

Ocado Retail plants 100,000 trees in UK towns and cities

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[Ocado Retail](#) is celebrating National Tree Week by announcing a new partnership with the UK charity, [Trees for Cities](#). The online supermarket, committed to being the nation's most sustainable grocer, will be planting 100,000 trees in towns and cities around the UK.

The partnership involves Ocado making an initial donation of over half a million pounds to the charity, enabling 100,000 urban trees to be planted, to reduce CO2 emissions. Trees also absorb air pollution, create habitats for wildlife and help mitigate climate change by cooling the air and the ground.

The Trees for Cities partnership is part of a wider commitment from Ocado Retail to be the UK's most sustainable grocer, focussed around three core pillars - [keeping food waste](#) to almost 0%, reducing carbon impact and having responsible packaging. Ocado's food wastage figure in 2019 was just 0.04% of sales, which is one of the lowest for the industry. Ocado Retail is one of 16 retailers to join [The British Retail Consortium \(BRC\)](#) steering committee to develop a Climate Roadmap to prioritise an ambitious target of Net Zero carbon emissions by 2040.

Jo West, Ocado Retail's Head of Sustainability said "We're thrilled to partner with Trees for Cities. The benefits of planting trees are enormous and in urban environments, they are even more important: they help promote healthier environments for the communities that live there. Ocado Retail is committed to ensuring we operate sustainably and we have numerous initiatives launching in 2021 to show how seriously we are taking this".

David Elliott, CEO of Trees for Cities said "Trees for Cities are extremely proud to partner with Ocado Retail to achieve sustainable change. Together we will have a substantial positive impact on the environment and to communities across the UK. Ocado Retail's commitment to society and the environment is second to none; we look forward to working together to create healthier and greener cities for generations to come".

Notes to Editors

Photos attached: Jo West, Ocado Retail's Head of Sustainability and David Elliott, CEO of Trees for Cities, planting in East London.

About Ocado Retail

Ocado Retail Ltd is a joint venture between Marks & Spencer Group and Ocado Group. It is responsible for Ocado.com and our two other retail brands: Ocado Zoom, a same-day grocery service, and Fetch, an online pet store.

With over 639,000 active customers, we are the world's largest dedicated online supermarket. Customers benefit from an unbeatable range of over 50k products – including big-name brands, the full M&S food range, and Ocado Own Label products - unbeatable service, with more than 97% orders accurate and on-time, and the most sustainable grocery proposition with the lowest levels of food waste (0.04%) of any British grocer.

Every order is carefully packed in one of our three distribution centres using world-leading software and technology. Shopping is then delivered direct to customers using a network of regional spokes in one of our vans. Ocado developed the first grocery shopping app in 2010 and continues to develop and innovate to offer their customers the best possible experience.

[Ocado Zoom](#) is our same-day grocery service. With over 10,000 products available including fresh food, everyday baby necessities, household items and much more, customers can have groceries delivered in a same-day slot of their choice. Ocado Zoom is perfect for topping up your cupboard staples or ordering something special for dinner.

[Fetch](#) is our rapidly-growing petcare destination website, offering a curated range of specialist pet foods and accessories for discerning ‘Pet Parents’.

For all the latest news and images, please contact the Ocado Retail Press Office at pressoffice@ocadoretail.com.

About Trees for Cities

Trees for Cities is the only UK charity working at a national and international scale to improve lives by planting trees in cities. We get stuck in with local communities to cultivate lasting change in their neighbourhoods – whether it’s revitalising forgotten spaces, creating healthier environments or getting people excited about growing, foraging and eating healthy food.

Further information can be found at <https://www.treesforcities.org/> or info@treesforcities.org

Social media handles: [treesforcities.org](https://www.treesforcities.org/) @treesforcities