



THE

QUEEN'S GREEN
CANOPY



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THE QUEEN'S GREEN CANOPY: "Plant a Tree for the Jubilee"

SUPPORTED BY:



OFFICIAL LAUNCH INFORMATION PACK

The Queen's Green Canopy (QGC) is officially launching on Monday 17th May, as part of the Royal Horticultural Society's Virtual Chelsea Flower Show. Her Majesty The Queen is Patron of the RHS.

We are grateful to our network of partners and supporters who will be vital in helping to encourage people from across the United Kingdom to get involved in this exciting campaign to "Plant a Tree for the Jubilee".

We are grateful to our Patron, His Royal Highness The Prince of Wales, and The Royal Household who have provided some exclusive Royal content for the launch.

This pack provides an overview of the launch activities, the partner organisations that are involved with The Queen's Green Canopy, key messages and how you support and take part in the launch week across digital channels.

The contents of this information pack include the following:

1. Overview
2. The Queen's Green Canopy launch day / week
3. The QGC website and social media
4. Key messages
5. The Queen's Green Canopy Partners
6. The Queen's Green Canopy Platinum Supporters
7. FAQ

Overview

The launch of The Queen's Green Canopy (QGC) will take place on **Monday 17th May** as part of the Royal Horticultural Society's Virtual Chelsea Flower Show. Her Majesty The Queen is Patron of the RHS.

The QGC is a unique, UK-wide tree planting initiative created to mark Her Majesty's Platinum Jubilee in 2022, by inviting people to "Plant a Tree for the Jubilee."

Everyone from individuals to Scout and Girlguiding groups, villages, cities, counties, schools and corporates will be encouraged to plant trees from October 2021 when the tree planting season begins, through to the end of the Jubilee year in 2022.

With a focus on planting sustainably, the QGC will encourage the planting of trees to create a legacy in honour of The Queen's leadership of the Nation, which will benefit future generations.

As well as inviting the planting of new trees, the QGC will dedicate a network of 70 Ancient Woodlands across the United Kingdom and identify 70 Ancient Trees to celebrate Her Majesty's 70 years of service.

Tree planting season - October to March

The QGC will encourage everyone to learn more about the best way to plant trees so that they survive and flourish for years to come. Trees and hedgerows must be planted with care, at the right time of year, in the right place and with species that are not prone to prevailing tree diseases. The QGC initiative will encourage planting during the official planting season, October to March, to optimise the chance of trees surviving and flourishing.

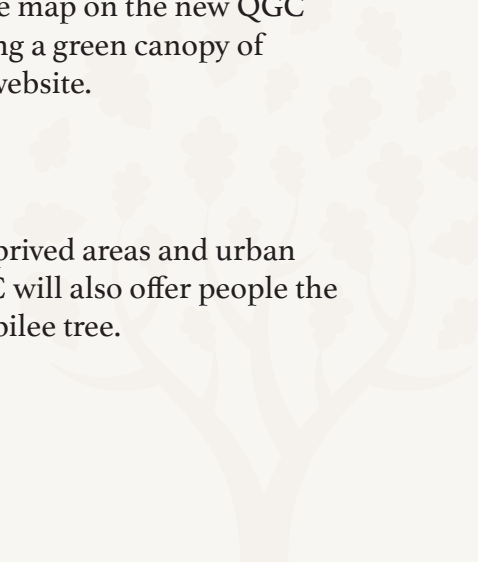
The countdown to planting season begins at the launch on 17th May. People are encouraged to use the summer to plan their Jubilee tree planting projects and be ready for October.

The Queen's Green Canopy Map

From October, all planting projects can be uploaded onto an interactive map on the new QGC website so that everyone can share and inspire others, as well as creating a green canopy of projects to cover the country. The map is embedded within the QGC website.

Donations

The QGC is a not-for-profit initiative and money raised will benefit deprived areas and urban schools primarily through our QGC partner, Trees for Cities. The QGC will also offer people the opportunity to commemorate loved ones through the donation of a Jubilee tree.



Get Involved

The planting of new trees across the United Kingdom may take the form of:

- **INDIVIDUALS** planting trees on their private land.
- **CORPORATES** and businesses planting trees on their land and creating tree planting projects with employees.
- **PLATINUM JUBILEE COMMUNITY PLANTING** - projects for youth groups, Parishes, Residents' Associations etc.
- **A PLATINUM JUBILEE AVENUE** of medium-sized or large trees ideal for cities, large estates, new housing developments and parishes.
- **A PLATINUM JUBILEE COPSE** on private land or land allocated by the County or Council.
- **A PLATINUM SCHOOL TREE** – all schools are encouraged to actively engage with the QGC. Schools may apply for free saplings through the Woodland Trust on the QGC website from July. These are available on a first come-first served basis. In addition to this, the QGC will make contact with as many state schools in the UK as possible to arrange free trees through our partner organisations. The number of free trees available will depend on donations received. There is also an education hub on the website which provides materials for schools.

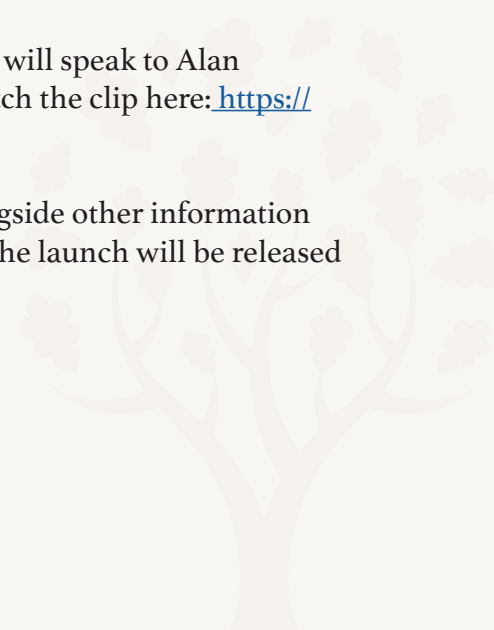
The Queen's Green Canopy Launch – Monday 17th May

The QGC launch will feature exclusive Royal content which will be released to the media and across the social media channels under embargo for Monday 17th May.

The QGC website and social media channels will go live on the morning of Monday 17th May, with a QGC “takeover” of the Royal Instagram Channel – please see below further details.

The QGC Chairman, Sir Nicholas Bacon, former President of the RHS will speak to Alan Titchmarsh during Virtual Chelsea to introduce the QGC. You can watch the clip here: <https://www.rhs.org.uk/shows-events/virtual-chelsea>

On Tuesday 18th May, the QGC Ambassadors will be announced, alongside other information about activities and themes of the campaign. Messages of support for the launch will be released on social media channels.



The Queen's Green Canopy website and social media channels

The new QGC website will go live to coincide with the official launch: www.queensgreencanopy.org

The QGC social media channels will also go live supported by a “takeover” of the Royal Family’s Instagram stories. Please follow the QGC and the launch at these handles and hashtags:

Instagram: *@queensgreencanopy / @theroyalfamily / @clarencehouse*

Twitter: *@qgcanopy / @royalfamily / @clarencehouse*

Facebook: *@queensgreencanopy / @thebritishmonarchy*

LinkedIn: *@queensgreencanopy / @theroyalfamily*

Hashtags: #queensgreencanopy #plantatreeforthejubilee #jubileetree #qgclaunch

We encourage our partners and supporters to re-share and retweet our posts, especially during the launch week as the channels get established. Please see below suggested posts for use across various channels.

Facebook, Instagram and LinkedIn

Post a)

We are proud to support the @QueensGreenCanopy, a UK-wide tree planting initiative created to mark Her Majesty’s Platinum Jubilee in 2022 inviting everyone to #PlantATreeForTheJubilee 🌳

Everyone from individuals to scout and girlguiding groups, villages, cities, counties, schools and corporates will be encouraged to plant trees from October 2021, when the planting season begins 🌲

The countdown to planting season begins today! Visit queensgreencanopy.org to discover how to get involved! 🌱 #QueensGreenCanopy

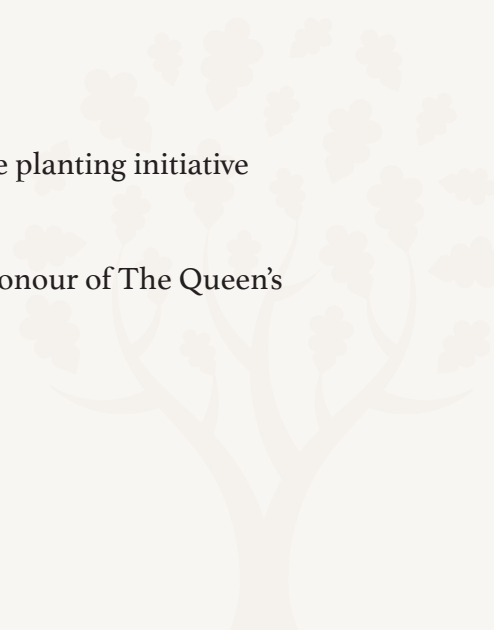
Post b)

What kind of Jubilee tree will you plant? 🌳

We’re delighted to be supporting @QueensGreenCanopy, a unique tree planting initiative launching today to celebrate Her Majesty’s Platinum Jubilee in 2022 🌲

With a focus on planting sustainably, the QGC will create a legacy in honour of The Queen’s leadership of the Nation, which will benefit future generations 🌍

Learn more at queensgreencanopy.org 🌱 #QueensGreenCanopy



Post c)

Did you know The Queen has planted over 1500 trees during Her reign? 🌲

As well as planting new trees, the @QueensGreenCanopy will dedicate a network of 70 #AncientWoodlands across the UK and identify 70 Ancient Trees to celebrate Her Majesty's 70 years of service.

#QueensGreenCanopy #PlantATreeForTheJubilee

Visit queensgreencanopy.org for more info 🌳

Twitter

Post a)

We are proud to support the #QueensGreenCanopy, a UK-wide tree planting initiative created to mark Her Majesty's Platinum Jubilee in 2022 inviting everyone to #PlantATreeForTheJubilee 🌳

Follow the @QGCanopy and visit queensgreencanopy.org to discover how to get involved! 🌲

Post b)

What kind of tree will you plant? 🌳

We're delighted to be supporting The @QGCanopy, a tree planting initiative launching today to celebrate Her Majesty's Platinum Jubilee in 2022 🌲

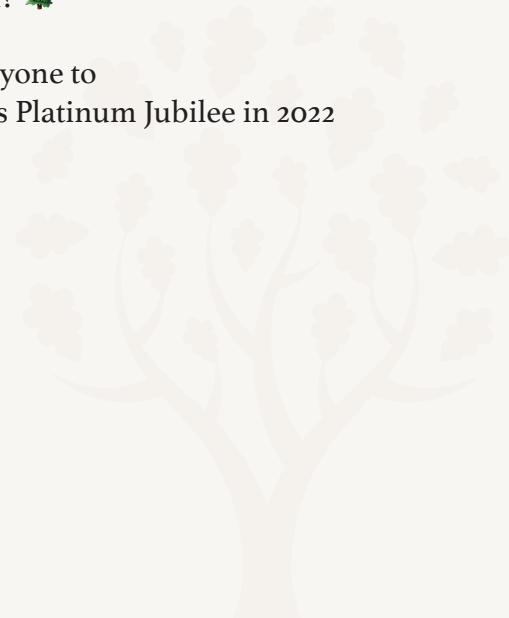
Learn more at queensgreencanopy.org

Post c)

Did you know The Queen has planted over 1500 trees during her reign? 🌲

Today The #QueensGreenCanopy launched, an initiative inviting everyone to #PlantATreeForTheJubilee, creating a legacy in honour of The Queen's Platinum Jubilee in 2022 🏰

Follow @QGCanopy for more info 🌱



Key messages

- Delighted to support the official launch of **The Queen's Green Canopy – the QGC** - a unique tree planting campaign created to mark Her Majesty's Platinum Jubilee in 2022.
- This unique initiative invites everyone from all corners of the United Kingdom to **"Plant a Tree for the Jubilee"** in honour of The Queen's 70 years of service to this Nation
- **Everyone** from individuals to Scout and Girlguiding groups, villages, cities, counties, schools and corporates will be encouraged to plant trees from **October 2021** when the tree planting season begins, through to the end of the Jubilee year in 2022.
- **The countdown to planting season** begins today and will start in 18 weeks and three days, giving people time throughout the summer to plan their planting projects and get planting in October.
- The Queen's Green Canopy will focus on **planting sustainably** - trees and hedgerows must be planted with care, at the right time of year, in the right place and with species that are not prone to prevailing tree diseases.
- As well as planting new trees, **The Queen's Green Canopy** will dedicate a network of 70 Ancient Woodlands across the United Kingdom and identify 70 Ancient Trees to celebrate Her Majesty's 70 years of service.
- Planting trees and protecting forests are simple, cost effective ways to slow climate change, filter our air, enhance our communities and provide habitats for wildlife.



The Queen's Green Canopy Partners

Collaboration is central to the QGC. We are proud to partner with the following charities, social enterprises and Government Departments to help us plant and protect trees across the UK.



Cool Earth

Cool Earth is the international climate charity working alongside communities living in the world's most threatened rainforest. Building on the successful Queen's Commonwealth Canopy (QCC) project, Cool Earth are the hosts of The Queen's Green Canopy, enabling the initiative through the provision of necessary infrastructure.



The Woodland Trust

The Woodland Trust is the largest woodland conservation charity in the United Kingdom, with over 500,000 supporters. The Woodland Trust works in support of a UK rich in native woods and trees for people and wildlife. In addition to sharing their expertise, the Trust has committed three million free saplings to schools and communities across the UK as part of the QGC initiative.



The Royal Horticultural Society

Committed to inspiring a passion for horticulture, the Royal Horticultural Society (RHS) is the UK's leading gardening charity. The launch of the QGC coincides with the start of the RHS's virtual Chelsea Flower Show. The RHS will also be supporting the QGC during the physical event in September. As Patron, The Queen typically visits the flower show alongside Members of the Royal Family.



Trees for Cities

Trees for Cities (TfC) is a national charity operating in towns and cities across the UK with the goal to create healthy, accessible, functional and resilient urban forests for today and for future generations. TfC will support the delivery of the QGC programme in urban areas, helping to target places of greatest social and environmental need.



The Forest Canopy Foundation

The Forest Canopy Foundation (FCF) is made up of independent private sector forestry companies who manage an innovative scheme, combining public and private finance and landowner interest to achieve woodland planting that all can be proud of. The FCF will provide expert advice for companies wishing to participate in the QC initiative, particularly those who wish to do extensive planting.



Department
for Environment
Food & Rural Affairs

DEFRA

The Department for Environment, Food and Rural Affairs (DEFRA) are the Government department responsible for safeguarding our natural environment, supporting our world-leading food and farming industry, and sustaining a thriving rural economy. Trees planted as part of the QGC initiative will contribute to the UK Government's tree planting and woodland creation commitments.

The Queen's Green Canopy Platinum Supporters

The Queen's Green Canopy is grateful to be working with a select group of Founding Platinum Supporters: Royal Mail Group, Coutts, The John Lewis Partnership, Rentokil-Initial, Coupa, The Salomon Oppenheimer Philanthropic Foundation and Roger & Ingrid Pilkington Charitable Trust.

Frequently Asked Questions

1. Who is running the QGC?

The Queen's Green Canopy is an independent initiative led by an Executive Team drawn from individuals seconded from across Government and the charity, Cool Earth. The Chief Executive is Colonel Dan Rex MVO. The Chairman of the QGC Board is Sir Nicholas Bacon.

2. How do I get involved?

All information about how to get involved will be available on The Queen's Green Canopy website, which will go live on May 17th. This will include how to apply for free trees and saplings for schools, to planting advice for planting a large special tree in your community.

3. How many trees will be planted for The Queen's Green Canopy?

The goal is to plant many trees well in celebration of the Platinum Jubilee. The emphasis is on quality not quantity. It is expected that each county will have at least one significant planting e.g. a new Platinum Jubilee Avenue or a new woodland or copse in Her Majesty's name, in addition to multiple single tree plantings through the country.

3. Do I have to buy a tree?

As part of the QGC, The Woodland Trust will be providing saplings free of charge to schools and communities on a first come-first served basis. Information on how to apply for saplings will be available on the QGC website from July. Individuals hoping to plant a tree will need to purchase a tree or a sapling and there is advice on how to do this on our website.

If you would like to be involved with The Queen's Green Canopy, but don't wish to plant your own tree, please visit our Donate page. There you can "Gift a tree for the Jubilee" by contributing to two different causes: Trees for cities and schools; and Trees in Memoriam.

4. Do both public and private schools have access to the free trees?

All schools are encouraged to actively engage with the QGC. The QGC will make as many free trees as possible available to state schools, depending on the level of donations received, through our partner organisations. All schools are able to apply for free saplings from the Woodland Trust on a first-come-first served basis from July through the QGC website.

5. If my trees are part of the QGC does this grant the public access to the land?

No, these trees will not be subject to any access requirements. Where possible we do encourage landowners to enable everyone to enjoy the QGC woodland, but this is optional.

6. How will the trees be maintained?

All participants are asked to comply with the campaign's goals to plant healthy trees in line with recommendations in our 'protect' section on our website so that they thrive and grow to maturation.

The organisation or individual planting the tree is responsible for watering and caring for the trees as they grow. If you plan to plant a large woodland then we advise a 25-year management plan. Please do get in touch with our partner the Forest Canopy Foundation for advice.

7. How will plaques be obtained and what will they cost?

Later in the year, the QGC website will provide a list of suggested plaque suppliers, offering a range of QGC plaques at various costs. If you have a local supplier you wish to use a template will be available to download. All plaques will include the same wording and logo in the same style and we ask that you do not deviate from that style.

8. Can I get Carbon Credits from my QGC planting?

In some cases, yes. If you have your own land to plant on then you can claim the carbon credits from the trees you plant there. If you decide to team up with one of our expert tree planting organisations and fund their tree planting, this is something that would have to be negotiated with your tree planting delivery partner. It will depend on a case-by-case basis.

9. Why are you focusing on urban areas?

Forestry Research has done extensive research on the benefits of urban trees. An urban woodland will commonly; take in carbon dioxide from the air, provide stormwater regulation to stop flooding and help mitigate noise. Individual trees on streets also have benefits; they also capture carbon, help regulate stormwater and even help regulate the temperature in an area. Research is increasingly showing that being close to nature is positive for mental health and trees often provide areas for education and communities to come together.

10. Do I have to plant native trees to be part of the QGC?

No, the trees do not need to be native to be part of the QGC. It is very important however that you plant the right trees, in the right place. See our tree planting guidance on the 'Plan' section of our website for advice on this.

11. How much land do I have to have?

The Queen's Green Canopy would like to encourage everyone from across the United Kingdom to get involved with the initiative. This ranges from individuals planting a tree in their garden to landowners planting future forests. As such, there is no minimum land requirement to get involved however we suggest that you following the planting advice about the space required for each type of tree.

Please see our Frequently Asked Questions on our website for more information.