

AT GREATER BANK WE DECIDED TO CELEBRATE TURNING 75 BY PLANTING 75,000 TREES IN THE AREAS WE CALL HOME

# THE SEED OF AN IDEA



BY

GreaterBank 

## WHY TREES?

AUSTRALIA HAS LOST 75% OF ITS RAINFOREST



AND HAS THE WORLD'S WORST RECORD FOR MAMMAL EXTINCTION



HELP!

CO<sub>2</sub>

TREE PLANTING IS ONE OF THE BEST WAYS OF REDUCING GREENHOUSE GAS EMISSIONS

CARBON DIOXIDE WARMS THE PLANET. SINCE THE 1960'S WE'VE ALMOST DOUBLED THE AMOUNT IN THE AIR



THIS CAUSES ICE TO MELT AND INCREASES NATURAL DISASTERS



9 OUT OF 10 CLIMATE SCIENTISTS AGREE: CARBON EMISSIONS ARE THE MAIN CAUSE OF GLOBAL WARMING



COOL

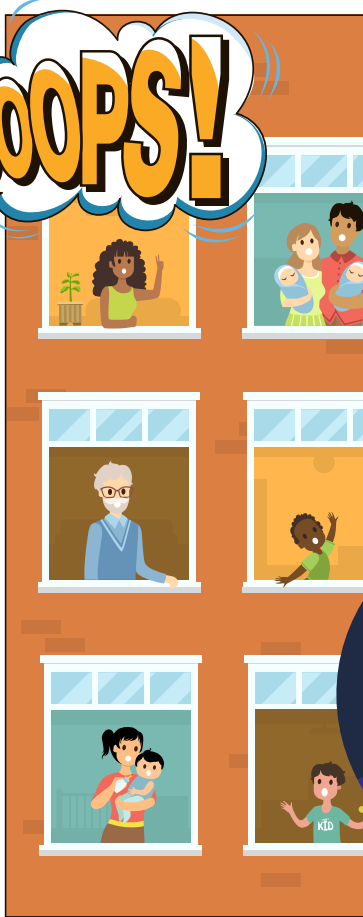
TREE PLANTING HELPS REGENERATE BUSHLAND FOR NATIVE ANIMALS AND PLANTS

THE AVERAGE AUSTRALIAN PRODUCES 17.1 TONNES OF CO<sub>2</sub> PER YEAR

= 1,282.5 TONNES OF CO<sub>2</sub> EVERY 75 YEARS



**OOOPS!**



CO<sub>2</sub>

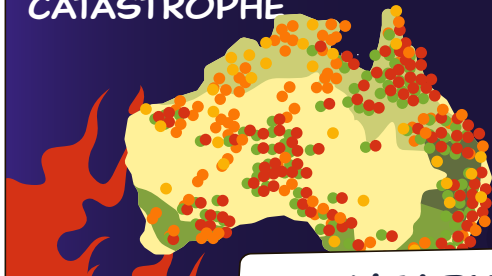
TV

CO<sub>2</sub>

AUSTRALIAN HOUSEHOLDS GENERATE AT LEAST

ONE-FIFTH OF AUSTRALIA'S GREENHOUSE GASES

MORE THAN 20% OF AUSTRALIAN FORESTS BURNED DURING THE 2019-2020 BUSHFIRE CATASTROPHE



THESE BUSHFIRES EMITTED 250M TONNES OF CO<sub>2</sub>

THAT'S ALMOST HALF OF OUR COUNTRY'S ANNUAL EMISSIONS

195M TONNES CAME FROM NSW ALONE...

A PROPORTION OF SCIENTISTS BELIEVE THIS IS UNPRECEDENTED GLOBALLY



NEARLY 3 BILLION ANIMALS WERE IMPACTED BY THE BUSHFIRES



TREES CAN HELP!

**SUPER!**



SOURCES: [WWW.WORLDOMETERS.INFO/CO2-EMISSIONS/AUSTRALIA-CO2-EMISSIONS/](https://www.worldometers.info/co2-emissions/australia-co2-emissions/)  
[HTTPS://APPS.EPA.VIC.GOV.AU/AGC/R\\_EMISSIONS.HTML#/!/](https://apps.epa.vic.gov.au/agc/r_emissions.html#/!/)  
[WWW.THEGUARDIAN.COM/AUSTRALIA-NEWS/2020/FEB/25/UNPRECEDENTED-GLOBALLY-MORE-THAN-20-OF-AUSTRALIAS-FORESTS-BURNT-IN-BUSHFIRES#](https://www.theguardian.com/australia-news/2020/feb/25/unprecedented-globally-more-than-20-of-australias-forests-burnt-in-bushfires#)

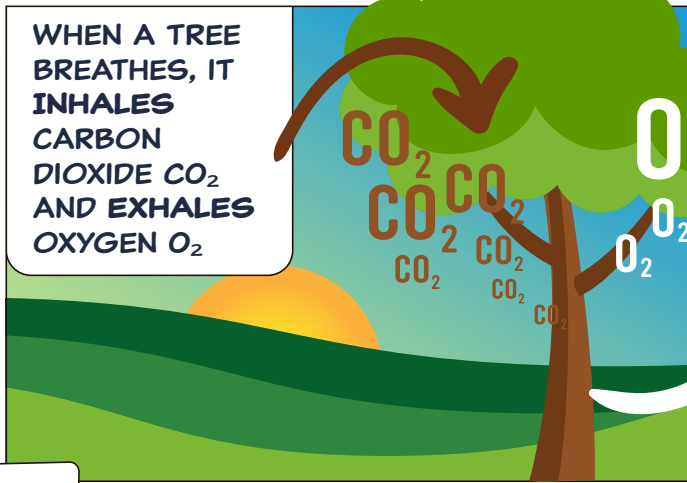
[WWW.THEGUARDIAN.COM/ENVIRONMENT/2019/DEC/13/AUSTRALIAS-BUSHFIRES-HAVE-EMITTED-250M-TONNES-OF-CO2-ALMOST-HALF-OF-COUNTRYS-ANNUAL-EMISSIONS](https://www.theguardian.com/environment/2019/dec/13/australias-bushfires-have-emitted-250m-tonnes-of-co2-almost-half-of-countrys-annual-emissions)  
[WWW.WF.ORG.AU/WHAT-WE-DO/BUSHFIRES#GS.CTW1W](https://www.wf.org.au/what-we-do/bushfires#gs.ctw1w)  
[WWW.WF.ORG/TREES-FOR-WILDLIFE/ABOUT/TREES-MAKE-A-DIFFERENCE](https://www.wf.org/trees-for-wildlife/about/trees-make-a-difference)



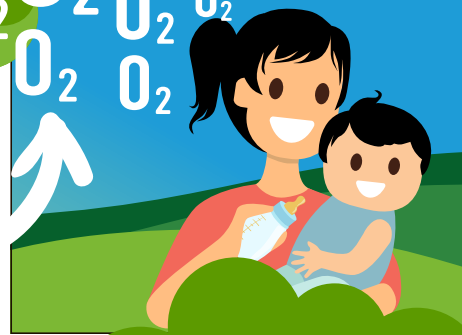
FORESTS ARE THE **LUNGS** OF THE PLANET



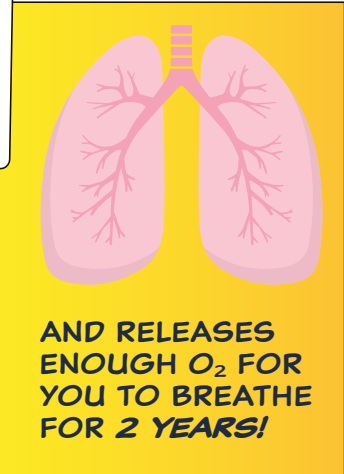
WHEN A TREE BREATHES, IT INHALES CARBON DIOXIDE CO<sub>2</sub> AND EXHALES OXYGEN O<sub>2</sub>



THE EXACT OPPOSITE OF HUMANS



AS A TREE MATURES IT CAN ABSORB 21KG OF CO<sub>2</sub> PER YEAR



AND RELEASES ENOUGH O<sub>2</sub> FOR YOU TO BREATHE FOR 2 YEARS!

THEY FILTER THE WATER WE DRINK



AND PROVIDE HABITAT TO OVER 80% OF THE WORLD'S BIODIVERSITY



**15 BILLION TREES** ARE LOST PER YEAR  
**ONLY 1.5 BILLION** ARE BEING REPLACED



EASTERN AUSTRALIA (QLD AND NSW) IS ONE OF 11 **GLOBAL DEFORESTATION HOTSPOTS**, INCLUDING THE AMAZON AND THE CONGO, AND THE ONLY AREA IN A DEVELOPED NATION ON THE LIST

HOLLOWS AND CREVICES ARE USED AS REFUGE OR BREEDING SITES BY **MORE THAN 300 SPECIES** OF VERTEBRATES IN AUSTRALIA



MANY PARTS OF A TREE PROVIDE **FOOD AND SHELTER** FOR ANIMALS

WHEREVER TREES ARE ESTABLISHED, **WILDLIFE AND OTHER PLANTS** ARE SURE TO FOLLOW, ENSURING A HEALTHIER ECOSYSTEM CAPABLE OF BEING RESILIENT TO CLIMATE CHANGE





ACCORDING TO THE EPA, THE *SHADE FROM TREES*, IN COMBINATION WITH THE WATER VAPOUR THEY RELEASE, CAN REDUCE PEAK TEMPERATURES BY AS MUCH AS 11-25°C COMPARED TO UNSHADED AREAS

## WHAT DIFFERENCE CAN ONE TREE MAKE?

CO<sub>2</sub> CO<sub>2</sub> CO<sub>2</sub> CO<sub>2</sub>  
**1,650 KG**

ONE TREE ABSORBS 22KG OF CO<sub>2</sub> OVER 1 YEAR

THAT'S 1,650+KG OF CO<sub>2</sub> OVER 75 YEARS

= 400 DAILY LITRES OF WATER

= 12,500 SHEETS OF PAPER

**WOW!!**

= 10 AIR CONDITIONERS

2 TREES EQUALS OXYGEN FOR THIS FAMILY FOR 1 YEAR

THAT'S 118KG OF OXYGEN EACH YEAR

## HOW WILL OUR 75,000 TREES HELP?

EACH YEAR THEY CAN ABSORB 1,650,000 KGS OF CO<sub>2</sub> THAT'S 67,500,000 KG OVER 75 YEARS!!

THAT OFFSETS 97 PEOPLE PER YEAR AND EMISSIONS FROM 600 CARS

**WROOOM!**

TREES ARE *GROWTH*, ESSENTIAL TO ALL LIFE. TREE PLANTING IS ONE OF THE *SIMPLEST* WAYS OF TACKLING CLIMATE CHANGE.

TO HELP MAKE A DIFFERENCE, GREATER BANK ARE PLANTING 75,000 TREES ACROSS THE AREAS WE CALL HOME.

THAT'S HOW A SEED OF AN IDEA HELPS US **GROW GREATER TOGETHER**

Here's how:  
**GreaterBank**