Final Report: Secrets of the Forest - TREE I.D. Web-series

Period: Dec. 2022 - Apr. 2024
Amount awarded: $5,000

Overview

We extend our heartfelt gratitude to the Canadian Tree Fund for their invaluable support through the Jack Kimmel Grant. Their generosity and dedication to arboriculture education have been instrumental in the realization of this project. Thanks to their support, we have been able to offer our TREE ID web-series in French, significantly expanding its potential viewership and educational impact.

Our goal with this project was to produce a French version of the Tree I.D web-series, aiming to enhance educational outreach and foster curiosity and deeper understanding of trees and forests among children aged 6-10 and our secondary audience: their parents and educators.

Achievements

We have successfully produced 10 episodes of TREE ID in English and 7 episodes in French. The web-series is scheduled to launch on May 8th, coinciding with the airing of our television program, Secrets of the Forest, which premiered on April 22nd, Earth Day, on TVOkids.

TREE I.D was created to be a resource for parents and children to learn how to identify the trees in their neighborhood. This resource aims to benefit the community and arboriculture by raising awareness and providing education to a new audience: families. The completion of these episodes, each focusing on the identification of a specific tree, marks a significant milestone. We plan to market these episodes to our current and growing audience for Secrets of the Forest, targeting this specific demographic. We are currently in the early stages of building this audience through our episodes broadcasted on TVOkids, on the TVOkids YouTube channel, and website tvokids.com. Additionally, we are leveraging our network of experts who collaborated on the series to spread the word to arboriculture and nature enthusiasts.

Another milestone of this project, we have produced 26 episodes of Secrets of the Forest in collaboration with various organizations, scientists, and Indigenous peoples. The show premiered on Earth Day alongside some remarkable marketing achievements. Our host for Secrets of the Forest and TREE ID was invited to interview on CTV's The Good Stuff with Mary Berg and CP24 Breakfast to discuss the show's premiere. These appearances, which aired on our release day, significantly boosted our social media presence, benefiting the marketing of TREE ID to this now established audience. Additionally, Canadian Geographic requested an interview with our host and show creator which will be published in coming weeks. Our PR team is continuously pitching the show to be featured in significant publications. We are proud to have collaborated with organizations such as Parks Canada, Ontario Parks, The Toronto Zoo,

and numerous scientists and experts in the field. Throughout the series, we have integrated Indigenous teachings and perspectives, emphasizing the importance of traditional knowledge.

Impact

The positive feedback we have received from our broadcaster, viewers and experts in the field indicates the impact of both projects. We are confident that the release of the show and web-series will lead to the following impacts:

- Increased awareness and knowledge of tree identification among children and families.
- Promotion of a sense of stewardship and connection to nature.
- Inspiration for interest in arboriculture and conservation as career paths.

We plan to measure these impacts through viewership online, including the release on Youtube, Instagram, and our other social media platforms. Additionally, we will gauge the impact by the number of organizations that share TREE I.D. to their own audiences, as this demonstrates their belief in its value as an educational tool.

Conclusion

The Secrets of the Forest - TREE I.D Web-series has successfully achieved its objective of amplifying tree education. The support of the Canadian Tree Fund through the Jack Kimmel Grant has been crucial in making this project a reality.