
Tree Health & Resilience
GET THE MESSAGE

creative concern

creative concern

communications for a sustainable future

ABOUT US



We are twelve

Born in the Ukraine, currently in the Northern Qtr

WE DO

Branding

logo

Campaigns



Design



Film



Copywriting



PR



Strategy
& Research



Web



x **28**
staff members



+ **5**
associates



we are part of a European network

OUR CLIENTS



Shhhh... we're in purdah.

The critical challenge of communications
for social, political and environmental
change is **competitive headspace**.



So to cut through, you need to be creative.

CAN YOU SEE THE LANDMINES?

THEY CAN'T EITHER.

Children running down a path
in Luau, Angola. On both sides,
there are landmines.

GIVE NOW AND SAVE LIVES.



POVERTY IS POLITICAL



Poverty and injustice are the result of political choices made by governments, corporations and other elites.

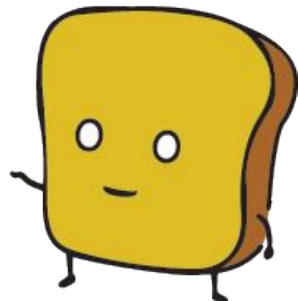
Recognition of this fundamental truth lies behind the widely quoted War on Want slogan: poverty is political. Decisions made by a few individuals in international forums such as the G8 and G20 or in institutions such as the World Bank, International Monetary Fund and World Trade Organisation have the power to bring misery to hundreds of millions of people around the world.

Just as poverty and injustice are products of political decisions, change is a product of political pressure.

For War on Want, change comes from contesting power through concerted political action.



GET ME TOASTY







» Every **TEN** SECONDS *new* planted **IN** ENGLAND'S *Northwest* Helping **A** GREENER REGION
ONE NEW TREE EVERY TEN SECONDS



In communications for social good, it's about much more than price, product and promise.

INTRINSIC

VALUES THAT
ARE INHERENTLY
REWARDING TO PURSUE

EXAMPLES

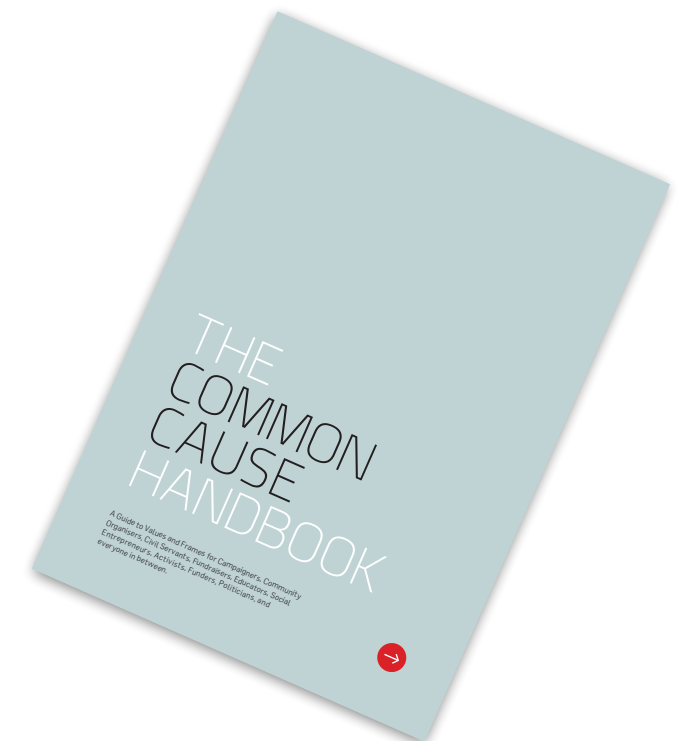
AFFILIATION TO FRIENDS & FAMILY
CONNECTION WITH NATURE
CONCERN FOR OTHERS
SELF-ACCEPTANCE
SOCIAL JUSTICE
CREATIVITY

EXTRINSIC

VALUES THAT ARE
CENTRED ON EXTERNAL
APPROVAL OR REWARDS

EXAMPLES

WEALTH
MATERIAL SUCCESS
CONCERN ABOUT IMAGE
SOCIAL STATUS
PRESTIGE
SOCIAL POWER
AUTHORITY



Tree Health Communications




HELLO AUTUMN?

Lesson one:

We don't have an information deficit problem.





Tree threats - an overview

Tree species - their pests and diseases

Outbreak timeline

Phytophthora - tree destroyers

Top tree pests and diseases

Diseases

- [Acute oak decline](#)
- [Chalara dieback of ash](#)
- [Chestnut blight](#)
- [Dothistroma needle blight](#)
- [Dutch elm disease](#)

Related news

[Hidden Effort To Deal With Tree Killer](#)

[Ash Dieback Fungus Might Have Mechanism To Define Territory And Combat Viruses, Research Shows](#)

[Living Ash Project - Securing The Future For Ash Trees In Britain](#)

[more...](#)

Related pages

[Plant Health Service](#)

[Research into pests and diseases](#)

[Biosecurity - prevent the spread of harmful organisms](#)

Related documents

[Forestry Commission Tree Health Internal Guidance Bulletin](#)

[Pests established in the UK](#)

[Pests newly arrived in the UK](#)

[Global pest threats](#)

How to identify Chalara ash dieback in the field






0:00 / 2:10
YouTube

[Pine tree loppet moth](#)

Dothistroma needle blight

Phytophthora

Pest

1998


Pest

Ash dieback disease

Ash dieback is a disease of ash trees caused by a fungus called *Chalara fraxinea*. The disease causes leaf loss and crown dieback in affected trees and it may...



A wilted shoot on an ash tree caused by the pathogen *Chalara fraxinea*.



Biosecurity

Good working practice for those involved in forestry

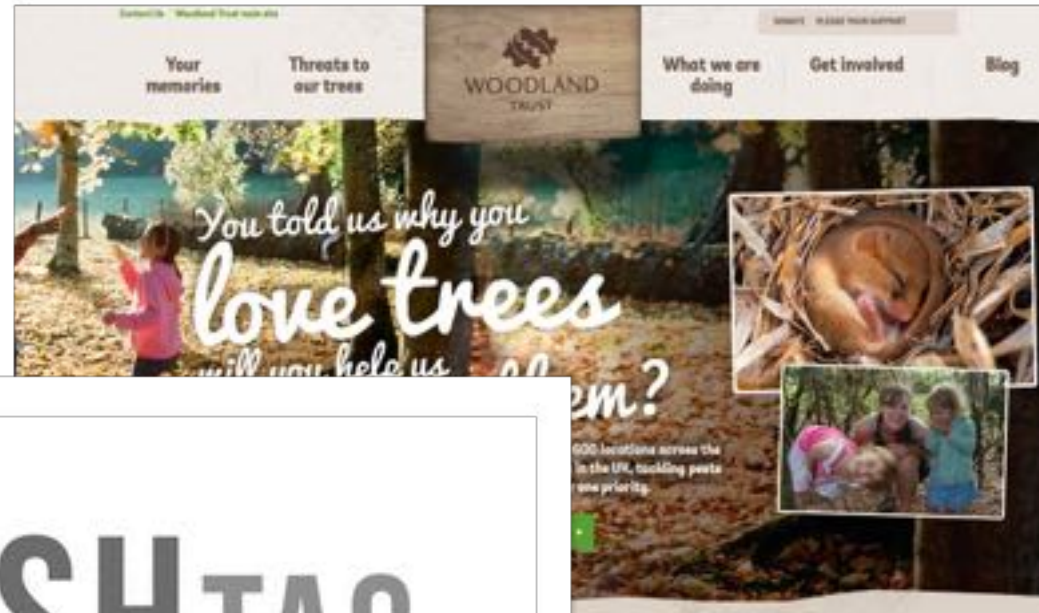
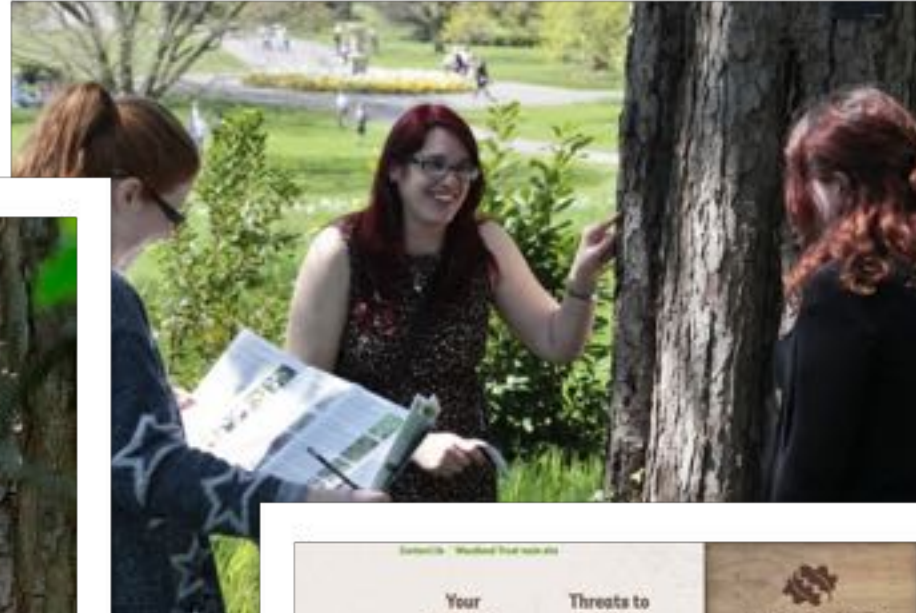


12:00 AM
January 1, 2006

Oak processionary moth

Oak processionary moth (*Thaumetopoea processionea*) in oak trees

12:00 AM
Phytophthora pseudosyringae



 **ASHTAG**



We're all at it...

Forestry Commission & Forest Research, FERA, Defra, Plant Health Service, ICF, Cumbria Woodlands, The ObservaTree partnership, Woodland Trust, National Trust, Open Air Laboratories (Imperial), Dept of Agriculture (NI), FutureTrees Trust, John Innes Centre, UEA, Tree Council, The Living Ash Project, The Sainsbury Laboratory, Norwich Research Park, Natural England, The Wildlife Trusts, Arboricultural Association, Be Plant Wise, RHS, CLA... and many many more!

Lesson two:

We do need to know why we're communicating. What's the call to action?

STOP IT

SPOT IT

REPORT IT

TACKLE IT

Lesson Three:

... because we can't create fear
without agency.



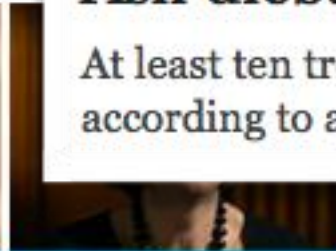
The hospital that's frozen in time: Eerie



'I've lost everyone... my entire family has



Former Guantanamo inmate



Labour's Harman expresses 'regret'

Deadly ash disease found in Britain puts 80 MILLION trees at risk

- Ash dieback has been discovered at countryside sites in East Anglia
- Ash trees make up 30 per cent of the UK's wooded landscape
- Forestry Commission declares national emergency quarantine
- Government will ban ash imports on Monday and introduce tight restrictions on movements of the tree around the country

Ash dieback one of ten 'epidemic' tree pests and diseases

At least ten tree diseases and pests are now 'epidemic' in Britain, including ash dieback, according to a Government adviser.

15 July 2013 Last updated at 05:45

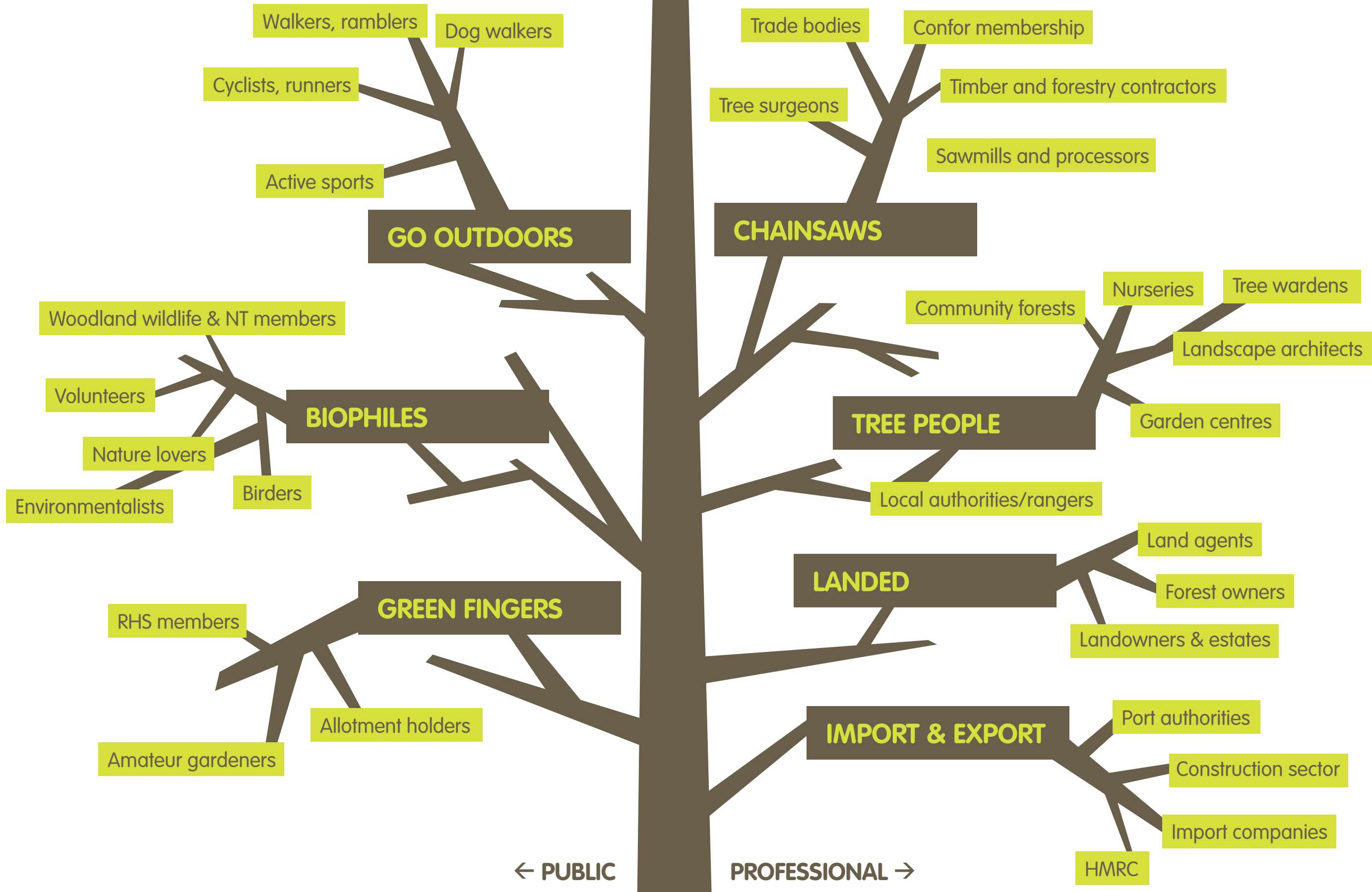


Deadly oak disease 'spreading' in UK

By Helen Briggs
BBC News

Lesson Four:

There is no such thing as the 'general public'.
Know your audience and frame your message.

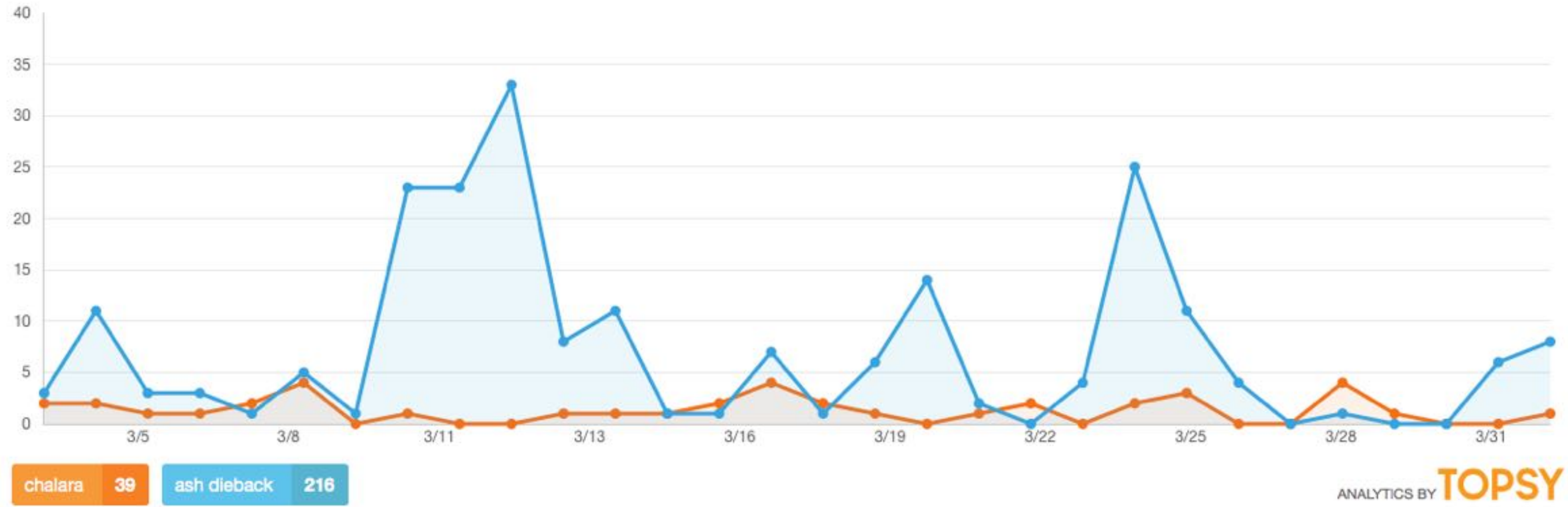


Lesson Five:

Latin is not our friend, but social media is.

Tweets per day: chalara and ash dieback

March 3rd — April 2nd



chalara 39 ash dieback 216



9🔁 | 3 days ago

Exmoor Woodland ENPA
@WoodlandsENPA

Useful document on ash dieback in the South West published by @ForestryCommEng forestry.gov.uk/pdf/A4_SouthWe

8🔁 | 6 days ago

RoyalForestrySociety
@royal_forestry

Management techniques to minimise the effects of Ash dieback [http:// ow.ly/LQuSQ](http://ow.ly/LQuSQ)

4🔁 | 2 days ago

Rob Penn
@RobPennWildwood

No mention of emerald ash borer on countryfile on BBC1. Bigger threat than ash dieback.

4🔁 | 3 days ago

Sylva Foundation
@SylvaFoundation

@thetreecouncil also stars @bbccountryfile - talking about ash dieback - take part in a national survey: ow.ly/LOI2W

3🔁 | 3 days ago

The Tree Council
@TheTreeCouncil

Don't miss us on @bbccountryfile talking about Ash Dieback this evening at 7pm!

3🔁 | 3 days ago

The Tree Council
@TheTreeCouncil

One of our Tree Wardens - David Carey - will be on Countryfile this evening! We will be on as well, to talk about Ash Dieback.

3🔁 | 3 days ago

emma sayer
@panemma

This a.m. at #BESFEWytham: wood decay, soil carbon, tree rings, biodiversity tech, holly leaf miners, energy flows, ash dieback, resilience

2🔁 | 5 days ago

ICF
@TheICF

Professor Brown is convinced there is massive under reporting of ash dieback in the UK. #TreeHealth

1🔁 | 6 hours ago

James R
@jam_rich1

After ash dieback really hits, what other tree species is next? With only 40 or so species we can't keep importing diseases. #Countryfile

1🔁 | 3 days ago

Peter Donegan
@DoneganGardens

Great coverage of Britain's woodlands, Dutch Elm and Ash Dieback on bbc #countryfile.

1🔁 | 3 days ago

Rob Penn
@RobPennWildwood

Ash dieback on Countryfile now. No cure.

1🔁 | 3 days ago



Search for people, places and things

Steve

FRA_XINUS

Ash Trees are being infected by the deadly Chalara Fungus.

Play this genetic puzzle game and be part of the open scientific research revolution.

[Play Game](#)

#openashdb

[Invite](#)

[Share](#)

[Tweet](#)

The Sainsbury Laboratory
TSL


John Innes Centre

TGAC
The Genome Analysis Centre™

 **BBSRC**
bioscience for the future

Built by:
teamCooper
DIGITAL AMUSEMENTS

So who's got it right?



The Tree Council @TheTreeCouncil

We do trees – more of them in the right places, inspiring people to act for them, caring for them regardless of age. Become a Friend at <http://ow.ly/g2M8w>

Connect ▾

Add To List ▾

🐦 5,682



TiCL @TiCLme

ti-cl ~vb. 1. to share an experience with someone near to you ~n. 2. a little piece of local, current information and how to get there [abbrev. for article]

Connect ▾

Add To List ▾

🐦 1,423



OPAL Explore Nature @OPALnature

Big Lottery Fund project getting people into nature, taking part in citizen science projects including our national surveys.

Connect ▾

Add To List ▾

🐦 3,265



Sylva Foundation @SylvaFoundation

caring for forests

Connect ▾

Add To List ▾

🐦 1,374



Eden Plant Science @edenscience

Science team member, surfer and keeper of Eden Projects horticultural records. Tweets will include science team updates and regular 'data shots'

Connect ▾

Add To List ▾

🐦 1,250



Owen Lewis @OwenTLewis

Professor of Ecology at University of Oxford. Tropical forests, insects, biodiversity...

Connect ▾

Add To List ▾

🐦 176



Andrew Heald @andyheald

Sustainability professional fascinated by trees, forests, certification and concept of natural capital. Based in Scotland but works globally.

Connect ▾

Add To List ▾

🐦 784



Sneaky Fox Outdoors @OutdoorFox

Outdoors Activity Provider Fun & Educational Programmes delivered out in the #GreatOutdoors Mobile Services - Advocate for the Natural World #sneakyfoxview

Connect ▾

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🐦 2,780



ICF @TheICF

The Institute of Chartered Foresters (ICF) is the royal chartered body for tree professionals in the UK.

Connect ▾

Add To List ▾

🐦 518



Helen Holmes @helenfh

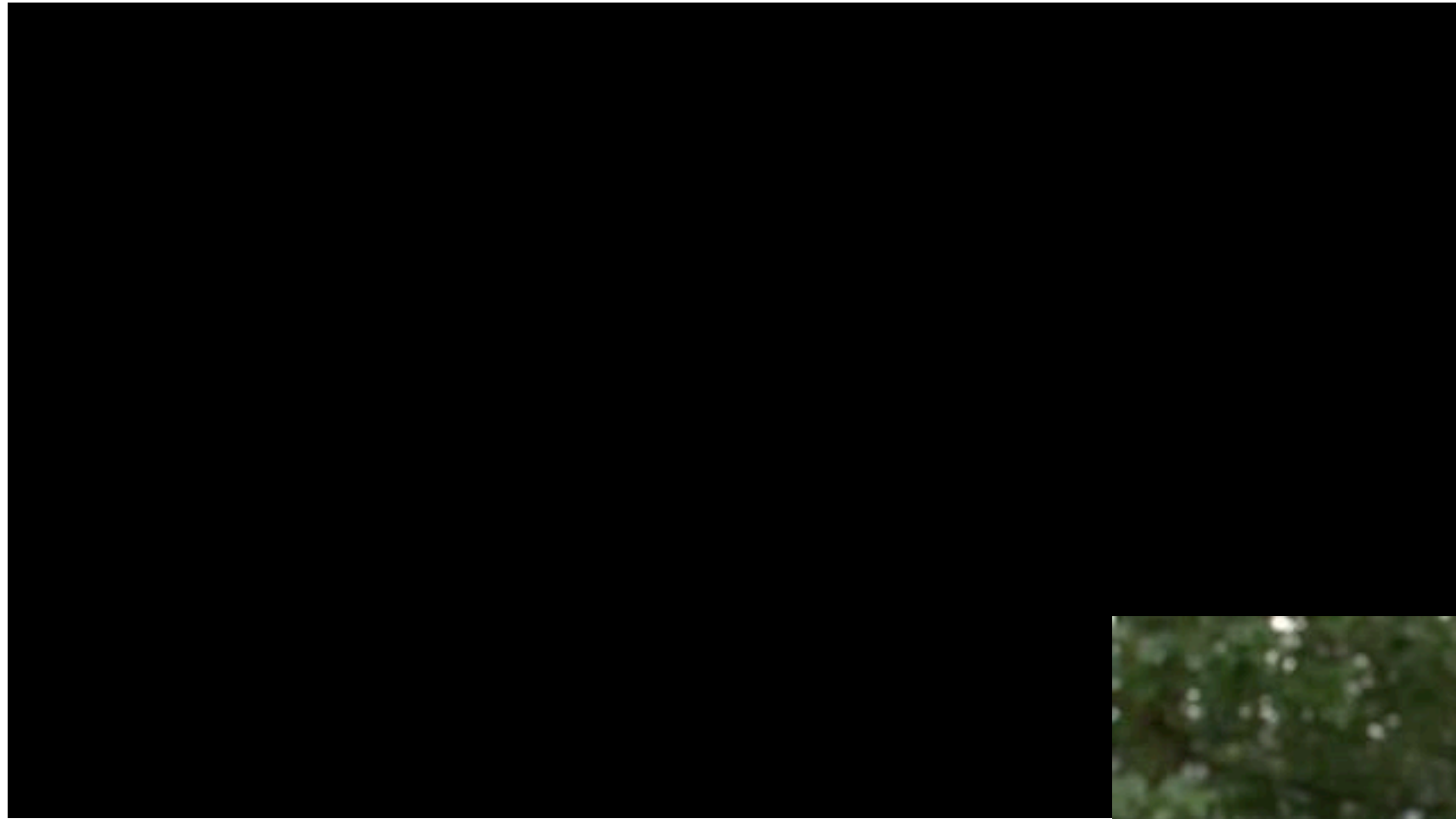
Yorkshire lass, plant scientist with a white coat and green wellies. @TransitionCambs, @CamCropShare, sustainable farming, science in agriculture...

Connect ▾

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🐦 1,257





Neville Elstone
Cumbria Woodlands



Steve Scott
Area Director
Forestry Commission

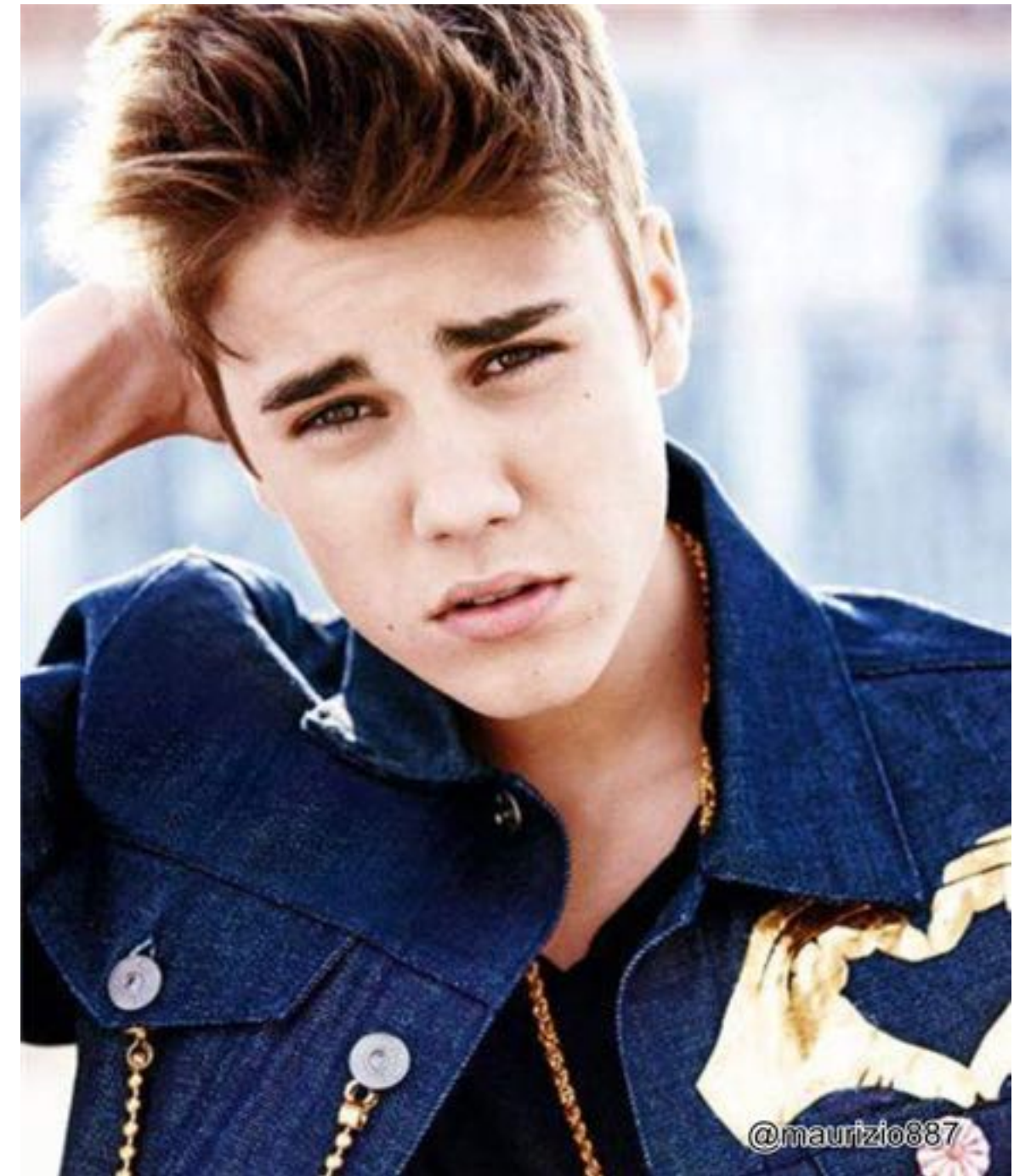
How to identify Chalara ash dieback in the field

Forestry Commission
Subscribe 230

94,571

+ Add to Share ... More

100 7



@maurizio887



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REAL MEN KEEP THEIR TACKLE CLEAN

CHECK - CLEAN - DRY

Check all clothing, footwear and equipment thoroughly before leaving a river or lake, remove any fragments and leave on site.

WHY?

Freshwater invasive non-native species (INNS) are able to 'hitchhike' on equipment, footwear and clothing. INNS threaten the survival of native species, including fish, sometimes causing irreversible damage to the waters that you enjoy using.

**DISEASE & PARASITES
KILL NATIVE FISH SPECIES**



American signal crayfish

Predate on young fish, eggs and invertebrates. They also carry a fungal plague which kills our native White claws.

Zebra mussel

Drastically reduce nutrients and oxygen causing habitat alterations and affect distribution of fish communities.



Killer shrimp

Predate on fish eggs and invertebrates. They can also host parasites causing disease to salmonids.



Floating pennywort & Parrot's feather

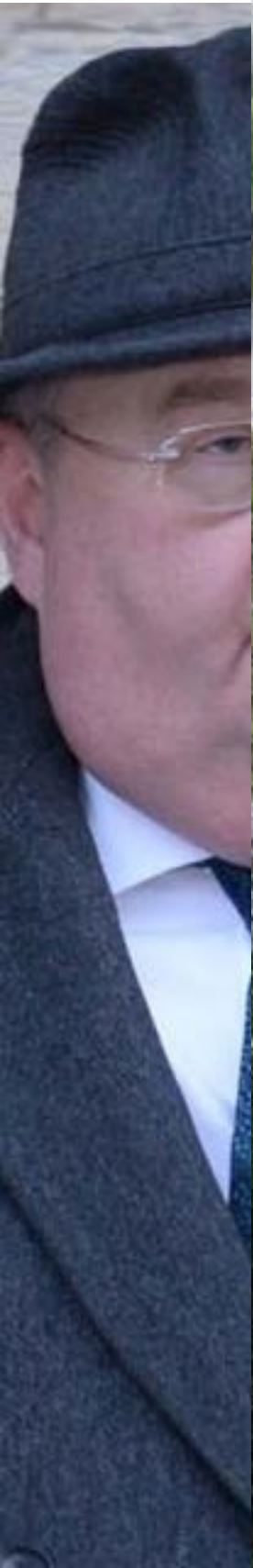
Form dense mats which smother the waterbody. This can increase temperature and nutrient input and reduce oxygen and light to invertebrates and fish.



Cumbria Freshwater
Invasive Non-Native
Species Initiative

... and some were not so good.

Resilience



Climate change is a
'cut through' issue
for the public

We can have agency -
all of us... there is
something we can do.

Why resilience is a perfect frame for tree health

Communicates the social,
environmental and
economic importance of
trees and forestry

A leverage for
demands to plant more
and manage better...

It means we will have to look
again at our landscapes.

What's wrong with this picture?



Shift Happens

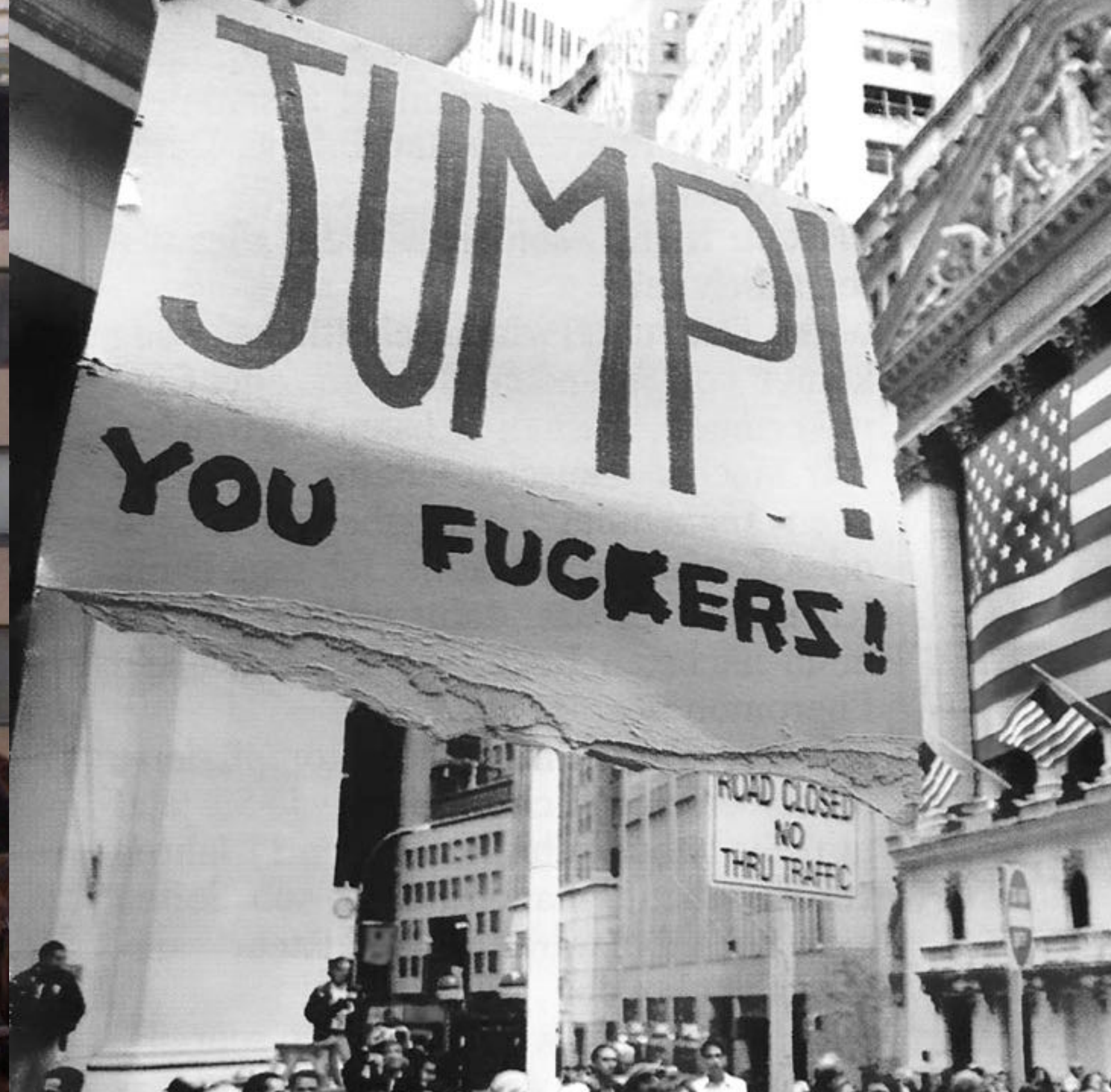
The socio-political context for resilience



A photograph of two men in dark suits standing outdoors. The man on the left has a sign on his back that says "Just" with a horizontal line underneath. The man on the right has a sign on his back that says "Married!" with a horizontal line underneath. The background is a bright, slightly blurred outdoor setting with a white tent-like structure on the right.

Just

Married!







GLASS







graphene-man.eu.uk

Graphene Applications

TECHNICAL DATA SHEETS



**AT A TIME OF
EXTRAORDINARY
CHANGE WE MUST NOT
UNDERESTIMATE OUR
IMPORTANCE**



The Great Reconnection



**TREES.
BY ANY MEANS
NECESSARY.**



Steve Connor

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www.creativeconcern.com

www.twitter.com/headstretcher

An aerial photograph of a city skyline during sunset. The sky is filled with soft, golden clouds, and the sun is low on the horizon, casting a warm glow over the buildings. The city is densely packed with various structures, including modern glass skyscrapers and older brick buildings. A prominent church with a tall spire is visible on the left side. The overall atmosphere is peaceful and nostalgic.

THANK YOU
