

## **Session 2.5**

The Fundamentals of Caring: Developing urban forests and green spaces accessible to all regardless of gender, age, physical ability, etc.

**Chair: Erica Svedsen** 



World Forum on Urban Forests



## Urban Nurseries Grown by the People of our City!



Presented by

Shane McQuillan

City Forester

Des Moines, Iowa, USA



### Tiny Trees Giveaway – 40,000 seedlings given away



A lot of citizens have run out of room...

Can I grow some trees for you?











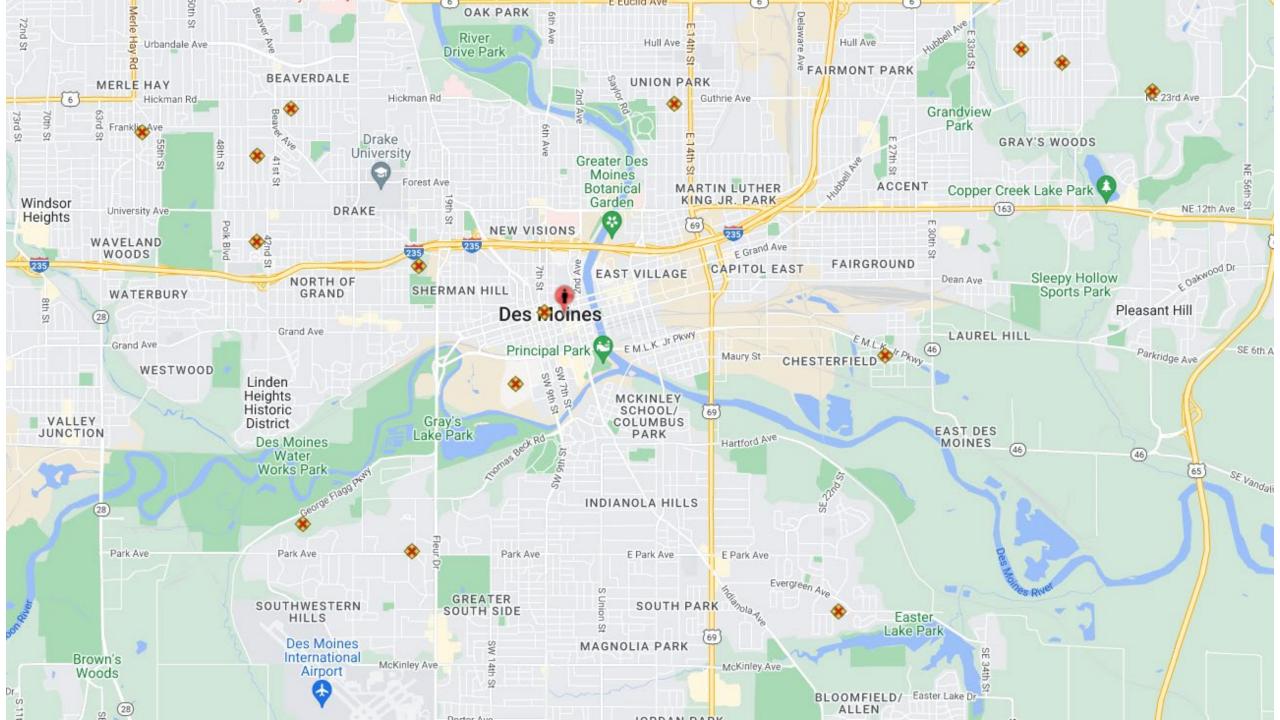
#### Cost?

### Urban Nursery tree purchased ~ \$20 - 30

Tree protection to plant ~ \$5

Citizen engagement ~ \$\$\$\$

### How to record the data?



× **ب** ک Q

1 Work Record

#### Show Work Records by Status

Requested Scheduled Completed

Add Work Work Type **Tree Planting** 0 Work Scheduled 09/01/2024

Project Urban Nursery Program	Work Orders	
Work Type Tree Planting	Priority Default	
Work Species NO PLANT (NO PLANT)	DBH 0	
Condition N/A	Status Scheduled	
Requested Date 07/19/2023	Scheduled Date 09/01/2024	
Completed Date	Work Crew Volunteer	
Time 0 Hours 0 Minutes	Cost <b>\$0.00</b>	
Last Changed By <b>Dan Just</b>	Last Changed Date 07/31/2023	
ork Comments		
ilter comments by tags		
Show Inactive		Sorted By: Oldest to Newest
Dan Just (July, 31 2023 12:06:56)		â

Create on-line sign up Drop off trees to residents Provide care and maintenance tips

Pick up trees for planting

Repeat!

Citizen engagement

Vested interest in what happens to the tree

Value added to the tree





## Thank you

#### Shane McQuillan | City of Des Moines, IA, USA





# **2nd** World Forum on Urban Forests 2023



World Forum on Urban Forests



## The Future of Sustainable, Equitable Forest Cities



Presented by

**Dr. Lauren Marshall** 

Sr. Manager, Program Innovation Arbor Day Foundation LMarshall@arborday.org







## **FIVE MOVEMENTS**



Co-designing our greenspaces with people to ensure benefits for all

#### Landscapes

Growing a network of forested landscapes to connect people to nature

#### **Systems**

that value benefits of trees and deliver economic support to the people who need it most

#### Technology

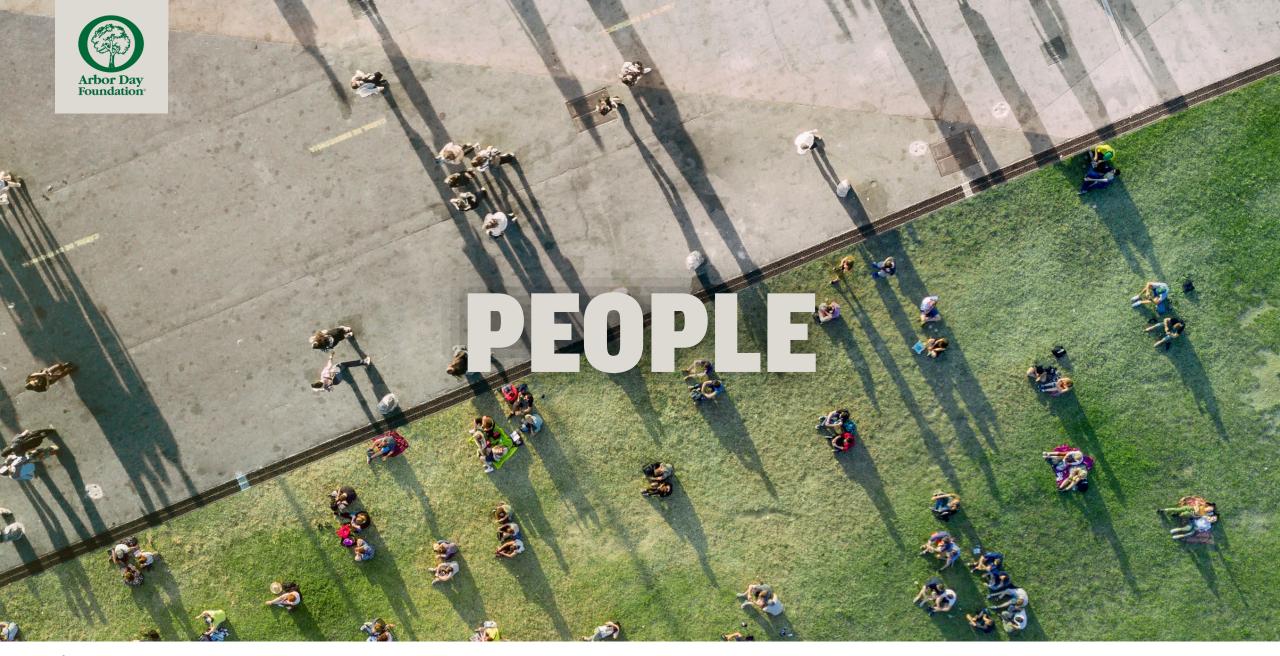
supporting management for healthy, equitably distributed forests

#### Construction

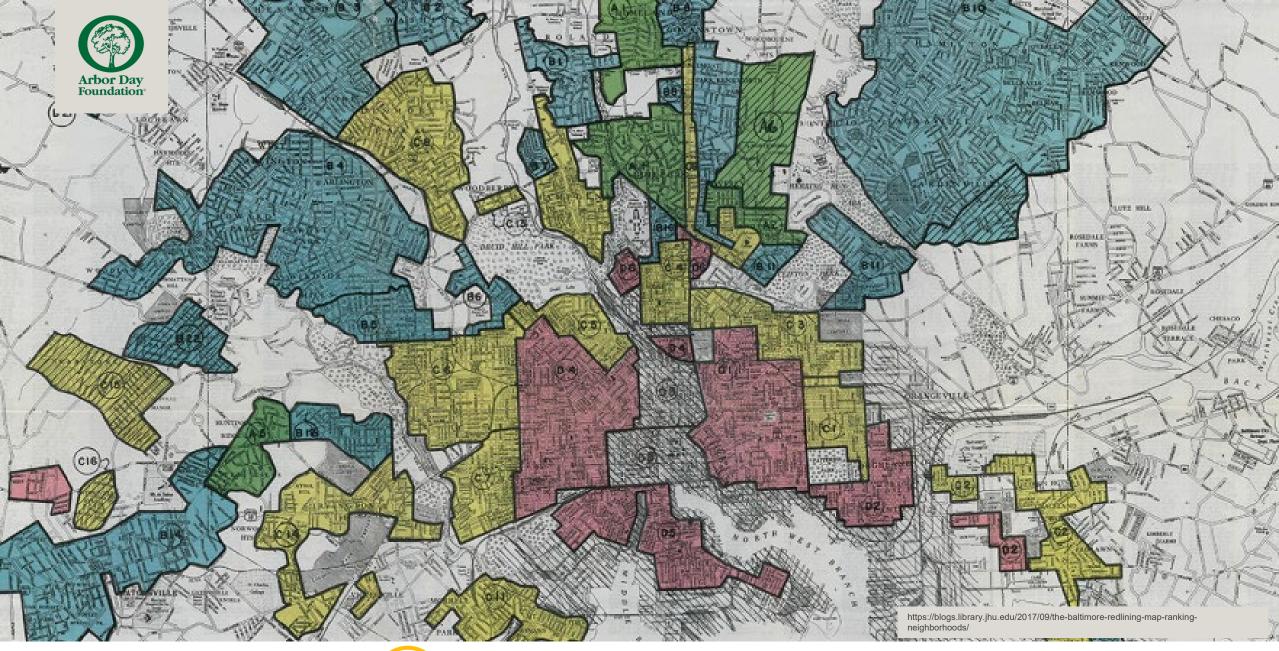
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Embracing wood construction like mass timber













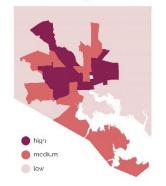








Vacancy Rate



🔴 high

low

🛑 medium

Unemployment Rate





hiah

low

🔵 medium

Crime Rate per 1000 Residents

Percent African American Population

Percent Area Covered By Trees











low













## \$1.5 BILLION















## **ENVIRONMENTAL JUSTICE COMMUNITY REVITALIZATION RECOMMENDATIONS**

- 1. Support placement of EPA staff in local redevelopment projects
- 2. Cultivate meaningful engagement/ involvement opportunities for all stakeholders
- 3. Make a concerted effort for public outreach around complex cleanup projects
- 4. Work to address cumulative impacts of environmental problems in Environmental Justice communities
- 5. Carry out displacement impact assessments before and after
- 6. Encourage state, Federal and Tribal governments to find creative ways to participate in local land use planning.

<sup>[1]</sup> (National Environmental Justice Advisory Council, 2006) <sup>[2]</sup> (Israel et al., 1998, pp. 178-180) <sup>[3]</sup> (Costanza-Chock, 2020)













### PUBLIC HEALTH COMMUNITY-BASED RESEARCH PRINCIPLES

1. Recognize community as a unit of identity

- 2. Build on strengths and resources within the community
- 3. Facilitate collaborative partnerships in all phases of the research
- 4. Integrate knowledge and action for mutual benefit of all partners
- 5. Promote a co-learning and empowering process that attends to social inequalities
- 6. Involve a cyclical and iterative process
- 7. Address health from both positive and ecological perspectives
- 8. Disseminate findings and knowledge gained to all partners

1 (National Environmental Justice Advisory Council, 2006) 2 (Israel et al., 1998, pp. 178-180) 3 (Costanza-Chock, 2020)













## TECHNOLOGY DEVELOPMENT DESIGN JUSTICE PRINCIPLES

- 1. Sustain, heal & empower
- 2. Center the voices of those directly impacted
- 3. Prioritize designs impact on community
- 4. View change as emergent from accountable, accessible, and collaborative processes
- 5. Designer as facilitator, not expert
- 6. Everyone is an expert based on own lived experiences
- 7. Share design knowledge & tools
- 8. Work toward sustainable, community led and controlled outcomes
- 9. Work towards non-exploitative solutions that reconnect us to the earth and each other

10.Look for what is already working (National Environmental Justice Advisory Council, 2006) [2] (Israel et al., 1998, pp. 178-180) [3] (Costanza-Chock, 2020)















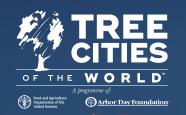














TREE CITY USA



n Arbor Day i oundation Frogram





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## **OUR EXISTING NETWORK**



Built with

TREE CAMPUS

An Arbor Day Foundation Program

K-12

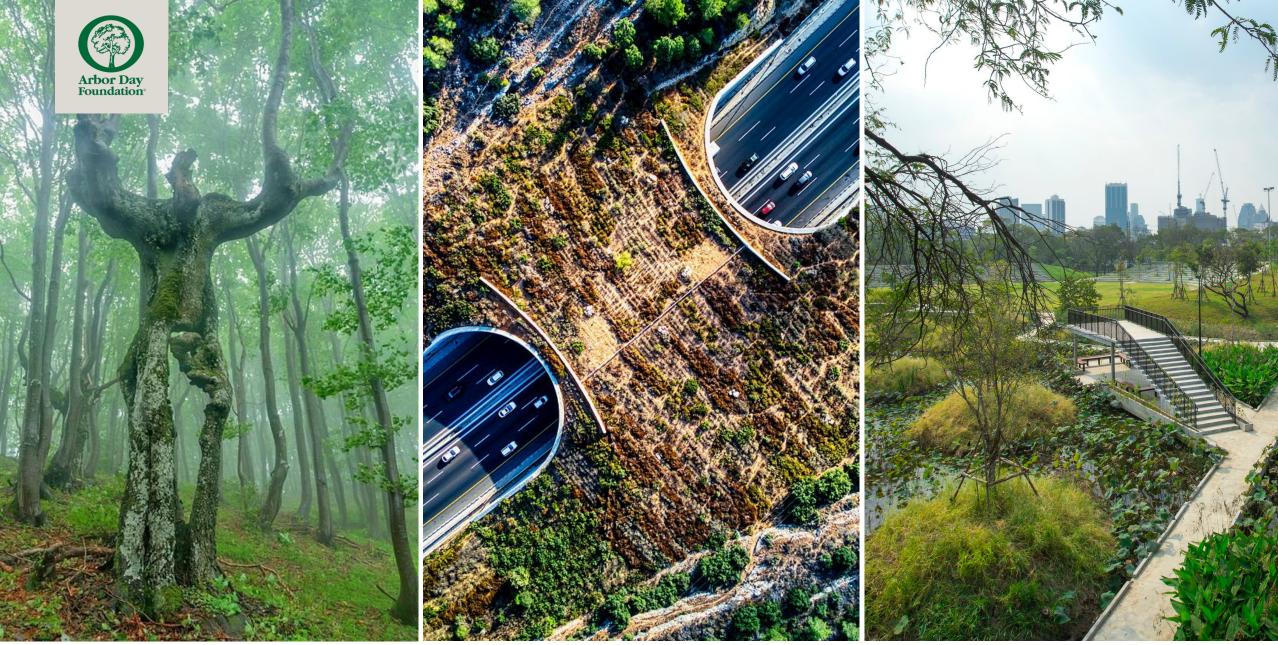




## NETWORKOF LANDSCAPES







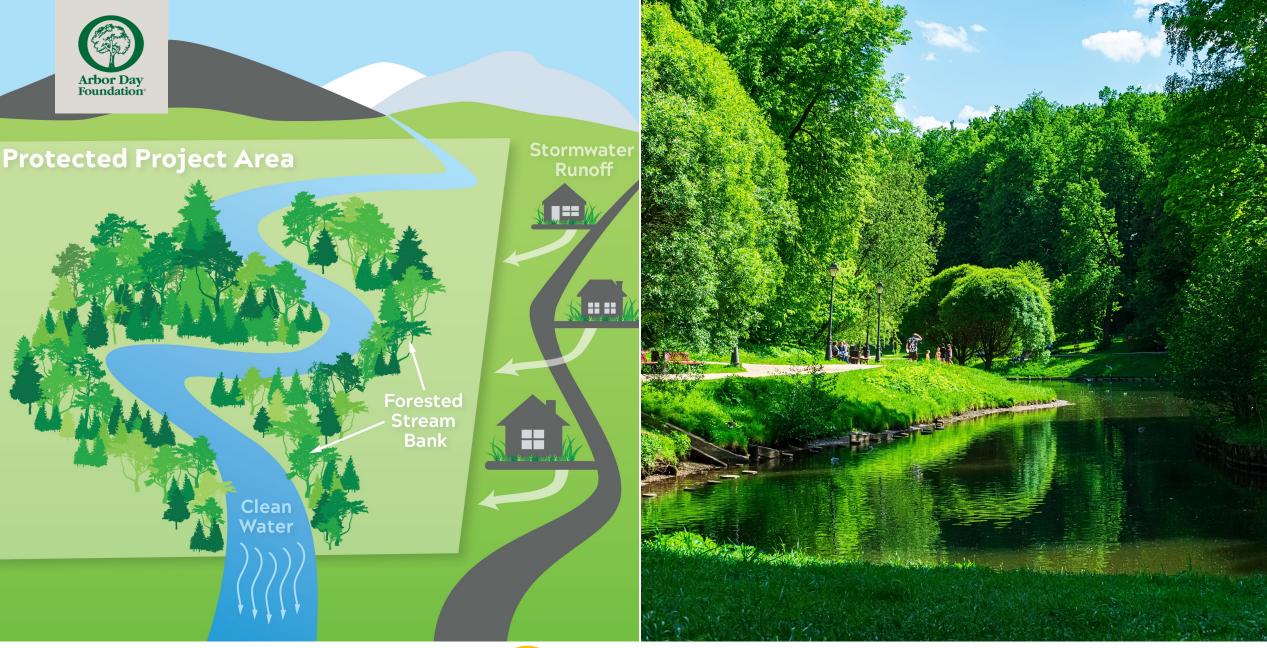








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# ECONOMIC SYSTEMS





## **COMMUNITY TREES**

A healthy, well-managed urban forest is important for communities around the world. If you care for the trees, they will provide substantial benefits for the municipality as well as the people who live there.

















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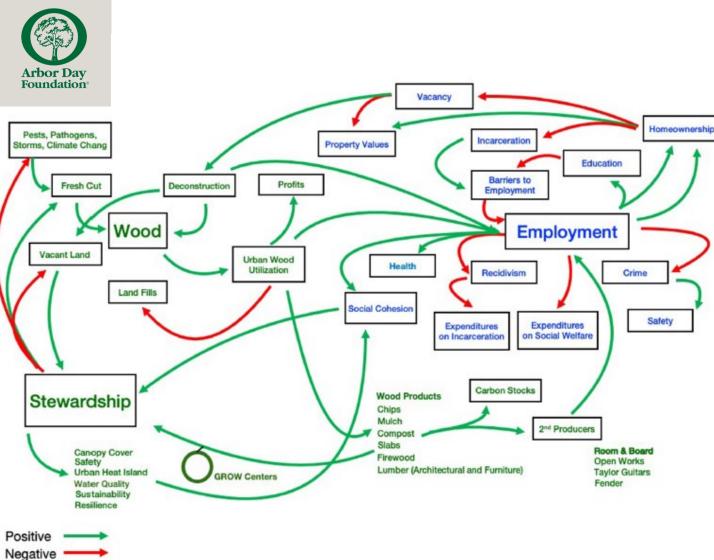
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CAUTION







Value from wood products

**Reducing crime** 

Increase in property values

Reduction in materials flowing to landfills

### Employment/Job Training/Reducing recidivism

#### FIGURE 5

Baltimore urban wood systems diagram. A complex system, emerging from solving problems of Wood and Employment. Virtuous cycles are developed with both positive and negative feedbacks.













World Forum on Urban Forests

Grove

Image from Dr. Morgan



## FROM WASTE ....









Wood is salvaged from building deconstruction and urban tree care operations, and taken out of the city's waste stream. Collected wood is diverted from other waste facilities.

A local facility is dedicated to sorting and processing salvaged wood for its best use.













## ... TO WEALTH

The wood is repurposed and resold locally, creating a closed loop system. Reclaimed and upcycled wood products are available for sustainable building, furniture, energy, and other uses.

2















## \$16 MILLION INVESTMENT FROM CITY AND STATE LEVERAGE OF MORE THAN 1:80

Wood-Mizer



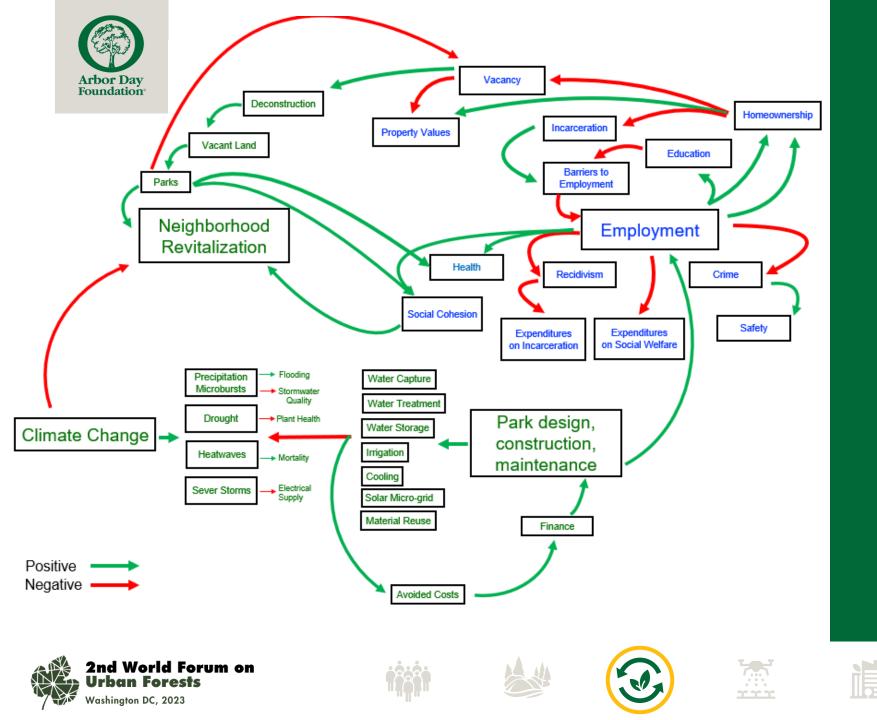








Image from Dr. Morgan Grove



Attract new, diverse funding streams

Image from Dr. Morgan Grove



# WHAT DO POTENTIAL FUNDER AND IMPLEMENTATION ORGANIZATIONS WANT FROM GREENSPACES?

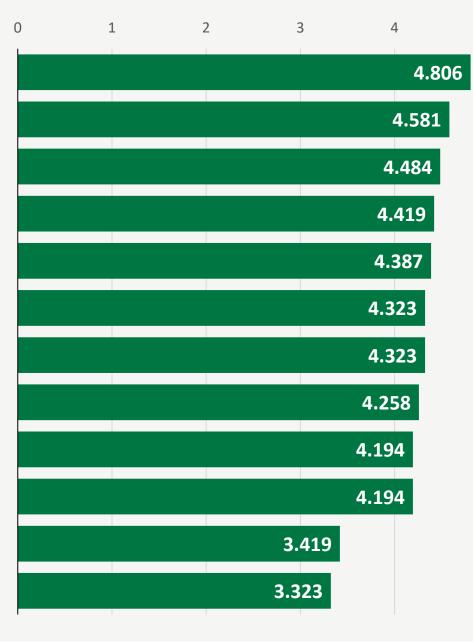
















Arbor Day Foundation<sup>®</sup>

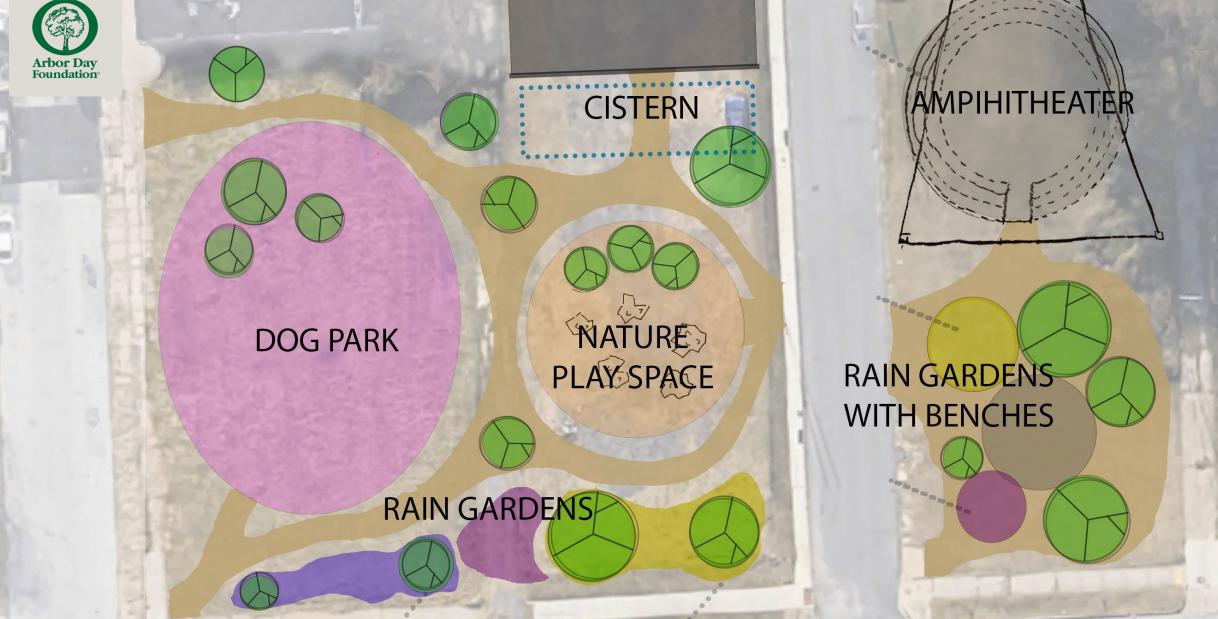
















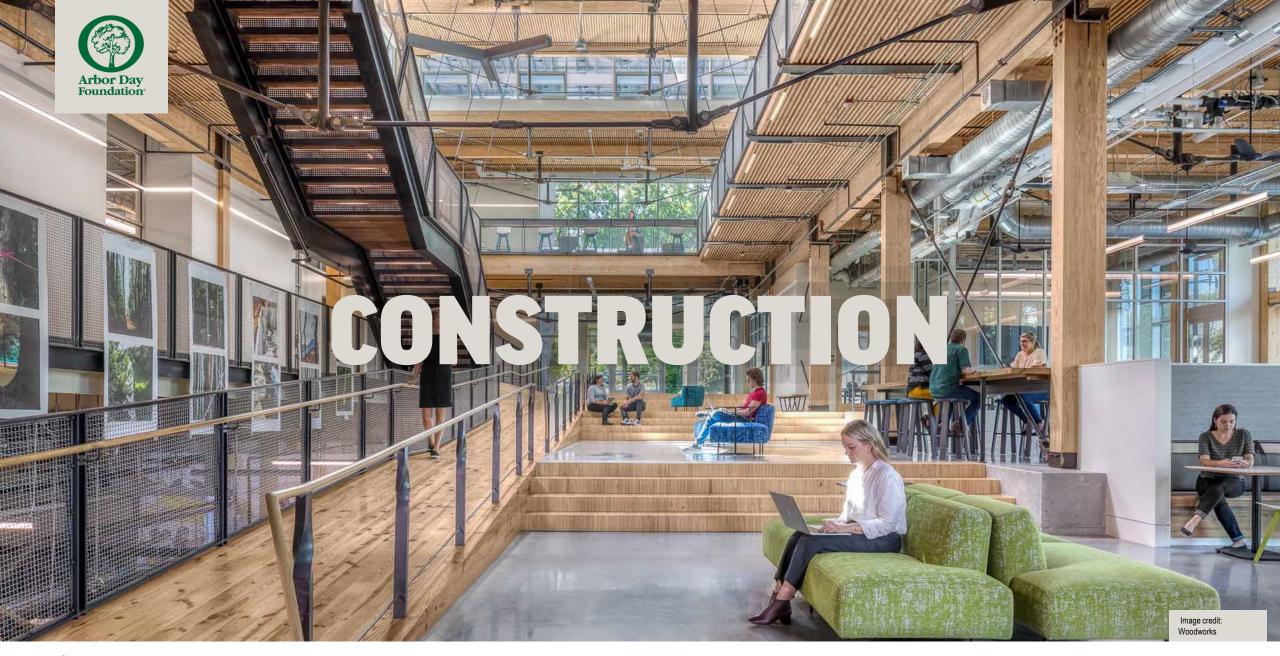










































# Thank you

### Dr. Lauren Marshall | Arbor Day Foundation



Arbor Day

🖂 LMarshall@arborday.org











# **2nd** World Forum on Urban Forests 2023



World Forum on Urban Forests



Equitable Climate Action:

Leveraging open-source tools to integrate forests and trees into local land-use planning



#### Presented by

Erin Glen World Resources Institute







## Land Emissions and Removals Navigator















#### **IDEAS • CLIMATE CHANGE**

#### Trees Are the Secret Weapon of America's Historic Climate Bill TIME

Leading studies have found that nature-based climate solutions, from increasing carbon capture in agriculture soils to large scale reforestation, have potential to provide roughly one-third of needed carbon emissions reductions to stay under safe climate change thresholds.

Trees and forests are the key to natural carbon removal, whether on our city streets, farms, or in our national forests. An average tree in the U.S. will capture about 1,200 pounds of carbon dioxide over its lifetime. This adds up. Together trees and forests in the U.S. currently capture and store 17 percent of our nation's carbon dioxide emissions annually.

#### Tree Canopies Cool Neighborhoods. **The Inflation Reduction Act Commits** \$1.5B to Plant Many More



Senior Reporter

#### AUGUST 26, 2022 By Kery Murakami,

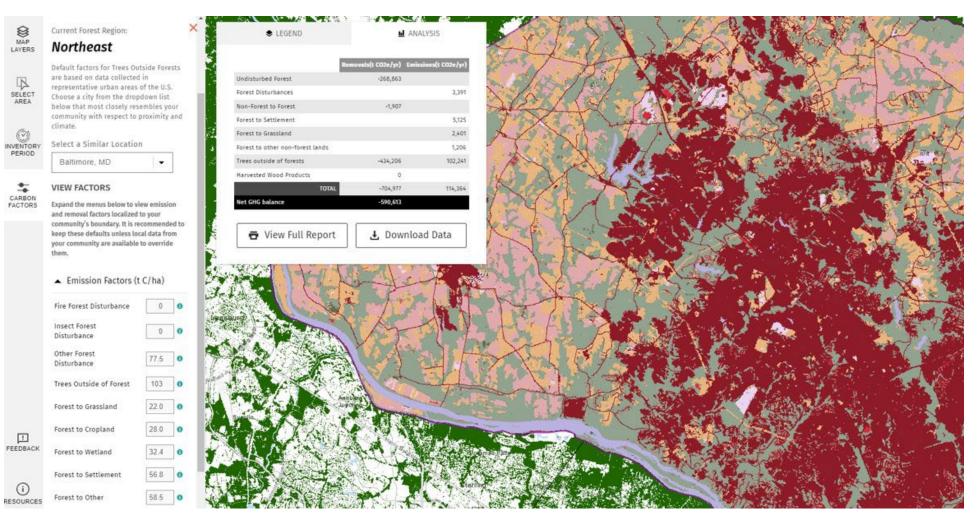


The massive federal measure offers a five-fold increase in funding tree planting nationwide, especially in low-income communities that are typically hotter in summers.

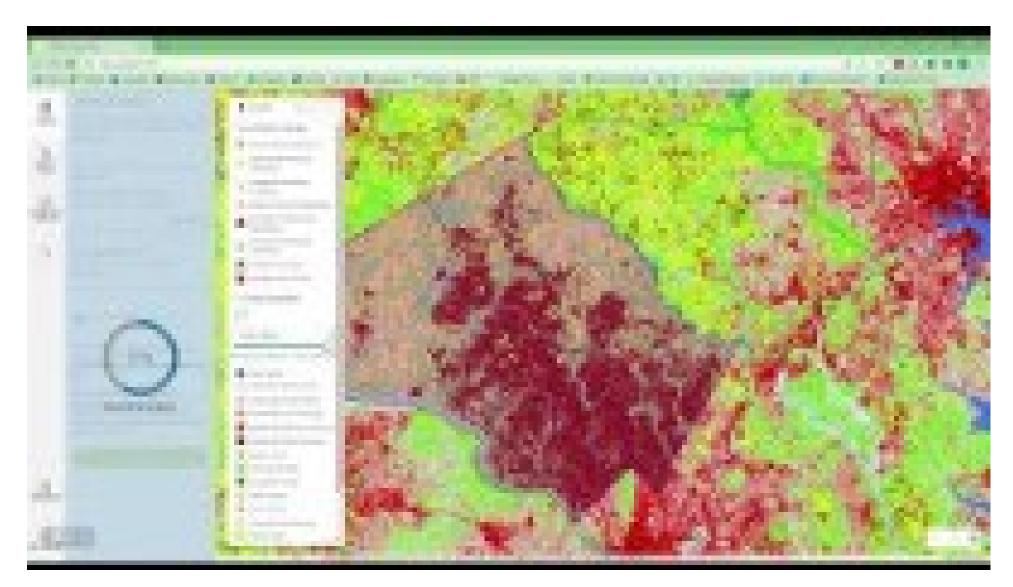




## What is LEARN?







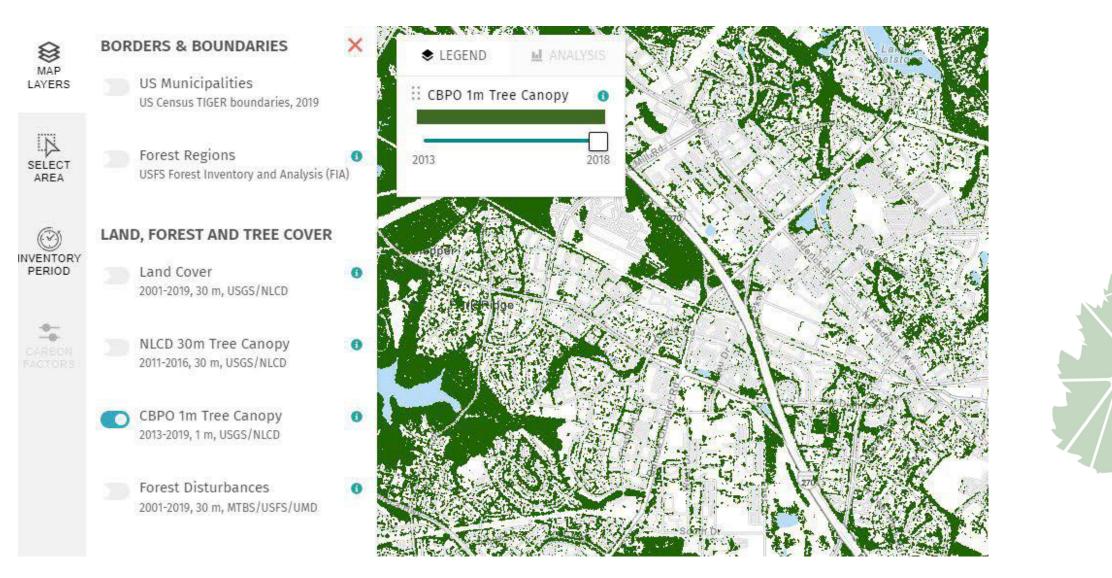


## Data updates through 2021

Data Category	Variable	Source
Land Cover Change	NLCD Land Cover 30-m	USGS National Land Cover Database (NLCD)
Forest Characteristics	Forest Stand Age Forest Type Forest Ecosystem Carbon Density	Pan et al. 2011 Ruefenacht et al. 2008 Wilson et al. 2013
Forest Disturbance	Fire Insect / Disease Harvest / Other Disturbances	Monitoring Trends in Burn Severity (MTBS) USFS Aerial Detection Surveys (ADS) Hansen et al. 2013, updated annually on Global Forest Watch
Tree Canopy	NLCD National 30-m Chesapeake Bay Watershed 1-m	USGS National Land Cover Database (NLCD) Chesapeake Bay Program
Carbon Emission and Removal Factors	Forests Trees Outside Forests	USFS Forest Inventory and Analysis Program (FIA)* Nowak et al. 2013*

\*compiled by R. Birdsey, Woodwell Climate Research Center







Accessible Guidance

Guide to calculating tree canopy and canopy change outside of forests for US communities using i-Tree Canopy With Excel Tool

Authors: WRI

Guidance for adjusting net emissions estimates for confounded landcover change and disturbances in LEARN

With Excel Tool

Authors: Woodwell Climate and Research Guidance on Comparing High-Resolution Tree Canopy Change Data

With Excel Tool

Authors: WRI



## Working directly with communities









## Locally relevant



Nationally consistent



Accessible and user-friendly







## Metropolitan Washington Council of Governments

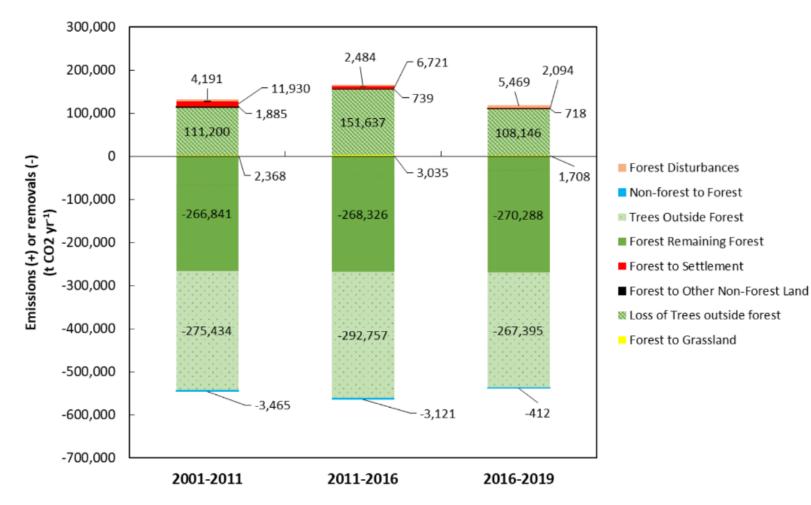
- 24 Jurisdictions in the DC area
- High-resolution Chesapeake Bay Program tree canopy change data
- Customized reports and support for each jurisdiction





## Figure 1. Montgomery County's GHGs from forests and trees for 2001-2011, 2011-2016 and 2016-2019

All values in metric tons of CO<sub>2</sub>/year. Positive values represent a CO<sub>2</sub> emission, negative values represent a CO<sub>2</sub> removal.







## Cincinnati, Ohio

- High-resolution (sub-1-meter) data, but little capacity to utilize
- Custom analyses disaggregated to three time periods for improved insights
- Hands-on guidance and capacity building within city and county staff

Tree Canopy (2020) Tree Canopy Loss (2011-2020)



"Having just that baseline data...it's blowing up our world in a very positive way, to be thinking about exciting new opportunities."

- Doug Weisburger, Montgomery County, MD

"I'm the main person doing all the data work for Climate Smart San Jose. So getting a tool that cuts down the amount of time that it takes to get a good estimate of what we have is extremely valuable."

- Yael Kisel, City of San Jose, CA

"This analysis gave us a roadmap for how to target canopy improvement efforts towards areas where the environmental impacts would benefit specific populations within the community. This has led to specific resource allocation and new partnerships with community-based organizations and non-profits that may not have typically looked to canopy as an indicator."

- Crystal Courtney, City of Cincinnati, OH



updated carbon layers future projections ui Improvements webinar series data to action disaggregation demographic data high-resolution tree canopy for al IRA monitoring more training content equitable access forest to grassland transitions planning tools tree equity score materials in spanish disaggregation disaggregation batch analyses stratification by ownership state-level functionality

offline analysis tools upload custom data agricultural data

additional guidance

support for communities

automation

improved disturbance information

reforestation potential

plantable areas



# Planning and future projections

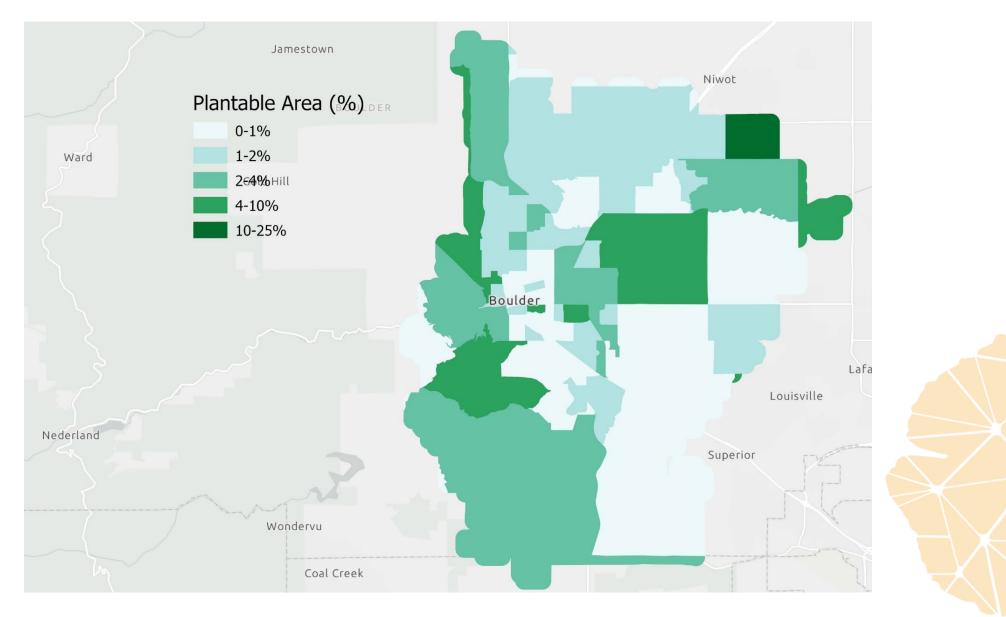


Automated disaggregation











**Erin Glen | World Resources** 



erin.glen@wri.org

icleiusa.org/LEARN



















# **2nd** World Forum on Urban Forests 2023



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**PARKLY!** – an approach to increased urban forests accessibility; the non-physical dimension



#### Presented by

Thomas B. Randrup

Professor

Swedish University of Agricultural Sciences





## Equal accessibility - Not just about physical accessibility

SDG11 -Sustainable Cities and Communities,

Pointing out four broad target groups; women, children, elderly and people w. disabilities





### **Equity via involvement in Urban Forestry management**

A Challenge to engage (Arnstein, 1969; ...... Randrup et al., 2021 (from tokenism to self-management)

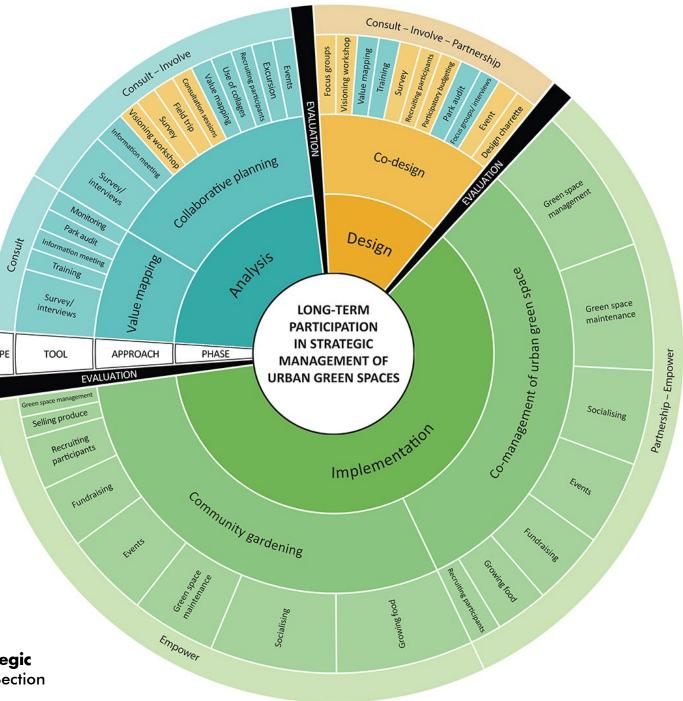
Urban Forestry managers are crucial in defining involvement processes (e.g., Castell, 2010)

Involvement processes are often project bound - being limited to time and resources



### How are local governments involving users today?

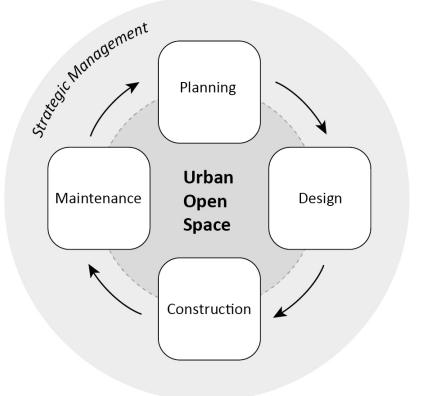
TYPE



Fors, H., F.Aa, Hagemann, Å. O. Sang & T.B. Randrup (2021) **Striving for inclusion – A systematic review of long-term participation in strategic management of urban green spaces.** Frontiers in Sustainable Cities, Section Urban Greening.

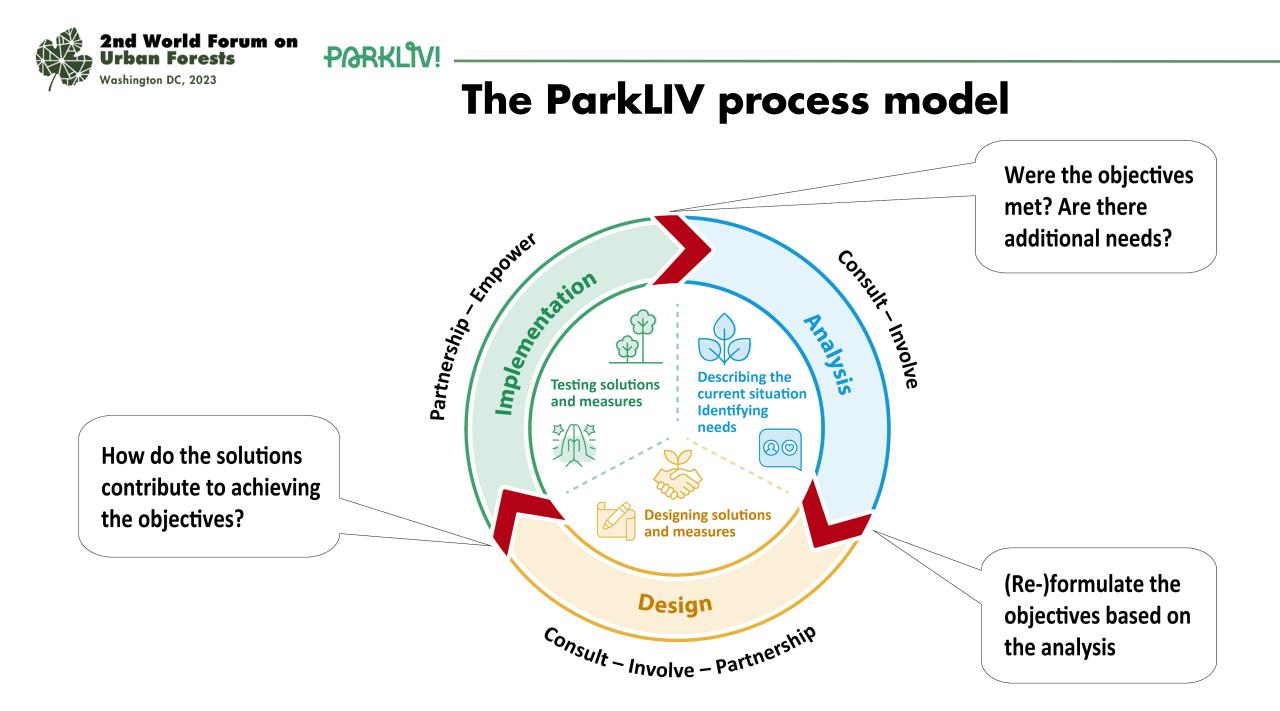


### (UF) Management definitions - as long-term approaches





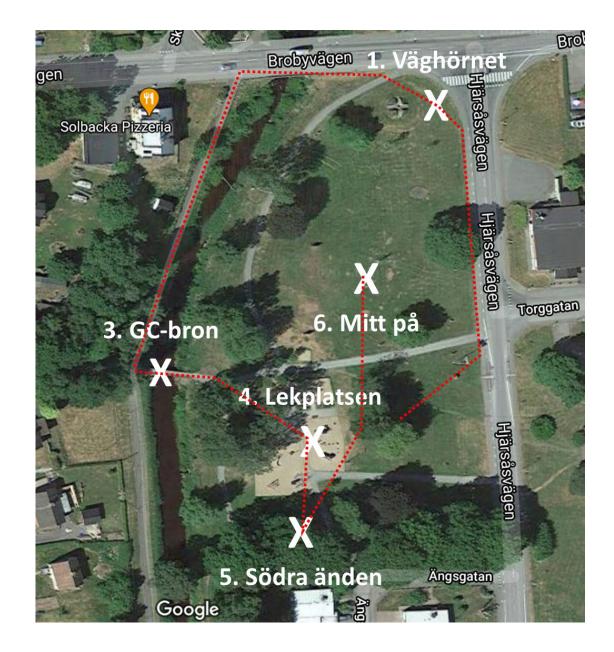
Jansson, et al. (2019) **The Governance of Landscape Management: New Approaches to Urban Space Development.** Landscape Research Kavacs et al. (2014) **Saker Falcon Falco cherrug Global Action Plan.** CMS Raptors MOU Technical Publication No. 2, CMS Technical Series No. 31.





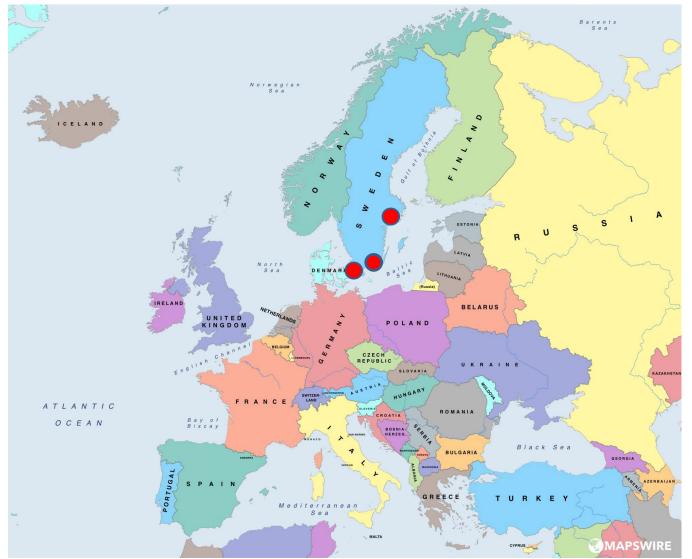
### The tested tools:

- Analysis of place qualities
- On-site interviews
- Park-walks
- Park-walks with children
- Design tool
- Events
- Spontaneous solutions





## Three Swedish Test Beds





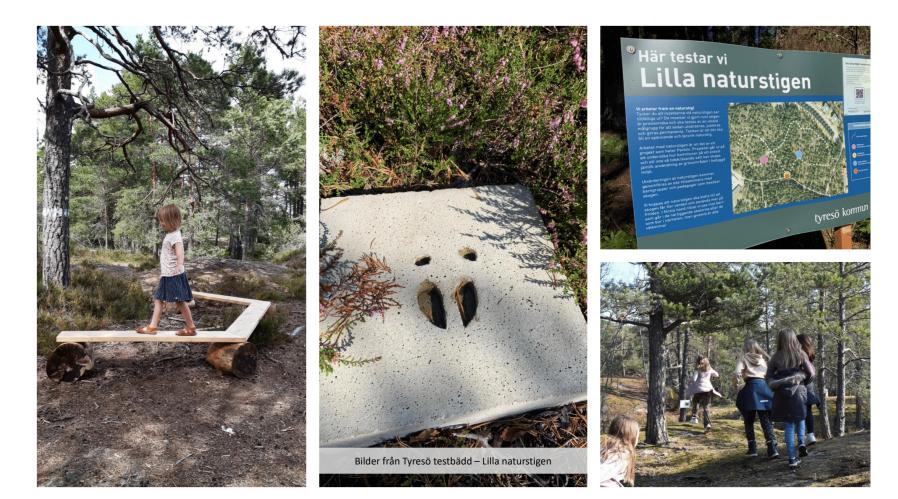




- How do you use this place, and what can we do to make it more relevant?

Smaller interventions established by the City of Tyresö, in cooperation with local schools and the Green Space Management Dept.

The path has been tested and re-adjusted.





## Östra Göinge

how can we change
the daily maintenance
for more relevance?

Numerous smaller interventions agreed between the City of Östra Göinge, local residents, and local school children.

Establishment on hold due to toxic soils.







– how can we best guide you, to use the park?

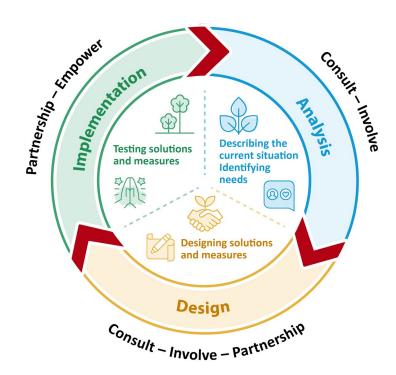
Path established by the City of Malmö, in cooperation between the Disability Dept. and the Green Space Man. Dept. for people with autism.

The path is now being tested and re-adjusted.





## **Conclusions** -1



#### **ParkLIV** is a process

- not a project

#### Present a framework

– not a plan

#### Keep it simple

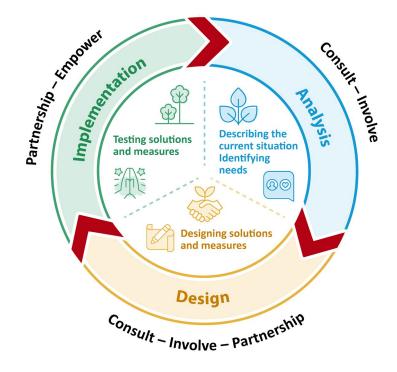
- tools, events, short time, quick results

#### **Evaluate on a running basis**





### Conclusions - 2



#### To re-prioritize time

- is the main investment

#### Identify a project owner / a Bridge Builder

#### It takes time to establish relations

- but this is a long-term investment

#### Easier if policy exist





## Thank you

www.livingcities.se/parkliv.html [in Swedish]

Fors et al. [In prep.] Autism-friendly public landscape architecture

**Randrup et al. [In prep.]** ParkLIV – Involving non-users in green space management

Emma Shepherdson, Hanna Fors, Jennie Björstad, Bengt Persson, Åsa Ode Sang & Henrik Nolmark + Municipalities Malmö, Tyresö & Östra Göinge

#### thomas.randrup@ slu.se











# **2nd** World Forum on Urban Forests 2023



World Forum on Urban Forests



#### "The causation is land and money":

Urban greening practitioner and planner perspectives on green gentrification



#### **Presented by**

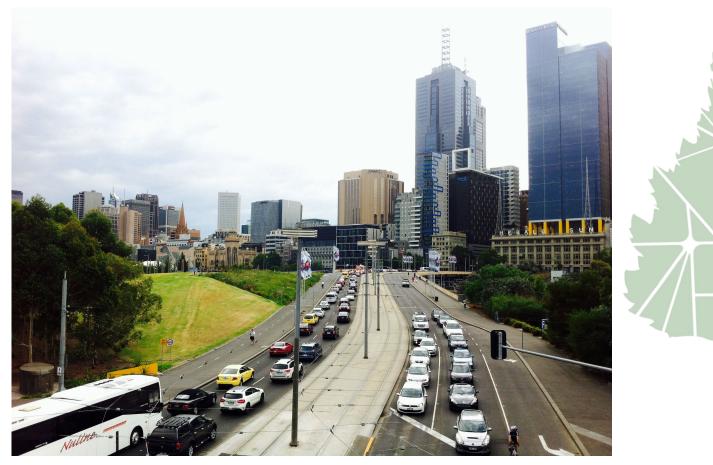
Jessica Quinton Lorien Nesbitt, Daniel Sax, Leila Harris University of British Columbia





### Overview

- Defining green gentrification
- Research objectives
- Methods
- 4 main themes
- Main takeaways





### **Green gentrification**

When urban greening becomes implicated in the upgrading of neighbourhoods, in- moving of higher- income households, and displacement of existing residents







### **Research objectives**

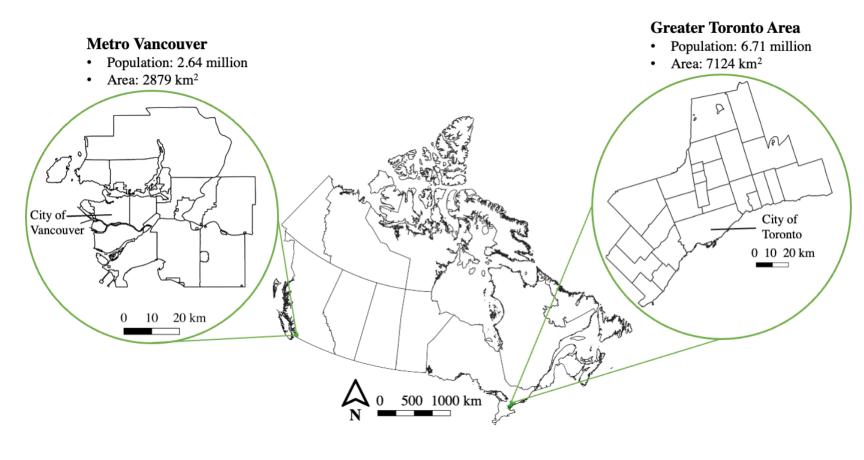
Understand planner/practitioner perspectives on:

- 1. How urban greening becomes connected to gentrification through their work
- 2. Potential methods of mitigating green gentrification
- 3. Relevance and usefulness of 'green gentrification' for supporting equitable greening



### **Methods**

 Interviews with 33 urban greening planners/practitioners







#### 4 main themes

## 1) What (and who) is driving gentrification

#### 2) The greeningdevelopment connection

3) Current focus on 'equity-seeking rather than gentrificationavoiding'

4) Methods for limiting gentrification outcomes





## 1. What (and who) is driving gentrification?

- Greener neighbourhoods more desirable
   → attracts people to move in
- Trees & GI vs. large parks
- What about non-green factors?
- Role of developers, elected officials







## 1. What (and who) is driving gentrification?

"As an urban forester, or somebody who plants trees, I can only plant where there's space to plant trees... **Really, I'm working** with what I'm given." (GTA2)

"So **the park aspect is part of it**, but it's the whole kind of amenities-service-deliveryconnectivity-transportation stuff as well." (GTA12)





### 2. The greeningdevelopment connection

- New greening funded/accommodated by new development
- New developments typically targeted towards higher-income households
- Greening frequently located alongside new developments
- Development  $\rightarrow$  greening
  - (not greening  $\rightarrow$  development)





### 2. The greeningdevelopment connection

"What we're finding is that we struggle with the increased real-estate costs, so that now we're more inclined to take our land where we can get it, when we can get it as part of development." (GTA11)

"Development drives everything here... you generally have nicer infrastructure, whether it's green infrastructure, hard infrastructure, near new development." (GTA13)





## 3. Equity-seeking vs gentrification-avoiding

- Most people currently focus on addressing existing inequities
- Very little discussion of green gentrification
- Some saw tension between addressing existing inequities and limiting potential gentrification
  - "Just Green Enough"





## 3. Equity-seeking vs gentrification-avoiding

"... it would be tough for us to make trade offs in our recommendations, especially in an underserved area like the Downtown Eastside. Vancouver is a good example where **we're actually prioritizing greening in those neighborhoods**." (MV3)

"It's kind of interesting using the term gentrification... we just don't use that a lot. I've heard equity everywhere. I've literally heard it five times in the last 24 hours in different contexts." (MV7)







## 4. Mitigating green gentrification

- 'Green gentrification' has limited usefulness in supporting equitable greening
- Little support for a 'Just Green Enough' approach
- Need to have:
  - Policy
  - Community engagement
  - Interdepartmental collaboration





## 4. Mitigating green gentrification

"[...]the focus is on how do you manage gentrification and displacement first, and then the greenness is kind of a subset of that [...] So it's more generally 'how can we limit gentrification and displacement?" (MV2)

"And I know that there are some policy toolkits out there [...] that need interdepartmental collaboration to an extent that we don't really actually see in the city. [...] more interdepartmental collaboration and coordination is needed, especially with folks in social policy and housing." (MV16)



### Main takeaways



- Development commonly funds/accommodates greening
  - Upholds existing, and creates new, inequities
- 'Green gentrification' has limited use for planners/practitioners
- Need affordability and equity policies that work across urban systems



## Thank you

#### Jessica Quinton | The University of British Columbia

Funded by:

Social Sciences and Humanities Research Council of Canada

Conseil de recherches en sciences humaines du Canada

Canada



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# **2nd** World Forum on Urban Forests 2023



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### The 3-30-300 rule in practice



#### Presented by

Johan Östberg Nature Based Solutions Institute Sweden

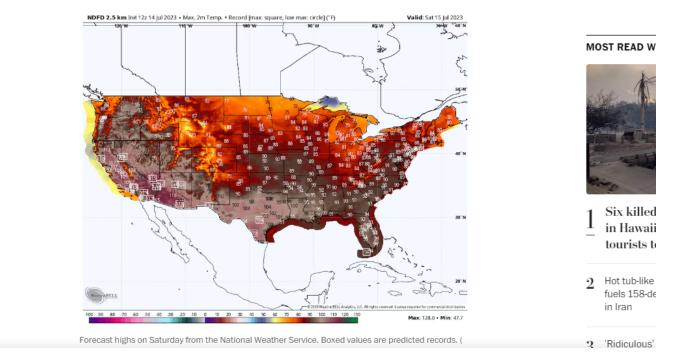




## Extreme heat wave to shatter records this weekend over southern U.S.

The relentless heat dome will intensify in the days ahead, threatening all-time records



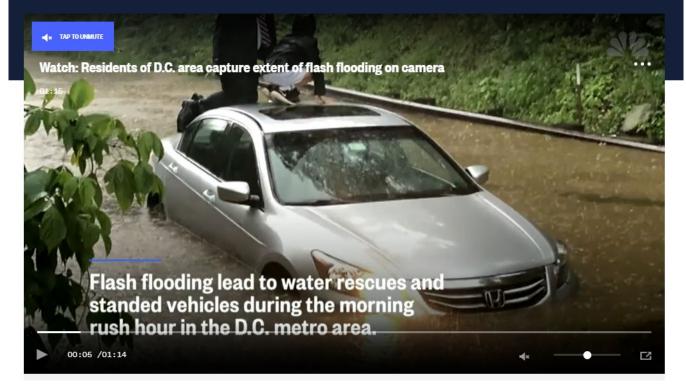


https://www.washingtonpost.com/weather/2023/07/14/heat-wave-records-southwest-florida-climate/



## Flash flooding hits Washington, D.C., prompting water rescues

In Virginia, the Fairfax County Fire and Rescue Department said it had responded to 55 swift water rescue calls.



https://www.nbcnews.com/news/weather/flash-flooding-hits-washington-d-c-prompting-water-rescues-n1027431



# Over 4% of summer mortality in European cities is attributable to urban heat islands





# 3-30-300 rule

The rule requires that every citizen should be able to see at least

- 3 from their home, have
- 30 percent tree canopy cover in their neighborhood and not live more than
- 300 m away from the nearest park or green space.





# 3-30-300 rule or 3-30-328 (yards)

The rule requires that every citizen should be able to see at least

- 3 from their home, have
- 30 percent tree canopy cover in their neighborhood and not live more than
- 300 m away from the nearest park or green space.









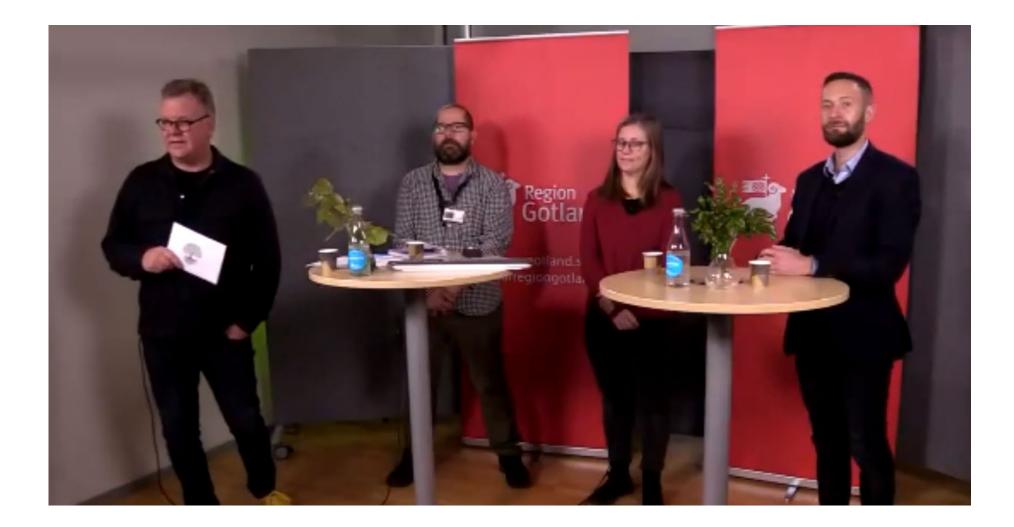
A better approach is the 3-30-300 rule, which states that everyone should be able to see at least three trees from their home, that all neighbourhoods should have at least a 30% tree canopy, and that all residents should have a greenspace of at least one hectare within 300 metres of where they live. While this principle can help substantially in advancing tree equity, we need to go further. In this report, Nature Canada proposes that equitable access should be thought of in terms of three variables—proximity to urban trees and forests, urban forest quality and the governance of urban forests.

Everyone should be able to see at least **3 trees** from their home

Communities should ensure a **30% tree canopy** in all neighbourhoods All residents should have a greenspace of at least one hectare within 300 metres of

within 300 metres of where they're living







/ OPINION & ANALYSIS

### Tree planting - everyone's responsibility

04 DEC, 2022 - 00:12
Q OCOMMENTS I IMAGES

### f 🄰 🕓 💙



File photo: Minister Ndlovu planting trees at Insukamini

#### Fortunes Matutu, Forest Conservationist

IN the forest conservation world it has often been said that until you dig a hole, plant a tree, water it, and make it live, you have not understood the true meaning of life.





#### Scotland's urban treescapes set for £10m planting project

26th October 2022

ESSENTIAL ARB ENVIRONMENT FORESTRY





By Jack Haugh Deputy Editor 🔰 @jackmhaugh

💟 (in) Share t. **0** Comments

SCOTLAND'S urban treescapes could soon turn over a new leaf after a  $\pm 10$ million planting project moved one step closer to getting underway.

Future Woodlands Scotland (FWS) has appointed a team of experts to research and develop a delivery model for the bumper Urban Forestry Fund, which aims to improve the environment in cities and towns.

Treeconomics and the Nature Based Solutions Institute (NBSI) will head up the four-month task to identify options and make recommendations to ensure the cash is delivered in a way that has maximum impact across the country.



#### Most read

- 'Negative reactions don't really bother me': Female operator on her forestry journey
- How drones are helping the 2 fight against rhododendron in Scotland's rainforest
- Senior forest manager sought 3 for 'highly-productive' conifer woodland
- Academics' 'vital' research into Δ tree-killing diseases honoured with award win
- Arborists called in row over 5 felling of ash dieback-infected ancient woodland



### Malmö ska bli grönare: "Äntligen överens"

9 mars 2023 18:00

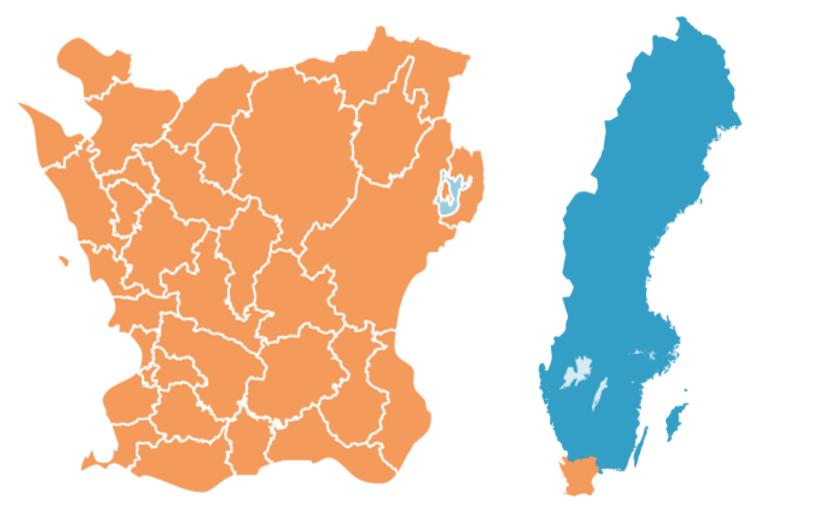
En majoritet av bostadsområdena i Malmö har brist på träd, visar färska siffror. Miljöpartiets vallöfte om att alla ska se minst tre träd från sitt fönster kan bli verklighet, efter att Malmöstyret kommit överens.

Text: Elinor Strand 7



Miljöpartiets Stefana Hoti gick till val på att göra Malmö grönare. Nu hoppas hon leverera på löftet till partiets väljare. Bild: Hussein El-alawi "A majority of residential areas in Malmö lack trees. The Green Party's promise that everyone should see at least **three** trees from their window can become a reality, after the Malmö government agreed."









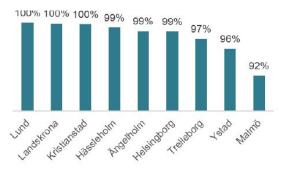
"3-30-300 in Skåne – method of analysis for green cities"

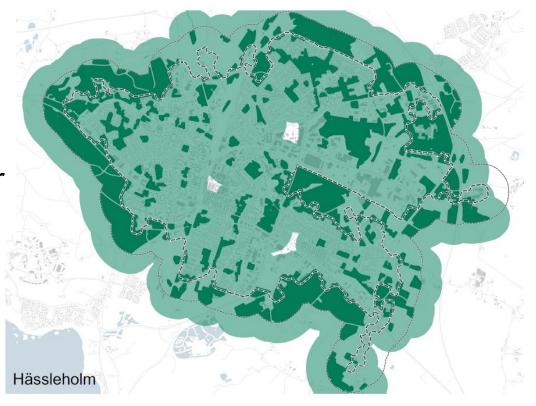
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### Results 97% of all houses/apartments is within 300 meters of a 0,5 ha green space, that is at least 30 meter in width.















# Classification from biological and social perspectives

- High dark blue
- Medium Blue
- Low light blue







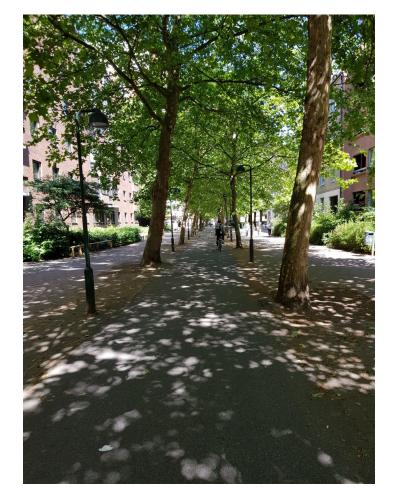
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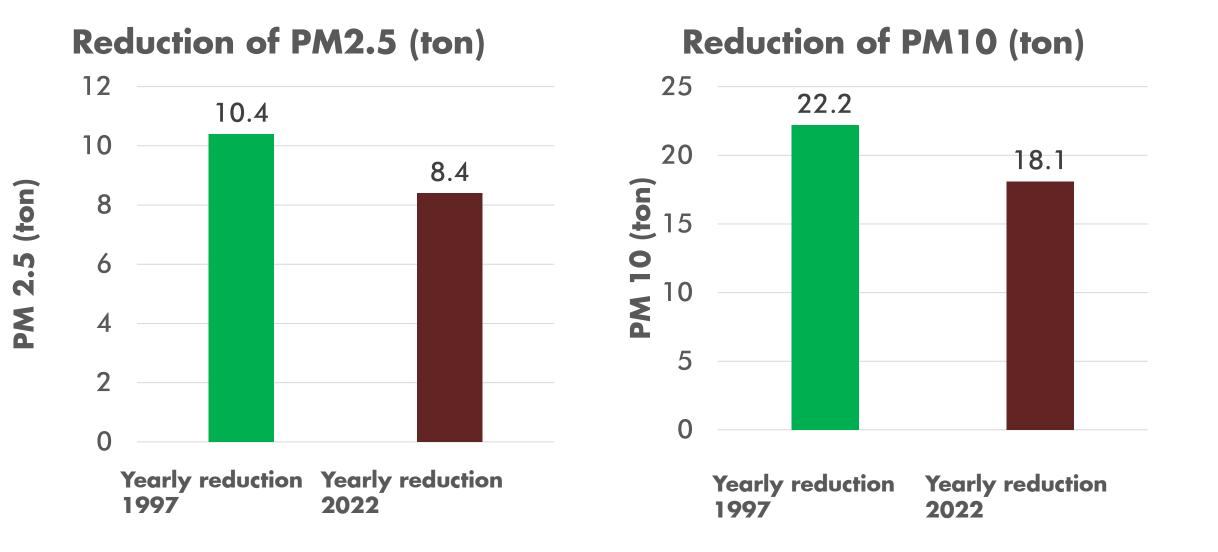


## Tree crown cover in Skåne

City	Canopy cover
Helsingborg	12,1
Hässleholm	12,9
Kristianstad	8,4
Landskrona	8,4
Lund	12,1
Malmö	7,9
Trelleborg	5,8
Ystad	12,0
Ängelholm	14,4





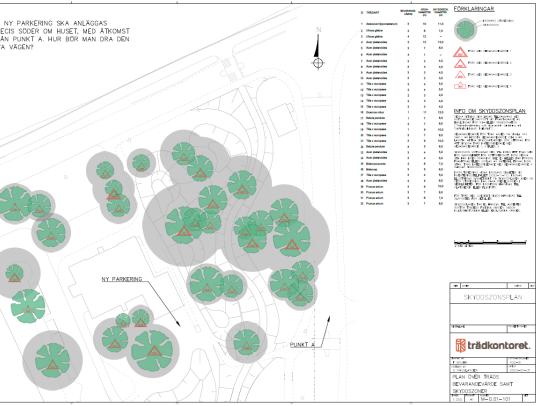


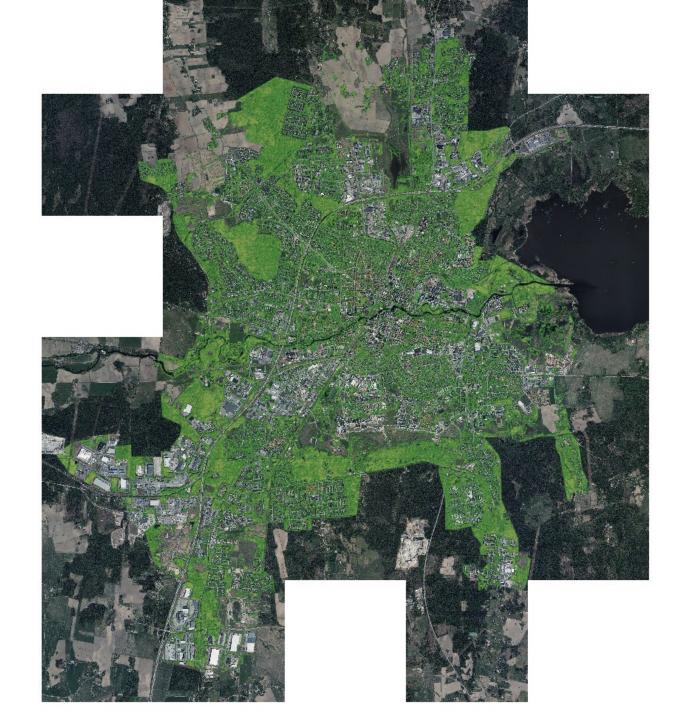




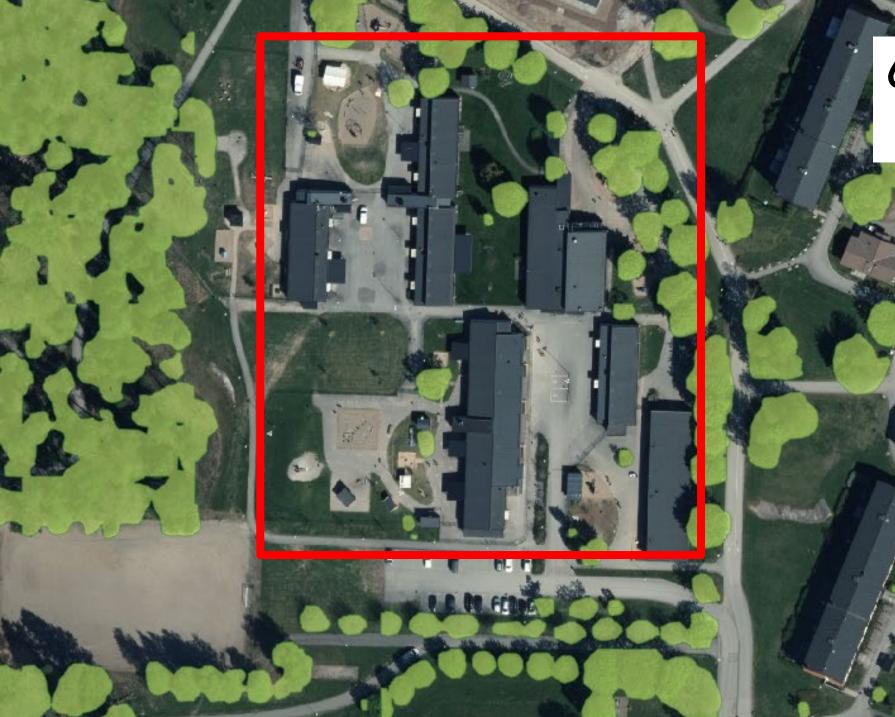






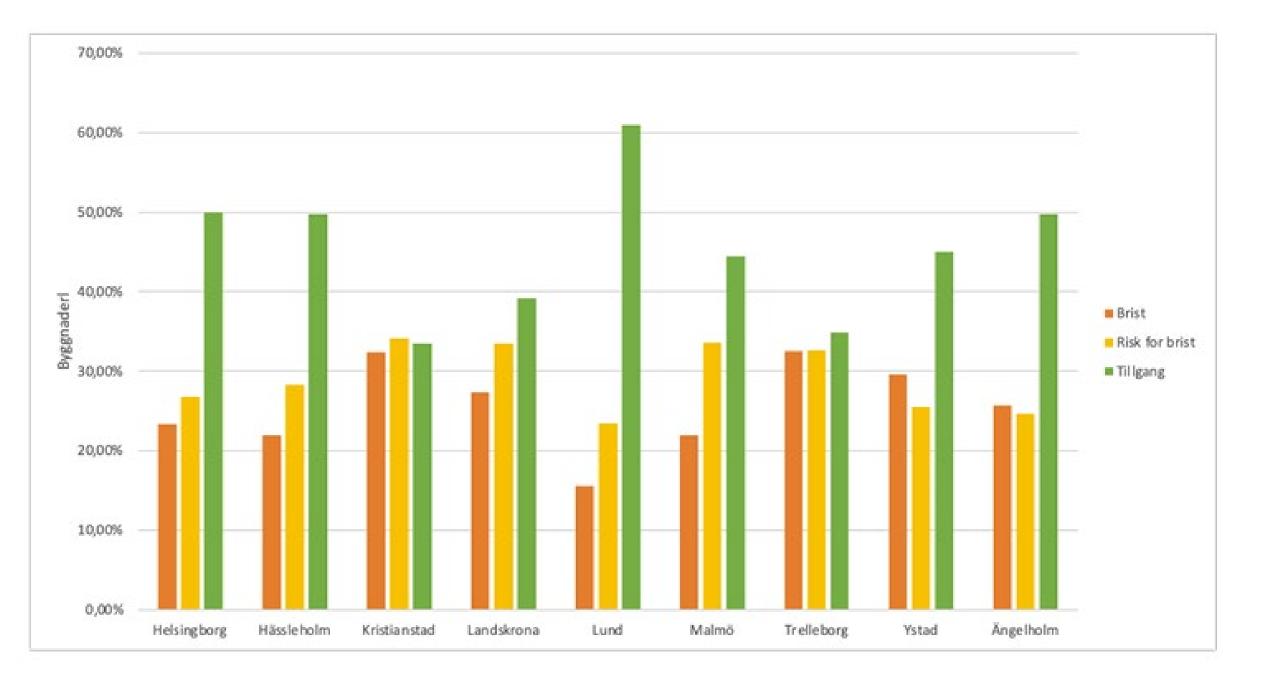






# 65 % shaded schoolyards













NEWS AIR POLLUTION

# 100,000 New Trees for Copenhagen







https://stateofgreen.com/en/news/100000-new-trees-for-copenhagen/



### **3 Billion Trees Pledge**

Under the European Green Deal, the EU biodiversity strategy for 2030 commits to planting at least **3 billion additional trees** in the EU by 2030 in full respect of ecological principles.

Report your planted trees via our web app MapMyTree

The MapMyTree counter was launched on 9 December 2021. It counts new trees that comply with the criteria of the 3 Billion Trees Pledge, since the adoption of the EU biodiversity strategy in May 2020.

The accompanying map provides different options to view where trees have been planted across the EU. View planted trees by country, or zoom in on specific regions by selecting the NUTS1 to NUTS3 options. Select the NUTS3 option to view participating organisations. The different shades of green represent the density of trees in the respective geographical areas, i.e. darker shades indicate a higher average tree density per square kilometer of land area.

For more detailed information on the tree planting progress, visit:

Forest Information System for Europe

https://environment.ec.europa.eu/strategy/biodiversitystrategy-2030/3-billion-trees\_en



### "More than 637 000 have died within tree years of being planted..."

#### We've lost an entire forest after National Highways made a blunder on the A14

Comment

Jordan King Tuesday 21 Mar 2023 4:48 pm

f Share <u>()</u> 🏏 🧭 <

141 SHARES



All that is left alongside the carriageway are rows of plastic tree protection tubes (Picture: SWNS)

More than 637,000 trees have died within three years of being planted because of a huge National Highways blunder, it has been revealed.

https://metro.co.uk/2023/03/21/more-than-600000-trees-die-on-a14-after-national-highways-blunder-18478444/



### Why We Should Care About Greenwasting Just as Much as Greenwashing

By Johan Östberg, Cecil Konijnendijk, and Gustav Nässlande

Greenwashing refers to disinformation disseminated by an organization so as to present an environmentally responsible public image. In a time of increasing focus on environmental issues, greenwashing has caused a lot of concern, as it takes significant focus and resources away from environmental efforts that make a real difference. In this article, we introduce a complementary concept, namely that of greenwasting, which describes failed green initiatives by companies or organizations that are otherwise regarded as green.



Without the right planning and care, tree planting initiatives risk being just greenwasting.

As the effects of climate change, including the increasing effects of urban heat islands, and its negative impact on human health get more attention, large climate-action initiatives have become widespread. The planting of trees is often an important component of these initiatives, as illustrated by programs such as the One Million Trees planting campaign in New York City and the World Bank's one billion tree planting campaign. But climate action with a tree- and green-space focus comes in many forms, including green streets initiatives, carbon neutral parks, and green infrastructure for stormwater regulation. At the same time, the challenge of greenvashing is planting is the store of the store in the store of the store in the store i

At the same time, the challenge of greenwashing is gaining more attention, as large companies and sometimes even governments are using green initiatives to convey to the public that they are environmentally sound, even though their actions often lack real impact when it comes to reducing the negative environmental consequences of their activities. The term does, however, only include the actions taken by companies and organizations that need to "wash" themselves green, thereby implying that their core actions have inherent negative impacts on the environment, for example through contributions to greenhouse gas emissions, either directly or indirectly.

We argue that the time has come for a broader perspective and a critical look at environmental initiatives that often emerge from good intentions and are presented to the public as environmentally sound and meaningful. A tree planting campaign being organized by, for example, an NGO (non-governmental organization), a government agency, or a housing company can seldom be regarded as greenwashing, since their actions are not focused on providing a 'green veil' over their harmful core activities. However, several studies have shown that quite a few of these initiatives and campaigns do not deliver on their promises and stated goals. In the recent article The Darker Side of Tree-Planting Pledges (published in Bloomberg's Europe Edition), several failed tree planting campaigns were described. One example is the tree planting initiative in Copenhagen, where 100,000 trees were planted, but "six years later, many of the saplings have

https://www.isa-arbor.com/Publications/Arborist-News



## How to counteract greenwasting?

- The funds/investment must cover **all aspects**:
  - -Planning
  - -Implementation
  - -Establishment
  - -Aftercare
- Don't focus on the number of trees planted, focus on achieving goals
- Have a clear systematic process



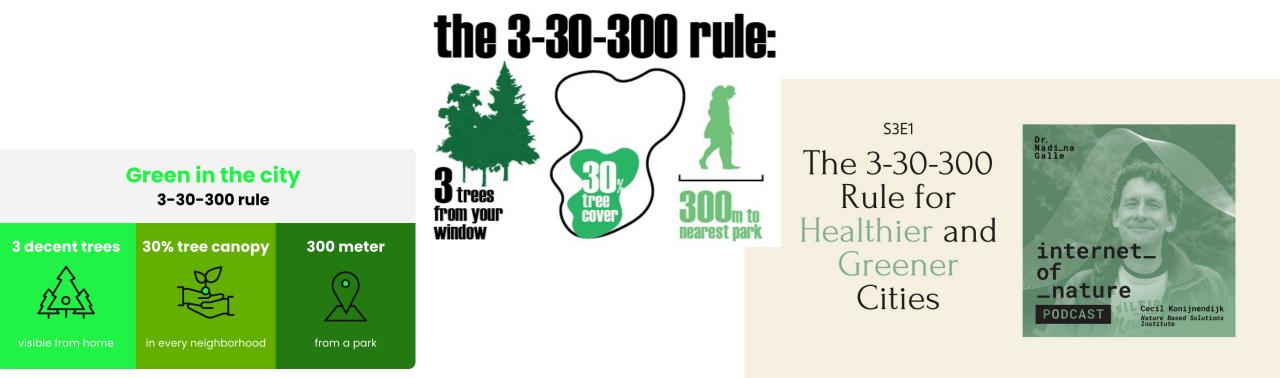


# 3-30-300 rule

The rule requires that every citizen should be able to see at least

- 3 from their home, have
- 30 percent tree canopy cover in their neighborhood and not live more than
- 300 m away from the nearest park or green space.









# Thank you

### Johan Östberg | NBSI















# CEUS

Session 2.5: The Fundamentals of Caring: Developing urban forests and green spaces accessible to all regardless of gender, age, physical ability, etc.



### PP-23-3566



World Forum on Urban Forests