



Direct changes to the environment

*"Small acts, when multiplied by millions
of people, can transform the world"*

HOWARD ZINN



Outlet greening

Role of plants/trees in reducing CO2

Plants and trees play a significant role in reducing the amount of carbon in our atmosphere, being the ultimate carbon capture and storage machines.

Scientists estimate that in order to achieve the UK's target of becoming net zero by 2050, 1.5 million hectares of woodland are needed, which is equivalent to the same land area as Yorkshire. Although this may sound like a vast amount of land, this highlights the importance of greenery in reducing atmospheric CO2.

According to one scientist planting trees are *"one of the biggest and cheapest ways of taking CO2 out of the atmosphere to tackle the climate crisis"* (Crowther, 2019). Although planting trees is not the solution to the climate crisis, it certainly is a powerful one suggesting the importance of utilising spaces in tackling the climate crisis.

Tree planting campaigns

Tree planting has become a cornerstone of countless environmental campaigns in recent years. The desire to plant trees is everyone, with one of the most ambitious being the World Economic Forum's call to plant 1 trillion trees by the year 2030 in support of the UN's Decade of Ecosystem Restoration.

Urban Greening

Urban greening is the term used to describe the greening of urban areas. The London Mayor wants to increase the amount of green areas that cover the city. The London Environment Strategy includes policies and proposals that aim towards more than half of London being green by 2050.

[planting trees] *"Is available now, it is the cheapest one possible and every one of us can get involved"*

(Tom Crowther, 2019)

Tree planting



Our actions

Through the Mug for Life initiative, a tree is planted in the UK for every 10 mugs sold through e-forests. In 2018, we sold enough Mugs for life for 500 trees to be planted. We decided to take a trip to the New Forest to plant these saplings.

The trees were planted through both the Chartwells Team at Brunel University and volunteer students. It was a fantastic day trip and was gratifying to know we were making a contribution towards this awe-inspiring place. We are planning another tree planting event later this year with even more ambitious targets.

About the New Forest

The New Forest is recognised as an Area of Outstanding Natural Beauty (AONB). Therefore, this area needs to be constantly looked after in order for the area to flourish. Together, with the help of those purchasing Mugs for Life at Brunel, we have been able to contribute towards the conservation of this area.