Tree of the Year

TREEOFTHEYEAR.ORG
Join us as a General Partner to enhance your brand’s CSR!
WHAT IS EUROPEAN TREE OF THE YEAR?

COMPETE
Dynamic, participation-based contest that highlights trees with the best stories around Europe

CHERISH
Celebration of cultural and natural capital through environmental and local heritage protection

CONNECT
Networking opportunity for environmental, political, and commercial organizations
HOW DOES IT WORK?

- Smaller national contests curate selection of candidates for the continental (European) contest
- European contest then selects winner through a popular vote
- European winner announced at Award Ceremony in Brussels in March
Since the European Tree of the Year contest was founded in 2011, we’ve proudly collected more than 700,000 votes from all over Europe.

National contests have garnered over 1.23 million votes since 2002.
WHAT’S IN IT FOR YOU?

Link to an internationally recognized good cause and the popular “Tree of the Year” brand

Involve employees in corporate citizenship by linking them with individual tree stories

Associate with several important policy areas: environment, sustainability, climate change, circular economy, forestry, cultural heritage, citizen participation and sustainable communities

Personal invitation to Award Ceremony in the European Parliament, a key date in the Brussels environmental calendar
THAT’S NOT ALL...

EXPAND YOUR NETWORK

Connect with MEPs, the European Commission, NGOs, European Associations, and lobby groups in the background of positive environmental action in Brussels

THIERRY DE L’ESCAILLE
Secretary General of the European Landowners’ Organization

LADISLAV MIKO
Head of EC Representation in Slovakia and Former Deputy DG at DG SANTE

JANEZ POTOČNIK
Former commissioner for the Environment, European Commission
WEBSITE AND SOCIAL MEDIA – TREEOFTHEYEAR.ORG

**WEBSITE**
420,000 unique visitors check out our website each year

**FACEBOOK**
Over 29.8k followers can find relevant photos, videos, news articles, and blog posts

**TWITTER**
1.2k+ followers are connected with tree activists, partnering NGOs, and stories that range from breaking news to environmental thought-pieces

**INSTAGRAM**
700+ followers can view photos from events, supporters, and other tree-related initiatives
ROB MCBRIDE

Potential to be promoted by Tree Hunter Rob McBride as he travels around the continent to highlight tree finalists

www.treehunter.co.uk
Nominate a tree into the 16th edition of the national Tree of the Year Contest. If the tree advances to the final, it will compete for the professional treatment and will get through to the 2018 European Tree of the Year Contest.

Applications deadline: April 30th, 2017

www.treeoftheyear.org

Do you know about a tree that deserves attention and care?

Supporters of the contest:

The lime tree at Lipka

SPECIES: Small-leaved Lime (Tilia cordata)

AGE: 800 years

REGION: Lipka at Horní Bradlo, Pardubice region, The Czech Republic

Photo by: Naděžda Gutzerová

How to vote

The lime tree at Lipka

SPECIES: Small-leaved Lime (Tilia cordata)

AGE: 800 years

REGION: Lipka at Horní Bradlo, Pardubice region, The Czech Republic

Nominated by: Czech Environmental Partnership Foundation

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www.xxxxxxxx.org

Lime Tree — Love that Lasts a Lifetime

The memorable tree grows by a road connecting the manor in Lipka and a former cemetery, now changed to a tomb of the original manor owners — the Kustoš family. The first manor was built in the 13th Century and the lime tree — now 800 years old — welcomed many people of Lipka to the world and saw them on their last journey as well.

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BRAND REPRESENTATION

Users of cross-marketing products, such as co-branded cards and affinity cards (optional)

Product-linked advertising for promoting the European Tree of the Year voting

PRESS

Potential national and regional media coverage as they report on different phases of the contest (nominations, voting, winners announcement)

BBC, The Guardian, RTVE, Antena3, New Europe, Radio Bulgaria, Hungary today, The Irish times, Het Belang van Limburg, and many other broadcast and printed media
WE THINK YOU’RE A GOOD FIT

Corporate responsibility isn’t just a fuzzy term we use to help you get public relations points. Consumers and partners are looking to do business with companies that align with their sustainability values. Joining Tree of the Year immediately adds tangible value to your organization; it’s a campaign that people can easily see and interact with, making it ideal for ongoing promotional and community involvement initiatives.

We’re talking to you because we know your business cares about the triple bottom line: people, planet, and profit. Let’s work together to bring these values to life.
CONTACT US

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