

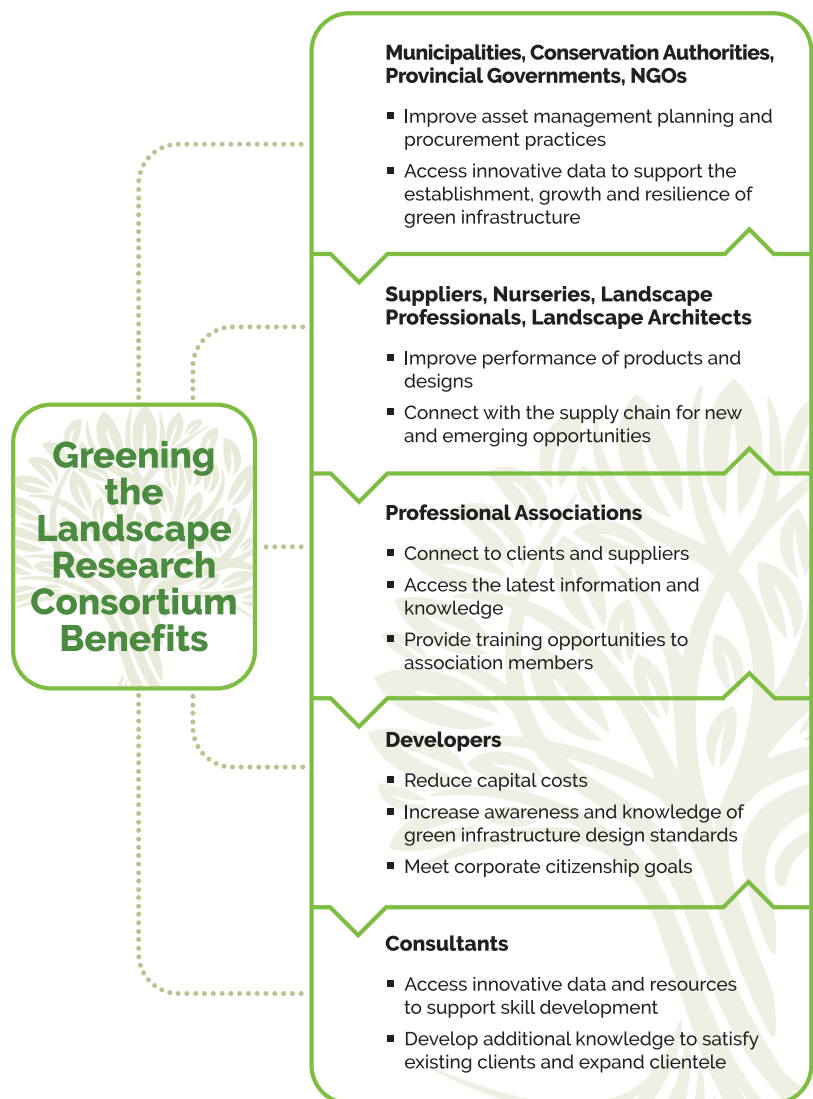


# At a Glance

Vineland's Greening the Landscape Research Consortium, a public-private collaboration launched in 2021, leads urban greening research by setting priorities reflecting industry needs and supporting economic success.

## Why join the consortium?

The consortium offers collaboration with industry peers in addressing challenges and identifying opportunities to advance the sector. Through a network of real world research trials, consortium members from different organizations along the value chain have access to a range of benefits illustrated in the diagram below — from training and skills development to innovative data, network connections and emerging knowledge.







## Research priorities for the industry

Our mission is to build the collective capacity of the Canadian urban tree value chain by developing and mobilizing scientific knowledge within our collaborative network.

Our mandate is to set research priorities based on issues faced by the consortium members. Research priority setting will occur every two years and be open to all consortium members. It will function as a facilitated workshop where needs will be identified by members and the research team. Once needs are identified, there will be an opportunity for members to highlight priorities for the upcoming year.

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## How is the consortium funded?

The consortium is funded by industry partners through a paid membership. Membership fees are paid for a set term and members are invited to renew their membership at the end of each term. Various levels of consortium membership are available to interested organizations along the urban tree value chain.

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## How do I become a member?

Membership is open from April 1 to September 30 each year.

Founding members of the consortium include:

- |                          |                                 |
|--------------------------|---------------------------------|
| ■ Landscape Ontario      | ■ Regional Municipality of York |
| ■ Moser Landscape Group  | ■ City of Burlington            |
| ■ NVK Nurseries          | ■ Town of Lincoln               |
| ■ Walker Industries      | ■ BioForest-Lallemand           |
| ■ Niagara Parks          | ■ Plant Care                    |
| ■ The City of Waterloo   | ■ City of London                |
| ■ ISA Ontario            | ■ Niagara Peninsula             |
| ■ City of St. Catharines | ■ Conservation Authority        |

For more information on the consortium or to learn more about membership options:

visit <https://tinyurl.com/ntudvwjn>

contact [researchconsortium@vinelandresearch.com](mailto:researchconsortium@vinelandresearch.com)