



Jane  
Goodall  
Institute

## TIPS AND TECHNIQUES FOR Greening Your Community and Responsibly Planting Trees

### FORESTS & YOU

**As Dr. Jane Goodall has shared, everything is interconnected and we must live in harmony with nature to survive and thrive.** From forests to the individual tree and pockets of green space, plants are the “root” of our planet’s health and survival. Trees and other plants have the power to draw down from our atmosphere carbon dioxide (CO<sup>2</sup>), a heat-trapping gas released through human activities like burning fossil fuels and deforestation. By trapping CO<sup>2</sup>, forests and green spaces can be one of our greatest solutions in fighting climate change ([U.S. Forest Service](#)). Not only that, plants and forests provide oxygen, and improve the health of communities who live and work near them ([ArborDay](#)). There have even been studies on the tremendous mental health benefits ([Washington Post](#))!

Trees and green spaces also provide critical habitats to other animals who share this planet with us, help clean waterways, and protect the soil. We cannot survive without trees and green spaces, and in fact they’re our greatest hope! Unfortunately, deforestation around the world is happening at an alarming rate. Most of the biodiversity loss worldwide, which includes thousands of species every year, is driven by habitat loss — destruction of these forests and green spaces. In turn this destruction puts more CO<sup>2</sup> in the atmosphere, driving climate change, and as forests diminish the likelihood of disease spread increases.

AROUND  
1.6 BILLION  
PEOPLE

depend on forests for their livelihood, including 70 million indigenous people.

Forests are home to  
MORE THAN  
80%  
of all terrestrial species  
of animals, plants  
and insects.

Between 2010 and 2015,  
THE WORLD LOST  
3.3 MILLION  
hectares of forest areas. Poor  
rural women are especially  
affected by their depletion.

([United Nations](#))

# THE GOOD NEWS? YOU CAN HELP!

At JGI, community-led conservation, collaborative forest program partnerships, and global awareness and action engagement campaigns are growing a greener world. This includes training local forest monitors to survey forest reserves and protect against habitat loss, community-led land-use planning involving the earmarking and protection of forest reserves, and supporting sustainable livelihoods to reduce encroachment on native forests.

In 2020, JGI mobilized on a commitment to planting and/or restoring five million trees in 2021 as part of the World Economic Forum's Trillion Trees campaign to fight the climate crisis.

Our work also includes expansive partnerships resulting in millions of native tree plantings, regeneration and restoration, as well as the native tree planting and green space advancements made by the young members of our **Roots & Shoots** program in over 60 countries globally. All we need now is you!

## ARE YOU READY TO JOIN US?

Follow the steps to get started! Remember to make your pledge at [janegoodall.org/greenhopepledge](https://janegoodall.org/greenhopepledge)

Unable to find a location to plant? You can still help! See Step 2 — Option 2 to take action.



“It is the peace of the forest that I carry inside.”

—**DR. JANE GOODALL, DBE**  
Founder of the Jane Goodall Institute,  
UN Messenger of Peace

## STEP 1

### EXPLORE YOUR SPACE TO FIND OUT IF YOU CAN PLANT NATIVE TREES.

Making sure you know exactly where and **when** you can plant is vital. Some areas may already have native plant species that need special conditions, and adding plants, especially non-native ones, could possibly be harmful! To help green our world in the most responsible way, here are some things to consider:

- ▶ **Consider your community needs.** Find out where green spaces are and are not and find out how you can responsibly help!
- ▶ **Start at home.** The easiest way to start is to plant native on your own property.
- ▶ **Get permission to plant.** If it's not your property, who do you need to ask/what do you need to do? Is this area the right place to plant a native tree species?
- ▶ **City programs.** In some locations, the city will provide you with free trees appropriate for your area! You can do a quick google search to learn more about your city's programs, and you can also check [here to find out if your city is part of Tree USA](#).
- ▶ **Prepping the area**
  - **Measure the sunlight.** Full sun: 6+ hours, part sun: 3-6 hours, full shade: > 3 hours.
  - **Find water sources.** If there is not easy access to water, brainstorm your watering plan. In some regions water is limited, so make sure you're finding a place that will be the least water intensive or use native plants that require less water to thrive.

# STEP 2

## OPTION 1 TAKE ACTION

### ▶ **Have somewhere to plant?**

Select a native, appropriate tree for your area. Use these tips for choosing the right plant for your location:

- Native plants will support more natural ecology than a non-native plant. Invasive plants actually can do much more harm than good! Here's how to find out what trees work in your region: [Choosing a Tree](#).
- Match your tree's needs to the amount of sunlight and water of your location.

### ▶ **Research the best technique to plant and grow your selected tree.** Use these [video instructions](#) & tend to your tree regularly to make sure it grows to maturity!

## OPTION 2 GREEN YOUR SPACE!

### ▶ **Influence Policies:**

Find a list of your [elected officials](#) and write to your representatives. View each representative's page and use their contact information to email them about the urgent need to protect our world's green spaces. Write your own message or feel free to use [this template](#).

### ▶ **Participate in local initiatives and groups.**

Find out what's going on locally — from urban farming and gardens, to ways to volunteer with parks and restoration, there are many ways to take action in your own backyard!

## OPTION 3 DONATE TO JGI

### ▶ **Support JGI.** Invest in comprehensive greening and forests protection programs by donating at [janegoodall.org/donate](https://janegoodall.org/donate).

Your support will directly benefit all of our programs, including our holistic efforts to collaborate with local communities, partners, and young people worldwide to green the globe! This includes our community-led initiatives which involve training forest monitors, land-use planning focused on forest reserve designations, sustainable livelihoods in agroforestry, native tree plantings, natural regeneration, and so much more. You can also donate directly to JGI's Uganda One Tree Planted program [here](#) or support through using Ecosia [here](#).



## STEP 3

### MAP YOUR IMPACT

If you did plant a tree and/or protected green spaces in your area, fill out this form to help us measure our impact around the world.

[janegoodall.org/greenhopemap](http://janegoodall.org/greenhopemap)



## STEP 4

### SHARE YOUR WORK AND INSPIRE OTHERS!

#### ► Motivate your network to take action!

Use the social media language below, linking to [janegoodall.org/greenhopepledge](http://janegoodall.org/greenhopepledge):

- **Facebook:** Unfortunately, deforestation around the world is happening at an alarming rate. Most of the biodiversity loss worldwide (including thousands of species every year) is driven by habitat loss — destruction of these forests and green spaces. **The good news? YOU can help!** Join me and @janegoodallinst in greening our world to help make a difference today! <<LINK TO PLEDGE>>
- **Twitter:** Unfortunately, deforestation around the world is happening at an alarming rate. Most of the biodiversity loss worldwide is driven by habitat loss & forests are one of our greatest hopes in fighting #climatechange. Good news: YOU can help! Join me & @janegoodallinst <<LINK TO PLEDGE>>
- **Instagram:** Unfortunately, deforestation around the world is happening at an alarming rate. Most of the biodiversity loss worldwide (including thousands of species every year) is driven by habitat loss — destruction of these forests and green spaces. Forests are also one of our greatest hopes in the fight against the #climatecrisis. **The good news? YOU can help!** Join me and @janegoodallinst in greening our world to help make a difference today! <<LINK TO PLEDGE>>

## Jane Goodall Institute

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