



One Million Trees for One Million People Business Trees

Business owners can make a big difference to a tree planting initiative by sponsoring and encouraging tree plantings with their customers and employees. Tree planting projects are good for business because they demonstrate your company's commitment to the community and environment. Trees offer a wealth of health and environmental benefits, beautify shopping districts, reduce your heating and cooling costs, and attract people to your company. By completing or sponsoring a tree planting you can get your company's name out to the public while you build good will for your company and products. For example:

- Plant trees around your business then let your customers know you are committed to lower energy use and cleaner air.
- Attract new homeowners by offering tree seedlings to your customers when they make a major purchase.
- Sponsor a tree planting project in your neighborhood and use employees to plant the trees. Residents will appreciate your community investment.
- Work with a local school to plant trees around the playground and to shade classrooms.
- Provide trees to local community and senior centers.
- Challenge other business owners in your chamber of commerce to match your contribution to tree planting projects.
- Invite your customers to add \$1 to their purchases for a tree planting project you will sponsor.
- Use a tree planting project to build employee teamwork and a spirit of volunteerism.
- Work with other business owners around you to plant trees as a way of beautifying your parking lots, entrances, and landscaping. Shoppers spend 12% more in shaded business districts.
- Sponsor new trees in a local park or to shade a playground.

The Benefits of Trees

- **Energy Savings**

Trees save energy by shading buildings and minimizing the need for air conditioning in the hot summer months. Trees cool entire neighborhoods by releasing moisture into the air and shading surfaces like parking lots and streets that hold heat in the sun. In the winter, trees can help reduce heating costs by slowing the wind. We can also save water on irrigation when there is a tree shading the lawns that we water.

- Save up to 30% of annual cooling costs
- Save 10-25% of energy used for heating

- **Water Quality**

- Trees improve water quality by capturing, filtering, and absorbing rainwater, which reduces the need for storm water treatment.
- 100 mature trees catch about 250,000 gallons of rainwater per year

- **Air Quality**

- Trees clean the air by absorbing and intercepting air pollutants.
- 100 trees remove five tons of CO₂ per year
- 100 trees remove about 1000 lbs of pollutants per year, including: 400 lbs of ozone, 300 lbs of particulates

- **Commercial Benefits**

Studies have shown that trees are good for business. Shops located in cool shopping districts realize the benefits of trees by

- More frequent shopping
- Longer shopping trips
- Shoppers spend more for parking
- Shoppers spend 12% more for goods

- **Community Benefits**

Trees cast shade in the evenings, encouraging residents to come out and enjoy walks and bike rides in their neighborhoods. Trees slow drivers by making them feel enclosed in tree tunnels. Neighborhood tree plantings allow neighbors to participate in creating a common good and to form new relationships. They reduce crime and create more stable neighborhoods. Studies show that trees help us feel peaceful and secure as they bring a bit of nature into our urban environments.

- Trees reduce levels of domestic violence and foster safer, more sociable neighborhood environments (Sullivan and Kuo, 1996).
- Trees (along with other plants) absorb high-frequency noise which is the most distressing frequency range for humans (Miller, 1997).



**SALT LAKE
COUNTY**

For more information on One Million Trees for One Million People contact Lorna Vogt at 801-468-3571 or lvogt@slco.org. Learn more at www.milliontrees.slco.org