



**TreePeople**

**A User's Manual**



*Disclaimer: anyone who reads this will become a  
Tree Person in approximately three pages' time.*







# Before we begin, think of a tree.

It's probably from when you were a kid. Maybe it was a tree at the back of the yard, at your grandmother's house, or a little bit into the woods, even a tree in the fairy book. This tree felt more like a friend, family in a way, but it was still a tree. You felt kinship, you wondered if it moved a little when you weren't there or if that thing that looked like an eye in the bark was really an eye.

That tree felt safe, it enclosed you, embraced you.

And when you were with it, you felt different, like this...



*(Place mental image of tree here)*







# Remember that feeling?



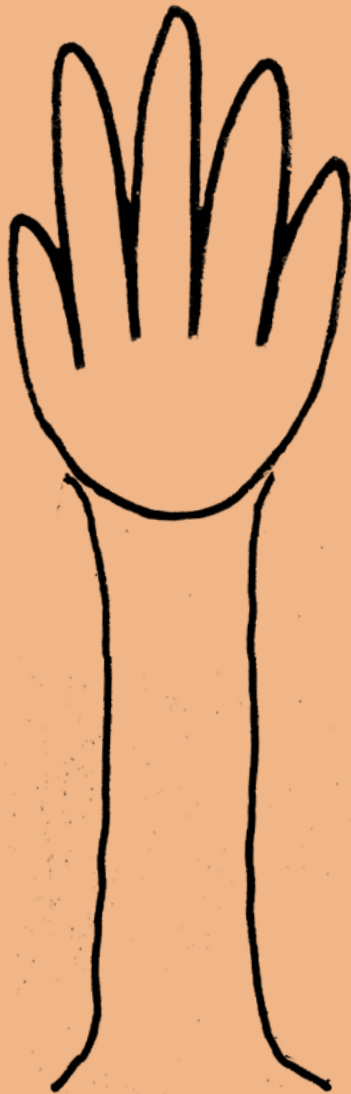
**That is the feeling that makes a Tree Person.**

*"My elementary school gave each student a tiny pine tree sapling to plant. I planted mine at the end of the driveway and we grew up together. I would water it and it rapidly grew taller than me so I would then sit by it and read in the summers. I check Google Maps from time to time just to know it's still there."*



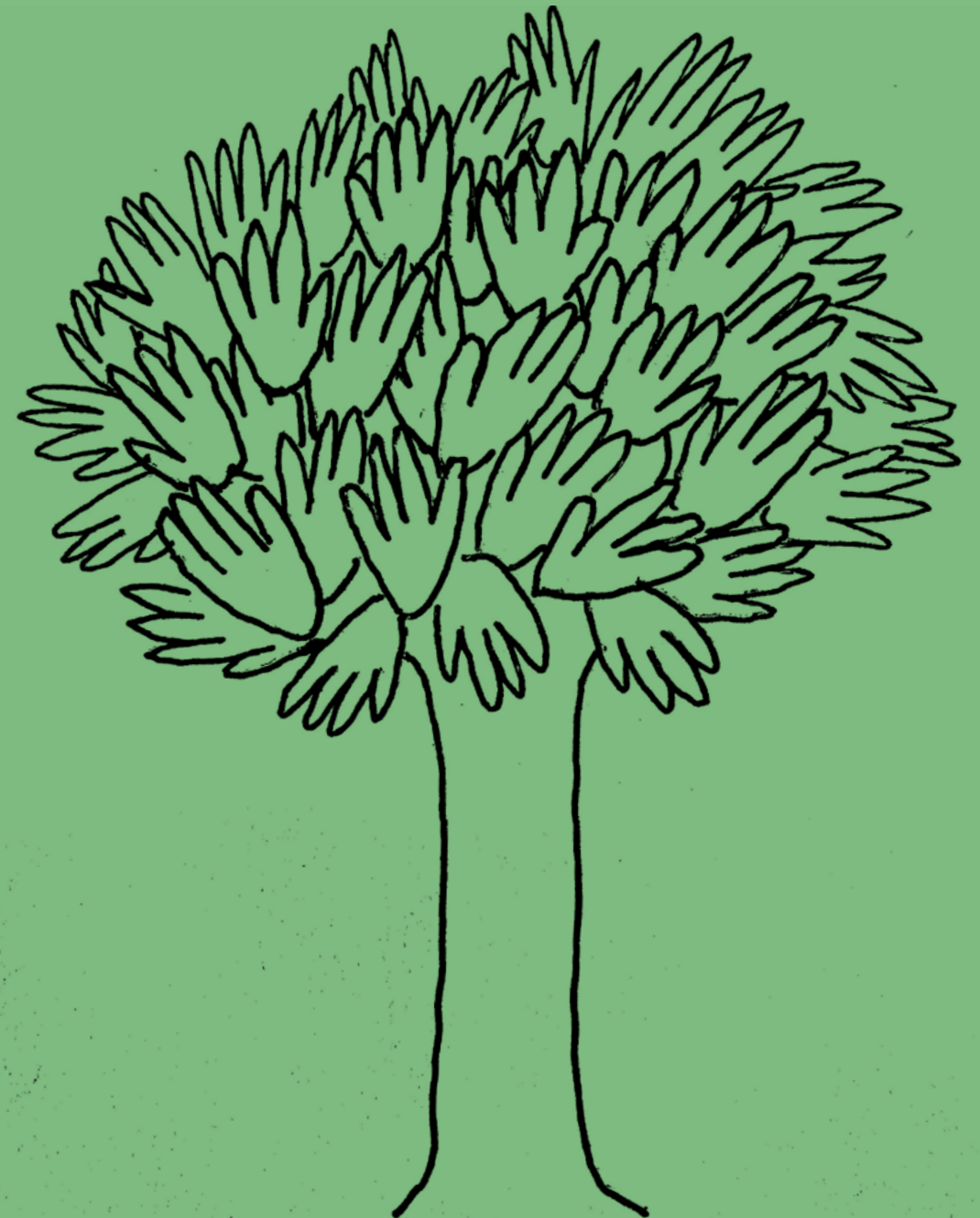
# Tree Person

*(singular of Tree People)*



# TreePeople

*(plural/community of Tree Persons)*



# There was yesterday

In 1973, Andy Lipkis, a resident of Los Angeles, found out that the smog in the city was killing the pine trees in Southern California. Some experts were saying all the forests would be killed in 25 years and that all the green would turn to desert. Andy decided to start planting trees that could tolerate the smog and save the forests. Andy was only eighteen.







# ..and now there is Today

Almost fifty years later, TreePeople has evolved from organization to movement, with unparalleled wisdom on how to plant and nurture trees and forests that can live in and around our cities. No sapling dies on our watch.

Now, more than ever, we need that wisdom.

Planet Earth needs our help.

Everything that Andy was worried about in the 70s has escalated into global climate breakdown.

Kids and adults all over the world are searching for some way to help save the world, but none of us are sure of what to do.

We know that giving up plastic straws isn't enough.

Neither is some recycling or going on another protest march.

One idea though is gathering force.

We can all plant trees.

**Yes...**

**And no...**





Anyone can plant a tree.

Growing a tree requires something else.

Nurture, understanding, empathy, love.  
All the requirements of a longstanding,  
great relationship.

To save the world, we can't just plant trees.  
We have to build relationships with them.  
As wild as that sounds, that's not a new idea.

Deep down in all of us, there's a part, a  
memory, that's connected to trees, a part  
that's connected to all of nature.

To save the world, we just need to unlock  
that part.

The part where we were all...





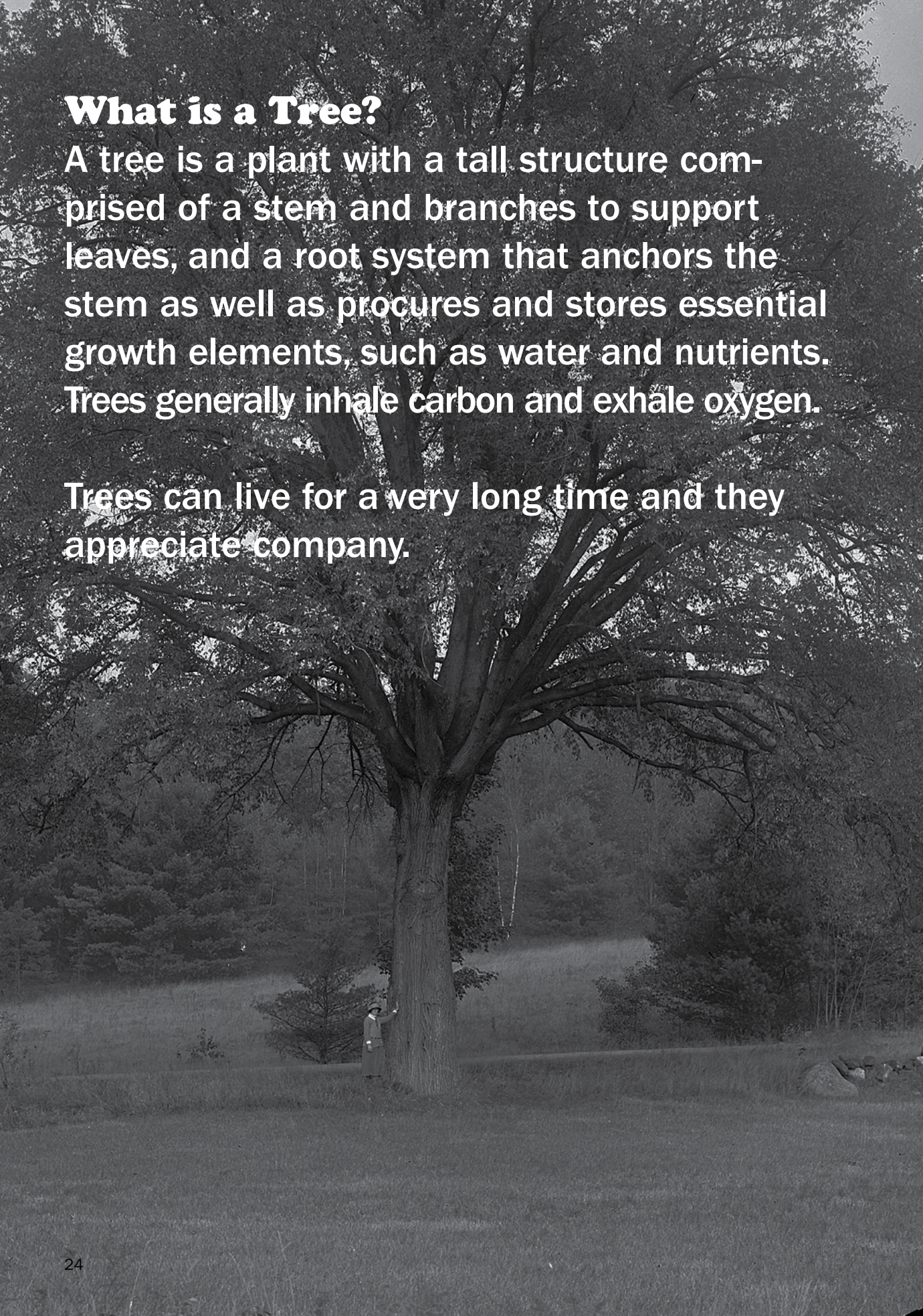
**TreePeople**



## **What is a Tree?**

A tree is a plant with a tall structure comprised of a stem and branches to support leaves, and a root system that anchors the stem as well as procures and stores essential growth elements, such as water and nutrients. Trees generally inhale carbon and exhale oxygen.

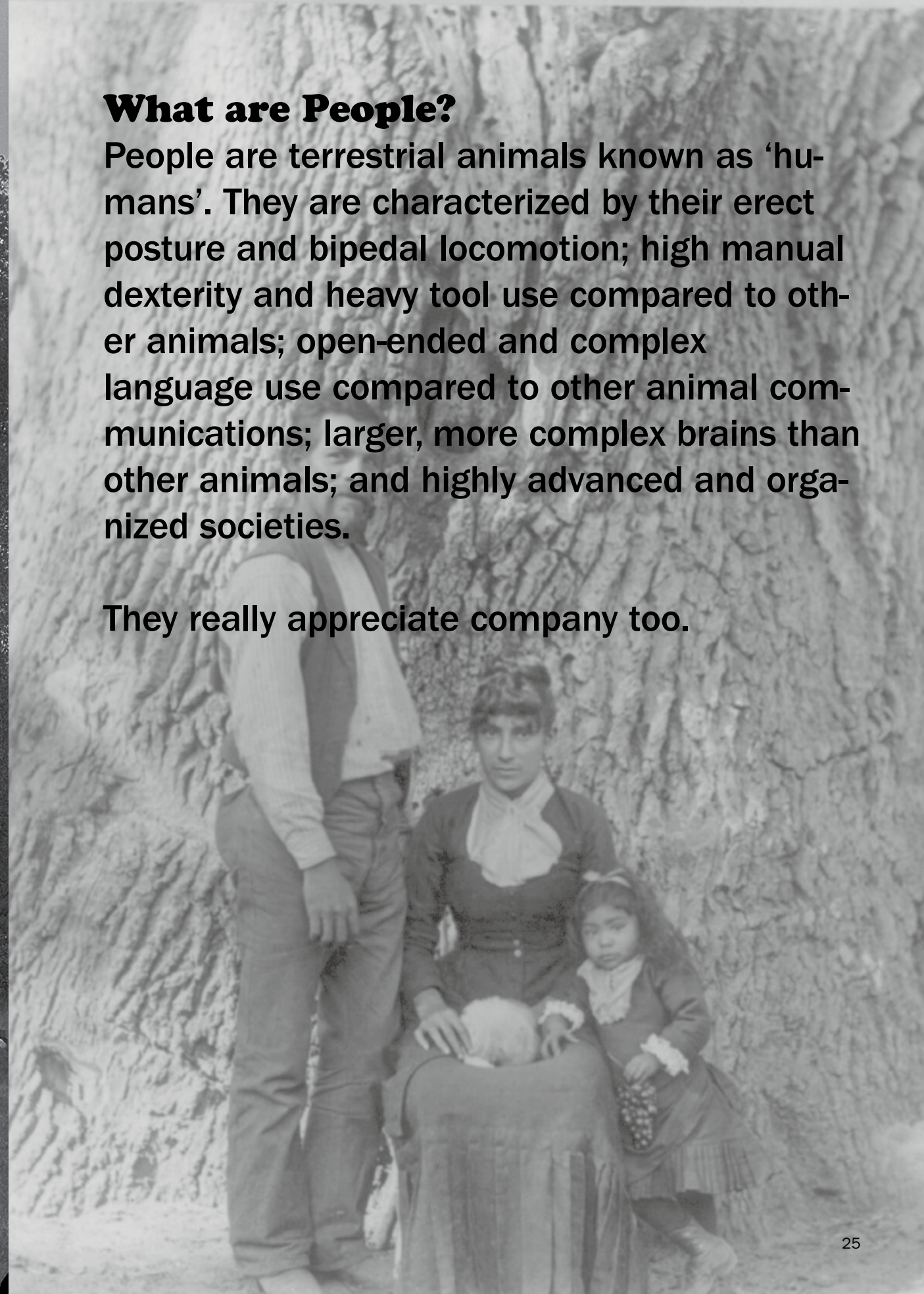
Trees can live for a very long time and they appreciate company.



## **What are People?**

People are terrestrial animals known as 'humans'. They are characterized by their erect posture and bipedal locomotion; high manual dexterity and heavy tool use compared to other animals; open-ended and complex language use compared to other animal communications; larger, more complex brains than other animals; and highly advanced and organized societies.

They really appreciate company too.

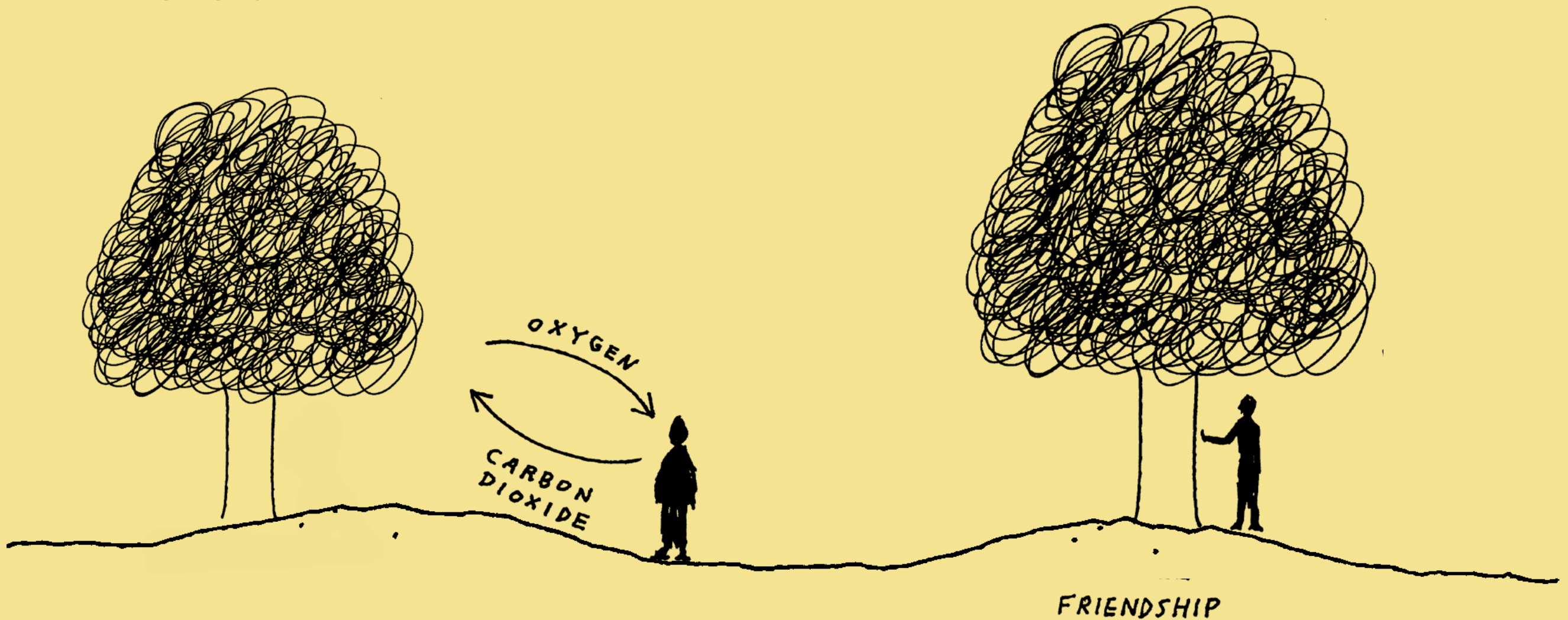




# Tree meet People. People meet Tree.



*"When we were kids in Santa Monica, my brother and I would read the Sunday comics while sitting on two branches of the olive tree in our backyard. The tree and my brother have passed on, this memory survives."*







## **Vision (Where We're Heading)**

We want to create a biophilic world.

## **Mission (How We're Going To Get There)**

We're going to help everyone in the world access their inner TreePerson. And we won't stop until we do. And even if people move to Mars, we'll help them there too. (although moving to Mars is a really stupid idea).

## **Purpose**

We exist to reignite the relationship between humans and trees so that we can plant and care for enough trees to save the world.



The Five Words/Movement Values  
The following words describe us:

# 1. Positive

The story of the world and what is happening is so dire at the moment. The apocalyptic nature of the language of this current story takes away our can-do spirit. We're not telling that story. We believe we can save the world and we know how. We always act and talk with this intention. We're dreamers, but not delusional. We have imagination but we're practical. We are positive because we are. Our profound optimism comes from our action.

We always come from a place of 'yes.'  
That is our power.

# 2. Feeling

We feel so much about trees (and people). Yes, we believe in science and strategy, but we also act with emotional honesty and open heartedness. The formality and distance of logic hasn't worked in the eco-movement. We've lost our connection with each other and with nature. We are TreePeople first and foremost because we feel it. And when you start to behave and speak with feeling, you inspire others to do so.



# 3. Everyone is Invited

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# 4. Wisdom

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# 5. Practical Imagination

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## Let's Talk About The 'Re' In Tree.

We're not imposing an abstract behavior. Everything we need to be TreePeople is inside everyone already. Our 'TreePeopleness' just needs to be let out and most importantly, made to feel like it's okay, more than OK.

**Return.** this is about going back to go forward.

**Remember.** how much you love trees.

**Reconnect.** with just one to start with.

**Relationship.** you're already in one with many trees (it's how you breathe), celebrate it.

**Revolution.** we're going through one right now. Don't worry. If we go the tree way, everything will be okay.



**Responsibility.** we have one to future generations of humans and trees to reconnect humans and trees right now.

**Respect.** when you really get to know a tree, you can't help but feel it.

**Regrettable.** almost everything we've done to trees for the last five hundred years.

**Reciprocity.** humans and trees are meant to be friends.

**Revive.** nothing makes you feel more alive than being around trees.

**Resilience.** trees can teach us everything about survival.

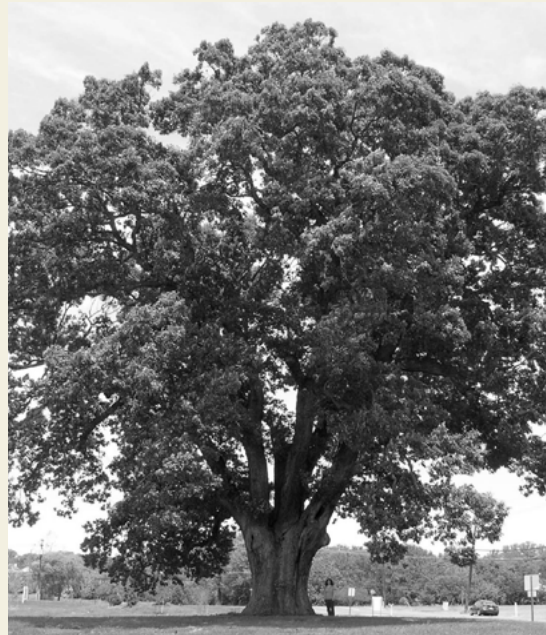
**Redecorate.** the world with trees!



# Tree



**Birch**



**Oak**



**Lemon**



**Pine**

# People



**Matt**



**Cindy**



**Megan**

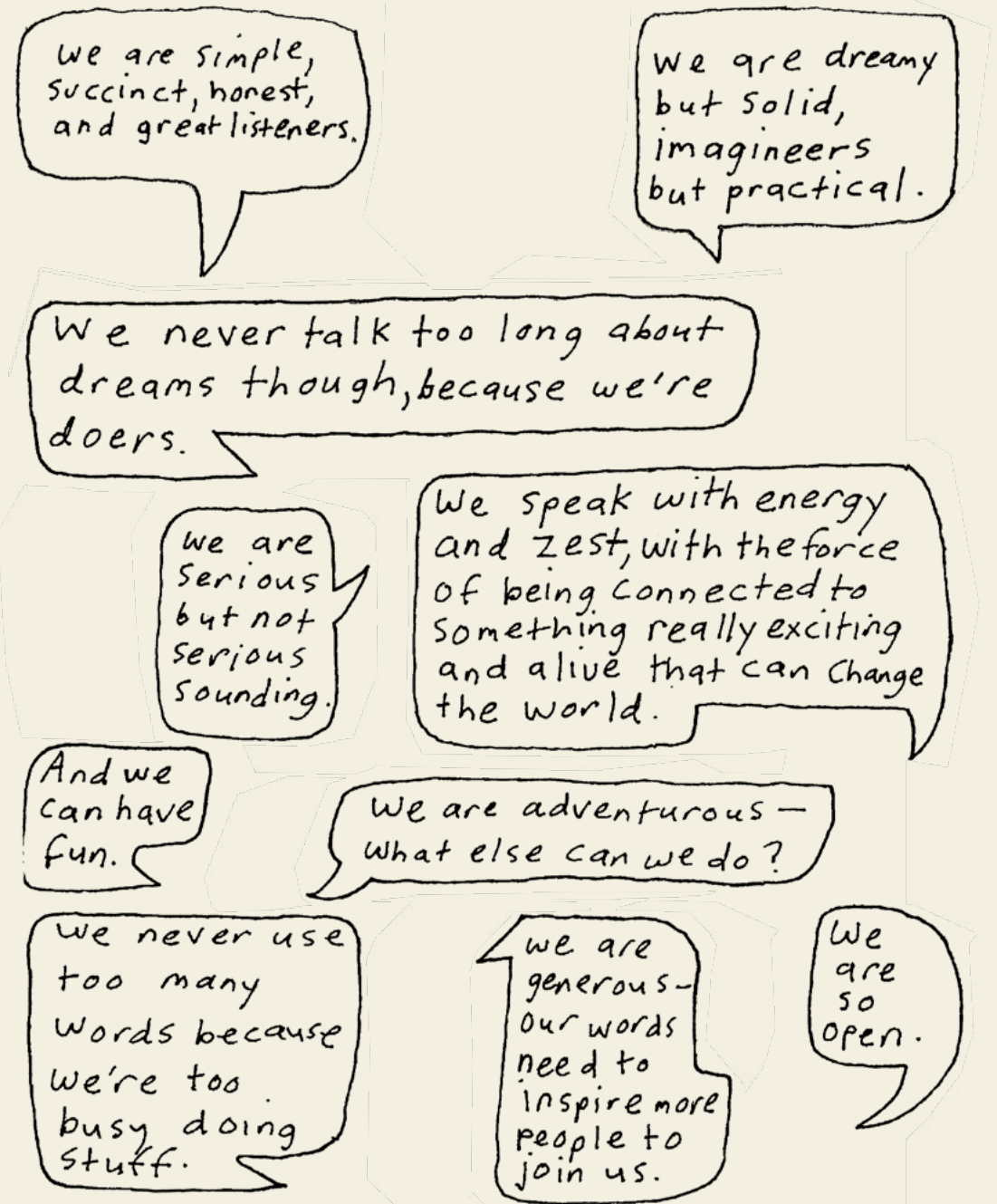


**Edgar**



# How do we behave?

Literally everything we do encourages people to become TreePeople.



# How do we communicate?



# Things we say

*TreePeople meet us at XX this weekend.  
The saplings at the corner of X and X need some TLC.*



Things we don't say: "the world is ending,  
we're all going to die, oh god"

**We talk with feeling, so we say things like:**

*See if you can notice a tree you've never  
noticed today..*



**And not like this: Carbon emissions need to  
fall by .5% by 2021.**



# How do we look?

Well... you've been looking at it!

But in a few words:

- Strong but friendly
- Modern with some nostalgia
- Direct
- Nothing like a corporation











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Cooper - Black

Headline

Franklin Std - Demi

Headline

Franklin Std - Medium

Headline  
& Body

Franklin Std - Book

TreePeople is an environmental nonprofit organization whose mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model.

Franklin Std - Book Italic

*TreePeople is an environmental nonprofit organization whose mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model.*

Sample

Do you  
know a  
Tree?

Time to Get Involved

TreePeople is an environmental nonprofit organization whose mission is to inspire, engage and support people to take personal responsibility for the urban environment, making it safe, healthy, fun and sustainable and to share our process as a model for

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# Story of TreePeople Tour

This tour will cover the origins of TreePeople and our beautiful Coldwater Canyon Park facility. You'll learn all of the fun facts about our park (for example, did you know that there used to be a Fire Station on the hill-top?), sustainable solutions for a climate-friendly home, the LA watershed, our state-of-the-art nursery, and the importance of trees and our mission.



**When:** Saturday, April 4, 2020  
10:00am to 11:00am  
**Where:** Mandviclle Canyon  
**Location:** TreePeople Headquarters,  
Coldwater Canyon Park



# Do you a know Tree?

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treepeople.org

TreePeople

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# Simple Ways To Get Involved



## Volunteer with Us

This tour will cover the origins of TreePeople and our beautiful Coldwater Canyon Park facility. You'll learn the fun facts about our park (for example, did you know that there used to be a Fire Station on the hilltop?), sustainable forestry, and the importance of trees and our mission.



## Do it Yourself

This tour will cover the origins of TreePeople and our beautiful Coldwater Canyon Park facility for a climate-friendly home, the LA watershed, our state-of-the-art nursery, and the importance of trees and our mission.



## Become a Member

This tour will cover the origins of TreePeople and our beautiful Coldwater Canyon Park facility (on the hilltop?), sustainable solutions for a climate-friendly home, the LA watershed, our state-of-the-art nursery, and the importance of trees and our mission.

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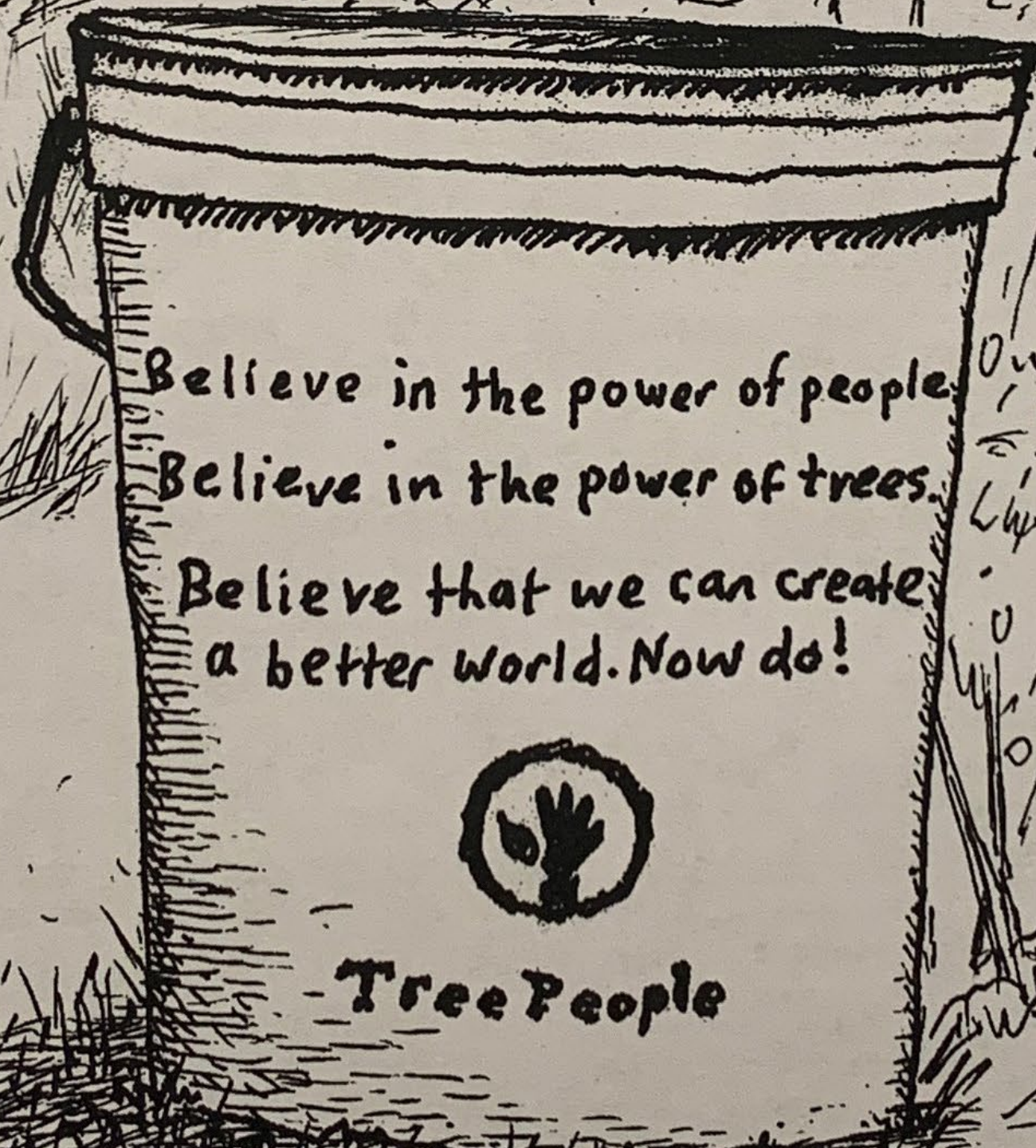


*“Truth is, the tree I’m talking about isn’t necessarily impactful in my life. In middle school, I remember seeing it. It was off to the side, next to an open stage in the courtyard. The heart of the tree was low enough to climb and sit on. This tree always seemed to have leaves, and in the evening after tutoring, I would sit on its branches and look at the light shining between the leaves. As I said though, this tree wasn’t that meaningful, but for some reason I decided to take a picture, a picture I still have on my desk back home.”*





# The Rules of being TreePeople





The oak in this image was already 400 years old when the photo was taken.

Today, at more than 500 years old, it is registered as a natural monument and even has its own postal address.

"A society grows great when old men plant trees whose shade they know they shall never sit in."

# The End