

MONGOLIA SUSTAINABILITY CASE STUDY



Trees for Tomorrow, Strength for Today – Taekwondo's Gift to the Earth

Mongolia faces severe desertification and climate challenges, making large-scale reforestation efforts critical to the nation's environmental future. As part of Mongolia's **One Billion Trees** national initiative, the **Mongolian Taekwondo Association** launched **Trees for Tomorrow, Strength for Today** in 2023. This initiative unites Taekwondo athletes of all ages to plant trees and nurture green spaces, turning sports participation into environmental action.

With over **150,000 trees already planted** across two designated sites in **Ulaanbaatar**, this project integrates **tree planting with Taekwondo's core values of strength, perseverance, and community spirit**. The initiative is **backed by government and city officials**, ensuring that the designated green spaces grow as a legacy of Mongolia's Taekwondo athletes. By 2030, the goal is to **expand to rural areas**, making sports a driver of sustainability nationwide.

FOCUS AREA

Environmental Sustainability

KEY WORDS

- Reforestation
- Desertification
- Sports and sustainability
- Climate action
- Community-driven impact

FACTS & FIGURES

- **150,000 trees planted** across two locations in Ulaanbaatar.
- **Designated Taekwondo-named green spaces** supported by local government.
- **Recognition-based competitions** to incentivize tree care among Taekwondo clubs.
- **2030 goal:** Expand tree planting to rural areas, strengthening national reforestation efforts.

IMPACTS

This initiative has already **planted 150,000 trees** in Ulaanbaatar, transforming barren spaces into green areas dedicated to Taekwondo champions. Athletes have not only contributed to reforestation efforts but have also **inspired other sports associations** to launch similar environmental campaigns. The program aims to establish long-term **tree care systems** to maximize carbon absorption, prevent soil erosion, and restore natural habitats.

By integrating **recognition-based competitions**, where clubs are rewarded for tree planting and care, the program fosters **a long-term commitment to environmental action**. As the initiative expands into **rural Mongolia**, it will strengthen local ecosystems while embedding sustainable practices in the sporting community.