



TREES THAT COUNT  
TE RAHI O TĀNE



## WE'VE BUILT A COMMUNITY MARKETPLACE TO HELP NEW ZEALANDERS PLANT MORE NATIVE TREES

Trees That Count wants to unite and inspire New Zealanders to plant millions more native trees. By connecting native tree planters with funders, we can really help combat climate change and protect our environment.



### Our story

We're building a picture of the planting efforts in New Zealand every year by counting the native trees that are planted by community groups, government agencies, schools and people in their backyards. By doing this we can measure the collective impact of this work. But we need help to accelerate the rate of planting.

Since 2016, it's always been about planting trees that count - for climate change, for biodiversity and for restoring and enhancing our environment.

### Every Kiwi can play their part in slowing down climate change

Anyone can get involved:

- **Add to the count.** By planting native trees (or organising a planting group)
- **Apply for trees.** Apply for trees from our community marketplace
- **Gift trees.** Your recipient won't need to touch a spade as our planting groups plant these
- **Fund trees.** From a single tree, to a planting project, to a carbon offset programme...there's an opportunity for everyone
- **Pledge land.** Let us know if you have land that would benefit from native tree planting or are interested in partnering with us for carbon offset planting projects.

Trees That Count is a partnership of



# Trees That Count is providing a way to see the collective good of thousands of Kiwis who give their time to restore our environment for future generations.



## We want to reach new heights

We've been part of some inspired projects so far and have lofty plans for the future. These include providing more resources for people undertaking native planting programmes, increasing funding for planting projects and exploring new ways that all Kiwis can help increase and monitor native tree planting throughout New Zealand.

We're continually improving our technology to provide smarter information to planters and funders, with personalised Tree Profiles to celebrate their environmental work, and tree mapping technology to visually display planting locations.

Ease of tree monitoring also remains a focus by optimising monitoring systems, and testing and learning across a range of ecosystem and land ownership types.

## Partnerships are paramount

Trees That Count is built on a foundation of partnership and cooperation – with community groups, iwi, hapu, whanau and Maori trusts, schools, landowners, businesses, research institutions, local and central government and plant nurseries, etc.

Trees That Count provides a framework for people and organisations concerned about climate change to collectively plant trees that sequester (suck up) carbon.

Trees That Count is a powerful social movement to plant millions more native trees and reverse New Zealand's carbon emissions. The model relies upon a coalition of good partners - those who believe in our work and who back us to deliver on our mission. There are heaps of good businesses already funding tree planting, join us so we can do even more.

## Project management

Trees That Count is managed by Project Crimson, a conservation charity that has been involved in large-scale restoration work for more than 25 years, initially focusing (very successfully) on pohutukawa and rata, and in more recent years taking a more holistic approach to multiple species management in a range of indigenous ecosystems.

Project Crimson works with organisations, schools, iwi, communities and individuals throughout New Zealand through restoration and environmental education programmes.

## Criteria for counting

In order to make a meaningful response to climate change it's important to be clear about what trees qualify to count. While all trees will sequester carbon, we want to focus on native trees for the array of environmental benefits they provide – like increasing biodiversity, restoring waterways, creating habitats for our native birds and insects.

All trees planted, and therefore counted as part of Trees That Count must be:

- **Native.** That is, indigenous to New Zealand
- Species that have the potential to reach a **minimum height of 5 metres** at maturity
- **"In addition" to nature.** That is, deliberately planted and not counted through natural regeneration
- Planted with the **intention of being maintained** and protected until maturity.

You can check out the list of commonly planted trees that will count at [www.treesthatcount.co.nz](http://www.treesthatcount.co.nz)

N.B. we are not counting smaller shrubs or flaxes etc. as they don't reach the height requirement for carbon sequestration.

## Join us:

**Protecting our environment is a job for all of us. We can't wait to have you onboard. For more info, please contact:**

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