


**BPW International**



**THE UNITED NATIONS**  
**16<sup>th</sup> Session of the United Nations Commission on Sustainable Development**

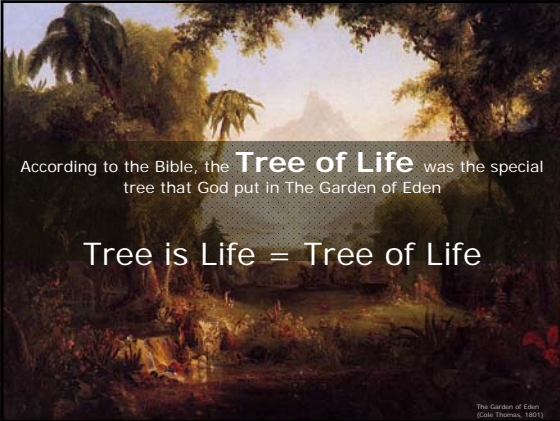
New York City UN Headquarters  
 Venue: Conference Room B,  
 Date : Tuesday, May 6th, 2008  
 Time : 6:15-7:45 PM

BPW International  
 CSD 16 United Nations New York 2008 Yara Blochtein, Chairperson Environment and Sustainable Development Committee



*árvore é vida*  
**Tree is Life Project**

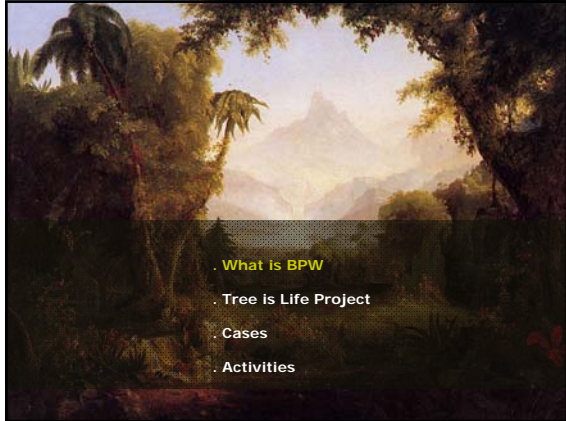
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According to the Bible, the **Tree of Life** was the special tree that God put in The Garden of Eden


**Tree is Life = Tree of Life**

The Garden of Eden  
 Cole (Hornet, 1801)



- . What is BPW
- . Tree is Life Project
- . Cases
- . Activities


**International Federation of Business and Professional Women**



**Lena Madesin Phillips** was born in Nicholasville, Kentucky in 1881. After an interlude in Nicholasville, she turned to a life-long interest in law and in 1917 was the first woman to graduate with Honours from the University of Kentucky College of Law. In 1919, she was accepted, the post of business women's secretary for the national board of the Y.W.C.A. in New York which led to her position of leadership among the nation's business and professional women and the founding of BPW USA in the same year. In 1930 her dream was realized with the founding in Geneva of the International Federation of Business & Professional Women, and for 17 years she was the President of BPW.

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**International Federation of Business and Professional Women**



Dr. Lena Madesin Phillips, National President 1929-1930

Each woman, as a citizen, must bring to the national policy of her own country the contribution of forward-looking and constructive thought followed by determined action. Each woman must dedicate herself to protect and promote the interests of all other women in business and the professions. We invite the women of every nation to participate in this effort and every man who is in sympathy with it to lend us his moral support.

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## International Federation of Business and Professional Women

- BPW has become one of the most influential international networks of business and professional women with affiliates in 80 countries in five continents, with 40,000 members.
- BPW has consultative status with the United Nations Economic and Social Council (ECOSOC) and participatory status with the Council of Europe.
- Its members include influential women leaders, entrepreneurs, business owners, executives, professionals and young career women.

## International Federation of Business and Professional Women

BPW is a Non Government Organization – NGO – of public interest, not affiliated to any political party  
It constitutes a social space, intellectually active, that is build up as result of reflection to evaluate the qualified and competitive performance

### Our Aims

Develop Professional and Leadership Potential for Women at All Levels

### Our Ambition

Equal Participation of Women and Men in Power and Decision-Making Roles

## International Federation of Business and Professional Women



Chonchanok Viravan (President)

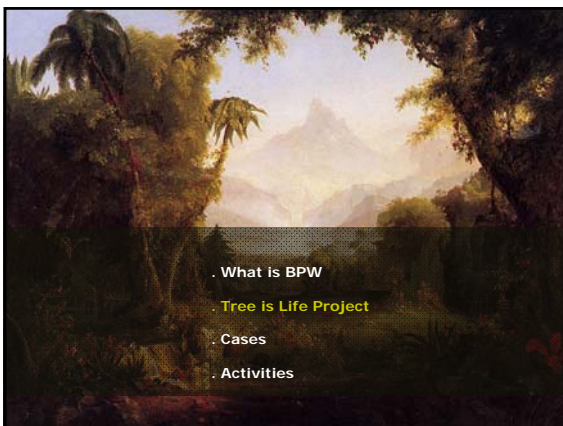
## Federation of Business and Professional Women BPW BRASIL




Beatriz Zanella Fett President  
Brazil has 1,600 members with 21 Clubs



Yara Blochtein chairperson Environment and Sustainable Development Committee (Porto Alegre Brazil)



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**16<sup>th</sup> Session of the United Nations Commission on Sustainable Development New York, May 6<sup>th</sup> , 2008**



**PROJECT: TREE IS LIFE**  
 OUR CONTRIBUTIONS TO CSD16

Mobilizing Communities for Reforestation and Water Protection  
 "Tree is life", a worldwide project for the environment and education

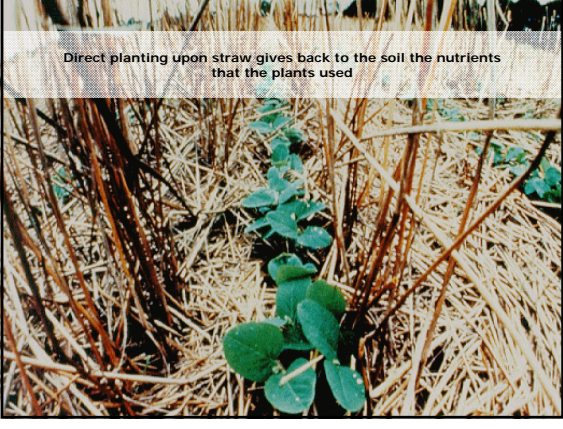
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**IN 1992 BPW-BRAZIL IN THE GLOBAL FORUM IN THE ECO'92 IN RIO Jonathan Porriett (writer of Capitan Eco) showed the project PLANT A SEE AND PICK A DIAMOND**



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1993  
XXI International Congress - BPW  
Japan - Nagoya



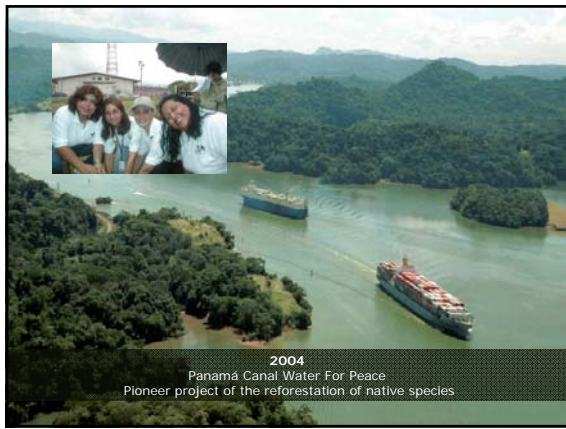
2002  
Johannesburg - South Africa  
Summit on Sustainable Development World Forum Rio +10



BPW International Congress  
Melbourne, Australia



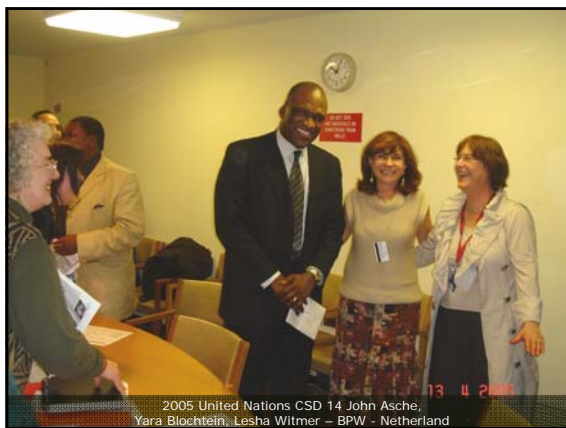
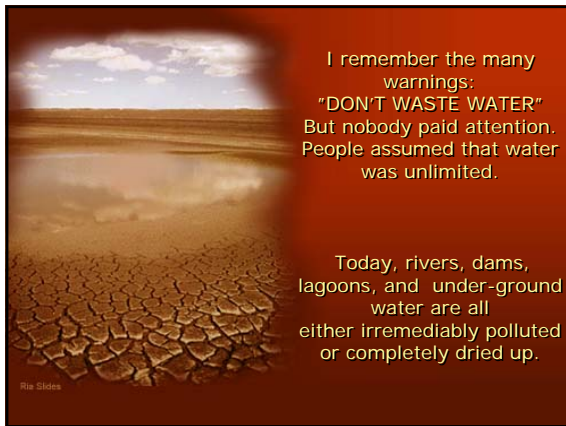
2003  
BPW Participation  
I International World Water Forum



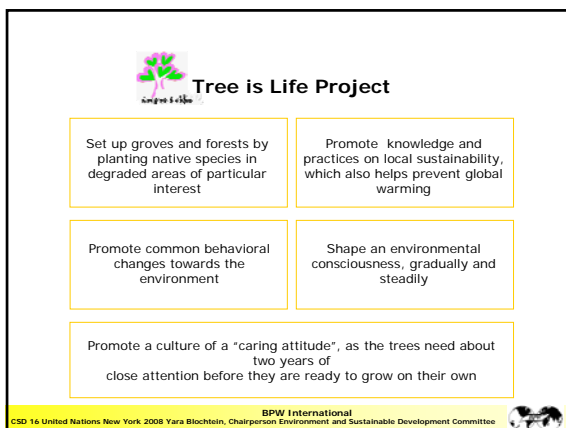
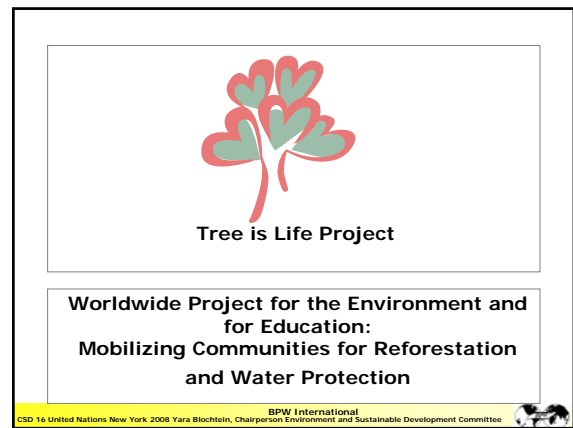
2004  
Panama Canal Water For Peace  
Pioneer project of the reforestation of native species



2004  
II International World Water Forum



2005 United Nations CSD 14 John Asche, Yara Blochtein, Leshia Witmer – BPW - Netherland



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In 2006 during a BPW Congress in Cuiaba, the project Tree is Life was launched. The first tree was planted by our International President Chonchanok Viravan and Vice President Liz Benham

In the beginning the main proposal was that each BPW member plants a tree.

The local BPW team used their influences and could arrange to plant 4000 trees to reforest in specific areas



On 5 June 2007 "International Environment Day", the project was also implemented in Porto Alegre, RS, Brazil

RS. Governor planted trees launching the project "Tree is Life"

The Environment and Sustainable Development Committee works hard to launch this project nationally and internationally

Beatriz Zanella Fett, President of BPW Brazil and the Environment Secretary Beto Moesch, governor Yeda Crusius Chair Yara Blochtein Ligia Barata President BPW Porto Alegre



Yeda Crusius, Rio Grande do Sul State Governor, is fully dedicated to improve the quality of life by supporting environmental projects. Our State has a formal educational program dedicated to environment.



As the State Coordinator for Women Maria Helena Medeiros Gonzalez related issues, I feel proud to also give my total support

On September 6<sup>th</sup>, 2007, BPW launched nationally the project, with an strategic alliance with the Brazilian Federal Government

The participation of the Brazilian Executive Vice President José Alencar in the ceremony increased BPW's visibility

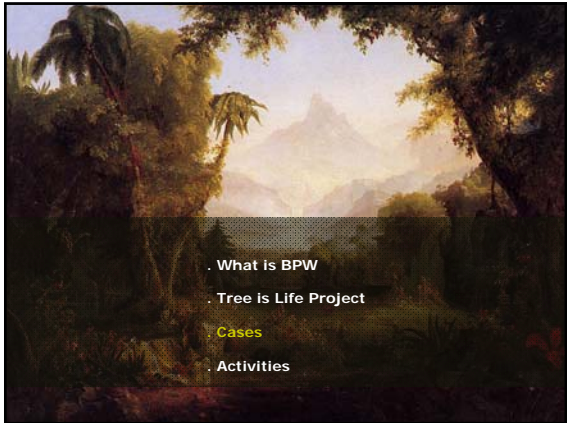
One of BPW's main objective is to improve our environment



06 September, 2007 Tree is Life project in Brasilia. Pau-Brasil Planting Vice-President of the Republic Brazil, José Alencar

On the 6<sup>th</sup> of September, the Chairperson of the Environment Committee, Yara Blochtein and the BPW Brasil President Beatriz Fett, in a public ceremony, launched the project "Tree is Life". The participation of the Past International President, Antoinette Ruegg, from Switzerland and also the Vice International President Liz Benham, from the USA





**Tree is Life Project**

**Our project was solidified in Brazil, then we started to take the first steps to implement it in a worldwide basis**

**On October 27<sup>th</sup>, 2007, we started our first step to our Internationalization**

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**ENVIRONMENTAL ACTION: PROSPECTS FOR GLOBAL EXTENSION OF BRAZILIAN SUCCESS CASES**

**Barueri City plants 18,886 seedlings in 23 minutes by Municipal Government BPW 6,500 volunteers**

On the 10<sup>th</sup> of December , in the city of Barueri SP\* Brazil BPW has developed with the municipal government worked in a large tree planting, as an attempt to overcome the global record.A technical team started the planning, which involved the selection of planting areas, in addition to volunteers registration totally, 6,500 people were involved in the planting, in five reseeding areas and eight public streets.

**"The moment of planting was definitely a moment of celebration of life, represented by thousands and thousands of trees".**



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**Barueri, São Paulo Brazil  
December 10<sup>th</sup> 2007**

**Planted 18,886 seedlings**



**By 6,500 volunteers in 23 minutes**

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A world record, involving 82 different species typical from Atlantic Forest, was set up in Barueri, in São Paulo metropolitan area, Brazil, on exactly at 10 a.m. on December 10<sup>th</sup>, 2007



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**Plants 18,886 seedlings by 6,500 volunteers in 23 minutes**



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**On February 27<sup>th</sup>, 2008 in the City of Itu , São Paulo, the Project "Itu for Life"**

which find the International certification of record for the Guinness Book, and also to promote the ecological awareness to alleviate global warming, and continued the focus and development the project " Tree is Life "

The Project contributes in this direction, using a systematic of actions, which the essence is to promote sustainability on the planet.

Once more, BPW International implanted a tree planting campaign in Brazil.

The Project "Tree is Life" this time it was a Guinness Book Record.



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Itu City, São Paulo, Brazil .

Planted 30,550 seedlings in 45 minutes by Municipal Government and Committee Environment BPW International .The technical support by Dr. Sabetai Calderoni of the "Brazil Environment Institute" and 12,500 volunteers



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The images reflect the importance of solid partnerships as the one ITU had with the Committee on Environment and Sustainable Development of BPW International and "Brazil Environment Institute".



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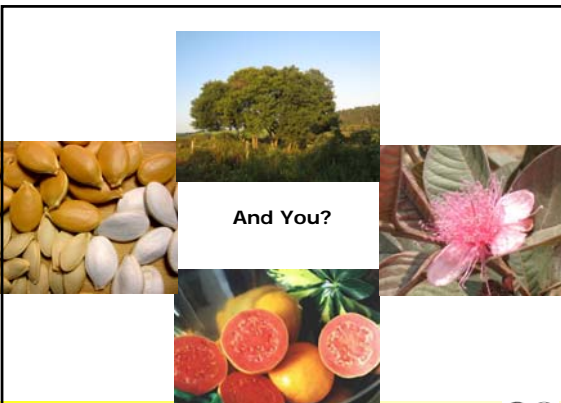
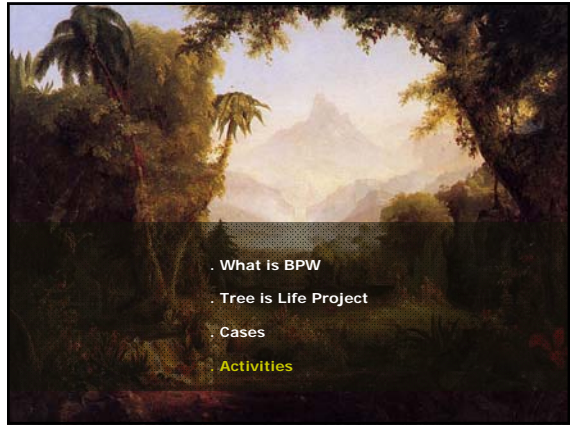


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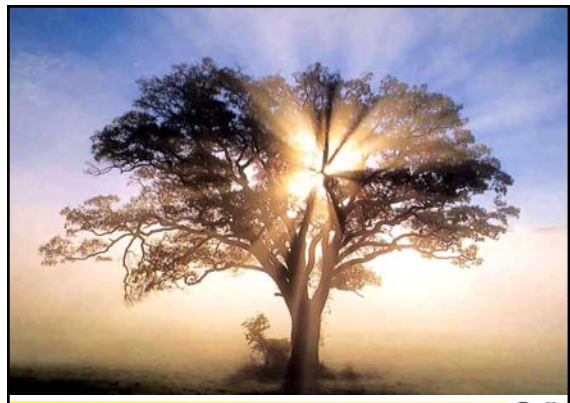
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