and as climate-smart answers to rural and urban development, with emphasis on the importance of acting now and building momentum
- **Sustain active engagement** between the Forest Policy WG and government partners from the local to the federal level in promoting the adoption of climate-smart legislation
- **Embrace an attitude of “progress, not perfection”** maintaining forward movement to test, learn, adapt, and continuously improve along the way, harnessing the best data and information available (which is often imperfect)

- **Realize that inaction can be riskier than action** in the climate crisis. As Nobel-Prize winning economist Elinor Ostrom wrote in 2010: “A core goal of public policy should be to facilitate the development of institutions that bring out the best in humans. . .we also have to be willing to deal with complexity instead of rejecting it.”¹¹

Innovate and Encourage Self-Starters

The level of ambition demanded by the 1t.org US mission will require unprecedented innovation including completely new and creative thinking. Existing frameworks can be leveraged, but there will be an additional need to expand and reshape investments, economic indicators, land use priorities, and valuations of trees and natural resources. Participants identified concerns like difficulty keeping up with the pace of technology advances and scientific breakthroughs, determining which innovative projects and platforms to elevate, tapping the youth movement, and the growing gaps between demand for forests and forest products and supply (i.e., tree seedlings, land, wood, carbon credits).

Opportunities and Direction

Participants formulated approaches to encourage sustained and scalable innovation, including:

- **Encourage corporate partners to invest** in robust, full spectrum ESGs with special attention given to innovation (this can be prioritized in the Carbon Finance WG)
- **Nest smaller investments into larger ones** to incubate green businesses and increase the supply of carbon projects to meet growing demand
- **Expand creative use of technology** (e.g., web platforms, social media) to reach new and unconventional audiences who wish to make real-world impacts
- **Link emerging technologies and platforms** with quality on-the-ground projects
- **Support an “ecopreneur revolution”** through encouraging investment in green businesses and openness to all feasible investment channels that arise, as well as elevating initiatives like the 1t.org US collaboration with 1t.org Global on a US UpLink Challenge.¹²

Champion Co-Benefits, Not Carbon Alone

Carbon offset markets are quickly evolving, complex, and in need of effective scaling and regulation. However, participants also expressed keen interest in other dimensions of forest-based economies—namely the increasing value of co-benefits such as biodiversity, social benefits, and cultural ecosystem services. Concerns were raised about the risks of becoming overly focused on carbon credits. Not all companies require carbon-verified planting projects to meet ESG goals, making space for a wide range of beneficial investments and interventions. Participants pinpointed a need to shift toward resilience and biodiversity as key goals in an evolved form of capitalism that finds intrinsic value in nature and invests accordingly. Carbon is viewed as a jumping off point, but growth of a nature-centric paradigm is anticipated.

11. Ostrom, E. (2010). Beyond Markets and States: Polycentric Governance of Complex Economic Systems.

The American Economic Review, 100(3), 641–672. <http://www.jstor.org/stable/27871226>

12. Details on this initiative can be found here: <https://uplink.weforum.org/uplink/s/>

Opportunities and Direction

In pursuit of this new understanding and to fully support future investment models, participants advised utilizing the following tactics:

- **Focus on forest conservation, restoration, and growth** which inspires a broad audience to support the movement. Limit technical details (e.g., carbon accounting) to only relevant actors and levels of engagement
- **Promote other benefits of trees** such as shade, water, habitat, and social benefits, including improved human health, community safety, and cultural and spiritual value
- **Encourage corporate partners** to highlight support of projects that emphasize diverse co-benefits.

Thematic Insights

Building on key themes and topics from Day 1, participants were invited to an interactive workshop held throughout Day 2 in two sessions. The purpose of these sessions was to discuss how to scale solutions and grow the trillion trees community through knowledge transfer, sound implementation, strategic communication, and movement building. Discussion and idea generation was facilitated using interactive idea boards centered around the Community of Practice WG focus areas. Ideas around communication were also generated, though there is not a specific working group focusing on communication. These ideas are incorporated throughout the report

The results of these brainstorming sessions have been captured in the tables appearing on the next few pages. Text has been edited for concision and readability. Participants were able to “upvote” submissions by adding their support for something posted. Some groups used priority ranking for suggestions, and these are reflected in the order below. Based on these results, there are clearly overlapping concerns that repeat across the various working group topics. This points to the importance of well-synced work between WGs in the 1t.org US Community of Practice.

Carbon Finance

KNOWLEDGE	IMPLEMENTATION	COMMUNICATION	AMBITION
<p>Connect actors with training on carbon market basics and core principles.</p> <p>Share knowledge and methodology on carbon modeling and standards for carbon payments.</p> <p>Define quality project design and monitoring for carbon financing.</p>	<p>Work with corporate actors to establish and commit to a price floor for carbon credits.</p> <p>Prioritize creating opportunity for marginal actors in carbon finances (e.g., tribal partnerships, family foresters, agroforestry)</p> <p>Explore financial support to cover upfront costs (the primary limiting factor in most cases).</p> <p>Leverage capabilities of partners in getting planting to scale.</p>	<p>Provide clear messaging on the philosophy behind and credibility of carbon finance and offsets.</p> <p>Amplify a holistic approach to carbon projects supporting healthy ecosystems, biodiversity, and social benefits (range of co-benefits not simply carbon credits).</p> <p>Promote dialogue for integrity in investment between actors.</p>	<p>Provide clarity on role of 1t.org US in the carbon finance world. Advocate for new partnerships and highlight successes within existing partnerships.</p> <p>Promote pathways for small-scale landowners to access the benefits of global carbon markets.</p>

Forest Policy

KNOWLEDGE	IMPLEMENTATION	COMMUNICATION	AMBITION
<p>Create a platform where shared policy strategy can be coordinated annually or bi-annually.</p> <p>Create and share plain-language overviews explaining implications of legislation.</p> <p>Investigate and report on the potential for carbon credits on public lands.</p> <p>Facilitate connections between USFS programs and projects needing support.</p>	<p>Focus on verifying incentives.</p> <p>Coordinate with governing bodies to promote and support reforestation projects.</p> <p>Encourage preservation and protection of trees as critical infrastructure.</p> <p>Identify and coordinate support for legislation on trees, forests, and financing.</p> <p>Engage with historically disenfranchised communities and consider their needs, knowledge, and cultural values when developing and influencing policies.</p>	<p>Communicate with key policymakers to rally support.</p> <p>Hold annual congressional briefing, this could be part Community of Practice annual briefing.</p> <p>Hold briefings that encourage: 1) sustained policy analysis and recommendations for group actions, and 2) mass mobilization and grassroots efforts.</p> <p>Spotlight current activities and advocacy for forest bills.</p> <p>Expand outreach to larger agencies framing trees as urban development, health, and security concerns.</p>	<p>Seek out more diverse voices to weigh in on forest policy.</p> <p>Build trust through advocating for multi-sensor open-source datasets in critical regions and ecosystems.</p> <p>Leverage youth climate concerns (e.g., foundations interested in old growth and other nature-based solutions, funders who support policies protecting biodiversity, outdoor recreation coalitions, etc.)</p> <p>Mobilize diverse voices around policy at key moments with grassroots strategies such as sign-on letters, petitions, etc.</p>

International Forests			
KNOWLEDGE	IMPLEMENTATION	COMMUNICATION	AMBITION
<p>Facilitate connections between 1t.org US chapter and other 1t.org regional engagement around the globe.</p> <p>Facilitate and provide a platform for open-source data access and technology transfer.</p> <p>Integrate UpLink innovators into 1t.org US chapter.</p> <p>Research and share information on international commodity value chain stressors.</p>	<p>Identify where greatest needs are. If they are not covered, strategize ways to support them and direct resources.</p> <p>Identify funding opportunities (i.e., philanthropic funding and carbon financing).</p> <p>Identify international chapter initiatives that can accelerate US chapter success and vice versa.</p> <p>Develop relationships with third-party carbon verifiers.</p> <p>Facilitate program design in global priority areas.</p>	<p>Monitor and communicate the commitments of the Forum to 1t.org US partners.</p> <p>Highlight success stories of international collaboration.</p> <p>Elevate major restoration projects (e.g., the Great Green Wall, Eden Restoration Project, Global Citizen’s African tree-planting campaign, Trees for the Future).</p>	<p>Partner with 2026 World Cup host cities in North America—create challenge to plant one million trees in each city before the 2026 World Cup begins.</p> <p>Engage with multinational NGOs supporting nature-based solutions.</p> <p>Engage with multi-national corporations that have aligned ESG goals.</p> <p>Promote a mentorship program to match current 1t.org US chapter members with new chapter members to provide guidance for success.</p>

Reforestation			
KNOWLEDGE	IMPLEMENTATION	COMMUNICATION	AMBITION
<p>Create an accounting mechanism separating corporate pledges & NGO pledges to avoid double counting of the same impact.</p> <p>Evaluate how well various MRV technologies are suited to nature-based solutions.</p> <p>Rapidly develop a framework for benchmarking co-benefits.</p> <p>Provide specialized information on wildfire recovery.</p>	<p>Determine how to gain access to land—public and private—and get trees in the ground.</p> <p>Source biodegradable tree shelter options to prevent plastic pollution.</p> <p>Convene stakeholders across sectors and land-ownership types to coordinate efforts and achieve greater impact.</p> <p>Identify high-priority forests to focus planting efforts.</p> <p>Ensure standards are maintained to protect growing plantations.</p>	<p>Restore one place as a collective at annual 1t.org US summits. Make a visible impact everywhere the chapter meets.</p> <p>Frame impact as a phenomenal return on investment: juxtapose value of mature tree alongside cost to conserve, restore, or grow one tree.</p> <p>Spotlight active projects such as: Eden Project; One Tree Planted, Girl Scouts.</p> <p>Engage public and find people who can educate others, volunteer, maintain trees, provide land, etc.</p>	<p>Advocate for developing tribal nurseries at the regional scale to supply both tribal and non-tribal projects.</p> <p>Prioritize “conserve” part of mission to protect intact forests and reduce the need to reforest. Align with other initiatives such as UN Decade on Ecosystem Restoration, Bonn Challenge, Initiative 20x20, The Trillion Trees Campaign, Trillion Trees.org, etc.</p> <p>Translate between hectare pledges and pledges based on number of trees.</p> <p>Secure financial investment in private nurseries. Connect contracts and technical assistance with projects in communities with underserved labor pools that need jobs.</p>

Urban and Community Forests

KNOWLEDGE	IMPLEMENTATION	COMMUNICATION	AMBITION
<p>Make carbon calculation tools available.</p> <p>Based on data and established standards, identify areas of “highest need” to partners and funders (i.e., using Tree Equity Scores).</p> <p>Based on success stories, build a “how to” toolkit to empower others who need a roadmap for projects.</p>	<p>Identify opportunities to fund local nurseries for project supply.</p> <p>Elevate opportunities for corporations to invest in urban carbon projects and tree sponsorship.</p> <p>Facilitate funding connections for local action groups that plant trees and build community.</p> <p>Create a match-making database to facilitate connections between urban foresters, corporate funding, and on-the-ground projects.</p>	<p>Share success stories of implementation.</p> <p>Partner with local groups who can spread 1t.org US mission and connect resources to people who need help.</p> <p>Spotlight active projects such as: One Tree Planted implementation of urban forestry project w/specific focus on Environmental Justice and Equity; SayTrees creating dense urban forests using Miyawaki Method of growing pocket forests; providing tree equity scores to Girl Scouts so they can advocate for planting trees where needed; National Indian Carbon Coalition (indiancarbon.org).</p>	<p>Publicize opportunities to contribute to urban forestry projects (funding, volunteer work, etc.).</p> <p>Engage city planning agencies, local governments, landscape architects, and urban design forums.</p> <p>Build connections with local efforts, youth groups, and organizations focused on historically disenfranchised communities.</p> <p>Engage grassroots organizations, urban foresters, and companies that can promote consumer action to plant and protect trees locally.</p>

Strategies for Action and Raising Ambition

Define and Align: 1t.org US Mission and Role

Refine 1t.org US identity as a unique entity with a specific focus, illustrating how its efforts support and enhance the goal of 1t.org Global. 1t.org US can play a unique role as a platform to facilitate partnerships between actors from the private, government, and NGO sectors, mobilizing greater ambition and synergies in these spaces. Develop and share a 1t.org US road map to communicate strategic goals and the major milestones required to achieve them. Prominently display progress on goals and pledge fulfillment to increase transparency, ambition, and action.

Grow 1t.org US Community and Pledges

Strategically grow 1t.org US community by targeting actors that will inspire new actors to join and existing members to make or grow their pledges. Further catalyze and expand ambition through the spirit of “cooperatition” bringing competitors together for a greater good and encouraging healthy competition between members of the 1t.org community. Bringing the 1t.org movement to scale is an “all-hands-on-deck” effort.

Foster Storytelling and Highlight Success and Problem Solving

Design the 1t.org US platform as a powerful tool to provide inspiring examples of success, address common concerns and confusion, and link to partners and resources.

Connect Actors, Match Resources with Needs, and Nurture Collaboration

Facilitate connections between disparate actors increasing capacity for action through win-win partnerships, promotion of nested investments, and problem-solving through fostering strategic collaboration. Provide a space for 1t.org US members to match resources and skills with the needs of fellow members to accelerate tree planting efforts.

House Existing Knowledge and Encourage Innovation

Create an open database of existing actors, knowledge, and best practices which practitioners can freely access. This can help close knowledge and capacity gaps, reduce redundancy and effort, and help spread innovative solutions at greater speed. Resources could include maps, case studies, solutions, and results.

Advocate for Sound Project Design and Develop a Robust Reporting Structure

Advocate for project design practices that promote forest persistence and co-benefits, including biodiversity and ecological sustainability; sustainable economic development; and improved human health, safety, cultural and spiritual values. Likewise, support robust reporting structures that increase transparency and build credibility.

“Cooperatition

[kō-ä-p-rā- ti-shn], noun

1. a fusion of cooperation and competition
2. the process of working together with competitors
3. healthy competition between collaborators”

—Kevin O’Hara, 1t.org US

Champion a Range of Essential Co-Benefits, Not Carbon Alone

Amplify the 1t.org US mission of “conserve, restore, grow” along with the Arbor Day Foundation message of “right tree, right place, right time, right need” to promote projects that ensure authentic engagement with communities, biodiversity preservation, and high tree survival rates. Carbon sequestration through tree planting is a critical component of climate action, but holistic approaches will encourage and ensure wide-ranging and lasting benefits.

Promote Inclusivity, Climate Justice, and Collaborative Communication

Define and expand the 1t.org US audience to promote inclusion and climate justice. Beyond connecting private, government, and NGO partners, there is an opportunity to reach out to and engage the public, historically disenfranchised groups, and those that stand to benefit the most from more trees. Corporate partners are encouraged to leverage funds as well as their marketing arms to help spread the 1t.org US mission, bringing resources and opportunities to local actors in the process. Messaging should be simple as possible, remembering Beatra Wilson’s (USFS) advice, “We need to meet people where they are and use plain language.”

Act Now with a Sense of Urgency and Cultivate Hope

Balance a sense of urgency with one of hope—science and technology is advancing, awareness is growing, youth are demanding action for their future, and businesses and governments are responding to the undeniable need to act on climate change. 1t.org US is on the cutting edge of an evolving socio-economic paradigm that centers nature. This momentum must be maintained to reach 1t.org US goals and can generate significant feelings of hope for the future.

Acknowledgments

This report was authored by: Lauren Cooper, Kathryn Maloney, Adrianna Sutton, Evan Beresford, and Daphna Gadoth—all from the Michigan State University Forest Carbon and Climate Program (MSU FCCP).

Thank you to the participants of the 1t.org US Inaugural Summit, including practitioners, sponsors, and thought leaders who shared their expertise and organizational needs. We are grateful to the 1t.org team for their leadership, collaboration, and feedback. Finally, we would like to thank the MSU FCCP creative team for their support in design and for artistic renderings used in this white paper.

Stay up to date by visiting the 1t.org US [Twitter](#), [LinkedIn](#), and [Instagram](#) for announcements around dates for the second summit in 2023.

Appendices

Appendix 1: Participants

In total, 146 individuals registered to attend representing 92 different organizations. Of these organizations, 35% have made a pledge toward the 1t.org US goal. By sector, slightly more than half of participants (52%) were from non-profit organizations, with the other 48% of participants composed of corporate, federal government, state and local government, and a small number of other types of organizations. Of these, corporate participants made up the largest group at 29%, federal government represented 10%, state and local government made up 3%, and the remaining 6% was categorized as “other”. See **Table 5. Participating Organizations by Category** for a list of top-represented organizations, by category.

Table 5. Participating Organizations by Category

LARGEST ORGANIZATIONS REPRESENTED	ATTENDEES
Corporate	42
Salesforce	4
Terraformation	3
Davey Tree Expert Company	3
Government	20
US Forest Service	5
USAID	4
NGO	75
American Forests	13
Arbor Day Foundation	6
American Conservation Coalition	4
American Forest Foundation	3
Academia	3
Michigan State University	3

By gender, participants were nearly equally divided in reporting male pronouns (49%) and female pronouns (47%), with 4% of participants of unreported or non-binary gender pronoun. Geographically, participants hailed from across the US: California, D.C., Maryland, Michigan, Nebraska, New York, and Virginia.

A full list of participating organizations is provided on the following pages.

PARTICIPATING ORGANIZATIONS

ACRE Investment Management, LLC

Alliance for Community Trees

American Conservation Coalition

American Forest Foundation

American Forests

American Red Cross

Arbor Day Foundation

Arteree

Aspiration

Bank of America

Barka Fund

Carbon Counts Tech

ClimateCC

Chesapeake Bay Foundation

CO2EFFICIENT LLC

Compassionate Carbon

Conservation International

Davey Tree Expert Company

Deloitte

DemirayINK

Doris Duke Charitable Foundation

Eden Reforestation Projects

Girl Scouts Nation's Capital

Girl Scouts of the United States of America

Global Forest Generation

Global Impact Innovation

Greehill North America

Independent

Indian Land Tenure Foundation

Kijani Forestry

Land Life Company

Lyme Timber Company

Maryland Department of the Environment

McDonald's Corporation

Michigan State University Forest Carbon & Climate Program

My Aunt's House inc.

National Forest Foundation

National Indian Carbon Coalition (Indian Land Tenure Foundation)

NCX

One Tree Planted

OneUpAction

PARTICIPATING ORGANIZATIONS *(continued)*

OneUpAction International
Plant With Purpose
REI Co-op
Salesforce
Society of American Foresters
SUFC
SUNY College of Environment
Sustainable Urban Forests Coalition
Tentree
Terraformation
terraPulse Inc
The Davey Institute
The Lyme Timber Company
The Morton Arboretum
The White House
TIFS
City of Tuscan, Arizona
U.S. Agency for International Development
U.S. Department of Homeland Security
U.S. House of Representatives
U.S. Department of Agriculture
U.S. Forest Service
U.S. Senate
U.S. Agency for International Development
U.S. Department of Agriculture
USDSR
Verra
Veritree
Viridis Terra
WA Dept of Natural Resources
Walton Family Foundation
Water is Life
Wisconsin Department of Natural Resources
World Economic Forum
World Resources Institute Mexico

Appendix 2: Summit Agenda

The full post-summit final agenda can be accessed and viewed on the 1t.org US summit webpage, available here: <https://us.1t.org/summit-agenda/>

WEDNESDAY	
6:00–8:00 PM	Reception
THURSDAY	
9:00–9:30 AM	<p>Setting the Framework: Climate Hope</p> <p>Opening remarks from Jad Daley President and CEO, American Forests with special guest Zoe Bredesen, Gold Award Girl Scout, Girl Scouts Nation’s Capital</p>
9:30–10:45 AM	<p>Climate Leadership: Policy at Home and Abroad</p> <p>Keynote: Secretary Tom Vilsack, United States Department of Agriculture</p> <p>Keynote: Gillian Caldwell, Chief Climate Officer, USAID</p> <p>Keynote: Chief Randy Moore, US Forest Service</p> <p>Keynote: David Hayes, Special Assistant to the President for Climate Policy at the White House</p> <p>Conserve, Restore, and Grow at Home. Facilitated chat between Secretary Preston Cole, Wisconsin Department of Natural Resources and Chris Swanston, US Forest Service</p>
10:45–11:00 AM	BREAK
11:00–12:15 PM	<p>All In for Earth: Scaling Public and Private Ambition</p> <p>Investing in Nature to Accelerate Net Zero: Panel discussion with corporate leaders on private sector responsibility and engagement with the 1t.org US movement</p> <p>Carbon Finance Challenges and Promises: Engaging discussion on the challenges and opportunities of voluntary carbon markets</p>
12:15–1:30 PM	NETWORKING LUNCH
1:30–2:45 PM	<p>Tree Talk: Getting to the Root of It</p> <p>Retaining and Scaling Urban and Community Forestry: Dan Lambe, President and CEO of the Arbor Day Foundation, will convene a diverse group of experts and community voices on the criticality and intersectional needs to preserve and scale urban forests.</p> <p>Raising the Bar on Credible Commitments for Nature: Next-Generation Perspective: Kevin Patel, Founder and Executive Director, OneUpAction, will provide remarks from his perspective as a youth leader on the front lines of the climate movement.</p>
2:45–3:00 PM	BREAK
3:00–4:15 PM	<p>Branching Out: Unlocking the Global Potential</p> <p>Preview: The Ecopreneurs – Acción Andina: he Ecopreneurs is a docu-style series hosted by FORTUNE Brand Studio and Salesforce. Florent Kaiser, CEO of Global Forest Generation, will introduce an episode high in the Andes of Peru about Acción Andina.</p> <p>1t.org Regional Workshop – Scaling Investment in Conservation and Restoration Abroad: The World Economic Forum will host an engaging and inspirational workshop on 1t.org regional collaboration.</p>

4:15-5:00 PM	<p>Onwards and Upwards</p> <p>Jad Daley, CEO of American Forests, will provide closing remarks and invite guests on the stage to announce pledges and share aspirations to scale 1t.org US ambition.</p>
FRIDAY	
9:00-9:30 AM	Welcome and Context Setting
9:30-10:15 AM	Session I – 1t.org US Role and Working Groups
10:15-10:30 AM	BREAK
10:30-11:30 AM	Session II – Getting to Impact
11:30-11:45 AM	Report Back
11:45-12:00 PM	Closing Remarks

Appendix 3: Live Polling Questions and Answers

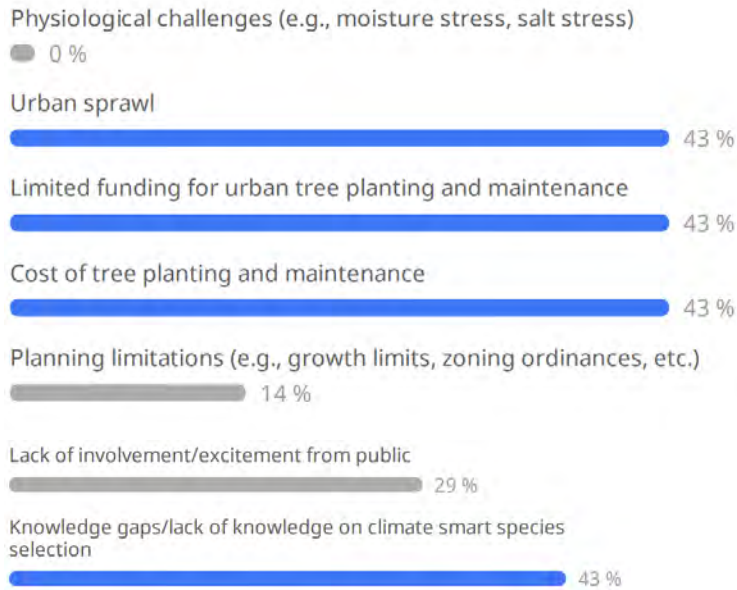
Q1: In one to two words, what are you most looking forward to during the summit?

Answers:



Q2: Which of the following are your biggest concerns surrounding urban forestry?

Answers:



Q3: In one to two words, what is something you learned or are excited about after this time together?

Answers:



Appendix 4: Summit Supplemental Resources

To view and access the full Summit Supplemental Resources, please visit the 1t.org US summit web-page, available here: <https://us.1t.org/summit-agenda/> or the Open Resource Library of Michigan State University's Forest Carbon and Climate Program, available here: <https://www.canr.msu.edu/fccp/FCCP-ORL/>

1t.org U.S. Chapter Summit Supplemental Resources

June 22-24, 2022

Compiled by the [MSU Forest Carbon and Climate Program \(MSU FCCP\)](#)

This document is a sample of resources for 1t.org participants. It is not intended to be fully holistic but aims to capture a diverse set of seminal academic works, accessible guides and resources, and contemporary reasoning.

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Contents of 1t.org US Summit Supplemental Resources

Appendix 5: Working Group Descriptions

Carbon Finance Working Group

The Carbon Finance Working Group has the mandate of organizing its 1t.org US member stakeholders to wield carbon finance as a tool to further the goal of conserving, restoring, and growing one trillion trees by 2030. The members will use the WG meetings to explore and advance their engagement on and participation in the highly complex and technical topic of carbon finance and carbon markets.

Potential topics to advance within the Carbon Finance WG include:

- Advancing 1t.org US carbon accounting
- Advancing biodiversity/water co-benefit accounting
- Voluntary vs. compliance markets
- COVID-19 implications on carbon markets
- Carbon offsets and moral hazard
- Securities and Exchange Commission (SEC) rules
- Free Prior and Informed Consent (FPIC) standards
- Corporate/national accounting towards net-zero
- Soil carbon/biochar accounting
- National vs. international regulations
- Investment risk transfer
- Monitoring Reporting and Verification (MRV) best practices

Forest Policy Working Group

The Forest Policy Working Group will coordinate the efforts of 1t.org US members to explore, investigate, and advance the topic of international, federal, state, and local forest policies as a means of advancing the collective goal of conserving, restoring, and growing one trillion trees by 2030. These topics will broadly include—but are not limited to—the topics of forest landscapes and climate, forests and protected lands, forest management, timber and NTFP markets, wildfire crisis management, private vs. public landownership, and others.

Potential topics to advance within the Forest Policy WG include:

- Farm Bill
- Crop/forest insurance
- SEC rules
- Wildfire insurance
- Protected landowners
- Wildfire crisis management
- Improved forest management
- Federal vs. state vs. private land management
- Agricultural policy/investments/incentives

International Forests Working Group

The International Forests Working Group will coordinate the efforts of 1t.org US members to advance their engagement in the conservation, restoration, and growth of international forests in an informed, equitable, sustainable, and ecologically sound way. While the membership of 1t.org US are based in the United States, they have identified their specific interests as the stakeholders of policies, projects, programs, investments, and value chains of international forests and natural climate solutions as a means of furthering the collective goal of conserving, restoring, and growing one trillion trees by 2030.

Potential topics to advance include:

- UNFCCC, UNEP, FAO, multi-lateral bank and COP27 engagement
- REDD+ (project/subnational REDD+/nested REDD+)
- World Economic Forum Coordination
- 1t.org Chapter Coordination
- Indigenous People's engagement
- Social and Ecological Soundness (SES) Standards
- UN Sustainable Development Goals (SDGs)
- UN decade on ecosystem restoration
- Corporate international climate finance
- International loss & damage
- International commodity value chains
- International transparency standards
- Global stock take/Nationally Determined Contributions (NDCs)/national ambitions
- Technology transfer/investments
- Models for funding/scaling ecopreneurs
- MyTree/iTree international roll out
- Tree Equity Score International
- International investment risks
- Land grabs and deforestation

Reforestation Working Group

The Reforestation Working Group will coordinate the efforts of 1t.org US members to explore the policies, best practices, legacies, innovations, needs and opportunities within the scope of reforestation and afforestation, as a means of furthering the collective goal of conserving, restoring, and growing one trillion trees by 2030. The Reforestation WG members will include a broad range of stakeholders, from component input suppliers (such as seed banks, nurseries, and planters) to private sector investors, government agencies, and international carbon accounting organizations.

The Reforestation WG will endeavor to explore innovations and best practices within the sector such as seed and sapling biodiversity, drone-based delivery and MRV, scientific advancement of soil carbon sequestration, agroforestry, reforestation as a means of landscape-scale adaptation, and innovative financial models that better match growth cycles and fire seasons in order to mitigate risk.

Potential topics to advance within the Reforestation WG include:

- Reforestation best practices standards
- Biodegradable tree shelters and other planting inputs
- Sahel 1t.org collaboration
- Agroforestry (silviculture/silvopasture)
- Non-Timber Forest Products (NFTPs) vs sustainable timber
- Reforestation workforce development
- Reforestation as an adaptation intervention
- Mangrove restoration
- Biological diversity standards
- Drone-based or other innovations in planting
- Best practices for engagement with First Nations, private landowners, ranchers, and farmers
- Wildfire crisis management/innovative management (i.e., [Project Mika](#) or drones)
- Seed biodiversity/distribution
- Nursery investments/distribution

Urban & Community Forestry Working Group

The Urban & Community Forests Working will endeavor to bring together a broad range of stakeholders to explore and inform the many opportunities to enhance tree cover within urban environments, and do so in an equitable, efficient, and ecologically sound way. Using informed knowledge of the social and economic legacies which have shaped urban environments and advanced scientific tools, this WG will help shape the next phases of community development as a collaborative body with the shared goal of using natural climate solutions (NCS) as a means of furthering the collective goal of conserving, restoring, and growing one trillion trees by 2030.

Potential topics to advance within the Urban & Community Forests WG include:

- Redlining and urban/community forests
- Tree Equity Score
- Urban orchards/food deserts
- Local health implications
- Youth engagement
- Urban Sprawl
- Land use intensity
- Disaster preparedness
- Water use
- Minority-community engagement
- Behind-the-curb private financing options (private urban land planting/financing)
- MyTree/iTree International roll out
- NCS and energy use