

European Tree of the Year

NEW ORGANIZERS INFORMATION





**Want to organize
the Tree of the Year contest
in your country?**



TOTY VS. ETY

THE TREE OF THE YEAR

The Tree of the Year (TOTY) is a contest organized in 13+ European countries. A winning national Tree of the Year is chosen annually among the presented finalists.



16+ CONTESTANTS

THE EUROPEAN TREE OF THE YEAR

The European Tree of the Year (ETY) is an annual contest that selects one grand-prize winner among all the TOTY contest winners for that year.



1 CONTEST

TREE OF THE YEAR

MISSION

- Empower people and their communities to partake in environmental and local heritage protection
- Promote old trees as an important element of European culture and natural capital

HISTORY

- Tree of the Year was founded in the Czech Republic in 2002, under the Czech Environmental Partnership Foundation
- Since 2010, we have been looking for partners to organise the contest all over Europe. The following year we had six partners; by 2020 that number grew to 16



TREE OF THE YEAR

ORGANIZERS

- Environmental Partnership Association



- European Landowners' Organization



HISTORY

- European Tree of the Year started in 2011
- The Award Ceremony takes place in Brussels annually



ETY 2020 PARTICIPANTS

Belgium, Bulgaria, Republic of Croatia, Czech Republic, France, Hungary, Ireland, Italy, Netherlands, Poland, Portugal, Romania, Russian Federation, Slovakia, Spain, United Kingdom

WHO CAN ORGANIZE A TOTY CONTEST?

NATIONAL ORGANISERS ARE...

- Well established organisations at the national level, involved with local communities and able to support the grass root level initiatives
- Composed of a motivated team with the skills and capacity to organise the contest
- Capable of funding a PR / communication campaign

NATIONAL ORGANISERS DO...

- Sign a partnership contract for 3 years
- Pay an annual participation fee of minimum 450 Euros to EPA (most of NO support the contest within the range of 600—900 Euros)
- Report to the global coordinator on the contest development
- Translate the tree stories from the other countries from English to their native language



HOW TO ORGANIZE THE TOTY CONTEST

... IN JUST 6 SIMPLE STEPS:

1. Calendar
2. Nomination process
3. Choosing the finalists
4. Public voting
5. Announcement of the winner
6. Tree care and tree planting



STEP 1: CALENDAR

- The best time to organise the TOTY contest is from March to October
- Nice dates to launch the contest are:
 - 21st March — First day of spring / International Day of Forests**
 - 20th April — Earth day**
 - 22nd May — World biodiversity day**
- The national winner should be known and announced by the **5th of November**

OTHER IMPORTANT DATES

- Deadline for annual fee payment — 15th November
- Reception of stories from other countries for translation — 15th November
- Deadline for translation — 20th December
- Online voting period ETY — the month of February
- Award Ceremony in Brussels — March

STEP 2: NOMINATION PROCESS

- Nominations are submitted by individuals, families, communities, schools, companies, and municipalities (nominations are not accepted from political parties)

EXAMPLE OF APPLICATION FORM CONTENT:

- **2 pictures of the tree:** landscape and portrait
- **Location:** HEL, POMORSKIE PROVINCE, POLAND
- **GPS position data:** 54° 36' 14.040" N, 18° 48' 11.160" E
- **Tree species:** BLACK POPLAR (POPULUS NIGRA)
- **Botanical features (age, girth, height):** 220 years old
- **Story of the tree (legend, testimony, historical data):** “Poplar Helena has lived through the drama of warfare and the heroic defence of Hel. Like the queen of the surrounding landscape, the poplar towers majestically along the path leading to the headland.”
- **Permission from the owner of the tree to participate in the contest**

STEP 2: NOMINATION PROCESS – PRINT MATERIALS



Design style of an A5 flyer.



Design style of an A2
exhibition poster.



Design style of an A5 flyer.

STEP 3: CHOOSING FINALISTS

PUBLIC PARTICIPATION

To get people involved in the voting process, your organisation should carry out a communication campaign, for example:

- Press releases for journalists
- Contact with local/regional/national newspapers, magazines, blogs, radio, and TV
- Direct mailing: schools, clubs, municipalities, NGOs
- Dedicated section on your website
- Newsletter
- Social media

CHOOSING FINALISTS

A jury should be set up with specialists from tree related fields (around 10 members), who will choose the finalists from all the nominations received, following the established criteria:

- The story of the tree
- The meaning of the tree for the community or nominator
- The number of people supporting the nominator
- The features of the tree

STEP 4: PUBLIC VOTING

The public voting can take place in the form of paper ballots, SMS voting, DMS voting (paid voting); social media, website platform (free voting)

The fees collected through the voting system will be given to the nominators for tree treatments or tree planting activities

TIP

Once the finalist trees are chosen, a team from the organisers visits them to take good quality pictures that can be used for publicity. The photos are frequently used in exhibitions and at community events to promote voting. The photo session is also a great opportunity to meet the nominators in person.

STEP 5: ANNOUNCING THE WINNER

We suggest holding an award ceremony in the form of a cultural event

- Nominators, sponsors, stakeholders, and important people in the community are encouraged to attend
- A nice date for the Award ceremony is the Arbour day (20th October)

STEP 6: TREE CARE & PLANTING

- The winner receives special treatment by a professional arboriculturist and tree planting activities can be held
- The finalists often become favourite destinations (they can be integrated into Geocaching platforms)



EUROPEAN TREE OF THE YEAR

CONTEST AND AWARD CEREMONY

- Respective winners of each national contest participate in the European Tree of the Year competition
- The voting takes place during the month of February via an online system located on the ETY website www.treeoftheyear.org
- Participation brings awareness to the national campaigns
- Winners, nominators, organisers, and VIPs gather to celebrate in Brussels



WHAT'S IN IT FOR YOU?

- You can be part of a successful and growing contest
- Empower local communities by promoting culture and natural capital
- Fun, interactive, and unique!
- We promote your organisation through the ETY website
- You get visibility in Brussels through the Award Ceremony

+ 16 COUNTRIES

+ 200,000 VOTES

**+ 600,000 VISITS TO
THE WEBSITE / YEAR**

**200 PARTICIPANTS
IN BRUSSELS**

WHAT'S IN IT FOR YOU?

- Tree of the Year brand use
- Know-how and experience from EPA to introduce the contest
- Advice to lead a successful communication campaign, how to address nominators, media, partners & sponsors
- Joining the Tree of the Year platform as a basis for international networking
- Association with the international prestige surrounding the Tree of the Year brand, potential patronage from ministers of environment, and support of politicians and other decision-makers and sponsors





CURRENT ORGANISERS



WE LOOK FORWARD TO HEARING FROM YOU!

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