

# ANNUAL REPORT

MAY 2023 — APRIL 2024

MIGUEL JERÓNIMO — COORD.



**RENATURE**  
MONCHIQUE

 **RYANAIR**

  
grupo de estudos de ordenamento do  
território e ambiente

TURISMO DE  
PORTUGAL 

**algarve**

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

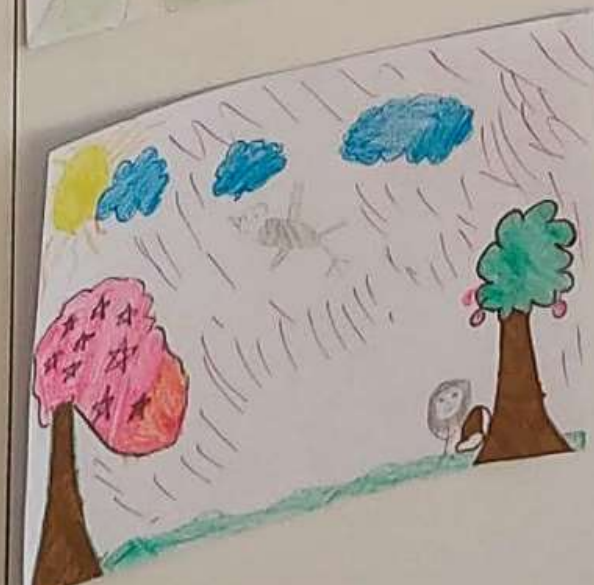
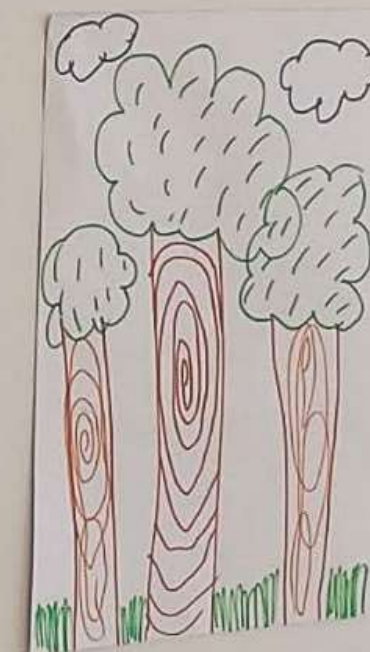
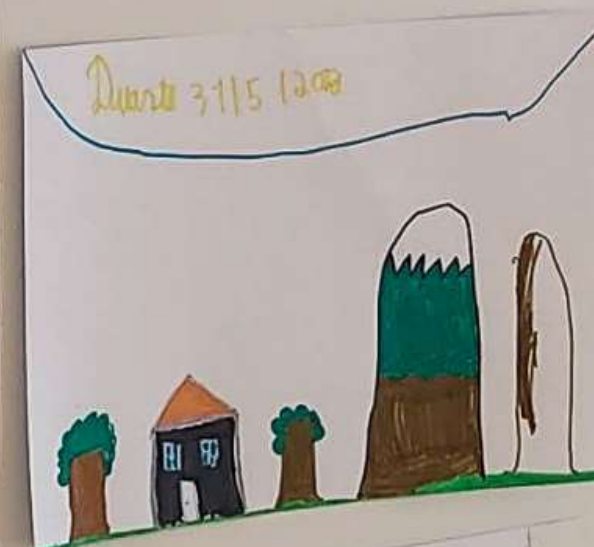
  
**MONCHIQUE**  
MUNICÍPIO

*“To be without trees would, in the most literal way, to be without our roots.”*

— Richard Mabey



# Desenha a floresta dos teus sonhos





# 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.

Since 2019 the Renature Monchique project was able to reach out to landowners, initiating ecological restoration processes (social and/or physical) in 1 195 hectares of fire-damaged land, planting close to 384 000 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!





**6.187.464**  
**PEOPLE**  
REACHED ON  
SOCIAL MEDIA



**1.502.674**  
**WEB**  
VIDEO VIEWS



**600**  
**VOLUNTEERS**  
PARTICIPATED IN  
PROJECT ACTIVITIES



**12.340**  
**EXHIBITION**  
VISITORS



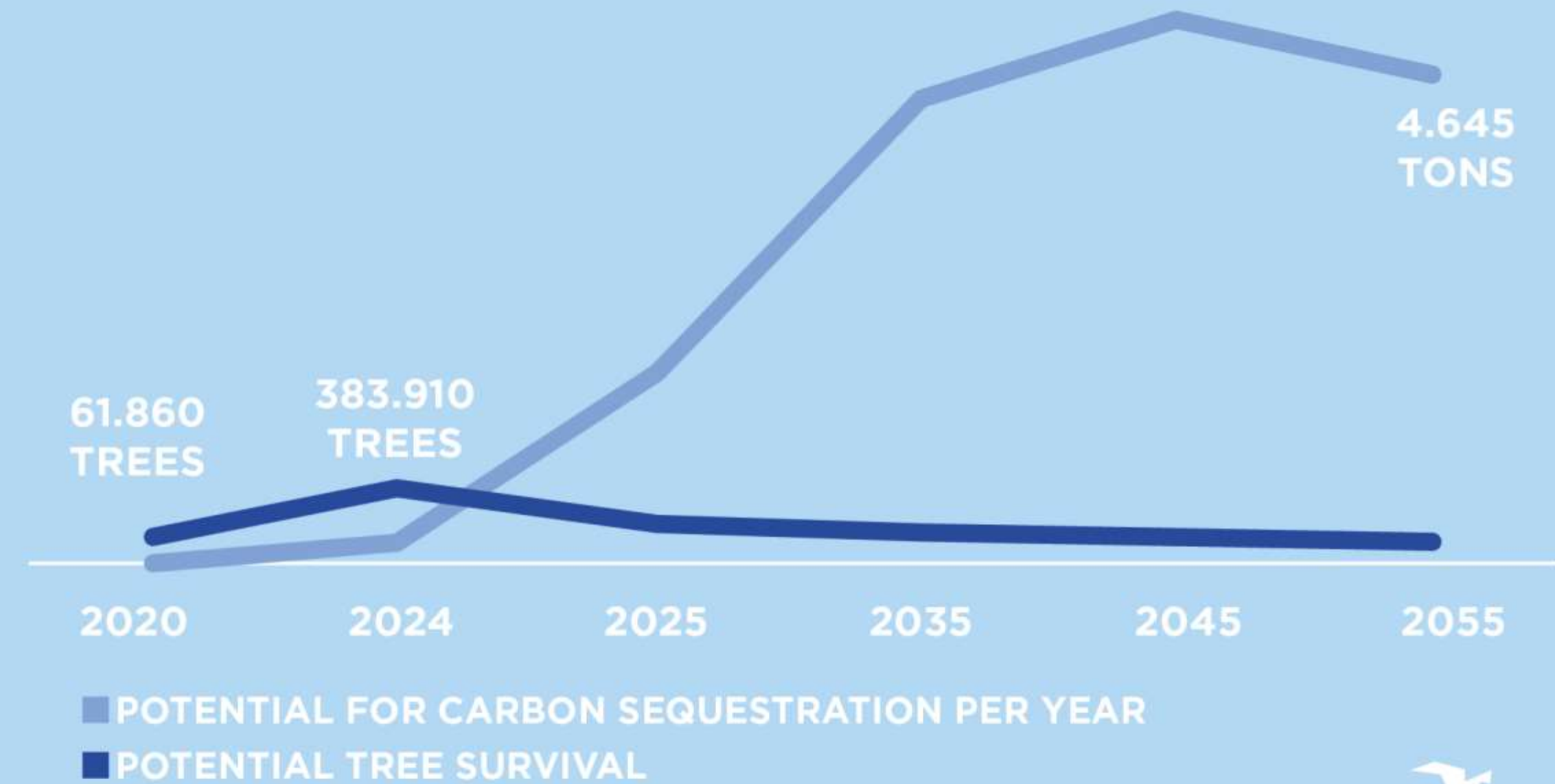
**DUBLIN  
TO FARO**  
1.800 KM  
0,124T CO2  
PER PASSENGER



THE TREES PLANTED SHOULD  
BE ABLE TO OFFSET THE  
CARBON FOOTPRINT PER YEAR:  
2055 — 37.459 PASSENGERS  
FLYING DUBLIN — FARO

# 383.910 TREES PLANTED

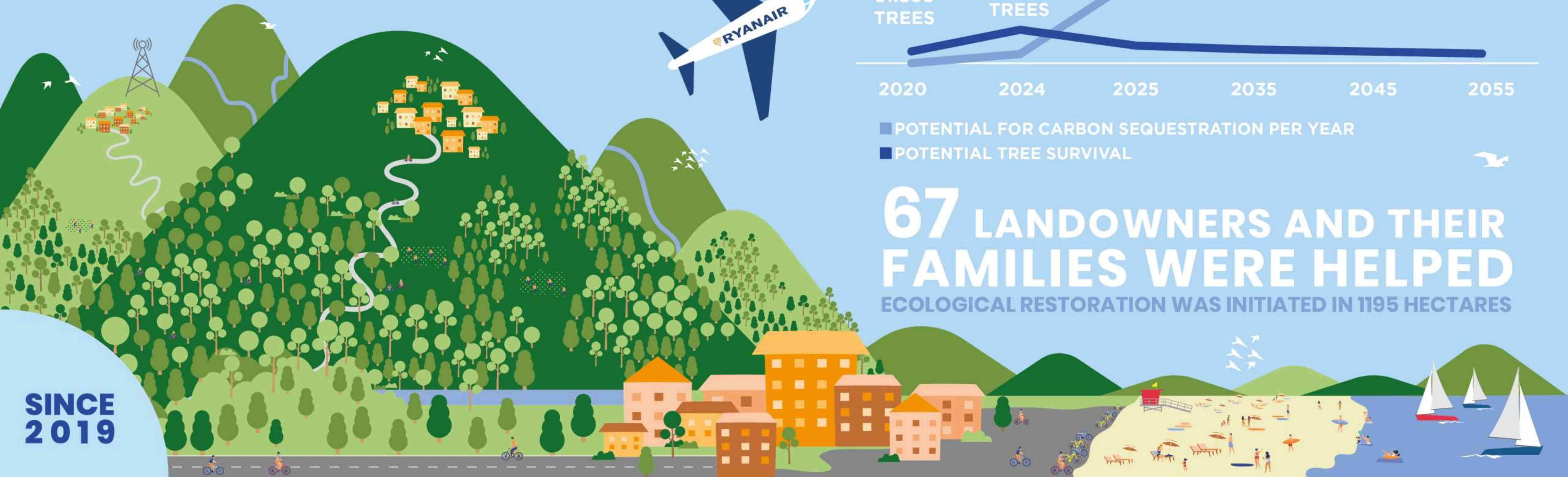
## POTENTIAL IMPACT OF ECOLOGICAL RESTORATION PER YEAR



## 67 LANDOWNERS AND THEIR FAMILIES WERE HELPED

ECOLOGICAL RESTORATION WAS INITIATED IN 1195 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



A word cloud centered around the word "MONCHIQUE". The words are arranged in a circular pattern around the central text. The words are in various shades of green and brown. The words include: RENATURE, MONCHIQUE, RIBEIRA DE SEIXE, GREEN INFRASTRUCTURE, NATURE, HABITATS, PERNA DA NEGRA, WILDFIRE, NATURA 2020, CARVALHO DE MONCHIQUE, COMMUNITY, LANDSCAPE, ECOSYSTEMS.

RENATURE

MONCHIQUE

RIBEIRA DE SEIXE

GREEN INFRASTRUCTURE

NATURE

HABITATS

PERNA DA NEGRA

WILDFIRE

NATURA 2020

CARVALHO DE MONCHIQUE

COMMUNITY

LANDSCAPE

ECOSYSTEMS





## 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. Continuing last years strategy ‘influencers’ were invited to visit the project – Rita Tapadinhas – 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 projet actions). The specialized field team consists of 15 people mainly from the local community.



## Events

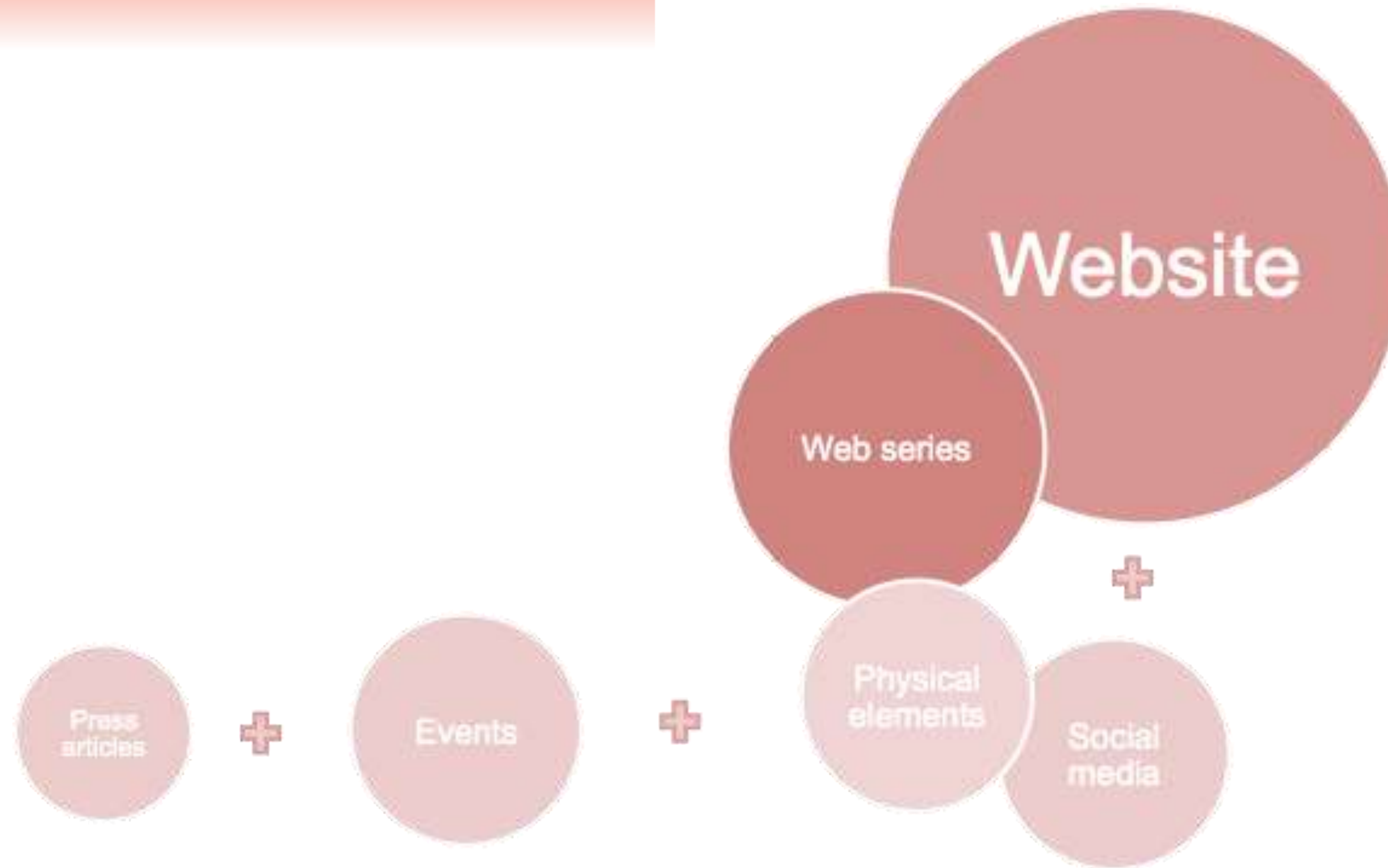
The project communication cycle was completed through events, such as volunteer activities, project exhibition and public relations via both media and project partners.







# Transmedia Narrative









# 1.189.094 people

Reached via social media

# 218.621 views

On the project web series & influencers vídeos

# 30 volunteers

Participated in project activities



# More impact on social media, traditional media and awards winnings



AZUL PLANETA CLIMA SUSTENTABILIDADE BIODIVERSIDADE POLUIÇÃO MULTIMÉDIA OPINIÃO SOBRE ABC DA TERRA MAIS

## GEOTA plantou um milhão de árvores autóctones e quer plantar mais dois milhões

O objectivo da organização GEOTA é plantar mais dois milhões de árvores autóctones no Parque Natural da Serra da Estrela, na serra de Monchique e na Mata Nacional de Leiria até 2027.

Inês Sousa e Silva

8 de Fevereiro de 2024, 21:01



## Planting for the future

On the ground since 2019, “Renature Monchique” was relaunched in the middle of the Monchique mountains on Forest Day, November 23rd.

By Kate Sreenarong, in [News](#), [Algarve](#), [Environment](#), [Renature](#), [Sustainability](#) · 30 Nov 2023 · [0 Comments](#)





RENATURE / [geota.pt](http://geota.pt)



# 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 two 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

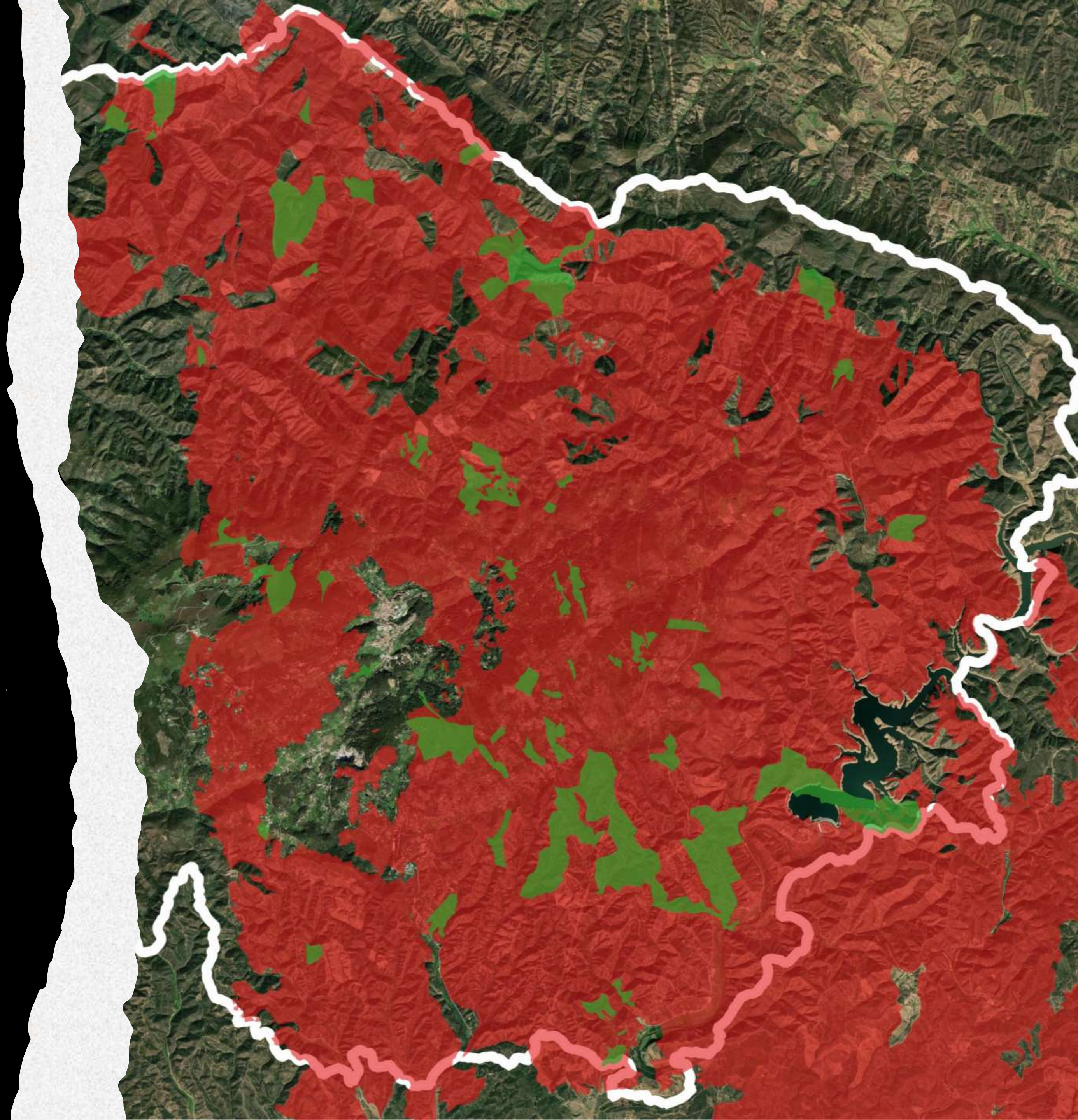




**Area of Intervention**

**Area burned**

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113.749 trees

**planted**

310 hectares were added to the project area..



**More**

**7 landowners**

**and their families**

**Were helped.**

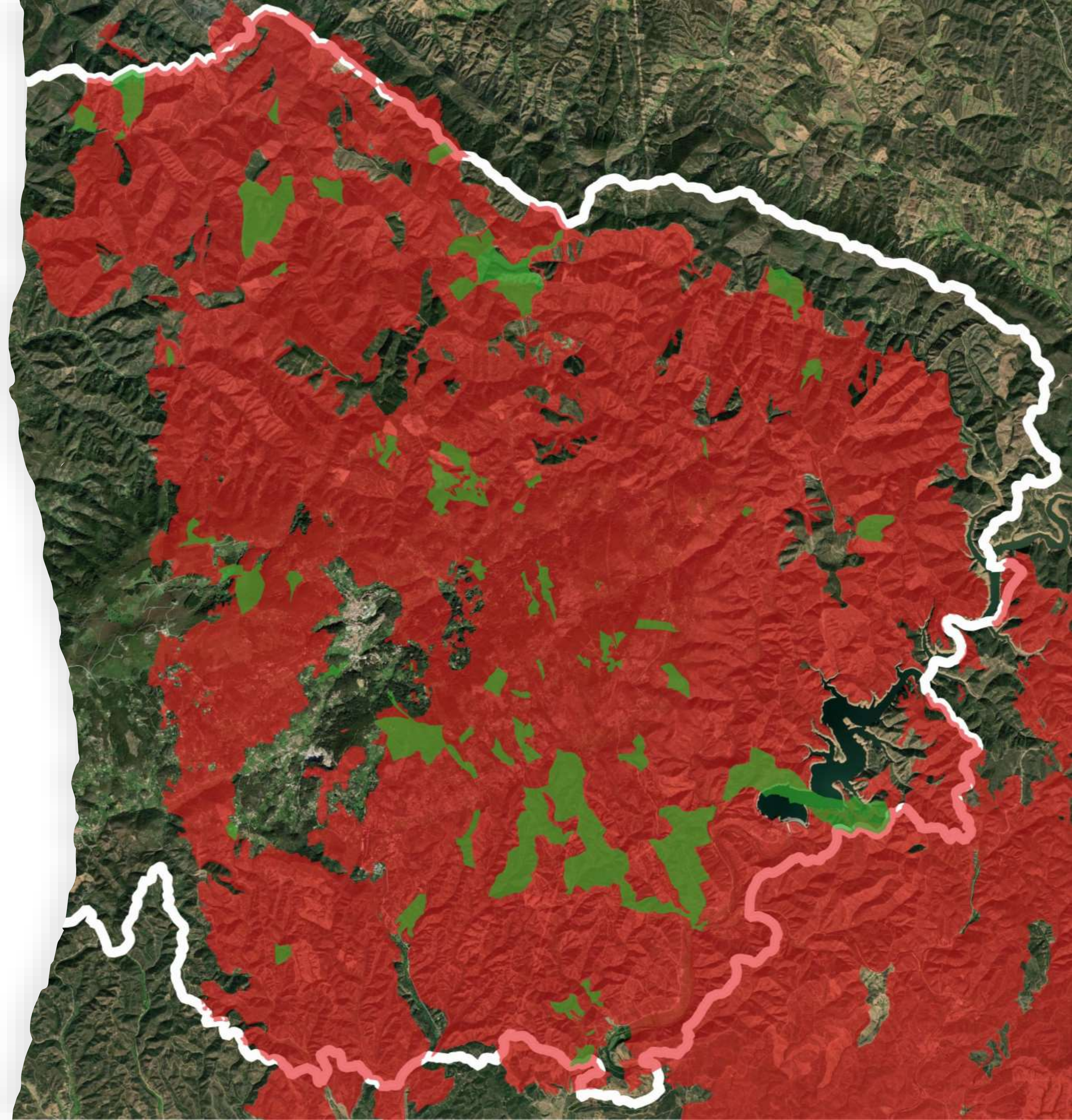


**Ecological restoration** is both a social process and a physical process. **Social** because it requires the cooperation and the capacitation of private landowners/community. **Physical** because it needs intervention on the land, i.e., carry out activities relating to the preparation of plots, such 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.

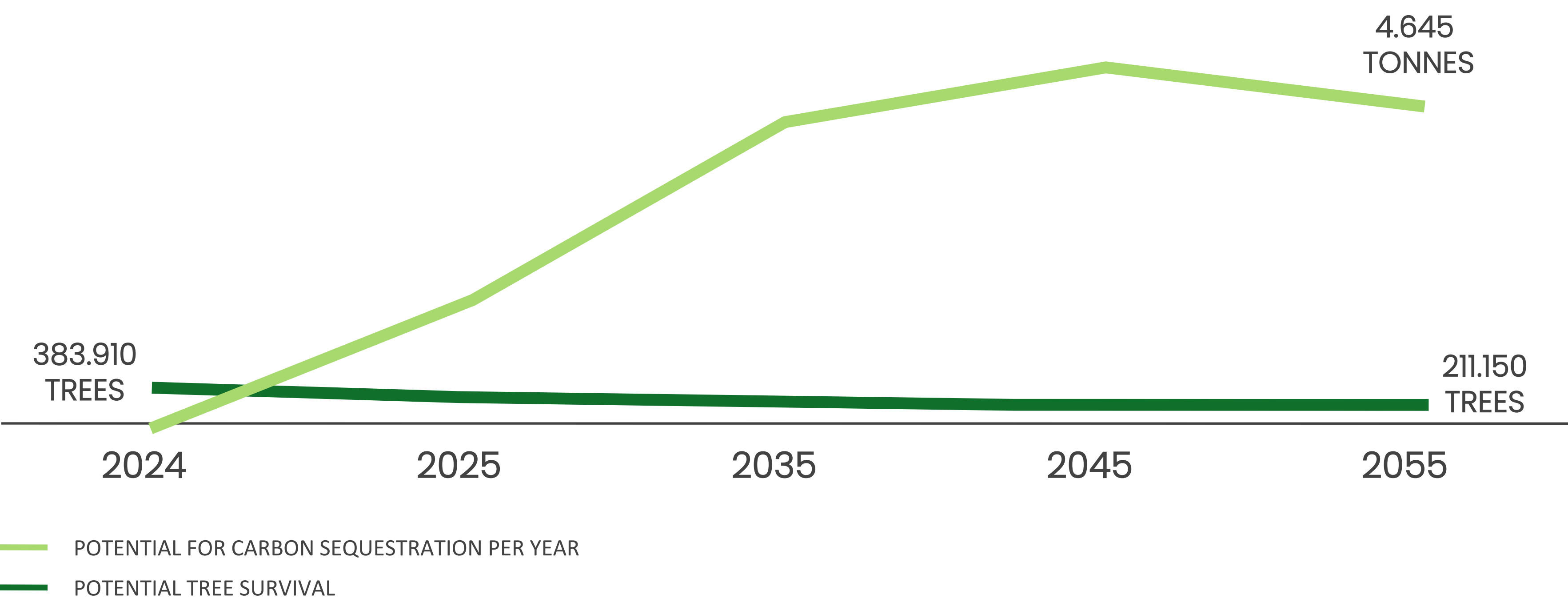


Species	Number of trees planted
Cork Oak	24 063
Strawberry tree	87 209
Holm oak	1 266
Monchique oak	1 211





# The potential impact of ecological restoration



Tree mortality estimated at 45% (an uncertain and unpredictable factor)<sup>[1]</sup>  
Carbon sequestration calculated @ 22kg/year for adult trees (0.02 tonnes)<sup>[2], year</sup>

<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>.







# 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

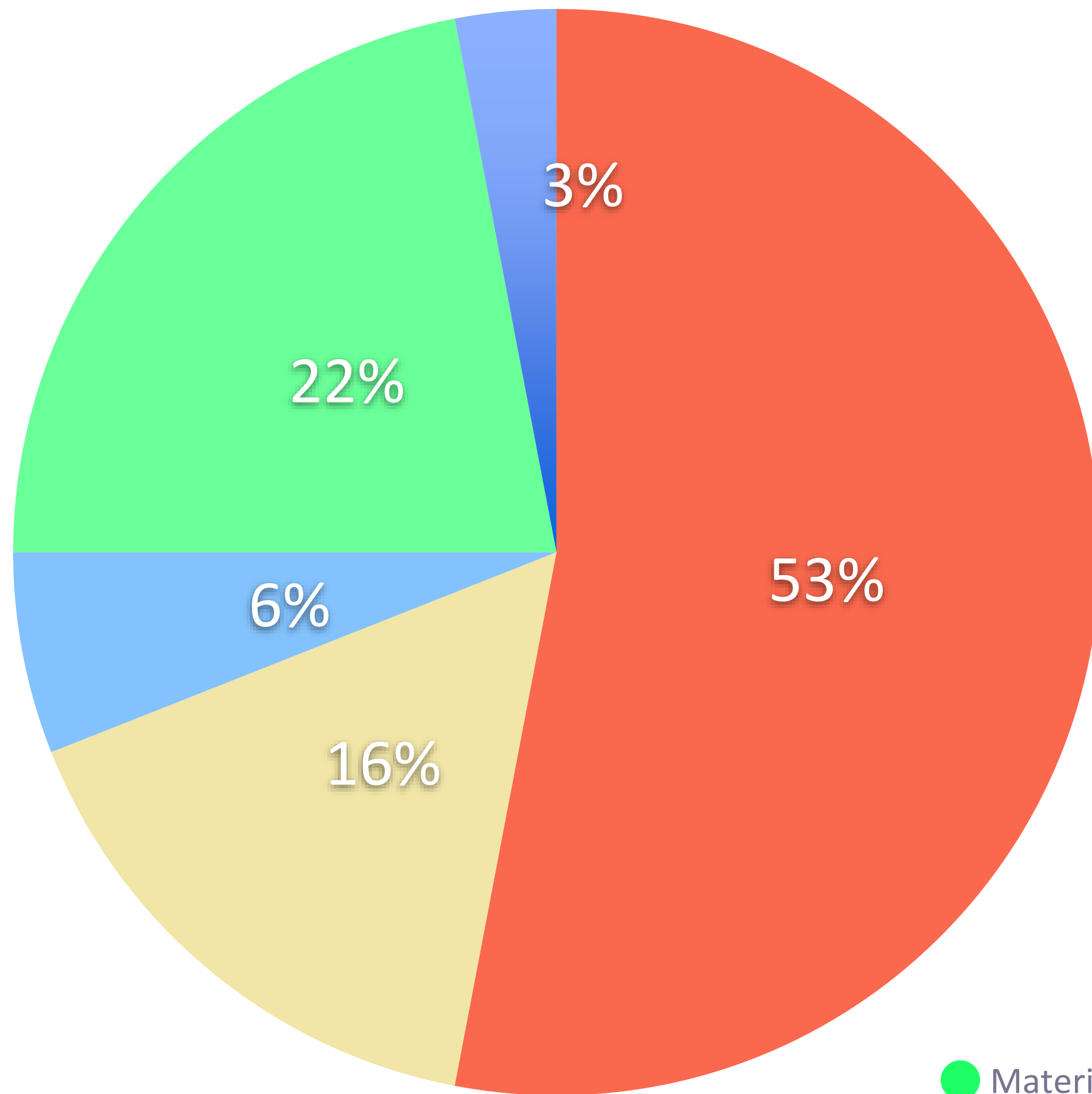
Purchase of autochthonous trees/shrubs and seedlings needed for the planting actions and all materials for the ground preparation; materials to adapt Monchique's municipal nursery to receive the plants; materials for the volunteer actions.

## Project Awareness

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



# Main cost centres

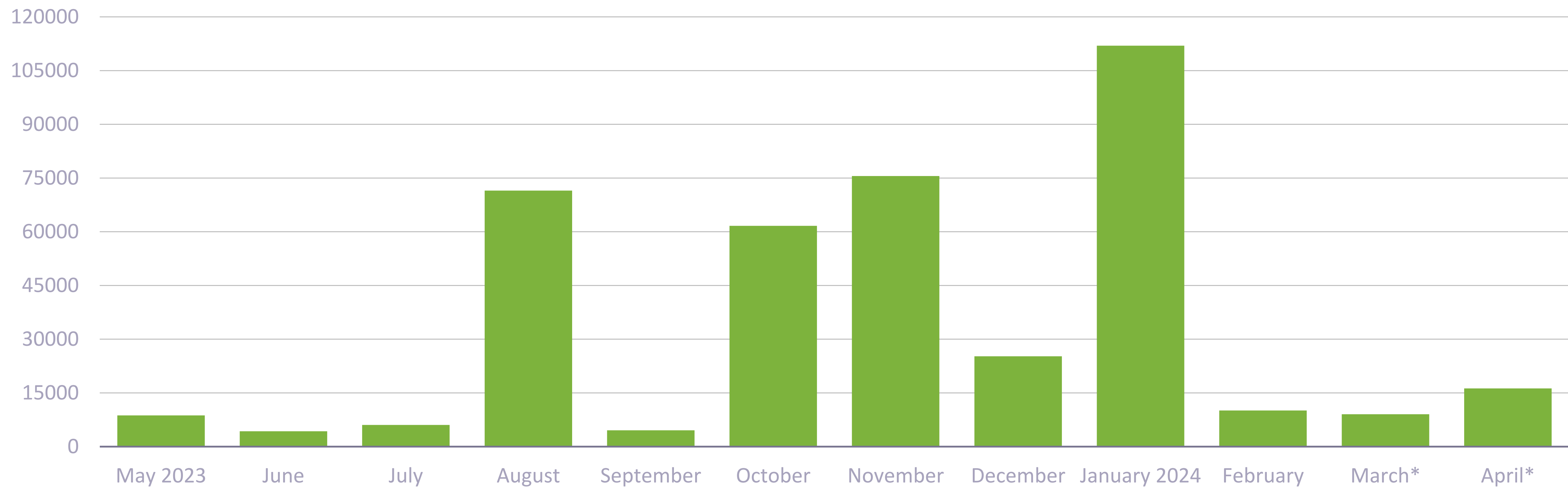


Most of the investment is linked to materials (trees) and field team (human labour and machinery). A total of 404 934€ are expected to be spent (March and April are not yet closed). A total 12 795€ remain. And it will be included in the Investment Plan for the sixth year of the project, i.e., May 2024 to April 2025.

● 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 (every year) the carbon footprint equivalent of **37.459 passengers** flying from Dublin to Faro.





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