

# News release

19 April 2023: For Immediate Release

## Urban Forest Consultancy, Treeconomics, to open office in Sweden

Treeconomics, a UK company specialising in sustainable treescapes, has announced that it has signed a Memorandum of Understanding (MOU) with Trädkontoret (The Tree Office), one of Sweden's leading consultancies in tree management. To strengthen this partnership, Treeconomics will be opening an office in Malmö, Sweden. The new office will enable both companies to collaborate more closely.

The MOU establishes a partnership between the two companies and will draw on joint capabilities to provide sustainable urban forestry solutions. Initiatives will include the development of new technologies, the sharing of knowledge and resources, and the 'benefits approach' to tree valuation, using i-Tree and other software. Both companies bring complementary strengths and expertise to the partnership, with Trädkontoret boasting a track record of strategic tree management and Treeconomics demonstrating innovation in the sector, pioneering i-Tree in the UK and more recently delivering the UK's first urban forest masterplan in Birmingham. Both companies share a commitment to using i-Tree and other related software to quantify, assess and value the ecosystem services delivered by the urban forest and, importantly, as a catalyst to inform good management practices such as the production of Tree Planting Strategies and Opportunity Mapping.

Kenton Rogers, Treeconomics' CEO, commented "We are excited to partner with Trädkontoret and expand our operations within Europe. This MOU formalises our shared commitment to innovation and sustainability in urban forestry."

Trädkontoret's CEO, Gustav Näslander, echoed these sentiments: "We believe that this partnership will allow us to draw on each other's strengths and expertise to create more sustainable and resilient urban environments. By working together, we can achieve better outcomes for our clients, our communities, and our planet."

This partnership is an important step forward for the urban forestry sector, which is facing increasing pressure to address the challenges posed by climate change, urbanisation, and other factors. By joining forces, these two industry leaders are poised to make a significant impact on the future of urban forestry and the health and wellbeing of our cities.

For more information about Treeconomics and Trädkontoret, please visit their respective websites: [www.treeconomics.co.uk](http://www.treeconomics.co.uk) and [www.tradkontoret.se](http://www.tradkontoret.se)

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Treeconomics is a UK-based consultancy which works internationally with community groups, research organisations, public bodies, municipalities and private business to complete projects which highlight the value of trees.

Trädkontoret is one of Sweden's leading urban forestry specialists, providing consultancy on tree management practices to public and private bodies alike.

i-Tree is a software suite developed collaboratively by the US Department of Agriculture (USDA) Forest Service, the Davey Tree Expert Company, the International Society of Arboriculture, the Society of Municipal Arborists, the Arbor Day Foundation, and Casey Trees - collectively known as the i-Tree Cooperative.

IMAGE ATTACHED: Kenton Rogers, Treeconomics and Gustav Nässlander, Trädkontoret - with company signs

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