

Attachment 1



Canada's
Forest Trust
Corporation

*Cool Climate
Club*

LET'S GET GROWING!



ABOUT THE INITIATIVE

The City of Ottawa and Canada's Forest Trust Corporation (CFTC) have joined forces in a first-of-its-kind initiative to expand Ottawa's tree canopy. This program will strengthen the city's climate resilience through community engagement, employee involvement, and impactful customer branding & marketing campaigns.

Future Proofing Municipalities. Planting Our Future.

This isn't just a campaign — **it's a collective investment in your Vaughan's future.** *Let's get growing* connects local businesses, organizations, and residents in a shared mission: to grow a greener communities. Join Ottawa and help foster climate action in your city, today!



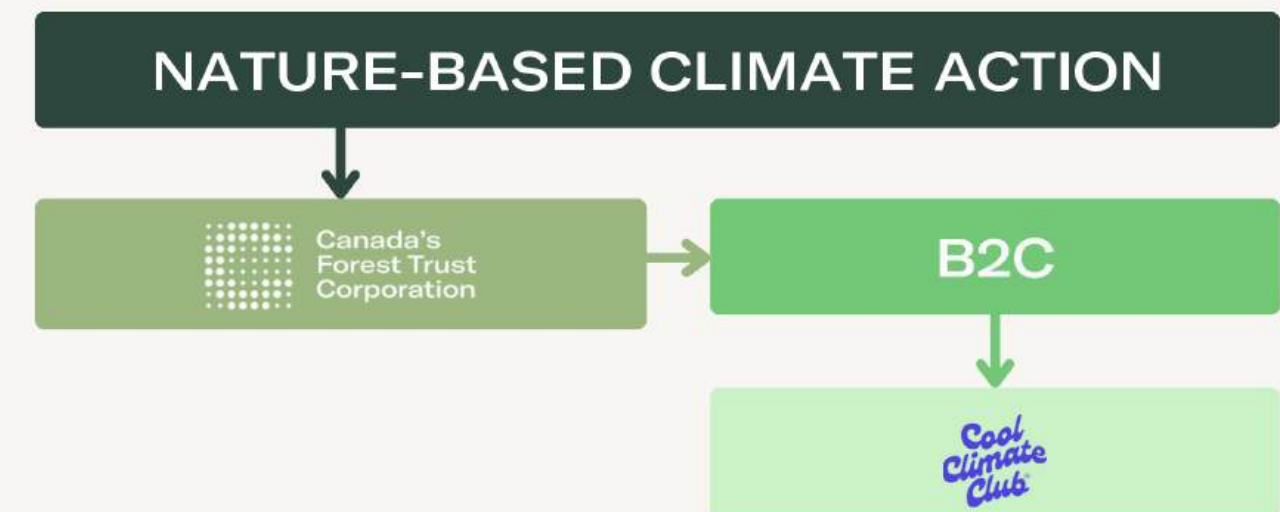


ABOUT CFTC

Turnkey climate action by empowering employees, customers, and communities with market-leading nature-based solutions.

We partner with forward-thinking brands to **enhance biodiversity, capture carbon, elevate corporate climate leadership, and drive branding and marketing** through partnerships with youth, environmental, and Indigenous groups.

Leveraging our portal technology, **we build Smart Forests™** in North America to protect and promote the environment with a focus on B2B and B2C execution.



CLIMATE ACTION IS GOOD FOR BUSINESS

Climate leadership is a competitive advantage. Canadians, employees, and customers are demanding climate action and see nature as one of Canada's greatest economic strengths. By investing in your city's tree canopy, we're building a greener, healthier future.

EMPLOYEES

72%

consider environmental credentials and policies important when choosing a potential employer.

50%

are putting pressure on their employers to take action on climate change.

*Deloitte (2024)

CONSUMERS

76%

consumers will stop buying from companies who treat the environment irresponsibly.

57%

consumers are willing to spend a 10% premium more on sustainable products.

*Sifted (2021), Deloitte Sustainability Report (2024)

CORPORATIONS

85%

developing climate-friendly products or services.

22%

greater productivity in companies with an inclusive & sustainable culture.

*Deloitte (2022), Deloitte (2024)

~75%

35 & under experience climate anxiety and want to make a positive difference.

*Hickman et al. (2021)

CANADIANS

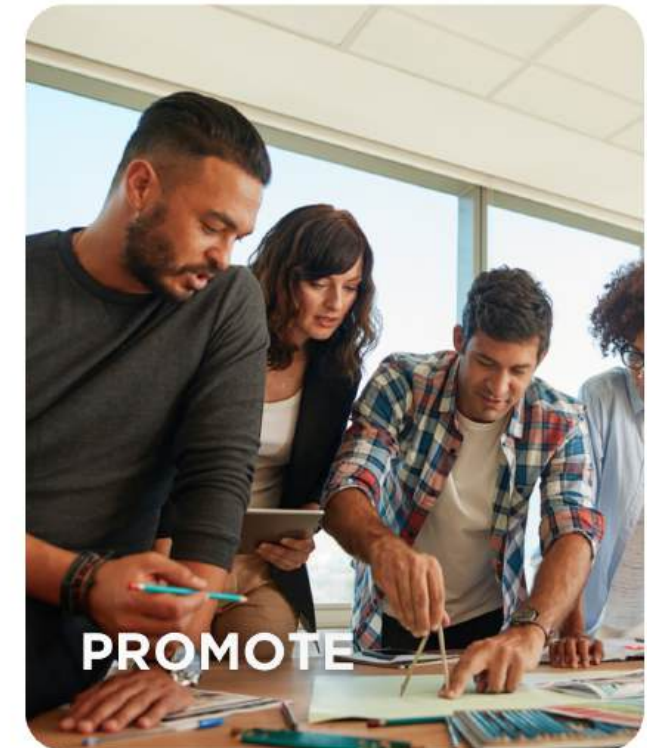
57%

willing to contribute to climate action initiatives at checkout

*Abacus Data (2025)

68%

want to see retailer climate action efforts displayed



MORE THAN JUST TREE PLANTING

CFTC builds, protects, and markets Smart Forests™ through a full life cycle approach in urban and rural areas.

2025 wildfire season ranks as the second-worst on record, with over 7 million hectares burned this year. Almost 7B trees needed to restore just 15% of forests destroyed by wildfires since 2023.*

*Canadian Tree Nursery Association (2025)

PROGRAM OVERVIEW

On the next page, you'll find our Climate Investment Tiers, which outlines accessible and inclusive program engagement.

Our framework provides partners with access to a wide range of assets, from technology solutions and climate-literacy tools to marketing support and more.

Each investment level is cumulative of the previous investment level's benefits. With higher investment tiers, partners gain access to unique, city-wide opportunities that offer meaningful visibility and help amplify your organization's commitment to climate action. **The larger the investment, the greater the climate impact for your employees, customers and our community.**

Summary of all benefits, subject to investment level:

SMART FOREST™ HUB TECHNOLOGY

Track and monitor your impact

- Forest dashboard
- Branded impact site
- Annual impact report
- Access to retail & business POS integrations

MARKETING & BRANDING

Promote your commitment to stakeholders

- Digital marketing assets
- Physical marketing assets
- Public relations support
- Blog on CFTC & Cool Climate Club (CCC) website
- Listed & featured in both the City & OBJ Green Directory

EMPLOYEE ENGAGEMENT

Engage your team with activations





- Lunch & learn program
- Employee tree planting activation
- Ceremonial tree planting
- Access to Nature Summit

CLIMATE & COMMUNITY

Create a legacy of impact with your investment

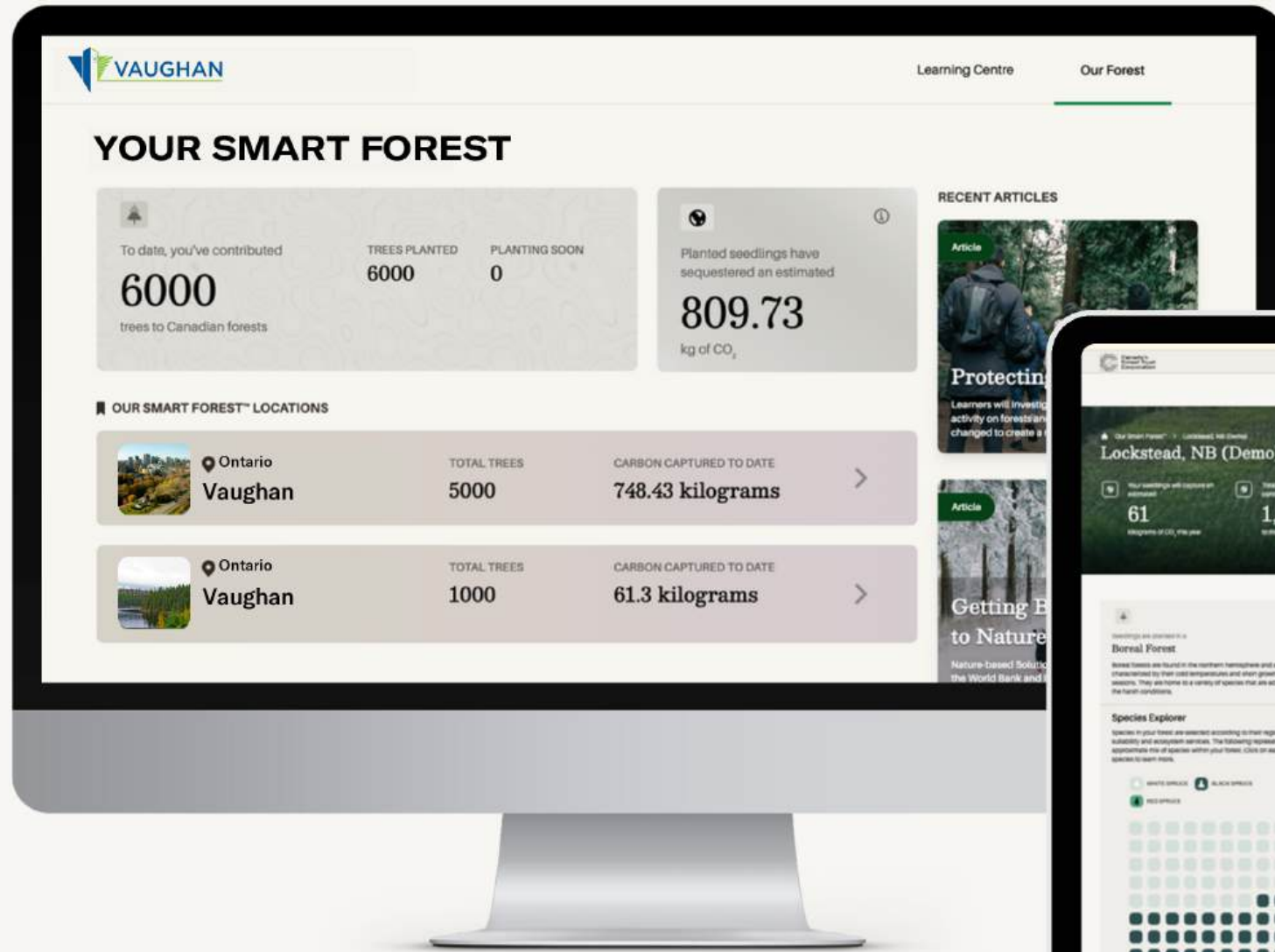
- Trees planted in partnership with the City
- Employee/customer/community matching programs
- Nature Summit event for nominated employees
- Climate Awards city-wide business recognition program

City of Ottawa Climate Investment Tiers

Level*	BRONZE			SILVER			GOLD			PLATINUM
Tier	Nature Friend	Nature Member	Nature Steward	Canopy Circle	Canopy Ambassador	Canopy Partner	Ottawa Nature Circle	Ottawa Nature Visionary	Ottawa Nature Leader	Ottawa Climate Champion
Commitment	\$1,500**	\$3,500	\$7,500	\$15,000	\$25,000	\$50,000	\$100,000	\$250,000	\$500,000	\$1,000,000
Impact & Canopy Cover										
Smart Forest™ Technology	<ul style="list-style-type: none"> • Smart Forest™ Hub • Community impact site • Annual impact report • Access to retail & business POS integrations 			+ Branded impact site			+ Branded impact site			+ Branded impact site
Marketing & Branding	<ul style="list-style-type: none"> • Digital Launch Package • Physical Launch Package • Internal communications support • Digital feature in both the City & OBJ Green Directory 			<ul style="list-style-type: none"> + Quarterly social support + Bespoke marketing asset + Included in campaign updates + CFTC & Cool Climate Club blog + City of Ottawa & OBJ Green Directory 			<ul style="list-style-type: none"> + Sustainability page support + Bespoke marketing assets + Exclusive public relations support + Feature & complimentary advertising in the OBJ Green Directory 			<ul style="list-style-type: none"> + Bespoke marketing & branding suite + Special Feature in OBJ Green Directory
Employee Engagement	<ul style="list-style-type: none"> • Access to Nature Summit 			<ul style="list-style-type: none"> + Employee gifting + Access to employee tree planting activation 			<ul style="list-style-type: none"> + Lunch & Learn + Ceremonial tree planting or employee tree planting activation 			+ Bespoke employee engagement activation
Climate & Community	<ul style="list-style-type: none"> • Access to employee/customer/community matching programs 			+ Access to Climate Awards city-wide business recognition program			<ul style="list-style-type: none"> + Naming rights to Nature Summit + Access to sponsorship of Climate Awards 			<ul style="list-style-type: none"> + Exclusive naming rights of Nature Summit + Exclusive rights to Climate Awards

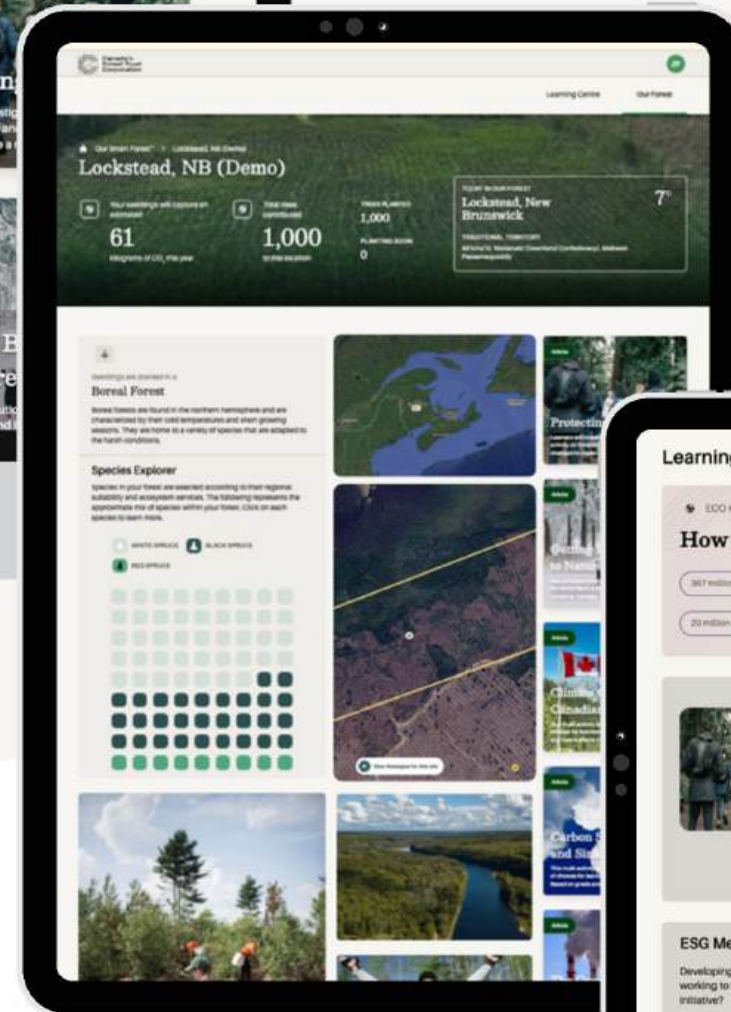
*Each investment level is cumulative. **The Nature Friend tier is intended for individuals.

SMART FOREST™ HUB



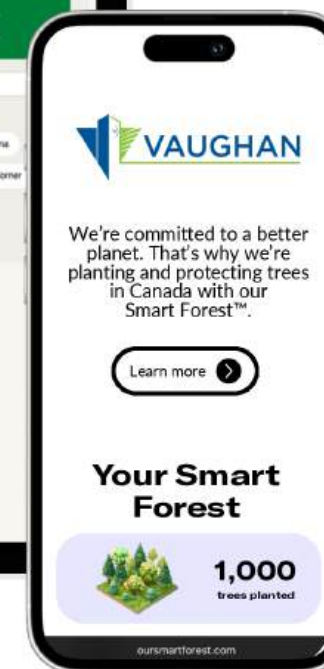
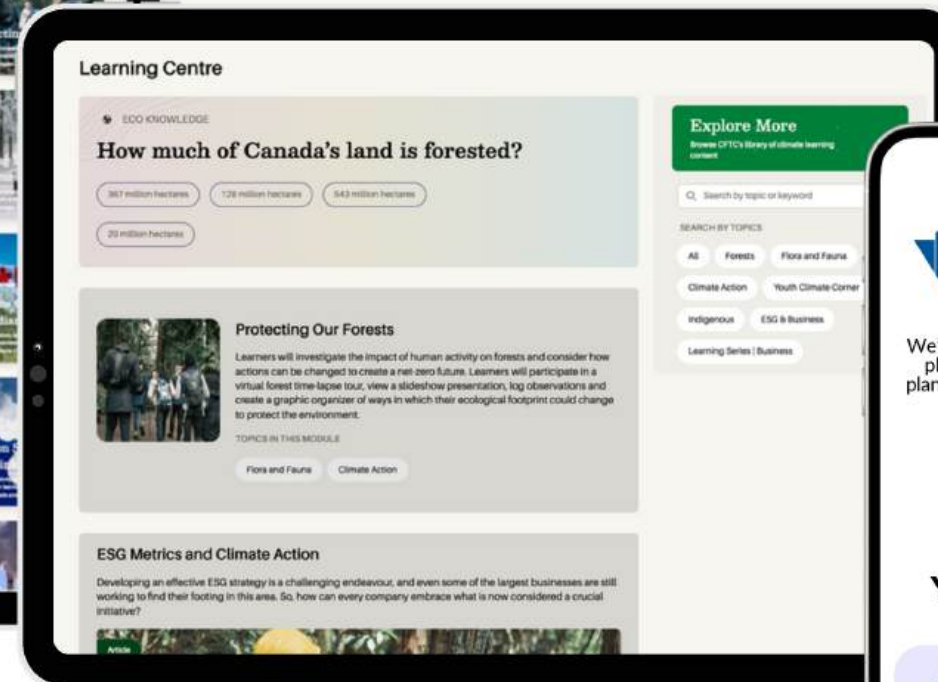
FOREST DATA

Explore the type of species planted, type of forest, media gallery and more.



LEARNING CENTRE

Deepen customer understanding of the environment and the challenges posed by climate change.



IMPACT SITE

Celebrate the benefits of trees and amplify your nature strategy with a mobile-friendly impact site.

Showcase Climate Leadership in Ottawa

Engage your team, inspire your community, and amplify your impact with branded tools and assets.

CORPORATE LEADERSHIP & RECOGNITION



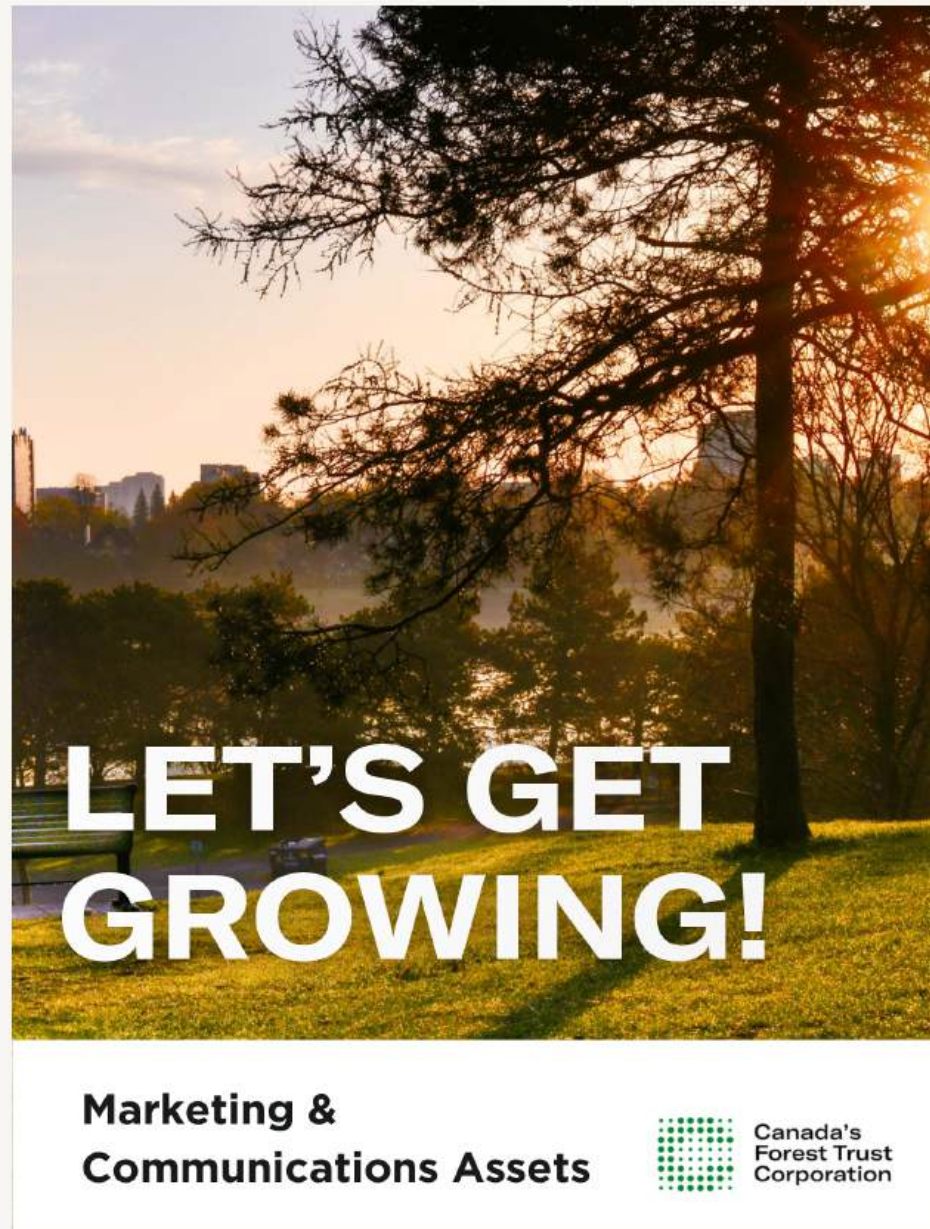
CUSTOMER & EMPLOYEE ENGAGEMENT



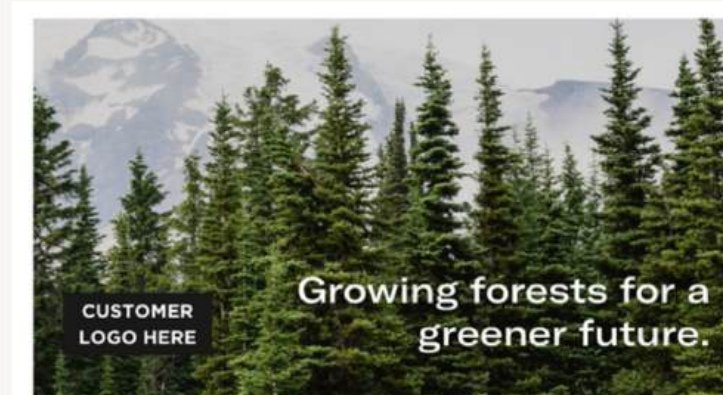
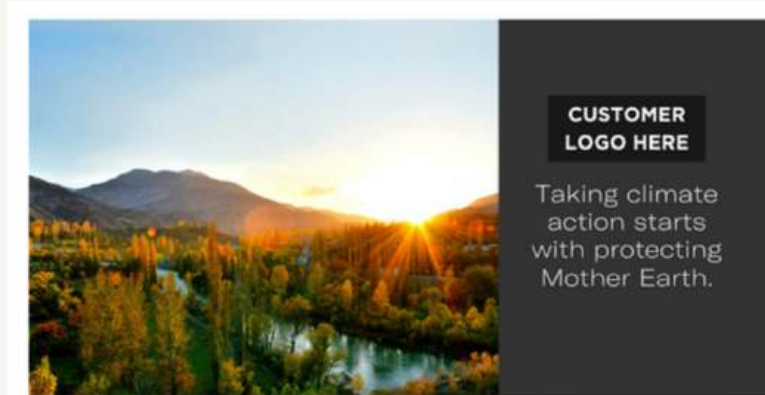
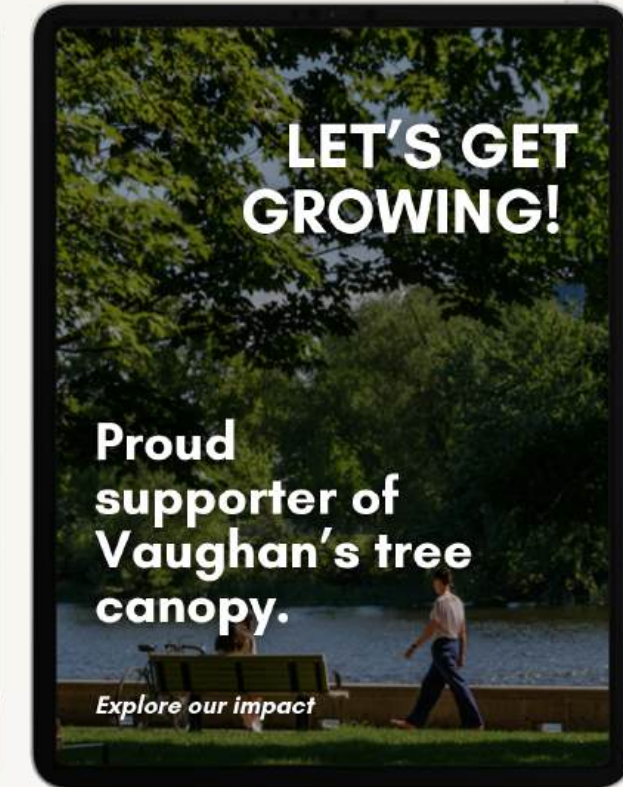
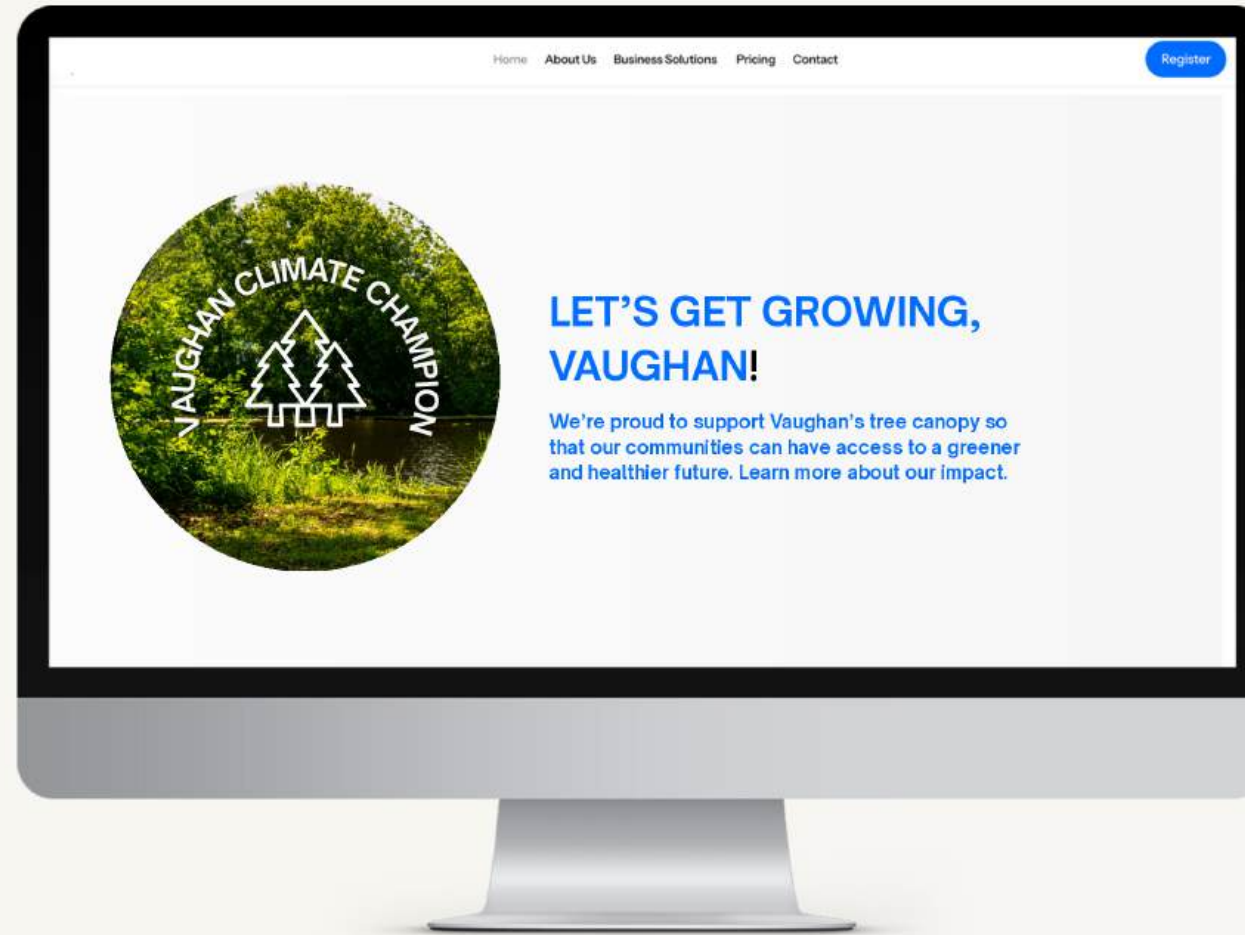
MARKETING & COMMUNICATIONS



SAMPLE MARKETING & COMMUNICATIONS PACKAGE*



*Subject to package



Access to email templates, impact report, partnership announcement, website graphic & copy, social media graphics & copy (LinkedIn, Facebook, Instagram, etc), and opportunity to partner with national youth/community organizations.

ENSURING TRUST & INTEGRITY

Supported by leading forestry & data organizations:



Community & industry partners:



COOL CLIMATE CLUB ADVISORY BOARD

Veronica Bailey

Global Director of Marketing, Accor; Formerly Nordstrom

Christine Banjac

Director, People Practices and Compliance - US and Canada at Aritzia

Jaden Braves

CEO, Young Politicians of Canada

Vanessa Bump

Former Head of Social Impact and Philanthropy, Nordstrom; Formerly Adidas

Emily Davies

Head of UK Sales, JustEat Takeaway.com

Kevin Deagle

VP, Crestview Strategy; Formerly Sr. Policy Advisor, Office of the Minister of Innovation, Industry, & Science

Hannah Graham

Director of Enterprise Sales, Dash Social

Leigh Harris

Lead Partner, Federal Government Management, KPMG Canada

Meghan Lengyell

VP, Marketing & Communications, Joe Fresh

Stephanie Lipp

CEO & Co-Founder, MycoFutures

Liza Mrak

Co-Owner, Mark Motors Group

Cilian Murphy

Leader, Corporate Communications, Interac; Former VP, Burson

Emily Naddaf

Director, Strategy and Community Growth, Wealthsimple Foundation

Aishwarya Puttur

CBC Youth Columnist, Climate Justice Activist

Aliya Ramji

Partner, McCarthy Tétrault; Co-founder, MT Ventures

Tim Sanderson

Former Executive Vice President at JLL; National Advisor, Commercial Real Estate

NATIONAL ADVISORY BOARD

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Senior Managing Director Investments Canada at Institutional Property Advisors (IPA)

Michèle Andrews

Co-Founder & Executive Director, DoorNumberOne.org

Anil Arora

Former Chief Statistician of Canada

Joanna Eyquem

Managing Director, Climate-Resilient Infrastructure at Intact Centre on Climate Adaptation

Dr. Blair Feltmate

Head of the Intact Centre on Climate Adaptation, University of Waterloo

JP Gladu, Chair

President, Mokwateh; Former CEO of CCAB

Steve Hounsell

Former Chair, Ontario Biodiversity Council

Dr. Warren Mabee

Director, Queen's Institute for Energy & Environmental Policy

Tam Matthews

Former Chair, CAIS

Peter Porteous

National Advisor, Automotive

Robert Tellier

Former Manulife Executive

Monte Weis

National Advisor, Automotive

Your investment & pledge matters...

PLANTING TREES IN YOUR CITY

Contributions directly supports the City's tree planting programs and canopy expansion goals.

ENGAGE YOUR TEAM & CUSTOMERS

Demonstrate your organization's commitment to local climate action while inspiring employees and customers to participate.

TRACK YOUR IMPACT

CFTC's digital dashboards provide transparent and measurable data to share your contribution's impact within the City.

MARKETING & BRAND

Gain visibility as part of the City's leading climate action campaign using a turnkey marketing toolkit.



NEXT STEPS

- Choose your level of impact with the City
- Complete agreement execution
- Onboarding and Smart Forest™ Hub implementation
- Collaborate on launch materials
- Internal & external engagement strategy
- Launch!

GROW WITH US

grow@canadasforesttrust.ca

WWW.CANADASFORESTTRUST.CA

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