

ANNUAL REPORT

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RENATURE
MONCHIQUE

 **RYANAIR**

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grupo de estudos de ordenamento do
território e ambiente

TURISMO DE
PORTUGAL



algarve



ICNF
Instituto da Conservação
da Natureza e das Florestas


MONCHIQUE
MUNICÍPIO

It seems to me that the natural world is the greatest source of excitement; the greatest source of visual beauty, the greatest source of intellectual interest. It is the greatest source of so much in life that makes life worth living.”

— David Attenborough



Project overview

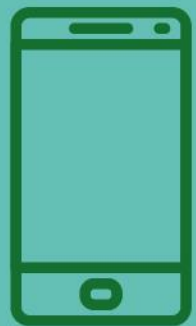
Unlike building a physical structure, such as a house, the intentional intervention of ecological restoration is akin to building a business. The model developed under Renature Monchique focuses on cost versus impact. By working through an NGO, Ryanair and their public partners have set the platform 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 587 hectares of fire-damaged land, planting around 137,000 endemic trees consisting of 9 species from this region, two more than in the period 2019-2020. These plantings take place between September and March 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!



2,168,477
PEOPLE
REACHED ON
SOCIAL MEDIA



760,661
WEB
SERIES VIEWS



320
VOLUNTEERS
PARTICIPATED IN
PROJECT ACTIVITIES



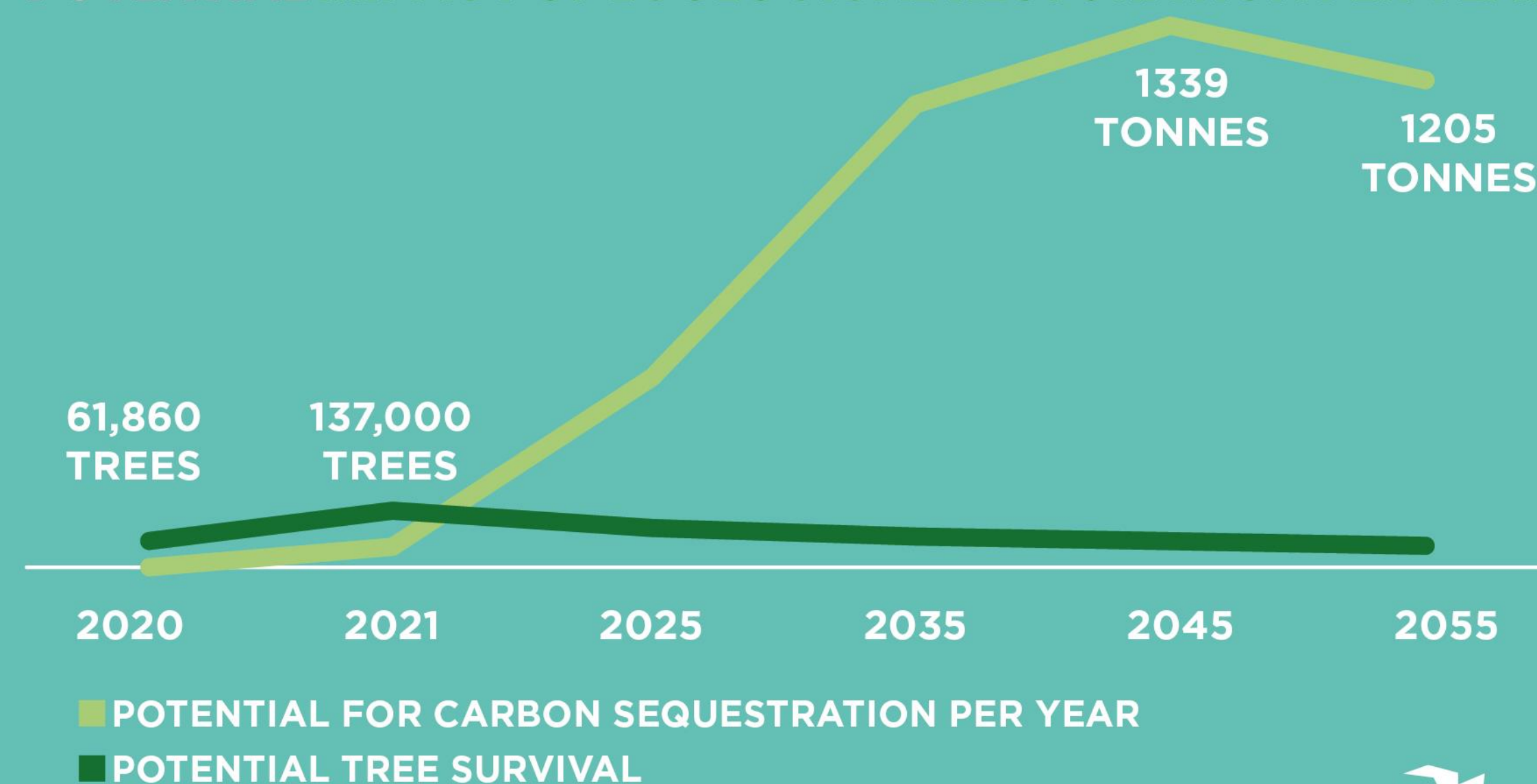
DUBLIN
TO FARO
1,800 KM — 0,124T CO₂
PER PASSENGER



THE TREES PLANTED SHOULD
BE ABLE TO OFFSET THE CARBON
FOOTPRINT PER YEAR:
2035 — 9,201 PASSENGERS FLYING DUBLIN — FARO
2045 — 10,798 PASSENGERS FLYING DUBLIN — FARO

137,000 TREES PLANTED

POTENTIAL IMPACT OF ECOLOGICAL RESTORATION PER YEAR



41 LANDOWNERS AND THEIR FAMILIES WERE HELPED

ECOLOGICAL RESTORATION WAS INITIATED IN 587 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

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 second season of the web series four influencers – Ângelo Rodrigues, Dário Guerreiro, Joana Tadeu, Cuca Roseta - were invited to participate, thus allowing the project to reach a broader audience.



Field activities

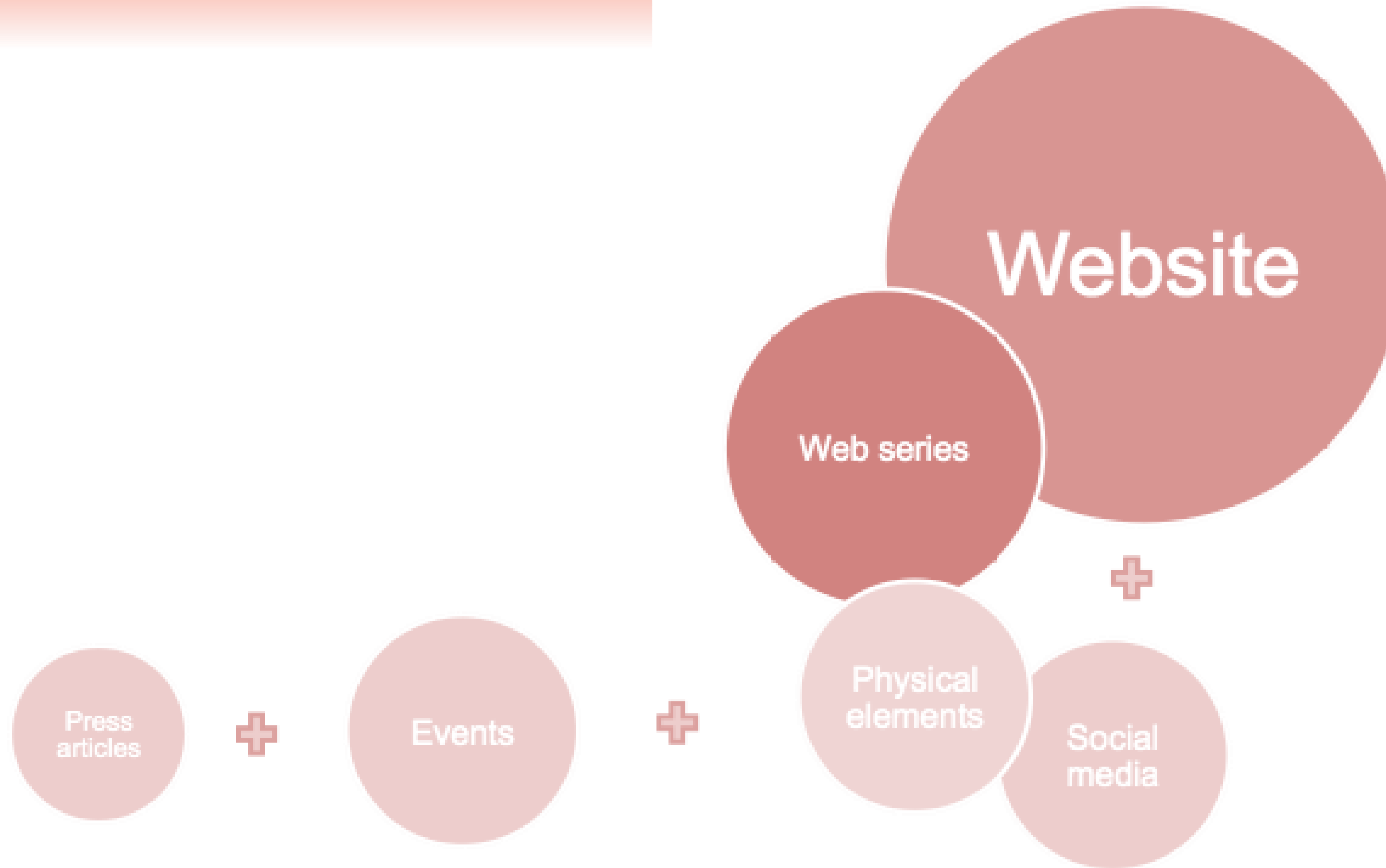
Content to make known the territory and the ecosystem of the Monchique region and that discloses the process of renaturalization (based on project actions). The specialized field team consists of 15 people mainly from the local community.



Events

The project communication cycle was completed through events, such as launch presentation, volunteer activities, 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.

Transmedia Narrative



1.312.484 people

Reached via social media (+53% than 2019-2020)

487.755 views

On the project web series (+78%)

170 volunteers

Participated in project activities (+13%)



Project Partners activity

14 March 2021

Project Web series

O REINÍCIO | RENATURE MONCHIQUE

O GEOTA preparou uma nova temporada da websérie sobre o projeto Renature Monchique! ... Ver mais



Adoro Comentar Partilhar

Tu, Tiaqo Madeira, Rijo Madeira e mil outras pessoas · 33 comentários

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 seasons of a web series about the project.

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



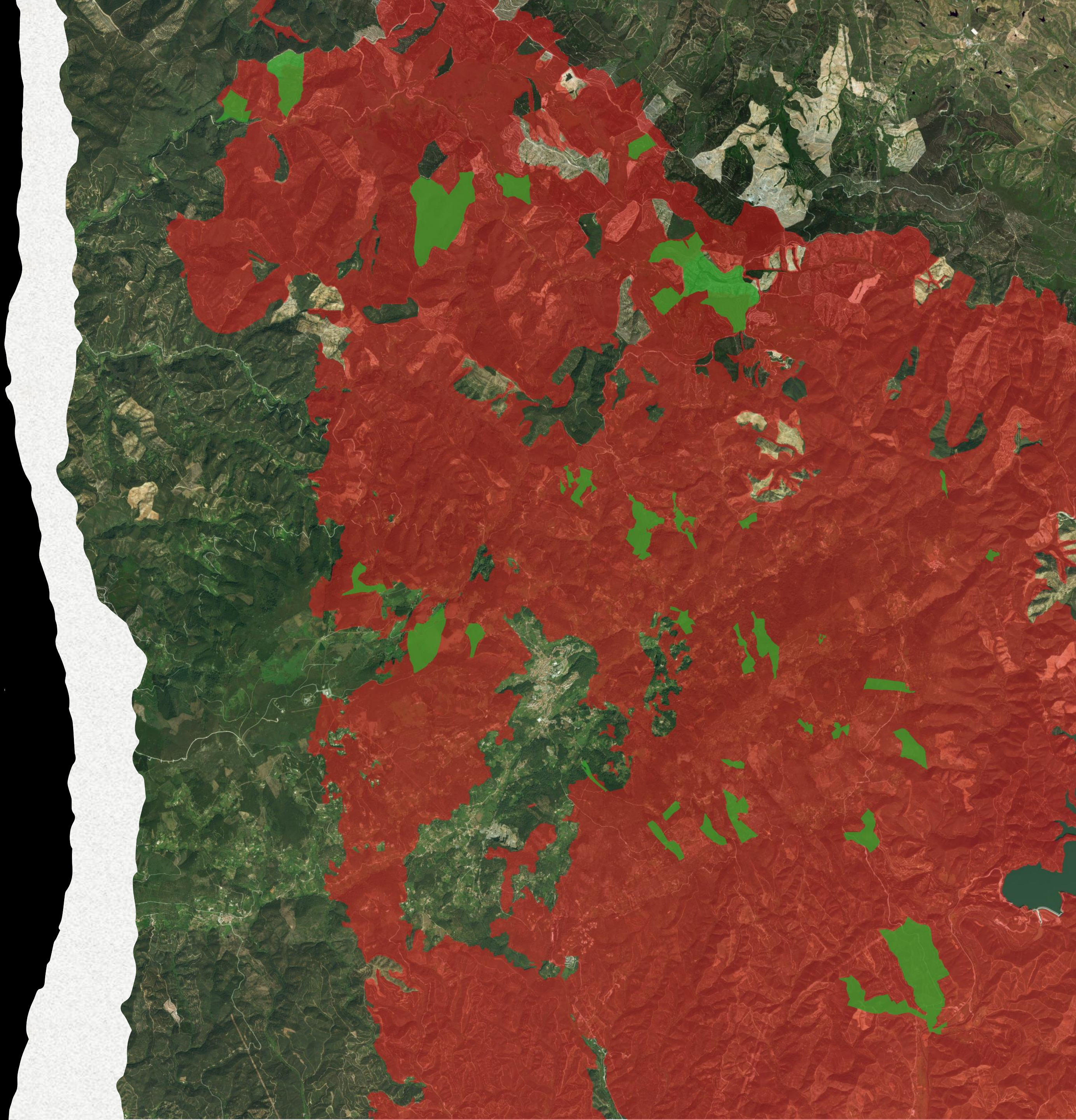
3. Aftercare

- Monitoring and evaluation
- Replanting



Area of Intervention

Area burned



75,140 trees

planted

400 hectares were added to the project area.

More

**26 landowners
and their families**

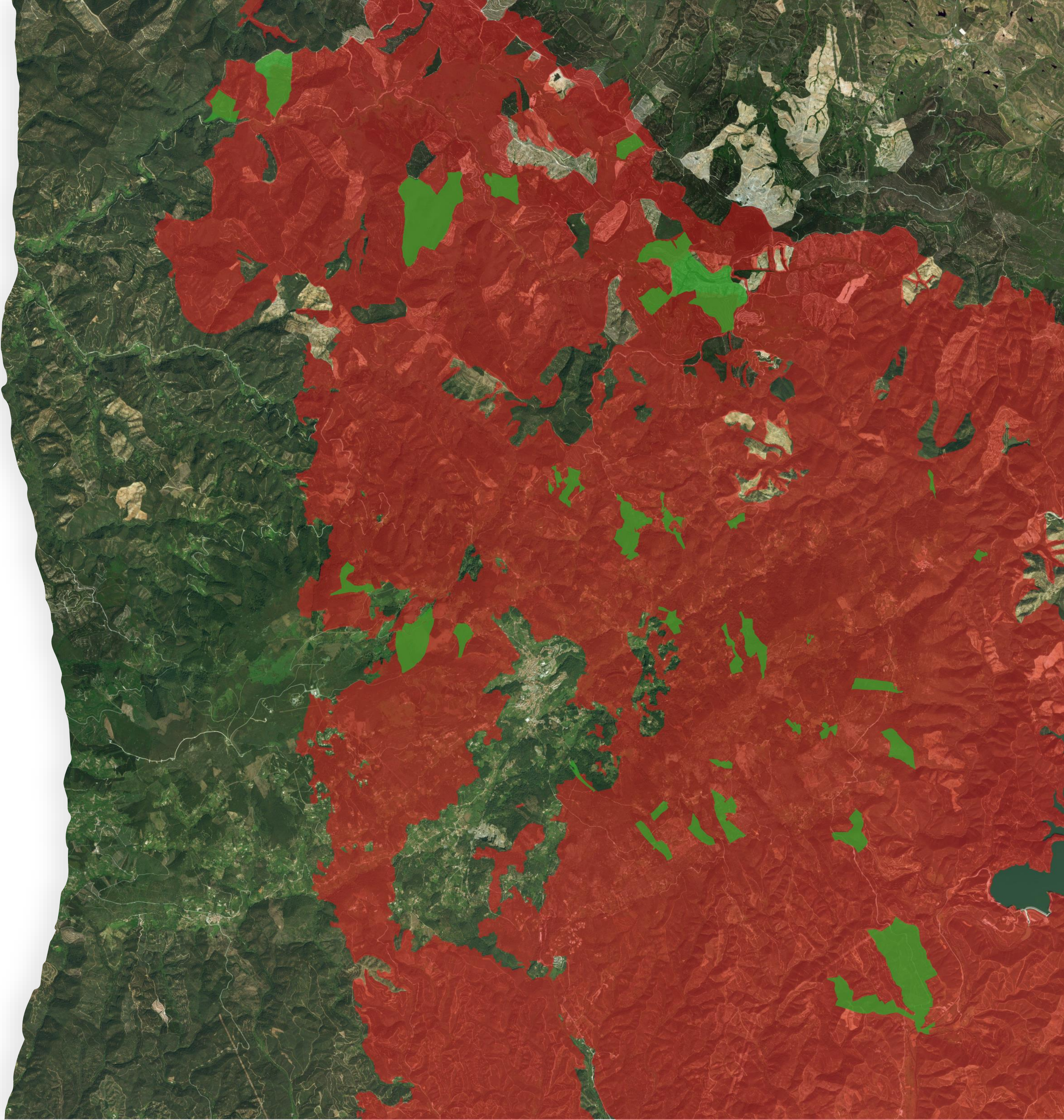
Were helped.

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.

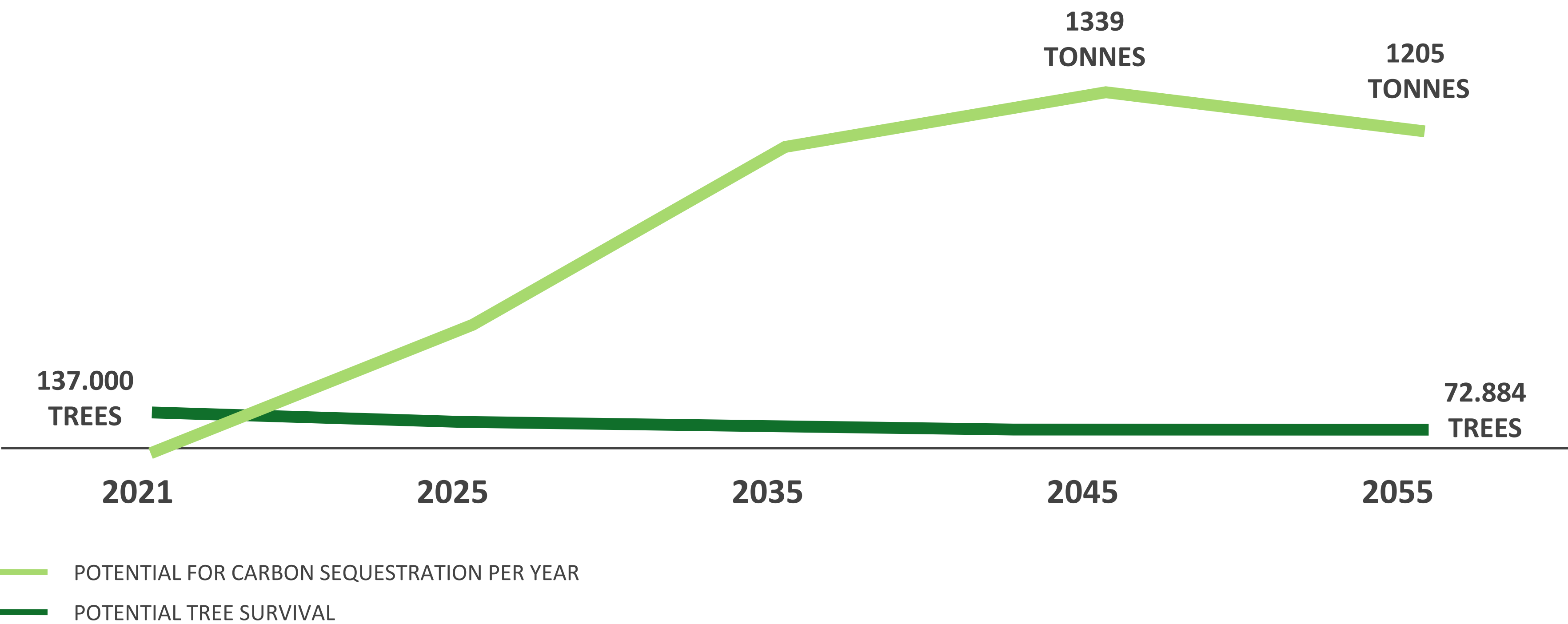
Not all the areas required intervention, a selection that was crucial in order to maximize the impact of the interventions. Ecological restoration is a medium to long term process that can take 15 to 20 years to complete.



Species	Number of trees planted
Cork Oak	29 926
Strawberry tree	33 076
Common alder	1 081
Narrow-leaved ash	3 995
Chestnut	3 790
Portuguese oak	2 650
Monchique oak	148
Holm oak	2 772
<i>Myrica faia (latin name)</i>	132



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)^[1]
Carbon sequestration calculated @ 22kg/year for adult trees (0.02 tonnes)^[2] per year

^[1]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.

^[2]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

1

Project Coordination

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

2

Field Personnel

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

3

Materials

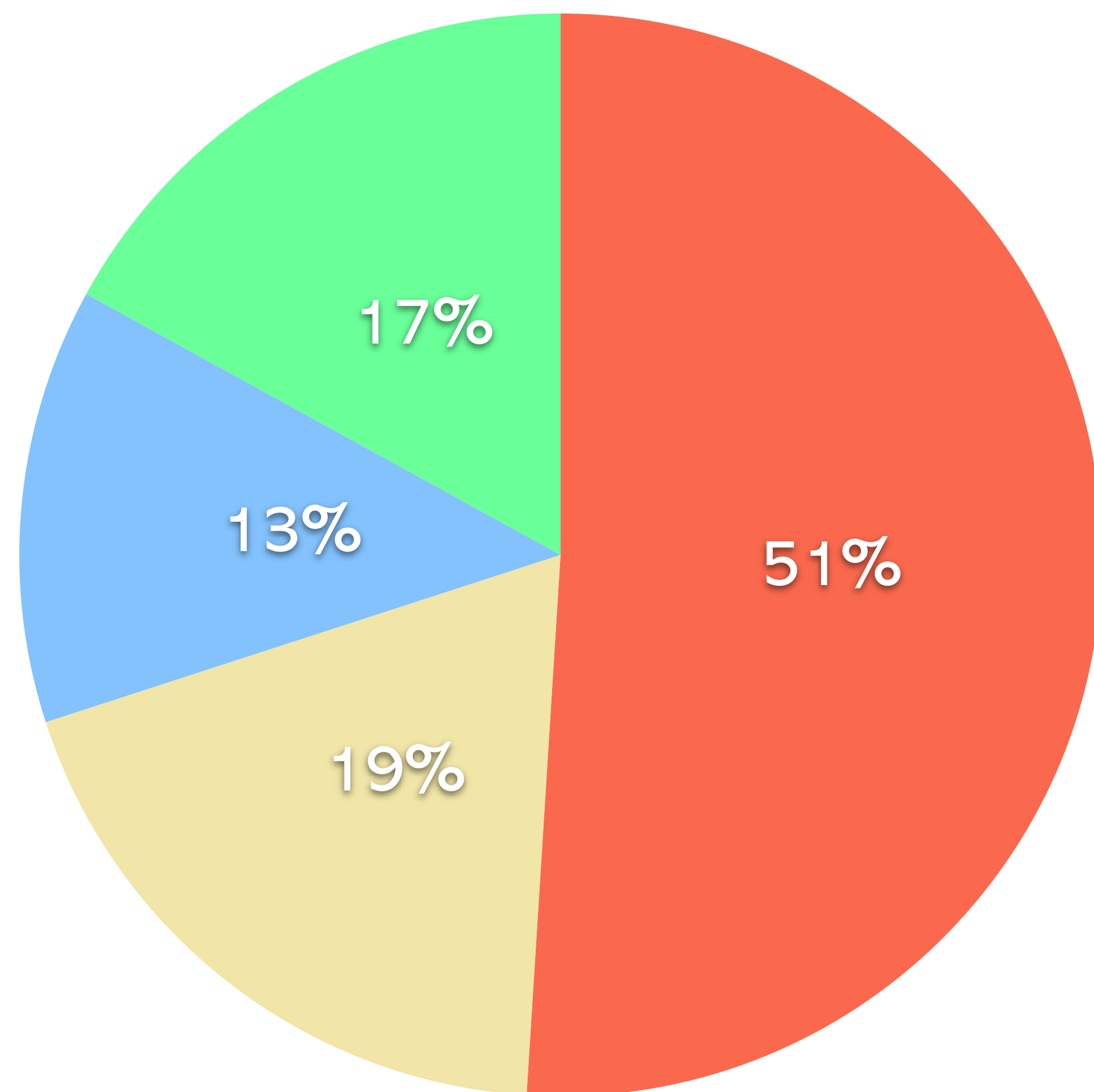
Purchase of autochthonous trees/shrubs and seedlings needed for the planting actions and all materials for the ground preparation; materials to adapt Monchique's municipal nursery to receive the plants; materials for the volunteer actions.

4

Communication

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 241,412€ was spent. A total 11.796€ remained: 3,233€ after the first year and 8,563€ after the second year. This relates to the postponed PR activities due to the pandemic. These amounts will be included in the Investment Plan for the third year of the project, i.e., May 2021 to April 2022.

● Materials

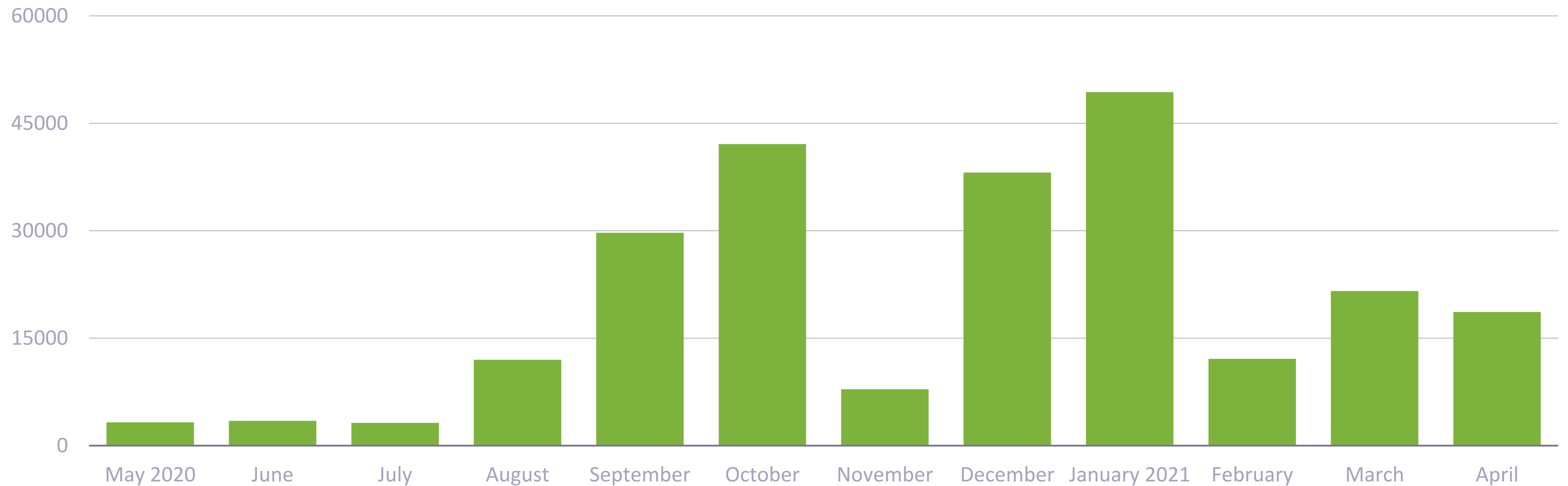
● Communication

● Coordination

● Field Personnel



Monthly distribution



Turning cost into investment

Travelling from Dublin to Faro — 1 800 km — 0,1 24t CO² per passenger.

By 2045 the trees planted since 2019 should be able to offset (per year) the carbon footprint equivalent of **10,798 passengers** flying from Dublin to Faro.

A strong team with a common purpose.



RENATURE
MONCHIQUE