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GOALS PLANT TREES: STARTUP TAPS INTO 'EURO FEVER' TO HELP SAVE THE FORESTS

[Brighton, UK, June 11, 2024] Non-profit Football for Forests is taking an innovative approach to engage football supporters with a key environmental issue during the 2024 UEFA European Football Championships.

The organisation has worked with legendary animator Mr Weebl to update his 2004 classic, *Football Badgers*, to spread the word about deforestation.

Mr Weebl's original [Badgers](#) video has more than 32m views on YouTube and the Euro 2004 version that followed soon became an online fan favourite. The hope is that this latest wacky restoration will resonate with football fans and empower them to make a difference.

"The way we talk about environmental issues is sometimes all doom and gloom," explains James Atkins, the organisation's co-founder. "It can leave people feeling alienated and a bit hopeless – how can an ordinary person like me make a difference?"

"An area of tropical forest equivalent to 17 football pitches is destroyed every minute. Rather than focus on that harrowing statistic, we wanted to make it simpler and more fun for people to support reforestation projects, by enabling supporters to donate based on how many goals are scored during the Euros."

Supporters can go online or download the [Football for Forests](#) app to select their home nation, pledge an amount to donate per goal, then sit back and watch as those goals help to plant trees.

A new feature for the Euros also allows fans to channel 'football karma' by donating for different teams in specific games – for example, the Scottish might want to donate to encourage goals for, well, ANY team that plays England...

In its start-up year, Football for Forests helped to restore the equivalent of 56+ football pitches of forest and it hopes that Euro-fever will draw in more supporters to have an even greater impact.



FOOTBALL FOR FORESTS

James adds: “Football can bring people together like nothing else and we want to harness that incredible community spirit for the greater good.

“It can’t hurt to give your team - or your rivals’ opposition - some good karma either.”

Football for Forests works with Trillion Trees, a partnership between WWF, BirdLife International and the Wildlife Conservation Society (WCS), to protect and restore forests all over the world.

Work is underway restoring forest in the central Andes of Colombia with Football for Forests and the charity hopes to expand its restoration activities beyond Colombia as support grows.

Tim Rayden, Forest Restoration Lead at Wildlife Conservation Society, said: “Football for Forests offers a unique opportunity to mobilise football fans around the world to engage in environmental action. Trillion Trees is committed to high quality forest restoration on the ground in places where we can make a real impact for people, nature and climate.”

The Football for Forests app is available on App Store or Google Play. For more information visit <https://bit.ly/ftbl4forests>

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Media

[Euro 2024 Football Badgers in 16:9 or 1:1](#)

[Images of reforestation projects in Colombia](#)

About Football for Forests

[Football For Forests](#) (F4F) a joint initiative of Climate Focus and Planet Super League that combines passion for football with the crucial mission of restoring the world’s tropical forests - one pitch at a time. Since its formation in 2023, F4F has already helped restore 56 pitch size areas of forest through the global Forest Restoration League in which fans compete for their clubs to restore the most forest.



The Restoration League allows football fans, the football clubs they support, and corporate sponsors to compete in restoring areas of forest. Fans select the football team they love, commit a cash amount for each goal their team scores, and as the goals fly in, see how much they and their team are contributing to forest restoration. Fans compete throughout the duration of a football season, helping their club top the Forest Restoration Team.

Donations go to forest restoration projects in the Amazon region, with more than £255,000 (€300,500) already raised. These projects plant trees, engage local communities in restoration activities, and work with youth groups to turn them into guardians of forests.

Football for Forests' principal restoration partner is Trillion Trees, a joint venture between the WWF, BirdLife International and the Wildlife Conservation Society.

Since 2023, F4F has gained support from environmentalists, politicians and sportspeople, including Jill Gallard, UK Ambassador to Germany, Jennifer Morgan, Special Envoy for International Climate Action, and former professional footballer Tabea Kemme.

Jill Gallard: "I'm proud to be a Football For Forests Ambassador, supporting efforts to restore tropical forests, pitch by pitch."

Jennifer Morgan: "Both football and climate diplomacy depend on team spirit and joint commitment. As the Federal Foreign Office, we support the Football For Forests initiative and therefore want to combine enthusiasm for football with commitment to more climate protection and more reforestation of tropical forests."

To learn more visit footballforforests.org

About Trillion Trees

[Trillion Trees](https://trilliontrees.org) is the united force of BirdLife International, Wildlife Conservation Society (WCS) and WWF. Together we protect and restore forests all over the world - for the benefit of people, nature and the climate. To learn more about how we're improving forest protection, advancing restoration and ending deforestation visit trilliontrees.org and follow us on X [@1TrillionTrees](https://twitter.com/1TrillionTrees).

About Mr Weebl and Weebl's Stuff

Mr Weebl, also known as Jonti Picking, is a British animator, musician, and internet personality known for his unique and humorous creations. He gained widespread recognition in 2004 with the release of the *Badgers mee*, an animation featuring dancing badgers, mushrooms, and a snake set to a catchy and repetitive tune. This viral hit established Mr Weebl as a pioneer in internet animation and a significant figure in early online meme culture.



FOOTBALL FOR FORESTS

Over the years, Mr Weebl has continued to entertain audiences with his distinctive style and creativity. His extensive body of work includes numerous animated shorts, music videos, and web series, which have collectively amassed millions of views on platforms like YouTube and Weebl's Stuff, his dedicated website. His contributions to internet culture have earned him a loyal fanbase and a lasting legacy as one of the original stars of online entertainment.

www.weebls-stuff.com

www.youtube.com/@weebl