



## **The national campaign for planting 1 million trees "LET'S ADD COLORS TO OUR COUNTRY"**

The campaign "Let's add colors to our country" aims to mobilize citizens, institutions and other stakeholders for the expansion of green spaces in Kosovo, planting as many trees in areas where it needs to be planted (where trees are missing) and in those which have been damaged / destroyed either by illegal logging or by deliberately set fires. Our goal is **to plant 1 million trees throughout the country by 2030.**

**The campaign will be realized through actions for planting trees which will be realized in two forms:**

**1. Community actions:** Volunteers - individuals, businesses, NGOs, informal groups or community initiatives will be mobilized to plant trees in areas within their neighborhood, village or town which they have identified as necessary to be planted.

**2. Actions organized by municipalities or other institutions:** Municipalities have their planting plans drafted which provide the areas foreseen to be planted within the year as well as the amount of trees to be planted. In addition to monitoring the implementation of these plans, we will also ask each municipality to increase the amount of trees they will plant - thus, expanding the green areas within the municipalities. Collaborations will also be established with other relevant institutions which will contribute by planting trees where necessary (especially in those areas where community action is difficult or impossible to carry out due to terrain conditions or any other factor).

*Special attention will be paid to the planting of trees in the public spaces of urban areas.* The importance of trees for clean air in cities is irreplaceable, so planting trees in urban areas is necessary for the level of pollutants to not exceed normal figures. In addition to air filtration, certain types of wood are also good noise insulators which are caused by traffic and other activities in cities.

In addition to the public spaces of urban areas, *the regeneration of forests destroyed in recent years in Kosovo, either by illegal logging or deliberately set fires, will be another very special focus of the "Let's add colors to our country" Campaign.* Trees in the mountains are habitats of various species of animals. Mountains are also the best regulators of ecosystems, providing fresh water and mitigating the effects of climate change. The mountains of our country are the best cure for many respiratory problems, they have tremendous potential for the development of ecotourism, etc. But if these continue to be destroyed and not restored in time, we will soon lose them.

*An important component of the Campaign will be increasing the awareness of the new generations about the importance of planting trees,* so in cooperation with the municipal directorates of education and schools will be organized lectures with students in the country's schools. Students will be stimulated in cooperation with teachers or their parents to plant trees - "Generation trees" will be planted for 10 years by each generation that completes primary and secondary school.

Let's Do It sees as key actors all relevant institutions for the realization of the Campaign, so various partnerships and collaborations in the interest of the Campaign will be established.

As always, Let's Do It considers the media as a key factor not only in promoting campaign activities, but also in bringing the attention of the general public to environmental issues, in order to raise public awareness of these and stimulate their inclusion in achieving positive change. Therefore, *the role of the media in the realization of "Let's add colors to our country" will be more than just promotional; the media will realize as many stories, reports, debates* which address the current situation in the country in terms of green spaces, the need to regenerate or increase them, the importance of green spaces in the environmental context but also outside it, practices which developed countries implement to add year after year green spaces, as well as practices that citizens themselves can implement.

"Let's add colors to our country" Campaign directly affects the United Nations Sustainable Development Goals: 3. Good health and well-being, 6. Clean water and sanitation, 13. Climate action, 15 Life on land, 17. Partnerships for the goals.

**The campaign will start in October this year and will last until 2030.** "Let's add colors to our country" will be followed by special events especially on the days of the environmental calendar - those related to greenery, water and clean air.