



Hear from the ISA Gold Canopy Partners – Husqvarna

The ISA Canopy Partners program is a collaborative initiative that brings together industry leaders to support ISA's mission to promote the professional practice of arboriculture, inform the public about the benefits of trees, and provide a global network of arborists, urban foresters, and individuals who care for trees.

In addition to supporting ISA, our Gold Canopy Partners continue to promote the professional practice of arboriculture within their organizations by emphasizing the importance of credentialing, fostering a culture of safety, and focusing on their employees' career development.

ISA recently spoke with Husqvarna, an ISA Gold Canopy Partner, to discuss the ways they further professionalism within their corporation.

What are some ways your organization promotes the profession of arboriculture within your organization, the public, and within the industry as a whole?

Since entering the chainsaw category in 1959, we've built long-standing relationships with arborists and tree care professionals, and we view ourselves as partners in helping them do their work more effectively and safely. Internally, we focus a lot on education—whether that's making sure our employees understand the work arborists do or developing training in our dealer network to support those professionals effectively. We also work hard to raise public awareness about the importance of tree care. Within the industry, we help organizations like ISA through sponsorship, collaboration, and hands-on involvement in professional events.

Can you share a success story about how your company has promoted the profession?

One example that stands out is our global H-Team. It's a group of highly experienced arborists with whom we partner to test equipment, share knowledge, and connect with other professionals. They've helped us bridge the gap between tool innovation and real-world arborist needs. We've seen these individuals mentor younger arborists, present at industry events, and raise the standard for what professionalism in tree care looks like.

How do you see the future of the arboriculture profession over the next 100 years?

The next century will be transformative for arboriculture. As climate change, urbanization, and biodiversity challenges grow, the role of the arborist will become even more critical. We envision a future where arboriculture blends deep-rooted expertise with cutting-edge technology. Husqvarna is supporting this evolution by developing class-leading products and practices that reduce environmental impact, enhance safety, and raise professional standards globally.

Does your organization promote credentialing, and if so, are there benefits to being credentialed?



Yes, we strongly support credentialing and see it as essential to professionalism, safety, and trust in arboriculture. Certifications like those from ISA help arborists demonstrate their expertise and give clients confidence in the quality of care they receive. It opens doors for professionals—boosting credibility, career opportunities, and access to industry networks—while helping build a safer, more skilled workforce that benefits the entire tree care community.

Is there a connection between your company culture and industry safety?

Yes, safety is deeply embedded in Husqvarna's culture, from the design of our tools to the training of our users. We recognize that arboriculture work is demanding and hazardous, so reducing risk is a top priority.

Our R&D teams work closely with professionals to engineer equipment that minimizes fatigue, vibration, noise, and emissions—without compromising performance. Examples of this are seen through industry firsts, including anti-vibration technology (1969), the automatic chain brake with TrioBrake™ (1973), and AutoTune™ for optimized performance and lower emissions (2009).

We also invest in safety education through dealer training, on-site demos, and digital resources, reinforcing proper techniques and protective practices.

How does your organization approach employee career development?

At Husqvarna, no matter your role, we support career development through online training, instructional videos, and hands-on experience with our products. These resources help our team build practical skills and stay connected to the needs of arboriculture professionals. Lastly, we actively hire and promote from within to support career growth and development.