



Planting tomorrow's forests



“Green Meetings”

in partnership with
Trees Ontario



Why Green Meetings?



- The Hotel Association of Canada (HAC) released data from its 2008 Canadian Travel Intentions survey confirming that the environment is a major concern for the Canadian public and they are willing to pay for it. A very large percentage of business and leisure travelers surveyed said they would add a percentage to fees to make their stay more environmentally friendly.
- In a recent Canadian study conducted by Meeting & Incentive Travel Magazine, planners had not implemented any green elements into their events in 2007, with approximately half citing lack of information and knowledge on the issue. The statistics below provided by Meeting & Incentive Travel Magazine illustrates the case in point.
- Green meetings still in the minority
 - 60% of Canadian meeting planners have not implemented any green elements into their existing meetings
 - 70% of corporate meeting planners have not implemented any green elements into existing meetings
 - 60% of government/association/non-profit meeting planners have not implemented any green elements into existing meetings
 - 47% of third party/independent meeting planners have not implemented any green elements into existing meetings

Why Green Meetings?

- Large gap in knowledge cited as the main reason for not planning green meetings
 - 49% of Canadian meeting planners cite 'still learning how to implement' as main reason why they haven't implemented any green initiatives yet
 - 46% of corporate planners cite 'still learning how to implement'
 - 55% of government/association/non-profit planners cite 'still learning how to implement'
 - 50% of third party/independent planners cite 'still learning how to implement'
- Meeting planners are driving demand for green meetings
 - 51% of Canadian meeting planners are initiating the idea of a green meeting
 - 66% of corporate planners initiated the idea of producing a green meeting
 - 51% of government/association/non-profit planners initiated the idea of producing a green meeting
 - 44% of third party/independent planners initiated the idea of producing a green meeting





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A Simple 'Green' Solution

- Trees Ontario offers meeting planners and meeting venue operators a simple, affordable, turn-key means of 'greening' meetings
- Trees Ontario calculates the number of trees that would need to be planted to help offset the environmental footprint of the meeting
- Meeting planners are charged a nominal flat fee to underwrite the planting of the appropriate number of trees
- Trees Ontario then officially designates the meeting as a 'Green Meeting' with the use of the Trees Ontario logo 'seal of approval'





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About Trees Ontario



- Founded in 1994, Trees Ontario is the largest tree-planting partnership in North America, planting roughly 3 million trees each year in Ontario
- A not-for-profit charitable organization, Trees Ontario raises funds and plants trees in conjunction with planting partners such as local Conservation Authorities, municipal governments and community volunteers
- Trees Ontario has a national network of affiliate tree planting agencies
- In 2007, the Ontario government made a commitment to plant 50 million trees in support of the United Nations' *Plant for the Planet: Billion Tree Campaign*, designating Trees Ontario as the agency to fulfill this mandate – incremental to its current 3 million trees per year planting initiative
- Trees Ontario presents many events and programs annually to raise awareness of the importance of tree planting, engage communities, and raise funds

Why Trees?

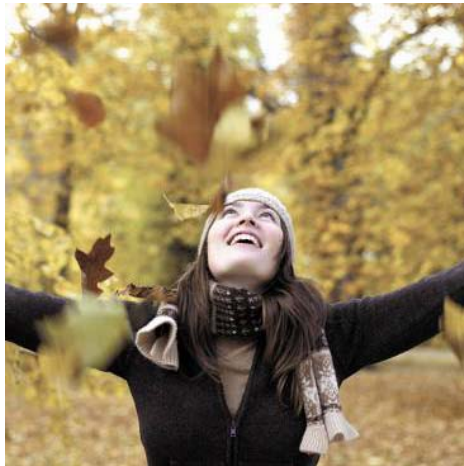


- Trees are a key driver of a healthy environment producing oxygen, purifying our water, cooling our cities, and providing homes for plants and wildlife
- Trees sequester carbon – helping to reduce the impact on global climate change issues
- In the 1980s, 20-30 million trees were planted each year in Ontario. This has declined to just 3 million per year in recent years
- Urban sprawl continues to reduce tree stocks - an estimated 10,000 hectares of forest cover has been lost over the past 15 years
- The public understands this crisis
 - In a 2007 Globe and Mail / CTV poll, 1 in 4 Canadians identified the environment as the single most important issue we face today
 - A 2008 Ipsos Reid poll found that 1 in 3 Ontarians believe we are 'definitely in a crisis of non-renewal'



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Green Meetings



- Trees Ontario works with conferences, trade shows, annual meetings and other types of events to help organizers to offset the environmental footprint of such events.
- A calculation is conducted to determine the environmental footprint of the event, taking into consideration the number of attendees, their point of origin, the mode of travel of the average attendee, and other operational aspects of the event.
- Trees Ontario then calculates the number of trees that will need to be planted to help to offset this environmental footprint, and contracts to plant the appropriate number of trees on behalf of the client. The client is charged a fee of \$3.00 per tree planted.
- A symbolic tree planting event can be conducted as a public relations tool to create profile for the 'green meeting' status of the program (available with commitment to fund 20,000 or more trees).

Other Benefits

- Trees Ontario offers valuable benefits to its partners, according to their level of participation. Benefits are customized according to the objectives of our partners.
- Benefits can include:
 - Right to use Trees Ontario logo and 'Green Meeting' seal of approval
 - Exposure on Trees Ontario website, with link to partner site
 - Right to offer Trees Ontario-related gift with purchase or sales incentive programs
 - Right to create co-branded merchandise
 - Exposure in Trees Ontario PR materials and news releases announcing designated 'Green Meetings'



Next Steps

- Gain an understanding of the meeting that will be 'greened'
- Trees Ontario to provide a quote for tree planting based on the number of trees required to help offset the environmental footprint of the meeting





Contact



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