

“MAKE TREES MATTER!”

THEORY OF CHANGE

2025-2030

PROBLEM STATEMENT: WHY WE EXIST

The environmental injustice of tree inequity: the disparity in access to trees, which disproportionately affects vulnerable people from disadvantaged urban communities.

VISION: URBAN TREES FOR ALL

Cities where everybody can live healthy lives among thriving trees, woods and nature.

NORTH STAR:

By 2050, everybody should be able to see at least 3 trees from their home, live in a neighbourhood with at least 30% tree canopy cover, and have high-quality, public green space within 300 metres from their home.

MISSION: MAKE TREES MATTER.

People value and appreciate trees so that they are consistently cared for and appropriately resourced, particularly in areas of low tree equity.

LONGER-TERM OUTCOMES (15+ YEARS)

Thriving urban forests deliver vital ecosystem services that increase resilience to climate change, improve people's health and well-being, and support urban nature, particularly in areas of low tree equity.

