



Size of  
Wales  
Maint  
Cymru

Strategy 2020-2025



# Securing forests, connecting communities, inspiring climate action

## Our Vision

A world where people, trees and biodiverse forests thrive together in a safe climate.

## Our Purpose

To support communities to secure, sustain and restore tropical forests as part of our national response to climate change.

## What we do

The “size of Wales” is often used as a measure of global deforestation, we are turning that negative into positive action. We provide funding and expertise to local and indigenous communities in tropical regions to support them to secure and sustain their precious forests, grow more trees and establish sustainable livelihoods. Through education, community engagement and advocacy, we also raise awareness in Wales of the importance of tropical forests and trees in tackling climate change. We inspire people to see that they can be part of the solution.

## Our Goals

- ✓ Support community projects that secure, and sustain over the long term, an area of tropical forest at least the size of Wales (at least 2 million hectares)
- ✓ Support communities to tackle climate change and develop sustainable livelihoods by growing millions of trees
- ✓ Move Wales towards eliminating imported deforestation from our economy
- ✓ Inspire people across Wales to reduce their forest footprint, support tropical forests and take climate action.

## Our Guiding Principles

- ❖ **Community, participation and inclusion:** We put local communities at the heart of our work and aim to empower them and build links between communities in the projects we support and communities in Wales. We stand together with those on the front line of climate change, especially indigenous communities and other vulnerable and excluded groups such as women. We promote their voice through the work we do in Wales and overseas.
- ❖ **Collaboration:** We believe that collaboration is the best way to reach our goals, drawing on combined expertise, skills and experiences. We seek to consult and collaborate wherever possible, with a wide range of stakeholders from Government officials, to public sector bodies, private sector, NGOs and general public - at the local, national and international level.
- ❖ **Evidence based and solutions focused:** We take a positive, solutions focused approach, and base all our work on robust evidence and science.
- ❖ **Strategic:** We target our work both in Wales and overseas to ensure that we can bring about change in behaviours, practices and policies and have greatest impact both at local and international level.
- ❖ **Sustainable development, sustainable livelihoods:** Our work supports the delivery of the UN Sustainable Development Goals and the Wellbeing of Future Generations (Wales) Goals.
- ❖ **Integrity, ethics & strong governance:** We strive for the highest standards of integrity, ethics, accountability and governance in everything we do. We will lead by example.

## Our Programmes

We work towards our goals through four interrelated programmes of work:

### 1. Forest protection

**Goal: Support communities to secure - and sustain over the long term - an area of tropical forest at least the size of Wales (at least 2 million hectares)**

This programme will primarily provide funding to highly impactful projects run by key strategic partners through our “Forest Fund”.



To support projects working to protect tropical forests at least the size of Wales

The Forest Fund will have two overlapping focus areas:

- **Forest Frameworks:** We will prioritise projects that work to improve the legal and policy frameworks to empower local and indigenous communities to secure their rights to take care of their forests.
- **Sustainable Livelihoods:** We will also prioritise projects working to build the capacity of local and indigenous communities to develop sustainable livelihoods that do not damage or degrade their precious forests.

### 2. Community tree growing

**Goal: Support communities to tackle climate change and develop sustainable livelihoods by growing millions of trees**

In this period, we will substantially expand our tree growing programmes. According to the World Resources Institute, *“more than 2 billion hectares worldwide offer opportunities for restoration – an area larger than South America”*, and three quarters of that land would be best suited to a “mosaic” forest restoration approach, blending forests, trees and agricultural land uses.



The growth of this programme will include expansion of our flagship Mbale Trees Programme in Eastern Uganda with our partners the Mount Elgon Tree Growing Enterprise and the Welsh Government, as well as partnering with new partners to expand our tree growing activities. As part of this we will operate a new “Tree Growing Fund” alongside the Forest Fund with the aim of enabling communities to plant and grow trees in their communities, develop sustainable livelihoods and restore degraded and damaged forests.

To help us to leverage support in Wales for overseas tree growing projects and to build strong links between communities in Wales and the overseas communities that we support, we will also support at least one tree growing project in Wales. By doing this we aim to engage even more people, communities and businesses to support our cause by linking our overseas work to similar activities taking place in Wales. We also believe that it is important to demonstrate to our overseas partners that Wales too is engaging in forest protection and restoration projects as part of our national response to climate change.

### 3. Imported deforestation

**Goal: Move Wales towards eliminating imported deforestation from Wales’ economy**

This new programme of advocacy work will focus on eliminating imported deforestation (especially tropical deforestation) from supply chains coming into Wales. This will be a programme of policy and advocacy work in Wales (linking into UK wide and international campaigns and initiatives) encouraging the public sector, businesses and individuals in Wales to gradually eliminate imported tropical deforestation from Wales' economy.



## 4. Education and Engagement

**Goal: Inspire people across Wales to reduce their forest footprint, support tropical forests and take climate action.**

We will engage in a variety of activities to achieve this goal. The programme will be split into two sub-programmes:

- Education and Youth Engagement
- Community Engagement

*Education and Youth Engagement*

We will continue to expand and regularly refresh our highly popular education programme, both in primary schools and in secondary schools across Wales. This will include school visits by our outreach officers to take assemblies and workshops, providing online educational resources for schools, running our award-winning MockCOP programme and launching new “Youth Climate Ambassadors” (secondary school age) and “Forest Heroes” (primary schools) initiatives.



### *Community Engagement*

We will look for new and exciting ways to engage people of all ages including through the arts, cultural events, community workshops and by recruiting “ambassadors” to help champion our cause. We will also work to increase our audiences across social media, as well deepen the content we share, focusing more on what people can do to be part of the solution.

## Annex - Our History and Context

### *Context*

We are facing a climate and nature crisis. Despite irrefutable evidence that man-made emissions are heating our planet and destabilising our climate, global greenhouse gas emissions continue to rise. Globally, we've emitted as much atmospheric carbon in the past thirty years as we did in the previous two centuries of industrialisation. Emissions have continued to go up by 1.5% per year in the last decade<sup>1</sup>.

So far we have experienced a global average temperature increase of around 1°C above pre-industrial levels<sup>2</sup> and we are already seeing the dramatic effects of this warming across the world. From unprecedented forest fires, to rapidly melting glaciers, storm surges, heatwaves and other extreme weather events which are leading to deaths, displacement of communities, economic impacts and species extinctions<sup>3</sup>. But we are still currently on course to experience a temperature rise of at least 3.2°C by the end of this century<sup>1</sup>.

Fast and deep cuts to global emissions are needed, and trees and forests are an essential part of the solution. The world's forests contain approximately 300 billion tonnes of carbon<sup>4</sup> and absorb approximately 2.6 billion tonnes of carbon dioxide each year<sup>5</sup>. That is roughly equivalent to one-third of the carbon dioxide released by burning fossil fuels<sup>6</sup>. The evidence is clear that stopping global deforestation and restoring degraded forests is critical to limiting global temperature rises to 1.5°C above pre-industrial levels<sup>7</sup>, and the IPCC has stressed that we now only have 10 years left to act. Forests are crucial for life on earth.<sup>8</sup>

Trees and forests are also crucial to climate change adaptation. By providing a wide range of ecosystem services they reduce social and ecosystem vulnerability in a changing climate and contribute to human wellbeing. This includes reducing soil degradation, erosion and flooding and providing shade, habitat, food and livelihoods<sup>9</sup>. An estimated 18 million hectares (44.5 million acres) of forest are still being lost every year<sup>10</sup>. That's roughly nine times the size of Wales. Global deforestation itself is now estimated to account for 10-15% of global manmade greenhouse gas emissions<sup>11</sup>.

Tropical forests are at the front line of this forest loss. Around 13% of Earth's land is covered with tropical forests (about 2 billion hectares)<sup>12</sup>; but some estimates suggest that tropical forests are currently being cut down at a rate that will eliminate them in less than 100 years<sup>13</sup>. Tropical forests are also unparalleled in terms of their biological diversity – they sustain as much as 50% of the species on Earth<sup>14</sup> - and are home to millions of people, who depend on them for their food and livelihoods<sup>9</sup>.



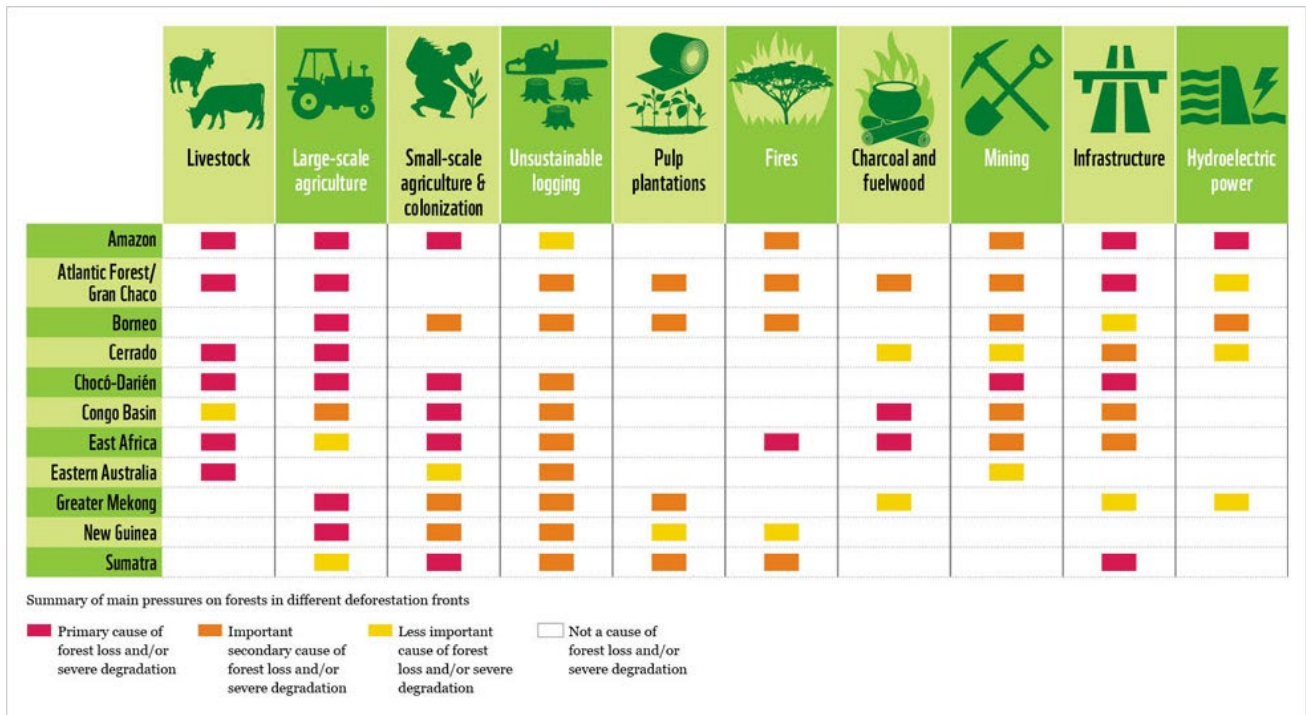


Figure 1 Deforestation Fronts, WWF [www.panda.org](http://www.panda.org)

The main drivers of tropical deforestation globally are:<sup>15, 16,</sup>

- **Global:** Beef, soy, palm oil, timber, cacao, rubber
- **Africa:** Smaller-scale activities such as small-scale agriculture, fuel wood collection and charcoal production
- **Latin America:** Beef, soy, sugar cane and logging
- **Asia:** Palm oil

## Our History

The “size of Wales” is often used as a measure of deforestation. Size of Wales was established 10 years ago with the aim of turning that negative into a positive: to help to protect an area of tropical forest the size of Wales (2 million hectares) as part of Wales’ national response to climate change.

Over our first 10 years Size of Wales has done that and much more. In our first 10 years, we have:

- Helped to sustain over **4 million** hectares of tropical forest (twice the size of Wales)

- Provided over **£3 million** of grant funding to forest protection and tree planting projects
- Leveraged nearly **£2 million** of additional funding for forests through our match funding offer
- Supported our partners to plant over **11 million trees**
- Directly engaged **120,000 young people** across Wales through our exciting educational workshops, assemblies and events
- Held eight annual Go Green Days, **engaging thousands of people** across Wales
- Engaged hundreds of thousands more people through our awareness raising and fundraising activities.

Now, at 10 years old, we are setting ourselves an ambitious new 5-year strategy for 2020-2025. This strategy is aimed at delivering the maximum impact we can for climate, nature and people whilst retaining our unique positioning in Wales. There has never been a more important time to be doing this work. This is our response to the climate emergency.

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