



# WORLD STUDENT CHAMPIONSHIP FOR REFORESTATION 2016

*LET'S BRING TREES BACK!*

# Agenda

## 1 Forests

- Why are forests important?
- Alarming Facts
- Why are forests cut down?
- Solution: reforestation

## 2 Projects

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- Not only reforestation, but also...
- Project selection criteria

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- Benefits for students and teachers
- How to participate step-by-step
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# FORESTS







# WHY ARE FORESTS IMPORTANT?

Forests are important because they:

- ✓ are the lungs of our planet!
- ✓ fight against climate change by catching and storing carbon so that it doesn't become a greenhouse gas.
- ✓ keep the soil together that helps to grow more plants. Without this, the land would become a desert.
- ✓ collect, clean and keep fresh water, so it doesn't go back into the ocean and prevents flooding.
- ✓ keep things cool by giving shade and vaporizing the air.
- ✓ provide habitat to endangered species and animals that can live only in the forest.
- ✓ are the home to many people.
- ✓ give us plants that can cure several diseases.
- ✓ give us various foods, such as fruits, nuts and syrups.

## ***Did you know?***

- *20% of the Earth oxygen is made in the Amazon forest*
- *Over 25% of the medicines we use today originate from rainforest plants*
- *The oldest trees are over 4,000 years old!!!*

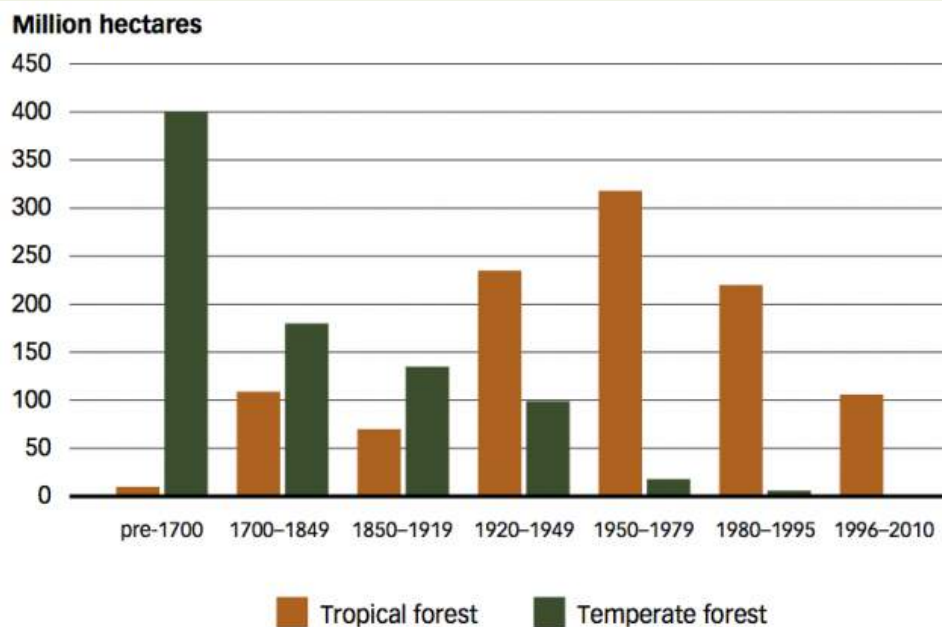




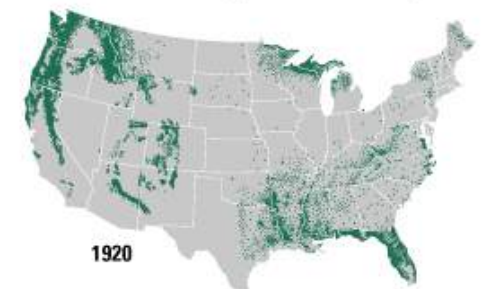
# ALARMING FACTS

- Forests once covered 60% of the Earth today only 30%
- Rainforests have decreased by almost  $\frac{1}{2}$  in just a few decades.
- This year, more than 4 million hectares of forests will be cut down. That's the same size as 7 million football fields or the country of Belgium!

*Estimated deforestation by type of forest and time period, pre-1700-2000 – FAO (2012)*



*Area of primary forests in the United States 1620-1920*





# WHY ARE FORESTS CUT DOWN?



## FARMING AND AGRICULTURE

As the world population gets bigger, farmers need more and more land to grow crops to feed people and animals

## BUILDING ROADS AND HOUSES

More people means we need more space for people to live. Forests are cut down to make roads and houses



## BIO FUELS

Bio fuels such as ethanol, soy and palm oil are used in food, beauty products and as gas for cars so forests are cleared to make biofuel plantations

## FUEL FOR COOKING

Poor people in many countries have to use wood from trees in order to make cooking fires and to heat their houses



## LOGGING FOR WOOD PRODUCTS

Trees are cut down for wood to make products used in construction, and for paper, furniture, boats, and etc...

## MINING

Many forests are full of minerals like gold, diamonds and copper, so trees are cut down in order to dig up the minerals





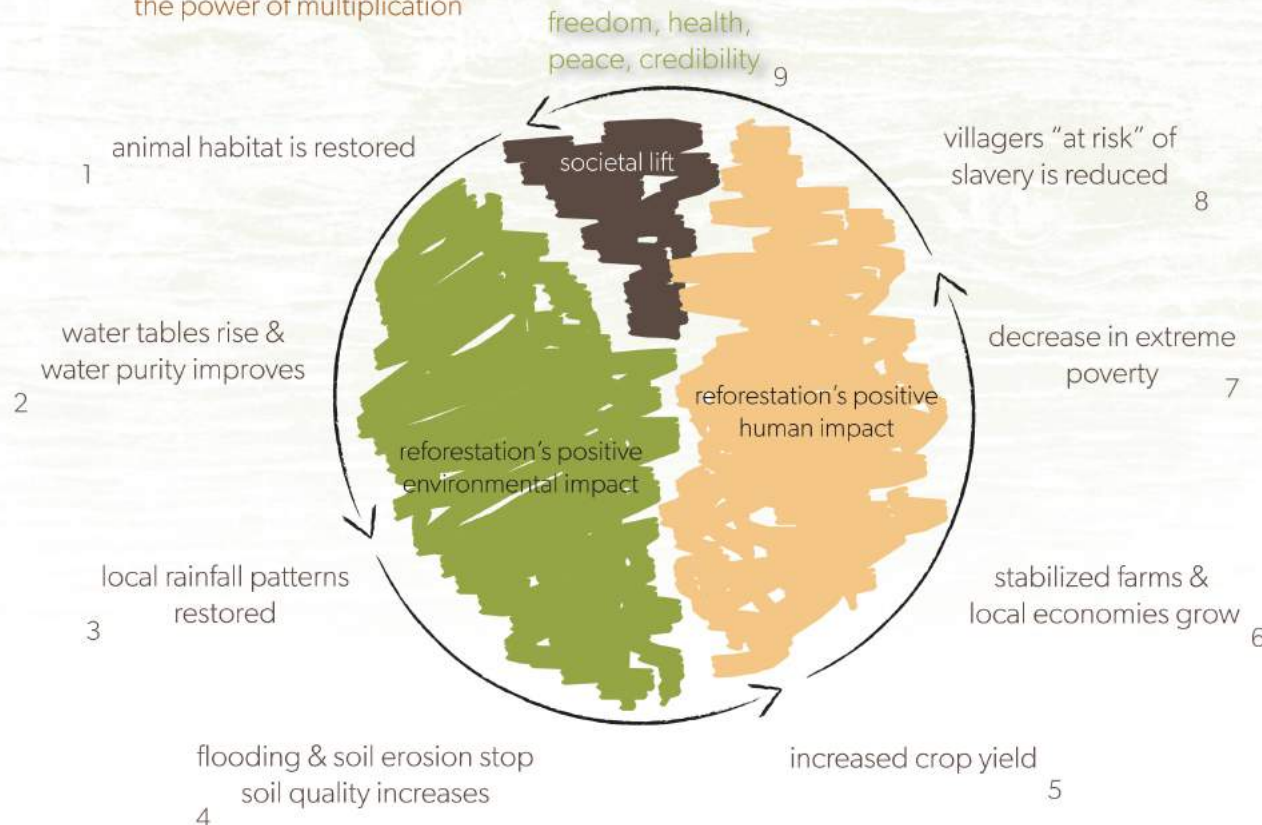


# SOLUTION: REFORESTATION!

Reforestation involves the replanting or regeneration of forest areas that have previously been damaged or destroyed. Areas of forest that have been severely degraded are unlikely to be able to regenerate naturally and need to be replanted.

## Reforestation

the power of multiplication



### Did you know?

*A forest (depending on type) may need between 25-100 years to fully recover and reach previous productivity level after a reforestation project.*

# PROJECTS

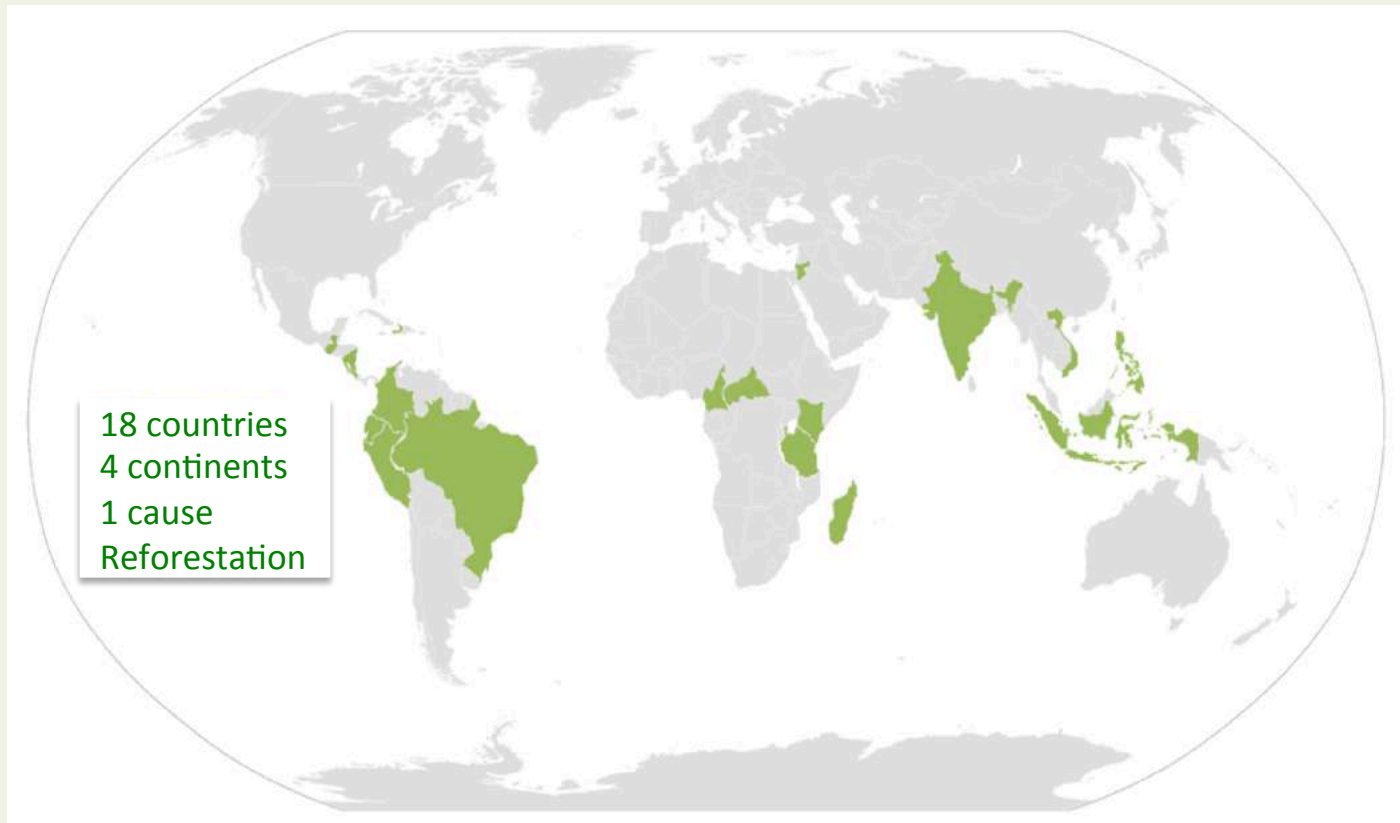




# 18 COUNTRIES, 4 CONTINENTS, 1 CAUSE



- ❖ 18 COUNTRIES: Brazil, Cameroon, Colombia, Costa Rica, Ecuador, Guatemala, Haiti, India, Indonesia, Jordan, Kenya, Madagascar, Mexico, Myanmar, Nicaragua, Peru, Philippines, Tanzania
- ❖ 4 CONTINENTS: Africa, Asia, North America, South America
- ❖ 1 CAUSE: reforestation





# NOT ONLY REFORESTATION

The primary focus of the 18 projects is reforestation, however they have several direct impacts, such as:



Save this little one's habitat, Indonesia – Orangutan Information Centre (OIC)



Protect nature in areas of war and unrest, Jordan – Arab Group for the Protection of Nature (APN)



Help keep the voluntary self-isolation of the Huaorani indigenous tribe, Ecuador - Asociación de Mujeres Waorani



Grow crab farms, Philippines - Trowel Development Foundation



Improve the living conditions of villagers, Cameroon – Agripo



Build a forest for the Monarch butterflies, Mexico – Forests for Monarchs



Restore the root of the Amazon, Colombia – Green Hope Foundation



Provide a retirement home for elephants, Myanmar – Green Hill Valley

# SELECTION CRITERIA



The WSC has diligently canvassed prospective cases where funds are desperately needed. The locations we have chosen needed our help to continue the initiatives that are in place or to build new initiatives where reforestation has depleted much needed habitats.

The final 18 projects:

- ✓ have successfully done reforestation projects that are empowering and benefiting their geographic locations.
- ✓ are proactive in growing their initiatives.
- ✓ have solid leadership with much commitment and problem solving capability.
- ✓ have members who are doers and change-makers and turn dreams into reality.
- ✓ are interested in scaling up and benefiting more communities.
- ✓ share their knowledge as an educational tool for trainers who will work with the every member of the community including the children.
- ✓ have strong transparency of managing financial support.
- ✓ count with long-term views, maintenance and repair.





# HOW CAN YOU HELP?





# SCHOOLS: TEACHERS & STUDENTS



**Participate in the WORLD SCHOOL CHAMPIONSHIP FOR REFORESTATION,  
...and receive a trip to your project of choice!!!**

We challenge students, aged 12- 16, to compete in this annual championship with their school class to fundraise as a solution to the crisis of deforestation.

- ❖ Each participating classroom will, through this unique networking opportunity, partner with a student in another region of the globe. These teams will work together with the end goal of realizing the vision of the WSC - connecting youths worldwide for direct action to a growing crisis.
- ❖ The winning team will:
  - ✓ receive the “2016 Reforestation Award Medal”, a certificate from the United Nations Environment Program (UNEP), to be given at Bonn, Germany
  - ✓ travel to the project of their choice!!!



# THE UNEP



UNEP stands for United Nations Environment Programme. It is United Nations' agency that leads environmental activities and the implementation of environmentally sound policies and practices. Founded in 1972, UNEP has since made possible several regulations and projects protecting the environment, most notably the Kyoto Protocol in 1997. UNEP is headquartered in Kenya, its Executive Director is Achim Steiner and its Goodwill Ambassador is Gisele Bündchen.



Find out more: [unep.org](http://unep.org), [twitter.com/unep](https://twitter.com/unep), [facebook.com/unep.org](https://facebook.com/unep.org)

#WWD2016 #InOurHands

*The future of wildlife is  
in our hands*

*The future of elephants is  
in our hands*

**"When we damage the planet we damage ourselves"**

Remarks by UNEP Goodwill Ambassador, Gisele Bündchen

**WORLD  
WILDLIFE DAY**  
3 MARCH 2016





# BENEFITS FOR STUDENTS AND TEACHERS

## STUDENTS

will benefit by...



- understanding of working together toward a healthier and more peaceful world.
- receiving tools how to change the world.
- creating contacts from one country to another, growing not only trees, but also lifelong bonds with a commitment to the environment.
- building an ecological education network.
- free access to a website to follow goals and achievements of this initiative.

## TEACHERS

will benefit by...



- having an opportunity to enlighten their students about the world around them with a very real, ongoing global problem.
- engaging in an empowering and ongoing task encouraging exchanges of ideas, important decision making, creative plans for fundraising, etc...
- free access to material and lesson plans related to reforestation.

# HOW TO PARTICIPATE STEP-BY-STEP



You can get in touch with Peter Claesson or Doris Downes, e-mail: [info@wscreforestation.org](mailto:info@wscreforestation.org)  
For more information, visit: [www.wscreforestation.org/faqs.html](http://www.wscreforestation.org/faqs.html)



## REGISTER YOUR SCHOOL

SCHOOLS REGISTER ONLINE AND GAIN ACCESS TO OUR EDUCATIONAL RESOURCES, LESSON IDEAS, USEFUL TOOLS, TEMPLATES AND ONLINE SUPPORT.



## FUNDRAISING

SCHOOLS STARTS RESOURCE MOBILIZATION WE PROVIDE DIFFERENT IDEAS ON HOW TO DO FUNDRAISING



## CONNECTING SCHOOLS

WE HELP TO CONNECT WITH OTHER SCHOOLS IN THE AREA OF THE PROJECTS

### ***Did you know?***

*You can find a lot of fundraising and informative material on our website:  
[www.wscreforestation.org](http://www.wscreforestation.org)*



# BUSINESSES AND INDIVIDUALS

Any business, corporation or individual interested in this project can financially support our initiative. On the homepage of our website, there is a special link that allows donating: <http://www.wscreforestation.org/donate>

We will promote the alliances of our Sponsors in our WSC marketing materials and the website of our project. All sponsors will have access to the growth of the WSC initiative.

You can purchase several packages and also decide on what exactly your money is going to be spent on:

Package	Cause	Amount
1	Plant 100 trees	US 10
2	Plant 500 trees	US 50
3	Plant 1000 trees	US 100
4	Set up plant nursery	US 200
5	Set up plant nursery and train trainers to grow the plant nursery and educate community	US 250
6	Alternative livelihood to wildlife hunting by building a marketplace for hand-woven hammocks, bags and handicrafts	US 400
7	Education and raising awareness in one community in Africa, Asia or Latin America. Training program for teachers, kids, community leaders and parents	US 900
8	Plant 10,000 trees	US 1,000





# WHAT WILL THE MONEY BE SPENT ON?

**1,000,000 TREES**

- ❖ Over a million seedlings per year will be planted.
- ❖ Mostly autochthonous trees, that belong to the unique flora and fauna of the specific location, will be planted. In other locations the money goes to mangrove forest restoration and in others to fruit tree farms.
- ❖ The project will fund equipment, seeds, training, and monitoring to set up seed and plant nurseries in many villages.
- ❖ Organic tree nurseries and forestry centers near degraded forest areas will be set up, to support existing nurseries, and provide reforestation training for communities.
- ❖ Each school that participates in WSC can decide who receives its donations.



# MEET THE TEAM





# WHO WE ARE?

WSC for REFORESTATION is an officially registered, non-profit organization, active in the field of sustainable development goals for the protection of the environment. We are supported by the United Nations and we are starting collaboration with the World Wildlife Fund (WWF). We are two time recipients of the highly prestigious United Nations award in 2004 and 2006 (UNDP Award).

Our team is comprised of young enthusiastic professionals with varied areas of expertise and backgrounds, including United Nations and EU consultants, NGO advisors, former employees of the UN and The World Bank, sustainability experts and corporate professionals.

Peter Claesson, a former United Nations advisor with 15 years of experience in developing youth-oriented programs, is a project manager of WSC. We are collaborating with people such as Julia Morton-Marr, nominated for the Nobel Peace Prize as part of the “1000 Peace Women Across the Globe”.



*Peter Claesson, United Nations advisor for 15 years, guest speaker at Harvard University, Project Manager for WSC*



*Doris Downes, Author, Artist, Environmentalist, Director of Communications of WSC*



*Julia Morton-Marr, Nobel Peace Price Nominee, Collaborator of WSC*





# OUR PREVIOUS SUCCESS STORIES

## The Adventure Bus

We gave about 6,000 street-children from orphanages, prisons or the streets hope by taking them on 165 adventure trips. While natural parks were discovered or technical skills were learned on farms, topics such as environmental protection, drugs, sexual health or natural disaster handling were taught. Hundreds of volunteers, municipalities, private companies and even the air force and the marine participated!



## Future Workshops

Young and female convicts were given hope for an alternative life by several vocational trainings in Ecuadorian prisons.

In the end about 80 teenagers and 70 women were integrated in society and secured stable jobs.



## Children & Youth Parliaments

These were created together with the Urban Development Program of the U.N. in Cotacachi Ecuador. The project provided opportunities for 8-25 year olds to use their voice to bring about social change.

Courses were given in various small project development, conflict management, tourism opportunities, a small hotel was established.



## Internet Cafes in Rural Honduras

We started with 50 internet cafes around the rural part of Honduras

In these internet cafes children learned computer skills, teachers downloaded lesson plans, and farmers sold their coffee beans for better prices to neighbouring countries and families communicated for free on skype with their children that were abroad.



# COMMITMENT TO TRANSPARENCY



WSC is an officially registered, non-profit organization, backed by the United Nations and the World Wildlife Fund. We received high-prestige UN awards and our team consist of professionals with extensive experience in their fields.

Apart from very small administrative costs that help to maintain the project and promote it on a large scale, WSC members' efforts are largely voluntary.

We are actively applying for EU financial support and grants from organizations that earmark funds for social initiatives such as The Rockefeller Foundation and The World Bank.

The WSC has diligently canvased prospective cases where funds are desperately needed. The locations we have chosen needed our help to continue the initiatives that are in place or to build new initiatives where reforestation has depleted much needed habitats. We make sure that the funds raised will go to the right organizations and be spent of the right efforts.

# FAMOUS ENVIRONMENTALISTS





# LEONARDO DI CAPRIO



*“Climate change is real, and it’s happening right now. It is the most urgent threat facing our entire species, and we need to work collectively together and stop procrastinating. (...) Let us not take this planet for granted. I do not take tonight for granted.”*

- Leonardo Di Caprio  
Academy Award winning actor  
Academy Awards, 29.02.2016

Watch the entire speech on:

<https://www.youtube.com/watch?v=pcML7KeAxmo>

# GISELE BUNDCHEN



*“When we damage the planet we damage ourselves”*

- Gisele Bündchen  
Top model,  
Goodwill Ambassador for the United Nations Environment Program



# AL GORE



*“The warnings about global warming have been extremely clear for a long time. We are facing a global climate crisis. It is deepening. We are entering a period of consequences.”*

- Al Gore,  
former Vice President of the United States of America,  
Nobel price winner

Read: An Inconvenient Truth: Our Choice (2009), The Planetary Emergency of Global Warming and What We Can Do About It (2006), Earth in Balance (1992)

Watch: An Inconvenient Truth (2006)





# CHARLES, PRINCE OF WALES



*"We must provide funds. The rainforest countries need to re-orientate their economies so that the trees worth more alive than dead."*

- Charles,  
Prince of Wales  
2009

# BAN KI-MOON



*“I will link arms with those marching for climate action. We stand with them on the right side of this key issue for our common future”*

- Ban Ki-moon,  
UN Secretary General