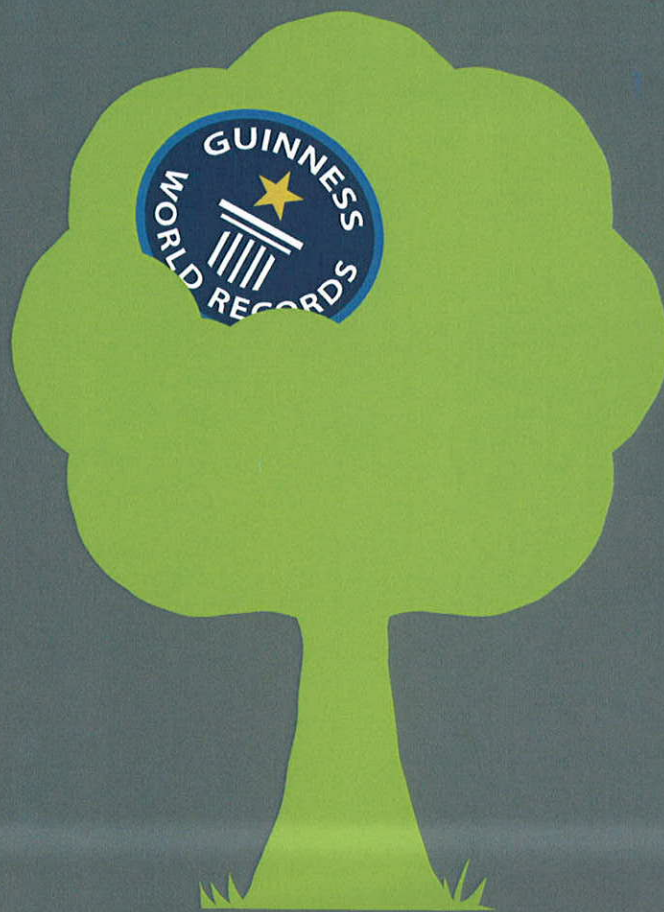


Growing something groundbreaking: BBC Breathing Places 'Tree O'Clock'

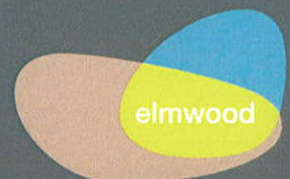


Category
14.0 Environment

Client
BBC Breathing Places

Design Consultancy
Elmwood

Date
November 2009



Executive summary



Tree O'Clock was created by BBC Breathing Places to get people planting trees. But this was no ordinary environmental campaign. The BBC wanted to appeal to everyone in the UK to plant as many trees as physically possible in just one hour on December 5th 2009. As well as boosting the environment by making the UK a leafier, lovelier place, the aim was to break up to two Guinness World Records™ for the 'greatest number of trees planted within one hour'.

Smashed the Guinness World Record™

The World Record for '**greatest number of trees planted in a single location in one hour**' was smashed by three different Tree O'Clock teams. 26,422 trees were planted in Derry, Northern Ireland (which included 4000 oaks); 20,326 trees were planted near St Albans, and another 20,312 trees were planted in Hainault, in the historic Forest of Essex. The previous World Record was 18,124.



A total of 67,060 trees planted in one hour in three different locations



Executive summary cont.

67,060

trees planted
in one hour in
three locations

A total of 67,060 trees were planted in an hour in the three locations which were attempting the single location record.

761,130

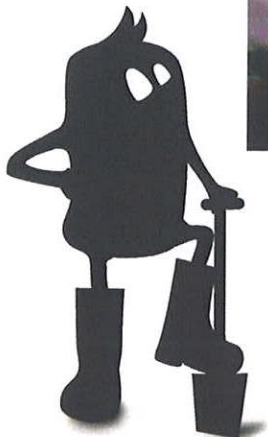
participants

Families, communities, individuals and over 300 organisations (including 54 Breathing Place communities) – officially that's 761,130 people altogether – rolled up their sleeves, grabbed their spades and joined in the planting. In fact we believe over a million people planted trees that day.

500,000

new trees

The BBC estimate that about half a million trees were planted on the day, with more than 230,000 trees planted and officially recorded within the all-important hour.



Project overview



Welsh translation

Our task:

To generate mass participation from the Great British public

Outline of brief

We created the campaign's identity and accompanying materials. The campaign's success – getting into the Guinness World Record™ books – depended on many thousands of people taking part, so our work had to create a genuine and irresistible buzz. Our audience? Everyone from school-kids, teens and students to parents, grandparents and business leaders. In other words, the Great British public.

Description

Tree O'Clock was set up by BBC Breathing Places (in partnership with Guinness World Records™) in 2009. By extension, Tree O'Clock aimed to get as many people as possible in the UK to plant trees in the hour between 11am and 12 noon on December 5th 2009, in order to break up to two Guinness World Records™.

Project considerations

- Wherever you turn, there's another environmental campaign. Which means it's easy for people to lose interest, and for deserving campaigns to become wallpaper.
- The second major challenge was that Tree O'Clock required people to be outside on a Saturday morning in December getting their hands dirty, as opposed to signing a petition or throwing a few coins into a bucket.



Project overview cont.

The usual tree related imagery was a no-go

Green is all around us. Who isn't jumping on the green bandwagon?



Project launch date

November 2009

Size of design budget

£56k

Outline of design solution

Trees grow food for us and for animals, they provide wildlife with homes and shelter, they clean the air we breathe, they're beautiful and often awe-inspiring – the list is almost endless. This sparked our big idea: trees do more for us than most of us realise. By taking an angle like this that everyone could relate to, we had more chance of motivating people to do their bit.

The usual tree-related imagery was a no-go, because it would not be different to any other tree planting schemes, so we created an iconic logo in the style of a plant tag, with the strapline **'help us plant a world record'**.

We brought the message to life for the different audiences using quirky illustrations and a lively, irreverent tone of voice. And rather than go on about planting trees, we challenged people to **'grow their own conker machines'** or grow **'somewhere for dogs to pee'**.



Project overview cont.



All the event materials were downloadable from the BBC website.

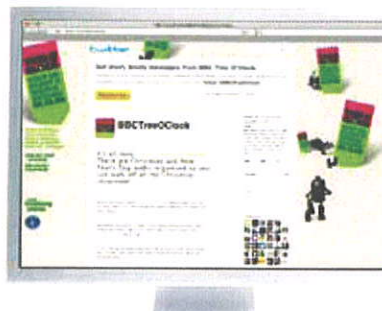
We created:

- Welsh and English identity, logo and strapline
- Indoor and outdoor posters, flyers, banners
- Magazine inserts, bookmarks, certificate
- A range of downloadable event toolkits and activity sheets for schools, businesses and community groups
- Viral and other digital assets including Twitter & Facebook
- Identity guidelines



Social media

BBC Tree O'Clock had a resident 'Twitterer' to push the event via social media. In just under a month, a following of 500 tweeters joined in to help spread the message. Tree O'Clock also had its own Facebook page.



Summary of results



Smashing the Guinness World Record™

The previous World Record (a very respectable 18,124) for 'most trees planted in one location in one hour' was smashed by three different Tree O' Clock teams. 26,422 trees were planted in Derry, Northern Ireland (including 4000 oaks); 20,326 trees were planted near St Albans, boosting London's green belt, and another 20,312 were planted in the historic Forest of Essex.

67,060

trees planted
in one hour in
three different
locations

Smashed

the record by
12,688 trees

761,130	Participants
300	Organisations
54	Breathing Place communities

761,130 participants

Families, communities, individuals and over 300 organisations (including 54 Breathing Place communities) – officially that's a total of 761,130 people – rolled up their sleeves and grabbed their spades. In fact we believe over a million people planted trees that day.

500,000 new trees planted

The BBC estimate that about half a million trees were planted at 11am on December 5, 2009. With more than 230,000 trees planted within the all-important hour.

UK event, global reach

Although this was a UK initiative, it touched hearts around the globe. Participating countries were Italy, Palestine, Manhattan (USA) Egypt and India.

Primetime exposure

The campaign was featured on primetime BBC programmes, including Autumnwatch and Blue Peter, helping to generate interest, excitement and anticipation.

Enjoyable and Educational

When people who took part in Tree O'Clock were asked for their overall reaction to it, 75% of home planters and 69% of event attendees said it was a positive learning experience.

Summary of results

What people said...

"This whole thing has really captured people's imaginations. I'll never forget it!"

David March, Broomfield Community Orchard, London

"I've been coming to Hillingdon Court Park since the war years, I'm so pleased to be involved in an event which will survive me as a legacy as to what a difference people can make if they all work together."

Hazel, 76yrs, London event

"18 of us planted 250 native trees which have helped towards creating a new woodland pasture habitat that will benefit many species including the rare black grouse. Thanks to the BBC for all the resources you provided....."

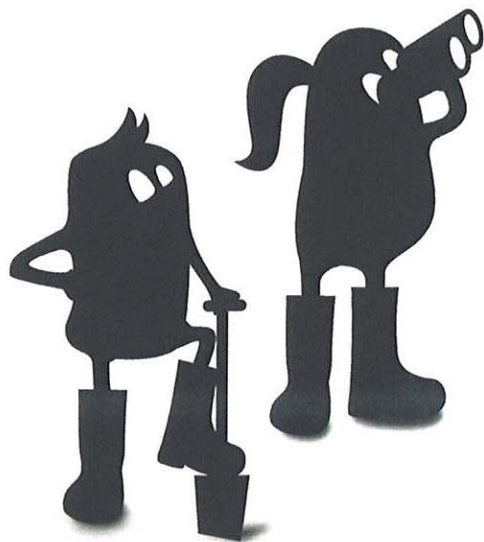
Julie, RSPB

"Many thanks for your support and the wonderful resources on the Breathing Places website."

Gwyn James, Head Teacher

"So little effort, so much fun, whilst making a positive and lasting impact on the environment, what better way to spend a Saturday morning?!"

Phil Doherty, volunteer at Nottingham Trent University, Brakenhurst Campus



Research resources

All statistics supplied and verified by BBC Breathing Places.