



**Many hands make light work. Trees That Count is building a movement to help New Zealanders plant more native trees.**

**TREES THAT COUNT**  
TE RAHI O TĀNE

**Trees That Count wants to mobilise New Zealanders to plant millions more native trees. In 2017 we want to see one tree planted for every New Zealander, that's 4.7 million trees.**

We're providing a solution to get a national count of native tree planting activity in New Zealand. But it's about planting trees that count – for climate change, for biodiversity and for restoring and enhancing our environment. Native trees.

Counting the trees means we can recognise all of the great work that thousands of Kiwis do each year anyway, but also measure the impact we could collectively have on climate change.

Every Kiwi can play their part in slowing down climate change. Join the movement to plant and look after millions more trees for generations to come.

**This is just the beginning**

Trees That Count is a project in development by Project Crimson, in collaboration with The Tindall Foundation, Pure Advantage and the Department of Conservation.

We've got some exciting plans for the future. This will include resources for people who are undertaking native planting programmes, and ways to increase native tree planting throughout New Zealand.

**We're not just counting, we're planting too**

We're getting our hands dirty too and planted 75,000 native trees in 2016. The selection of our planting projects has focused on sites with high needs for restoration that have a committed team in place. They each have a proven track record, with good planting practices already in place. You can read more about these projects at [www.treesthatcount.co.nz](http://www.treesthatcount.co.nz)

**The importance of partnership**

The fundamental principle of Trees That Count is 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 do so together through planting trees that sequester (suck up) carbon.

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



Trees That Count has the potential to create 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.

If you're interested in a partnership with Trees That Count please get in touch!

### **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)

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

### **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.

Recent experience includes Living Legends, a joint venture with The Tindall Foundation, which saw over 170,000 native trees planted across 17 locations throughout New Zealand to celebrate and leave a legacy of New Zealand's hosting of the 2011 Rugby World Cup.

Project Crimson also manages Treemendous, an environmental education programme in association with the Mazda Foundation which sees four schools a year receive amazing native garden makeovers which incorporate conservation and outdoor learning opportunities.

In 2015, Project Crimson was recognised for our conservation work through the award of a prestigious Green Ribbon Award, in the “Protecting our Biodiversity” category.

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### **Contacts**

For further information, please visit [www.treesthatcount.co.nz](http://www.treesthatcount.co.nz) or contact:

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