

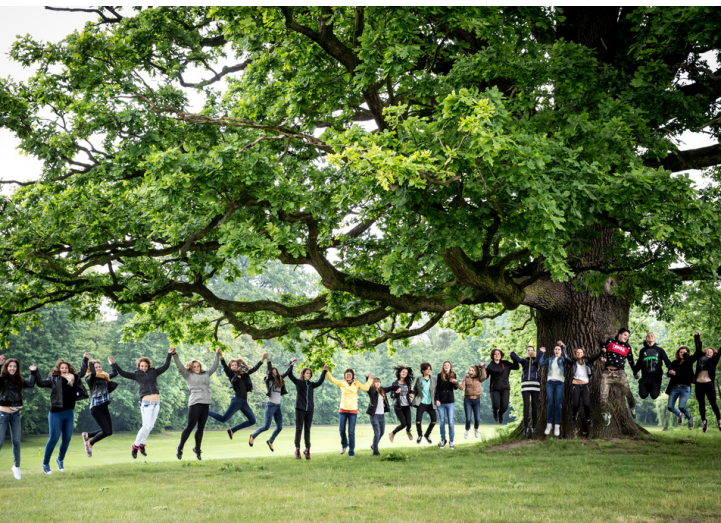


**TREE
OF THE
YEAR**
EUROPE

Communication Kit

TREE OF THE YEAR 2024





Would you like to promote the European Tree of the Year and your national Tree of the Year in your country? We have prepared a communication kit that will help you reach the best results!



1. ABOUT THE CONTEST

The European Tree of the Year is a contest that highlights the significance of trees in the natural and cultural heritage of Europe and the importance of the ecosystem services trees provide. The contest is not looking for the most beautiful tree, but for a tree with a story, a tree rooted in the lives and work of the people and the community that surrounds it.

During the month of February everyone can choose their favorite trees through online voting at www.treeoftheyear.org.

SCHEDULE

- 31 January | launch of the new website—trees and their stories will be online (without possibility to vote)
- 1—22 February | voting phase | secret voting at www.treeoftheyear.org/vote
- 20 March | Award Ceremony at the European Parliament, YEHUDI MENUHIN amphitheatre
- 21 March | 9 am—12 pm National organizers meeting in Brussels

HISTORY

The European Tree of the Year contest originated in 2011. It was inspired by the popular Tree of the Year contest, which has been organised in the Czech Republic by the Czech Environmental Partnership Foundation for many years. The European round is a finale consisting of the winners of the national rounds, organized by the Environmental Partnership Association.

AWARD CEREMONY

Every year, winners are celebrated in Brussels, in a cultural and festive evening bringing together tree lovers, decision-makers, environmentalists, landowners and national organizers



RULES OF VOTING

1. Voting period: 1 February (00.00 CET) — 22 February (16.00 CET) 2024
2. A person can only vote once using their personal e-mail address
3. The voter always selects two candidates for the European Tree of the Year and confirms the vote
4. Voting is secret throughout the entire voting period - interim votes will not be visible on the website. The interim ranking and number of votes will be announced via press release on 8th and 15th February 2024
5. Votes sent from disposable e-mail addresses are not allowed and will be disregarded
6. Due to transparency of voting, the system does not allow votes to be sent from email addresses with a "+" sign
7. Environmental Partnership Association reserves the privilege to check if an e-mail address is used in line with the rules of the competition and if it is not, to delete such a vote
8. In case the server gets overloaded with fraudulent votes, Nadace Partnerství, the organizer of the contest, reserves the privilege to stop the votes
9. Personal data (e-mail addresses) are only used to identify voters and will not be used for other purposes or disclosed to third parties unless you have chosen to receive the newsletter.
10. Environmental Partnership Association, the organizer of the contest, reserves the right to stop voting or change the rules of voting



2. COMMUNICATION KIT

VISUAL COMMUNICATION

Do you want to create a flyer, a press release, graphics for your digital communication or anything else to support your tree in the Continental contest?

Visit www.treeoftheyear.org/branding or download the whole pack with official graphic templates that you can easily adjust to your needs.

[Download the logo files, templates and guidelines here](#)

ON-LINE COMMUNICATION

FACEBOOK PAGES AND INSTAGRAM

There is the official Facebook page for European tree of the Year:

www.facebook.com/treeoftheyear but you are encouraged to create your own national tree Facebook fanpage and help to share the mission of the contest in your country.

There is also the official Instagram profile of the European Tree of the Year contest:

www.instagram.com/treeoftheyear/, we also recommend creating a profile for your national tree to encourage voting for your tree in your country.

MEDIAS

Contact your national medias to help you with promotion of your national participant of the European Tree of the Year. You will also receive official press releases in advance, and we encourage you to translate it and use it for you national communication. Till the end of January you will also receive an official pressrelease. You are encouraged to translate it and use it for your national communication.



Photo by: Ludvík Plašil



ON-LINE COMMUNICATION

Tool	Description	Target group	Date
Press Release	Voting has began	Journalists & general public	31.01.2024
Press Release	Interim results	Journalists & general public	08.02.2024
Press Release	Interim results	Journalists & general public	15.02.2024
Invitation	Voting ended, the date of the Award Ceremony	Journalists & general public, NO's. partners	28.02.2024
Press Release	Results	Journalists & general public	20.03.2024
Facebook, Instagram, X posts	Ad hoc	people of the region, tree lovers, etc.	periodically

