

# Carpooling for trees

 By [Cari Van Wyk](#)

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Transport Month in October will see SA's fourth Carpool Week taking place from 3-9 October. Last year it was 'Carpool Karaoke', this year everyone will be carpooling for trees. We spoke to FindaLift's Daniel Claassen, the catalyst behind [Carpool Week](#), to find out more.



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## ■ Tell us more about carpool week

**Daniel Claassen:** Carpool Week was established in 2013 as an annual national initiative that raises awareness and educates on the benefits of carpooling. We hope to encourage South Africans to rethink their travel choices for a better country. Carpool Week is organised by FindaLift, SA's largest carpool movement, and made possible with the support of various organisations and advocates.

## ■ How and why did you decide on this year's theme?

**Claassen:** Each year we promote a different theme to look in depth at a specific benefit of carpooling. In 2015, we promoted a social theme by encouraging South Africans to share a 'carpool karaoke' on social media with #carpoolweekSA. This year we want to highlight the environmental benefits of sharing trips and encourage South African to take the first step by committing to look for carpooling opportunities. It's time we walk the talk and take action.

## ■ How is carpooling linked with trees?

**Claassen:** Sharing a journey with someone else takes a car off the road. One less car on the road means less CO2 is emitted in the atmosphere. Trees, on the other hand, absorb CO2. So both carpooling and trees help the planet win! Carpooling 3,500km will save as much CO2 as the average tree absorbs in its lifetime!

## ■ Where will you be planting trees?

**Claassen:** We will be planting the trees via Greenpop and Food and Trees for Africa. The exact locations will be confirmed at a later stage, but we will post pictures of the planting days on [Carpool Week](#) and on [Facebook](#).

## ■ What is the goal of Carpool Week and how does carpool week work?

**Claassen:** To encourage South Africans to take action by taking the first step and look for others to carpool with. To educate and inform on the benefits, safety steps and insurance implications of carpooling. South Africans are encouraged to take the first step and look for carpool opportunities by committing on Carpool Week. In return, Carpool Week will plant trees

They commit by entering their email address and will receive a one-off automated email with information on the best ways of finding others to carpool with, safety and insurance tips.

Every 200 commitments will help us plant one tree. Each commitment is also entered into a draw to win awesome prizes.

#### ▣ ***What are the benefits of carpooling, not just for the environment, but for motorists?***

- You can save around R100 by sharing 200km with one person
- Share 3,500km and you would have 'planted' a tree
- Make new friends, know the gossip
- You are not stuck in traffic. You are traffic. Carpool to reduce traffic
- Reduce the stress of driving by alternating driving responsibilities

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Cari Coetzee is a contributor to Bizcommunity Tourism, Agriculture and Lifestyle.

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