

Let's grow together

**Partnership opportunities
for business**

woodlandtrust.org.uk/partners



**WOODLAND
TRUST**

We all need trees

The UK population depends on trees to provide:

A home for wildlife:

Over **200** of our rarest species, such as red squirrels and cuckoos, are found in ancient woodland – our richest land habitat that can date as far back as the last Ice Age.

24% of threatened bird species depend on woodland - more than any other habitat.¹

A cleaner, cooler environment:

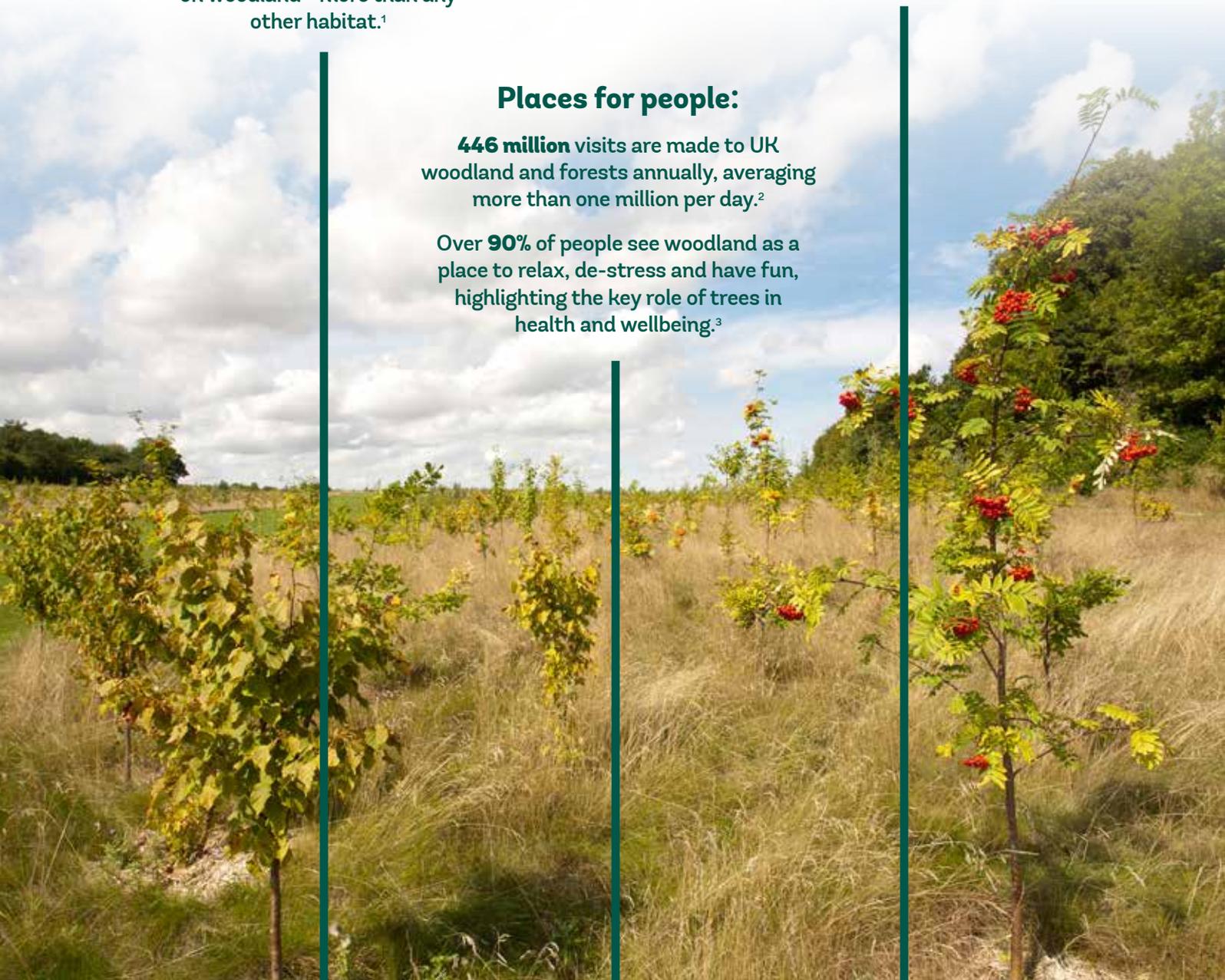
10 million tonnes of carbon is removed by the UK's trees each year, purifying the air and cooling the planet.⁴

£133 million worth of economic benefits are provided by London's trees, thanks to pollution removal and the absorption of carbon and water.⁵

Places for people:

446 million visits are made to UK woodland and forests annually, averaging more than one million per day.²

Over **90%** of people see woodland as a place to relax, de-stress and have fun, highlighting the key role of trees in health and wellbeing.³



Trees need us

The UK is already one of the least-wooded countries in Europe:

UK tree cover 13%
ancient woodland 2%⁶



EU tree cover 37%⁷



And our trees are under constant threat:



53% of all species that depend on woodland, such as dormice and stag beetles, declined in number between **1970** and **2013**.¹¹



A host of foreign pests and diseases are sweeping across the UK, attacking our trees - Dutch elm disease has killed an estimated **25 million trees** alone and ash dieback could all but wipe out our ash trees.^{8,9}



A **20%** fall in woodland bird numbers has occurred since **1970**.¹²



Woodland butterfly numbers are down **51%** since **1991**.¹⁰

The Woodland Trust
is leading the fight
to stand up for trees.
We need your help.

Who is the Woodland Trust?

- Established in 1972, we are the UK's largest woodland conservation charity

We have:

- More than **500,000** members and supporters
- Over **500** staff
- More than **1,000** free-to-visit woodlands across the UK



Darren Moorcroft, Woodland Trust chief executive:

"Now more than ever, trees are recognised as a key solution to the drastic challenges facing people, wildlife and the planet. Here at the Woodland Trust we have been championing these benefits since 1972.

From the trees we've planted to the woods we protect and care for, our work fights back against climate change, sustains wildlife and helps people. The support of partners is essential if we are to achieve our aims of delivering the benefits of trees on a bigger and better scale than ever before. Together we can deliver the solutions we all need."



What we do

Protect:

We've saved over 615 woods from destruction since 1972 and are campaigning to ensure trees have the legal protection they deserve.

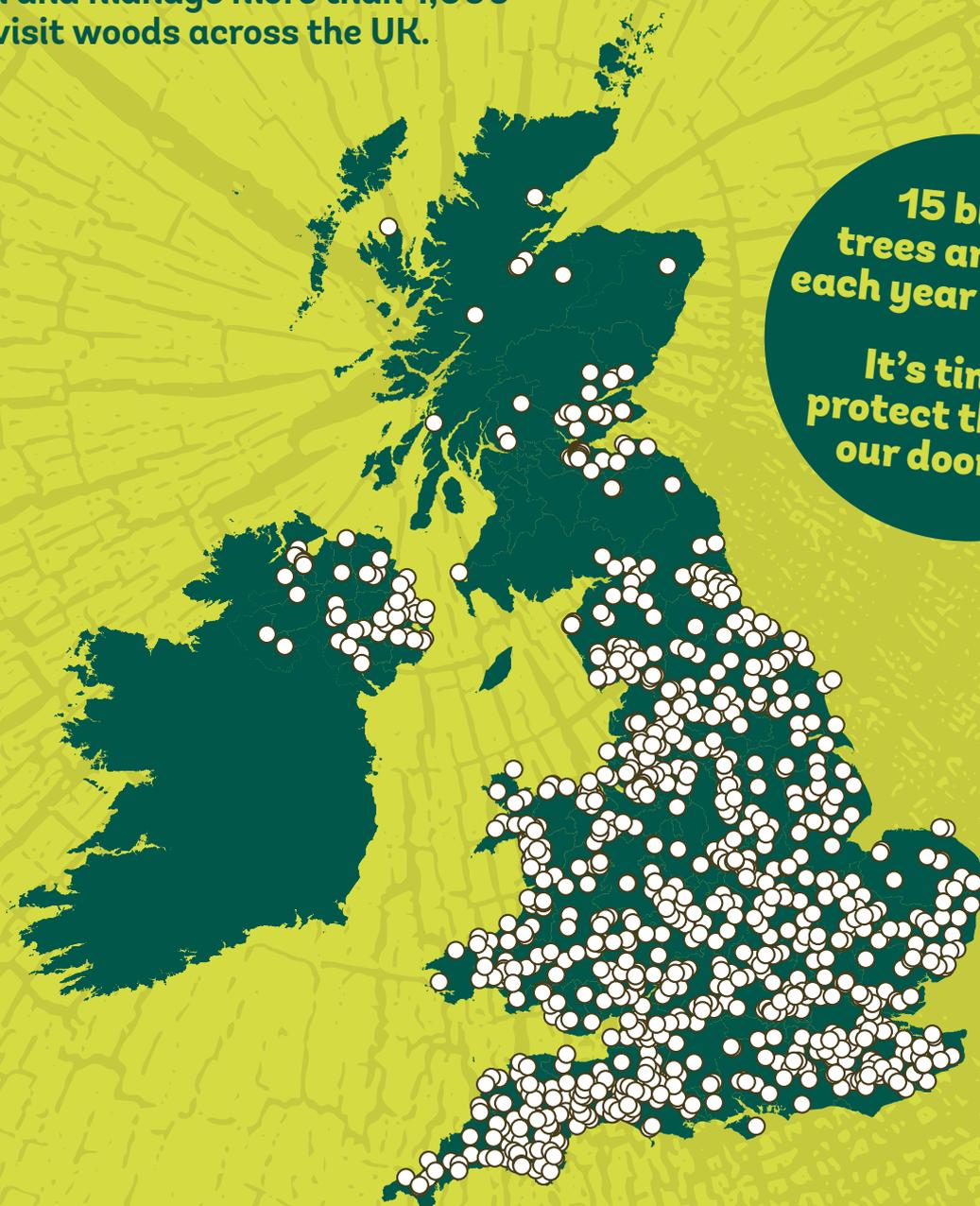
Restore:

With more than 22,000 hectares of ancient woodland under restoration, we are bringing centuries-old habitats back from the brink and restoring life to this irreplaceable ecosystem.

Create:

43 million trees planted and counting. From the Scottish Highlands to our city streets, we are creating new woodland for people and wildlife across the UK.

We own and manage more than 1,000 free to visit woods across the UK.



15 billion trees are felled each year globally.¹³

It's time to protect those on our doorstep.

Growing together: the benefits of partnership

Woods, wildlife, people, business – we all benefit when we work together. Partnership with the Woodland Trust is all about growth, growing your brand, growing your environmental credentials and, of course, growing trees.

Grow towards your goals

Your social corporate responsibility goals form the roots of our partnership. We provide bespoke, long-term solutions to help you on the journey to a more sustainable future.

The UN's 17 Sustainable Development Goals (SDGs) are a growing priority for businesses, with more than 150 countries having pledged to end all forms of poverty, fight inequalities and take action on climate change and environmental issues by 2030.

Our mission to protect, restore and create UK woodland is closely aligned to the many of the

targets of SDG 15 - Life on Land – which aims to conserve ecosystems, halt deforestation and prevent the loss of biodiversity. By standing up for trees, we also address issues related to several other SDGs, including tackling climate change, sustainable agriculture and good health and wellbeing.

In collaboration, our partners can work towards global SDGs at a UK level, engaging staff, customers, shareholders and other stakeholders by thinking globally while acting locally.

Find out how our mission aligns with the Sustainable Development Goals:

Restoration

Ancient woodland now covers just 2% of the UK, with much of what remains damaged and degraded. We are restoring hundreds of woodlands, bringing these centuries-old ecosystems back from the brink and ensuring the many species that rely on this habitat still have a home.

Without such action they would be lost forever.

Protection

From climate change and pollution to development and disease, our woods are faced with more threats than ever. By fighting to give them the protection they deserve, together with our partners, we are ensuring that our environmental obligations here in the UK are not forgotten.

Creation

Be it on the Woodland Trust estate, farmland or our city streets, we aim to bring the benefits of trees and woods to everyone. By planting trees we are helping to make space for wildlife, reduce flood risk, absorb harmful emissions, support sustainable agriculture and improve human health and wellbeing. We aim to ensure no one in the UK lives more than 500 metres from an area of accessible woodland. Our partners can help to make that aspiration a reality.

Tell your story

We can show that you are taking action on environmental issues - boosting brand affinity by ensuring your audience knows we are working together to stand up for trees. We are proud of our partners and will help you tell the story of your commitment to sustainability.



Extend your reach

With our half a million-strong supporter and member base, we can help to extend your reach and connect with the wider, increasingly environmentally-aware, public.

Be in good company:

M&S
EST. 1884



next

Supported by players of



Sainsbury's



premierpapergroup



Ways of working with us: innovative ideas

Our partnerships make a difference. They make a difference to the UK environment, to our partners and their employees, customers and stakeholders. In collaboration, we can develop new ways of working that benefit your business and our cause.

Case study: Sainsbury's

Did you know that chickens evolved in the south Asian jungle? This means they are healthier with access to trees – a fact that sparked our hugely successful partnership with Sainsbury's into life. In 2004, we joined forces to promote Woodland Eggs – laid by hens free to roam under the shelter of trees, which is proven to boost productivity and yield. For every 12 eggs sold, Sainsbury's donates 1p to the Trust.

Over a decade later we've achieved:

- More than 4.2 billion eggs sold.
- Woodland chicken and turkey launched, with more than 40 million sold combined.
- Over £7 million raised.
- Over 3 million trees planted.
- More than 440,000 local volunteers involved and nearly 17 million hours of planting

Sainsbury's



A powerful brand message

Join your brand with ours for a collaboration where everybody benefits. From sales and on-pack promotions to PR campaigns and sponsorship opportunities, we can work together to help deliver your goals, increase awareness and extend your reach and showcase support for UK woods and trees.



Case study: Yorkshire Tea

Our award-winning partnership with Yorkshire Tea is delivering major benefits for both parties:

- Yorkshire Tea committed £500,000 to plant one million trees – half in the UK with the Woodland Trust and half in Kenya.
- Tea packs rebranded as 'Yorkshire Tree', featuring artwork from children's story The Gruffalo.
- Over 2,700 schools engaged in tree planting.
- More than one million visits to the Yorkshire Tree website.
- 56% of people more likely to try Yorkshire Tea following the campaign.
- Won Bronze award for 'Best alignment of brand values through a sponsorship activity' at the Corporate Engagement Awards 2017.



Ways of working with us: mitigate emissions with Woodland Carbon

- 790 million tonnes – the amount of carbon held in the trees and soil of UK forests and woodland.
- 441 million tonnes – the average UK annual carbon emission since 2010.

Make strides towards sustainability by investing in our unique Woodland Carbon scheme. This voluntary mitigation programme, allows you to reduce your carbon footprint by locking up emissions through the planting of trees here in the UK.

Trees are a natural and effective means of mitigating carbon emissions. They absorb and store carbon dioxide which directly contributes to climate change helping to cleanse and purify the air. Woodland Carbon allows our partners to mitigate their emissions by funding tree planting here in the UK – where they are desperately needed - while facilitating the wider range of environmental, social and economic benefits trees provide:

- Making space for wildlife
- Producing oxygen
- Preventing soil erosion
- Improving water quality
- Providing places for recreation
- Boosting health and wellbeing



Get engaged

Woodland Carbon also provides an ideal opportunity for staff or community engagement, allowing people to get out on the ground and contribute to your Sustainable Development Goals by taking part in tree planting events.

Woodland Carbon provides a tangible, long-lasting demonstration of your commitment to the environment for all to see.

Case study: Premier Paper

Since 2011, Woodland Carbon - marketed as Carbon Capture - has allowed Premier Paper customers to mitigate the CO2 emissions generated by the production, storage and distribution of the paper they purchase.

- Customers pay £8.50 per tonne of paper, all of which is passed on to the Woodland Trust for tree planting.
- Over 400 business customers engaged and more than £678,669 raised.
- 187,800 trees planted to date, with 37,563 tonnes of carbon captured.
- Woodland Trust Office Paper also developed and launched, with 5p donated to the Trust for every ream sold.



Ways of working with us: planting & people power

Our partners have already played a key role in helping us plant more than 38 million trees across the UK since 1972. We need your help to reach our target of having planted 64 million - one for every person in the country - by 2025.

Planting needs people and, as well as putting trees in the ground, it's an ideal opportunity to engage with children, local communities and landowners. Thanks to our partners, more than five million children have planted a tree with us and our Free Tree Pack scheme for schools and local communities receives over 7,500 applications annually.

Case study: IKEA

More than a million trees have been planted through our partnership with IKEA:

- 309 acres of new native woodland were created thanks to a donation of 10p for every swipe of an IKEA FAMILY card.
- Over 100,000 IKEA customers have made a £1 till-point donation to plant a tree since 2012.
- Over 1.7 million trees have been planted by schools and community groups through IKEA's support of our free Tree Pack scheme, with 250,000 volunteers and 500 IKEA co-workers engaged in planting.
- IKEA FAMILY branding on all funded Tree Packs and literature and highlighted as key partner in all Tree Pack communications.
- 2016 media coverage of partnership equated to 59 articles with reach of 1.9 million and advertorial equivalent of close to £58,000.



Case study: Nationwide

Nationwide is engaging its colleagues, members and local communities with tree planting across the UK:

- Committed to planting 60,000 trees, including one for every colleague – current and past.
- Will help to create new woodlands across the UK, with sites in Durham, Tring, Perth (Scotland) and the Faughan Valley in Northern Ireland. All planted by Nationwide colleagues and members.
- Nationwide's contribution visibly acknowledged at each site.
- Supporting the Community Woodland Network, inspiring communities to own and manage their own woodland with support from their local Nationwide branch.



Building Society



Ways of working with us: protection & restoration

Ancient woodland is the UK's most precious natural environment. Taking centuries to develop, it supports more life than any other habitat and cannot be replaced once lost. Only around 2% of the UK is now covered by ancient woodland and much of this is damaged, degraded and threatened with destruction. Some 440 ancient woods have been lost or damaged since 1999 alone. You can help us bring this irreplaceable habitat back from the brink by supporting this work.

Case study: People's Postcode Lottery

Players of People's Postcode Lottery are the lead funder of our ambitious restoration project at Loch Arkaig Pine Forest, a magnificent site in the Scottish Highlands.

- Over £1.5 million raised by players for the restoration of this beautiful but degraded ancient woodland, home to some of our most iconic wildlife including ospreys, eagles and pine martens.
- Media and PR coverage created over 33 million opportunities for people to hear about the project and the support of players of People's Postcode Lottery in 2016 alone.
- Players of People's Postcode Lottery are also supporting our Street Trees project, which champions and protects the trees on our city streets.



We can stand up for UK's trees. Together.

The Trust actively looks to partner with organisations that share our vision and commitment to sustainability, working together to for the benefit of the UK environment.

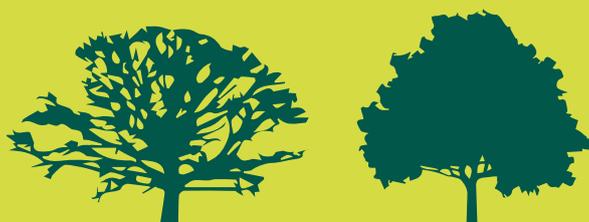
We aim to ensure that our values align with those of our partners from the very first conversation to the delivery and development of the partnership, mitigating any potential risk.



Contact our dedicated partnerships team to find out more about how **we can work together.**

0330 333 5306

partners@woodlandtrust.org.uk
woodlandtrust.org.uk/partners



From combating climate change to boosting biodiversity, achieve your Sustainable Development Goals with the Woodland Trust.

Partner with us.

woodlandtrust.org.uk/partners

References:

¹ Eaton, M., Aebischer, N., Brown, A., Hearn, R., Lock, L., Musgrove, A., Noble, D., Stroud, D. and Gregory, R., 2015. Birds of Conservation Concern 4: the population status of birds in the UK, Channel Islands and Isle of Man. *British Birds*, 108, pp.708-746.

² Natural England, 2017. Monitor of Engagement with the Natural Environment: The National Survey on People and the Natural Environment. Headline Report from the 2015-16 survey.

³ Forestry Commission., Public Opinion of Forestry 2017, UK and England.

⁴ Rogers, K., Sacre, K., Goodenough, J. and Doick, K., 2015. Valuing London's urban forest: results of the London i-Tree eco project.

⁵ Forestry Commission, 2010. Forestry and Climate Change pack.

⁶ Forestry Commission, Forestry Statistics 2017.

⁷ Forest Commission, Forestry Statistics 2011 - International Forestry.

⁸ Forestry Commission, Dutch elm disease (*Ophiostoma novo-ulmi*). Available at: <https://www.forestry.gov.uk/dutchelmdisease> [Accessed: 26/04/2018].

⁹ Thomas, P.A., 2016. Biological flora of the British Isles: *Fraxinus excelsior*. *Journal of Ecology*, 104(4), pp.1158-1209.

^{10,11,12} State of Nature report 2016

¹³ Crowther, T.W., Glick, H.B., Covey, K.R., Bettigole, C., Maynard, D.S., Thomas, S.M., Smith, J.R., Hintler, G., Duguid, M.C., Amatulli, G. and Tuanmu, M.N., 2015. Mapping tree density at a global scale. *Nature*, 525(7568), p.201.



WOODLAND
TRUST

The Woodland Trust, Kempton Way, Grantham, Lincolnshire NG31 6LL.

Images: Front cover WTML/Ben Lee, WTML/Judith Parry, WTML/Heather Beckett, WTML/Ben Lee, WTML/Edward Parker, WTML/Laurie Campbell, WTML/Jill Jennings, WTML/John MacPherson, WTML/Lewis Pate, WTML/Helen Pugh. 10511 06/18



woodlandtrust.org.uk/carbon
17069900396
Printed on Carbon Captured paper

