Communication Kit

TREE OF THE YEAR 2020
Would you like to promote the European Tree of the Year and your national Tree of the Year in your country? We have prepared a communication kit that will help you reach the best results!
1. ABOUT THE CONTEST

The European Tree of the Year is a contest that highlights the significance of trees in the natural and cultural heritage of Europe and the importance of the ecosystem services trees provide. The contest is not looking for the most beautiful tree, but for a tree with a story, a tree rooted in the lives and work of the people and the community that surrounds it.

During the month of February everyone can choose their favorite trees through online voting at www.treeoftheyear.org.

SCHEDULE

- 19 January | launch of the new website—trees and their stories will be online (without possibility to vote)
- 1—29 February | voting phase
- 23—29 February | secret voting (meaning that preliminary vote counts will not be available on the web page)
- February | ETY 2020 finalists and Trees in Need tour
- 17 March | 6.30 PM—9 PM Award Ceremony in the European Parliament
- 18 March | 9 AM—1 PM National organizers meeting

RULES OF VOTING

Voting period: 1 February (00.00 CET) — 29 February (24.00 CET) 2020

- A person can only vote once using their personal e-mail address
- The voter always selects two candidates for the European Tree of the Year and confirms the vote
- Votes sent from disposable e-mail addresses are not allowed and will be cancelled
- Environmental Partnership Association reserves the privilege to check if an e-mail address is used in line with the rules of the competition and if it is not, to delete such a vote
- In case the server gets overloaded with fraudulent votes, Nadace Partnerství, the organizer of the contest, reserves the privilege to stop the votes
• Personal data (e-mail addresses) are only used to identify voters and will not be used for other purposes or disclose to third parties unless you have chosen to receive the newsletter.

• Environmental Partnership Association, the organizer of the contest, reserves the right to stop voting or change the rules of voting.

HISTORY

The European Tree of the Year contest originated in 2011. It was inspired by the popular Tree of the Year contest, which has been organised in the Czech Republic by the Czech Environmental Partnership Foundation for many years. The European round is a finale consisting of the winners of the national rounds, organized by the Environmental Partnership Association.

AWARD CEREMONY

ABOUT THE AWARD CEREMONY

Every year, winners are celebrated in Brussels, in a cultural and festive evening bringing together tree lovers, decision-makers, environmentalists, landowners and national organizers.

ABOUT THE WOODEN TROPHY

• Every year, this wooden trophy passes from winner to winner.
• Designed and crafted by Czech artist Martin Patřičný
• Weighs 4 kg and is 70 cm tall
• Made of different wood types to represent European tree diversity
• Valorises the products and services derivative from trees
• Sustainable trophy as it passes from winner to winner every year
2. COMMUNICATION KIT

VISUAL COMMUNICATION

Do you want to create a flyer, a press release, graphics for your digital communication or anything else to support your tree in the Continental contest?

Visit [www.treeoftheyear.org/branding](http://www.treeoftheyear.org/branding) or download the whole pack with official graphic templates that you can easily adjust to your needs.

Download the logo files, templates and guidelines [HERE](http://www.treeoftheyear.org/branding)
ON-LINE COMMUNICATION

FACEBOOK PAGES

There is the official Facebook page for European tree of the Year: [www.facebook.com/treeoftheyear](http://www.facebook.com/treeoftheyear) but you are encouraged to create your own national tree Facebook fanpage and help to share the mission of the contest in your country.

MEDIAS

Contact your national medias to help you with promotion of your national participant of the European Tree of the Year. You will also receive official press releases in advance, and we encourage you to translate it and use it for you national communication. Till the end of January you will also receive an official pressrelease. You are encouraged to translate it and use it for you national communication.

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<th>Tool</th>
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<th>Target group</th>
<th>Date</th>
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<tr>
<td>Press release</td>
<td>Voting has begun</td>
<td>Journalists &amp; general public</td>
<td>31.01.2020</td>
</tr>
<tr>
<td>Directmail</td>
<td>The voting has begun with direct link to the site with profile of your tree.</td>
<td>Your friends, partners, colleagues, NGOs etc.</td>
<td>01.02.2020</td>
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<td>Google AdWords</td>
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<td>Directmail</td>
<td>Voting reminder</td>
<td>Your friends, partners, colleagues, NGOs etc.</td>
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<tr>
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<td>Voting ended, the date of the Award Ceremony</td>
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<td>Press release</td>
<td>Results</td>
<td>Journalists &amp; general public</td>
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<td>Facebook posts</td>
<td>Ad hoc</td>
<td>Treelovers, NGOs, people of the region etc.</td>
<td>periodically</td>
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