

# ANNUAL REPORT

MAY 2021 — APRIL 2022

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**RENATURE**  
MONCHIQUE

 **RYANAIR**

  
**geota**  
grupo de estudos de ordenamento do  
território e ambiente

TURISMO DE  
PORTUGAL



**algarve**



**ICNF**  
Instituto da Conservação  
da Natureza e das Florestas

  
**MONCHIQUE**  
MUNICÍPIO

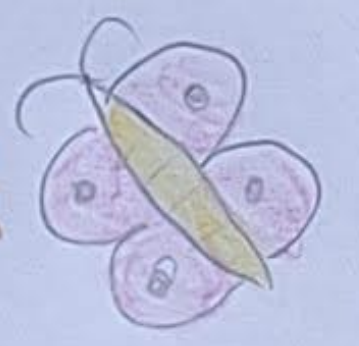
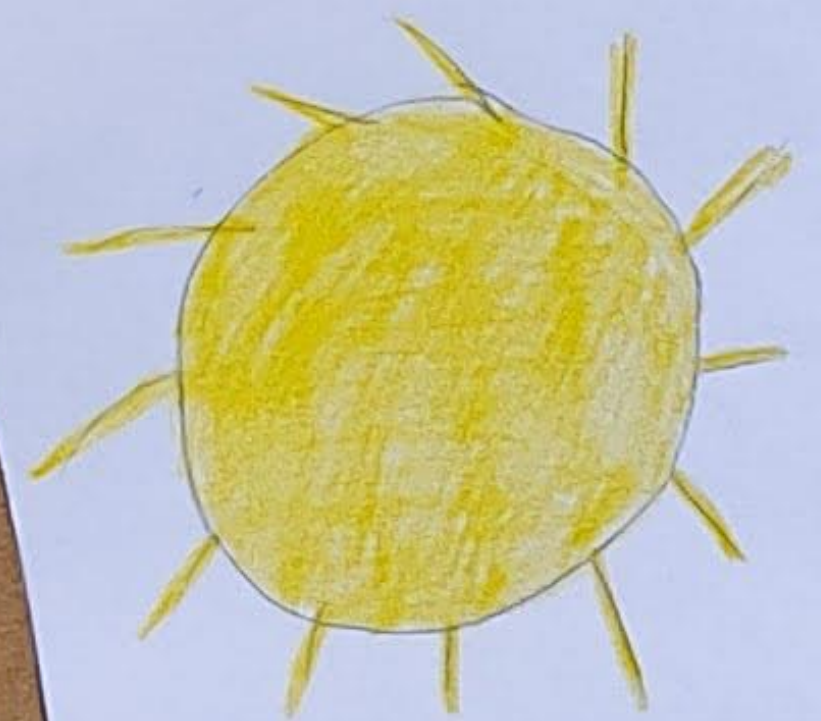


*“In every walk with Nature one receives far more than he seeks”*

— John Muir



Rita Gonçalves





# Project overview

Unlike building a physical structure, such as a house, the intentional intervention of ecological restoration is akin to building a business. The model developed under Renature Monchique focuses on cost versus impact. By working through an NGO, Ryanair and their public partners have set the platform for private-public-civil society partnerships - essential partnerships for large-scale restoration.

From 2019 the Renature Monchique project was able to reach out to landowners, initiating ecological restoration processes (social and/or physical) in 800 hectares of fire-damaged land, planting around 200,000 endemic trees consisting of 9 species from this region. These plantings take place between September and February during the rain season.

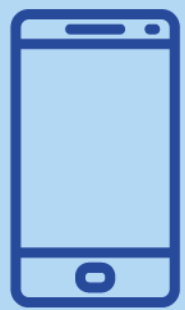
There is an essential requirement to make these projects long-term. The opportunity to recover some of the 'past mischief' is clearly presented as an opportunity to restore lost and degraded habitats, to install hope in many landowners unable to carry out such large-scale restoration, to provide job opportunities, but most importantly, to leave a strong legacy for future generations and to restore lost intergenerational equity.



# Key outcomes

What was accomplished!





**3,190,583**  
**PEOPLE**  
REACHED ON  
SOCIAL MEDIA



**1,093,561**  
**WEB**  
VIDEO VIEWS



**520**  
**VOLUNTEERS**  
PARTICIPATED IN  
PROJECT ACTIVITIES



**600**  
**EXHIBITION**  
VISITORS



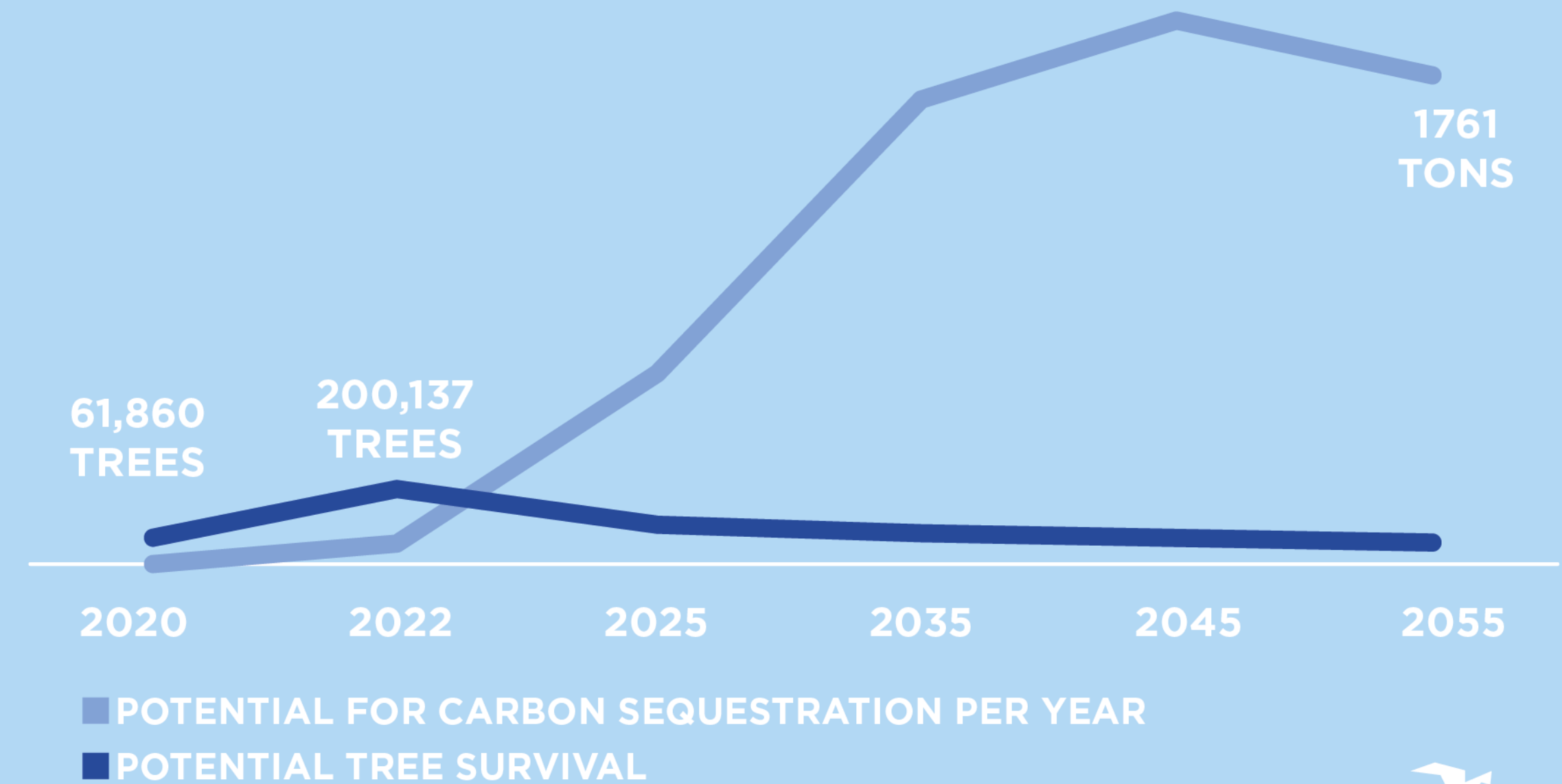
**DUBLIN  
TO FARO**  
1,800 KM  
0,124T CO<sub>2</sub>  
PER PASSENGER



THE TREES PLANTED SHOULD  
BE ABLE TO OFFSET THE  
CARBON FOOTPRINT PER YEAR:  
2045 — 14,201 PASSENGERS  
FLYING DUBLIN — FARO

# 200,137 TREES PLANTED

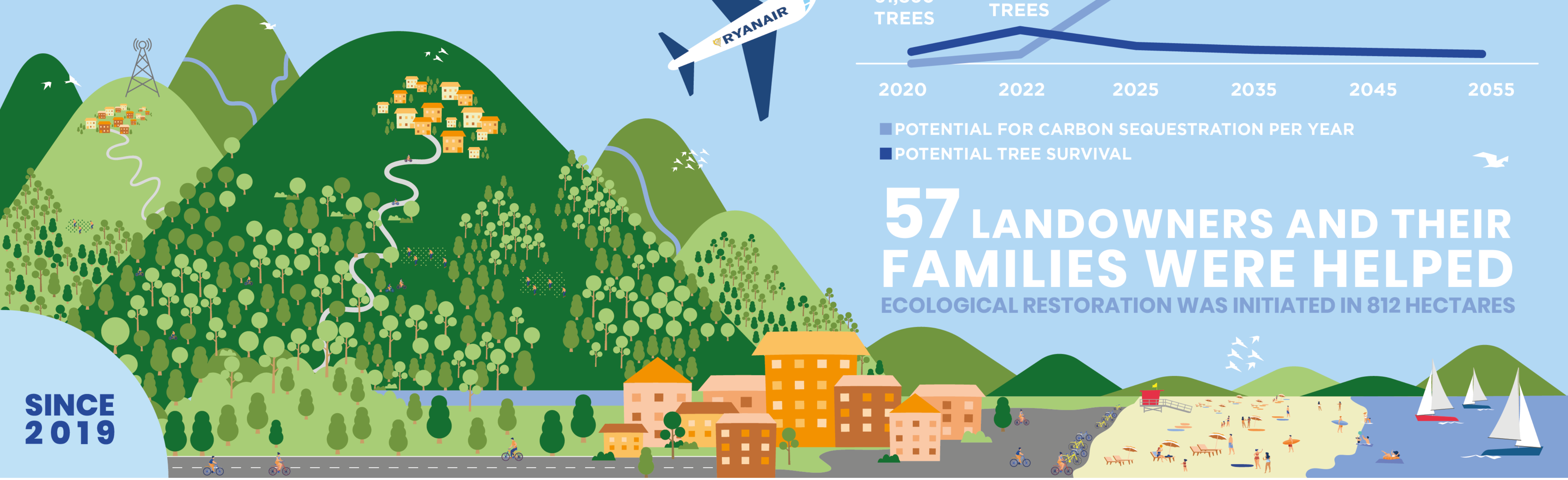
## POTENTIAL IMPACT OF ECOLOGICAL RESTORATION PER YEAR



## 57 LANDOWNERS AND THEIR FAMILIES WERE HELPED

ECOLOGICAL RESTORATION WAS INITIATED IN 812 HECTARES

**SINCE  
2019**





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# Algarve, Portugal





# 01. Public Relations

Strategize first, implement second.



# Why a public relations strategy

**The urgency for developing renature projects** in a context for change in Portugal - 140,000 ha burned on average every year between 2009 and 2018);

Taking advantage of innovative tools by creating a communications model based a **transmedia campaign**;

Project with no immediate visible results - **trees take 15-years to grow**;

Areas of intervention with low visibility and difficult access - **the need for a bigger crowd**;

The possibility of showing the process - **it's not just about planting trees!**



Key concepts







## Web series & Influencers

The campaign of content adapted to each medium of communication, allowing the user to have a more immersive experience according to the amount of content viewed. The central narrative was composed as a web series. On the third season of the web series students from Coimbra were invited to film and produce the episodes. Complementary to the web series three 'influencers' – Margreen, Portimonense Football Club and Madalena Brandão - were invited to participate, thus allowing the project to reach a broader audience.



## Field activities

Content to make known the territory and the ecosystem of the Monchique region and that discloses the process of renaturalization (based on project actions). The specialized field team consists of 15 people mainly from the local community.



## Events

The project communication cycle was completed through events, such as volunteer activities, project exhibition and public relations via both media and project partners. Because of Covid-19 context some public events foreseen in the PR Plan had to be canceled or postponed for the future.



# Caminho para a recuperação

## Path to recovery

### Restauração ecológica

O Restauro Ecológico é um processo abrangente (holístico) e de longo prazo. As intervenções são normalmente planeadas à escala da paisagem ou da bacia hidrográfica, onde a fragmentação devido aos impactos humanos teve o maior efeito sobre a saúde, integridade e sustentabilidade dos ecossistemas.

### Ecological Restoration

Ecological Restoration is both a broad-based (holistic) and long-term process. Interventions are normally planned at the landscape or river basin scale, where fragmentation due to human impacts has had the greatest effect on the health, integrity, and sustainability of ecosystems.

### As quatro fases

### Four phases

A recuperação da paisagem requer quatro fases sequenciais e cuidadosamente planeadas: (1) planeamento; (2) design; (3) implementação; (4) monitorização e gestão. Ao trabalhar as práticas culturais e os processos ecológicos pré-existent, o Renature Monchique pretende usar os agroecossistemas, sustentados sobretudo pelas espécies de sobreiro, medronheiro ou castanheiro, para recuperar e restaurar os sistemas semi-naturais, bem como, sempre que possível, os habitats da área Rede Natura 2000 de Monchique. Como em Portugal 98% da floresta é privada, o projeto só é possível com o envolvimento da comunidade local e dos proprietários florestais que estão interessados em ver as suas propriedades reforestadas.

Fixing the landscape requires four carefully planned and sequential phases: (1) planning; (2) design; (3) implementation; and (4) aftercare. By working with the mutually reinforcing aspects of pre-existing cultural practices and ecological processes, Renature Monchique aims to use the cultural (traditional) agro-ecosystems, mainly related to cork oak, strawberry tree and chestnut, to recover and restore these as seminatural systems, as well as, where possible, the Monchique Natura 2000 habitats. As 98% of the forest in Portugal is private, the project is only possible with the involvement of the local community and landowners who are interested in seeing their properties reforested.

### Apoiar a economia local

Após a identificação, a cada ano, dos proprietários interessados, visitas ao terreno e design das intervenções é montada a operação com vista à realização das ações de reforestação. São contratados trabalhadores locais especializados e são comprados, sempre que possível localmente, todos os materiais necessários para as ações, como árvores, adubos, mulch, etc. Deste modo, o impacto do projeto não é apenas ecológico mas também social, apoiando a economia local num contexto fragilizado pelos incêndios.

### Supporting local economy

After the identification, each year, of interested landowners, visits to the land and design of interventions, the operation is set up to carry out reforestation actions. Specialized local workers are hired and, whenever possible locally, all the materials needed for the actions are purchased, such as trees, fertilizers, mulch, etc. In this way, the project's impact is not only ecological but also social, supporting the local economy in a context weakened by the wildfires.

### Sucesso ou insucesso

Neste caso a reforestação é apenas o início do restauro ecológico sendo um processo que demora décadas a consolidar-se. Nesse sentido é preciso assegurar o bom crescimento das árvores de modo a que venham a ter um impacto social, ecológico e económico positivo. Para isso a monitorização e o apoio à gestão dos proprietários, especialmente em meios sociais e económicos frágeis, é essencial, monitorizando em muitos casos o sucesso ou insucesso das intervenções.

### Success or failure

In this case, reforestation is just the beginning of ecological restoration, a process that takes decades to consolidate. In this sense it is necessary to ensure the good growth of trees so that they will have a positive social, ecological and economic impact. Thus, monitoring and support for land management, especially in fragile social and economic environments, is essential, monitoring in many cases the success or failure of interventions.

### O dia-a-dia do Renature Monchique

#### The day-to-day of the Renature Monchique

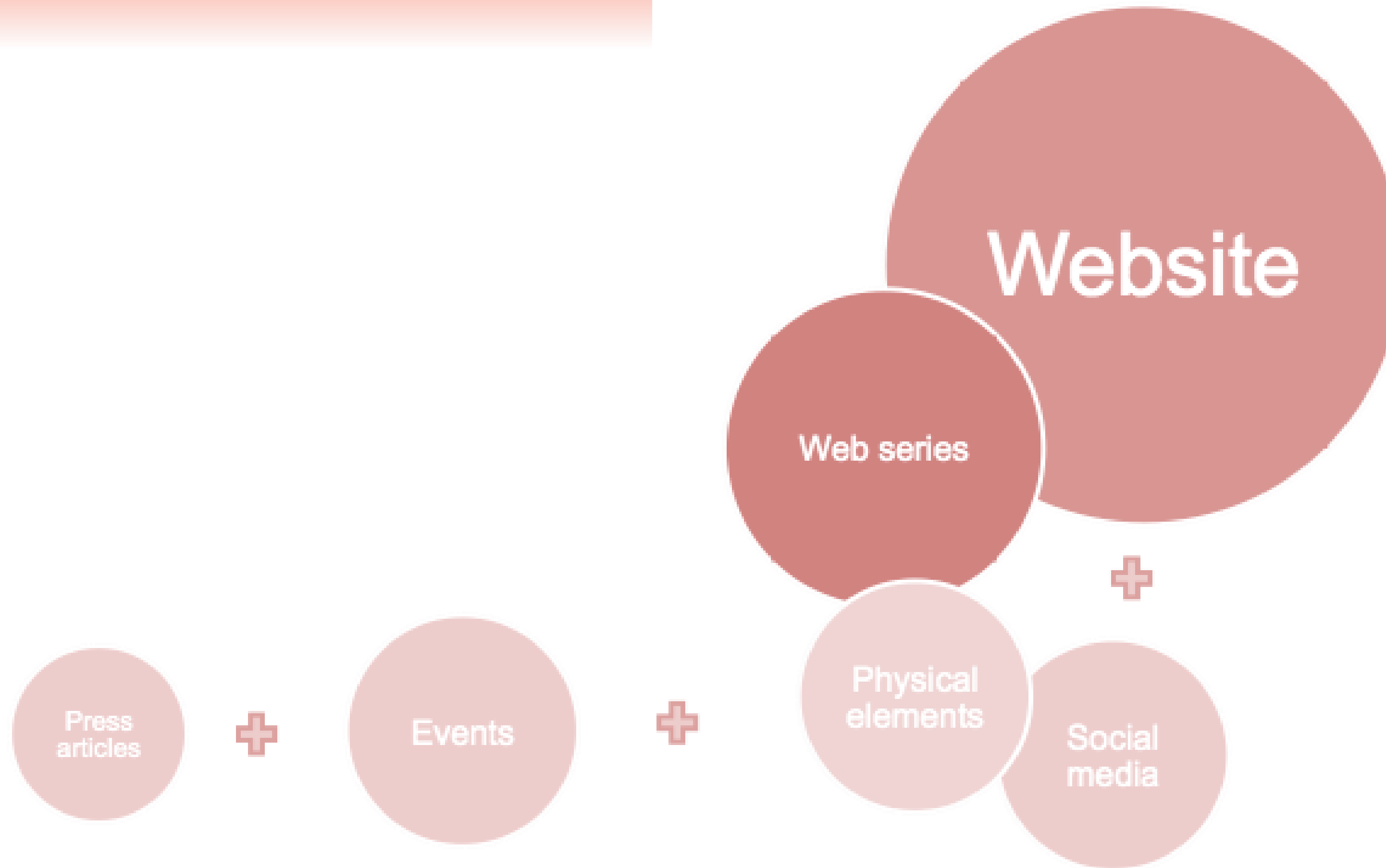
Criado em 2010, o Renature Monchique é um projeto que visa a recuperação das áreas afetadas pelos incêndios, apoiando a economia local e mitigando os impactos futuros das alterações climáticas. Tem-se desenvolvido através de uma estratégia colaborativa com os proprietários locais sendo o resultado da intervenção ecológica resultado de um entendimento entre a coordenação do projeto e os proprietários. Uma equipa profissional assegura a programação e a execução no terreno em conjunto com os membros. Para além da reforestação também são realizadas ações de educação ambiental e voluntariado para a comunidade local.

Created in 2010, the Renature Monchique is a project that aims to recover areas affected by the wildfires, thereby supporting the local economy and mitigating the future impacts of climate change. The project has been developed through close collaboration with local landowners, where the ecological intervention is the result of an understanding between the project coordination and the landowners. A professional team ensures the first intervention planning and its execution in the field, together with the members. In addition to reforestation, the project also implements environmental education actions and volunteerism for the local community.





# Transmedia Narrative





JÁ PLANTÁMOS  
137 MIL ÁRVORES.

QUEREMOS ALCANÇAR  
**200 MIL  
ÁRVORES!**

**RENATURE  
MONCHIQUE**

**ÚLTIMA CHAMADA**

**Quais áreas estão abrangidas?**  
Terrenos afetados pelo incêndio de 2018 inseridos nas freguesias de Monchique e Alferce.

**Quais árvores serão plantadas?**  
Castanheiros-de-Monchique, castanheiros, medronheiros, sobreiros e outras espécies autóctones.

**Tem custos associados?**  
A nossa equipa prepara o terreno e planta as árvores sem custos para o proprietário do terreno.

**Contacto:** mjeronomo@geota.pt | 926 623 988

coordenação:

← IC1 Lisboa

← EN266 Portimão

← EN267 Aljezur

← G.N.R.

← Caldas de Monchique

O Produto da Seta

COVIRAN

← Lisboa

← Portimão

← Fátima



# 1.022.106 people

Reached via social media (-22% than 2020-2021)

# 332.900 views

On the project web series & influencers videos (-32%)

# 200 volunteers

Participated in project activities (+18%)



# Less impact on social but more impact on traditional media

INCÊNDIOS FLORESTAIS

## Projecto recuperou 800 hectares de área ardida em Monchique

A GEOTA pretende alcançar os 2 mil hectares de área recuperada na Serra de Monchique nos próximos anos, apesar da dificuldade de obter financiamento em Portugal. No âmbito do projecto Renature Monchique, esta associação está também a recuperar o Pinhal de Leiria.

Lusa

18 de Fevereiro de 2022, 13:58

Receber alertas



## Projeto recuperou 800 hectares de área ardida na Serra de Monchique



## Exposição do Renature Monchique está no Museu da Água

Por Rita de Oliveira Grossinho — 17:45 - 17 Março 2022







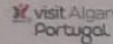
Cooperadora por



Financiada por



Em parceria com



**Título Title**  
Renature Monchique, restauração ecológica na Serra de Monchique

**Organização Organization**  
GEOTA - Grupo de Estudos de Ordenamento do Território e Ambiente

**Coordenação Coordination**  
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**Textos Texts**  
Justin Roberg-Söndergaard

**Concepção gráfica Graphic design**  
João Rijo Madeira  
Miguel Jerónimo

**Fotografia Photography**  
João Rijo Madeira  
Miguel Jerónimo  
Justin Roberg-Söndergaard

A Serra de Monchique foi afetada pelo maior incêndio florestal da Europa em 2018. Quase 28.000ha foram queimadas, afetando não apenas a comunidade local, mas também os habitats naturais e espécies desta área. Impulsionados pelas alterações climáticas e pelo impacto do homem ao longo dos anos, estes incêndios tornaram-se extremamente destrutivos. É preciso agir para travar este flagelo pelo que ficou parado não é uma opção. O Renature Monchique, criado em 2019, é um projeto que pretende restaurar parte dos principais habitats da Rede Natura 2000 afetados pelo incêndio, apoiando o bem-estar local e mitigando os impactos futuros das alterações climáticas, ajudando ao mesmo tempo a comunidade a recuperar do desastre. Como parte da iniciativa de compensação das emissões de carbono da Ryanair, este projeto não apoia apenas a compensação de toneladas de carbono através da plantação de milhares de árvores, mas também ajuda a revitalizar a ecologia da região de Monchique. Resulta de uma parceria entre GEOTA e Ryanair, a Região de Turismo do Algarve, o Instituto da Conservação da Natureza e das Florestas e o Município de Monchique.

Até ao momento o contributo dos passageiros da Ryanair foi de 500 mil euros tendo sido plantadas 137 mil árvores autóctones e apoiados cerca 41 proprietários e as suas famílias. As espécies plantadas são o carvalho-de-Monchique, o sobreiro, o castanheiro, o medronheiro, o carvalho-português, o freixo e o amieiro. Espera-se que no futuro estas árvores plantadas possam ser responsáveis pelo sequestro de 1200 toneladas de carbono por ano. Até abril de 2022 conta-se atingir a meta das 200 mil árvores plantadas.

The Serra de Monchique was affected by the largest wildfire in Europe in 2018. Almost 28.000ha were burned, affecting not only the local community, but also the natural habitats and species in this area. Driven by climate change and the impact of man over many years, these fires have become extremely destructive. Renature Monchique is a project that was created in 2019 to help the restoration of key Natura 2000 habitats, thereby supporting local well-being and working toward the mitigation of future of climate change impacts in the Monchique area of the Algarve. As part of Ryanair's carbon offsetting initiative, this project not only supports the future possibility of offsetting tons of carbon by planting thousands of trees, but also helps to revitalize the current state of the Natura 2000 habitats of the Monchique region. The project results from a partnership between GEOTA and Ryanair, the Algarve Tourism Directorate, the Institute for Nature Conservation and Forests and the Municipality of Monchique.

Until now, the contribution from Ryanair passengers was 500 thousand euros, providing for the planting of 137 thousand endemic trees thereby supporting 41 landowners and their families. The planted species are the Monchique oak, the cork oak, the Portuguese oak, the chestnut, the strawberry tree, the narrow-leaved ash, and the European black alder. It is hoped that in the future these planted trees may be responsible for sequestering 1200 tonnes of carbon per year. By April 2022 it is expected to reach the goal of 200 thousand trees planted.

The Renature Monchique project has been developed through close collaboration with landowners where the decision-making on ecological intervention is the result of an understanding between the project management and the landowners. A professional team from Renature Monchique then ensures the field preparation and planting, at no cost to the landowner. The project also does training, environmental education, as well as undertaking volunteer activities focusing on the local community.



Equipa de terreno, 2020 - 2021  
Field team, 2020-2021



Medronheiro  
Strawberry trees



Reunião com proprietários  
Meeting with landowners





# Influencers trips



*Renature Monchique is a project to restore Natura 2000 key habitats, supporting local well-being and mitigating against the future impacts of climate change in the Monchique area of the Algarve, an area devastated by the largest wildfire in Europe in 2018. We produced three influencers videos this year.*



# 02. Implementation

From Planning to Planting







# The process



## 1. Planning & Design

- Establishing partnerships
- Area selection, survey and analysis
- Project (intervention) design
- Operational planning



## 2. Planting

- Site recovery and preparation
- Planting



## 3. Aftercare

- Monitoring and evaluation
- Replanting

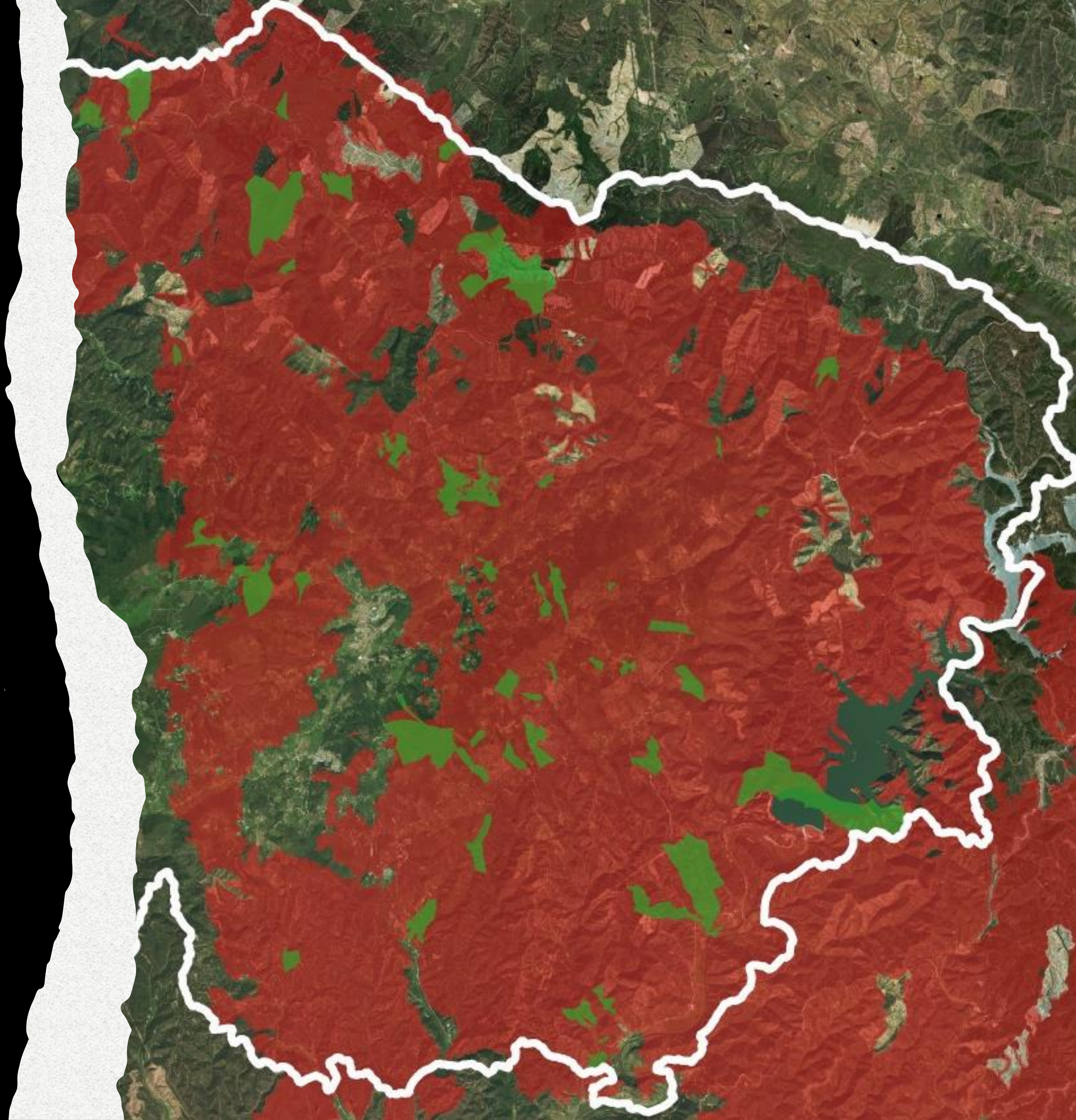




**Area of Intervention**

**Area burned**

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63,137 trees

**planted**

250 hectares were added to the project area.



**More**

**16 landowners  
and their families**

**Were helped.**

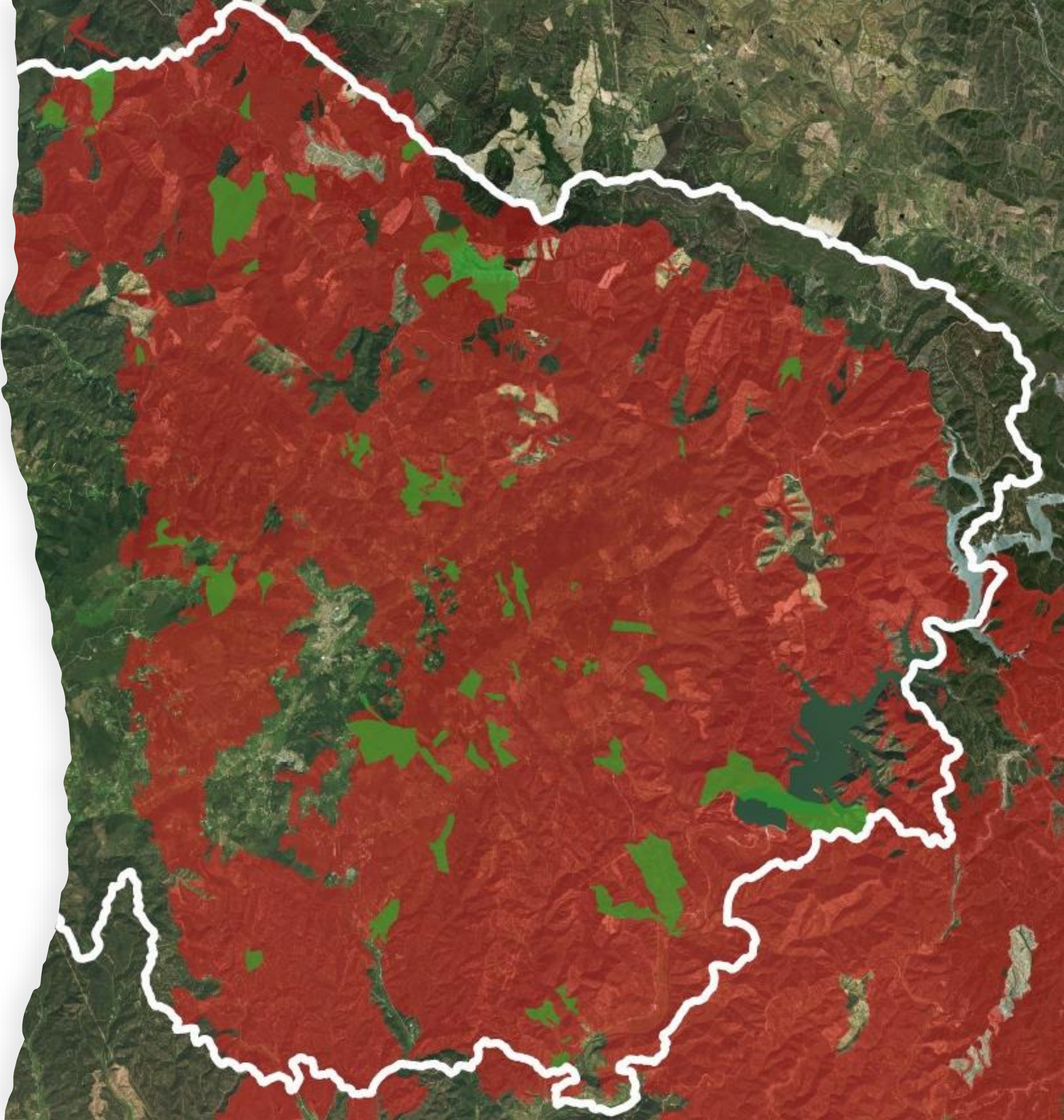


**Ecological restoration** is both a social process and a physical process. **Social** because it requires the cooperation and the capacitation of private landowners/community. **Physical** because it needs intervention on the land, i.e., carry out activities relating to the preparation of plots, such as marking access routes, stabilising eroded areas, removing invasive species, setting markers where planting will take place and finally planting.

Not all the areas required intervention, a selection that was crucial in order to maximize the impact of the interventions. Ecological restoration is a medium to long term process that can take 15 to 20 years to complete.

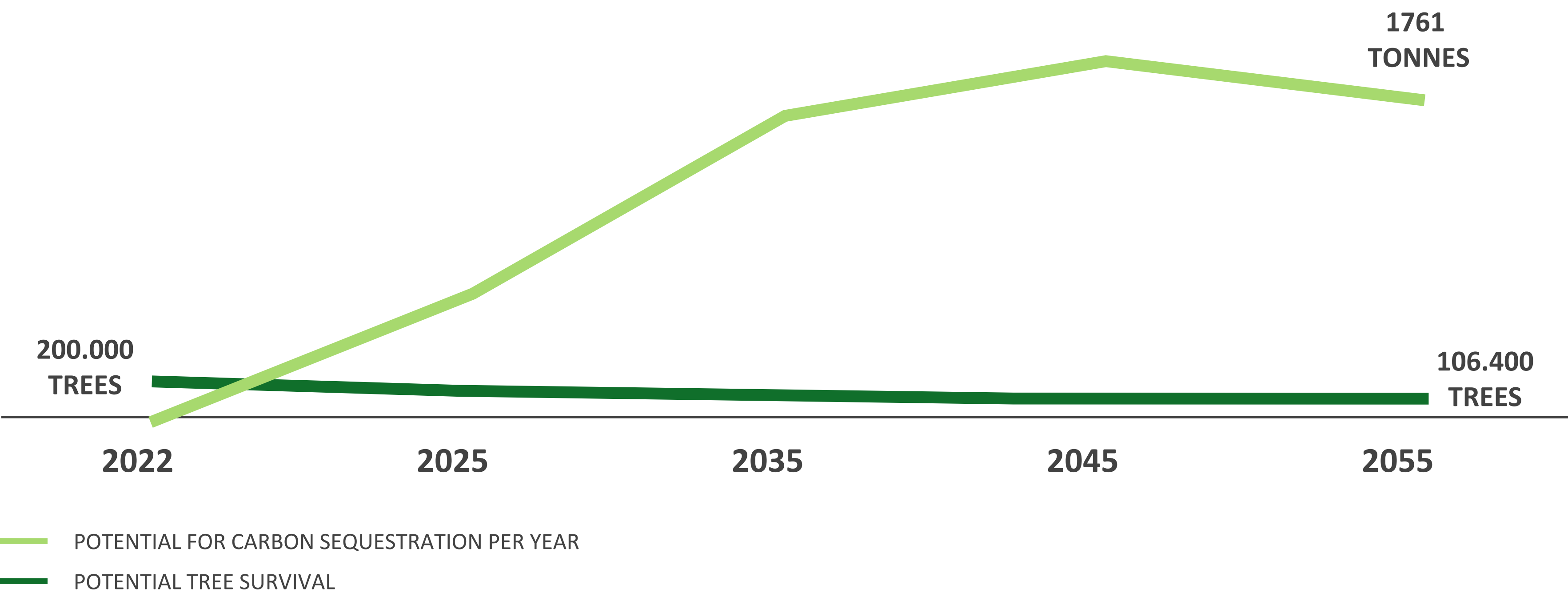


Species	Number of trees planted
Cork Oak	15 911
Strawberry tree	43 876
Common alder	50
Chestnut	2 226
Holm oak	1 040





# The potential impact of ecological restoration



Tree mortality estimated at 30% until 2025, 20% from 2025 to 2045 and 5% from 2045 to 2055 (an uncertain and unpredictable factor)<sup>[1]</sup>  
Carbon sequestration calculated @ 22kg/year for adult trees (0.02 tonnes)<sup>[2]</sup> per year

<sup>[1]</sup>Detailed knowledge of tree mortality (death) and its causes are limited by some practical considerations such as: the reaction of young trees being removed from a nursery environment into the field; the life span of tree species; and, the infrequency, as well as episodic nature of tree mortalities and reasons for this, such as rainfall and temperature, wind and fire, pests and diseases, specific of the Mediterranean region.

<sup>[2]</sup>Source: Trees help tackle climate change (European Environment Agency 2012). Available at: <https://www.eea.europa.eu/articles/forests-health-and-climate-change/key-facts/trees-help-tackle-climate-change>.





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# 03. Financial Execution

Turning cost into investment



# Main cost centres

## Project Coordination

Project tasks relating to communication, planning, task schedules, partner participation, organising/controlling, administration, monitoring, evaluation & reporting, problem solving and resolutions.

## Field Personnel

Responsible for all field work to be carried out. Work team consists of Field Coordinator (specialist) with 6 work team members.

## Materials

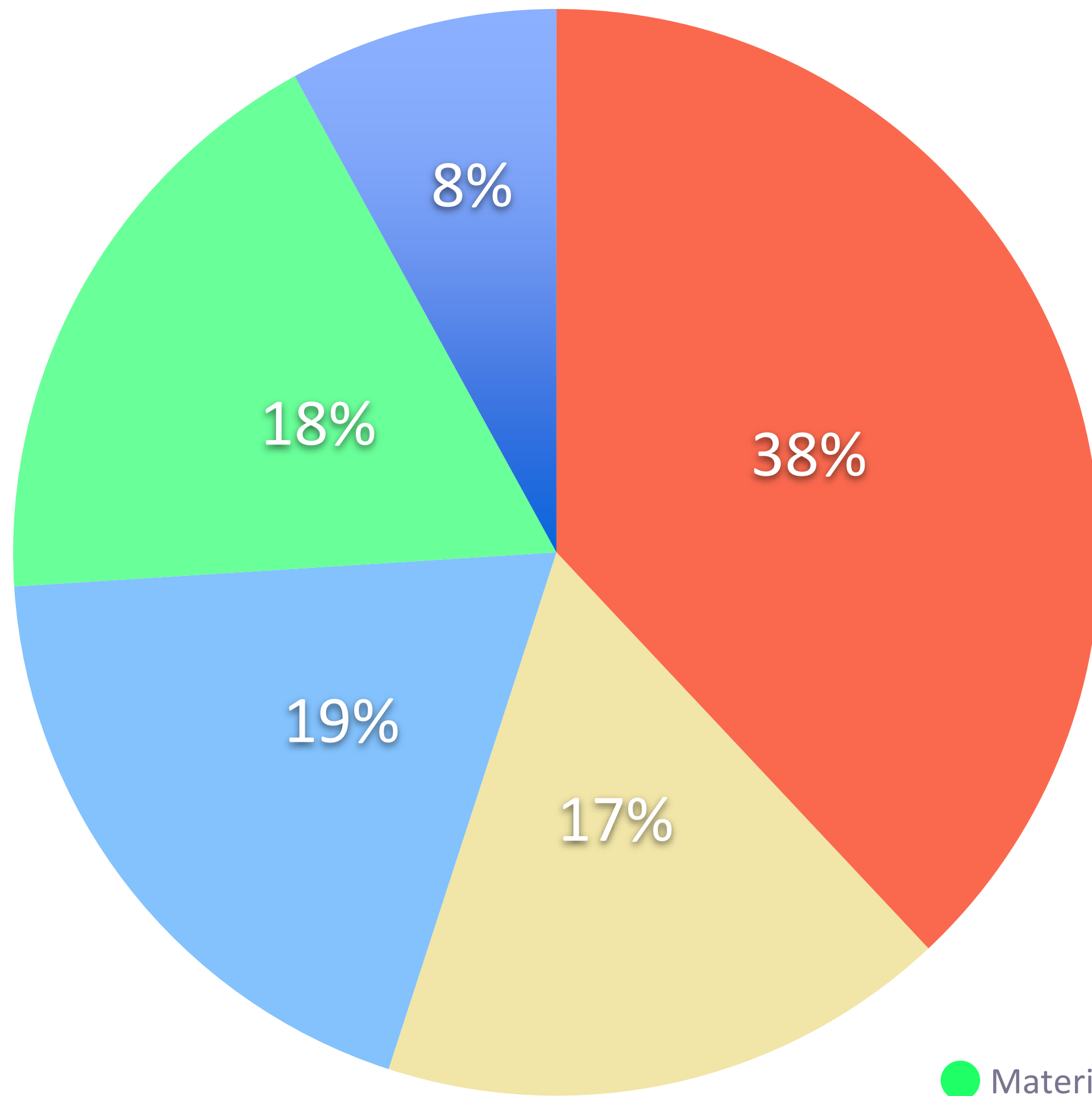
Purchase of autochthonous trees/shrubs and seedlings needed for the planting actions and all materials for the ground preparation; materials to adapt Monchique's municipal nursery to receive the plants; materials for the volunteer actions.

## Project Awareness

Production of the project web series; development; communication materials for social media and media in general.



# Main cost centres



By using a low impact methodology for the intervention (ecological restoration), most resources are linked to materials (trees) and human labour (field personnel). A total of 240,933€ was spent. A total 20,863€ remained: 3,233€ after the first year, 8,563€ after the second year and 9,067€ after the third year. These amounts will be included in the Investment Plan for the fourth year of the project, i.e., May 2022 to April 2023.

Materials

Project Awareness

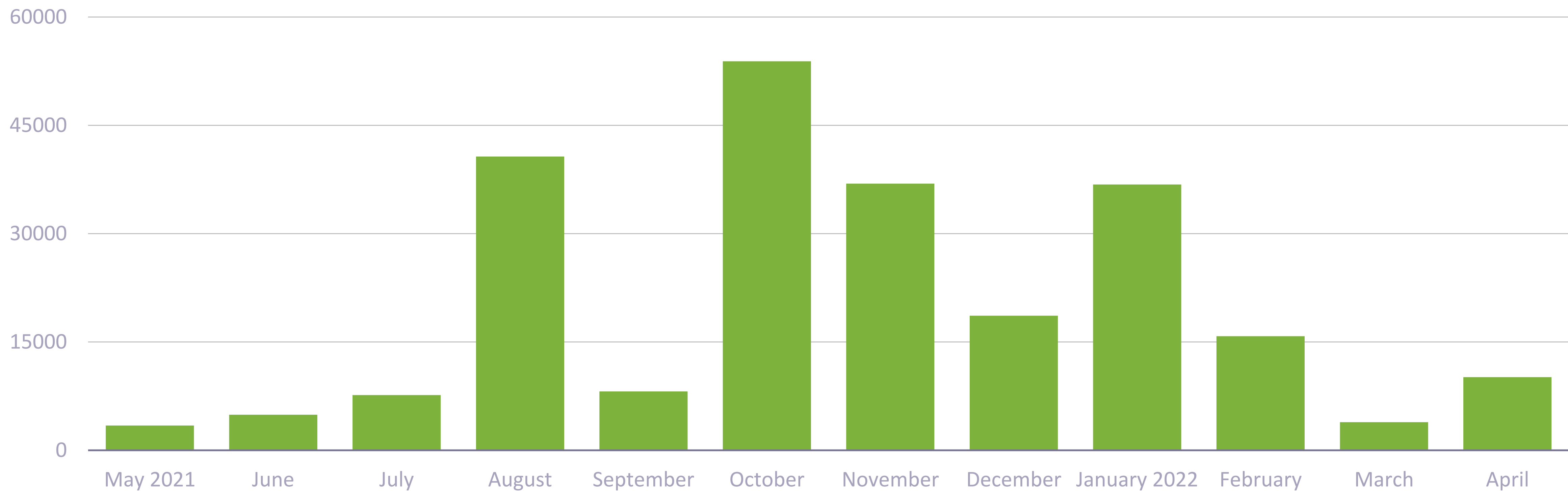
Coordination

Field Personnel

Not spent



# Monthly distribution





# Turning cost into investment

Travelling from Dublin to Faro — 1800 km — 0,124t CO<sup>2</sup> per passenger.

By 2055 the trees planted since 2019 should be able to offset (per year) the carbon footprint equivalent of **14,201 passengers** flying from Dublin to Faro.





**A strong team with a common purpose.**