



## **Momentum for Change: Planetary Health Category**

### **Alipay Ant Forest: Using digital technologies to scale up tree planting**

*Singapore, Hong Kong, USA*

Alipay's online and mobile payment platform is used by more than a billion people to pay for everything from groceries, to bike rentals, to wealth management products. In August 2016, the Chinese company turned the power of its digital technology to promote climate action. The Alipay Ant Forest project, launched on the company's mobile app, rewards its users with "green energy points" each time they take a step to reduce their emissions, such as by biking to work, going paperless and buying sustainable products. These green energy points grow into a virtual tree on the user's app, which Alipay matches by planting a real tree or protecting a conservation area, in partnership with local NGOs.

Since its launch, [Alipay Ant Forest](#) has attracted over 500 million users, planted 100 million real trees in Northwest China covering a total area of 112,000 hectares, and protected a total area of 12,000 hectares of conservation land. Alipay Ant Forest has also helped create around 400,000 job opportunities and RMB 60 million (USD 8.4 million) in income by working with farmers to plant trees, develop organic agricultural products, and connect them with e-commerce platforms.

#### **Key Facts**

- Alipay app is one of the world's most used mobile applications — over a billion users.
- Over 500 million people have joined Alipay Ant Forest green initiative, planting over 100 million trees, which cover a total area of 112,000 hectares in Northwest China as of August, 2019.
- Alipay Ant Forest shows how technology can be applied to foster massive individual efforts to tackle climate change, which represents a meaningful step towards the Sustainable Development Goal 13 — "taking urgent action to combat climate change and its impacts."

#### **More information**

Digital assets are available for download at <http://bit.ly/mfc-2019>

#### **Project Contacts**

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