Every minute, our planet loses forest area equivalent to 27 soccer fields. Deforestation accounts for more carbon emissions than all the cars and trucks on the world’s road today. Every 10 years, more species of plants and animals live in the forests than any other land habitat.

**WHY DO FORESTS MATTER?**

In Brazil...

- More than 60% of Brazil’s population comes from the Atlantic Forest. It has one of the most biodiverse and endangered forests in the world.
- HP is partnering with the World Wildlife Fund to restore, protect, and conserve 200,000 acres of forest in China and Brazil.

In China...

- China is the largest producer and consumer of paper products. It has one of the most biodiverse and endangered forests in the world.
- HP is partnering with the World Wildlife Fund to restore, protect, and conserve 200,000 acres of forest in China and Brazil.

At 26.6 million acres, the forest area protected is equivalent to the size of New York City. The best time to plant a tree was 10 years ago, the second best time is now.

**DEFORESTATION**

- 45% of the world’s carbon stored on land is in forests.
- Every minute, our planet loses forest area equivalent to 27 soccer fields.
- Deforestation accounts for more carbon emissions than all the cars and trucks on the world’s road today.
- Every 10 years, more species of plants and animals live in the forests than any other land habitat.
- One of the best times to plant a tree is now.

**MORE SPECIES OF PLANTS AND ANIMALS**

- More than 40% of the world’s plant species are found in forests.
- Forests are home to more than 50% of the world’s mammals, birds, reptiles, amphibians, and invertebrates.

**IN BRAZIL...**

- 60% of Brazil’s population comes from the Atlantic Forest.
- HP is partnering with the World Wildlife Fund to restore, protect, and conserve 200,000 acres of forest in China and Brazil.

**IN CHINA...**

- China is the largest producer and consumer of paper products.
- HP is partnering with the World Wildlife Fund to restore, protect, and conserve 200,000 acres of forest in China and Brazil.

**SIZE OF NEW YORK CITY**

- At 26.6 million acres, the forest area protected is equivalent to the size of New York City.
- The best time to plant a tree was 10 years ago, the second best time is now.

**Sources:**

- Seeing Forests for the Trees and the Carbon. NASA. https://earthobservatory.nasa.gov/features/ForestCarbon