

Frequently. Asked. Questions.



BLUE
GREEN
PLANET
PROJECT™

Who are we?

Why do we Plant Trees?

Trees take on their own meaning for each of us. For many, there is an emotional connection to trees. They bring back memories of the trees we used to climb as kids, remind us of the feeling of sitting around a campfire and staring up through the canopy up at the stars, and relaxed in their shade, hiding from the hot summer sun to sit and enjoy the day.

Trees are also an essential mechanism of most ecosystems and a stable climate. Trees mitigate temperature, act as a buffer to forest fires and flooding, provide homes for flora and fauna, and maybe most importantly, they are one of the most efficient and proven ways to capture and store carbon.

We believe that climate action cannot wait any longer. While planting trees and protecting our existing forests may just be one piece of the climate action puzzle, we think it's an important one.

Who is BGPP?

BGPP is a collective of tree planters who have decided to give back. Each one of us has a unique story that connects us to the trees, but we all share the same desire to give back by doing what we do best – planting trees. Our goal is to plant 50 million trees by 2026, and invite Canadian's to join us by making change a habit.

It's easy to plant a tree, but it takes a community to plant a forest. Reach out to us on our webpage to learn more.

What does BGPP do?

We give Canadians the choice every single day to give back by planting trees by supporting their favourite brands. We are sharing our collective experience as tree planters to give Canadians the ability to plant trees for carbon sequestration, and so many other benefits that come from the trees.

How do we do this?

We are involved in the entire lifecycle of planting trees. This includes the development of projects with the right trees, in the right place for the right reasons. Securing funds from individuals and businesses who want to give back. And finally coordinating the planting of the trees from seed to soil.

How did you Choose Shark Water Foundation as your Partner?

The late Rob Stewart, the founder of Sharkwater was a major inspiration for BGPP. Through his films, Rob demonstrated the fragility and interconnectedness of our planet; how the blue and the green work in tandem.

He inspired us to capture our mission on film, leading to the annual Tree Planter Film Festival, an event BGPP is proud to have hosted for the past 3 years.

We are proud to be partnered with Rob's Sharkwater foundation as our initial ocean ecology project. We believe that the work they have done is invaluable and is in alignment with our mission to help secure earth's ecosystems.

Why Contribute to BGPP?

More and more Canadians are thirsty for change. The BGPP mission is an opportunity to align the values of Canadians towards securing the future of our climate, by supporting business that enact sustainable practices.

By contributing to BGPP, we can all make climate action as habitual as a daily cup of coffee.

Our Story so Far

BGPP was a feeling for all of us, before it became a reality. The need to combat climate change through habitual change was felt, but hard to realize. Our feelings led to discussions, and partnerships with others who felt the same, and over the past few years, BGPP has planted over 250,000 trees, driven by this existential opportunity to give back.

This is just the beginning of our story. Together, we can make an impact, and leave a world for future generations we can be proud of.



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Work with us

How this Works

Partner with us and invite your customers to plant trees for the BGPP mission by contributing as little as \$0.25 per cup of coffee. If a voluntary contribution model does not feel right for you, we can work together to find a tree planting model that tailored to your needs.

The cost to plant a tree is \$1.42. This includes the entire lifecycle, including project planning, seedling growth, planting of the tree, and independent verification from foresters and our Partners at PWC.

Once a tree is planted you receive confirmation that your coffee shop has planted a tree, and you begin on your journey to planting a forest with your patrons.

Our commitment to you is that we will plant trees you can be proud of. We will proudly display your coffee shop as a Partner in Sustainability in alignment to with our mission.

How Can I Join?

We want to invite you to join us and align with our mission. If we have reached out to you, have a conversation with our team so we can explain how this all works.

If we haven't reached out to you, contact us! We would love to tell you how this works, and at the very least have a stimulating conversation about climate change, and the importance of healthy forests.

The only requirement to join is a shared commitment to our vision. We will provide you with a contribution agreement that will guarantee that your contributions go towards planting trees and sequestering carbon.

How will I know where and when the trees will be planted?

We plant trees in Canada's Western Boreal Forest that would not be planted otherwise. The locations of each of our planting projects will be made available on our website, and each partner will receive confirmation where and when each project has been completed, and audited by a third party.

Traditionally the main focus of tree-planting companies was to service the legal obligations of the forestry sector - a sector that has guided mainly by the value of the fibre in the trees. This is shifting and more and more forested land is being managed for other values.

These are trees that will draw carbon from the atmosphere, help restore the forests to prevent wildfires and retain water to prevent flooding, and so much more. BGPP works with partners and forestry experts to develop quality planting projects to optimize for carbon sequestration, enhanced forest health and community values.

The understanding of forest health is an evolving science and we are constantly adapting our approach in consultation with experts to find the best approach.

How will Joining BGPP benefit my business?

BGPP provides your business with the ability to complement your existing business model by integrating sustainability into you and your customers everyday choices at no direct cost to your coffee shop. Our intention with this project is to promote businesses who pursue a triple P bottom line, People, Planet and Profit.

This is an opportunity to show your commitment to securing the future and aligning yourself with Canadian's who want to make an impact with their financial decisions. Through this, you will be able to strengthen your brand loyalty through a shared commitment from yourself, your patrons and BGPP.

Other ways to Contribute

If asking for individual contributions from your customers doesn't feel right for you, we can work together to find a tree planting model that works. Whether you want to contribute \$0.05 per cup of coffee sold, or contribute lump sums at month end, we can find a solution together.

Connect with us to find the right solution for your goals.

