



A Community-Centered, Environmental Initiative to Protect and Plant Trees and Enhance and Celebrate Ecological Spaces in the Nation's Capital

What is the Vision for Tree Ottawa?

Tree Ottawa is a community-centred initiative for the Nation's Capital that will dramatically increase the scale and ecological diversity of the tree canopy in urban and rural Ottawa. Tree Ottawa shall engage Ottawa residents, private companies and public organizations to be a part of a greener community through their active participation in protecting, planting and celebrating trees in neighbourhoods and nature.

What are Tree Ottawa's Goals?

Tree Ottawa has *Three Core Goals*, to:

1. ***Protect Trees*** by taking better care of existing trees through an Adopt-a-Tree Program which allows individual residents and businesses to make an annual commitment to adopt a tree of their choosing with a target of 20,000 adopted trees,
2. ***Plant Trees*** with a target of one tree being planted for every Ottawa resident from 2013-2017, for a total of *one million trees*, as a gift from Ottawa to Canada in celebration of our country's 150th birthday (2017),
3. ***Promote Tree Habitat*** through identifying, protecting and connected important ecological areas of the city and celebrating the place of trees in our community.

How will Tree Ottawa be developed and implemented?

The following *Principles* define Tree Ottawa, and are the basis for realizing the Tree Ottawa Vision.

- ❖ An initiative developed and coordinated by Ecology Ottawa as a ***Community Collaborative*** to engage a wide variety of stakeholders,
- ❖ A broad-based community effort within the context and building on the ***Ecology Ottawa Community Network***,
- ❖ Designed as a ***Common Cause Effort*** that allows multiple organizations and stakeholders to collaboratively make a positive impact on Ottawa's treescape,



- ❖ **A 5-Year Initiative** that will make a substantive, sustainable change on the City's tree landscape,
- ❖ An **Educational and Communications Platform** to engage and facilitate Ottawa residents and businesses to commit their own resources and time into protected and planting trees, and enhancing ecological spaces,
- ❖ A **Cooperative Effort** with key players including the City of Ottawa, the National Capital Commission and private landowners,
- ❖ Reflect and integrate an **Inter-Generational Ethos** into programming efforts, connecting and accentuating the bonds between seniors and grandparents, parents, youth and children,
- ❖ An **Inclusive Endeavour** that is supportive of other environmental, ecological and conservation organizations taking action on protecting and planting trees, and
- ❖ A **Positive, Proactive and Purposeful Initiative** that makes Ottawa more environmentally-friendly, ecological diverse and more vibrant.

What are the Program Elements for Tree Ottawa?

Tree Ottawa's program will evolve and be finalized through collaborations with local organizations and in consultation with funders and supporters. The initial plan includes the following program initiatives.

Pillar #1: Protect Trees

- *The Adopt-a-Tree Program*
- *Community Collaborations for Emerald Ash Borer Treatment*
- *Community Tree Guide*

Pillar #2: Plant Trees

- *Plant-Your-Tree Outreach*
- *The Tree Ambassadors Group*
- *Stakeholder Tree Planting Groups*
- *Trees for Food Initiative*
- *Rural Landowners Tree Planting*

Pillar #3: Promote Tree Habitat

- *Indigenous Knowledge for Tree*
- *Celebrating 'Trees-You-Cherish'*
- *The Great Ottawa Tree Map*

Ecology Ottawa is seeking founding and collaborating supporters and funders to kick-off Tree Ottawa. A detailed financial plan, and annual budgets with deliverables is available for prospective funders.

Learn more by visiting: www.ecologyottawa.ca/tree-ottawa