



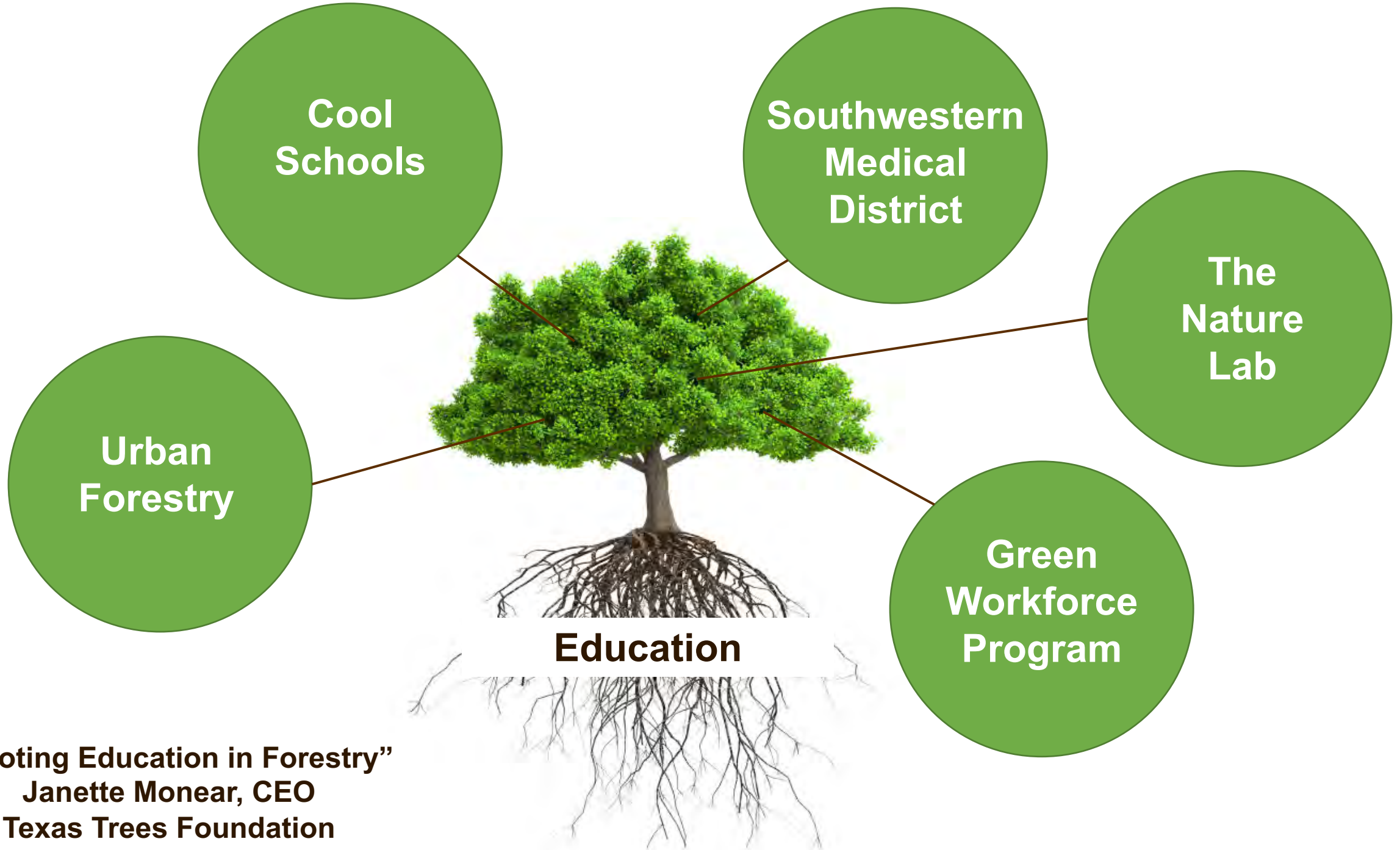
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FOUNDATION

The Texas Trees Foundation (TTF) serves as a catalyst in creating a new green legacy for North Texas through transformational, research-based plans and projects that educate and mobilize the public to activate the social, economic, environmental, physical, and spiritual benefits that trees provide for a better quality of life.

Health & Nature



**Urban Forestry – Shifting Eco-Paradigms**



**“Rooting Education in Forestry”**  
**Janette Monear, CEO**  
**Texas Trees Foundation**



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## Education is...

...rooted in all aspects of Texas Trees Foundation's work, which is steeped in research, trees, nature and a sustainable ecosystem approach to urban design.

## Shifting the Eco-Paradigm

- Know your audience
- Know what you're "selling"
- Understand the points of intersection
- Make it personal



# Nature Lab



Audience: Professionals, Decision-makers, Researchers, Stakeholders

## Education

- Anchored in empirical data
- Technology transfer

## Action

- Public engagement
- Community initiatives

Intersections: Public Policy, Climate Health, Data Driven

# Urban Forestry

Audience – Individuals, Professionals,  
Policy Makers, Donors

## Education

- Reports, Studies
- Public briefings / Op-eds
- Applied knowledge
- Digital Communication
- Hands-On / Experiential Learning
- Curriculum



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# Southwestern Medical District Streetscape & Park Plan

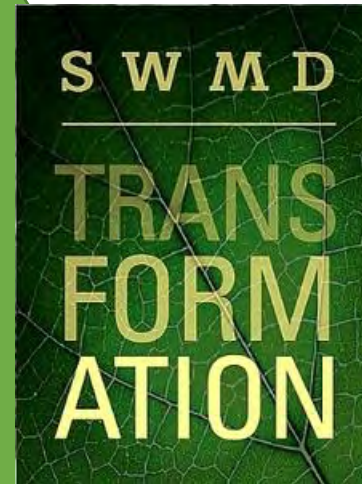
Audience: Health care employees, patients, students, visitors, community neighbors

## Education

- Equitable community engagement
- Inclusion
  - Cultural, ethic, ages
  - Co-education

## Collaborative educational experience

- Shift behavior and policy
- Challenging “business as usual”
- Research



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# Cool Schools



Audience: Teachers/students/parents, ISD's, Chamber of Commerce, School Boards

Education:

- Curriculum: TEKS aligned & STEM focused
- Kinetic Learning – “hands-on” & experiential
- Outdoor Classroom - stewardship

Intersections: Research, teacher training, parents



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# Green Jobs Workforce Program



## Green Workforce

Audience: At-risk Young Adults, Green Partner Industries, Higher Education Institutions, and Program Supporters

### Basic Knowledge

- Greening 101
- Ethics, responsibilities
- Personal/Professional development

# Challenges: How do we shift the eco-paradigm?

- Know your audience
- Relate personal application with styles of learning
- Support education with data, research, and technology
- Experiential Learning - Connect people with nature
- Ensure equitable access to all opportunities



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