

# ANNUAL REPORT

MAY 2024 — APRIL 2025

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**RENATURE**  
MONCHIQUE

 **RYANAIR**

  
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território e ambiente

TURISMO DE  
PORTUGAL 

**algarve**

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

  
**MONCHIQUE**  
MUNICÍPIO



*“In nature, nothing is perfect and everything is perfect.”*

— 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 1 385 hectares of fire-damaged land, planting half a million native 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!



**505.605**  
**TREES PLANTED**

**77 LANDOWNERS  
AND THEIR FAMILIES  
WERE HELPED**

**ECOLOGICAL  
RESTORATION  
WAS INITIATED IN  
1385 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 name 'MONCHIQUE'. The words are arranged in various orientations and sizes, with 'MONCHIQUE' being the largest and most central. Other prominent words include 'RENATURE', 'ECOSYSTEMS', 'COMMUNITY', 'NATURE', 'GREEN INFRASTRUCTURE', 'RIBEIRA DE SEIXE', 'PERNA DA NEGRA', 'WILDFIRE', 'NATURA 2020', 'CARVALHO DE MONCHIQUE', 'LANDSCAPE', and 'HABITATS'. The colors are primarily shades of green, with some words in a lighter green and others in a darker green.

**RENATURE**

**MONCHIQUE**

**ECOSYSTEMS**

**COMMUNITY**

**NATURE**

**GREEN INFRASTRUCTURE**

**RIBEIRA DE SEIXE**

**PERNA DA NEGRA**

**WILDFIRE**

**NATURA 2020**

**CARVALHO DE MONCHIQUE**

**LANDSCAPE**

**HABITATS**





## 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. This year's strategy was to focus on the local community and the Algarve region as promoters of the project. Several volunteering activities were carried out with different target audiences to showcase and raise awareness of the work that has been underway since 2019.



## 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

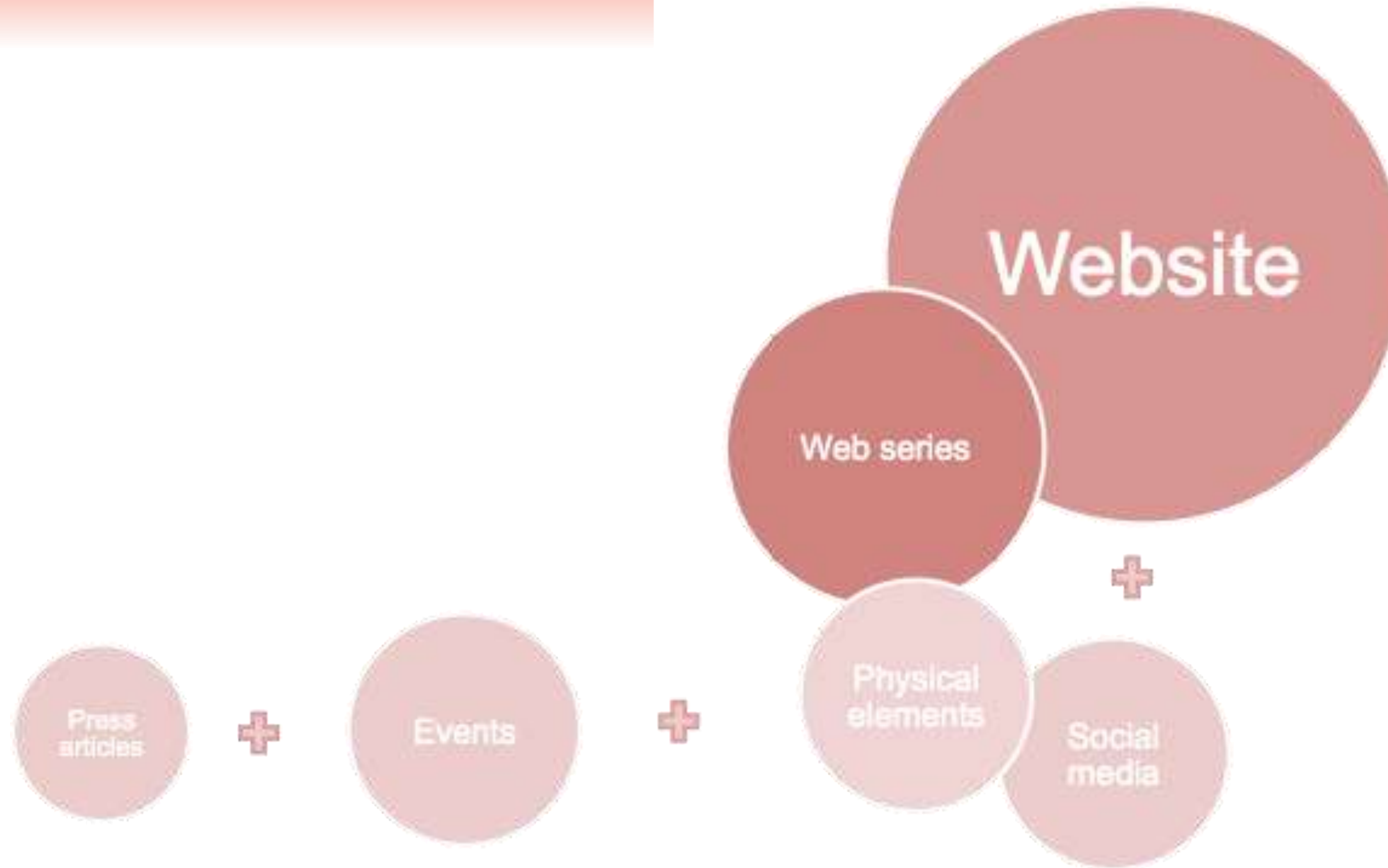
The project communication cycle was completed through events, such as volunteer activities, project exhibition and public relations via both media and project partners.







# Transmedia Narrative









# 1.699.947 people

Reached via social media (+42% than 2023-2024)

# 355.206 views

On the project web series & influencers vídeos (+62%)

# 95 volunteers

Participated in project activities (+216%)



# Continued impact on social media and the traditional media.





# Monchique

RYANAIR



CONFERÊNCIA  
DE IMPRENSA



RENATURE  
MONCHIQUE





# 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

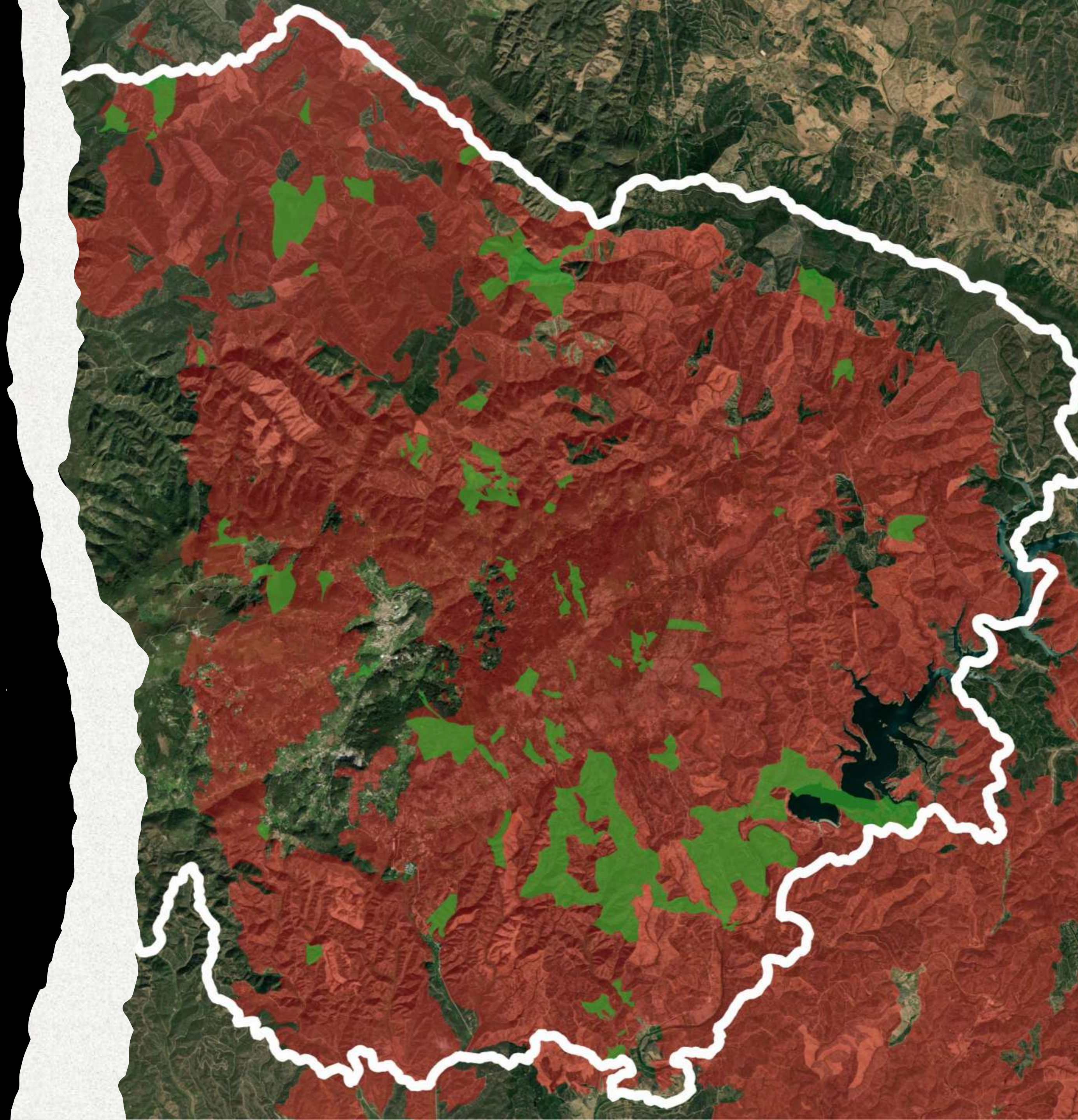




**Area of Intervention**

**Area burned**

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120.695 trees

**planted**

190 hectares were added to the project area..



**More**

**10 landowners  
and their families**

**Were helped.**

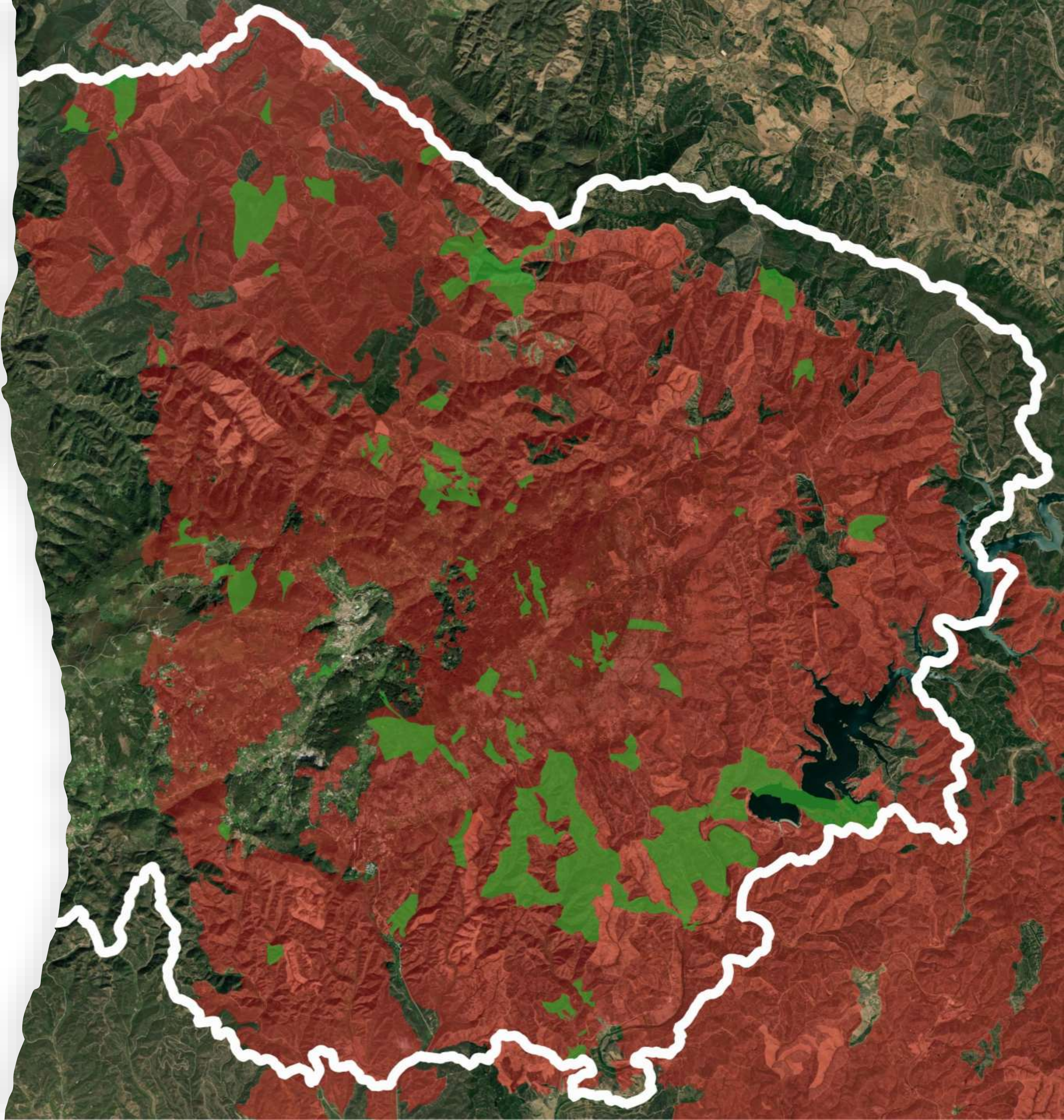


**Ecological restoration** is both a social process and a physical process. **Social** because it requires the cooperation and the capacitation of private landowners/community. **Physical** because it needs intervention on the land, i.e., carry out activities relating to the preparation of plots, such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

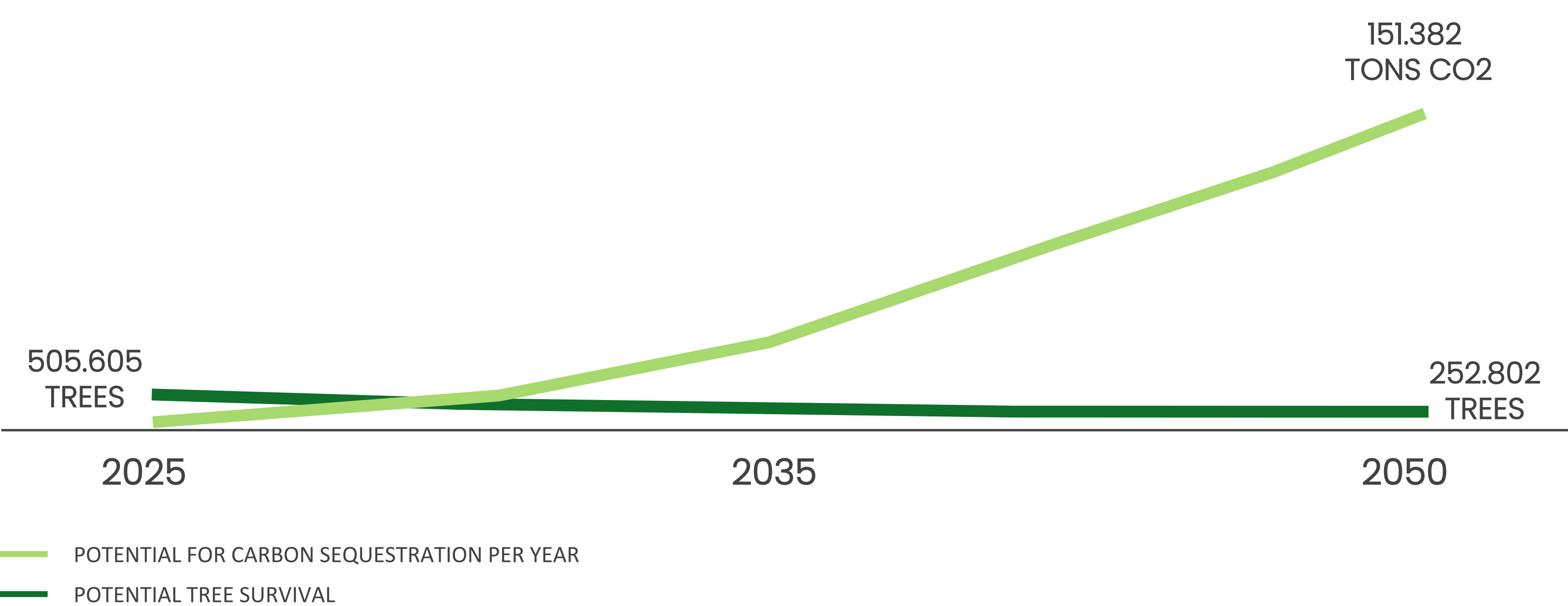


Species	Number of trees planted
Cork Oak	13 906
Strawberry tree	100 379
Holm oak	7 210
Monchique oak	200





# The potential impact of ecological restoration



Tree mortality estimated at 50% (an uncertain and unpredictable factor)<sup>[1]</sup>  
Carbon sequestration calculated using i-Tree® Planting model<sup>[2]</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: <https://www.itreetools.org/>.







# 03. Financial Execution

Turning cost into investment



# Turning cost into investment

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

By 2050 the trees planted since 2019 should be able to offset **151.382 tons of CO<sub>2</sub>**, equivalent a total of **19.693.473\$ on the voluntary carbon market**. The carbon offset would be equal to the carbon footprint of **1.202.822 passengers** flying from Dublin to Faro.



# 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

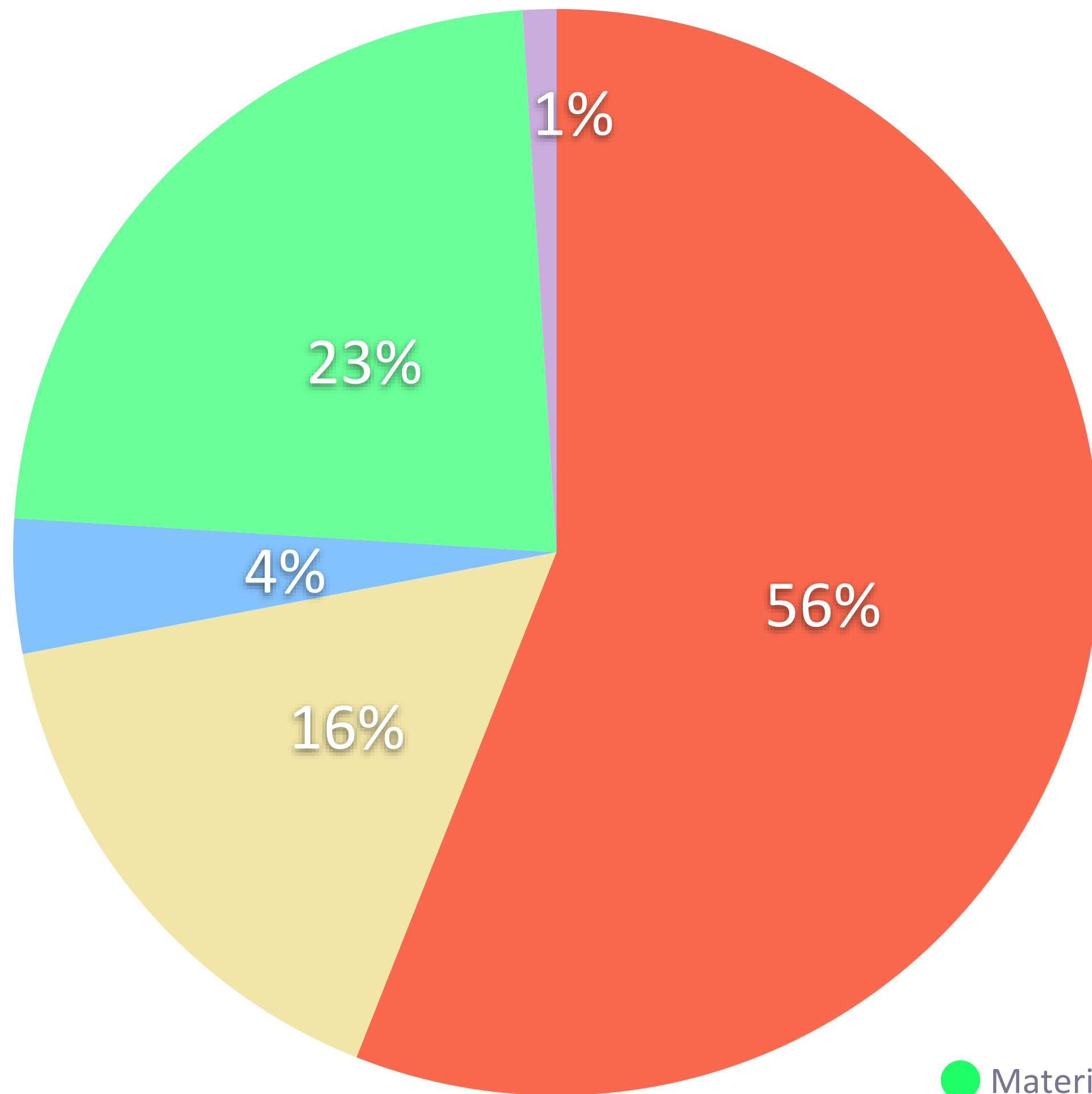
Purchase of autochthonous trees/shrubs and seedlings needed for the planting actions and all materials for the ground preparation; materials to adapt Monchique's municipal nursery to receive the plants; materials for the volunteer actions.

## Project Awareness

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



# Main cost centres

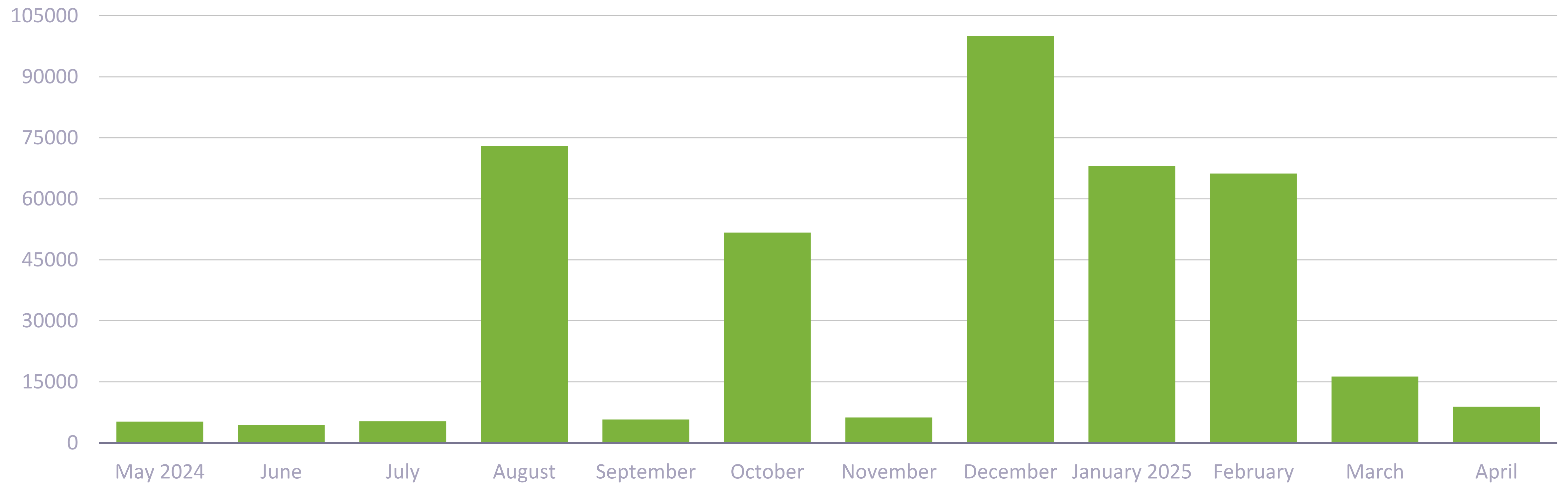


Most of the investment is linked to materials (trees) and field team (human labour and machinery). A total of 410 658€ was spent. A total 2 137€ remain and it will be included in the Investment Plan for the seventh year of the project, i.e., May 2025 to April 2026.

Materials Project Awareness Coordination Field Personnel Not spent



# Monthly distribution







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