

# FOOD & TREES FOR AFRICA



www.trees.co.za

## REPORT

PREPARED FOR

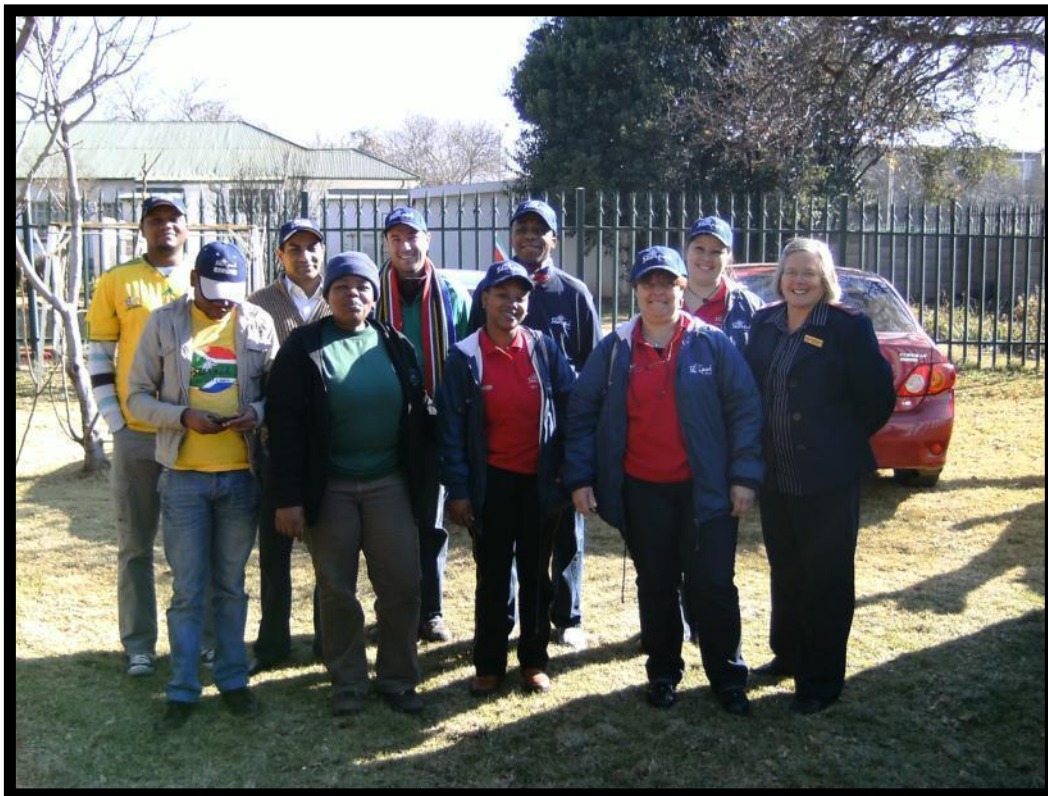
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FTFA is a Section 21 social enterprise established in 1990 and registered with the Department of Welfare and the Public Benefits Department. FTFA has exemption from taxes and duties as approved in terms of Section 18A.

**International and local awards for FTFA, founder and staff:** United Nations Global 500 Laureate, the President Nelson Mandela Forestry Award, The Department of Environment Conserva Award, The Mail & Guardian Green Trust and Investing in the Future Awards, The Impumelelo Award, PMR Awards, the Eskom Chairman's Award, the Mail & Guardian Chairman's Award and the Institute for Housing SA Community Upgrader Award, the International Chevron Conservation Award, the United Nations Environmental Programme Sasakawa Climate Change Award, Arbor Day Foundation Award in the USA, the SAB Environmentalist Award and the best use of social media and website Sangonet award.

**BOARD MEMBERS:** Prof M Mahanyele (Chairman) • Mr MB Edwards (Financial Director) • Ms I Feldman • Mr J Mahlangu  
Ms H McLachlan-Evans • Ms E Mokatong • Ms L Mossop-Rousseau • Mr Murphy Morobe • Mr K Naidoo • Ms J Park  
Mr D Tambo • Mr T Sithole • Ms A Moutembo (ex officio)

**PATRONS:** Mr Keith Kirsten • Ms Graça Machel • Ms Judy Sexwale • Dr Sam Motsuenyane

## 1. EXECUTIVE SUMMARY

In January 2010, Warren Smith of Starpak contacted Food & Trees for Africa (FTFA) to “start an initiative that says for every machine we sell we would like to plant a tree.” Starpak manufacture industrial machinery and as a proactive approach to offset their effect on the environment stated that they would like to “plant a tree” for every machine sold and challenge their customers to do the same, looking at supplying around 1200 – 2000 trees based on a cost of R90 per tree. They then announced that they would sponsor 10 trees for every R100k spent on a project. They announced this initiative in a UK based magazine, ExecDigital. <http://www.execdigital.co.uk/Magazine.aspx?id=2015> in January and prepared a promotion on their website approved by FTFA in February <http://www.starpak.co.za/COMPANY-INFORMATION/Social-Responsibility.aspx>

R2 700 was received by FTFA in April and Starpk requested their trees be allocated to projects in the Ekurhuleni municipality. The initiative commenced with 30 trees planted at Ellords Red Cross in Germiston and by Starpak staff in June 2010.

The following is a report on the distribution of these trees.

## 2. BACKGROUND AND INTRODUCTION

FTFA is South Africa’s national social enterprise that started in 1990 to address sustainable development through greening, climate change action, sustainable natural resource management and food security programmes. FTFA has distributed over 3.6 million trees, facilitated over 2 500 organic food gardens for the poorest in South Africa and launched the first carbon calculator and the Carbon Standard (now the Carbon Protocol) in this country.

FTFA’s objectives are:

- to contribute to greening, climate change action, sustainable natural resource management and food security;
- to create awareness of the benefits of environmental improvement activities amongst all communities of southern Africa;
- to contribute to poverty alleviation, sustainable development, enhanced environments, capacity building and skills development

Working in partnership, and with the support, endorsement and cooperation of government, the private and public sectors and civil society to achieve these aims, FTFA implements four programmes, namely: Trees for Homes and the Trees for All Programmes (that are registered under the Carbon Protocol of South Africa), Urban Greening and Food Gardening, and EduPlant, each with various projects.

Many companies, government departments, aid agencies, organisations, media and individuals support these programmes and projects that are leading to healthier lives of impoverished communities, more sustainable green environments and increased awareness of our impact on the planet and the need to address this.

For a complete list of FTFA’s development partners, board members, patrons, employees and projects, as well as financial statements, please refer to the website: [www.trees.co.za](http://www.trees.co.za).

Starpak is a family owned business in its fourth generation now. The company has been around since 1946 and we have done over 80 000 installations in 25 different countries. In the past two years Starpak has developed technology that enables them to reduce the energy consumption of the machines by between 40% - 80%. This initiative contributed towards Starpak being awarded the 2009 International Award for Technology & Quality in Geneva Switzerland.

Planting trees for each machine installed ensures they maintain a sustainable approach to the business as well as the environment and at the same time addresses CSI.

### 3. STARPAK TREE PROJECT

#### 3.1. OBJECTIVES

Starpak distributed and planted 30 trees to Ellords Red Cross in Germiston.

Over time these trees will:

- improve air quality and contribute to climate change through carbon sequestration;
- provide shade;
- assist with drainage;
- decrease noise pollution;
- help to settle dust;
- contribute to soil management and reduce run off;
- develop green suburbs and contribute to civic pride;
- provide a habitat for wildlife and improved biodiversity;
- increase environmental awareness;
- improve the aesthetics of the old age home.

#### 3.2. IMPLEMENTATION

Starpak requested a beneficiary be selected by FTFA from the Ekurhuleni region. FTFA selected a beneficiary from the many on file requesting trees and communicated with them, organizing the event as well as a site visit prior to the event by an FTFA project officer. The beneficiary was sent information on how to plant trees to ensure trees would be planted properly if not all the trees were planted during event (*Appendix 1*). Once the funding for the trees had been received FTFA sourced indigenous trees as these trees were bought with the intention of a carbon offset.

#### 3.3. EVENT



On the 22 June 2010 Starpak attended an event at Ellords Red Cross in Germiston to plant their first 30 indigenous trees, *Rhus lancea* and *Dodenea angustifolia*.

Nine Starpak staff members attended the event. The day began with a welcome and introduction by Sister Wendy who is the matron at the old age home. She informed the group that the home had been around since 1945 and that these trees will one day have a similar

story of being planted a long time ago. Busi Wawa, a FTFA project officer, then gave a tree planting demonstration. The Starpak staff then divided themselves into teams and proceeded to plant the rest of the trees.

A local Germiston newspaper reporter attended the day interviewing representatives from Starpak, Sister Wendy and Busi. Some of the residents at the old age home came out to watch the tree planting and interact with the Starpak team.

The residents and staff were pleased with the event and generous donation, as they had collectively decided to remove all exotic trees and replace them with indigenous trees. Sister Wendy thanked the Starpak staff, ending the event with cool drinks for all (*Appendix 2*).

### 3.4. COMMUNICATIONS

Starpak has been acknowledged in FTFA's newsletter, Newsleaf, (*Appendix 3*), and has also been added to our well visited website (*Appendix 4*).

## 4. CONCLUSION

FTFA applauds the integrity and consistency Starpak has as a company in terms of creating and working towards a sustainable environment and social responsibility.


This contribution has benefited the community and improved the local environment, creating a greener, healthier area. These trees will help to settle the dust, create an ecosystem for wildlife and improve biodiversity, as well as introduce and promote environmental and climate change education and awareness.

The FTFA team and the beneficiaries thank Starpak for their generous contribution to the community of Germiston and the residence at Ellords Red Cross old age home.

FTFA looks forward to working with Starpak through the planting of more trees towards greening more underserved communities.

*Compiled by Mrs Mary-Ann Fairall, FTFA Programme Manager, July 2010*

## Appendix 1: How to plant a tree illustration



SABC  
EDUCATION  
[www.sabc.co.za](http://www.sabc.co.za)




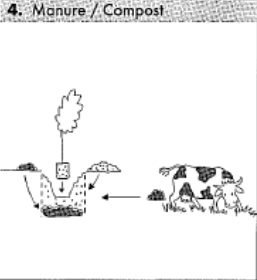
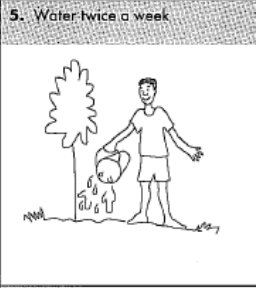



# Tree Planting

### Why do we need trees?

- Trees are important for a healthy life and a beautiful and healthy environment
- Trees increase the value of your property and home
- Trees provide oxygen we breathe and help to clean the air
- Trees are nature's recyclers; they take in carbon dioxide and give out oxygen
- Trees are like the skin on the planet, they keep the earth cool and protect it
- Trees help save energy around homes, keeping them cooler and warmer
- Trees provide shade
- Trees lessen the effects of wind and dust
- Trees provide communities with green urban open spaces
- Trees hold the topsoil and prevent soil erosion
- Trees help with storm water drainage and stop bad smells
- Trees provide fruit, nuts and medicines
- Trees can help to increase rainfall and moderate the climate
- Trees help to reduce noise
- Trees provide homes for birds and other wildlife
- Trees make our environment more beautiful and are good for tourism
- Trees provide opportunities for environmental education and awareness
- Trees make green suburbs and help us to feel proud and have good community spirit

**A town without trees is a town without soul**

### How to plant a tree

<p><b>1.</b></p> 	<p><b>2. Dig a hole 1/2m x 1/2m</b></p> 
<p><b>3. Remove Plastic</b></p> 	<p><b>4. Manure / Compost</b></p> 
<p><b>5. Water twice a week</b></p> 	<p><b>6. Use newspapers and leaves as mulch</b></p> 
<p><b>7. Remove grass and weeds from around the tree</b></p> 	<p><b>8. Plant tree at least 5m from house</b></p> 

*Appendix 2: Photographs*



## FTFA Newsletter July 2010



*“Until man duplicates a blade of grass, Nature can laugh at his so called scientific knowledge”...John Denver*

As the World Cup draws to a close, some questions arise: What is the cost to our country; what is the carbon footprint; what can we do to offset this?

According to a study conducted by the Norwegian embassy and South African government on the eve of the games, this year's World Cup will emit 2,753,251 tons of CO<sub>2</sub> into the atmosphere, which is roughly equivalent to the amount released by one million cars over the course of a year, and six times worse than those emitted during the last World Cup.

Our answer is plant trees! September, Arbor Month, is fast approaching. We anticipate a higher demand for trees during this period, so if any of you would like to have an Arbor Month ceremony to educate others, offset your footprint, create awareness around Arbor Month or simply to give the gift of life to an under resourced community, please contact us with your orders to [info@trees.co.za](mailto:info@trees.co.za) by July 31st.

If you have any news you would like to share, send us a mail to [info@trees.co.za](mailto:info@trees.co.za).



### **Trees for All, formerly National Tree Distribution Programme**

In 2010 Food & Trees for Africa (FTFA) celebrates 20 years of greening South Africa. Over 3.6 million trees have been distributed to communities across the country and thousands of Permaculture food gardens have been created. To celebrate these wonderful achievements FTFA is changing the name of the National Tree Distribution programme to Trees for All. Through Trees for All, community groups, centres, schools, hospices, orphanages, churches and others receive trees from generous and visionary companies and individuals. This results in greener and healthier environments, more environmental and climate change awareness, a greener lower carbon future and much more. We look forward to more Trees for All!



### **Starpak brings life to Old Age Home in Germiston**

On the 22 June 2010, 30 trees, sponsored by Starpak were planted at Ellords, an old age home taken under the wing of the Red Cross in Germiston.

The trees planted were *Rhus lancea* and *Dodenea angustifolia*. [Read More](#)

## *Appendix 4: Website*

### [Starpak brings life to Old Age Home in Germiston](#)

On the 22 June 2010, 30 trees, sponsored by Starpak were planted at Ellords, an old age home taken under the wing of the Red Cross in Germiston. The trees planted were *Rhus lancea* and *Dodenea angustifolia*.



On the day of planting, nine members from Starpak arrived and were warmly welcomed by Sister Wendy, Matron of the home. After introductions were made, Busi Wawa, FTFA Project officer, demonstrated how to plant a tree. The Starpak staff divided themselves into groups to plant the rest of the trees. A reporter from the local Germiston newspaper arrived and interviewed Starpak representatives, Busi and Sister Wendy.

Some of the residents came out to watch the tree planting and they happily interacted with the Starpak team as they watched the indigenous trees replace the exotic species in the garden. Sister Wendy thanked Starpak for their donation, and the difference it would bring to the home.

[http://www.trees.co.za/index.php?option=com\\_content&view=article&id=429:starpak-brings-life-to-old-age-home-in-germiston&catid=36:announcements&Itemid=281](http://www.trees.co.za/index.php?option=com_content&view=article&id=429:starpak-brings-life-to-old-age-home-in-germiston&catid=36:announcements&Itemid=281)