Idea 10

A TREE FOR EVERY BABY
A way to increase tree coverage could be to plant a tree for each newborn, prioritising the neighbourhood where the child is born.

When done with a communications component, this initiative provides an opportunity to connect the issues of air quality, nature and child development.

The tree canopy can improve local air quality and provides natural areas for children to play in. Increased green coverage has also been associated with better mental health for all.