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# A Trillion Trees to Fight Climate Crisis Launches in Monaco



## A Trillion Trees to Fight Climate Crisis Launches in Monaco

### How the MICE Industry Can Help

As a way of mitigating the environmental impact of events and supporting social and environmental sustainability programs, SITE and the Events Industry Council support the

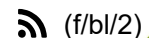
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**Meet SITE's new Head of Events, Tina Gaccetta**  
**(blog/meet-site-s-new-head-of-events,-tina-gaccetta)**

Updated 1:12PM EDT, Wed Mar 14th, 2018

**SITE Staff**

kick-off of the Trillion Tree Campaign called PlantAhead



organized by Plant-for-the-Planet (<http://www.plant-for-the-planet.org/en/about-us/plantahead>) on 9 March 2018 at the Grimaldi Forum, Monaco.



The PlantAhead conference ([https://issuu.com/plant-for-the-planet/docs/program\\_plantahead\\_monaco\\_9march2018](https://issuu.com/plant-for-the-planet/docs/program_plantahead_monaco_9march2018)) attracts

over 300 representatives of commercial enterprises, international

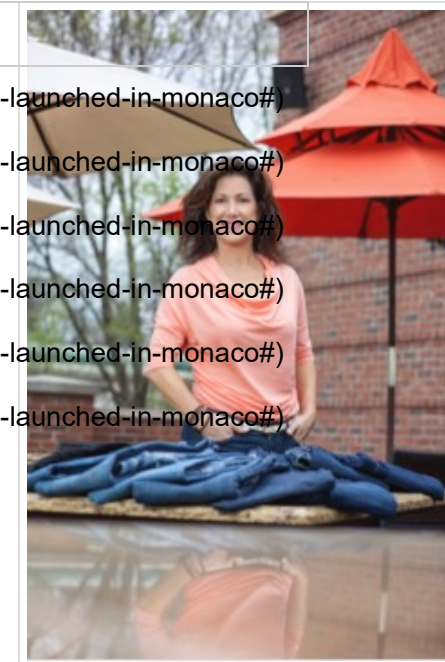
and national politicians, government representatives, as well as celebrities and sponsor Prince Albert II of Monaco. Since 2011, children and adolescents of Plant-for-the-Planet have been responsible for the Billion Tree Campaign of the United Nations Environment

Programme. Within the scope of this program, 15 billion trees have been planted in over 193 countries. In December 2017, the bar was raised to 1.000 billion trees, starting the Trillion Tree Campaign. Several corporations and an Asian government have announced pledges to plant another two billion trees.

If integrated strategically with your event sustainability initiatives, supporting this campaign will raise awareness, provide education, respond to the issue of the climate crisis and give back to the planet. It enhances the experience of an event programme by engaging attendees and inspiring change.

PlantAhead will be live streamed on 9 March 2018, from 1 p.m. UTC to 8 p.m. UTC.

Please join us and pledge how many trees you or your organisation will plant during your lifetime.



([blog/meet-site-s-new-head-of-events,-tina-gaccetta](http://blog/meet-site-s-new-head-of-events,-tina-gaccetta)) Hospitality was bred into Tina Gaccetta, SITE's newly appointed Head of Events. Her Dad was a chef and her Mom Italian – with such a combination it's no wonder she embarked upon a ca...

**Global MICE Professionals from 40 Countries Came Together for 5th ACE of M.I.C.E Exhibition**  
([blog/global-mice-professionals-from-40-countries-came-together-for-5th-ace-of-m.i.c.e-exhibition](http://blog/global-mice-professionals-from-40-countries-came-together-for-5th-ace-of-m.i.c.e-exhibition))

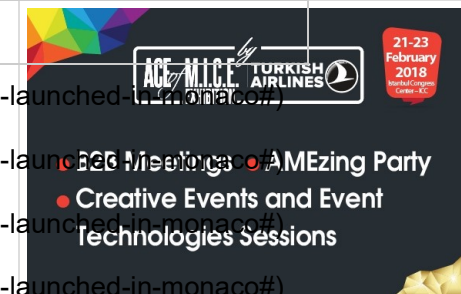
Updated 5:21AM EST, Thu Mar 8th, 2018

([blog/global-mice-professionals-from-40-countries-came-together-for-5th-ace-of-m.i.c.e-exhibition](http://blog/global-mice-professionals-from-40-countries-came-together-for-5th-ace-of-m.i.c.e-exhibition)) Turkey has proven that it offers a great opportunity and inspiration to



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congresses, meetings and events industry  
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### A Trillion Trees to Fight Climate Crisis Launches in Monaco (blog/a-trillion-trees-to-fight-climate-crisis-to-be-launched-in-monaco)

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[https://twitter.com/pftp\\_int](https://twitter.com/pftp_int) #TrillionTrees #PlantAhead #ClimateAction ([https://twitter.com/pftp\\_int](https://twitter.com/pftp_int))

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**Released:** March 6, 2018 11:30 AM | **Updated:** March 8, 2018 05:23 AM  
**Keywords:** Announcements (p/bl/kw/kt=1&kw=Announcements) | Plant-for-the-Planet (p/bl/kw/kt=2&kw=Plant-for-the-Planet) | PlantAhead (p/bl/kw/kt=2&kw=PlantAhead)



(blog/a-trillion-trees-to-fight-climate-crisis-to-be-launched-in-monaco) As a way of mitigating the environmental impact of events and supporting social and environmental sustainability programs, SITE and the Events Industry Council support the kick-off of the Trillion Tre...

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