



## Planting for Good: FedEx Cares tree planting program

 Planting for Good is a global, data-driven tree planting initiative led by WRI's Cities4Forests program in partnership with the Arbor Day Foundation and the National Fish and Wildlife Foundation, with support from FedEx Cares. The program goes beyond traditional tree planting by combining **science, technology, and local partnerships** to place the right trees in the right places, to help maximize benefits for heat reduction, air quality, flood mitigation, and community health.

### Key Components

- Leveraging **Technologies**: Emerging tools and datasets prioritize the most impactful placement of trees.
- Community impact: **Trees** cool streets, filter air pollution, help manage stormwater, and can improve health.
- FedEx **Team** Members: Every project to include hands-on tree planting opportunities 1-2x each year


### Global Reach

 FedEx has selected 12 cities around the world to receive technical assistance via WRI's Cities4Forests program in addition to providing ~\$100,000 (USD) per market. In CY2026, Planting for Good will work collaboratively with local partners to adapt and test this suite of tools, resources, and approaches, building on city and community priorities and local knowledge. Tree planting and project implementation are scheduled (and funded) for CY2027.

### Markets include:

- Oakland / SF, California
- Toronto, Canada
- Chengdu, China
- Memphis, Tennessee
- Bogota, Columbia
- Jakarta, Indonesia
- Pittsburgh, Pennsylvania
- Amsterdam, The Netherlands
- Delhi, India
- Miami, Florida
- Istanbul, Turkey
- Johannesburg, South Africa

### Technology + Nature

 WRI will coordinate with cities, non-profits, and conservation organizations to provide access and training in emerging analytical tools and data (platforms below). The goal is to help these 12 cities leverage technology to better optimize where trees can make a difference, monitor and report impact, and share success stories.

### Planting for Good technical assistance includes:

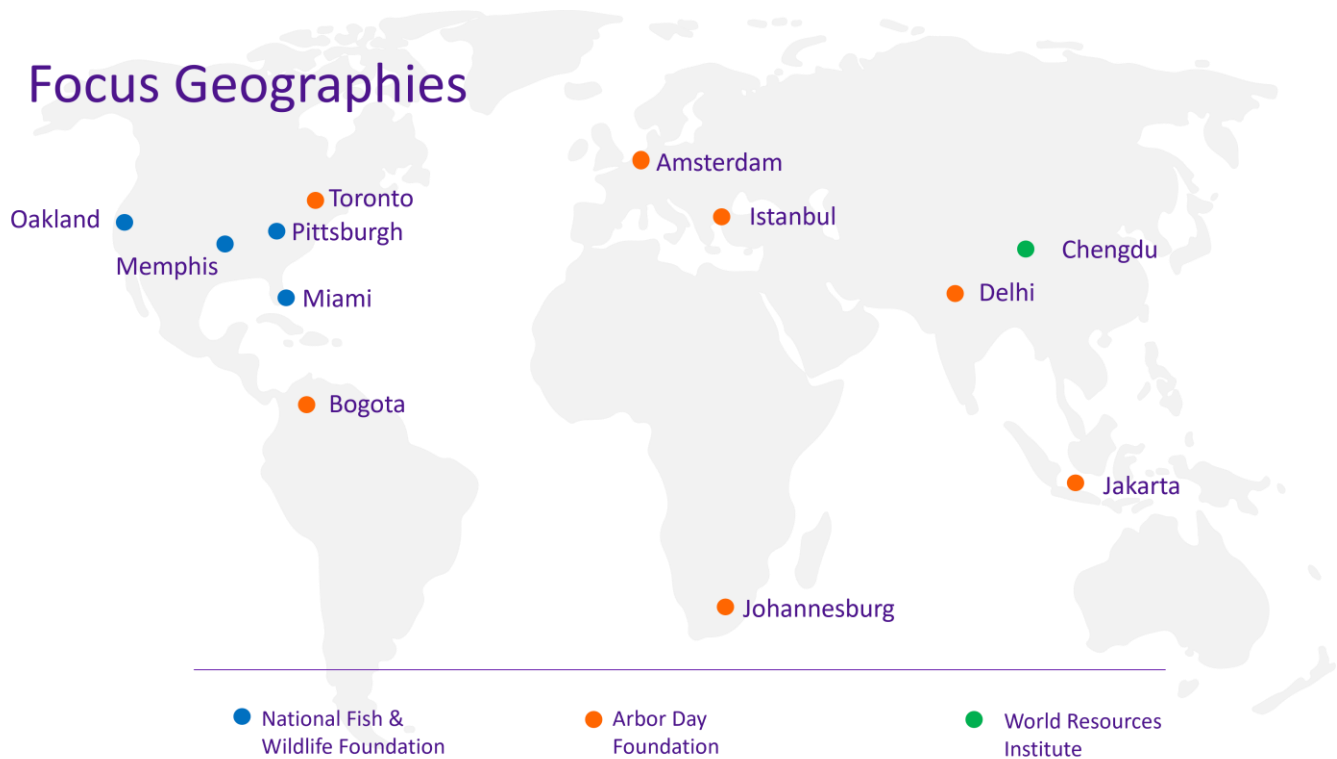
- Access to advanced data, best practices, and technology platforms
- Training on the latest monitoring, reporting, and verification tools
- Co-designing projects aligned with local priorities and community knowledge
- Support for reporting, storytelling, and future funding alignment

## ✂ Technology Platforms Used in Planting for Good

The following platforms are examples of those that will be adapted for the Planting for Good program.

Platform	Use Case	How Used in Planting for Good
<a href="#">Cool Cities Lab</a>	Identify where trees provide maximum cooling	Prioritizes planting to reduce extreme heat
<a href="#">Aqueduct</a>	Assess flood risk	Informs flood-mitigation planting design
<a href="#">NFWF's Coastal Resilience Evaluation and Siting Tool (CREST)</a>	Evaluate coastal resilience	Guides coastal and watershed projects
<a href="#">CityMetrics</a>	Analyze green space access	Identifies underserved neighborhoods
<a href="#">Tree Equity Score</a>	Measure canopy equity	Ensures equitable planting
<a href="#">ADF's NatureScore</a>	Quantify neighborhood nature access	Supports site prioritization
<a href="#">TerraMatch</a>	Monitor and report projects	Central tracking and donor reporting
<a href="#">AI Satellite Monitoring</a>	Verify tree survival remotely	Reduces monitoring costs

## Focus Geographies



For questions, please reach out to James Anderson | Deputy Director, Cities4Forests, World Resource Institute  
[James.Anderson@wri.org](mailto:James.Anderson@wri.org) | +1 507-301-2385