

Tree Cities of the World:

Now is the Time for Trees

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Arbor Day
Foundation®

**WE INSPIRE PEOPLE TO PLANT,
NURTURE, AND CELEBRATE TREES.**







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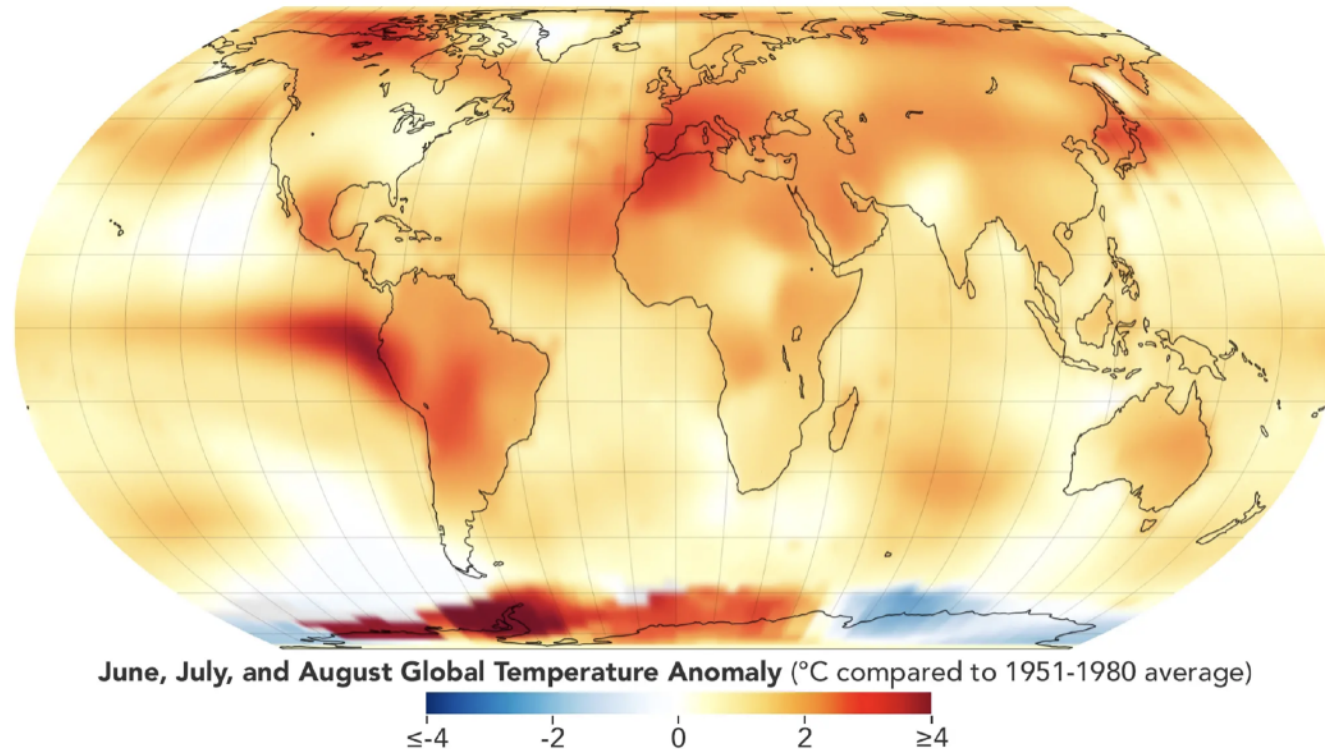
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100%



NEWS | September 14, 2023

NASA Announces Summer 2023 Hottest on Record



This map depicts global temperature anomalies for meteorological summer in 2023 (June, July, and August). It shows how much warmer or cooler different regions of Earth were compared to the baseline average from 1951 to 1980. Credit: NASA's Earth Observatory/Lauren Dauphin

Summer of 2023 was Earth's hottest since global records began in 1880, according to scientists at NASA's Goddard Institute for Space Studies (GISS) in New York.



NOW IS THE TIME FOR TREES







 **World Forum on Urban Forests**
Mantova 2018





TREE CITIES

OF THE WORLD™

A programme of:



Food and Agriculture
Organization of the
United Nations



Arbor Day Foundation®

RECOGNITION
AWARENESS
PROFESSIONALISM
INVESTMENT



**TREE
CITIES**

OF THE WORLD™

CORE STANDARDS

- 1. Establish Responsibility**
- 2. Set the Rules**
- 3. Know What You Have**
- 4. Allocate Resources**
- 5. Celebrate Achievements**



arbocity





200

RECOGNISED CITIES

22

COUNTRIES

Argentina • Australia • Brazil • Canada • Chile • Colombia • Costa Rica • France
India • Italy • Mexico • New Zealand • Peru • Senegal • Slovenia • Spain
Sweden • Tanzania • Uganda • United Kingdom • United States of America



3,306,907 TREES PLANTED



576,873 PARTICIPANTS
IN A TREE CELEBRATION



\$1,044,428,603 USD
SPENT ON URBAN TREE CARE
AND MANAGEMENT



132,372,548
PEOPLE LIVE IN A TREE CITY



TREE CITIES

OF THE WORLD™

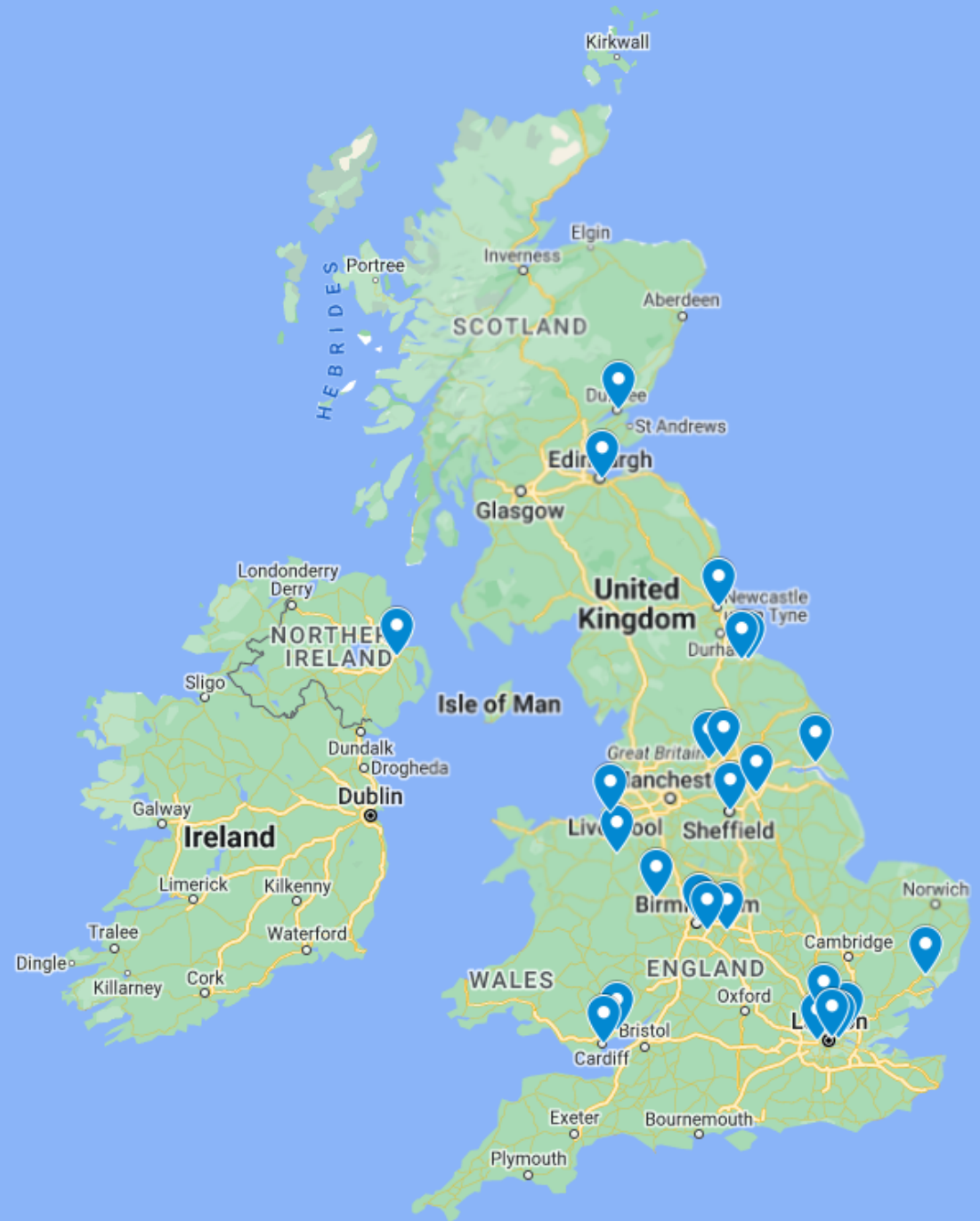
A Programme of:



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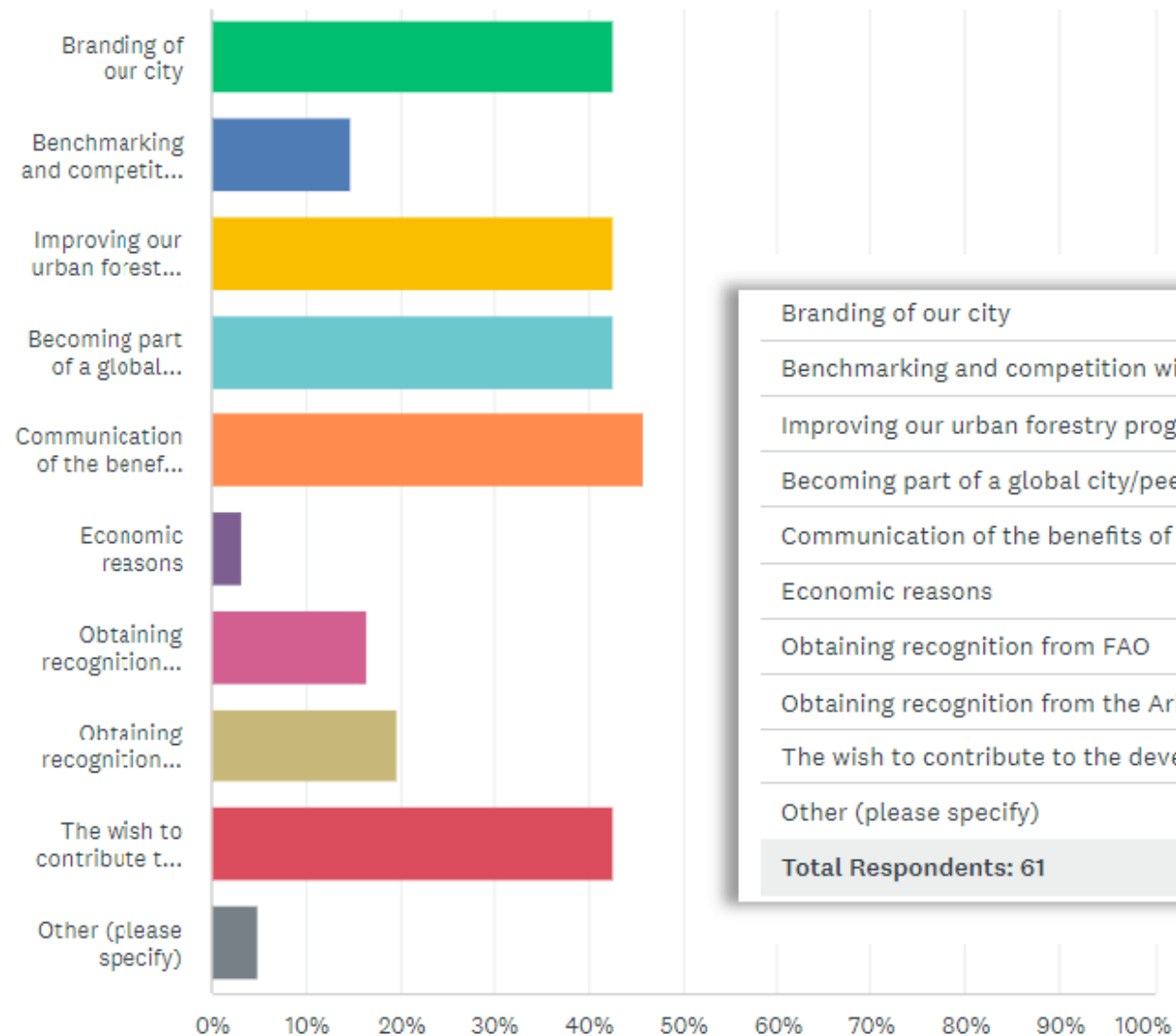


UK TCoW network event 11th June



What were your local authority's main motivations for applying to become a Tree City of the World? Select up to 3:

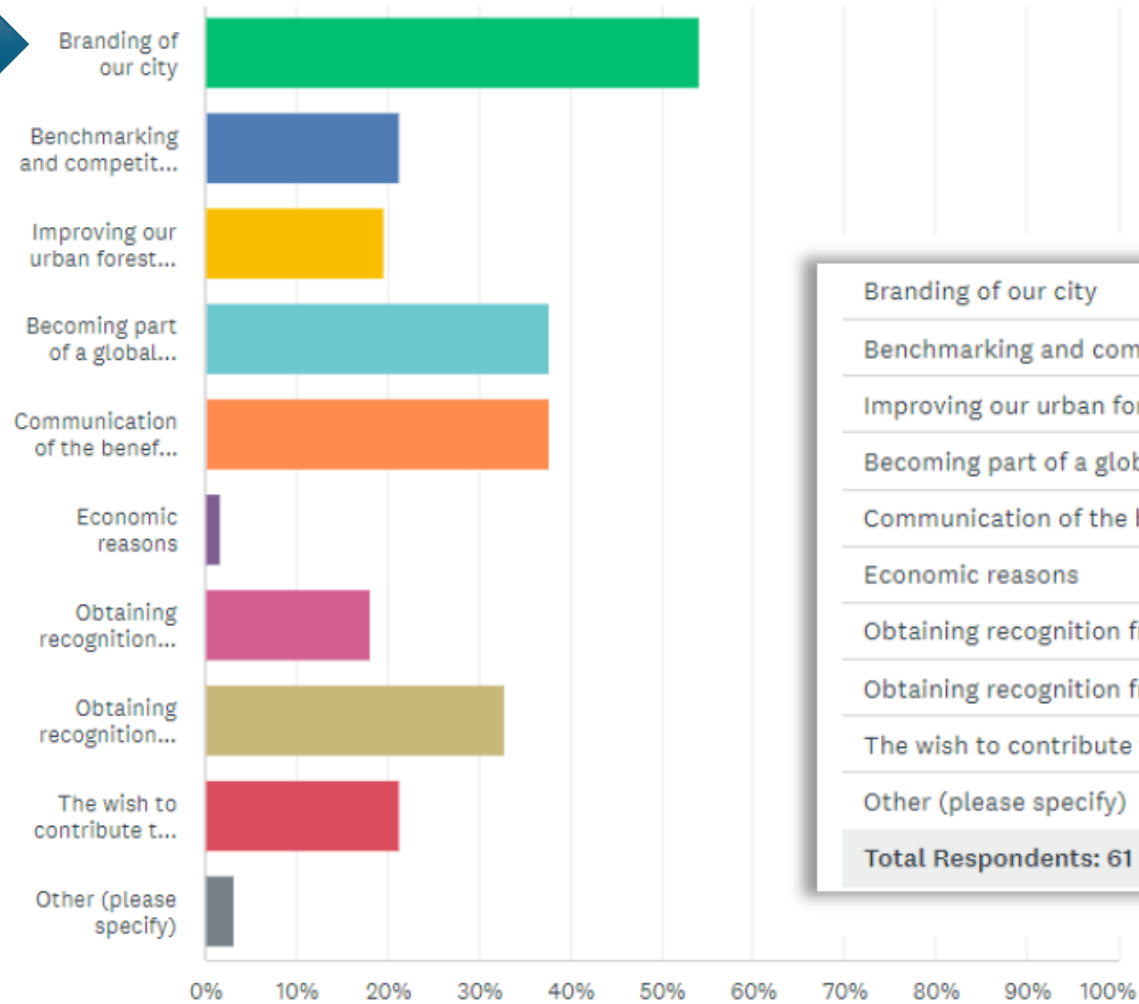
Answered: 61 Skipped: 0



Branding of our city	42.62%	26	
Benchmarking and competition with other cities	14.75%	9	
Improving our urban forestry programme	42.62%	26	
Becoming part of a global city/peer network	42.62%	26	
Communication of the benefits of trees to our residents	45.90%	28	
Economic reasons	3.28%	2	
Obtaining recognition from FAO	16.39%	10	
Obtaining recognition from the Arbor Day Foundation	19.67%	12	
The wish to contribute to the development of urban forestry	42.62%	26	
Other (please specify)	Responses	4.92%	3
Total Respondents: 61			

So far, what have been the primary benefits being part of the TCOW programme? Select up to 3:

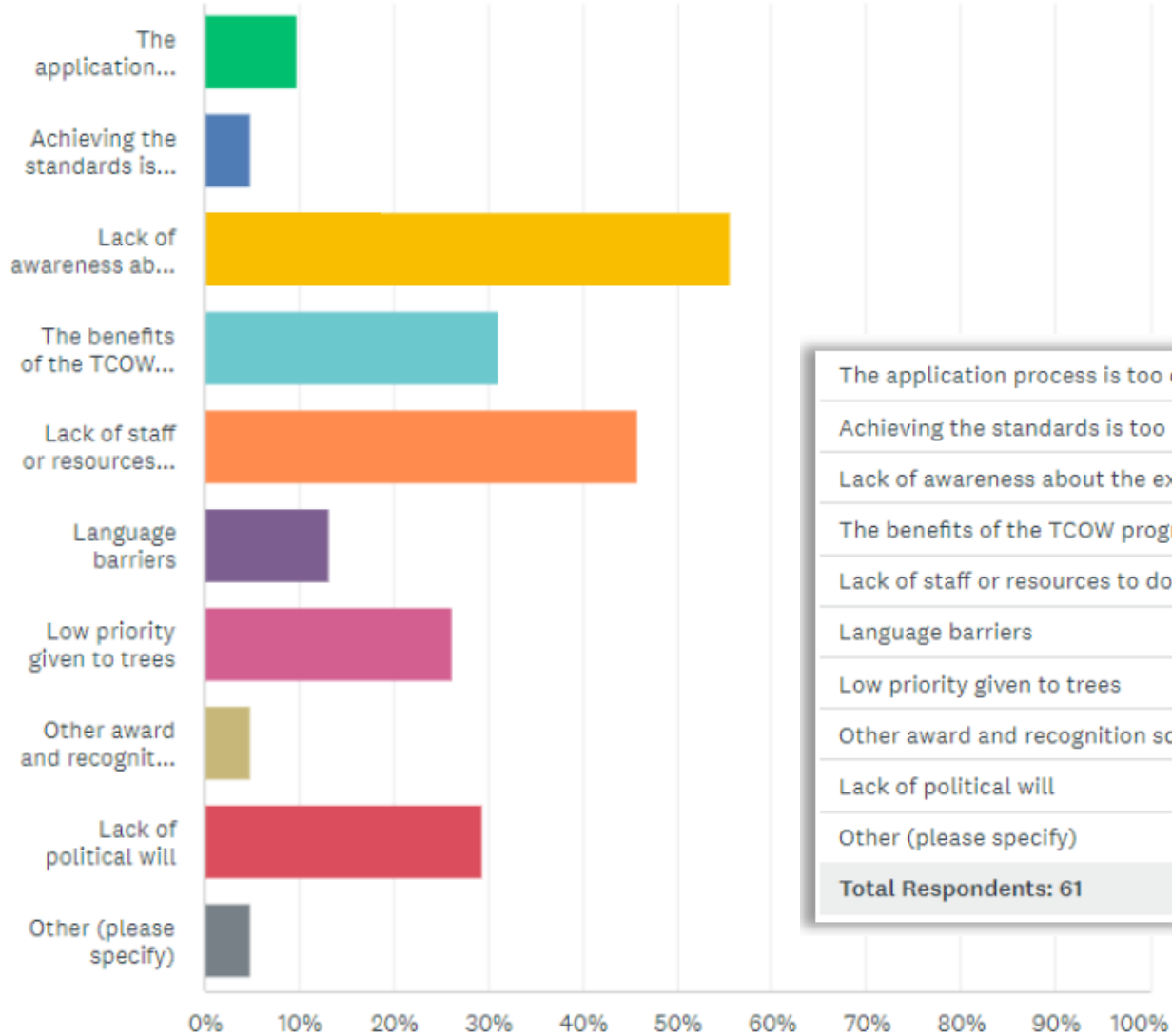
Answered: 61 Skipped: 0



Branding of our city	54.10%	33
Benchmarking and competition with other cities	21.31%	13
Improving our urban forestry programme	19.67%	12
Becoming part of a global city/peer network	37.70%	23
Communication of the benefits of trees to our residents	37.70%	23
Economic reasons	1.64%	1
Obtaining recognition from FAO	18.03%	11
Obtaining recognition from the Arbor Day Foundation	32.79%	20
The wish to contribute to the development of urban forestry	21.31%	13
Other (please specify)	Responses 3.28%	2
Total Respondents: 61		

In your opinion, what could be the main barriers for cities to apply for the TCOW programme? Select up to 3:

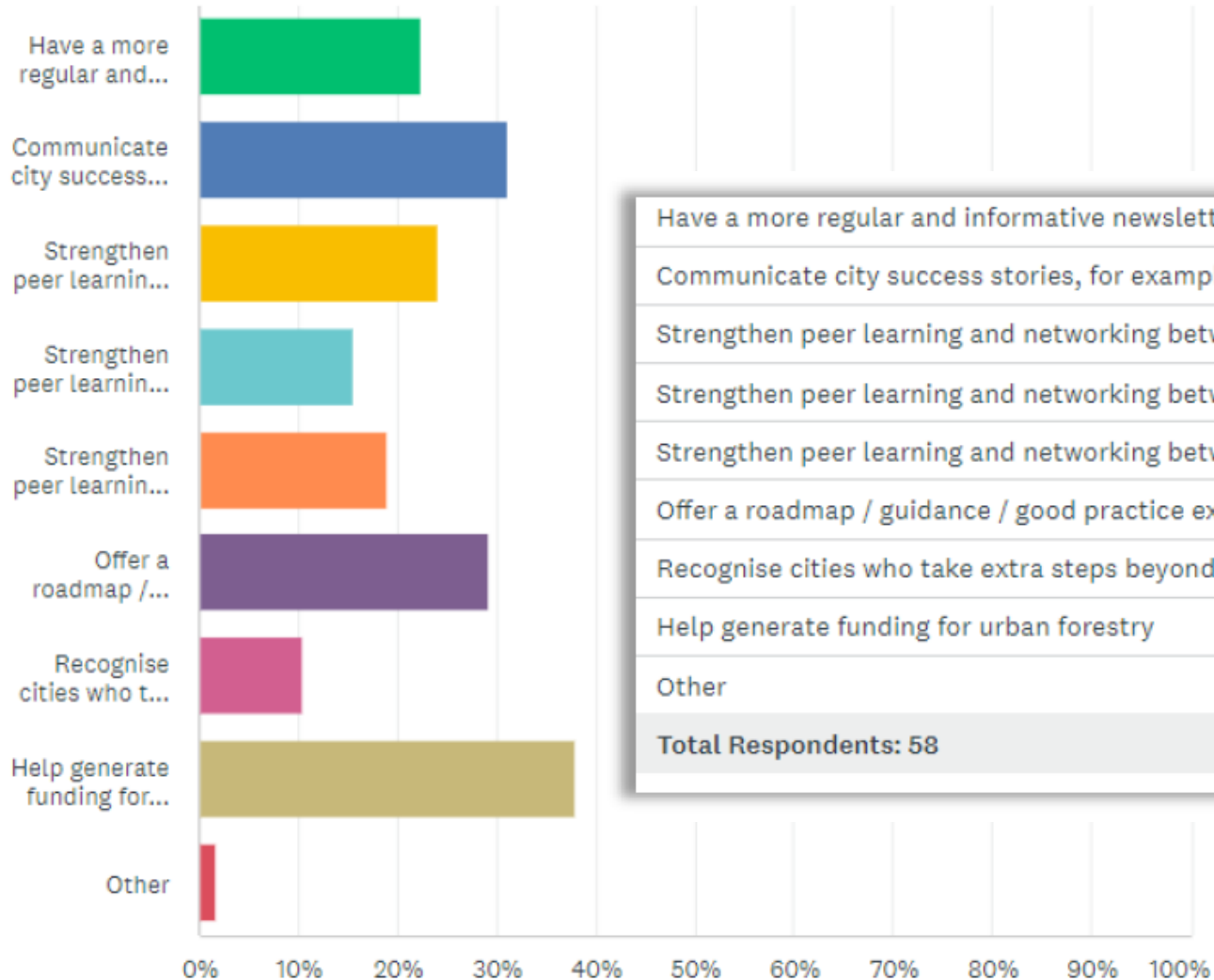
Answered: 61 Skipped: 0



The application process is too difficult	9.84%	6	
Achieving the standards is too difficult	4.92%	3	
Lack of awareness about the existence of the TCOW programme	55.74%	34	
The benefits of the TCOW programme are unclear or lacking	31.15%	19	
Lack of staff or resources to do the application	45.90%	28	
Language barriers	13.11%	8	
Low priority given to trees	26.23%	16	
Other award and recognition schemes are prioritised	4.92%	3	
Lack of political will	29.51%	18	
Other (please specify)	Responses	4.92%	3
Total Respondents: 61			

What could we do to improve the TCOW programme? Select up to 2:

Answered: 58 Skipped: 3



Have a more regular and informative newsletter	22.41%	13
Communicate city success stories, for example on social media and the website	31.03%	18
Strengthen peer learning and networking between cities globally	24.14%	14
Strengthen peer learning and networking between cities regionally (e.g., in Latin America).	15.52%	9
Strengthen peer learning and networking between cities nationally	18.97%	11
Offer a roadmap / guidance / good practice examples for improving the local urban forestry programme	29.31%	17
Recognise cities who take extra steps beyond meeting the five standards	10.34%	6
Help generate funding for urban forestry	37.93%	22
Other	1.72%	1
Total Respondents: 58		

What did we learn?

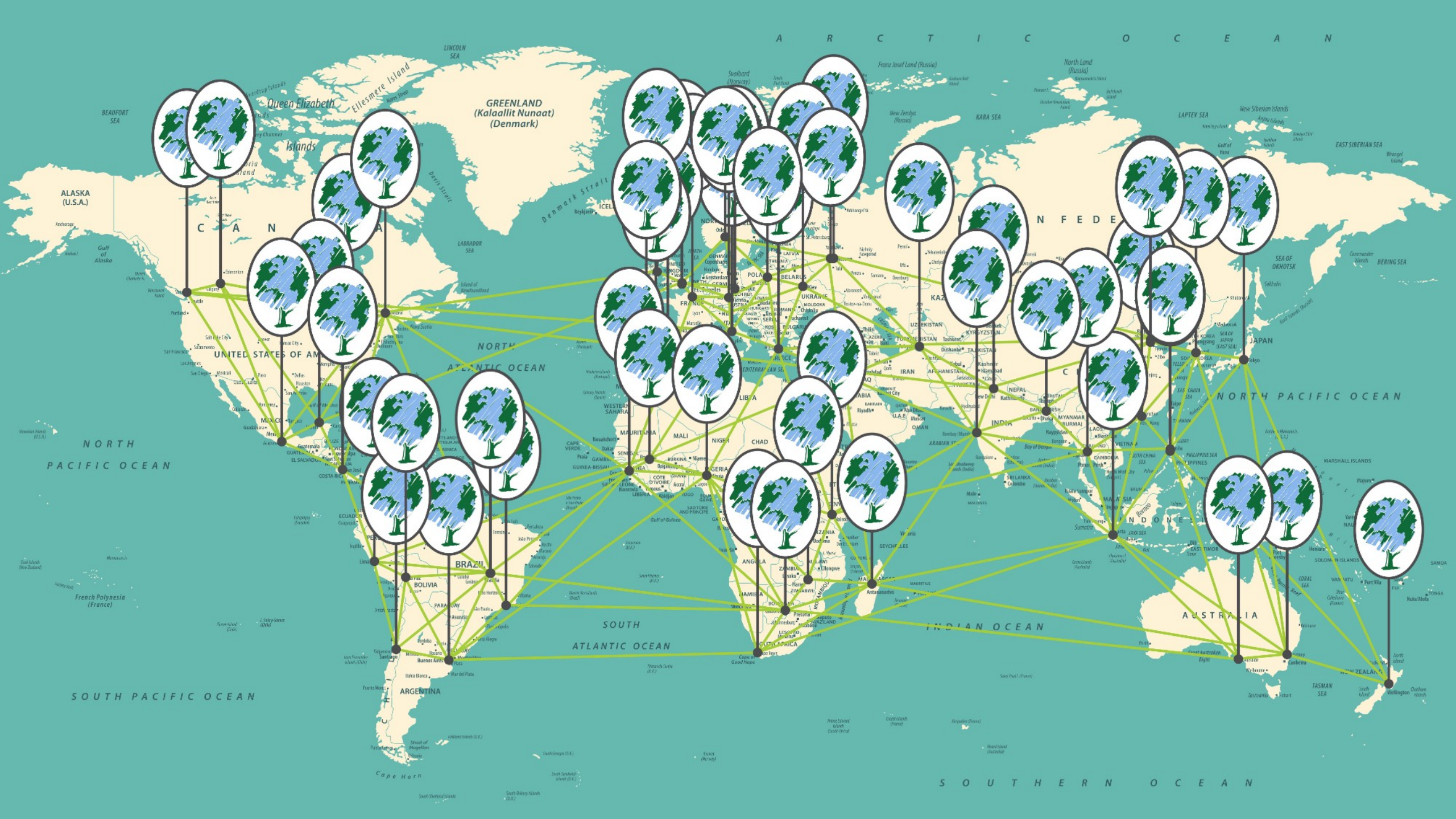
- Big appetite for developing the scheme to be more UK fit for purpose – new entry points, recognition for elevated delivery, language
- Desire to develop a hub for information exchange and peer to peer comms (but not duplicate others)
- Desire to explore using the scheme more directly for fundraising and policy alignment
- The scheme and who it brings together remains unique
- **Still listening...**



WHAT'S NEXT?



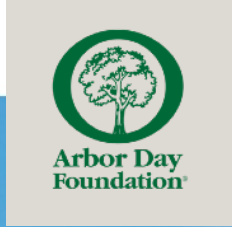






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