

# Y4Trees Case Studies



These short case studies give examples of young people who have promoted to other young people the value of trees, forests and their products. They also describe young people who have created an enterprise, project or product, or found a route to a job or career.

			Section in Guide
1	Futuro Project (PT)	The 100,000 trees campaign	2.1
2	Students for Trees (UK)	Student groups in UK universities	2.1
3	Campaign about city tree felling (ES)	The impact of storm Filomena	2.5
4	One Tree for the Forest campaign (PT)	National partnership campaign to plant trees	2.5
5	Trees for Peace campaign (Europe)	European campaign for young people to plant trees	2.5
6	Wood that Revives (ES)	Reusing and recycling wood products in youth enterprises	3.1
7	Urban Forest Innovation Lab (ES)	Incubating forest business ideas with unemployed young people	3.2
8	Tree Sparks (UK)	Promotes forestry careers to young people	3.4
9	Volunteering with Plantabosques (PT)	A youth reforestation project	3.4



**WARSAW  
UNIVERSITY  
OF LIFE SCIENCES**

# 1 Futuro (PT)

## The 100,000 trees campaign

### Why read this?

The tree planting project educates young people about the value of native trees and mixed forests, as well as the value of a long-term volunteer programme. Futuro is an RCE Porto Metropolitan Area project, coordinated by the Universidade Católica Portuguesa and the Porto Metropolitan Area. This network promotes knowledge transfer, training and resource sharing among partners. Financial resources come from partners and grants.



### What for?

- Restoring degraded, burnt and underused land with a monoculture of eucalyptus trees and invasive plants.
- Involving citizens and organisations in ecological restoration.
- Producing native trees and shrubs for restoration planting.
- Training volunteers, operational and technical staff.
- Raising awareness about the region's forests and native species.

### What was done?

Annually, RCE Porto plans activities focused on the needs of the plantable plots and available financial resources. Communication and dissemination of volunteer activities in the tree nurseries and plots was through the project's social network, website and mailing lists. Volunteers enrolled in the activities and received confirmation and details beforehand. The university accompanied the volunteers who were provided with insurance, awareness, guidance and training. After the activities, volunteers received feedback.

### What benefit?

From 2011- 2019 190 hectares had been planted with over 100,000 trees of 42 native species. Over 70,000 trees had been grown in the two tree nurseries with about 80% survival rate after 5 years. Over 17,000 volunteers and 250 staff had taken part in about 700 activities. These results were due to an active collaboration between the seventeen municipalities, the State Forest Service, forest landowner associations, forest rangers, private landowners, businesses, NGOs and, of course, young people.

Young people learned about native trees and the management of the forest, as well as growing and planting native trees.



## What links?

Y4Trees Guide Section 2.1

[Futuro - A project of 100 000 trees](#)

[Futuro promotion video](#)

## 2 Students for Trees (UK) Student groups in UK universities

### Why read this?

This project was set up for all UK universities and colleges. The project came about through the National Union of Students (NUS) working to ensure young people's views were heard when the Woodland Trust and 80 other organisations were developing the new Charter for Woods, Trees and People. The Tree Charter was launched in 2017. The NUS received funding from the Woodland Trust and the Heritage Lottery Fund to set up the Students for Trees project. The project is completely student led and seeks to change students' perceptions of woods and trees throughout the UK.



### What for?

- Protect, enhance and celebrate woods and trees on campuses and around colleges and universities.
- Help students learn about the heritage value of woods and trees.
- Support students to actively cherish and protect trees by setting up local student Tree Charter Branches, promoting the principles of the Tree Charter right across student groups, colleges, students' unions and universities.
- Provide advice and resources for student-led projects.
- Inspire students to run activities as part of an annual Tree Day.

### What was done?

- Published survey on students and trees.
- Supported university groups to become Tree Charter branches and ran events on Tree Charter Day and during National Tree week in November.
- Initially funded £50 towards the group's chosen activity for Tree Charter Day or National Tree Week.

- Communicated with groups by monthly newsletters and social media.
- Offered small grants to university groups to encourage students to enjoy the outdoors during Mental Health Awareness Week 2019.
- Organised a Students for Trees poetry competition.
- Encouraged entry to a photo competition on the theme of Health and Hope.
- Liverpool Students' Union - Nearly 100 students gave their tree stories and ideas.
- Bangor University Students' Union - ran a school tree planting day in local schools. Bangor Forestry Students Association raised awareness of the Tree Charter with local community groups.
- University of Leeds Engage - set up an art stall selling work that celebrated the Tree Charter by 15 artists. The money raised funded some Woodland Trust projects. #Leeds4Trees.

#### **Suggested activities**

- Support the Tree Charter by collecting signatures, hosting events and lobbying the college or university.
- Set up events including art installations, tree planting activities, tree dressing days etc.
- Turn Tree Week into a rival for Fashion Week and organise a fashion show featuring clothing items made from recycled paper.
- Use scrap paper to host an origami evening or create a mural using autumn leaves.
- Take a break from a stressful week and organise a Woodland Walk or scavenger hunt in your local area.

#### **What benefit?**

- Over the first year over 5,000 students were engaged, whether this was by being part of the Student Tree Charter board, running events on campus, taking part in our research into students perceptions of woods and trees or signing to support the Charter for Woods, Trees and People.
- Student Tree Charter Council - Over 20 students from across the UK were part of the student council, advising and representing young people's voices and opinions on the future of the UK's woods and trees. The Council of 16-24 year olds represented young people amongst the 80 organisations who were part of creating the Tree Charter.

#### **What links?**

Y4Trees Guide Section 2.1

[Students for Trees](#)

[Tree Charter](#)

[National Tree Week](#)

Contact - [studentsfortrees@nus.org.uk](mailto:studentsfortrees@nus.org.uk)

Organisers - [Students Organising for Sustainability](#). They were formerly a department of the National Union of Students.

## **3 Campaigns about city tree felling (ES)**

### **The impact of storm Filomena**

#### **Why read this?**

Young people were helped to start their own campaign against the felling of city trees struck by a big storm.



## What for?

Snowstorm Filomena hit central Spain in early January 2021. The storm damaged half a million of Madrid's trees. The historic winter storm passed through Spain on January 8th and 9th, dumping 50 centimetres of snow on the central and northern parts of the country and killing four people. It was the largest blizzard to hit the Iberian peninsula in more than 50 years. Specialist teams were called in to clone some of the most valuable specimen trees, creating genetically identical copies. It was an extreme event so the city trees were not prepared for such a storm. The easy solution to avoid accidents was to fell the trees which were potentially at risk of falling. To avoid this, a group of young people started a campaign to make professionals consider how to treat each individual tree. Some politicians also took advantage of this storm to construct buildings instead of replanting the fallen trees. So people objected to this.

## What was done?

- The young people networked with others including environmental associations.
- Met, prepared and planned activities.
- Used free platforms like Google drive to share documents with all the people involved.
- Made a list of key people and organisations to do the lobbying and to be lobbied.
- Developed text and a petition for signing.
- Launched the campaign.
- Created a strong hashtag and used social media such as WhatsApp to spread the word.
- Talked with politicians once they had a critical mass of support.

## What benefits?

Young people learned how to work in a team, how to write in different media - manifesto, news, social media. They also learned how to influence decision-makers and policies in their neighbourhood and city. The storm educated people that if you manage trees properly, they will grow healthy and manage extreme events, like strong winds, snow and storms. People also learned about the most suitable tree species for the weather, pests and pollution of the city.

- Highlighted the importance of trees in the cities and the importance of choosing the right species.
- Highlighted the importance of good tree management. Many of the trees which died because of storm Filomena were not healthy, which made the trees vulnerable.
- Educated the public and council staff that cutting tree branches for aesthetic purposes or because they drop leaves is not a justifiable reason.

## What links?

Y4Trees Guide Section 2.5



## 4 One Tree for the Forest campaign (PT)

### National partnership campaign to plant trees

#### Why read this?

Every citizen, including young people, can participate in restoring forests and planting trees. This national reforestation campaign enables anyone to pledge the planting of a new native tree, especially in areas most affected by wild fires.



#### What for?

This is a national campaign in Portugal that aims to create forests with native species in areas affected by fires, in Portugal. These native species offer better resistance to the fires, soften the climate, promote biodiversity and protect the landscape.

#### What was done?

Quercus, an association for nature conservation, and CTT, the Post office of Portugal, created a partnership in which people buy a Vale uma Árvore pledge, meaning Worth a Tree, in a post office. This pledge costs 3 euros and the person who buys it has to register one of the selected 28 tree species on the project website. Quercus then organises a volunteer action to plant the tree in classified areas of the north and centre of Portugal. and then communicates the tree species and the plantation's location to the person who bought the pledge. The person who bought the pledge is then told where the tree of a particular species was planted.

With more than 100,000 indigenous trees planted across the country, the “One Tree for the Forest” campaign has the aim of allowing everyone to actively participate in the reforestation of Protected and Classified Areas, in particular in the areas most affected by fires. In the 2021-2022 edition, a new kit for the wild cherry tree was on sale, which could be purchased throughout the year at CTT stores in the country and at the Online Store, at [www.ctt.pt](http://www.ctt.pt), with free shipping to the entire country.

#### What benefits?

This campaign benefits the environment, since it promotes reforestation and hence other benefits that come from forests. It also has political benefits because the CTT national post office is one more partner in support for biodiversity and tackling climate change. Additionally the act of pledging a newly planted tree promotes civic participation and environmental awareness.

## What links?

Y4Trees Guide Section 2.5

[Uma Árvore pela Floresta](#)

[Quercus](#)

[How much is a tree worth?](#)

## 5 Trees for Peace campaign (E) European campaign for young people to plant trees

### Why read this?

Trees for Peace is a tree planting campaign that also combines climate action with education for sustainable lifestyles, while fostering a community of young Europeans from 10 countries, dedicated to making a difference. This is an initiative from AYUDH Europe, an international youth movement, dedicated to empowering young people to contribute to a peaceful and sustainable world and become compassionate leaders with a sense of tolerance, solidarity and global responsibility.



### What for?

The campaign mainly focused on planting European forest and fruit trees, which are either native to the European continent or naturalised here. The main goal was to plant over 1000 trees in three years, starting in 2018.

### What was done?

AYUDH Europe coordinated the campaign. Everyone aged 15-30 could join the tree planting activity by completing a form. There was also the option of donating money for tree planting. Each Trees for Peace activity was carried out by young people (aged 15-30) on a voluntary basis and was combined with workshops on sustainable living. Young people were guided in choosing species of trees which were native or cultivated in their geographical area, ensuring that the planted trees can survive and flourish in their soil and weather conditions. They organised groups to plant in their countries.



## What benefits?

This campaign, by planting trees, is a powerful way to bring people together, experience community, and strengthen a sense of global responsibility and leadership in young people. It can inspire youth from all backgrounds to be active citizens, bringing them together to build a more sustainable and peaceful future. Since the beginning of the Trees for Peace campaign in 2018, AYUDH has planted 1050 trees all over Europe.

## What links?

Y4Trees Guide Section 2.5

[Trees for Peace campaign](#)

[AYUDH Europe](#)

[Plant for the Planet](#)

# 6 Wood that Revives (ES) Reusing and recycling wood products in youth enterprises

## Why read this?

People and especially young people need to understand the importance of recycling and reusing wood products, while reducing the use of primary material and supporting a circular economy. This project also focuses on those trades that are at risk of social exclusion, such as carpentry.



## What for?

Buteo is a company whose main activities are environmental and tourism consulting, environmental education and nature tourism. It transformed waste wood into biodiversity refuges for birds, insects and bats, promoting knowledge of urban biodiversity and favouring citizen science projects. This manufacture changed the process from the traditional make-use-throw away model, typical of a linear economy, to a new, sustainable, circular economy based on reducing, reusing and recycling.

## What was done?

The Madera Que Revive (Wood that Revives) project reused waste from the wood sector in the municipality of Valladolid. These materials were used to build different types of biodiversity shelters for birds, insects and bats. The project collaborated with organisations that work with people with disabilities or at risk of social exclusion.

- Spread the concept of circular economy with many workshop sessions in education and youth centres.
- Recovered wood wastes. After contacting more than 60 potential suppliers, the project had two collaborators to recover wood waste.
- Reduced the consumption of raw materials. Wood was recovered and reintroduced into the production system.
- Promoted work with groups at risk of social exclusion.
- Built nest boxes and shelters for birds, bats and insects -100 units were built.
- Created biodiversity shelters in the city. 70 biodiversity refuges were created.
- Compensated the carbon footprint generated in the process of one tonne of CO<sub>2</sub> emitted into the atmosphere, through the planting of aromatic and other species, strategic planning of transport and responsible consumption.

## What benefits?

This project presented a great entrepreneurship opportunity for young people, as it outlined the simple path they could follow to organise a similar initiative in their own city. It demonstrated how young people could find a partner who could provide them with wood scraps, leftover or recycled wood and then collaborate with local environmental organisations to find a location, get tools, and gather a group to help market and distribute the products once they are made.

These materials, which would otherwise be discarded, became raw materials. Through this project the waste wood was given added value, both economically, socially and environmentally.

The project had a strong social component, since the construction of the shelters was carried out in collaboration with organisations that worked with people with disabilities or at risk of social exclusion. The shelters were installed free of charge in educational centres, civic centres and other emblematic buildings in the city of Valladolid such as the Museum of Science, the Lucia bioclimatic building and others.

The waste wood was transported in non-polluting vehicles and the carbon footprint of the entire project was calculated to establish compensatory measures.

## What links?

Y4Trees Guide Section 3.1

[Madera que Revive](#)

[Buteo](#)

[Circular Labs](#)

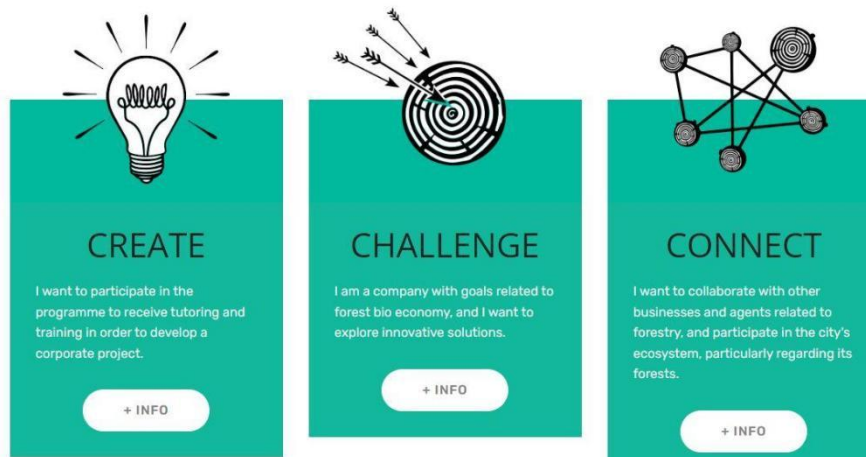
# 7 Urban Forest Innovation Lab (ES)

## Incubating forest business ideas with unemployed young people

## Why read this?

Young people with creativity, commitment and entrepreneurship are needed to boost the economy of many rural forested areas. The challenge for the district of Cuenca was to take advantage of the important economic, social and environmental benefits of sustainable forest exploitation, through the development of an innovative forest

business industry. This would allow for a broadening of the local economy beyond public services, heritage and culture tourism, and ensure better forest management, fire prevention system and the creation of a bigger carbon sink. The forest of Cuenca is a hands-on site to test and incubate these new forest enterprises.



## What for?

Cuenca has a forest area of 53,000 hectares that is under-utilised. Bioeconomy and business educational programmes related to their forest are lacking. The introduction of forest entrepreneurship via this initiative aimed to help Cuenca keep talented young people, and provide development opportunities through sustainable forest exploitation.

## What was done?

The Urban Forest Innovation Lab (UFIL) collaborated with Urban Innovation Actions of Europe to develop a 6-month training module. The funded project from 2020 to 2022 had three training, incubation and development phases, each for about 30 participants. It focussed on 21st century skills, forest bioeconomy and business and environmental innovation in forestry. It also researched forest opportunities and created an action plan for the forest sector. The project had its own facilities of classrooms, common spaces and a laboratory. Here, trainees developed ideas for forest bioeconomy which were prototyped and tested. They also had technicians and teachers who supported all stages of the process. Finally the trainees presented their business projects to their trainers, coaches and potential sponsors. The project involved individuals who wanted to learn how to develop their own personal projects (CREATE), companies that wish to be challenged as a business regarding forest bioeconomy (CHALLENGE), and people, businesses, institutions and other agents who would like to become part of the local bioeconomic system (CONNECT).

## What benefits?

95 people, including young people up to the age of 30 years old, were recruited and trained. This resulted in the development of 34 forest bioeconomy projects, some of which have been set up as companies and are currently working. The project and municipality of Cuenca has attracted and retained a qualified workforce and reduced



local unemployment. It has forged new partnerships, started to develop more forest tourism and improved forest bioeconomy training.

## What links?

Y4Trees Guide Section 3.2

[Urban Forest Innovation Lab](#)

[Urban Forest Innovation Lab Cuenca](#)

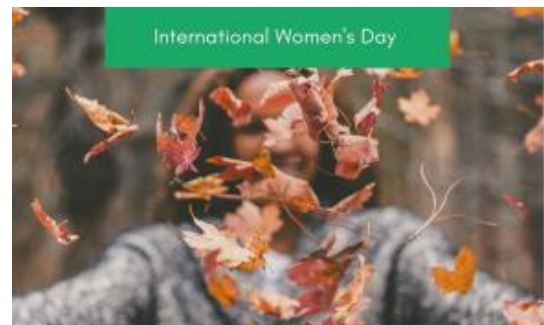
[UFIL Cuenca video](#)

[UFIL Demo Day 2021 video](#)

## 8 Tree Sparks (UK) Promoting forestry careers to young people

### Why read this?

This new social enterprise was set up by a young forestry student who wanted to promote forestry as a fantastic career for other young people - both men and women. Tree Sparks was on a mission to dispel the myths surrounding forestry and demonstrate that environmental careers are viable and hugely rewarding.



#ILookLikeAForester



Changing Attitudes  
Award 2020

Mima Letts  
Tree Sparks  
WINNER



**Confor**  
Promoting forestry and wood

When the founder, Mima Letts was asked why “Tree Sparks” she said “Tree Sparks, although focused on forestry careers, want to promote career options for all across the outdoor and environmental sector, from arboriculturalist, to environmental scientists, to foresters, and one of things these careers often have in common is trees! Coming from

the Fens, I grew up surrounded by solitary urban trees or those in hedgerows, not by vast forests. Almost all the people I talk to who are studying forestry or a related subject are doing it because they love trees and it is this passion and love for trees which I want to spread and share!”

## What for?

Tree Sparks promoted forestry careers to young people, whilst making forestry students more employable. It also aimed to increase 15-19-year-olds’ awareness of forestry and environmental careers by running interactive workshops in schools using virtual reality technology and providing online resources including links, quizzes and videos.

- A Social Enterprise - the best way to run a business is to do it for good.
- Who are Passionate About Trees - talking about trees of every kind, and believe we should protect our natural environment.
- Acting as Motivators - opportunities for young people to do everything to motivate them towards success in the industry.
- And Youth Leaders - the best way for young people to make a difference in the forestry industry is to speak up for what they believe in.

## What was done?

- Several videos have been produced - Life as a forestry student was made as a short film with the Institute of Chartered Foresters to celebrate International Womens Day 2020. #FemaleForesters.
- Several podcasts have been produced - In March 2020 Mima Letts was interviewed for the podcast A View From A Forest.
- An environmental careers film was produced called A Year in the Life Sept 2019-2020.
- A presentation was given at The Royal Welsh Show on Future steps into forestry.

## What benefit?

“I want to play a part in raising awareness and instigating conversations about trees and forestry. There is such a misconception about the practice of forestry and this needs to change. With the drastic effects of climate change around the corner and deforestation occurring all around the world, it has never been so important to educate and encourage people to get involved with forestry.” Georgia Parker

## What links?

Y4Trees Guide Section 3.4

[Interview with founder of Tree Sparks](#)

# 9 Volunteering with Plantabosques (PT)

## A youth reforestation project

## Why read this?

People, and especially young people, need activities to develop and demonstrate to society that they are involved in things that have real value. For instance, Plantabosques is a youth programme that allows young people to experience trees and maintain them in a practical way.



## What for?

Plantabosques is a youth programme of volunteering, solidarity, awareness and commitment to the environment in Extremadura. Adenex, a Spanish association, started this environmental volunteering project in response to a fire that occurred in Extremadura in 2003, with the aim of reforesting the area. Although Plantabosques has many social objectives, the project mainly aims to plant trees and maintain previously planted trees.

## What was done?

Between 2003 and 2019, over 350 thousand trees were planted by a total of 14 thousand volunteers! Usually the volunteers go on weekends to the places where the project plants trees. On Fridays, the volunteers go by bus to the lodgings, and there is a non-formal presentation for everyone. On Saturday mornings, the volunteers go to the planting site. The staff teach how to plant trees, then the group is split in pairs and each pair receives a set of small trees and a planter and then they choose a site to plant trees. On Saturday afternoon, there is a leisure and cultural activity, such as a walk. On Sunday, there is tree planting again in the morning with evaluation and a farewell meal in the afternoon.

## What benefits?

Plantabosques contributes to ecosystem restoration by planting native trees. Besides learning to plant trees and having fun working and staying together, the young people develop teamworking skills and responsible citizenship. Also the project promotes sustainable behaviour change.



## What links?

Y4Trees Guide Section 3.4

[Plantabosques](#)

[Plantabosques with ASPEA](#)