



Splashed by the sea.
That's one evocative translation
for our beloved coastal-growing
pōhutukawa tree.

Splashed by the sea

around the fortunes of
the iconic native trees.

Project Crimson's work is far from finished, with new environmental threats such as the airborne disease myrtle rust, and the ongoing impact from possums. In 2016 the Trust launched its flagship programme, Trees That Count, which brings together business, community and everyday Kiwis, with the vision of helping plant 200 million of Aotearoa's special native trees and shrubs across the country.

"I love working with Project Crimson Trust – I get to work with clever people, who are focused on fighting climate change, strengthening our threatened biodiversity and growing healthier communities," says Bell Gully consultant, Kate Redgewell.

"Project Crimson has great clarity about the outcomes it is seeking for increased native tree planting and the benefits that derives, and it is prepared to innovate to deliver on its outcomes and build stronger, more sustainable communities by doing so. This means we get to work with the Trust on really interesting, as well as personally fulfilling, work."

Bell Gully has helped the Trust with the growth and innovation of its Trees That Count programme, and introduction of its carbon calculator and tree counts. Through these, Trees That Count has kept track of the native trees planted through New Zealand since 2016, with

the total exceeding 33 million trees to date. These trees have the potential, over 50 years, to remove more than five million tonnes of carbon dioxide from our atmosphere.

Trees That Count works to increase native tree planting in New Zealand. Its marketplace enables individuals and businesses to fund or gift native trees, which are then matched to deserving planting groups around the country: from iwi and community groups restoring local reserves through to farmers who are improving waterways and the health of their land. More than \$5 million has been raised to plant over 680,000 native trees, supporting 729 planting projects around Aotearoa – and this number grows by the day.

Kate says, "We are also working on a new initiative for the Trust, which demonstrates its ability through native tree planting to connect business, individuals and communities to deliver sustainability for the local community, with biodiversity and climate change benefits for us all. Watch this space."

Says CEO Adele Fitzpatrick, "Bell Gully provides invaluable support to Project Crimson. Not only do Simon Watt, Kate and the wider team give me expert advice, they are personally engaged in our kaupapa and that really shows. I know I can have a conversation with Simon and Kate about a big idea and they'll support and help me to make it happen."

To find out more about Project Crimson's amazing work, visit www.projectcrimson.org.nz

Thirty years ago the pōhutukawa was in peril, largely from possum attacks, and the Project Crimson Trust was formed. Its strategies to turn the pōhutukawa population around included widespread fencing to keep out pests, possum control, restoration planting and extensive community education.

It was a passion project for all involved and its quest to save the North Island's iconic native tree quickly captured the hearts of schools, communities, iwi and rural landowners around the country.

In 1996, Project Crimson expanded its mandate to include the northern and southern rātā, which enabled the group to widen their planting and conservation efforts to include the South Island.

With the help of thousands of volunteers, Project Crimson planted over 300,000 pōhutukawa, rātā and southern rātā species around the country – significantly turning

