



**ROOTS DOWN**  
**IMPACT**  
**REPORT**  
**2023**



Roots Down Impact Report



# THE FUTURE OF LANDSCAPING



Roots Down understands the significance of partnerships and the pivotal role sponsors play in our journey. We take pride in our commitment to being the best brand advocates and eco-allies.

With the incredible contributions of sponsors like Kress, Power Planter, and Lonarch, Independent Distiller, and Cathead Distillery, Roots Down was able to oversee a wide array of regenerative advocacy opportunities and events, and the continuation of building urban climate resilient hubs.



**OUR  
SPONSORS**

## Showing Thanks:

With our amazing partners at Kress, Power Planter, Lonarch, we hosted this event to showcase sustainable practices to landscapers and give them a chance to get hands-on experience with new technologies that promote sustainability across Atlanta - from Independent Distilling to Legacy Park in Dekalb County, where our Cathead Vodka partners went above and beyond to help make the show refreshing, to Georgia Tech. Our Focus was the electrification of the industry and with the Kress team beside us the impact was a swift success, inspiring the first of it's kind, ALL electric landscaping company. \*See Lawn Capital for further details

## LAWN CAPITAL

Partnering with Kress and Roots Down we were able to help launch the first of its kind ALL electric landscaping service in DeKalb county. Kress provided a demo set for Lawn Capital this was pivotal in helping this small company trial things and troubleshoot before the day of launch on October 30th, 2023. These sort of relationships are so helpful in getting small businesses to embrace an alternative maintenance regime. Roots Down Provided the necessary connections, resources and technical information to help Lawn Capital achieve this momentous goal.



# FIRST EVER All Electric Landscaping Company in DeKalb



# Dekalb County Public Library

After our success with Clarkston Library, Roots Down replicated the same process to sister branch Chamblee, establishing two Climate Resilient Hubs and refining our regenerative blueprints forward.

Check it out!

[Clarkston Library](#)  
[Chamblee Library](#)





# EARTH DAY Week



District 6 wanted to celebrate in a BIG way. Earth Day is just not enough, so we decided to collaborate with commissioner Ted Terry's office to do a whole week of events promoting earth care and sustainability!





# GREEN NEW DEAL SUMMIT

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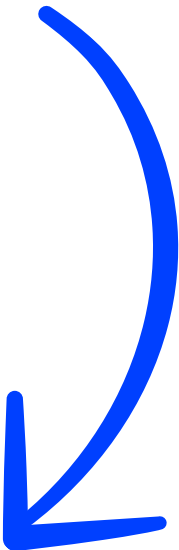
## HOW ROOTS DOWN SERVED COMMISSIONER TED TERRY'S OFFICE

WE WERE SO EXCITED TO BE SUCH A BIG PART OF THIS WONDERFUL SUMMIT, WORKING DILIGENTLY ALL YEAR TO CREATE A PROGRAM, POSTER SESSION AND GIVE A TOUR OF OUR CLIMATE RESILIENT HUB AT CLARKSTON LIBRARY. OUR MESSAGE IS CLEAR "THIS IS WHAT THE POSSIBILITIES OF PUBLIC GREENSPACES COULD BE. WE CAN KEEP DREAMING BETTER WAYS." THROUGH ELECTRIC EQUIPMENT DEMONSTRATIONS, MEANINGFUL CONVERSATION ON VITAL CLIMATE CONCERNS IN THE LANDSCAPING INDUSTRY AND GETTING TO KNOW NATIVE PLANTS WE FELT THE SHIFT BETWEEN FEELING STUCK AND UNINSPIRED TO HOPEFUL THAT NOT ONLY COULD A CHANGE BE MADE, BUT THAT WE ARE LIVING THE CHANGE TOO.



ROOTS DOWN

# A FRUITFUL BEGINNING



**Born from the growing collaborations between Commissioner Ted Terry’s office and Roots Down, The Fruitful Community Foundation launched July of 2023 connecting that same week with the powerhouse team at the Jane Goodall Institute and the legend herself, Dr. Jane Goodall. From there we’ve sparked a movement!**



Beginning with the International day of Hope, a celebration of earthcare and environmental resiliency, where over 500 people attended, including our friends with the City of Decatur, Dekalb County Facilities, PBS, Wild Center, Mayor Patty Garret and Senator Warnock’s team. We ended the day planting a tree with Jane, which she blessed it with a kiss!



# THE FRUITFUL COMMUNITY FOUNDATION



The Fruitful Community Foundation is dedicated to shaping the future by educating and inspiring the next generation of eco-advocates. Through its flagship program, the GreenHive Leadership and active engagement with community initiatives and stakeholders, the Foundation's goal is to educate the wider community about the crucial shift from traditional landscapes to climate-smart alternatives such as Productive Urban Landscapes, pollinator gardens, and food forests.



The Foundation's GreenHive Leadership Program cohorts hear from and develop relationships with industry leaders and local politicians, cultivating leadership skills, creating land stewardship advocacy materials, and developing legacy project proposals that positively impact their community.

Featured in [Emory Article](#)

[AIB TV](#)

The foundation is committed to measuring Community Impacts + community collaboration leading to increased awareness within these nodes about the benefits of eco landscaping alternatives and more informed citizens, empowered to make sustainable choices in their personal and community spaces.

This partnership with community champions has strengthened the Foundation's ties with local residents, fostering a sense of shared responsibility for environmental well-being.

The Fruitful Community Foundation remains committed to fostering sustainable change through education, community engagement, and tailored initiatives. By combining the efforts of GreenHive leaders and community champions, we are creating a network of informed and motivated individuals dedicated to building a greener, more resilient future.





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