

## World Merit \* - Felix Finkbeiner

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### Felix Finkbeiner

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German teen Felix Finkbeiner is known for being one of Europe's youngest entrepreneurs after founding his organisation Plant for the Planet at the age of 9 years old. The organisation aims to raise awareness about climate change and global justice, particularly among children.

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It all began in 2007, when Felix's teacher asked the students to prepare a school report on the issues of climate change and Felix became inspired by what he found. While conducting his research he came across Wangari Maathai, the Nobel Peace Prize Laureate from Kenya who had worked to plant over 30 million trees across Africa as part of her 'Green Belt Movement'. At the end of his presentation, Felix shared his vision children planting 1 million trees in every country in the world to fight back against climate change.

On the 28th of March 2007 the first tree was planted in Felix's school, thus marking the official launch of Plant-for-the-Planet. This spurred students in Bavaria and across Germany to get involved and they continued to plant trees under the initiative's name. Within a year, Plant for the Planet had planted over 150,000 trees and in 2008 Felix elected to the UNEP children's board during the International UNEP Children's Conference in Norway.

In 2011, the launch of the campaign "Stop Talking, Start Planting", featuring prominent community figures from all over the world, helped Felix and his organisation to gain much media attention, increasing the number of Plant for The Planet volunteers all over the world.

Felix was also the co-author of the organisation's handbook Tree By Tree, a guide aimed at children and teenagers who want to get involved in fighting climate change.

