

102030



10 MILLION TREES BY 2030

Mission 102030: 10 Million Trees by 2030 A Primer

Making the most of the global tree-growing movement, the Dholakia Foundation propels a promising initiative to grow 10 million trees by the year 2030 to offset the environmental challenges posed by deforestation and carbon emissions. Through innovative strategies and wide-ranging participation to embody the “right tree, right place, and right community for the right reasons” principle, Mission 102030 aims to expand the world’s canopies, rejuvenate ecosystems, sequester carbon, and create a lasting impact on the global environment.

The Current Challenge

A WORLD IN PERIL

Our world grapples with a complex web of interconnected issues, from the haunting spectre of the degradation of our natural ecosystems to the ever-looming effects of global warming. These climate crises are not isolated; they form a chain reaction that requires our urgent attention.

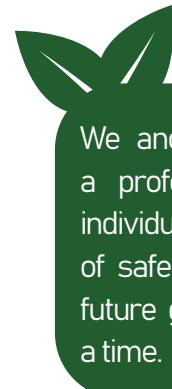
Extreme climatic disruptions stem from the escalation of greenhouse gas emissions, including atmospheric carbon dioxide, with deforestation emerging as a major contributor. Gujarat alone has witnessed the loss of a staggering 101 hectares of tree cover, equivalent to 53.2 kilotons of CO₂. If we allow these interconnected global issues to persist, the consequences are dire: compromised air quality, deteriorating soil health, a substantial loss of biodiversity, and a threat to the well-being of all living beings.

Our planet desperately yearns for a lifeline, a resurgence of green, and the restoration of its delicate ecosystems. The clock is ticking, and we must act collectively and urgently to counteract these devastating effects.



Rationale: Growing Trees of Hope and Sustainability

The climate crisis may be a formidable foe, but the Dholakia Foundation is an equally-formidable green champion. With over 2.8 million trees already planted across 25 locations in India through the pledge of its Founder, Padma Shri Savji Dholakia, the foundation's history of substantial reforestation efforts positions it as a credible leader in this initiative. As a recognized Actor for the United Nations' (UN) Decade on Ecosystem Restoration, the Dholakia Foundation chooses to invest where it truly matters – in the realm of tree cultivation. Our goal is nothing short of extraordinary: to nurture the growth of over 10 million trees by the year 2030.



We anchor Mission 102030 in a profound conviction: every individual carries a responsibility of safeguarding our planet for future generations, one tree at a time.



In our hands, trees become the vanguard against the ravages of the climate crisis, an unsung hero that can mitigate its impact like no other.

As the cornerstone of our strategy, reforestation and safeguarding arboreal wonders is the most efficient and cost-effective approach of locking away carbon dioxide from the atmosphere. Think about it – when we champion the cause of trees, we are not merely flourishing lush canopies and woodlands. We are enhancing the air we breathe, nurturing our soil and the purity of our water sources, expanding habitat for wildlife, and fortifying economic stability. In essence, we are elevating the very quality of life itself.

Mission 102030's Targets

With a vision to continue creating a space where thriving ecosystems coexist with human progress, this time-for-action initiative is an embodiment of the Eco-Decade Restoration targets. We aim to continue the trajectory of contributing to global reforestation efforts over the next seven years, realising the following targets into fruition:

- Mitigate the climate crisis by sequestering carbon dioxide and releasing life-sustaining oxygen;
- Improve soil health, as well as air and water quality for human and ecological well-being;
- Preserve vital ecosystems, natural habitats, and biodiversity;
- Foster community engagement, corporate and consumer responsibility, and global collaboration to take meaningful action in environmental stewardship; and
- Advance climate justice by mitigating the impacts felt by frontline communities and meeting basic needs that are increasingly threatened by climate disasters

Our Treevolution Journey: Branching Out the 102030 Greenprint

Expanding the world's green lungs through the dual approach of safeguarding existing forests and strategic tree-growing is an imperative. To cultivate a sustainable future, we employ a multifaceted strategy rooted in the following key factors:

1. **Alignment with the UN's SDGs and Eco-Decade Restoration Targets for Global Contributions:** Mission 102030 translates the global commitments of Goal 13 (Climate Action), Goal 15 (Life on Land), and Goal 17 (Partnerships for the Goals) into actionable programmes. As an actor for the UN Eco-Decade Restoration targets, we actively do our share of mobilising advocates to join global efforts to combat deforestation, restore ecosystems, and respond to the climate crisis.
2. **Strategic Planting Approaches for Impact Maximisation:** Mission 102030 conducts thorough site assessments to identify suitable locations for planting the carefully selected tree species based on local climate and soil conditions, ensuring biodiversity and resilience. We provide training programs for volunteers and community members on innovative planting techniques, including the Miyawaki Method, Applied Nucleation, and Seed Ball Planting, based on site-specific requirements and available resources.
3. **Multi-Stakeholder Collaboration and Empowerment:** Mission 102030 forges partnerships with NGOs, CSOs, government bodies, civic and business entities, communities, and individuals to further our mission's goals, leveraging diverse expertise and resources for a unified effort and ensuring inclusivity and shared responsibility. To empower this community, we create avenues to raise awareness and active participation in tree-growing and environmental conservation efforts, as well as eco-recognition programmes to celebrate their contributions.
4. **Transparency and Accountability:** Mission 102030 is committed to optimising a comprehensive communication strategy to regularly report our progress, use stakeholder feedback for adaptive management, and develop legacy plans for the sustainability of the trees beyond the initial mission, considering ecological, social, and economic benefits for future generations.



Harvesting Progress: Monitoring our Collective Milestones

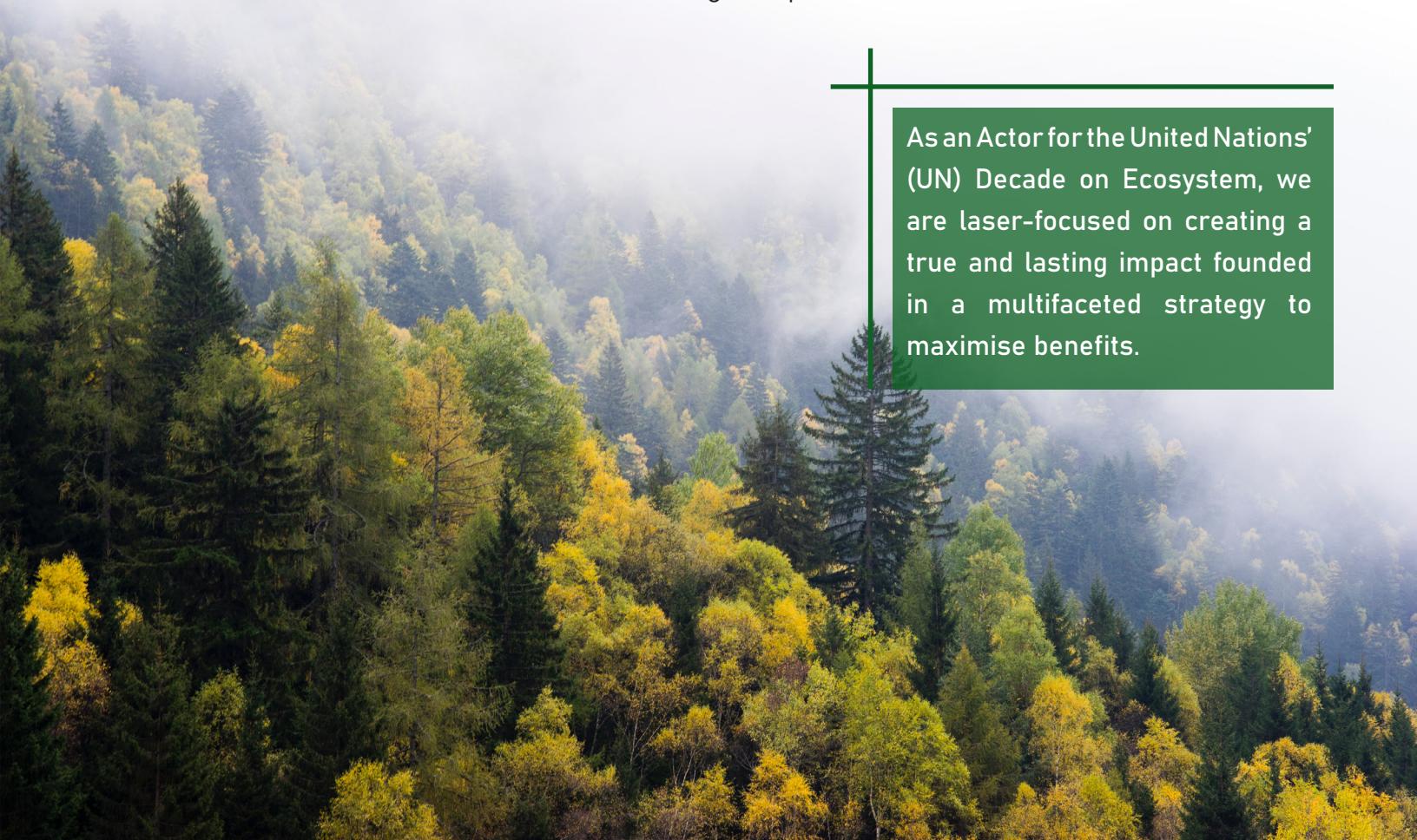
- Number of Trees Planted Annually
- CO₂ Emissions Offset
- Air Quality Improvement Metrics
- Soil Health Assessments
- Biodiversity Index
- Stakeholder Engagement Levels: Participation rates of HK Group customers, volunteers, and online green champions, and funds raised from other partners



Why Champion Dholakia Foundation's Mission 102030?

Mission 102030 goes beyond the one-and-done process of planting seeds and saplings for the sake of reaching a target number of trees for greenwashing or showcasing phantom credits. Instead, we ensure our efforts drive real, traceable change for sustainability.

While numerous organisations embark on reforestation endeavours, we stand apart through our unwavering dedication to a methodology rooted in evidence, data, and alliances with those who share our passion for making a difference. Our strategy is characterised by its transparency and thoughtfulness in pinpointing the ideal tree species, the most fitting locations, and forging a dynamic network of the right communities for maximum benefit across the social, economic, and ecological spectrum.



As an Actor for the United Nations' (UN) Decade on Ecosystem, we are laser-focused on creating a true and lasting impact founded in a multifaceted strategy to maximise benefits.

Get Involved with the Right Communi-Tree

(insert links/qr codes to redirect the readers to the platforms)

- Sign Up, Trees Up: A simple click to sign up on our website corresponds to one mighty tree that will grow on our plantation site.
- Volunteer as our Green Champion: Embrace the opportunity to not only plant 30 to 300 trees, but also be a vital part of our empowered group of leaders and changemakers. (insert general membership and core team equivalents)
- Donate to our Tree Bank: We will plant 3,000 to 300,000 trees when you contribute to our cause according to your chosen category that aligns with your commitment. (insert photos of the categories)
- Purchase HK Diamonds as an Eco-Conscious Consumer: For every diamond purchased, we will plant 30, 300, or 3,000 trees for free. (add option in HK store to plant trees; figure out the pricing scheme)

As we embark on this journey, we understand that this is not merely about trees; it's about the future we sculpt, the lives we transform, and the world we secure for generations to come. Together, we usher in a new era where innovation meets nature's wisdom, and where the simple act of planting a tree holds the promise of a thriving, sustainable world.



www.dholakia.foundation