



DHL celebrates its 50th anniversary and takes a stand for climate protection and sustainability in partnership with Bryan Adams

25-09-2019

DHL is Bryan Adams' official logistics partner and will transport certain elements of the band's equipment via air and road to more than 20 countries for the "Shine A Light" tour. The collaboration was inspired by the 50th anniversary of the logistics specialist, as founded on September 25, 1969 by Dalsey, Hillblom and Lynn. On the occasion of the world tour and the company's anniversary Bryan Adams and DHL take a clear stand for sustainability and climate protection: In collaboration with Arbor Day Foundation, Plant-for-the-Planet, WeForest and Taking Root, the logistics specialist and the rock legend have set themselves the goal of planting one million trees together in 2019. In addition trees are to be planted in Bryan Adams' home country Canada. The tree-planting initiative is already officially underway, and new forest areas comprising over 300,000 trees have already been planted according to international environmental standards such as the Gold Standard and Plan Vivo in the Indonesia, Nicaragua, Malawi and the US.

"Through our tree-planting campaign with Bryan Adams, we can further strengthen global ecosystems in the long term and thus contribute to biodiversity and species conservation," explains Frank Appel, CEO of Deutsche Post DHL Group. "Afforestation is proven to be one of the most sustainable and efficient carbon capture methods," he adds. "Through our Mission 2050, we have also made it our goal to reduce all logistics-related emissions to net zero by 2050. By increasing the carbon efficiency of our operations, reducing emissions of local air pollutants and offering our customers green products and solutions, we aim to sustainably improve the

lives of people around the world," Appel continues.

In addition to capturing air pollutants, such as particulate matter or gaseous emissions, trees also regulate the flow of rainwater and stabilize the soil through storage and filtration. "This partnership with DHL promotes a great environmental message. We need to take care of our planet - which is why I hope that more artists will consider this kind of eco-partnership in the future," says Bryan Adams. "I'm proud to be part of this initiative."

The projects run by the following tree



planting partners are based on international environmental standards such as the Gold Standard and Plan Vivo:

The Arbor Day Foundation is making a significant contribution to the conservation of the endangered Kirtland's Warbler - often called Michigan's "bird of fire" - by planting a million Banks pines. The population of this neotropical songbird on Michigan's upper and northern lower peninsula has already increased from under 200 to more than 2,000.

The Plant-for-the-Planet children's and youth initiative, on the other hand, aims - together with Deutsche Post DHL Group and Bryan Adams - to plant fruit and spice trees in the rural region around Semarang in central Java, Indonesia. Their recurring harvest will, in turn, secure an income for around 350 families. WeForest, another partner, has set itself the task of restoring the Mount Mulanje Reserve in southern Malawi in order to prevent

erosion, flooding and landslides in the future - issues which are caused by the now almost completely destroyed forest. Elsewhere, entrepreneurial and scientific partnerships are focused on enabling communities to develop their own alternative sources of energy and income.

The non-profit organization Taking Root works towards a similar goal, supporting family farms in Murra, Jalapa and Yali in northern Nicaragua in regions that have been severely damaged by historical agricultural practices. Through an innovative approach that combines the latest technology with traditional farming methods, the forests financed by DHL and Bryan Adams will help over 50 farming families to build a sustainable livelihood with the support of financial incentives and local forestry companies.

Source: [Deutsche Post DHL Group](#)