

THE AFFORESTATION PROJECT

PLANT A TREE, GROW A FUTURE





1. THE AFFORESTATION PROJECT MISSION STATEMENT

The Afforestation Project is a not-for-profit organisation and a registered Irish charity. Our mission is to plant approximately 14,000,000 trees in Ireland in an attempt to increase Ireland's woodland cover, promote national biodiversity and mitigate climate change. This mission plays a small part in the larger, worldwide movement of the United Nations Sustainable Development Goals. By planting our trees, we will have an impact on Goal 13 - Climate Action AND Goal 15 - Life on Land, by improving air and soil quality and help combat climate change and its impact on Ireland and the World.

WHO WE ARE

Our members are non-paid volunteers. Many of us have business experience in project management, IT, Human Resources and operations and we have come together to pursue this important mission. In our estimation, by planting 14,000,000 trees we would increase Ireland's woodland cover from 10.5% to approximately 30%, bringing Ireland closer to the EU average.



WHAT WE DO

We believe our mission can be best achieved when organizations and people who value forestry and the environment work together. This is why our project model is based on making collaboration as easy as possible.

The Afforestation Project team has developed an online organizations platform called 'Forest HUB'. This will serve as a framework for all our plantation projects - please refer to Section 4 [Pg. 12] - Execution - for more details.

The HUB can be licensed free of charge to any interested organizations and we will work together to plant, maintain and support trees while educating everyone involved about the benefits of afforestation.



2. OUR PARTNERS

The Afforestation Project will work with other forestry organisations, county councils, individual volunteers and volunteer community groups.

FORESTRY ORGANISATIONS

We seek to work with any Irish forestry organisation that is interested in promoting biodiversity and mitigating climate change.

WHAT WE CAN OFFER YOU

- **The 'Forest HUB' platform** - this is a free, easy to use tool for managing your plantation. Our team is able to tailor the HUB to specifically suit your organisation's model and day-to-day requirements.
- **Free Listing on our plantation map** - we will provide your organisation with great exposure and feature your plantations on our map.
- We can customize the listing display to suit your requirements and we can link it directly to your website.
- Support and collaboration are the pillars of our mission so when you join us you will always have access to our large pool of dedicated volunteers.

WHAT YOU CAN OFFER US

- **Guidance and consultation** - we seek expertise from the Forestry industry and affiliated organizations and aim to learn from them during our plantations and beyond.
- **Exposure** - we need your help in spreading the news about what we do and we will do the same for you. This is paramount in making our mission a success in the future!



COUNTY COUNCILS

We are currently looking to work with any county council that values afforestation and community involvement in Dublin, Wicklow or Meath counties. There is plenty of unused public land that would better serve Ireland and its people if converted into a tree plantation, whether big or small.



WHAT WE CAN OFFER YOU

- Trained, motivated volunteers that will take care of the day-to-day running of each plantation.
- The 'Forest HUB' platform is an online organisational tool that will help us co-administer each plantation with you.
- Communal value shared between the county council and any other community located within its jurisdiction.
- **Positive publicity** - The county council hosting the plantation will be recognized on our online map, giving the council instant publicity.
- **Making the county council a partner** - The Afforestation Project would name the council in its Partner section of the website.
- Volunteer community groups will be recruited by The Afforestation Project and will serve as the main labour force working on our plantations. These will include college societies, secondary schools, corporations and others.
- Up to 75% of funding for all project set-up costs will be provided by our organisation via LEADER funding. This funding will not include the trees but will include hardware, storage and any other one time costs.
- Long-term maintenance of the plantation will be offered by the organisation, if requested by the county council.



WHAT YOU CAN OFFER US

- **Unused public land** - We want to host tree plantations on any suitable plot of land that the council deems appropriate for the community.
- **One point-of-contact** - A council employee, possibly with experience in forestry, that would work with us on an ongoing basis executing the plantations.
- **Tree whips** - The council will decide on the tree species best suitable for the “donated” plantation land, then deliver the trees to the chosen plantation site.





COMMUNITY GROUPS

If you are part of any group, whether a college society, secondary school a company or a support group, we would love for you to join our project!

WHAT WE CAN OFFER YOU

- **Ability to regularly plant trees during planting season** - In today's world it is difficult to find time to plant trees. By joining The Afforestation Project, you will have the option to plant trees on the weekend or as frequently as it suits you.
- **Learn about trees and develop new skills** - Each community group that joins our organization will be properly trained in planting trees and educated in the impact their work has on Ireland and the World.
- **Gain leadership skills**- Each community group that joins us, will pick two or more representatives who will lead their group in liaising with The Afforestation Project in relation to the plantations.
- **Choose how often you plant** - Although each community group must get involved in a plantation at least once a month, you will have a choice to plant more frequently.
- **Plan and communicate all in one place** - Each representative will receive their own account on the 'Forest HUB' making it easy to collaborate with other volunteers and county councils.
- **Tools and uniforms** will all be provided on-site.
- **Positive publicity** - your group will be featured on our plantations map and on our social media networks making it the perfect venue for advertising your brand and developing your environmental awareness.



WHAT YOU CAN OFFER US

- **Your time and dedication** - We realize your time is precious and we value your dedication to our cause, so we kindly ask that your group commits to planting trees to a minimum of once a month with our volunteers.
- Good communication skills are necessary so that everyone is aware of all details pertaining to the next planting day.
- **Independent commute to site** - We will never assign a plantation site that is too far or hard to reach, but it will be the group's responsibility to ensure everyone arrives at the plantation site on time.



INDIVIDUAL VOLUNTEERS

By volunteering with The Afforestation Project as a coordinator, you will get a unique opportunity to develop skills such as project management, HR, communications and of course, learn all that there is to know about planting trees! These skills can be a boost to your CV and could help in furthering your career.

WHAT WE CAN OFFER YOU

- **Convenient assignment to the closest available plantation** - While we cannot guarantee you will be assigned to the nearest site, we will do everything we can to assign you to the most convenient location to you.
- Training will be provided for all volunteer coordinators by our organisation.
- **Planting frequency** - Our plantations can only take place on the weekends. As a coordinator, you will be given the chance to plant at least one plantation every two weeks.
- **Collaboration with various groups** - As plantation coordinator you will have the opportunity to work with various community groups such as college societies, company workforce, secondary schools, etc.
- The chance to progress to the rank of assistant lead coordinator and lead coordinator can make you one of the most important managers at a single plantation!



WHAT YOU CAN OFFER US

- **Dedication and consistency** - we rely on our volunteers so we look for dedicated individuals who can commit to planting trees once every 2 weeks.
- **Strong communication** - Should you no longer be able to continue working with us, we kindly ask you to inform your lead coordinator at least 2 weeks in advance so that we can fill your position as soon as possible.
- **Teamwork and respect of one another** - is expected from all our volunteers.
- **Independent commute to site** - it is the volunteer's responsibility to get to the plantation site.



3. PREPARATION

This section will outline rules and basic procedures that The Afforestation Project will follow.

PLANTING SEASON

Planting season in Ireland spans from October through March and all tree planting by The Afforestation Project will be done during these months. During the off season, between April through September, The Afforestation Project will dedicate its time for plantation maintenance, research, development, recruitment and further expansion of our project.

PLANTING FREQUENCY

During the 2018-2019 season, tree planting can only take place during selected weekends. Our aim is to plant every Saturday or Sunday as the project grows in size.

RECRUITMENT

- 1. County Councils:** The Afforestation Project will approach county councils directly to investigate the possibility of them joining our project. Once the council agrees, they will designate the area and trees for the plantation and will elect a point of contact who will represent the council during the project. This individual will be registered as a land owner on the Forest HUB platform. Login details will be provided accordingly, allowing the council representative to gain access to the Forest HUB where each plantation event will be planned.
- 2. Coordinators:** The Afforestation Project will recruit two team leaders who will oversee the day-to-day running of their plantation. The Afforestation Project board will help them recruit the remaining volunteers (possibly 5-10) who will support the leaders during plantations. Each leader will be given personal login details to the Forest HUB account and access to their specific plantation.
- 3. Communities:** The Afforestation Project CEO will take charge of community group recruitment. He will pursue recruitment of college societies and company workforces through presentations on the Afforestation project and our mission. All communities that want to join us will be able to apply on the Afforestation Project website.



4. EXECUTION

The Afforestation Project aims to plant 14,000,000 trees in Ireland by connecting with all our partners and volunteers through our online plantation platform called the Forest HUB. The following section outlines the Forest HUB operation process.

FOREST HUB — REGISTRATION

Each coordinator and community group recruited for the project will be able to create their own account via our website:

afforestationproject.org/join-us/.

The Forest HUB administrator will confirm the account once they are selected for a specific project.

Council representatives will be emailed by our administrator all account and login details before the plantation commences.

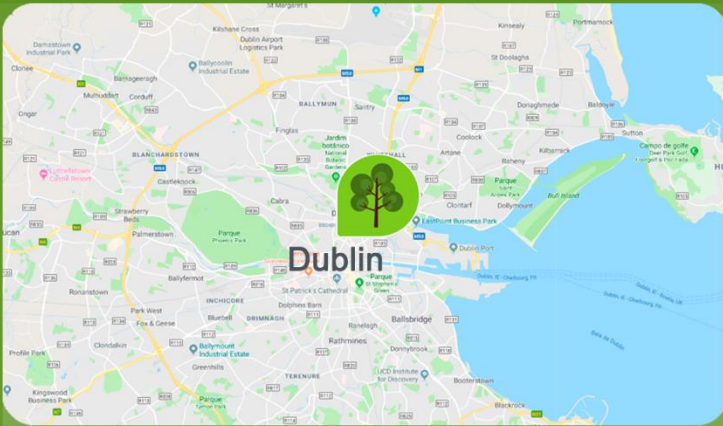
FOREST HUB — PERSONALISATION

Every registered member will be able to access, modify or delete their data as well as upload a profile picture if they so desire.





FOREST HUB – PLANTATION SET-UP

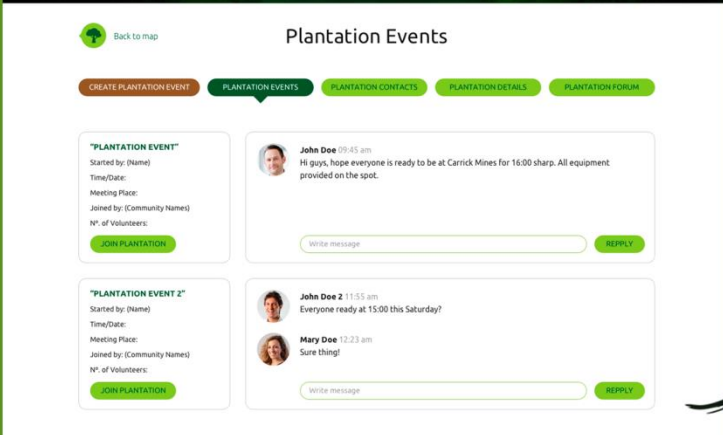


1. After registration is complete, the Forest HUB administrator will create a plantation on the interactive map. This will list plantation details and all the participating members.



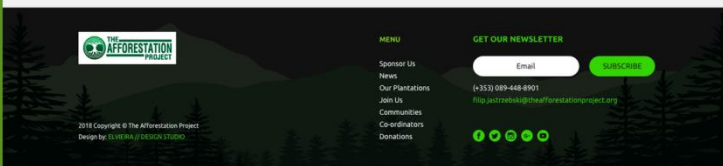
2. The administrator will then link the accounts of the participants with the listed plantation.

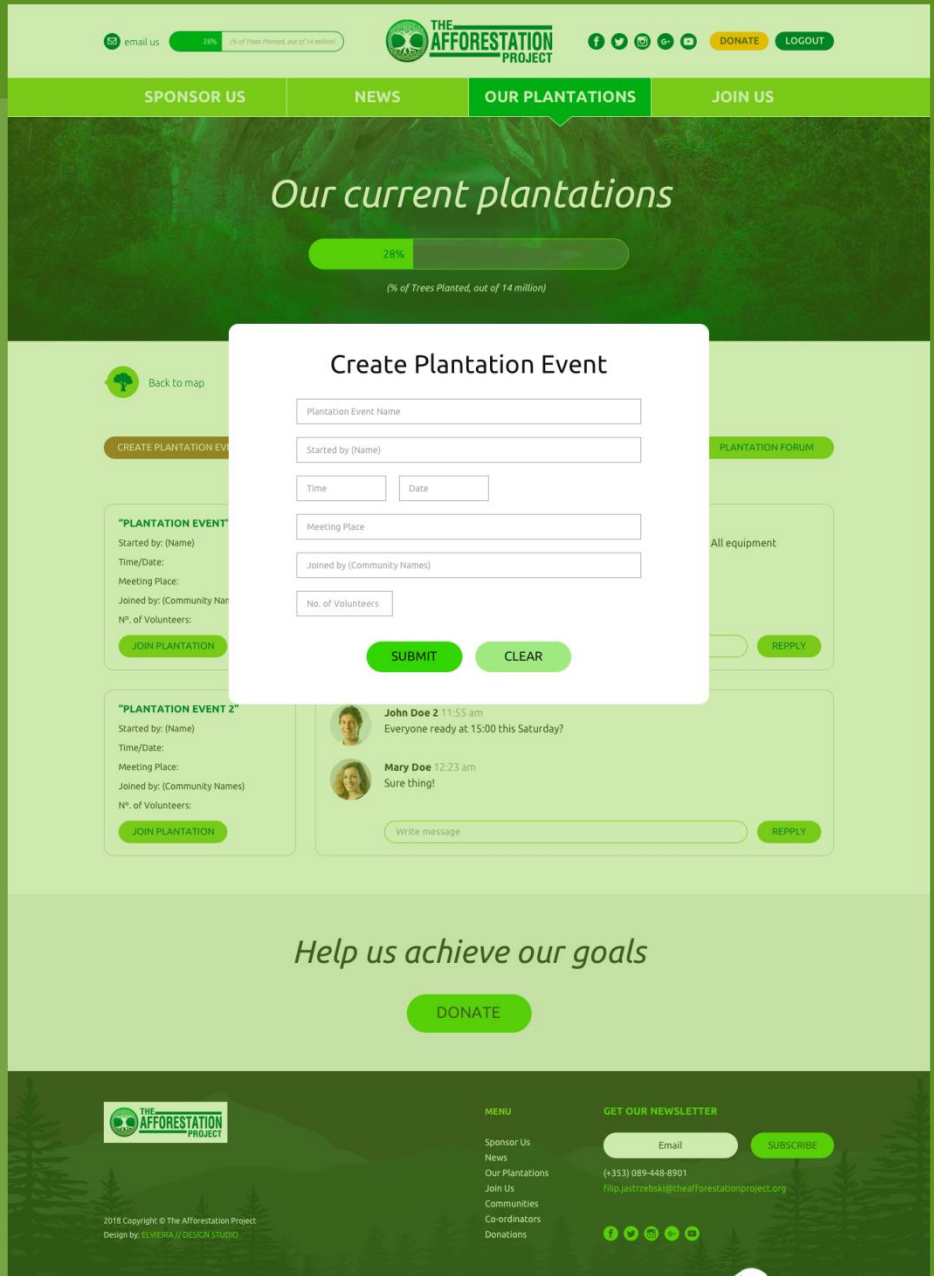
This will give them access to the internal management HUB as shown below. To access, a user must login and then click on the plantation they are assigned to on the interactive map.



Help us achieve our goals

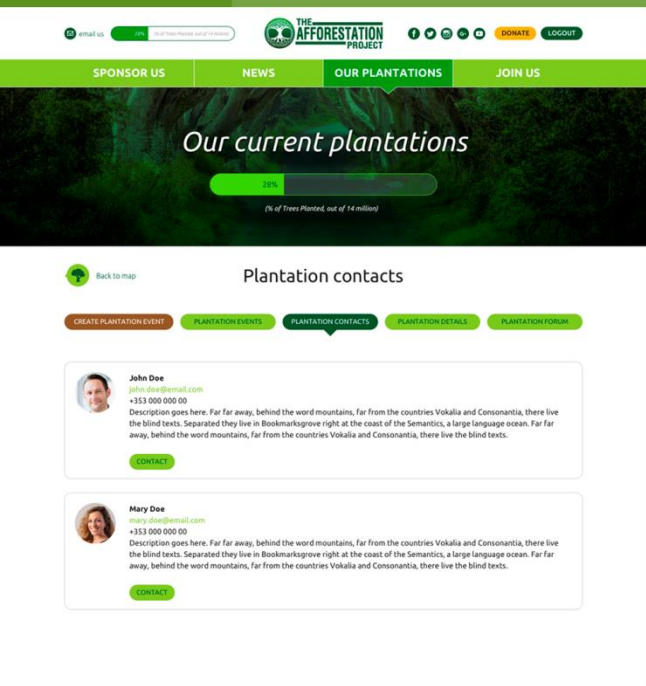
DONATE



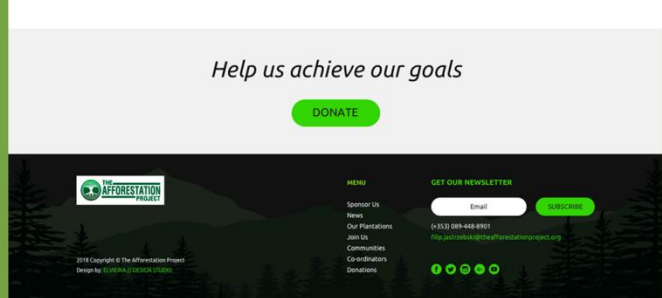
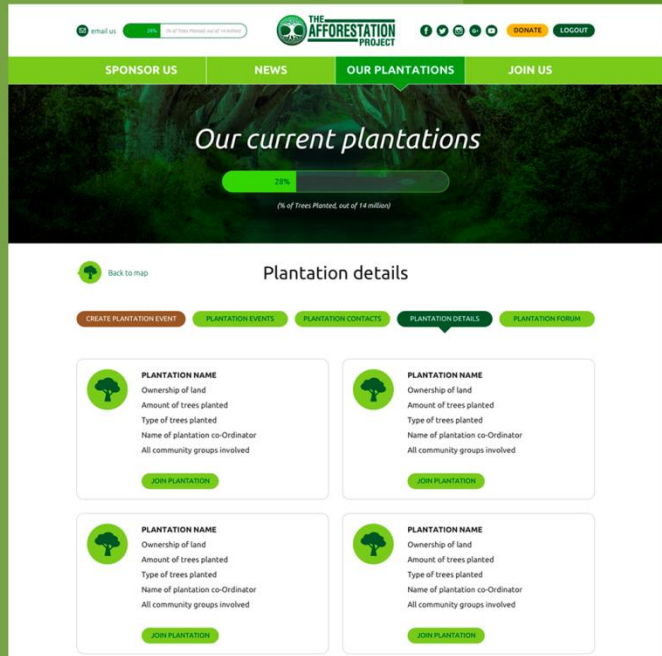
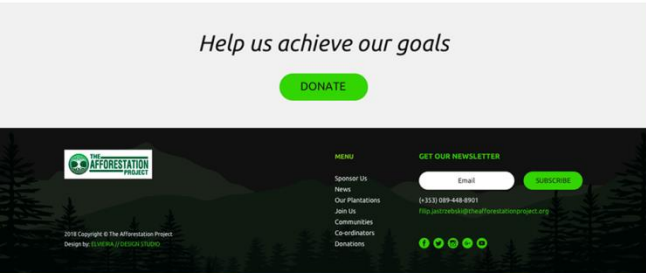


3. After registration is complete, each member will be able to propose a plantation event to the other parties, as shown:





4. All plantation details and participants contact details can be viewed in the HUB, as shown.





DAY-TO-DAY RESPONSIBILITIES

1. **Tree whip delivery:** The council partner will be responsible for delivering all tree whips to the plantation before the volunteers and community groups arrive.
2. **Volunteer arrival:** Community groups will arrive at the plantation site about 30 minutes after the coordinator team arrives. Transport to the site will be handled by community representatives. Volunteers are expected to make their own way home after the plantation.
3. **Plantation time span:** Plantations will last approximately 4 hours, with a 30-minute break.
4. **Leadership:** Plantations will be led by the lead coordinators with ultimate goal to plant all tree whips delivered to the site on the day of the plantation.





5. LONG-TERM STRATEGY

After a specific plantation is finished, the council, community groups and the Afforestation Project would ideally enter into an agreement that would decide how the site maintenance would be handled going forward. This agreement could be devised once we enter into a Plantation agreement with the respective party.

Our proposition is to give special privileges to communities involved in a plantation on which they worked on. For example, the ability to host outside nature classes or recreational class trips. In return, the community would be responsible for completing one day maintenance every 3 months or whatever period the council decides is necessary.

The Afforestation Project aims to upgrade the Forest HUB platform to include maintenance functionalities in the near future.



6. BENEFITS

When afforestation is done responsibly, the benefits are many. By planting the right type of trees in the right type of soil we can combat climate change by:

- Reducing carbon dioxide from the atmosphere
- Producing oxygen
- Maintaining biodiversity and ecological balances
- Preventing/reducing ground erosion and flooding
- Enriching and protecting the soil
- Preserving wildlife
- Providing storm shelter

By collaborating with community groups and county councils we are forging important relationships and promoting community involvement and development.



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