



TREES THAT COUNT
TE RAHI O TĀNE

ONE YEAR ON **ANNUAL** **REPORT** 2017



Managed By

PROJECT CRIMSON

Funded by

The Tindall Foundation
Contributing to a stronger New Zealand

 **PURE ADVANTAGE**
GREEN GROWTH
FOR GREATER WEALTH

 **Department of Conservation**
Te Papa Atawhai

THE YEAR THAT WAS

2017 was an incredible first year for Trees That Count. New Zealanders have embraced the idea of a grassroots movement to help combat climate change in their own backyards. We've had wide ranging support from individuals, community groups and companies, all keen to contribute to New Zealand's environment and ecosystems.

The range of options Trees That Count offers has meant there are ways for everyone to help - by planting, donating and gifting trees; pledging time and land; or becoming a corporate sponsor/partner.

Of course, none of it would have been possible without our key partners: generous funding and management support from The Tindall Foundation; support from Pure Advantage and the Department of Conservation and project management by Project Crimson. Additionally we've been fortunate to work with a number of corporate and SME partners, including Z Energy, The Warehouse Group and Kiwibank, all of whom have contributed with generous spirit and real commitment.

Sir Stephen Tindall had an ambitious plan to create a movement where Kiwis unite to help restore and enhance the environment and make a difference to climate change in New Zealand by planting millions more native trees. His dream became a reality in 2016 with the launch of Trees That Count and, one year on, we're convinced that this movement really does have the potential to be a game changer for climate change reduction in New Zealand.

Our team was delighted to exceed our tree planting goal for 2017 of one tree per Kiwi (4.7 million trees). We well and truly exceeded that goal with more than 8 million trees added to our national count so far and I extend sincere thanks to our planting partners who have helped turn our vision in to action.

Throughout the year, we've run campaigns to engage and build momentum for our movement encouraging Kiwis to understand that every native tree planted makes a difference. Arbor Day and Matariki were particularly successful in raising awareness of Trees That Count and generating public interest. We're hopeful our Christmas gifting campaign will continue to raise our profile amongst local business, the expat community and enviro-conscious Kiwis.

Read on, for our inaugural Trees That Count Annual Report.

Tanya Hart
Project Director



2017 SUCCESSES - OUR YEAR IN NUMBERS

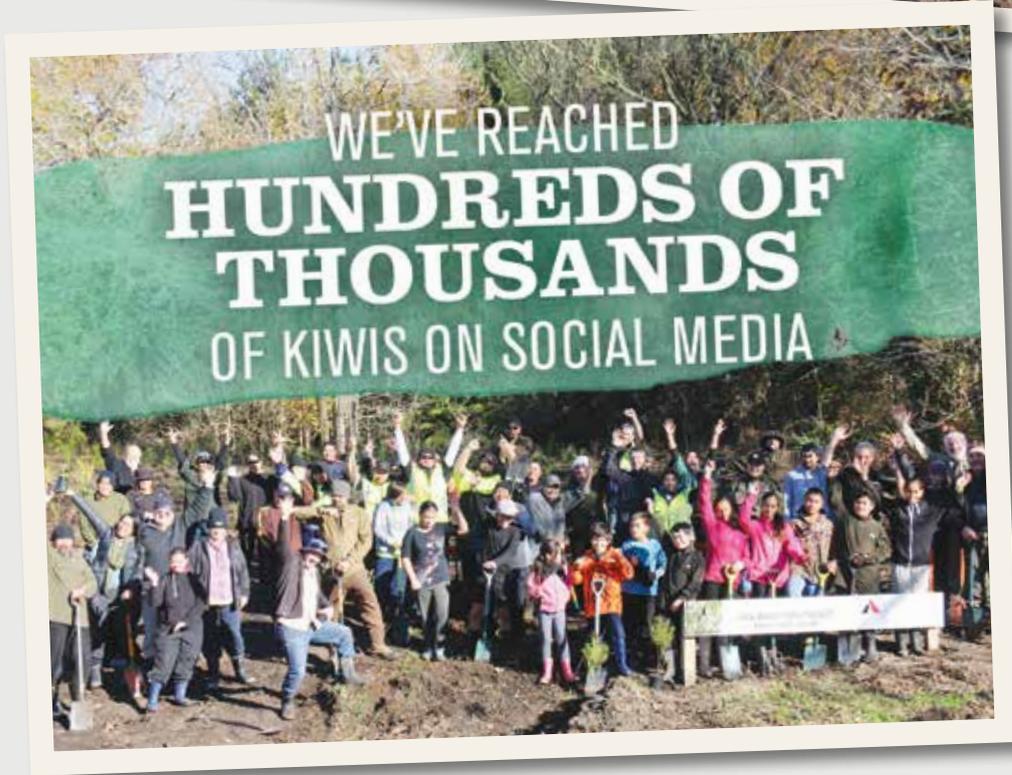


OUR TREE PLANTING GOAL
FOR 2017 WAS ONE TREE
PER KIWI - 4.7 MILLION TREES.

WE'VE WELL AND TRULY
EXCEEDED THAT WITH
8.1 MILLION
TREES PLEDGED TO BE PLANTED



2017 SUCCESSES - OUR YEAR IN NUMBERS



2017 SUCCESSES - OUR YEAR IN NUMBERS



MORE THAN **8,500**
PEOPLE LIKE US ON FACEBOOK



40,000
PEOPLE HAVE VISITED OUR
WEBSITE

2017 SUCCESSES - OUR YEAR IN NUMBERS



\$20,000 OF DONATIONS
AND TREE GIFTING FROM
KIWIS NATIONWIDE



WE'VE FUNDED **37** COMMUNITY
RESTORATION GROUPS AND PRIVATE
LANDOWNERS TO PLANT MORE THAN
**100,000 NATIVE
TREES**

SOME OF OUR FAVOURITE COMMUNITY STORIES



Hillside planting for a special Whanganui site

Trees That Count ran a hugely popular Matariki competition this year, which generated more than 1,000 applications for native trees. The Whanganui based Sisters of St Joseph of the Sacred Heart were one of seven lucky recipients. Their request for 300 native trees will be used to plant the steep hillside below their Mount St Joseph. Having already turned a 1ha swampy area back into wetland, reclaiming the hillside is the next step in their ecological journey.



South Auckland college shows sustained commitment to stream restoration

De La Salle College's Enviro-Council students have planted 1,600 native trees and plants along the urban stream which borders their school property, over the last two years. The school's 'Our Stream, Our Taonga' project earned the Year 9 boys an Enviroschools' Award for that first planting stage. This year, students have planted a further 700 native trees (donated and gifted through Trees That Count) along several hundred metres of riparian area. It's a win-win situation for both student learning and increasing natural wildlife.



West Coast wetlands and whitebait benefit from native tree planting

The Cobden Aromahana Sanctuary and Recreation Area (CASRA) on the West Coast of the South Island, was established in 2014 to support the restoration of inanga (whitebait) into the Cobden wetlands. Whitebait spawning has been encouraged along new channel edges with over 10,000 natives planted. CASRA received 300 native trees to plant at the northern end of the Cobden Lagoon, as one of the winners of this year's Matariki competition.

Low decile community school in Hawke's Bay transforms their school

Kimi Ora Community School, in Flaxmere, Hawke's Bay received 500 native trees to plant from this year's Matariki competition. The trees will be used to restore their school environment and beautify part of the school grounds, an area bordered by housing with broken fences. The low decile school borders the local marae and community gardens. The school believes the tree planting project will help children develop love and respect for the environment from an early age and combat 'nature deficit disorder'.



Anzac Day community planting in North Canterbury

200 local volunteers planted 2,000 native trees at Tūhaitara Coastal Park, North Canterbury this Anzac Day. Members of the local rūnanga and community – including families, university students and migrant association volunteers all pitched in. A truly intergenerational and bicultural effort. The park has a vision to regenerate a 10,000 strong podocarp forest on the 10.5km stretch of coastline.



INCREDIBLE SUPPORT FROM THE LOCAL BUSINESS COMMUNITY

Kiwibank initiative to restore native forests and reduce paper waste

Kiwibank has funded two restoration projects this year, funding 10,000 native trees to be planted across two locations in both the North and South Islands. To support the native tree planting, Kiwibank has also encouraged their customers to switch to electronic statements, and reduce unnecessary paper waste.

The Kani Rangi Park in Murapara, Bay of Plenty is a 10ha reserve of native podocarp/hardwood forest. Many community groups and government organisations are working together on this project, an area that degenerated during forestry work in the 1980s. Kiwibank has invested in a further 5,000 native trees to be planted in the park.

Maramena Vercoe is the General Manager of Te Rūnanga O Ngāti Manawa. She oversees the Kani Rangi Project and says they're planting for the generations of Kiwis to come. "In just two years of planting, all our people have enjoyed being able to work together to restore their land." As a result, a buzzing community of local volunteers – young and old – come out in droves on planting days.



Fuelling up and funding trees

Z service stations offered a great incentive to their customers to fuel up this winter, by offering 6 cents from every litre of fuel sold (in a 24 hour period), to fund the planting of 25,000 native trees. Trees That Count has ensured the trees are allocated to restoration projects around New Zealand, including a great project in the far North of New Zealand - Friends of Rangikapiti.

The Friends of Rangikapiti is a community group committed to the restoration of the 33ha coastal forest between Mangonui and Coopers Beach. With stunning coastal views, the area has the potential to be one of our great short walks. For the past ten years, the group has been focused on weed control, now the group is focusing on tree planting, trapping, environmental education and track improvements. The Rangikapiti Pa Historic Reserve has already benefitted from 500 trees from the partnership with Trees That Count and Z. A further 1,000 trees will be planted in 2018.

Z Chief Executive, Mike Bennetts, said Z is committed to reducing the carbon impact of its products and planting native trees is a meaningful way to achieve this, because of the direct impact trees have on absorbing carbon dioxide. "Customers have told us that they love the idea of reforesting parts of New Zealand and that they want us to be involved, as a small step to combating climate change," Mike said.

WHAT NEXT FOR TREES THAT COUNT?

Since Trees That Count launched in November 2016, we've quickly morphed into a trusted broker of tree funding, and a national facilitator of native tree planting. In essence, we're creating a community marketplace for native tree planting - a first for New Zealand.

We intend to build on this community marketplace concept behind the scenes in 2018. A strategic priority for the website is to deliver a map of New Zealand to see every native tree registered as planted through Trees That Count. The map functionality will make the marketplace more powerful, bring the project to life for donors and planters and give them more choice around the projects they want to be involved with.

Carbon monitoring is also a strategic focus. We're working to provide native tree funders with verified carbon sequestration. This will be particularly important for future corporate involvement in Trees That Count, and potentially government funding of the project.

There's currently no other New Zealand platform building a picture of the restoration efforts of planting groups nationally. Trees That Count has counted over 11 million trees since we started in 2016. A phenomenal figure, but one that we need to keep building over the coming years. And we'll need to continue to work on the support we get from major contributors to the count such as Councils.

To make a meaningful contribution to the New Zealand environment and climate change, we need to plant hundreds of millions of trees over the coming years. The Government's Billion Trees Programme will support this lofty goal. But government alone can't achieve this - we need to make New Zealanders understand that protecting our environment is a job for us all.

2018 is set to be an even more exciting year, we hope you can join us on our mission to see millions more native trees planted throughout New Zealand.

PROTECTING OUR ENVIRONMENT IS A JOB FOR ALL OF US

WE'RE SUPPORTED BY THE TINDALL FOUNDATION, AND DELIVERED BY THE PROJECT CRIMSON TRUST IN PARTNERSHIP WITH PURE ADVANTAGE AND THE DEPARTMENT OF CONSERVATION

