



ESSEX REGION
CONSERVATION
FOUNDATION

Paper to Trees

Greening the Essex Region

Rethinking the way your company uses paper can help your business as well as the environment. The Essex Region Conservation Foundation has worked closely with corporate partners for over 35 years to provide opportunities for community impact projects and employee education initiatives. Corporate donors work with the Foundation through sponsored tree plantings on urban and rural land. In return, the Foundation provides media recognition events, co-ordinated public relations, tax receipts, and increased stakeholder loyalty. The Foundation invites your company to partner with us and support our goal of 12% natural areas coverage.

Turning Paper into Trees

The Foundation works with corporations to design a program to offset business practices through restoration efforts.

Managing the carbon footprint of your business paper consumption is a cost effective and highly visible way of demonstrating your organization's commitment to environmentally-friendly practices.

A recent survey by The Carbon Trust suggested that:

- Consumers are becoming increasingly concerned about green issues when making purchasing decisions on products and services.
- 74% of people think businesses are not doing enough to cut their carbon emissions and tackle climate change.
- 64% of people say that their carbon footprint is important.
- 66% want to know the carbon footprint of the products they buy.
- 67% are more likely to buy a product with a low carbon footprint.
- 64% are more likely to do business that has a low carbon footprint.

Offset Your Paper Use

To determine your consumption level, use our **Paper Calculator**. Estimate your monthly paper consumption and the calculator will tell you how many trees are needed to offset your paper consumption. The Foundation provides the donation amount needed to have the same number of trees planted by schools, environmental groups, and communities on your behalf! The Foundation will ensure the trees are planted and will track the total trees planted from your donation. This makes offsetting your paper use tangible.

We will acknowledge your support by sending you a certificate, listing your company on our website and Annual Report. We will provide you with “**We’re 100% REPLANTED**” logo (50% and 75% are also available) for you to use on your promotional materials or products. Also be sure to let people in your organization know that they can become 100% Replanted as individuals or families.

About the Paper Calculator

The Paper Calculator is based on research conducted by Conservatree, the Environmental Defense Fund and the Environmental Paper Network. The number of typical trees assumes a mix of hardwood and softwoods 6” - 8” in diameter. Please contact us for further details.

Paper Type	Copy Paper			Catalog Paper			Newsprint			Corrugated Cardboard					
	1 ton Uncoated			1 ton coated			1 ton Uncoated			1 ton Unbleached		1 ton semi-bleached		1 ton bleached	
Recycled Content	0%	50%	75%	0%	50%	75%	0%	50%	75%	0%	50%	0%	50%	0%	50%
Wood Use	4	2	1	3	>1	1	2	1	<1	3	2	3	>2	4	>2
# trees	23	12	8	20	9	5	14	7	3	21	10	22	11	29	14
Seedlings (@\$5.00/tree)	\$138	\$72	\$48	\$120	\$54	\$30	\$84	\$42	\$18	\$126	\$60	\$132	\$66	\$174	\$84
Large Stock (@\$50/tree)	\$1,150	\$600	\$400	\$1,000	\$450	\$250	\$700	\$350	\$150	\$1,050	\$500	\$1,100	\$550	\$1,450	\$700

Plant Trees for as little as \$5.00 each

Consider supporting our restoration tree-planting efforts on behalf of your company’s:

- Paperless Communication or e-Billing campaigns
- Sales, Brand, or Product Line Promotions
- Point of Sale – Add-a-Dollar campaigns
- Social Media Campaign
- Customer Rewards or Matching Gift Program
- Holiday/Special Event Cards
- Employee Appreciation Program

The Jamieson Model

Jamieson Laboratories calculated their paper consumption to 450 tonnes of paper a year. In response, they partnered with the Essex Region Conservation Foundation to plant more than 7,000 a year for ten years, as part of a restoration project at one of the Essex Region Conservation Authority’s restoration projects at Cedar Creek.

“The main driver for us is a desire to pay back for some of the paper we use. Whether it is labels, cartons, or shippers, it is a concern for us. ERCA has been very active and wise in helping us work through this process.” – John Falls, Jamieson Laboratories.

If you wish to receive more information on how you can help the Foundation, or on how to donate, Please contact the Essex Region Conservation Foundation directly at **519-776-5209** or by email at foundation@erca.org or www.ourgreenlegacy.org

About the Essex Region Conservation Foundation



The Essex Region Conservation Foundation (ERCF) was established in 1977 to receive and maintain funds for charitable, educational, conservation and heritage purposes related directly or indirectly to the conservation, restoration, development and management of natural and heritage resources in the Essex Region.

The Foundation’s Mission is to create opportunities for every member of the community to invest in the environment of the Essex region, and create a natural legacy for future generations. The Foundation works to improve the human, economic and environmental health of the Essex Region by raising money for projects undertaken by The Essex Region Conservation Authority.