Trees for Reading

As part of Ethical Reading's Sustainability programme, we're keen to mobilise Reading-based businesses to help make our town greener, literally.

Through our Trees for Reading initiative, we plan to offer local businesses the opportunity to make a positive difference by sponsoring the planting and care of trees within the town.

What are the benefits of urban trees?

Trees in towns and cities create a haven for wildlife, improve air quality and lock away carbon. They help to cool the air in summer and absorb heavy rains. They also create a better ambiance, helping to improving the mental and physical wellbeing of people who live and work nearby.

See the graphic on the following page for a more detailed view of the amazing benefits urban trees can bring.

Why get involved?

Your staff commute to work and some may also travel for business. Meanwhile the air quality in parts of Reading is deteriorating, having a negative impact on health, and we're heading towards a global climate crisis.

Trees for Reading will enable your business to be part of the solution by investing in making our town greener, healthier and happier, creating a lasting legacy for the future.

As well as helping to offset your organisation's negative impact by improving the local and wider environment, your involvement will provide a meaningful boost to its public image.

What next?

As the scheme develops we'll report back to participants and our network of Members, Partners and Supporters on progress and impact.

But first, we need to hear from organisations that would be interested in getting involved.

In addition to paying to sponsor a tree you can volunteer staff time to help with planting and caring for trees – great team teambuilding activities! We would also welcome offers or suggestions of suitable space for tree planting.

Would you like to make a meaningful difference to the environment while building the profile of your business as a caring and conscientious organisation? To express an interest or just find out more, please email sustainability@ethicalreading.org.uk.

A few good reasons for bringing more trees into our town

BENEFITS OF URBAN TREES

Strategic placement of trees in urban areas can **cool the air** by between 2 °C and 8 °C.

Large urban trees are excellent **filters for urban pollutants** and fine particulates.

Mature trees **regulate water flow** and **improve water quality**.

A tree can absorb up to 150 kg of CO_2 per year, sequester carbon and consequently **mitigate climate change**.

Wood can be used for **cooking and heating**.

Trees can **provide food**, such as fruits, nuts and leaves.

Spending time near trees **improves physical and mental health** by increasing energy level and speed of recovery, while decreasing blood pressure and stress.

Trees properly placed around buildings can **reduce air conditioning needs by 30%** and **save energy used for heating by 20–50%**.
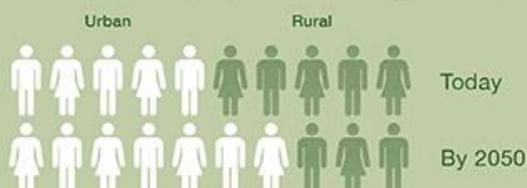
Trees provide habitat, food and protection to plants and animals, **increasing urban biodiversity**.

Landscaping, especially with trees, can **increase property values by 20%**.

World urban population is growing fast...

Urban   Rural

Today

By 2050

...planting trees today **is essential** for future generations!