

Tree Appeal News



Calling all schools

Tree Appeal plants thousands of native broad leaf trees throughout the UK to promote wildlife, biodiversity and an appreciation of the natural world. Our **Trees for Schools** project has seen large numbers of these trees planted in schools and colleges, bringing educational and social benefits to local communities.



growing trees, growing minds

In the planting season which has just ended, Tree Appeal has planted over 20,000 trees in schools alone. In most cases the saplings were planted by the pupils themselves - A 'hands on' approach which we always encourage.

The benefits to schools are many. There are the tangible improvements to the environment that you would expect. Trees provide shade and shelter from the elements, protect and stabilise healthy soils and, most importantly, sustain an incredible diversity of living things.

There are also educational benefits which are impossible to ignore. Children who experience a high level of involvement with activities such as tree planting gain an insight and an understanding of nature which can last a lifetime. Tree planting is an activity which extends into many areas of the curriculum. Measuring tree growth, monitoring local conditions, recording biodiversity.

Would your school like some free trees? Just get in touch with Tree Appeal to find out more.

The saplings are sponsored by our corporate partners - businesses large and small that support both the environment and education, often keen to be



directly involved with the planting. In lots of cases this has resulted in beneficial long-term relationships when a business has unofficially 'adopted' a local school.

Tree Appeal provides native broad leaf trees which must be planted when they are dormant. The planting season typically runs from November to March. The saplings are supplied free along with canes, tree guards and simple instructions on how to plant

Tree Appeal is inviting schools to apply for free saplings for the next planting season which begins in November 2009. *See the contact information on the last page for details.*



Drummond Textiles

Tree Appeal's newest corporate partner is Drummond Textiles, creators of the "We Care" brand of school wear. Their policy is to manufacture and supply ethically and environmentally friendly uniforms to Scottish schools. Through Tree Appeal they will now be planting trees in schools throughout Scotland.

Graham Smith of Drummond textiles said, "It became apparent that as our business has grown so has our environmental impact. We founded the company on an ethos of improving our community and it made absolute sense to seek a partner to help reduce that impact. "Tree Appeal is a perfect fit. With similar founding principals and a schools centred approach I felt that our schools customers would receive a benefit greater than that provided by a simple donation to a faceless environmental body. I am convinced we can jointly bring something special to our schools."



**We Care[®]
School Wear**

Green Pioneer

White & Wild director David Shaw was awarded the title of Green Pioneer 2009 for Scotland at a prestigious ceremony on board the Royal Yacht Britannia in Edinburgh.

East Ayrshire Councillor, David Shaw, has won several Green Apple Awards over the years for his commitment to the environment.

The White & Wild milk brand, in association with Bill Oddie, has been caring for the environment since its launch at the House of Commons in 2002.

Working with environmental initiative Tree Appeal, White & Wild has planted over 60,000 trees throughout the UK and is now committed to planting trees in school grounds in Scotland – bringing environmental education alive for children and young people as part of Tree Appeal's **Trees for Schools**.

Following a high profile TV ad campaign with Bill Oddie last autumn, White & Wild has established itself as a strong Scottish brand and will be building upon this success with a new TV campaign in 2009.

The presentation took place in the spectacular surroundings of the Royal Yacht Britannia as part of the 2009 Green Heroes Awards, given by the Green Organisation.

Every 50 bottles of White & Wild milk plant a tree in Scotland. It is available at **ASDA** and **Co-op** stores throughout the country.



Councillor David Shaw receives his Green Pioneer award from Professor Bellamy aboard the Royal Yacht Britannia in Edinburgh

ASDA

The **co-operative**



Bill Oddie presented the high-profile TV commercial for **White & Wild** which was shown on STV. To view the ad visit www.whiteandwildscotland.co.uk



Fridge magnets were one of the giveaways in a recent **White & Wild** promotion



A greener world and a better life for all

Planting trees for Biodiversity

By planting trees we help to meet the UK's biodiversity targets. Trees provide very important habitats for a host of insects, birds and mammals.

The United Kingdom was one of 150 signatories to the *Convention on Biological Diversity*, which reflects a world-wide concern that human activities are changing and destroying habitats and natural ecosystems on an increasing scale, with unprecedented loss of species. Signatories recognised that action must be taken to halt this global loss of animal and plant species and genetic resources and that each country has the primary responsibility to conserve and enhance biodiversity within its own jurisdiction.

This means that we each have the responsibility for our own local bio-diversity - and planting trees is a vital step in the right direction.





These pictures show the new Sensory Garden at **Charlton Primary** in Wantage. Pupils are planting some of the trees sponsored by *Vale Housing Association*.



Anyone for trees?

Does your school want to plant trees linked to environmental education? Do you want to forge links with schools in the developing world?

Many of our Partners like to donate their trees to schools. To see if your school can provide a good home for some trees, we need to know a few things about the project. If you qualify then saplings can be delivered, free of charge, including canes and protection. Contact **Tree Appeal** to find out more - then get ready to start planting!



A planting in 2007 with local schools in Belfast



An impromptu singalong at Mowden School in Darlington



How tall is that tree?



A lesson on worms at Poppleton Ousebank school, near York



"Initiatives like 'Tree Appeal' help support the Government's strategy for sustainable development, with its aims of integrating our objectives on social progress, effective protection of the environment, prudent use of natural resources and high and stable levels of economic growth and employment to ensure a better quality of life for everyone, now and for generations to come"

Jim Knight MP,
Minister for Rural Affairs, Landscape and Biodiversity, DEFRA



Tree Appeal helps responsible organisations reduce their environmental impact by planting native British broad-leaved trees such as oak, beech and ash. Companies can become Tree Appeal Partners and are listed on the Tree Appeal web site -

www.treeappeal.com

Green ink

Scottish schools will be receiving their share of the 50,000 trees pledged by printing.com. The nationwide printing franchise is well on its way to achieving its ambitious target. The successful chain now has over 250 stores throughout the UK and Ireland, many of which are 'adopting' local schools which will receive Tree Appeal saplings.

Professor Bellamy, patron of Tree Appeal, said, 'Printing.com are making a brilliant effort right across the country with their **50,000 Tree Appeal target**. Those trees help create new homes for lots of lovely birds and bugs and butterflies. And best of all, the children who plant them will be there to watch the wildlife move in!'

Printing.com's success is fixed in its 'hub and spoke' structure and centrally controlled supply chain, which gives it better cost-efficiency than other high-street firms. By centralising production, the company can deliver jobs requiring giant commercial printing presses, which offers customers faster print times at reduced costs.

"Caring for the environment is fundamental to everything we do", said Tony Rafferty, CEO of printing.com. "Our business works because we're as efficient as possible. We use as few resources as we can. Fewer resources mean less waste. But we're never content. All our processes are constantly refined to ensure that we

minimise waste. What waste we do produce, we separate into seventeen distinct streams for easy recycling or reprocessing. We compact all of our waste paper to minimise transportation, prior to being recycled. Our printing plates are recycled and our used chemicals are disposed of responsibly.

We use vegetable-based inks, pumped straight from large drums, rather than smaller cartridges in wasteful packaging. And talking of packaging, we've drastically reduced the volume of waste we pass on. All of our cartons are produced from unbleached board.

We've introduced many new products printed on 100% recycled paper. Where possible, the rest of our paper stock is made from wood pulp which is Elemental Chlorine Free (ECF). All pulp is sourced from sustainable forests, where trees are farmed as crops - just like wheat."

Would your school like some of printing.com's trees? Just get in touch with Tree Appeal to find out more. See the contact details below.



If you would like more information about Tree Appeal or if you want to download an **application form for free trees**, please see our website at www.treeappeal.com.

You can contact us on **01388 835533** or email daisy@treeappeal.com.

Tree Appeal Ltd, Fountains Head Court, High Etherley, Bishop Auckland, County Durham DL14 0LZ

We send this newsletter electronically whenever possible but if you have received a paper copy, please consider the environment and recycle.