



Canada's  
Forest Trust  
Corporation

*Cool Climate  
Club*

# LET'S GET GROWING!

Presented by:  
Gary Zed, Founder & CEO  
Canada's Forest Trust Corporation

C2.  
Communication  
CW(2) – February 10, 2026  
Item No. 3



# CLIMATE ACTION IS GOOD FOR THE BUSINESS COMMUNITY

- **Climate leadership is a competitive advantage.**
- Canadians are demanding climate action and see nature as one of Canada's greatest economic strengths.
- **Businesses are motivated to adopt strong sustainability mandates:**
  - Consumer expectations
  - Employee engagement
  - Community leadership
- Businesses seek transparent, trusted, and tangible programs to demonstrate their commitment to climate action.

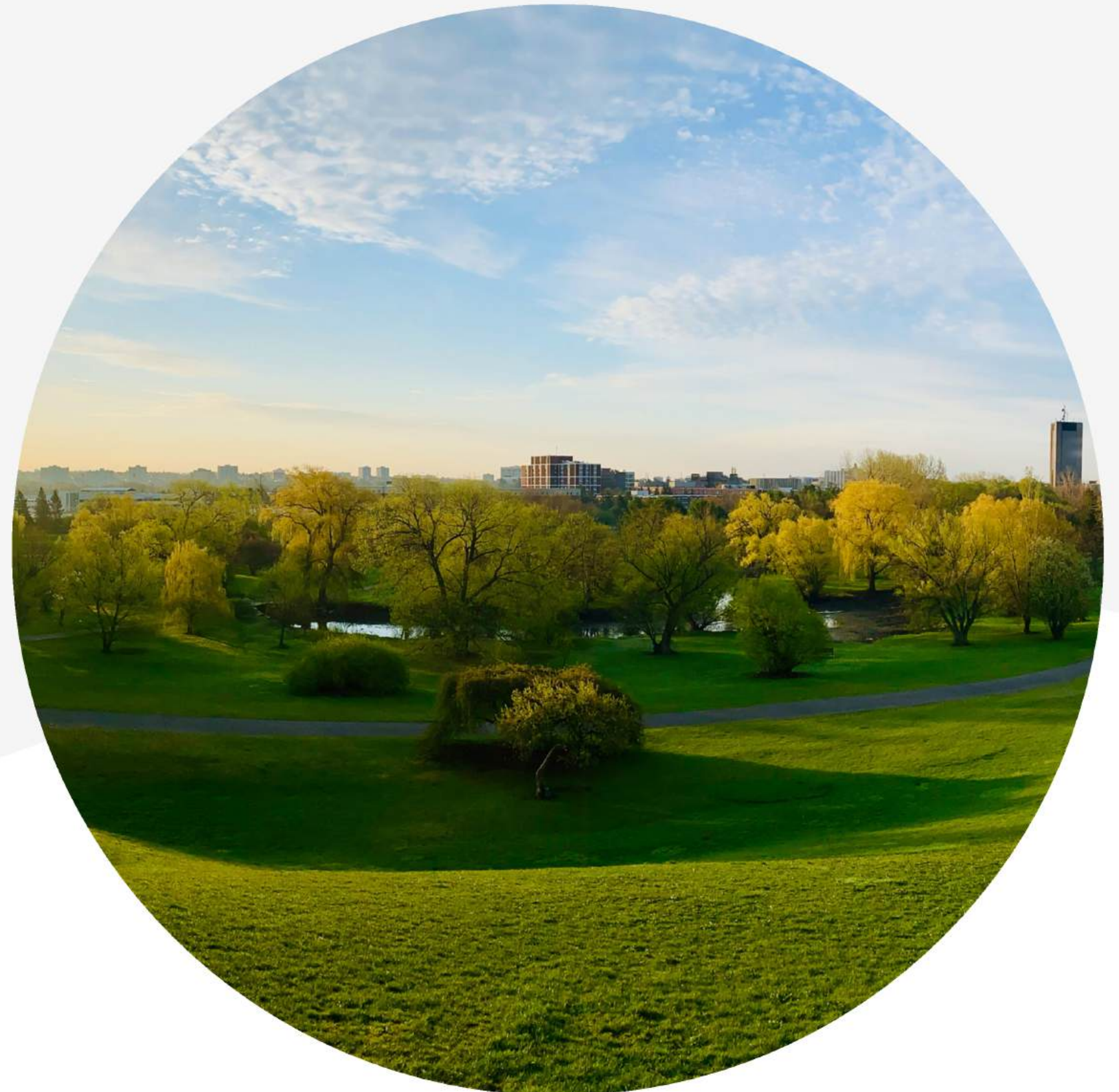


# ABOUT CANADA'S FOREST TRUST CORPORATION (CFTC)

We are the only Canadian nature-tech social enterprise focused exclusively in Canada for Canadians, offering turnkey climate action for businesses to empower employees, customers, and communities.

We partner with forward-thinking municipalities to **enhance biodiversity, capture carbon, elevate climate leadership, and drive branding and marketing for local businesses.**

Leveraging our portal technology, **we build rural and urban Smart Forests™** in Canada to protect and promote the environment.



# VAUGHAN, Let's get growing!

**CFTC launched a first-of-its-kind initiative to expand urban tree canopy in Ottawa in 2025.** The program is expanding to include a select number of additional municipalities across Canada.

- CFTC and Vaughan collaborate to launch a marketing campaign,
- CFTC uses marketing tools and a targeted sales approach to solicit sponsorships,
- A percentage of total sponsorship revenue is directed to the City of Vaughan (on an agreed upon schedule) to support existing tree-planting initiatives,
- Vaughan gains climate leadership, access to a new source of revenue, improvement to tree canopy, and a technology hub to amplify its community storytelling around climate initiatives.

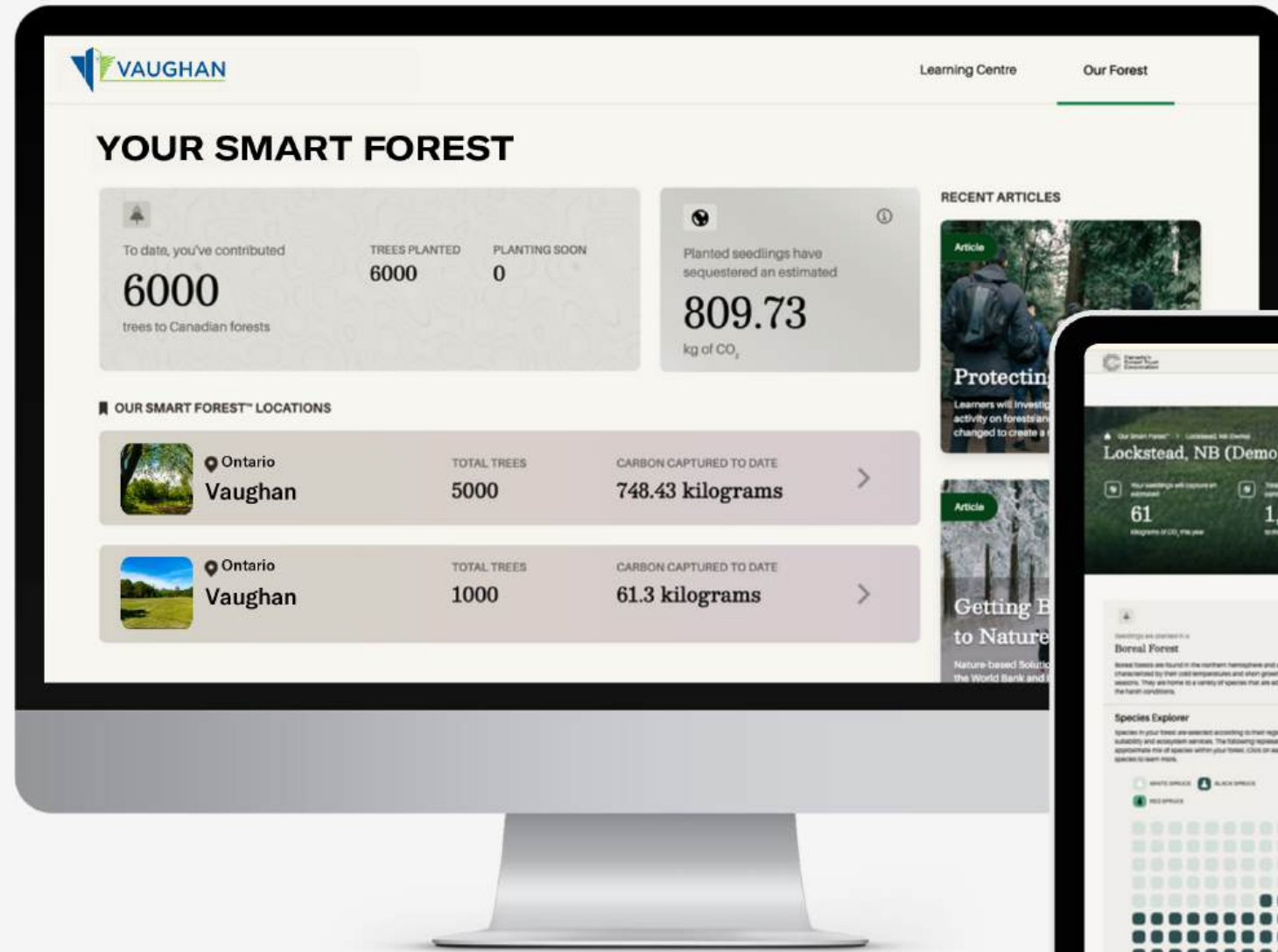


# HOW DOES THE SPONSORSHIP BENEFIT VAUGHAN?

- **A municipal partnership provides a framework for businesses to access a wide range of assets:**
  - Turnkey solution to invest in Vaughan's environmental initiatives,
  - Impact technology solutions,
  - Education & climate-literacy tools,
  - Marketing & branding support for their customers
  - Youth, employee & community engagement
- Participating businesses & organizations gain access to opportunities that support local climate action initiatives and help amplify your City's commitment to the environment.

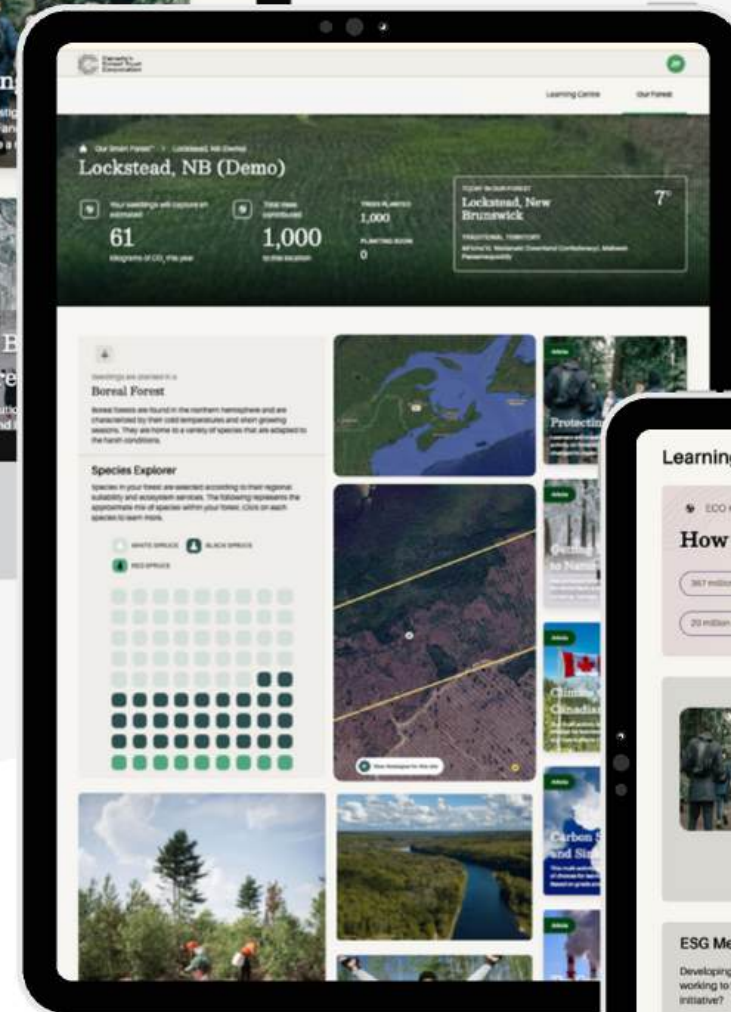


# TECHNOLOGY HUB FOR BUSINESSES & THE CITY



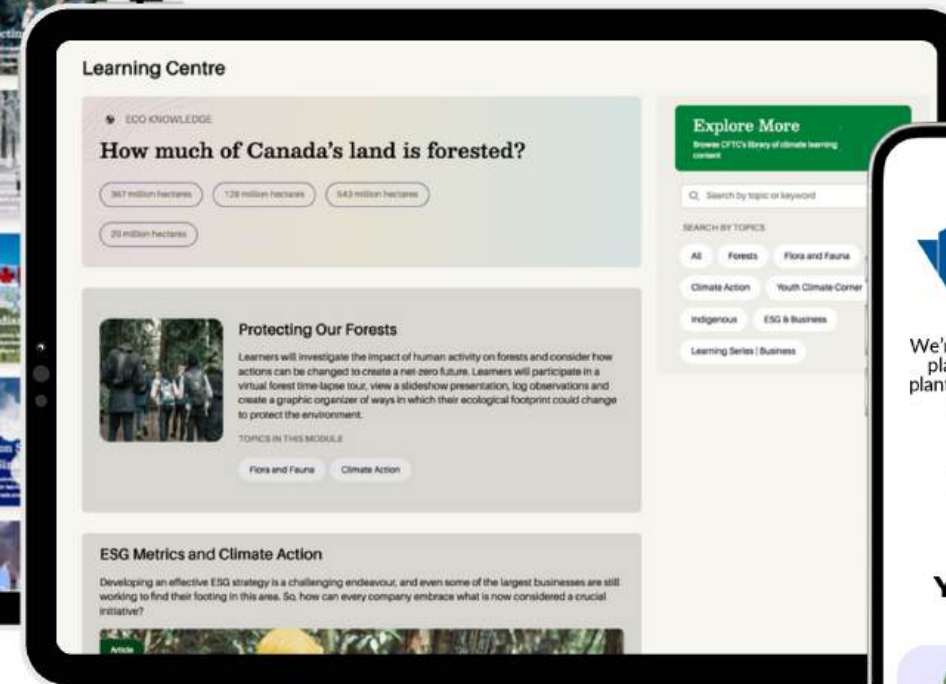
## IMPACT DATA

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



## LEARNING CENTRE

Deepen community understanding of the environment.



## IMPACT SITE

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

# Showcasing Climate Leadership

We'll work with the City of Vaughan to curate assets & engagement opportunities fit for your municipality.

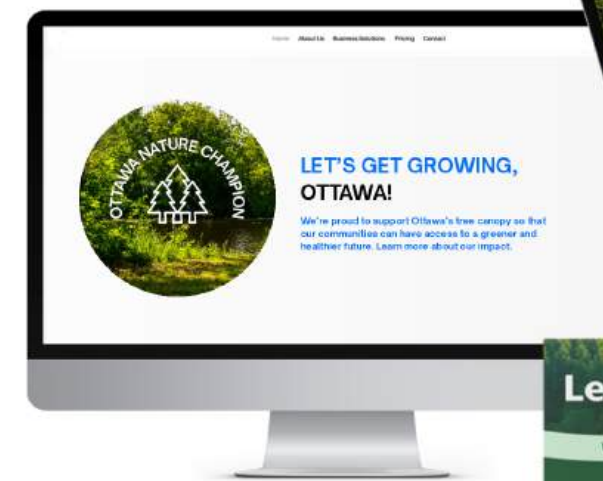
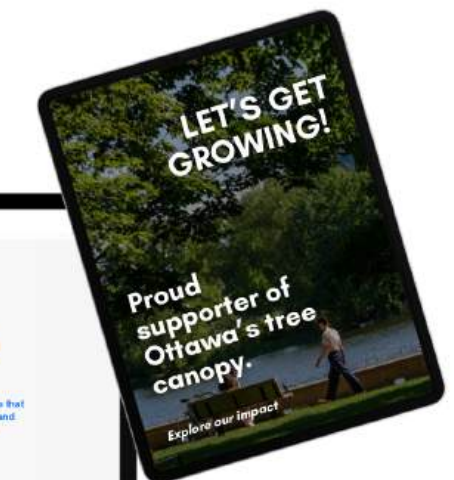
## CORPORATE LEADERSHIP & RECOGNITION



## CUSTOMER & EMPLOYEE ENGAGEMENT



## MARKETING & COMMUNICATIONS



# TRUST, TRANSPARENCY & INTEGRITY

Supported by leading forestry & data organizations:



Community & industry partners:



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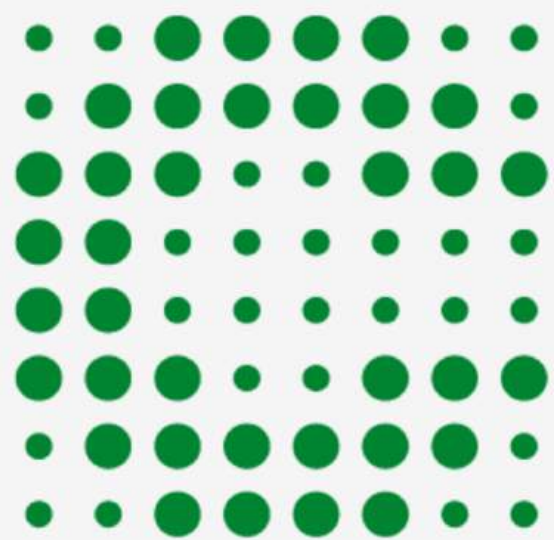
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## GROW WITH US

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