



**7 Trees For Life:**  
Raising 'Green Warriors'

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# Why 'Green Warriors?'

*The reason we need to teach our children to be doers in the war against climate change*

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- \* There is now widespread acceptance of the fact that the Earth's climate is in a crisis - both among scientists and governments. There is a lot of ecological conservation work happening across the world but till now, political will - to bite the bullet and make significant changes in energy consumption and aggressively protect fragile habitats and ecosystems - is missing.
- \* Political will is weak primarily because there is lack of pressure of public opinion for conservation. The personal involvement of individuals in conservation efforts is limited to peripheral, feel good activities. There is nothing wrong in tree planting weekends for corporate teams or school children going on eco-tours. These are, of course, important introductions to conservation. But we need to go beyond one-off activities for the environment and motivate individuals to take personal, sustained action by clearly communicating the criticality of the situation and the personal stake each one of us has in protecting Earth's ecosystems.
- \* 7 Trees For Life - both as a message and a program - has been conceived to establish a deep connection between the individual and the environment and offer a clear path of action each one of us can take to make a personal contribution to mitigating Earth's climate crisis.
- \* 'Green Warriors' offers a simple yet powerful proposition: Every human needs approximately 7 mature trees to make enough oxygen for him or her to breathe. Since birth, most of us have been breathing oxygen that came from trees either provided by nature or planted by someone else. The only way to repay this debt is by planting and caring for at least 7 trees, so someone else may breathe.
- \* The primary objective of 'Green Warriors' is to build strong public opinion for conservation by engaging our next generations in direct climate action. What better way than to catch them young? The bond they create with trees while they are children will begin their lifelong relationship with nature and sustainable living.

# Critical campaign attributes

*It is important to focus on the main factors that lead to success*

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- ❖ Simple and scalable: Whichever form the campaign takes, it must be simple to understand and execute, and therefore replicable across every country and community.
- ❖ Engaging and actionable: The promise of the campaign is powerful. But to translate it into widespread engagement, it must be participatory for people at every strata so they can not just join in but also see the impact of their efforts.
- ❖ Impactful: The campaign must have a long-term, sustained impact not just on public opinion but also on the ecology of the earth.
- ❖ Cost effective: Eventually, the success of every real world project comes down to how cheaply a high quality product or service can be produced and delivered. Adoption and volume both depend on how quickly and efficiently the campaign can be executed.



# Green Warriors

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# 1. The tool: '7 Trees kit'

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The '7 Trees kit' comprises of:

- Seven pots
- Seven seed balls
- A bag of compost
- A pictorial "how to grow your 7 trees" manual



## 2. The mechanics:

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The '7 Trees kits' are donated by corporates to schools:

- School children are given an intro workshop on why every human must plant and care for 7 trees and how to grow their seed balls
- Children take home the kits and start their trees.
- They document the growth of their trees through pictures, uploaded on the 'Green-book'.
- For one year, they grow the sapling and care for it.
- At the end of the year, they either plant it in their own land or donate this sapling, to be planted in land being reforested by us / partners.
- These become their trees, and their annual progress is communicated to the children growers for 3 years.

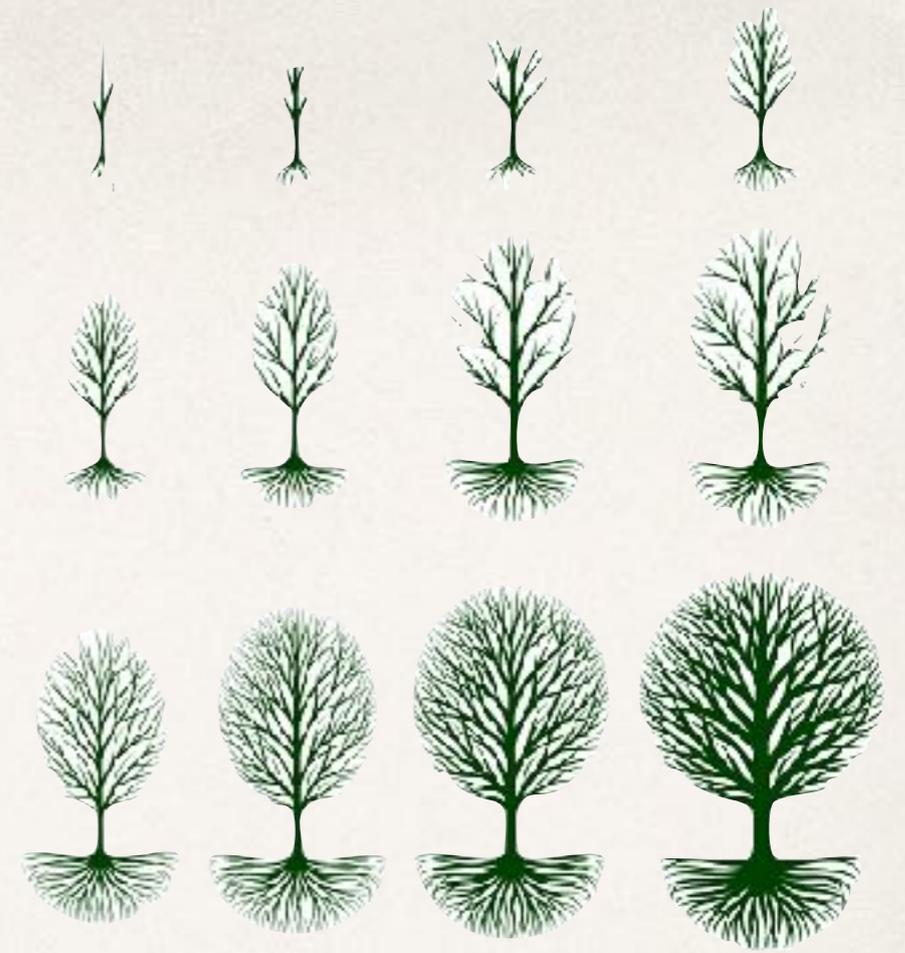


# 3. The rationale:

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- School children can be great ambassadors of an idea if motivated correctly and can drive the message to everyone in the family / community.
- Schools are very open to environmental campaigns and since the cost of the kits is borne by corporate donors, it is free for schools
- Children form a personal relationship with trees, which they continue throughout their lives

- Engaging children and making it a competition (tallest sapling etc.) will create a huge social and conventional media wake which the campaign can ride to reach new geographies.
- The campaign will deliver all the key messages of our campaign powerfully and clearly to a large segment of global public.
- Can be quickly and easily scaled up exponentially.





# Thank you

For details, write to:

[naved@carbonnegative.com](mailto:naved@carbonnegative.com)

[ram@carbonnegative.com](mailto:ram@carbonnegative.com)

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