

ANNUAL REPORT



RENATURE
MONCHIQUE

MAY 2022 — APRIL 2023

MIGUEL JERÓNIMO — COORD.



TURISMO DE
PORTUGAL



algarve



ICNF
Instituto da Conservação
da Natureza e das Florestas



MONCHIQUE
MUNICÍPIO

“In nature, nothing is perfect and everything is perfect. Trees can be contorted, bent in weird ways, and they're still beautiful.”

— Alice Walker

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 900 hectares of fire-damaged land, planting around 270 000 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!

4.998.370
PEOPLE
REACHED ON
SOCIAL MEDIA

1.284.053
WEB
VIDEO VIEWS

570
VOLUNTEERS
PARTICIPATED IN
PROJECT ACTIVITIES

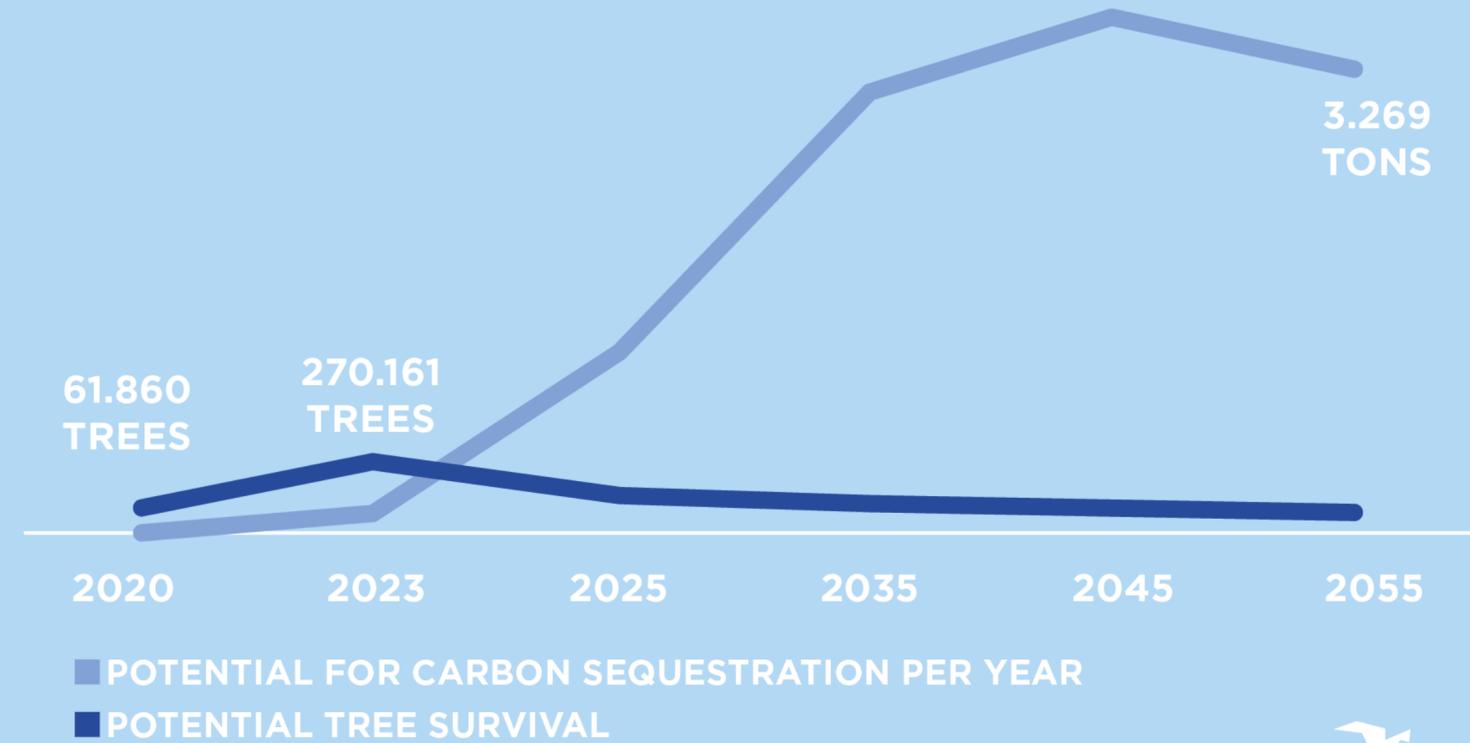
7.200
EXHIBITION
VISITORS

CO₂
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 — 26.363 PASSENGERS
FLYING DUBLIN — FARO

270.161 TREES PLANTED

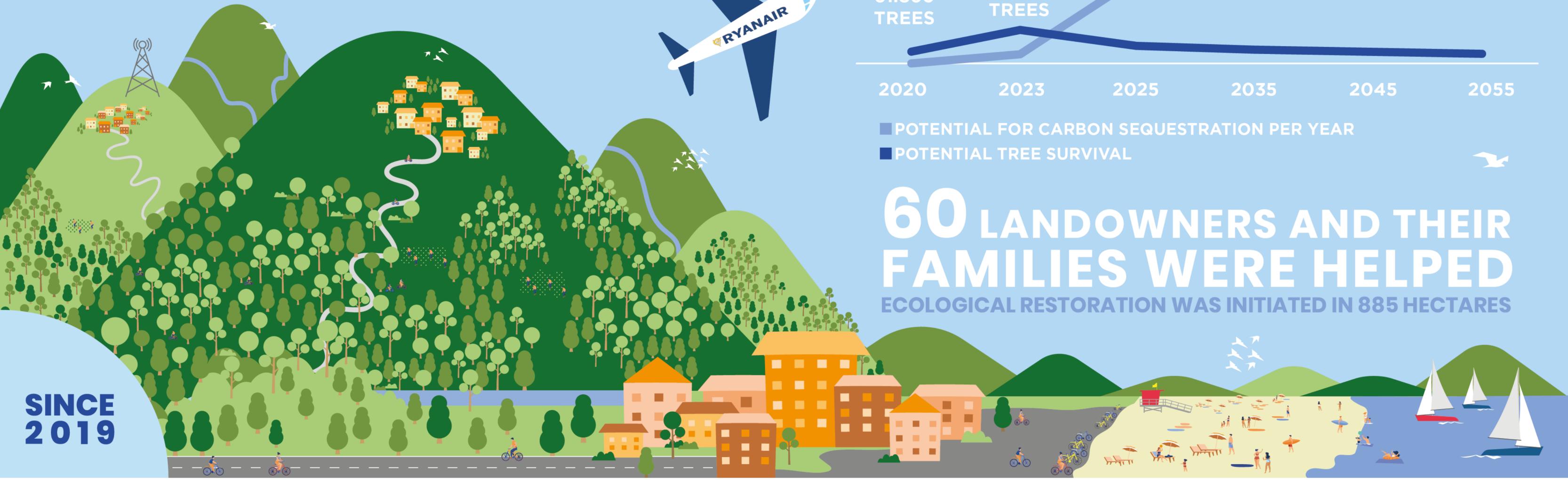
POTENTIAL IMPACT OF ECOLOGICAL RESTORATION PER YEAR



60 LANDOWNERS AND THEIR FAMILIES WERE HELPED

ECOLOGICAL RESTORATION WAS INITIATED IN 885 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

RENATURE **NATURE** **RIBEIRA DE SEIXE**
GREEN INFRASTRUCTURE
MONCHIQUE **HABITATS**
ECOSYSTEMS **PERNA DA NEGRA**
LANDSCAPE **WILDFIRE**
COMMUNITY **NATURA 2020**
CARVALHO DE MONCHIQUE



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 – Maria Luís de Castro – 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.



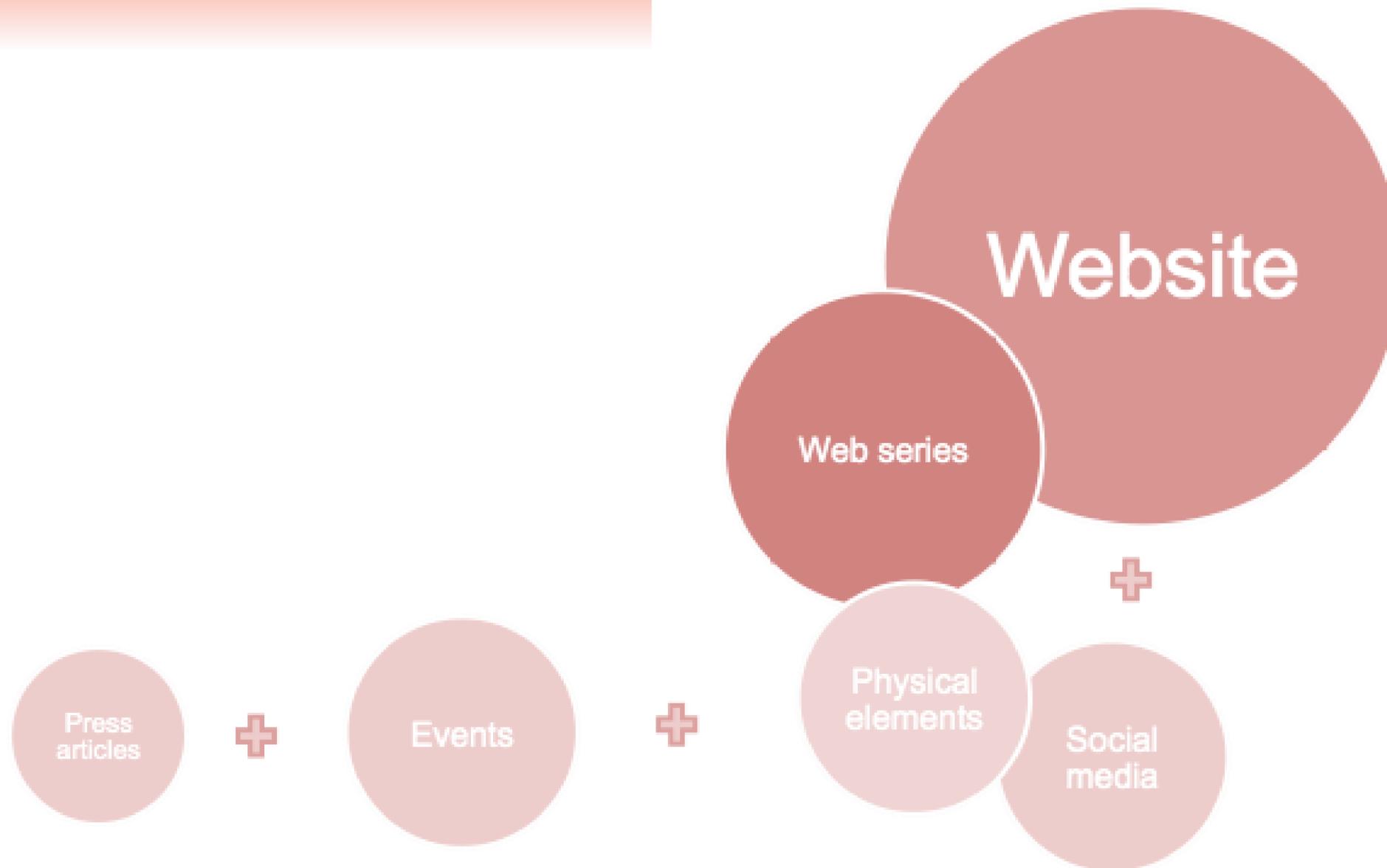
Events

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



FINALS
PORTUGAL 2017

Transmedia Narrative





1.807.777 people

Reached via social media (+77% than 2021-2022)

190.492 views

On the project web series & influencers videos (-57%)

50 volunteers

Participated in project activities (-75%)

More impact on social media, traditional media and awards winnings

The screenshot shows the top navigation bar of the VISÃO VERDE website. The header is green with the logo 'VISÃO VERDE' on the left and navigation links 'ASSINE JÁ', 'EDIÇÃO SEMANAL', and a search icon on the right. Below the header, a horizontal menu lists categories: VISÃO, SE7E, SAÚDE, VERDE, HISTÓRIA, PRIMA, EXAME, EXAME INFORMÁTICA, JL, and JÚNIOR. The main content area features a headline: '25 PESSOAS, INVESTIGAÇÕES E PROJETOS EXTRAORDINÁRIOS DISTINGUIDOS NOS PRÉMIOS VERDES VISÃO + ADP'. Below the headline is a photograph of a group of people, some holding awards, at an event.

The screenshot shows a news article from 'Diário de Notícias'. The article title is 'Replantadas mais 75 mil árvores na área ardida de Monchique'. The sub-headline reads: 'O projeto Renature Monchique tem plantado 200 mil árvores autóctones desde 2019.' The article is attributed to 'DN/Lusa' and dated '10 Novembro 2022 — 18:42'. There are social media sharing icons for Facebook, Twitter, and a plus sign. A sidebar on the left lists 'TÓPICOS' (Topics): reflorestação, serra de Monchique, Economia, and Sociedade. The main image shows a person silhouetted against a bright, hazy background of a forest with tall trees.

The screenshot shows the top navigation bar of the 'barlavento' website. The header is red with the logo 'barlavento' on the left and navigation links 'ALGARVE', 'AMBIENTE', and 'CULTURA' on the right.

Algarve Ambiente Monchique

«Renature Monchique» distinguido no Prémio Nacional da Paisagem

Por barlavento - 21 de dezembro de 2022 - 15:44

Facebook Twitter



«Renature Monchique» recebeu uma Menção Especial, tendo o júri classificado o projeto como «exemplar» e com propostas inovadoras e de qualidade para um problema atual, os incêndios.

O projeto «Renature Monchique» foi distinguido com uma Menção Especial no âmbito do concurso ao Prémio Nacional da Paisagem, edição de 2022, numa cerimónia que decorreu em Lisboa, no dia 12 de dezembro.

Este é um prémio que distingue as melhores práticas na gestão, ordenamento da paisagem e o seu contributo tanto para a economia local, como para o bem-estar das populações.

Trata-se de uma iniciativa do [Ministério do Ambiente e da Ação Climática](#) que tem merecido a adesão de autarquias, regiões autónomas, comunidades intermunicipais e Organizações Não Governamentais (ONG).



JOÃO RIJO MADEIRA

Coordenador Comunicação GEOTA



Influencers trips



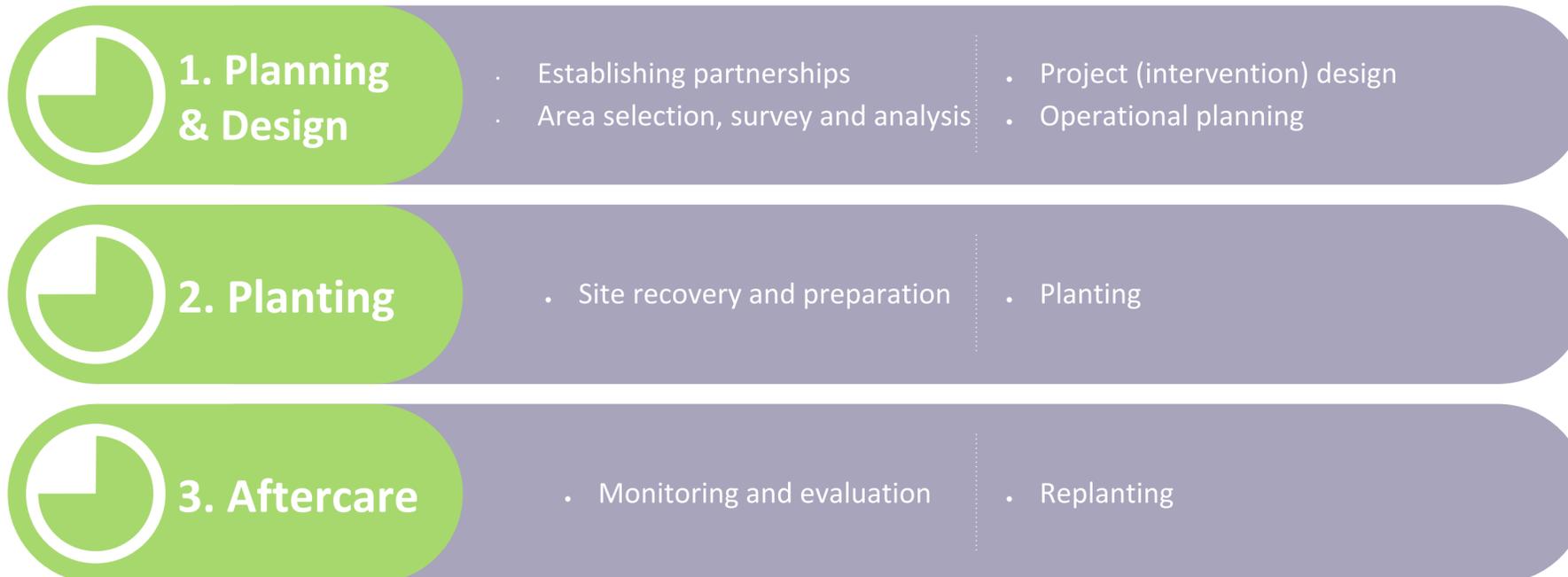
Renature Monchique is a project to restore Natura 2000 key habitats, supporting local well-being and mitigating against the future impacts of climate change in the Monchique area of the Algarve, an area devastated by the largest wildfire in Europe in 2018. We produced two influencers videos this year.

02. Implementation

From Planning to Planting

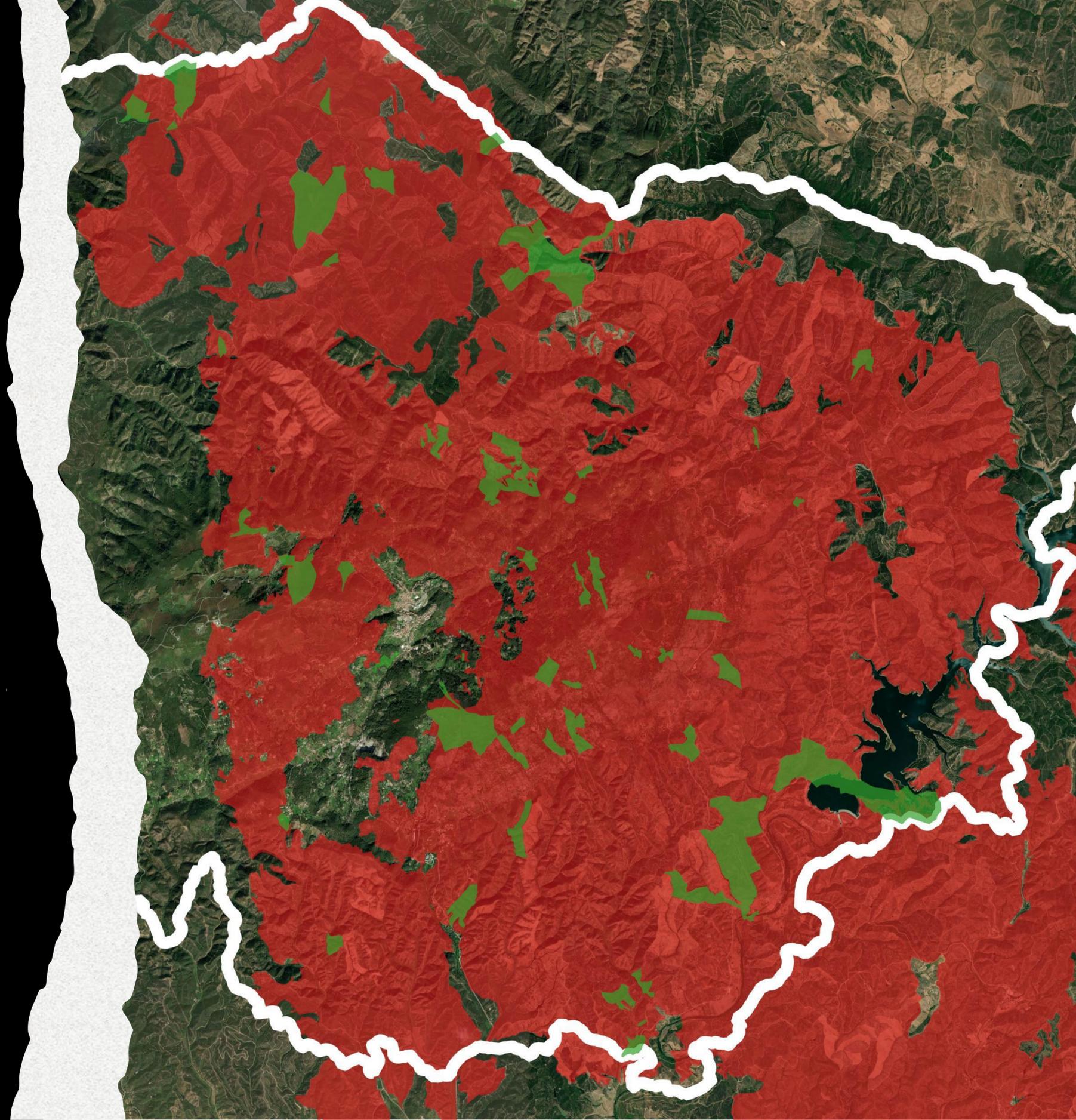


The process



Area of Intervention

Area burned



70.024 trees

planted

73 hectares were added to the project area. This year was decided to consolidate the pre-existing area of intervention.

More

4 landowners

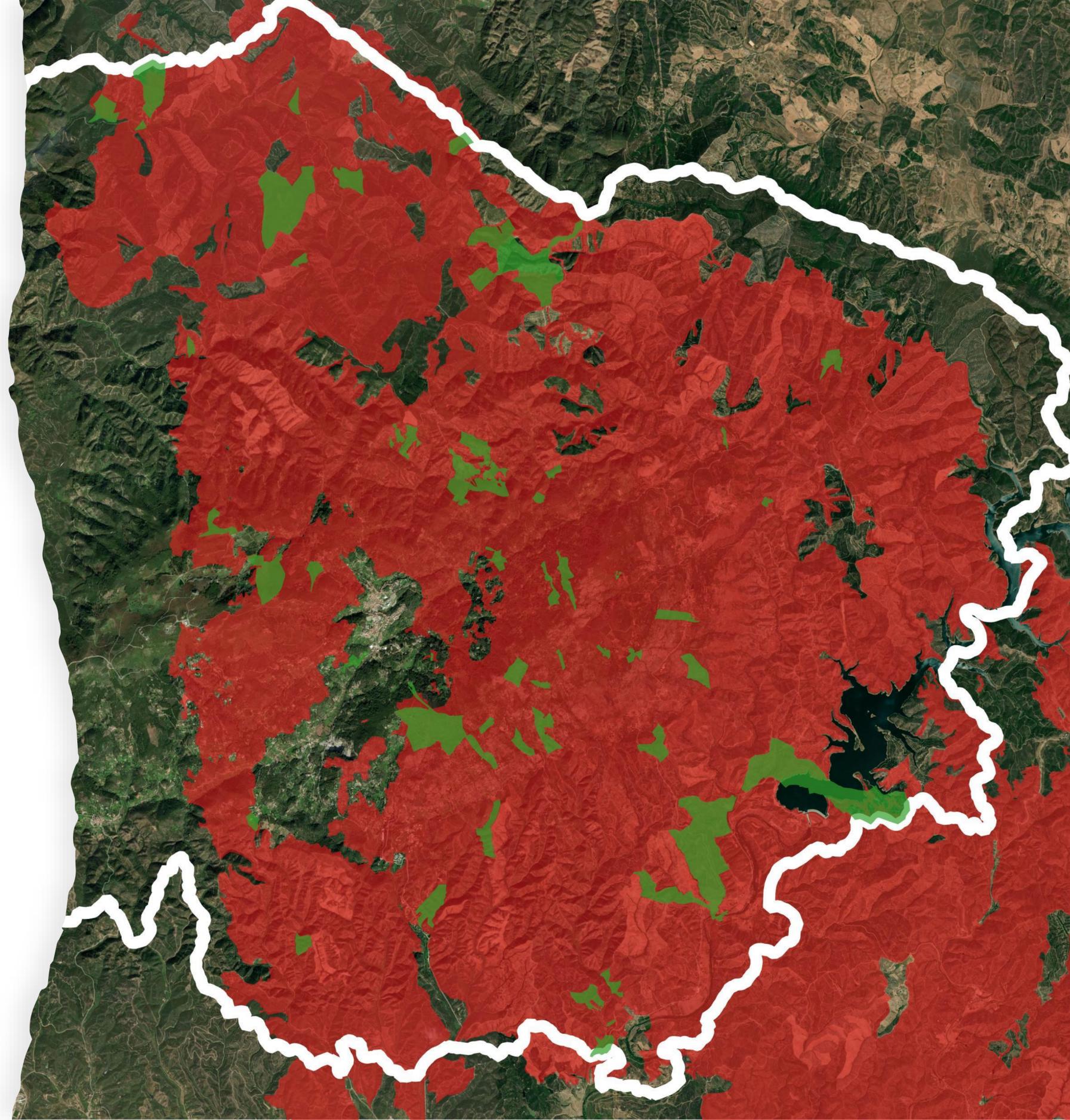
and their families

Were helped.

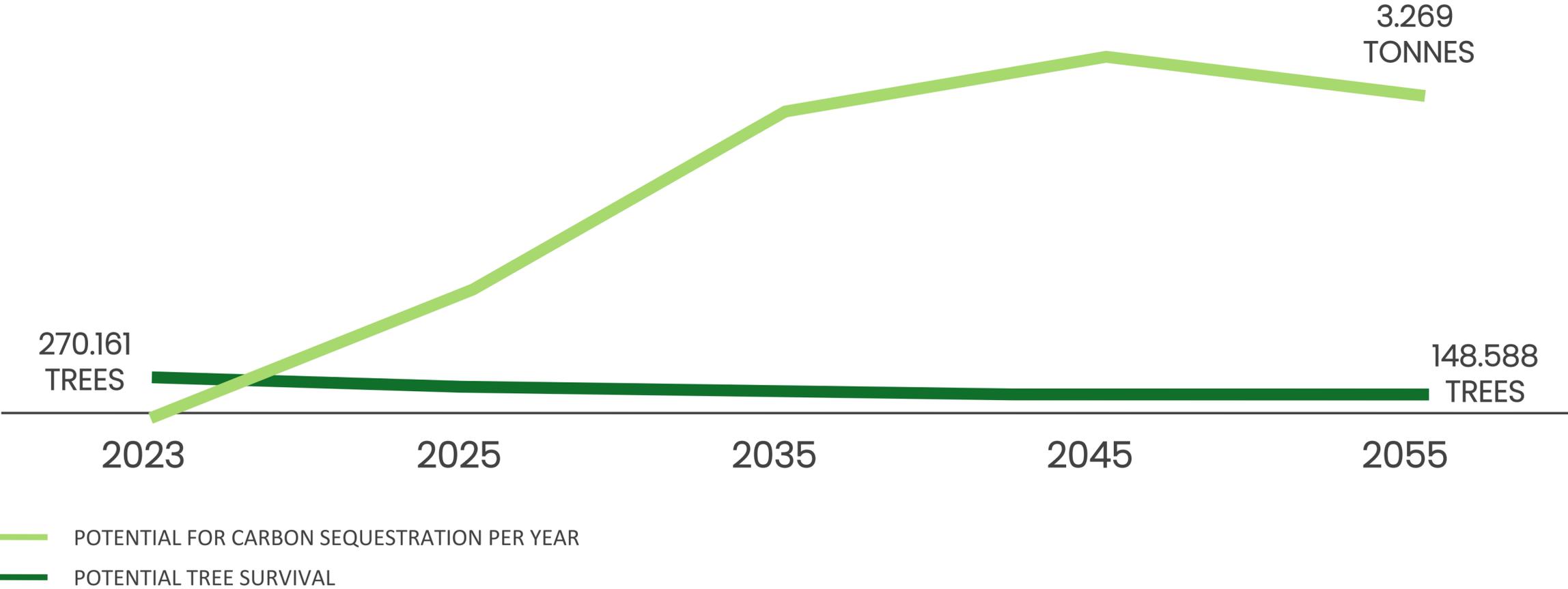
Ecological restoration is both a social process and a physical process. **Social** because it requires the cooperation and the capacitation of private landowners/community. **Physical** because it needs intervention on the land, i.e., carry out activities relating to the preparation of plots, such as 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	14 254
Strawberry tree	52 554
Portuguese oak	216
Chestnut	1 380
Holm oak	1 040
Monchique oak	1380
Carob tree	108



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]

^[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

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.

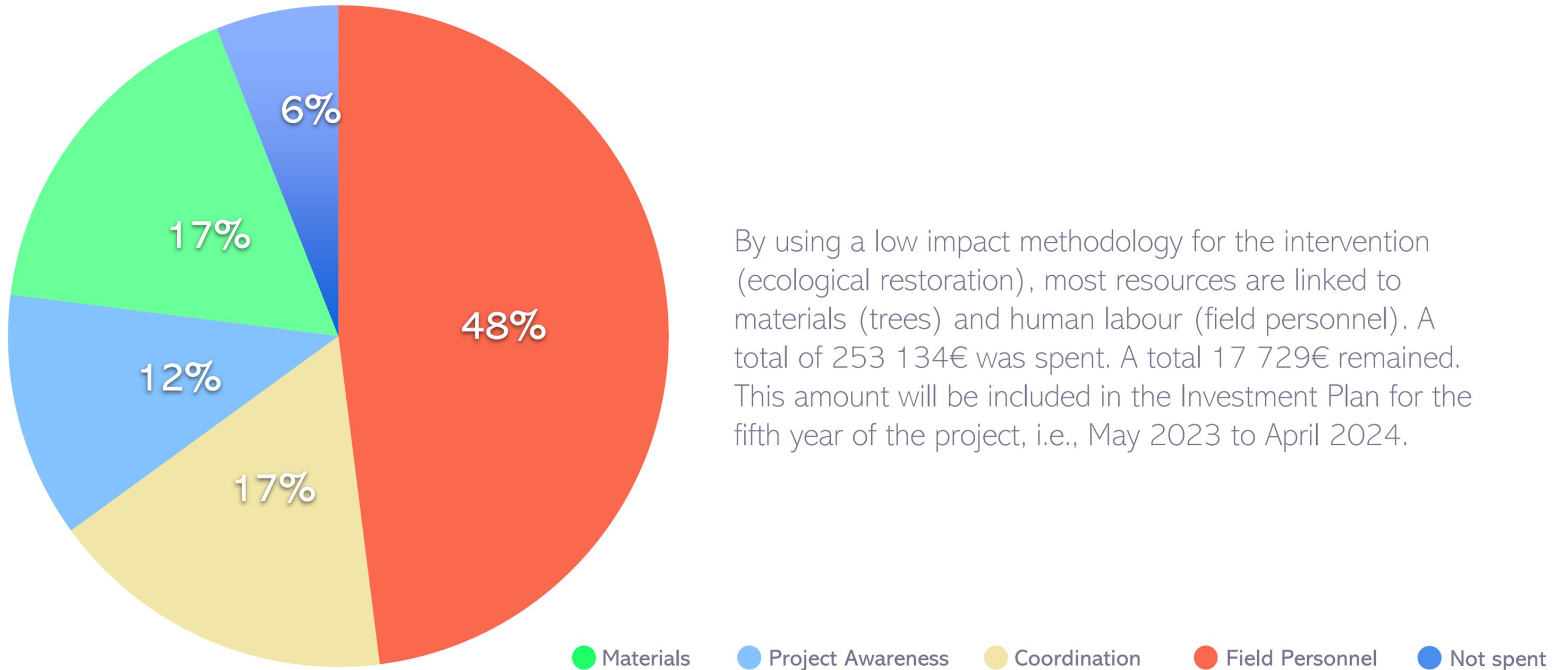
Materials

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

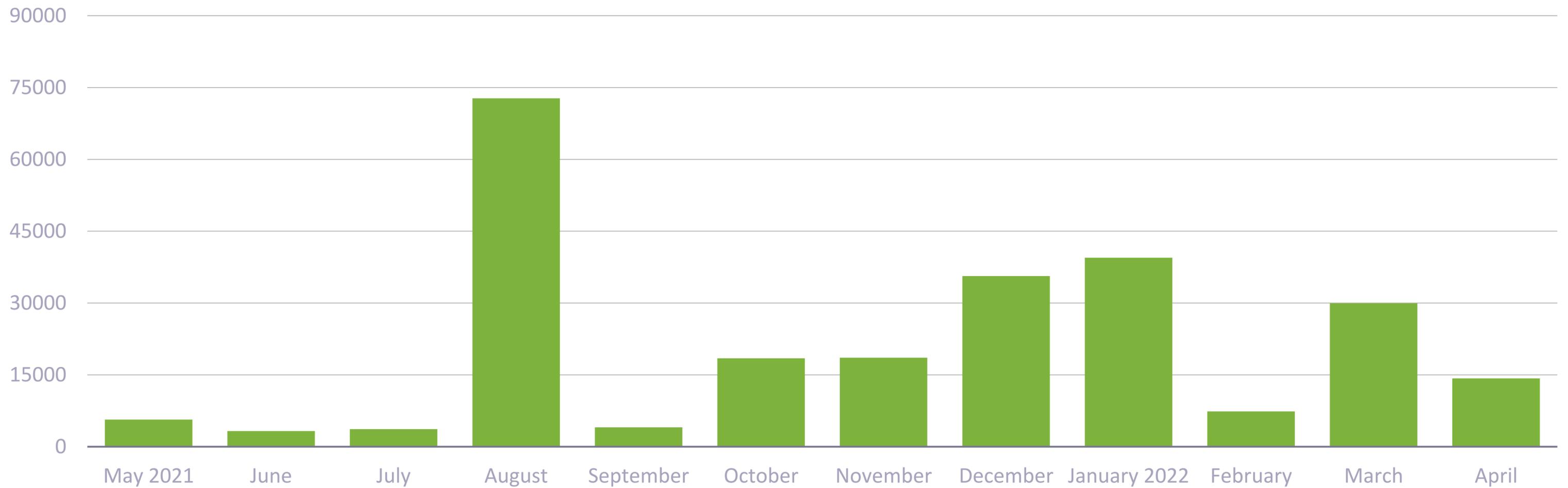
Production of the project web series; development; communication materials for social media and media in general.

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 253 134€ was spent. A total 17 729€ remained. This amount will be included in the Investment Plan for the fifth year of the project, i.e., May 2023 to April 2024.

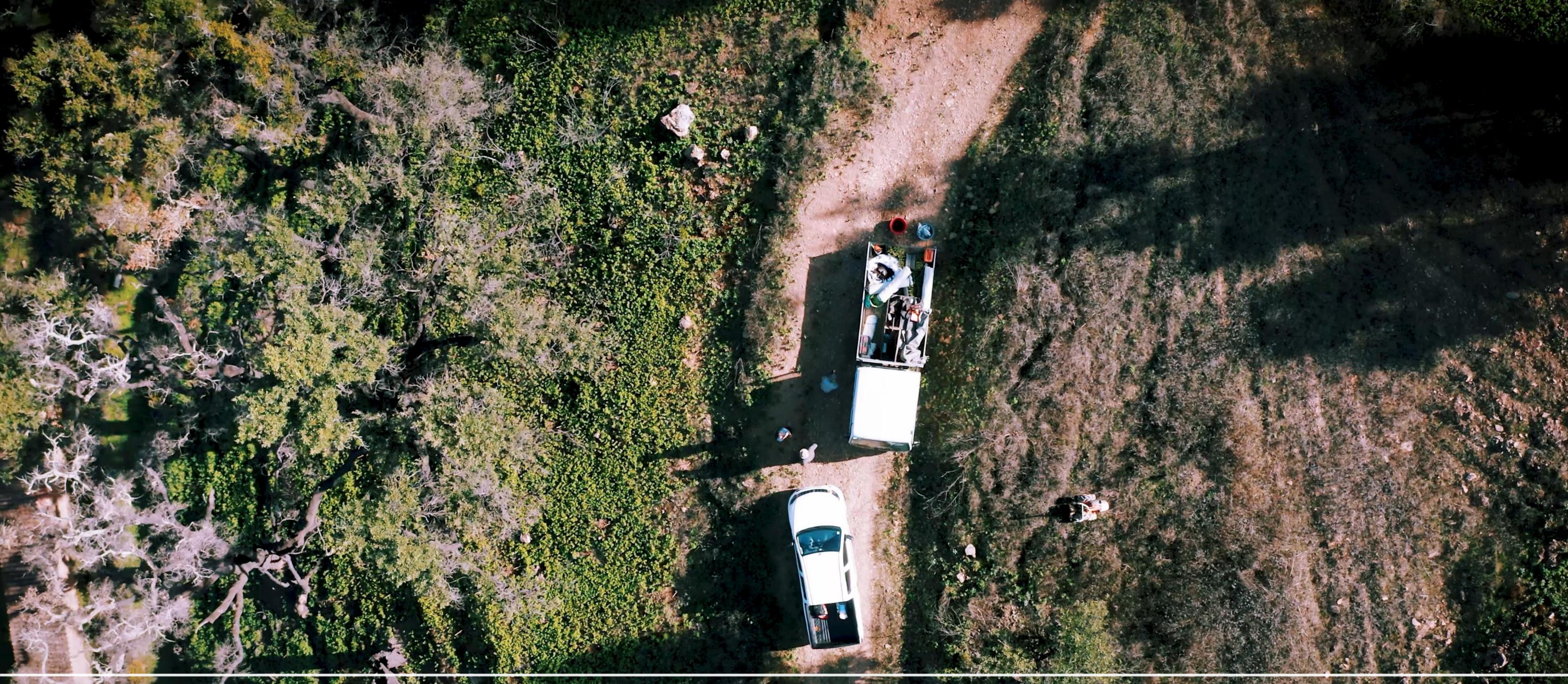
Monthly distribution



Turning cost into investment

Travelling from Dublin to Faro — 1800 km — 0,124t CO² per passenger.

By 2055 the trees planted since 2019 should be able to offset (per year) the carbon footprint equivalent of **26.363 passengers** flying from Dublin to Faro.



A strong team with a common purpose.