

PMI and Evergreen Partner for Sustainable Future, Planting a Forest of Hope in Kenya

June 11, 2024



In a collaborative effort to celebrate Earth Day and champion environmental stewardship, Project Management Institute (PMI), a leading authority on project management, and Evergreen, the online tree planting platform, have joined forces for a groundbreaking initiative.

This significant environmental project will see the planting of 28,500 trees in Kenya. This initiative not only marks the anniversaries of 57 PMI chapters worldwide, but also embodies a powerful commitment to sustainable practices by both organizations.

The selection of Kenya for this project was strategic. Facing the challenges of deforestation and climate change, the area has a critical need for ecological restoration. The tree planting initiative aims to achieve a multitude of positive outcomes:

- Restoration of native forests
- Enhancement of biodiversity
- Creation of a buffer against the detrimental effects of climate change

By working together, Evergreen and PMI are demonstrating the immense potential of collaborative action, leveraging technology and community to drive impactful environmental change.

Evergreen brings its innovative technology to the table, enabling individuals and companies to plant trees remotely while tracking their growth via satellite imagery. PMI, with its extensive network of project

professionals around the world, utilizes its global reach and resources to amplify the project's impact.

"We are thrilled to work with PMI, an organization that exemplifies leadership and commitment in their field, on this transformative project," said Dan Ciufo CEO and Co-founder of Evergreen. "This allows us to extend our reach and impact, demonstrating how collective action can make a significant difference. Planting 28,500 trees is not just about restoring an ecosystem; it's a powerful statement about our shared commitment to the planet's future. We are excited to see the environmental and social benefits this project will bring and look forward to inspiring more organizations to take meaningful action towards sustainability."

"While our work may look different, Evergreen and PMI have a common purpose," said Olivier Lazar, Vice President, Community and Social Impact at PMI. "We're driven to elevate our world through measurable actions to make a real difference. Planting these trees in honour of 57 PMI Chapters celebrating a milestone anniversary this year makes it even better."

Alignment with UN Sustainable Development Goals

This tree planting initiative by Evergreen and PMI makes significant strides towards achieving several key United Nations Sustainable Development Goals (UN SDGs). These goals include:

- **SDG 1: No Poverty:** The project fosters income generation and sustainable livelihood opportunities for local communities through eco-friendly practices.
- **SDG 13: Climate Action:** The trees will actively combat climate change by absorbing carbon dioxide, contributing to a healthier planet.
- **SDG 15: Life on Land:** This initiative promotes biodiversity and overall ecosystem health. By restoring degraded lands and protecting wildlife habitats, it safeguards life on land.

As PMI and Evergreen celebrate this impactful initiative, they extend an invitation to others to join in their unwavering commitment to a greener future and a sustainable planet for all generations to come.