
Cool Climate Club™
FROM CANOPY TO CHECKOUT
Powered by Canada's Forest Trust Corporation

Nature is one of Canada’s greatest assets, and one of our greatest opportunities for climate action.





Protecting, restoring, and caring for our forests, wetlands, and farmland could reduce climate pollution by up to

78 million tonnes a year.

Measured as CO_2 equivalent. Estimate across Canada's natural climate solutions.
Source: Nature United, Realizing the Value of Nature, p. 2.



For retailers & suppliers, this can mean higher costs, empty shelves and lost sales.

Flooded roads delay deliveries.

Wildfires can close stores and warehouses permanently.

Drought can mean fewer crops and higher prices.

Every product on your shelf depends on nature, at home & abroad.









Make protecting nature part of how you do business.

CANADIANS INCREASINGLY SUPPORT NATURE INVESTMENT



NATURE IS CANADA'S ADVANTAGE. BUSINESS CAN UNLOCK IT.

96% +6 points

agree nature is one of Canada's most valuable economic assets.

85%

support nature-based solutions

48%

more likely to shop at a retailer with a climate action plan

57%

willing to contribute to climate action initiatives at checkout

68%

want to see retailer climate action efforts displayed

*Abacus Data: Canada's Nature Advantage (2025).

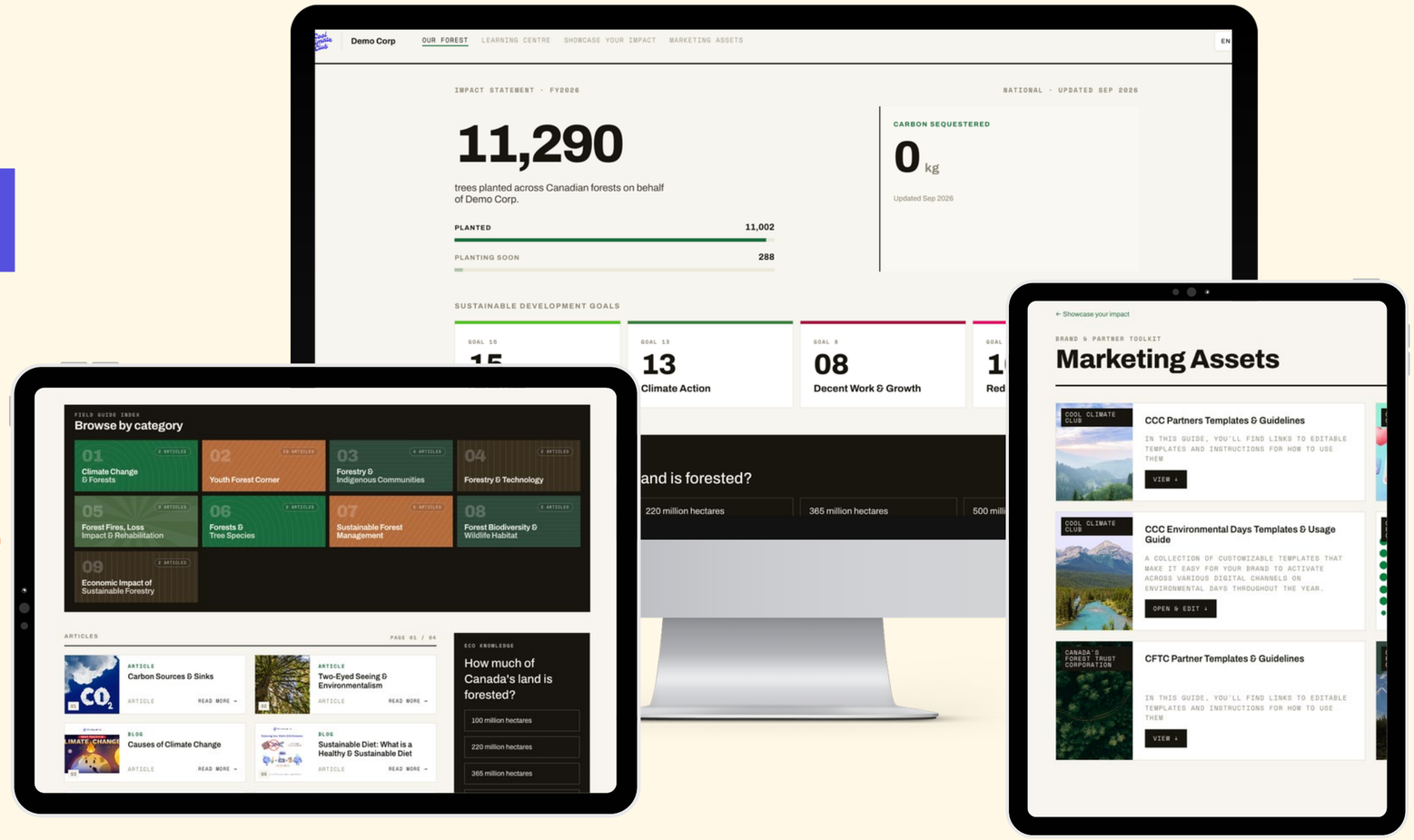
Myth: Sustainability is a cost burden.

Myth: Sustainability is a cost burden.

Reality: Sustainability is an opportunity for growth.

- Grow your brand’s impact
- Connect with conscious shoppers
- Restore what retail relies on
- Give customers a role

WE BUILD CANADIAN SMART FOREST™S



Smart Forest™ Hub + Marketing Assets & Learning Centre



TEN CENTS / TRANSACTION

Just $0.10 from every transaction can grow impact and support Canada’s environmental goals.

*Assuming 1,000,000 transactions annually.

THIS WOULD PLANT OVER

16,000

ESTIMATED TREES PLANTED ANNUALLY

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WHAT IMPACT WILL YOU GROW TODAY



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VISIT BOOTH 104 AND CHAT WITH US