

Konica Minolta, Food & Trees for Africa partner to make Welkom greener

Welkom's schools and community centres are looking decidedly more leafy, thanks to the addition of 1,020 new trees planted by Konica Minolta South Africa in partnership with Food & Trees for Africa.



Pupils alongside an educator planting trees at Hoërskool Riebeeckstad in Welkom, Free State. | Source: Supplied

The greening of the Free State's second largest city kicked off with a planting ceremony hosted by Konica Minolta Welkom at the Hoërskool Riebeeckstad, which took place on 2 March. With the six trees taking root at the school offering a shade for learners, Konica Minolta South Africa is poised to change the outlook of the school.

"It's such a privilege for us to be able to take part in this greening project," said school principal, Mrs Betsi Schoeman. "We know that the conducive environment created by planting trees will have a wonderfully positive effect on our children."

Small efforts, big results

Many more children and community members are set to benefit from the plantings which will take place at 19 more schools and four community organisations. In fact, the 1,020 trees to be planted in total will have a significant impact on the city as a whole, helping to offset 376.38 CO₂e throughout their lifetime.

The company has, to date, donated 59,339 trees in locations throughout the country, offsetting 21,896.31 tCO₂e in the process. The project represents an ongoing effort to green the country, in line with Konica Minolta's belief that continued small efforts make the world of difference in benefiting nature.



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Frans Wessels, director of Welkom Dealership commented: "We all know that greening the environment helps to reduce pollutants in the air and soil, which is naturally important for our long-term wellbeing.

"However, we are also concerned with the more immediate benefits of living in a treed environment: studies have shown that green surroundings have a positive effect on mood, helping to relieve stress and anxiety. Given the trials that all South Africans experienced during the past two pandemic years, this is something that we can all value."

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