



# 5 Year Marketing and Communications Strategy for the Canadian Ornamental Horticulture Industry

CNLA Board Meeting Report 1.3

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Updated August 2, 2023

# Canadian Nursery Landscape Association: Next 100 Years

CNLA celebrated its centennial in 2022 and is at a natural and important inflection point for the future

Ornamental horticulture sector growth in first 100 years was fueled by the sales of plants, products and services based primarily on market demand for aesthetics.

**Following the same path, will an aging population, new generations and new Canadians create the same level of demand and sustain sector growth?**

Can the fact that horticulture positively impacts environmental, health and wellness, and economic issues be leveraged by the sector to create and sustain growth over the next century?



# CNLA Marketing and Communications

Before developing a comprehensive marketing plan for the future, an examination of how the current pieces fit:

## CNLA and the Climate Action opportunity

Review of Plants Love You

Review of Green Cities Foundation / Clean Air Calculator

Review of Count My Tree Business Plan

Review of Communities in Bloom

Review of Garden Centres Canada

Review of Partners and Allies

Next Steps



Plants  you



**COUNT  
MY TREE**

# Climate Action: Canadian Perceptions and Perspectives



Extreme weather: June 2023 in PEI: hurricane damage seen (from Fiona, October 2022)



June 2023 in NS wildfires



June 2023 in NS: drought damage on fir tree



Pests: July 2023 in Yarmouth NS: Ash Borer damage (online image)

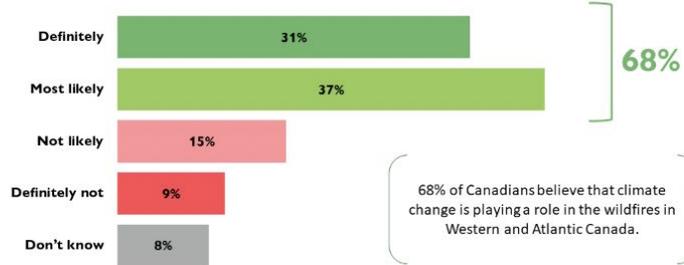


Flooding: July 2023 in Lunenburg NS:

# Climate Action: Canadian Perceptions and Perspectives

Do you believe the recent wildfires in Western Canada, Quebec, and Atlantic Canada are at least partly the result of climate change?

**Most Canadians believe the wildfires in Western and Atlantic Canada & Quebec are at least partly due to climate change.**



Base: n=2,000

CEC | ABACUS DATA

1

## Poll: 7 in 10 Canadians connect the country's recent wildfires with climate change

David Coletto • 3 days ago

VANCOUVER - A large majority (68%) of Canadians believe that Canada's recent wildfires are "definitely" or "most likely" at least partly the result of climate change, according to a new survey from Clean Energy Canada and Abacus Data. Additionally, nearly all (89%) Canadians say they have noticed an increase in natural disasters over the past decade, with seven in 10 ...

Top of Mind Consumer Connection is Made: (Source Abacus Data)

# Climate Action: Canadian Perceptions and Perspectives

Public anxiety about climate change is also significant:

<https://sustainability.yale.edu/explainers/yale-experts-explain-climate-anxiety#:~:text=Now%20many%20Americans%20are%20growing,what%20to%20do%20about%20it.>

Yale research found that individual actions—such as recycling or turning off the lights—don't lessen climate anxiety to the same degree as collective actions do.

Hypothesis is a CNLA led Climate Action initiative can result in significant public engagement.

**Marcon quantitative market survey for validation**



# Climate Action: CNLA Positioning



**Plants**

Soil and plants absorb rainwater, which later evaporates into the air. This process cools the area by taking heat from the air for the process of evaporation. Trees provide shade, too, which is lovely and cool on a hot summer day.



**Air**

Plants clean the air so we can breathe. They remove carbon dioxide, nitrogen dioxide, and tiny particles you can barely see floating around. That's a fancy way of saying that plants breathe in the bad stuff and produce oxygen for us to inhale.



**Soil**

Healthy soil is important for the health, growth, and maintenance of plants. Plants in urban areas (cities) rely on soil to absorb, retain and release water when they need it. If plants have the right soil, watering can be reduced.



**Water**

There are a lot of hard surfaces in cities that don't absorb water. Heavy rain and melting snow can be dangerous and damaging. Increasing the amount of green space can absorb more water.

As the national voice of the ornamental horticulture sector, our industry members educate and help Canadians take important climate action steps daily, that collectively makes a significant impact. **Let's own it. Let's leverage it.**



# Climate Action: Funding Opportunities

Current status to secure external funding for marketing:



Does not (yet) align  
with current initiatives

Final approval level for  
5 year funding

Under development



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Plants  you



**COUNT MY TREE**

# Plants Love You: History

Plants Love You was the results of a Project Funded by Agriculture and Agri-Food Canada (AAFC) in 2012 for the purpose of promoting the sector for the environmental benefits of the industry CAAP041, under the Canadian Ornamental Horticulture Alliance.

Plants Love You brand and messaging was developed, consumer tested and validated through an extensive, quantitative national consumer survey between 2013 and 2014.

**Research determined the “Plants Love You” brand was recognized and understood by the public as representative of the benefits plants provide.**

**Research confirmed that the brand plus specific environmental, economic, therapeutic, and aesthetic benefits of plants messaging was a purchase motivator.**

CNLA purchased the brand and all marketing collateral in 2019.

# Plants Love You: Promotional Brand

The successful "Year of the Garden 2022" public awareness campaign promoted the value and benefits ornamental horticulture provides Canadians.



Through the various Year of the Garden initiatives and a national marketing campaign, important public messages about the benefits of gardens and gardening were widely distributed, including:

- **Health and wellness benefits** such as gardening as a stress reliever, growing food at home, school gardens, pollinator gardens, community gardens, green spaces and parks
- **Environmental benefits** of plants for carbon sequestration, O<sub>2</sub> generation, Living Green infrastructure, tree canopies to mitigate the urban heat island effect etc.
- **Economic benefits** such as neighbourhood transformations and impact of Garden-family (sector) activities

CNLA aims to leverage success (see YOTG 2022 report) and continue the momentum with a 5 year national "Plants Love You" collective and coordinated campaign

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# Plants Love You: Brand and Messaging Use

Plants Love You is designed as a funding mechanism and communication means to:

- **Support and enhance all CNLA programs, promotions and call to actions**
- Be used by all members of the sector (including Provincially) and partners and allies
- Adapt to every target audience
- Connect all segments of the horticulture sector
- Collective, measurable results

## CNLA PROGRAMS



**COUNT  
MY TREE**

## MEMBERS



## PARTNERS AND ALLIES



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# Plants Love You: Ingredient Brand

When used with a Promotional Brand, an **Ingredient Brand** provides enhanced credibility, information and quality perception.

Because of their inherent value, Ingredient Brands are often used by numerous competitive Promotional Brands

Widely used and successful ingredient brand examples:



Teflon



Plants  you



BETA LIGHTWEIGHT JACKET MEN'S

Lightweight, versatile GORE-TEX shell

\$600.00

★★★★★ (22)



Men's GORE-TEX® Lightray Jacket

\$375.00



# Plants Love You: Ingredient Brand

Plants Love You is an **ingredient brand** to support CNLA member brands, call to action promotions, and their audiences  
Plants Love You can also be potentially used by approved partners, allies and sponsors.



	Canadian Nursery Landscape Trades				Provincial Trade Associations			Member Value Chain					Partners and Allies			
Programs	Green Cities Foundation	Communities in Bloom	CNLA	Garden Centres Canada	Add	British Columbia	Ontario	Add	Growers	Product Manufacturers	Retailers	Service Providers	Allied Organizations	Canadian Garden Council	Canadian Garden Council	Add
Promotion / Call to Action	Clean Air Calculator	Growing Great Places	Count My Tree			Plant Something	Green for Life ?							Live the Garden Life	Live the Garden Life	
Target Audience(s)	Trade / Public	Municipalities / Public	Trade / Public	Public		Public	Public		Trade	Trade / Public	Public	Public		Public gardens / public	Garden organizations / public	



# Plants Love You: Messaging

All Plants Love You messaging is supported by documented evidence / research for credibility

All PLY messaging is grouped into four benefit categories:

- Environmental
- Economic
- Therapeutic
- Aesthetic

Consistent messaging format:

Plants  you by \_\_\_\_\_

CNLA MarCom Department to align each Program / Promotion with supporting PLY messaging

Reinforces specific Call to Actions by answering “WHY”

Plants  you		MARCOM VISION MODEL										July 2023					
		Canadian Nursery Landscape Trades					Provincial Trade Associations					Member Value Chain				Partners and A	
		Green Cities Program / Foundation	Communities in Bloom	CNLA	Garden Centres Canada	Add	British Columbia Plant Something	Ontario Green for Life ?	Add	Growers	Product Manufacturers	Retailers	Service Providers	Allied Organizations	Canadian Garden Council	Canadian Garden Council	
Promotion / Call to Action		Calculator	Growing Great Places	Count My Tree											Live the Garden Life	Live the Garden Life	
Target Audience(s)		Trade / Public	Municipalities / Public	Trade / Public	Public		Public	Public		Trade	Trade / Public	Public	Public		Public gardens / public	Public gardens organizations public	
<b>PLY Messaging and supporting</b>																	
<b>PLANTS LOVE YOU ENVIRONMENTAL BENEFITS</b>																	
by sequestering carbon																	
by producing oxygen																	
by cleaning the air																	
by filtering water																	
by cooling the surrounding space																	
by providing shade																	
by controlling erosion																	
by controlling groundwater runoff																	
by attracting pollinators																	
by stabilizing an ecosystem with natives																	
by adding organic matter to the soil																	
by improving the soil biome																	
<b>PLANTS LOVE YOU ECONOMIC BENEFITS</b>																	
by improving property values																	
by attracting tourism																	
by improving quality of life and liveability																	
by encouraging economic activity																	
by saving wastewater infrastructure costs																	
<b>PLANTS LOVE YOU THERAPEUTIC BENEFITS</b>																	
by providing sustainable food																	
by providing natural medicines																	
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by mitigating climate change anxiety by getting involved																	
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by improving indoor air quality																	
by bringing joy																	
by providing educational experiences																	
By creating spaces for relaxation																	
By creating spaces for entertainment																	
By inspiring creativity																	
<b>PLANTS LOVE YOU AESTHETIC BENEFITS</b>																	
by improving curb appeal																	
by improving tree canopy																	
by instilling pride																	
by improving landscapes																	

**PLANTS LOVE YOU ENVIRONMENTAL BENEFITS**

- by sequestering carbon
- by producing oxygen
- by cleaning the air
- by filtering water
- by cooling the surrounding space
- by providing shade
- by controlling erosion
- by controlling groundwater runoff
- by attracting pollinators
- by stabilizing an ecosystem with natives
- by adding organic matter to the soil
- by improving the soil biome



# Plants Love You: Applications

Each application is unique depending on the need:

Plants Love You as an **Ingredient Brand**

Plants Love You as a **Stand Alone Brand**

Plants Love You as a **Co-Brand**

## 4 “I”s of successful communications:

- **Impact**
- **Identity**
- **Information**
- **Impulse**

**Identity:**  
Grower or  
Retailer's  
Brand

**Information:**  
Facts:  
variety,  
growth habit  
plant,  
nurture, price



**Impact:**  
Tree tag  
shape,  
design,  
colour

**Information:**  
Benefits of  
purchasing  
and planting

**Impulse:**  
Call to action

# Plants Love You: Collective Marketing Effect in 2024

4,300	Members	= 4,300
6	Programs	= 25,800
12	(1 Ad per week x 12 weeks)	= 309,000
500	Average Audience	= <b>154,800,000 impressions</b>

PLUS Partner communications, Public Relations, Sponsorships etc.  
results in significant consumer awareness potential for 2024

**Results: generate increased sales throughout the value chain**

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**Review of Green Cities Foundation / Clean Air Calculator**

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Review of Partners and Allies

Next Steps

Plants  you



**COUNT MY TREE**



# Green Cities Foundation

Green Cities Foundation is sector and member neutral

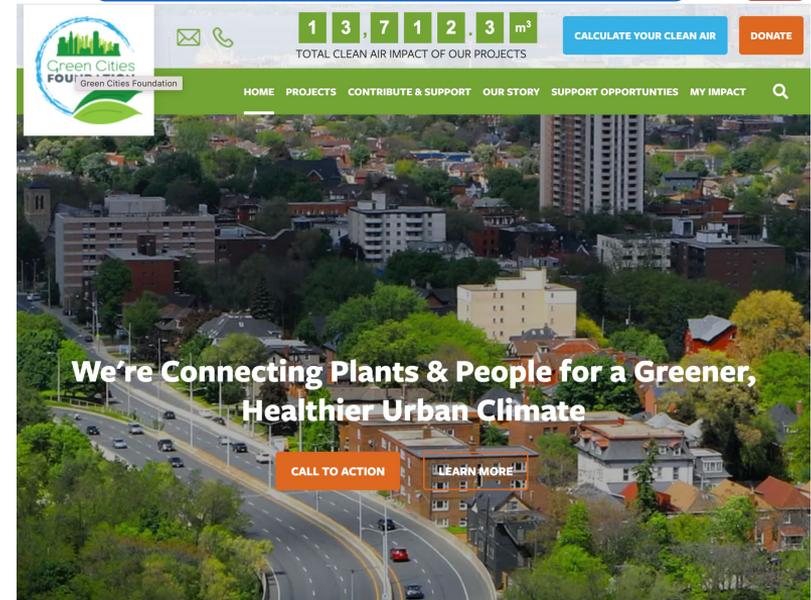
**MISSION:** Green Cities Foundation is a community connecting plants & people for a greener, healthier urban climate.

**VISION:** Protect, nurture, and grow urban green spaces for the health and well-being of all.

**PROTECT:** We commit to protect our green spaces and the plants within them.

**NURTURE:** We commit to care for and support green spaces for the benefit of all.

**GROW:** We commit to expanding green spaces, and people's participation in them, across Canada.



# Green Cities Foundation: Clean Air Calculator

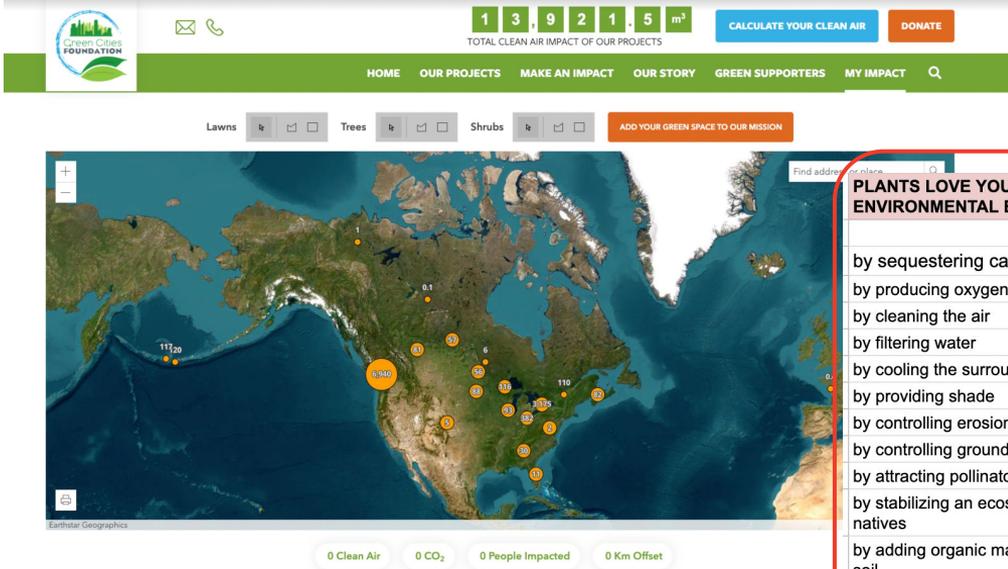
Established website and home of the **Clean Air Calculator**

<https://gcfoundation.gardenconnect.com/>

Plants Love You messaging validates the connection between plant benefits (trees, turf, landscapes) and climate action

Plants Love You communications drives audience to Clean Air Calculator

Clean Air Calculator allows individuals, businesses, organizations, and communities to see what their landscape contributes to climate action



1 3 9 2 1 5 m<sup>3</sup>  
TOTAL CLEAN AIR IMPACT OF OUR PROJECTS

CALCULATE YOUR CLEAN AIR DONATE

HOME OUR PROJECTS MAKE AN IMPACT OUR STORY GREEN SUPPORTERS MY IMPACT

Lawns Trees Shrubs ADD YOUR GREEN SPACE TO OUR MISSION

Find address or place

**PLANTS LOVE YOU ENVIRONMENTAL BENEFITS**

- by sequestering carbon
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- by filtering water
- by cooling the surrounding space
- by providing shade
- by controlling erosion
- by controlling groundwater runoff
- by attracting pollinators
- by stabilizing an ecosystem with natives
- by adding organic matter to the soil
- by improving the soil biome

0 Clean Air 0 CO<sub>2</sub> 0 People Impacted 0 Km Offset

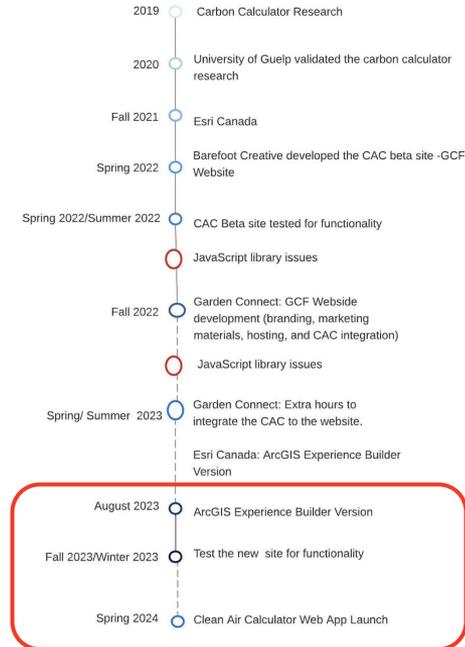
# Green Cities Foundation: Clean Air Calculator

## Clean Air Calculator

<https://gcfoundation.gardenconnect.com/>

On track for spring 2024 launch

CAC Timeline



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**COUNT MY TREE**



# CNLA COUNT MY TREE Promotion

**CNLA will act as ‘primary business’ and main point of contact for the Government of Canada**

CNLA will create a centralized hub of information, collaboration, communication and data capture that can be shared with the public as well as with the Government of Canada. The hub will support a community of focus, messaging and effort in the campaign to plant more trees and utilize hard-to-access private land.

Our goal and focus is to have the ‘Count My Tree’ Program be as successful as the Recycling Program was when it first came into effect. Similar to that program, ours will be reliant on public uptake.



# CNLA COUNT MY TREE Promotion

The proposed COUNT MY TREE program builds on the connection to Canada's efforts to engage citizens and organizations in the 2 Billion Trees Campaign.

The proposed COUNT MY TREE marketing program is meant to be simple and effective.

CNLA's industry outreach (4300 businesses strong) will provide us with the ability to connect with the consumer at the retail (garden center) level and with residential, commercial and municipal projects through our landscape construction and design/build sector. This enables us to influence and support their commitment to participating in the 2 billion trees program and allows the 2 Billion Tree Program to access (private) lands currently excluded from the application criteria.



# CNLA COUNT MY TREE Promotion

At each touch point where a CNLA member sells a tree, the purchaser fills out an electronic form as a branding part of a broad public relations campaign.

The program and electronic facsimile would allow the purchaser to proudly declare that they are supporting the 2BT program and doing their small part in addressing climate change.

Plants Love You messaging validates the connection between plant benefits (trees, turf, landscapes) and climate action

Plants Love You communications drives audience to Retailers / Landscapers to find out more about COUNT MY TREE

COUNT MY TREE utilizes Clean Air Calculator to allow individuals, businesses, organizations, and communities to see what their purchase contributes to climate action

PLANTS LOVE YOU ENVIRONMENTAL BENEFITS	
by sequestering carbon	
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by providing shade	
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by controlling groundwater runoff	
by attracting pollinators	
by stabilizing an ecosystem with natives	
by adding organic matter to the soil	
by improving the soil biome	



**COUNT MY TREE**



# CNLA COUNT MY TREE Promotion

The proposed COUNT MY TREE program allows immediate, multiple and effective marketing extensions and materials for sector segments i.e.:

Growers: Recommend my tree

Retailers: Recommend my tree

Landscapers: Recommend my tree

Landscapers: Plant my tree

Fertilizer manufacturers: Nurture my tree

Arborists: Recommend my tree

Arborists: Nurture my tree

Arborists: Protect my tree



Red Maple	
Annual Economic Benefit	
Now	Estimated in 10 Years
Stormwater remediation 307 gal	Stormwater remediation 2734 gal
Property Value Increase \$19	Property Value Increase \$33
Energy (KWH) Conserved 8	Energy (KWH) Conserved 63
CO2 (LBS. of Carbon Removed) 40	CO2 (LBS. of Carbon Removed) 253

**COUNT  
MY TREE**

**PLANT  
MY TREE**

**NURTURE  
MY TREE**



**COUNT  
MY TREE**



Plants  you 26

# CNLA COUNT MY TREE Promotion

The proposed COUNT MY TREE program allows future multiple and effective and marketing extensions for landscape categories:



**COUNT  
MY LANDSCAPE**

**COUNT  
MY LAWN**

**COUNT  
MY GARDEN**

**COUNT  
MY ROOFTOP**

**COUNT  
MY BALCONY**

**COUNT  
MY PLANTER**



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**COUNT MY TREE**



# Communities in Bloom

**Vision: To inspire all communities to enhance the quality of life and our environment through people and plants in order to create community pride.**

**Audience: Municipalities, public, volunteer organizations**

- Note: Just under 50% of Canada's population was represented by the municipalities proclaiming 2022 as the Year of the Garden

**Program Advantages:**

- Currently engages smaller Canadian municipalities
- Quicker to adopt and engage
- Aligned evaluation grid
- Infuse Climate Action as the key step in "Growing Great Places Together"
- Encourage participants to engage with the Clean Air Calculator (as one of the criteria)



ENVIRONMENTAL ACTION		
Environmental action pertains to the impact of human activities on the environment and the subsequent effects and achievements of the community with respect to environmental stewardship, policies, by-laws, programs and best practices for waste reduction and landfill diversion, composting, tree, landfill site, hazardous waste collection, water conservation, energy conservation, and activities under the guiding principles of sustainable development pertaining to green spaces.	Max	Actual
<b>Municipal</b>		
<b>Sustainable Development Strategies:</b> Policies, programs, guidelines, long-term planning/ vision, effective by-laws/bylaws and tree-encroachment, and public education programs and activities. This includes activities such as the creation of Active Transportation networks, fleet management, and recognition of the importance of biodiversity to mitigate and adapt to climate change.	20	
<b>Waste Reduction:</b> Reduction of waste going to landfill and results (3-R: reduce, reuse and recycle), municipal composting programs, recycling activities such as composting sites, yard waste collection, plastics reduction programs, mulching of wood debris (Christmas trees, hedge trimmings, etc.) and incineration of cut trees, handling of hazardous waste including e-waste collection and reuse of compact material. Officially mandating the greening of public events such as on-site recycling bins, biodegradable drink containers, food service dishes, utensils, etc. to minimize the use of plastic.	20	
<b>Water Conservation:</b> Use reduction programs such as promotions, efficient irrigation, use of non-potable water, water restriction policies.	15	
<b>Energy Conservation:</b> Programs such as alternate forms of energy (i.e. geothermal, biomass, wind, solar) and initiatives such as energy-efficient appliances, shading for light slates, efficient street lighting.	15	
<b>Environmental Initiatives, Innovations and Actions</b>		
- Development and expansion of sustainable mobility and active transportation networks such as bike lanes, multi-use commuter pathways, and recreational trails		
- Municipal practices such as planned landscaping, green roofs, green walls, green trees, living fences, buffer zones; re-use of sites; engineered wetlands, bioswales, permeable surfaces and rainwater management		
- Brownfield redevelopment, remediation, land reclamation		
- All quality programs such as alternate energy sources, sustainable design of facilities, sustainable fleet management, reduction of greenhouse gas emission (carbon reduction), and lighting by-laws.	10	
<b>Business &amp; Institutions</b>		
<b>Participation in The Environmental Effort:</b> Waste management (reduce, reuse and recycle), water conservation, energy conservation and audits (fleet management, electric conservation), brownfield management	10	
<b>Corporate Environmental Initiatives and Action:</b> Innovation/leadership, initiatives, activities (for example: environmental clean-up activities, plastic reduction) carbon emissions, green roofs	10	
<b>Residential</b>		
<b>Participation in Environmental Initiatives:</b> 3-R (reduce, reuse and recycle), composting	10	
<b>Water &amp; Energy Conservation:</b> Practices such as water use reduction, rainwater collection and rain gardens, alternate forms of energy, thermostat reduction	15	
<b>Community Involvement</b>		
<b>Public Participation – Civil Action:</b> Participation in public forums and policy development on environmental issues, such as climate change adaptation and mitigation	5	
<b>Public Participation in Activities:</b> Community (including children/youth), neighbourhood or individual green environmental activities and programs (including promotion, organization and evidence of taking ownership), etc.)	10	
<b>Community Support:</b> Financial and/or in-kind or participation by the municipality, businesses and institutions in public environmental activities and programs	10	
<b>Environmental Action Total</b>	<b>150.00</b>	<b>0.00</b>

## ENVIRONMENTAL ACTION

# Communities in Bloom

Plants Love You messaging aligns with, validates and supports Environmental CiB Evaluation Criteria:

Environmental Communities in Bloom three Evaluation Criteria:

- Environmental Action
- Tree Management
- Landscape

Allows detailed / specific messaging to key municipal audience, and public



## PLANTS LOVE YOU ENVIRONMENTAL BENEFITS

- by sequestering carbon
- by producing oxygen
- by cleaning the air
- by filtering water
- by cooling the surrounding space
- by providing shade
- by controlling erosion
- by controlling groundwater runoff
- by attracting pollinators
- by stabilizing an ecosystem with natives
- by adding organic matter to the soil
- by improving the soil biome

# Communities in Bloom

Plants Love You messaging aligns with, validates and supports every CiB Evaluation Criteria:

Plants Love You Benefits:

- Environmental
- Economic
- Health and Wellness
- Aesthetic

Communities in Bloom Evaluation Criteria:

- Community Appearance
- Environmental Action
- Heritage Conservation
- Tree Management
- Landscape
- Plant and Floral Displays



Plants Love You				
MARCOM VISION MODEL				
July 2023				
		Canadian N		
	Green Cities Programs Foundation	Communities in Bloom		
Promotion / Call to Action	Clean Air Calculator	Growing Great Places		
Target Audience(s)	Trade / Public	Municipalities / Public		
<b>PLY Messaging and supporting documentation</b>				
<b>PLANTS LOVE YOU ENVIRONMENTAL BENEFITS</b>				
by sequestering carbon				
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by improving the soil biome				
<b>PLANTS LOVE YOU ECONOMIC BENEFITS</b>				
by improving property values				
by attracting tourism				
by improving quality of life and livability				
by encouraging economic activity				
by reducing infrastructure costs				
<b>PLANTS LOVE YOU THERAPEUTIC BENEFITS</b>				
by providing sustainable food				
by providing natural respite				
by providing stress relief				
by providing opportunity to interact with soil enzymes				
by encouraging social interaction (ie community gardens)				
by mitigating climate change anxiety by getting involved				
by improving work environment				
by improving indoor air quality				
by bringing joy				
by providing educational experiences				
By creating spaces for relaxation				
By creating spaces for entertainment				
By inspiring creativity				
<b>PLANTS LOVE YOU AESTHETIC BENEFITS</b>				
by improving curb appeal				
by providing privacy				
by instilling pride				
by improving landscapes				

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**COUNT MY TREE**



# Garden Centres Canada

Every Canadian garden retailer is looking for a competitive advantage

Plants Love You provides the public many reasons **WHY** people should have plants in their lives.

COUNT MY TREE, Green Cities Foundations, Communities in Bloom and the Clean Air Calculator show **HOW** the public can make a difference with plants

Retailers (and same model for service providers) should leverage this to promote:

- **WHERE to get help** (why your business)
- **WHAT to buy** (right product for the right place)
- **HOW to plant / use** (expertise)



PLY Messaging and supporting documentation

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<b>PLANTS LOVE YOU ECONOMIC BENEFITS</b>
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by improving quality of life and liveability
by encouraging economic activity
by saving wastewater infrastructure costs
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by providing sustainable food
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by providing stress relief
by providing opportunity to interact with soil enzymes
by encouraging social interaction (ie community gardens)
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 **Garden Centres Canada**  
 May 25 at 1:00 PM · 🌱  
 Adding a touch of greenery to your home not only adds to the aesthetics, but also has numerous health benefits! 🌱 Plants not only help purify the air, but they can also reduce stress levels and boost your mood. So why not add some green to your living room, study, bathroom or even your bedroom? It's the perfect way to bring a little bit of nature indoors and create a peaceful oasis in your home. 🌿 #HealthyHome #GreenLiving #IndoorPlants



👍 2      2 shares

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**COUNT MY TREE**



Live the garden life  
Vivre la vie de jardin 



# Provincial Associations

Some Provincial Associations have initiatives in place such as British Columbia Landscape and Nursery Association with their Plant Something program, or other provinces with their Green for Life.

Some may have programs under consideration, others do not.

Plants Love You messaging is positioned to support a wide range programs and initiatives.



<b>PLY Messaging and supporting documentation</b>
<b>PLANTS LOVE YOU ENVIRONMENTAL BENEFITS</b>
by sequestering carbon
by producing oxygen
by cleaning the air
by filtering water
by cooling the surrounding space
by providing shade
by controlling erosion
by controlling groundwater runoff
by attracting pollinators
by stabilizing an ecosystem with natives
by adding organic matter to the soil
by improving the soil biome



# Canadian Garden Council (Gardens Canada)

Through the annual Live the Garden Life, Garden Days and Canada's Garden Route programs, the Canadian Garden Council represents a significant, established network of public gardens, communities, businesses and organizations which could become **centres of education / inspiration for climate action, and strong Plants Love You allies** to deliver messaging such as:

- the benefits of Environmental Horticulture
- Plants Love You
- Clean Air Calculator
- Green Cities Foundation
- Communities in Bloom
- COUNT MY TREE call to action

Live the garden life  
Vivre la vie de jardin 

  
Garden Days  
Les Journées du Jardin

  
Canada's Garden Route  
La Route des jardins du Canada

# Garden Organizations

There is a large, established network of garden partners (ie garden clubs and horticulture societies) which provide an already engaged, educated and mobilized local network

## Member communications promote Canada's Garden Culture experiences and activities

Mobilize to promote climate action such as Plants Love You, Clean Air Calculator and COUNT MY TREE

- Example: BC Garden Clubs July 23 Newsletter focussed on Trees



# Sponsorship Opportunities

Plants Love You is an initiative and campaign that has significant sponsorship potential because of its sector-wide environmental messaging network, and audience reach.

CNLA has an established stable of sector sponsors. Leverage the opportunity with non-industry businesses to supplement funding.



**Plants**

Soil and plants absorb rainwater, which later evaporates into the air. This process cools the area by taking heat from the air for the process of evaporation. Trees provide shade, too, which is lovely and cool on a hot summer day.



**Air**

Plants clean the air so we can breathe. They remove carbon dioxide, nitrogen dioxide, and tiny particles you can barely see floating around. That's a fancy way of saying that plants breathe in the bad stuff and produce oxygen for us to inhale.



**Soil**

Healthy soil is important for the health, growth, and maintenance of plants. Plants in urban areas (cities) rely on soil to absorb, retain and release water when they need it. If plants have the right soil, watering can be reduced.

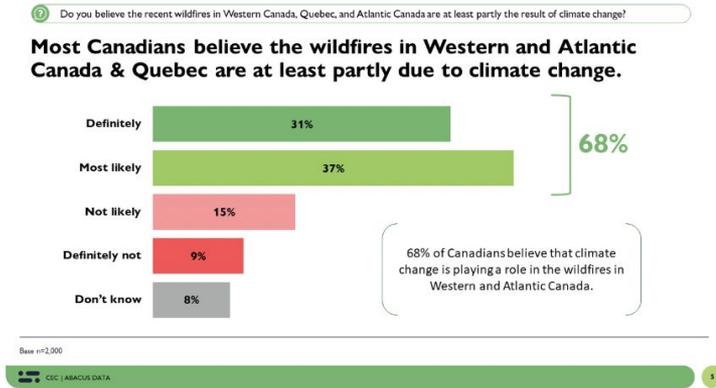


**Water**

There are a lot of hard surfaces in cities that don't absorb water. Heavy rain and melting snow can be dangerous and damaging. Increasing the amount of green space can absorb more water.

# Media and Public Relations

Topical subject for audience and the media. Opportune time for national media and public relations outreach



## Poll: 7 in 10 Canadians connect the country's recent wildfires with climate change

David Coletto • 3 days ago

VANCOUVER - A large majority (68%) of Canadians believe that Canada's recent wildfires are "definitely" or "most likely" at least partly the result of climate change, according to a new survey from Clean Energy Canada and Abacus Data. Additionally, nearly all (89%) Canadians say they have noticed an increase in natural disasters over the past decade, with seven in 10 ...

# CNLA Marketing and Communications

Before developing a comprehensive marketing plan for the future, an examination of how the current pieces fit:

CNLA and the Climate Action opportunity

Review of Plants Love You

Review of Green Cities Foundation / Clean Air Calculator

Review of Count My Tree Business Plan

Review of Communities in Bloom

Review of Garden Centres Canada

Review of Partners and Allies

**Next Steps**

Plants  you



**COUNT MY TREE**



# CNLA Marketing and Communications: Next Steps

## 2023 Now

- Confirm Environmental Horticulture direction: Board

## 2023 Fall

- Confirm Funding: Victor
- Marketing and Communications Plan, Budget & Timelines: MarCom Dept
- Program, Partner and Member = and alignment: MarCom Dept
- Communications assets / materials development: MarCom Dept
- Member communications: MarCom Dept
- Sponsorship prospecting

## Winter 2024

- Communications assets / materials development: MarCom Dept
- Roll out to members: MarCom Dept
- Media relations

## Spring 2024

- Launch

# CNLA Marketing and Communications

**Notes:**

Notes: