



# **ITF BUSINESS PARTNERSHIPS PROGRAMME**

Working with companies to  
plant trees worldwide

[www.internationaltreefoundation.org](http://www.internationaltreefoundation.org)

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## **Trees sustain life on Earth and provide a direct source of food, energy, jobs and environmental protection.**

Since 1924, ITF has been supporting communities around the world to plant, care for and use trees in sustainable ways, improving both lives and habitats.

**Funding our tree planting projects offers a very powerful way to motivate and engage your employees, as well as your suppliers and customers. It is also a simple cost-effective way of enhancing well-being in the communities where you operate.**

**We provide a bespoke programme of support tailored to the needs and geographical spread of your business. Our tree projects enable you to demonstrate your commitment to responsible environmental management, but also to build strong relationships with your neighbours, or to help your drive towards carbon-neutral operations worldwide.**

The sustainable management of tree and forest assets is a key business issue that can help a company reduce its business risk, improve reputation, and drive market opportunities.

Together with our business partners and other supporters we have planted over 1 million trees around the world in the last two years — for every £1,000 of support we can plant at least 8,000 trees in Africa. Each tree planted will save on average an estimated 20kg of carbon per year over its life and enhance the resilience of the communities where we work.

This year, ITF is launching its Centenary Campaign to plant 20 million trees in a deforested zone of Mount Kenya Forest. We will be working with our technical partner, The Royal Botanic Gardens Kew, as well as local partners in Kenya.



**Planting fruit trees for nutrition at a school in Uganda.**



**Regreening project tackles desertification in Mali**



**Seedling nursery for agroforestry in Cameroon**



**Tree planting lesson for schools in the UK.**

“ Mars Inc. is delighted to be supporting the ITF’s crucially important work for the promotion of small-scale community tree planting projects in Africa, aimed at: raising local livelihoods by providing evidenced based training in the development and management of community tree nurseries, the conservation of local forests, and the empowerment of local women. We are especially pleased to be helping ITF in its Centenary Campaign for a major community tree planting initiative on Mount Kenya. This work will build a sustainable Africa and help ensure its future! ”

**Dr Howard-Yana Shapiro,**  
Chief Agricultural Officer, Mars Inc, Kenya.



Ecotricity uses profits to develop new green energy sources. ITF is a member of its Green Britain partnership and receives £60 for tree planting for every customer who switches supplier to Ecotricity.

“ A commitment to sustainability is fundamental to our business; and whilst all our products are already constructed from ethically-sourced timber, we wanted to go one step further and really illustrate this ethos to our customers. Our partnership with the ITF allows us to demonstrate our dedication towards the people and the environments that provide us with the raw materials on which our business depends. We are proud to be involved with such a valuable organisation. ”

**Alexandra Finlay, Director**  
Marketing & Creative Branding, Worktop Express, DOS Ltd, UK.

## How we work

ITF's mission is to work with local communities to promote the role of trees and forests in improving livelihoods, protecting the environment, and by developing the economic potential of native and traditional species.

We have four strategic aims which are delivered through sustainable forestry programmes with local partners in the UK and Africa, with plans to expand into Asia and the Caribbean.

<b>ENVIRONMENT</b>	<b>increase tree cover, promote reforestation and appropriate tree cultivation.</b>
<b>EDUCATION</b>	<b>foster an understanding of the amenity, ecological and economic value of trees.</b>
<b>LIVELIHOODS</b>	<b>enable communities to develop and restore sustainable and productive landscapes through tree cultivation.</b>
<b>CAPACITY BUILDING</b>	<b>build capacity in community organisations to advocate, share knowledge and implement community based forestry and agroforestry.</b>



The project has taught me how to raise a nursery, plant fruit trees and earn income from it. I will teach other grassroots women in my community to propagate and plant fruit trees to earn income to improve their well-being and cater for their children. “  
Franca Nzeakor, Project Leader, Community Fruit Tree Planting Initiative, Nigeria.

**WATER  
MANAGEMENT**  
our trees protect  
land from floods  
and drought.



**MEDICINE**  
we promote  
indigenous  
knowledge about  
the medicinal use of  
trees and protect  
forests which hold  
medicines yet to  
be discovered.

**Our projects  
have a positive  
impact on...**



**CLIMATE CHANGE**  
our reforestation  
projects arrest land  
degradation and restore  
productive sustainable  
land use.



**ECOSYSTEMS**  
we conserve and  
protect  
the biodiversity of  
indigenous forest  
resources and habitats.



**LIVELIHOODS**  
our projects help break the  
cycle of poverty; promoting  
improved nutrition, food  
security, income generation  
and social cohesion.

## **International Tree Foundation**

**Planting trees to protect the environment and livelihoods through sustainable community forestry**

International Tree Foundation ([www.internationaltreefoundation.Org](http://www.internationaltreefoundation.Org)) is an international charitable trust based in the UK. It was founded in Kenya by Dr Richard 'St Barbe' Baker and Chief Josiah Njonjo as Watu wa Miti (People of the Trees). On his return to the UK in 1924, Baker established the Men of the Trees which grew into a worldwide movement. In 1992, Men of the Trees in the UK changed its name to the International Tree Foundation.



For more information, please contact:

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Front and Back covers: Forest cover in Rwanda.  
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