

# 「1 Product = 1 Tree」 campaign

On May 1, 2009, the plastic products manufacturing section purchased dryers from MATSUI MFG. CO., LTD., taking part in the “1 Product = 1 Tree” movement wherein a number of saplings equal to the number of units purchased are donated. In this case, three units were purchased, so three saplings were donated.



Receiving a certificate of appreciation from MATSUI MFG. CO., LTD.



## What is the One Product Equals One Tree Campaign?

It is a program in which MATSUI donates one tree (seedling) for every plas-aid unit it sells. The recipient of the donation is the Green Belt Movement, founded by Wangari Maathai. This donation of one tree for every plas-aid unit sold is transferred through the Company's charitable fundraising account with Mainichi Shimbunsha, a leading Japanese newspaper company, for use in planting trees in Kenya.

MATSUI is contributing to the natural environment through the two pillars of the “MOTTAINAI Click Fundraiser” and the “1 Product = 1 Tree” movement. Administrative procedures involve donating money for the saplings to The Mainichi Newspapers Co., Ltd., who in turn donates the money to the Green Belt Movement, who plants the trees in Kenya. In conjunction with the presentation of a certificate of appreciation for the purchase, free-of-charge inspections for the products purchased will be carried out.

## Learn more about Wangari Maathai here

Founded as an NGO in 1977, the Green Belt Movement began as an afforestation movement. Wangari Maathai founded it with a group of impoverished women out of anguish for her country's poverty and the degraded state of its environment. As global warming advances year by year and development drives increasing deforestation, campaigns to protect the environment are surging in popularity in both the developed and developing worlds. The Green Belt Movement, which arose out of impoverished women's desire to protect the forests and soil around them, is a pioneering example of this phenomenon.

The Green Belt Movement started with the planting of just seven trees. As the women pursued their tree-planting activities, others began providing funding, technology, training and information about family planning. The women began thinking deeply about the fundamental question of why we are living on this earth. In the face of government oppression, the movement grew to over 100,000 participants, mostly women, encompassing not only Kenya but neighboring Tanzania and Uganda as well as 17 other African countries. To date, the movement has planted some 40 million trees throughout the African continent. The Green Belt Movement strives not only to protect the environment but also to help the poor escape poverty through afforestation, improve the status of women and contribute to the democratization of Kenyan society.