



Brussels, 16.7.2021
COM(2021) 572 final

ANNEX

ANNEX

to the

**COMMUNICATION FROM THE COMMISSION TO THE EUROPEAN
PARLIAMENT, THE COUNCIL, THE EUROPEAN ECONOMIC AND SOCIAL
COMMITTEE AND THE COMMITTEE OF THE REGIONS**

New EU Forest Strategy for 2030

{SWD(2021) 651 final} - {SWD(2021) 652 final}

Roadmap of the Commission's action to implement the pledge to plant 3 billion additional trees by 2030 in the EU

MILESTONE 1

Publish the **Guidelines on biodiversity-friendly afforestation and reforestation**, currently under development in the Working Group Forest and Nature, **by Q1 2022**. They will also address **agroforestry** as well as for **urban trees**.

MILESTONE 2

Produce a **toolkit for people who want to get involved** (label, model certificate, declaration of honour template). In light of achieving key deliverables, the Commission will also develop **branding for the pledge** (visual identity, social media hashtag, slogans).

MILESTONE 3

Launch a **dedicated webpage for the 3 billion additional trees pledge** on DG Environment's website, at the time of adoption of the 2021 EU Forest Strategy. Develop **press and media material** and **ensure social media presence**. Provide a **communication toolkit** to participants and partners to support their own communication campaigns.

MILESTONE 4

Develop a trees **monitoring platform by Q1 2022**, that will be made available on the [Forest Information System for Europe website](#). The system will also include a **link to the form to submit planting records**.

MILESTONE 5

Develop an **EU tree counter by Q1 2022**, that will provide an estimated number of additional trees planted in the EU between May 2020 and the current day. The counter will be linked up with other existing counter systems, and will account only for trees **planted in full respect of ecological principles and the principle of additionality**.

MILESTONE 6

The Commission will **launch a study to compile an overview of all existing pledges** to plant trees in the EU and their framework conditions, including for counting planted trees, and produce policy briefs and communication by **Q1 2022**; results expected by **Q2 2022**.

MILESTONE 7

Identify a **list of stakeholders** and organise a **conference or meeting** for all of them once the guidelines and visual identity for the pledge are out **by Q1 2022**.