



**1 HEART 1 TREE**  
[www.1heart1tree.org](http://www.1heart1tree.org)



MAIRIE DE PARIS



INTERNATIONAL  
YEAR OF LIGHT

"1 Heart 1 Tree", an experience to share: from virtual to reality.  
An exceptional application through which our heartbeat generates a tree.

## THE PROJECT

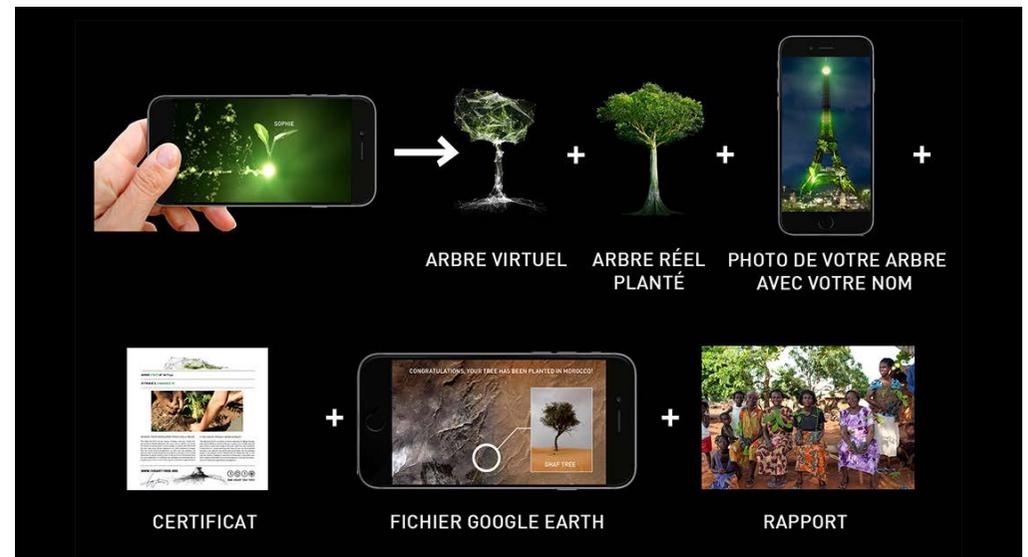
A monumental artwork, projecting the growth of a heartbeat-powered virtual forest on the Eiffel Tower, during the 21<sup>st</sup> United Nations Climate Change Conference, in December 2015.

### A citizen work of art

At the crossroads between virtual and real, "1 Heart 1 Tree" is first of all a citizen project which gives every one the chance, through a smartphone application, to plant a unique virtual tree that will grow on the Eiffel Tower, to the rhythm of their heartbeat, accompanied by their name or positive message, thanks to cutting-edge video-mapping techniques. Once symbol of the industrial revolution, the Eiffel Tower will once again mark a milestone of our global society, but this time it will be a synonym of environmental awareness and of a more conscious connection of Man and Nature. At the time of its construction it was the tallest building in Paris and as such it was used as a telecommunications tower. Today, once again, it will connect Paris to the rest of the world by attracting international attention for a capital cause. Every virtually conceived tree will have a tangible impact because for every virtual tree growing on the Eiffel Tower, a real tree will be planted in one of our reforestation programs around the world. **However ephemeral this artwork may seem, it gives weight to the decisions you make today**, by engaging in an action that will have a long-term impact on all of us and on the world we live in.

### A real reforestation action

By inviting us to take part in this interactive monumental performance, the artist, Naziha Mestaoui, invites us to concretely act for the environment. Her artistic approach tempts us to take the first step, to step up and "be" the solution, while becoming an actor for change. In fact, thanks to the mobile application, every participant will receive a photo of his virtual tree on the Eiffel Tour and, for 3 years, will be able to follow the growth of his real tree or forest, planted in a reforestation program on one of the 5 continents.



**Planting trees means absorbing CO<sup>2</sup>, cleaning the air and water, regenerating biodiversity and creating natural fertilizers.** It is essential to know that all the reforestation programs, supported in partnership with local NGOs, will each have a strong social and environmental impact.

Our goal is to plant millions of trees through art, using technology to reconnect us to nature.

## **An ancestral future**

Naziha Mestaoui drew this inspiring vision of the future at the heart of ancestral knowledge and rites. Trained as an architect, Naziha is a quantum physics enthusiast. This passion led her to the Amazon, where she stayed with the native tribes in order to ideate a series of projects around the immaterial cultural heritage and the societies that still live in a reality made of visible and invisible worlds. **Their relationship with nature is truly a source of inspiration and is very different from ours: in their eyes, a tree is another living being.**

It is this fundamental value of respect that inspired the artist to reconnect the living to other living forms, through technology. Our technologies are what we make of them. Today, the relationship we have with nature is greatly limited to the material. The idea is to pave the way for a future that is aware, a generator of meaning and a bearer of fruits.

## **A new necessary paradigm**

During the COP21, the representatives of 196 countries will meet in Paris. The moment we discover the frailty of our planet, we want to fight for what we are afraid of losing. If we ignore this frailty, we will run into catastrophe. It is at this moment that the artist's artistic approach takes on all its meaning. First of all, art is there to tie everything together, to reveal the world, to stimulate our imagination and widen the realm of possibilities. Therefore, this new artistic paradigm gives us the chance to freely express the importance of our environment and of our call to action. As a citizen artwork, "1 Heart 1 Tree" embodies the unique possibility to allow our heart to beat in unison and to collectively define our inspiration for the future.

**What is essential to understand is that today, thanks to new technologies and to crowd-funding, tables are turning and the long awaited**

**change really within our reach.** The proof to this lies in the fact that, thanks to crowd-funding, the campaign that launched "1 Heart 1 Tree" took an international spin, making it the most important artistic project financed on Kickstarter France.

## **Why "1 Heart 1 Tree" is right on time**

By endowing the concept with everything necessary to generate an unprecedented large-scale commitment, Naziha Mestaoui's work of art aims to touch all the citizens of the world, whatever their country, language, age, belief or walk of life. Today we are left with no doubt that a collective societal action is essential to fight the effects climate change for good and placing art at the heart of the projet strengthens the chances of reaching a larger public, beyond any distinctions. So the winning recipe is unveiled: a strong need to take action in defence of the environment, a positive and empowering message carried by a technological artwork that allows each one of us to become an actor of the environmental cause, a unique experience offered by seeing your name and message appear on the Eiffel Tower with your unique virtual tree, generated by your heartbeat and last but most importantly, a real and concrete impact represented by the planting of your real tree in a partner reforestation project around the world, destined to improve the locals' living conditions and fight the effects of climate change.



## VISION AND OBJECTIVE

**Technology at the service of the environment.** Through cutting-edge video-mapping technology, Naziha Mestaoui connects the visible and the invisible, the environmental cause and art, allowing each one of us to take action.

**One of the greatest innovations** is that you can virtually create a tree. You download a smartphone application, and by putting your finger on the sensor, your heartbeat is recorded and sent to a database. Then you can see the tree with your name on it, growing at the rhythm of your heartbeat on the monument. Since each heartbeat is unique, each tree will also be totally unique.

**Each virtual tree is actually planted** in one of our plantation programs across the world, making each sponsor, whether a company or an individual, a co-creator of our collective future.

**An innovative concept of Crowdgreening**, by using technology to reconnect each citizen to nature in a collaborative approach.

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**The aim of this project is to allow everyone to feel responsible to inspire our future, raise awareness about the climate challenge through innovation and citizen engagement, and especially with a non-blaming, constructive and positive discourse developed around a unique, spectacular, and a great popular event.**

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## REFORESTATION PROGRAMS



### For every virtual tree, a real tree is planted.

“1 Heart 1 Tree” chose to partner with 8 reforestation programs **around the world**, placed in all 5 continents. The reforestation programs are chosen for their strong social and environmental impact, often including education programs. They are spread out across the world and are carried out with different associations, foundations, and cooperatives.

Every participant will receive a certificate of their tree and can follow their tree in the forests generated by “1 Heart 1 Tree” all around the world. They will be able to follow up on their action and witness the **long-term** positive impact it entailed, for the community in which the tree was planted and on a more global level.

### Every participant will receive:

- A photo of their virtual tree, growing on the Eiffel Tower, with their name or message;
- A photo of the plot of land where his tree was planted;
- A certification, containing more details about the tree;
- A Google Earth document containing the name of the association the tree is planted with and the description of the reforestation program;
- A follow-up report, twice a year, for 3 years.



## BRAZIL

### “Ancestral knowledge of the Forest”

The **Apiwtxa** association, led by their indigenous chief Benki Piyako, aims at: preserving and transmitting the ancestral agroforestry techniques passed down in the Ashaninka tribe, from generation to generation; protecting the biodiversity; improving the tribe’s living conditions, thanks to the plantation of edible species. The plantation will begin next February, on land that was once deforested for cattle farming and that is now being reforested. 5.000 people are involved in the association’s activities and thousands more around the world will benefit from its long-term impact. You will be helping the Ashaninka Tribe protect and reintroduce biodiversity in regions threatened by deforestation, while passing down and sharing their ancestral knowledge of the natural world.



## SENEGAL

### “Restoring the Ecosystem”

The **Oceanium** association, is actively rebuilding the ecosystem in the animist kingdoms of Lower Casamance. They aim to: regenerate the ecosystem by replanting the mangroves that were destroyed in order to obtain firewood; anticipate the effects of climate change and protect the coasts from storms and floods; improve the living conditions of the villagers of this remote area. The plantation takes place between the months of July and October and it is the villagers themselves who work with the association in order to replant the mangroves and protect the agricultural land from the salt-water floods that make the soil infertile. 100.000 people have managed to build 150 million trees, but there is still a lot to do.



## INDIA

### “The Forest Man”

**Jadav Payeng** is a shepherd from the Mishing community in Assam and what he has done is extraordinary. He spent 35 years of his life replanting, with his own hands, a desert zone that is today a 550-hectares forest, with leopards, elephants, rhinos and tigers. This forest is now protected and we want to help Jadav Payeng, through “1 Heart 1 Tree”, to reforest two other neighbouring islands, with an area of 2.000 hectares in total. Our assistance will enable him to create a team, rally many people to his cause and raise awareness among the young people of his community. Since the age of 16, Jadav Payeng has dedicated his life to planting trees and has succeeded to reforest an entire island. This shepherd from Assam is an inspiration to us all. Whatever our age, level of influence or income, we all have the power to change the world!



## KENYA

### “Planting for Peace”

The **Green Belt Movement** is an active grassroots social movement, led mainly by women, and founded to restore the Earth’s natural ecosystems, improve people’s livelihoods and maintain peace through inter-ethnic plantation programs and education. This project is based on Professor and Peace Nobel Price Wangari Maathai’s “Three legged Stool” concept, which has been adopted as a training tool to help citizens and students within communities to understand the interdependence between good governance, democracy and peace for sustainable development. The fundamental basis of Professor Maathai’s methodology when addressing a serious problem was to start with a simple solution: engaging citizens and entire communities to plant trees, as a symbol of their commitment. The aim of this project is to promote the protection and restoration of the Eastern Mau Forest Catchment in the rift Valley. Your trees will help **Green Cross** and **The Green Belt Movement** continue spreading peace by planting trees.



## PERU

### “Protecting the Rainforest”

In Peru our partners are **Pur Projet** and **ACOPAGRO**. The ACOPAGRO cooperative was created in 1997, as part of a UN program to substitute coca plantations with cocoa and other alternative crops in the San Martin region, Amazon, Peru. It now counts 2000 members: small-scale producers of cocoa and sugar cane having 5 hectares of land each, with an average 2.2 ha of cocoa fields. To reduce local pressures on forest and biodiversity, ACOPAGRO set up a community reforestation program called “Alto Huayabamba”. The plantation started in 2008 and the project is now fully operational with 1.2 million trees planted. The goal is to plant 2 million trees over 2300 hectares of degraded land and cultivated land, practicing agroforestry, combining native trees species with cocoa trees and forestry plantations. The Alto Huayabamba Project adds to sustainable development, offering social, environmental and economic benefits.



## FRANCE

### “Reconnecting Man and Nature”

Our partner in France is **Pur Projet**, a group working with small landowners and farmers, individuals, cooperatives and communities. Their goal is to include trees into the production systems and insure the protection of the soil from the infiltration of phytosanitary treatments of neighbouring plots, the development of functional and wild biodiversity in the plantations, an increased profitability and the protection of animals, plantations and equipment. Agroforestry, meaning all the agricultural practices that include trees into the production field and are inspired, in agronomical terms, by the forest, also insure an important local impact: control over the water sources, conservation of the soil, microclimatic regulation, landscape enhancement and diversification of the farmers’ revenue sources.



## MOROCCO

### “Women and Nature”

“**Women of the Rif**”, is what the women of the FedOlive cooperative are called. The cooperative is the result of a female entrepreneurial rural development project, organized by the United Nations Organization of Industrial Development, created following the literacy courses provided to the women of the Rif Valley. In this remote and particularly poor region, the plantation of olive trees and the production of olive oil are the only viable alternative to marihuana cultivation. In 2001, the associations of the women of Northern Morocco, who mostly attended the course, met and decided to share their yearly harvest in order to make significant savings and insure a superior quality of olive oil thanks to a technical and commercial support. 350 women are involved in the project. Through our collaboration with “Women of the Rif” and “**Pur Projet**”, «1 Heart 1 Tree» will support the women producers by planting thousands of olive trees.



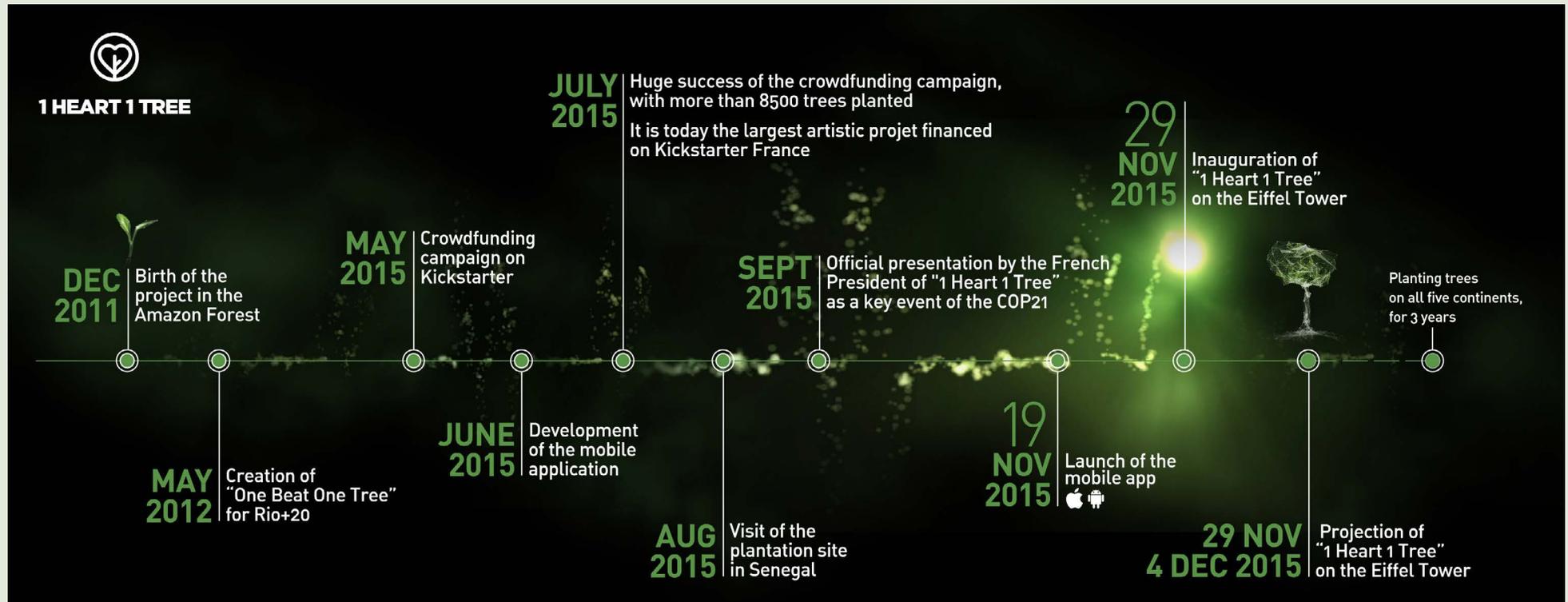
## AUSTRALIA

### “Regenerating biodiversity”

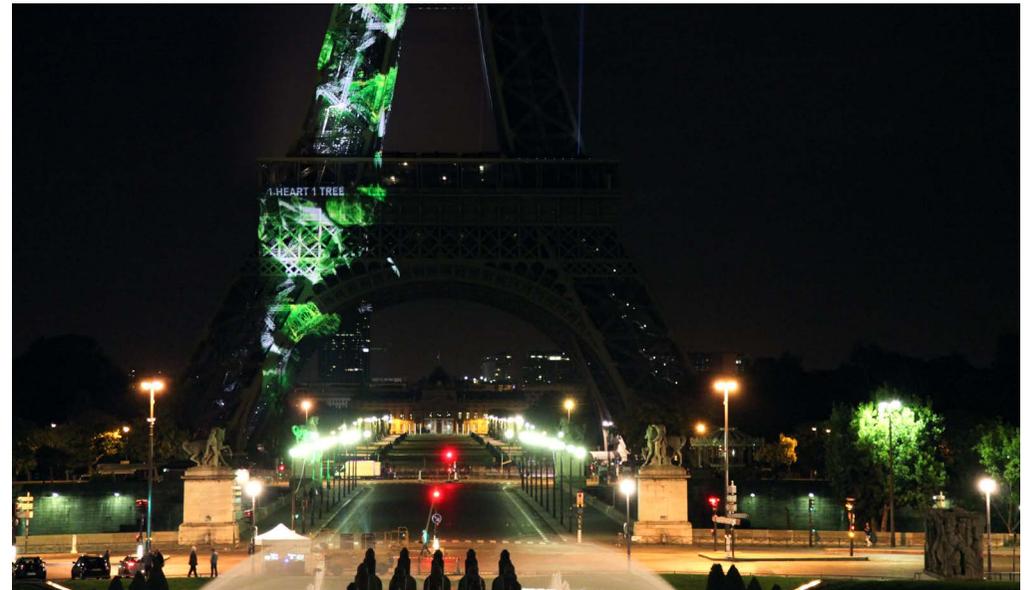
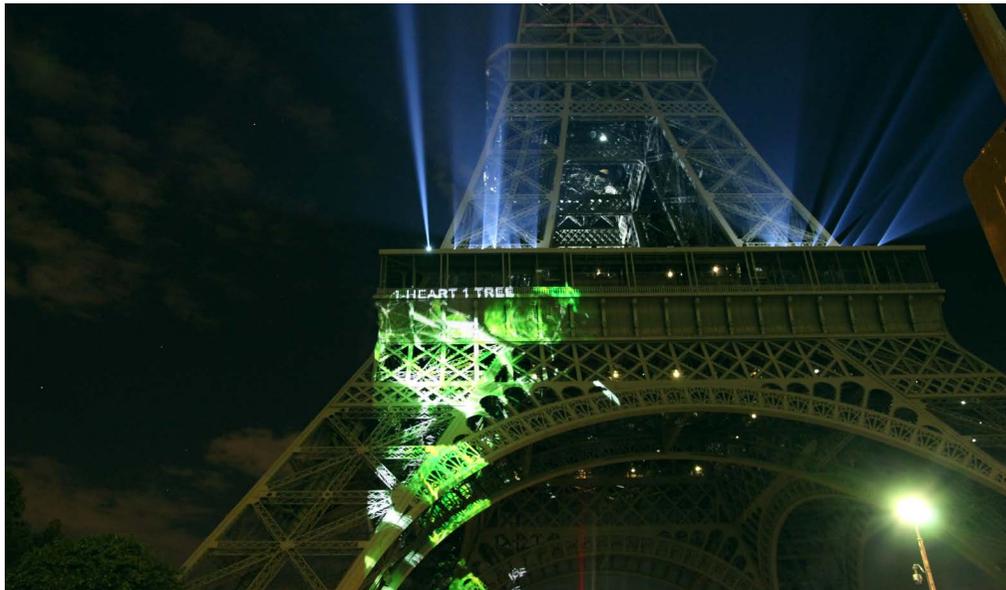
In partnership with the local NGO “**Greening Australia**”, the project aims to restore the areas severely impacted historically by the extensive clearing for farming and housing development. This tree-planting project focuses on reducing deforestation and restoring the ecosystems. The “Greening Australia” project supports the community’s efforts by mobilizing volunteers and students in activities of native trees planting, maintenance of the new plantations, learning new reforestation techniques, seed collection, etc., who’s goal is to protect, restore and conserve Australia’s native vegetation. “**Pur Projet**” and “Greening Australia” are our partners and your tree will aid in the regeneration of the Australian ecosystems and biodiversity.

# THE HIGHLIGHTS OF 1 HEART 1 TREE

Follow the highlights of "1 Heart 1 Tree", from its genesis deep in the heart of the Amazon Forest to the transformation of the Eiffel Tower into a virtual forest of light for the COP21.



# ACTUAL-SIZE TESTS ON THE EIFFEL TOWER



## THE LAUNCHING EVENT

On the 29th of November 2015, at nightfall, “1 Heart 1 Tree” will transform the Eiffel Tower into a virtual forest of heartbeat-powered trees.

You are kindly invited to be a part of the launching event that will see the world’s most famous monument shine bright green, to mark the beginning of the 21<sup>st</sup> United Nations Climate Change Conference of the United Nations held in Paris.

The closing of the “**People’s Climate March**”, the symbol of citizen mobilization, and the beginning of the **COP21**, offer the perfect setting, between citizen commitment and international politics.

At **7:00 PM**, the “**Jardin du Trocadéro**”, is to host the event.

**Naziha Mestaoui and other international key-figures will welcome you with a few words and will begin the countdown.**

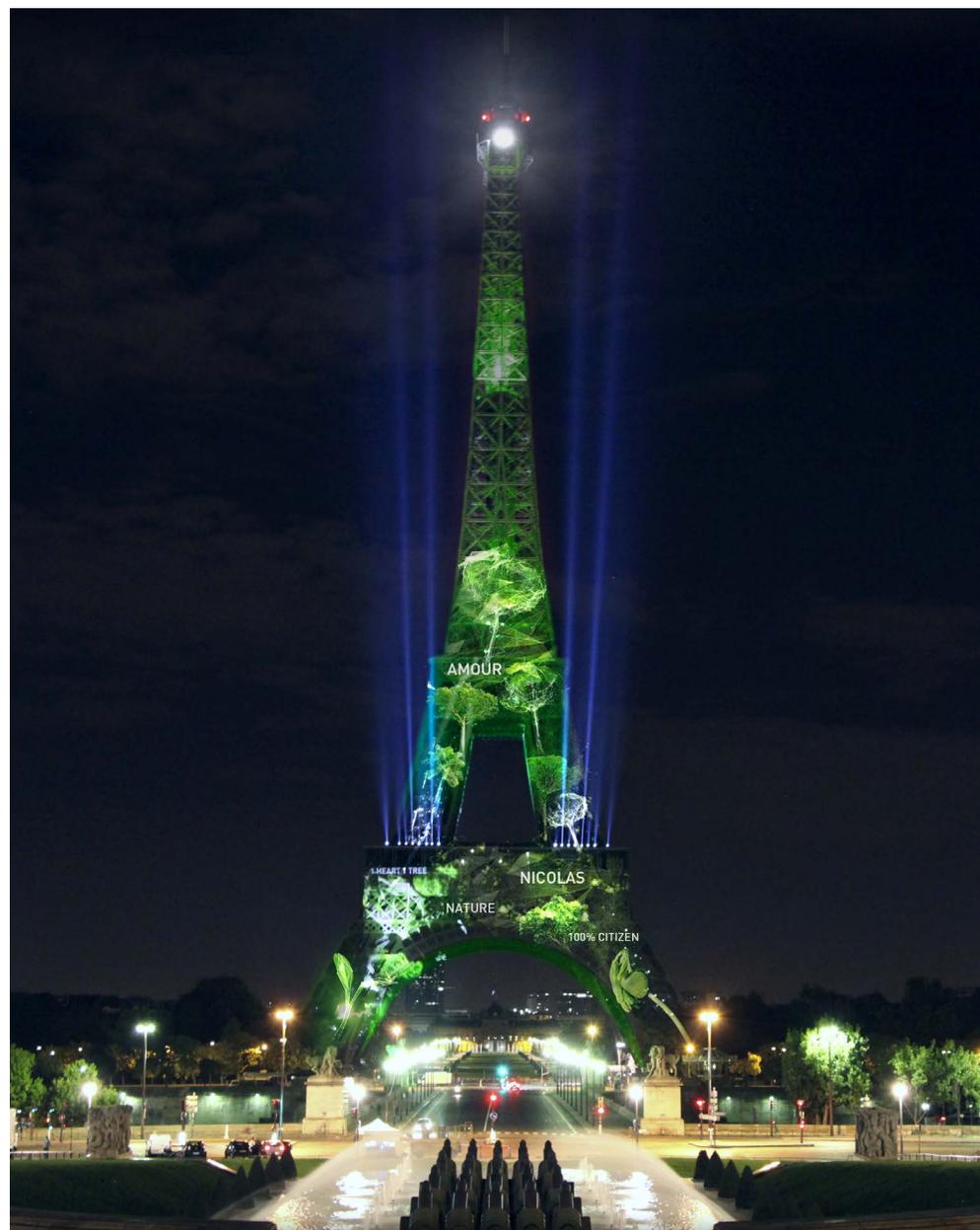
Then, together, we will illuminate the Eiffel Tower and transform it into a lush digital forest of light, through the beat of our hearts - giving life to this interactive citizen work of art.

You will then be invited to continue the evening in the “**Foyer du Théâtre de Chaillot**”, where our exclusive guests, partners and ambassadors will enjoy a special soirée, in honour of “1 Heart 1 Tree”.

You will be able to enjoy the Eiffel Tower from a privileged viewpoint and learn all about the genesis of the project, in one of the most elegant Parisian halls.

Your partnership with “1 Heart 1 Tree” will grant you VIP status at the launching event.

**We would be most thrilled to have you with us.**



# THE LAUCHING EVENT

Preview of the light-show presenting the essential phases of the development of the project, with everything a real tree needs.

Wind



Sun



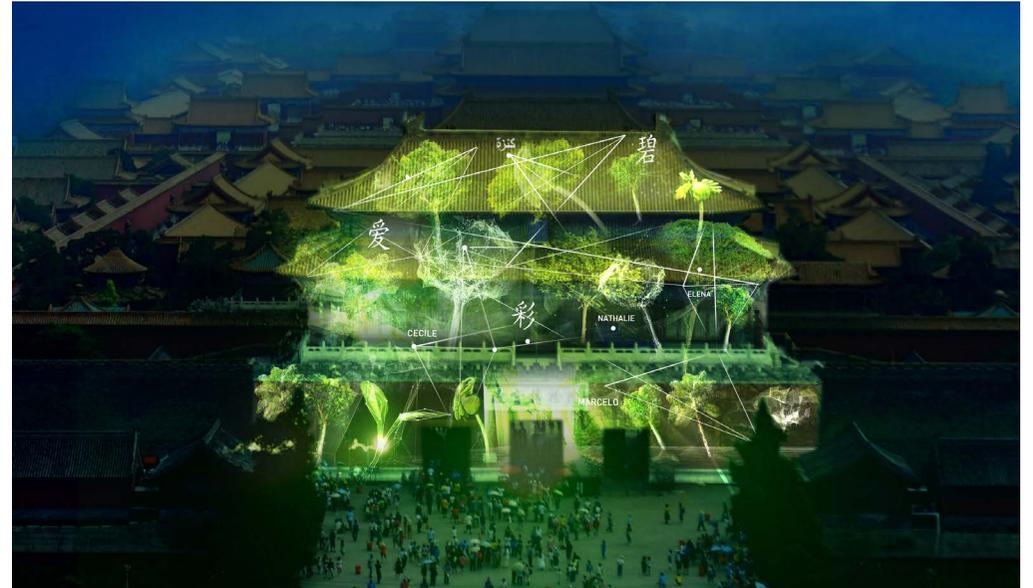
Water



Connected



## AND THEN: AN INTERNATIONAL TOUR



## BIOGRAPHY

Naziha Mestaoui, artist and architect, lives and works in Paris. Her unique approach merges space, imagery and technological innovations of the digital era to create innovative immersive and sensory experiences.

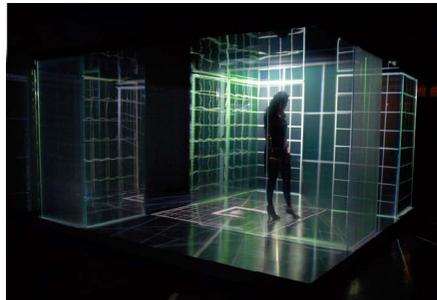
She is member of the Electronic Shadow duo, founded in 2000, now hailed as pioneers in the art of the digital age, and recognized as inventors of Video Mapping, a technique at the crossroads of spatial and imagistic art. The duo has marked its journey with numerous exhibitions across the globe: the MOMA in New York, Centre Georges Pompidou in Paris, the Museum of Photography in Tokyo, the Contemporary Art Biennale in Sevilla, Sao Paulo's SESI, Shanghai's MOCA....

In 2011 she launched a solo artistic career, pursuing the ideas launched by Electronic Shadow and establishing herself as an artist at the cutting-edge of future-realist art. Her travels among aboriginal peoples (the Amazon, India, Oman) prompted a series of projects including One Beat One Tree, based the plurality of approaches to the Man/Nature relationship – which, as Philippe Descola states, makes Western culture an anomaly given its disconnection from its environment. Today, Mestaoui is recognized as an avant-garde artist who personifies an altruistic vision of art and insists that nature be at the very heart of cultural issues.

[www.nazihamestaoui.com](http://www.nazihamestaoui.com)



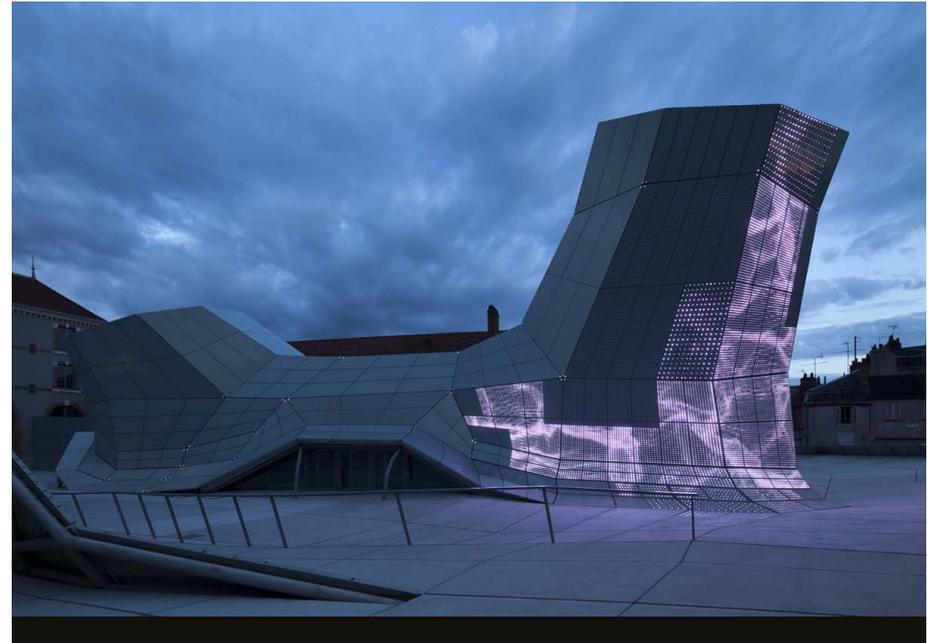
*Sounds of Light*, Installation réalisée en collaboration avec la Tribu Huni Kuin d'Amazonie.



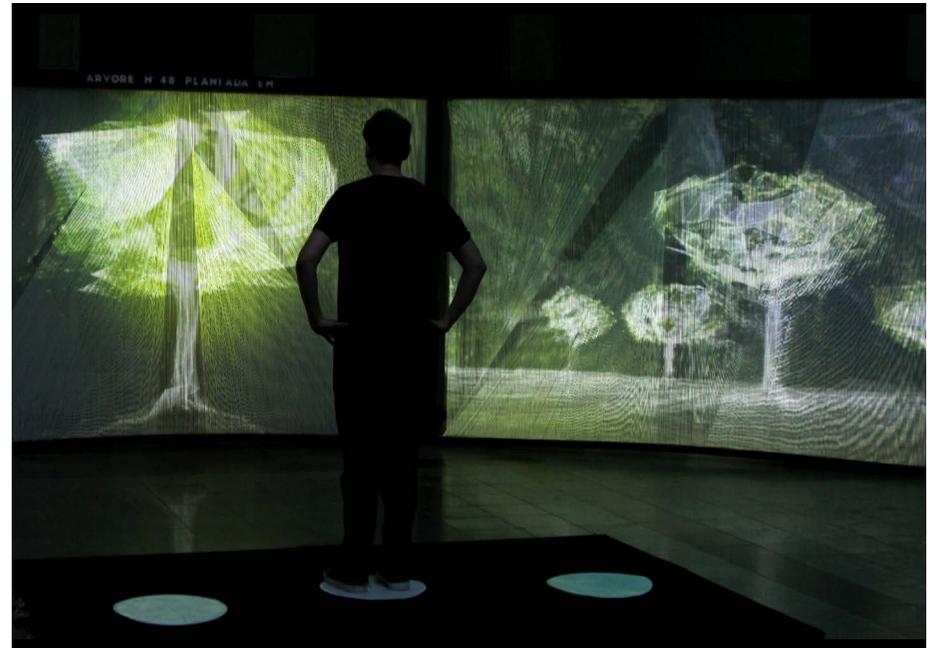
*Le Pavillon des Métamorphoses*, pavillon de verre privatisé en métamorphose permanente



*Vibrations*, intervention artistique monumentale dans le Grand Palais, Paris



*Turbulences*, oeuvre artistique permanente sur le FRAC centre avec Jakob & MacFarlane



*One Beat One Tree*, oeuvre d'art interactive combinée à une action de reforestation en Amazonie.

## NAZIHA'S WORD



"I have drawn this inspiring vision of the future from ancestral knowledge and rituals. I have an architect background and I am a quantum physic enthusiast.

It is this latter passion that led me to Amazonia to meet indigenous tribes in order to elaborate projects around the cultural legacy of these societies who live in a reality where visible and invisible worlds coexist. Quantum physics allow us to understand that reality is not still. We can all become co-creators of our destiny. Ancestral societies are also conscious that everything is connected. These are true sources of inspiration.

For these tribes, deforestation is a complete slaughter. What stroke me is their relationship with nature. In their eyes, a tree is another living being. These fundamental values of respect inspired me to reconnect the living with Life through technology.

Our technologies are defined by the way we use them. Today, our relationship with nature is mostly limited to material needs. Technology can be something more than a tool to instrumentalize nature. The idea is to open the way to a conscious future that will generate meaning in a fruitful way. Today, the forests, the cornerstones of climate

balance, leave way to bovine cattle, palm fields, agro-fuels, wood industry and soy culture of which three quarters of the production are intended for feeding European cattle and poultry. Deforestation is a serious threat for climate and a major cause for biodiversity loss.

Planting a tree is a way to capture CO<sup>2</sup>, to purify air and water, to regenerate biodiversity and to produce natural fertilizer. The goal with "1 Heart 1 Tree" is to plant millions of trees! All the reforestation programs supported in partnership with NGOs around the world create a strong social and environmental

## NAZIHA'S WORD



impact. In each program, local varieties are planted by locals, either by agroforestry systems that allow the reintroduction of trees for local producers; by preventing monoculture by provoking an evolution in the relationship with nature; or through protected forests.

Representatives of 196 countries will meet in Paris for the COP21. This is a unique opportunity to convey our message! Art is first of all meant to gather people, to stimulate imaginations and broaden possibilities. The crisis we are undergoing gives us the opportunity to implement citizen initiatives

and the chance to take back our responsibilities. If we are millions to take part and act, we will make a significant impact.”

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**Let us no longer stop at the noise a tree makes when it falls - let's give new life to the future of this world that moves at great speed by taking action right here and now: [www.1heart1tree.org](http://www.1heart1tree.org).**

**If millions take action, we will have a enormous impact.**

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## COMPENSATION AND VISIBILITY

### Movie in the app

A 1:30 min. movie is played after downloading the application. Partner's logos will appear at the end of the movie.

### Partners page in the app

A page is dedicated to the partners in the application in the presence of your logo and a specific message.

### Online communication campaign

Ad and online movie – a 1:30 min. movie with your logo is promoted on the web.

### Privatization of the Eiffel Tower with your personalized trees planted on it

A unique opportunity to see your trees glowing together on the Eiffel Tower with the name of all your collaborators during several hours. A moment to share with your partners and clients.

### Your presence in front of the monument

Visibility on the Eiffel Tower: 24m x 7m printed surface on the Trocadero, in front of the Eiffel Tower (7m high). Presentation of "1 Heart 1 Tree" and presence of your logo.

### Live streaming

The Eiffel Tower is live streamed during the event and each participant can find the moment with his name and his tree on the monument.



## CONTRIBUTIONS & FINANCIAL COMPENSATION

**SILVER**  
50K€

**50 000 trees planted**

500 virtual trees growing on the Eiffel Tower, accompanied by a name or a positive message.

**3D Cartography**, a plantation action at the scale of your network. Your logo on the online community.

### TAILOR MADE PARTNERSHIP

The partnership can be tailor made, to be adapted to your activity and communication.

**GOLD**  
250K€

**100 000 trees planted**

3 500 virtual trees growing on the Eiffel Tower, accompanied by a name or a positive message.

**Exclusivity during 1h.** Your trees can be planted during this evening the **Eiffel Tower** with your network.

Your logo on the different communication elements:

- "1 Heart 1 Tree" Movie for the on-line campaign ;
- The application: your logo in the introduction movie and a Partners page with a text describing your involvement ;
- The website (+ 1000 characters text describing your long term involvement) ;
- Your logo visible day and night in front of the Eiffel Tower on the Trocadero: 24x7X6m structure.

**DIAMOND**  
500K€

**200 000 trees planted**

7 000 virtual trees growing on the Eiffel Tower, accompanied by a name or a positive message.

**Exclusivity during 3h.** Your trees can be planted during this evening on the **Eiffel Tower** with your network.

- A conference given by Naziha Mestaoui to your colleagues or business network.
- A visit to a reforestation program site in France, for 3 people.

Your logo on the different communication elements:

- "1 Heart 1 Tree" Movie for the on-line campaign ;
- The application: your logo in the introduction movie and a Partners page with a text describing your involvement ;
- The website (+ 1000 characters text describing your long term involvement) ;
- Your logo visible day and night in front of the Eiffel Tower on the Trocadero: 24x7X6m structure.

**PLATINIUM**  
750K€

**500 000 trees planted**

15 000 virtual trees growing on the Eiffel Tower, accompanied by a name or a positive message.

**Exclusivity during 1day.** Your trees can be planted during this evening on the **Eiffel Tower** with your network. Possibility to organize a party with view on the Eiffel Tower.

- A conference given by Naziha Mestaoui to your colleagues or business network.
- A visit to a reforestation program site in Senegal, for 6 people.

Your logo on the different communication elements:

- "1 Heart 1 Tree" Movie for the on-line campaign ;
- The application: your logo in the introduction movie and a Partners page with a text describing your involvement ;
- The website (+ 1000 characters text describing your long term involvement) ;
- Your logo visible day and night in front of the Eiffel Tower on the Trocadero: 24x7X6m structure.

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# AN INTERNATIONAL CAMPAIGN

A national and international communication campaign is being created with our different partners.

"1 Heart 1 Tree" has already obtained a number of supporting articles from national and international publications, including:



## OFFICIAL SUPPORT

"1 Heart 1 Tree" is supported by the **United Nations**, by the City of Paris and its mayor, **Anne Hidalgo**, and by **Nicolas Hulot** for the **French Presidency**.

*La Maire de Paris*

Paris, le 2 MARS 2015

Madame,

Vous avez sollicité le soutien de la Ville de Paris pour concrétiser votre projet « One heart, One tree » sur le site emblématique de la Tour Eiffel pendant la COP21.

Comme vous le savez, Paris est toute entière mobilisée à la préparation de la Conférence pour le Climat et son engagement se manifesterà durant toute l'année 2015 par le soutien aux initiatives de sensibilisation des citoyens à la lutte contre le dérèglement climatique.

Votre projet d'œuvre lumineuse et numérique sur la Tour Eiffel s'inscrit pleinement dans les actions que la municipalité parisienne souhaite encourager : une œuvre artistique associée à un projet concret de reforestation, portant un message fort en faveur du Climat et de la Solidarité.

À ce titre, j'ai le plaisir de vous annoncer que la Ville de Paris soutient votre projet avec enthousiasme. Nous souhaiterions ainsi qu'il puisse se dérouler sur la Tour Eiffel sur une durée d'une semaine pour l'ouverture de la COP, soit du 27 novembre au 4 décembre 2015.

Vous souhaitant pleine réussite pour ce beau projet, je vous prie de croire, Madame, à l'assurance de mes salutations les meilleures.

*Bien à vous,*  
*Anne Hidalgo*

Anne HIDALGO



MAIRIE DE PARIS



PRÉSIDENCE DE LA RÉPUBLIQUE

*L'envoyé spécial du Président de la République  
pour la protection de la planète*

Paris, le 26 mars 2015

Madame,

Votre projet « One Heart One Tree » a retenu toute mon attention.

Dans le cadre de ma mission, je reçois de nombreux projets préparés en vue de la COP21. Celui-là est sans conteste l'un des plus innovants et des plus aboutis qu'il m'ait été donné de voir.

« One Heart One Tree », c'est à la fois une œuvre d'art, un moyen de sensibiliser les citoyens et un moyen d'action en faveur de la lutte contre le changement climatique. C'est un instrument de réconciliation, un pont entre le monde virtuel des nouvelles technologies et la réalité tangible, le moyen pour tous ceux qui seront à Paris pendant cette COP 21, de s'engager, d'agir simplement pour le bénéfice de tous.

Aussi c'est avec enthousiasme que je vous apporte mon soutien pour la réalisation de cette œuvre monumentale qui permettra, je l'espère, de planter de nombreux arbres à travers le monde !

Je vous souhaite de tout cœur de réussir votre entreprise, et je vous prie de croire, Madame, en l'expression de mes sentiments distingués.

*Nicolas Hulot*

Nicolas Hulot

## OFFICIAL SUPPORT

### ANNE HIDALGO'S LETTER

Dear Madam,

You have sought the support of the City of Paris to realize your project "1 Heart 1 Tree" on the emblematic site of the Eiffel Tower, during the COP21.

As you know, Paris is entirely mobilized for the preparation of the Conference for Climate and its commitment will express itself throughout the year, by providing support to initiatives raising awareness among citizens on the effects of climate change.

Your project of a luminous and digital artwork on the Eiffel Tower is fully in line with the initiatives that the city wants to encourage: a work of art associated to an actual reforestation program, conveying a clear message in favour of Climate and Solidarity.

In this regard, I have the pleasure to announce to you the enthusiastic support of the City of Paris. We would want it to take place on the Eiffel Tower, during the opening week of the COP21, from the 27<sup>th</sup> of November to the 4<sup>th</sup> of December 2015.

Wishing you complete success for this beautiful project, please accept, Madam, my Best Regards.

Anne Hidalgo

### NICOLAS HULOT'S LETTER

Dear Madam,

Your project "1 Heart 1 Tree" has caught my full attention.

As part of my mission, I receive several projects prepared for the COP21. This one is without a doubt one of the most innovative and complete that has been presented to me.

"1 Heart 1 Tree" is both art, that is a way to raise awareness among citizens, and a means of action in support of the struggle against the effects of climate change. It is an instrument for reconciliation, a bridge between the digital world of new technologies and the tangible reality: a way for all those present in Paris for the COP21 to commit and take action for the benefit of all.

It is with enthusiasm that I bring my support for the realization of this monumental artwork that will hopefully allow many trees to be planted around the world!

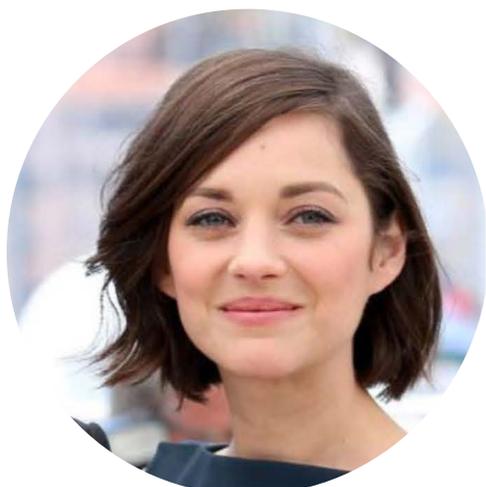
I wholeheartedly wish you to succeed in your enterprise.

Best Regards,

Nicolas Hulot

## THE 1 HEART 1 TREE AMBASSADORS

We proudly present our ambassadors. They are men and women from different countries and different walks of life, who stand together with 1 Heart 1 Tree, to raise awareness. This is a universal project: whether you are a tribal chief, a scientist, a school boy, an artist, a farmer, a politician, or a concerned citizen, we are all responsible and we are all empowered to make a difference.



**MARION COTILLARD**

Academy award-winning **international actress**, committed to protecting the environment.



**NICOLAS HULOT**

On matters concerning the environment and the COP21. He is also the **chairman of the Nicolas Hulot Foundation for Nature and Man** and a prominent voice in France, acting in defence of the environment.



**FELIX FINKBEINER**

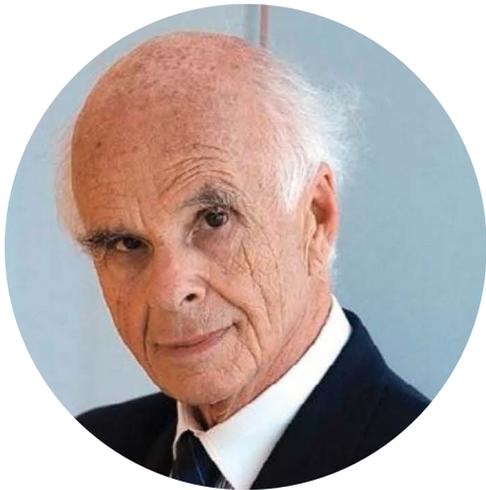
**Young UN ambassador** who has planted millions of trees ([video](#)). The plantation and education programs he has developed around the world, are a part of 1 Heart 1 Tree's reforestation programs.



**CAROLYN CARLSON**

**Dancer and choreographer.** She has created a choreography especially for "1 Heart 1 Tree", expressing our relationship with nature, through her body and her sensitivity.

## THE 1 HEART 1 TREE AMBASSADORS



**ERVIN LASZLO**

**Scientist, philosopher, thinker,** who's book "Science and the Akashic field" inspired Naziha's first journey to the Amazon Forest, driven by her passion for quantum physics.



**BENKI PIYAKO**

**Indigenous chief of an Amazon tribe,** who plants millions of trees and passes on the ancestral knowledge of his people. His was one of the most important encounters that inspired "1 Heart 1 Tree".



**JADAV PAYENG**

He has dedicated 35 years of his life to reforesting a desert zone in India with his own hands. His forest is now a lush oasis with a rich biodiversity. ([Movie Forest Man](#)). Today, he is reforesting a new area, which will be a part of the "1 Heart 1 Tree" reforestation programs ([video](#)).



**ELYX**

**The first UN digital ambassador.** [www.elyx.net](http://www.elyx.net)



**1 HEART 1 TREE**

**THANK YOU**

| NAZIHA MESTAOUI

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"1 Heart 1 Tree" is supported by the Association Seed of Light for COP21.

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[www.1heart1tree.org](http://www.1heart1tree.org)

#### **Social Medias**

Twitter: @1heart1tree  
Facebook/1heart1tree  
Instagram/1heart1tree

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