Cool Approaches

2024

Overview

Creative initiatives can have great potential to engage communities with trees and nature, in addition to purely scientific communication. Across the United States, as well as globally, individuals and groups of people have developed initiatives using art and technology to help people connect with trees.

Email Addresses

- The city of Melbourne **assigned trees email addresses** so citizens could report problems. Instead, people wrote thousands of love letters to their favorite trees (Blakemore 2015).

Cell Phones

- In the Dutch City of Rotterdam, trees that need to be removed have a **QR code** attached so that residents can learn the reason for the removal and send in any comments they have (Mayors of Europe 2022).

- In London**, tree stumps were painted with words and visitors could text the word to a cell phone number and receive a poem back about the tree** (*The Internet of Trees*, n.d.).

Walking Tours

- In the summer of 2022, **volunteers walked 12,000 trees throughout an arts festival** in Friesland. Teams of volunteers pushed large and small trees along a 2.1-mile route as part of an arts festival. This creative practice helped communities across the city to quickly imagine what it would be like for more trees to be in their neighborhoods (Green 2022).

Case Studies

Kealopiko: Honolulu, Hawaii

- Hawaiian company that makes clothes inspired by cultural tradition and practice, including many plants and animals of the islands (*The Story of Kealopiko*, n.d.).

Canopy Stories: Portland, Oregon

- A website where residents can submit their own stories related to trees throughout the city. The stories are then collected into a map for others to view and read (*Canopy Story,* n.d.).

San Francisco Trees: San Francisco, California

- Resident Mike Sullivan has created walking tours of trees in neighborhoods around the city, including chalk directions and information on sidewalks during the covid-19 pandemic (*San Francisco Trees*, 2024.

Resources

Websites

- NYC Trees: https://www.nycgovparks.org/trees

- Root System Drawings: https://images.wur.nl/digital/collection/coll13

- European Tree of the Year: https://www.treeoftheyear.org

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spreading roots