Our Theory of Change

Size of Wales / Maint Cymru

Vision

A healthy planet where people, forests and nature thrive together.

Impact

Tropical forests are sustained and safeguarded.

Longterm Outcomes

Deforestation drivers are reduced.

Indigenous communities have stronger land rights, livelihoods and power over their land.

Education in Wales nurtures a generation of more hopeful and empowered citizens committed to life-long climate action.

Public bodies, businesses, farms and communities have embedded deforestation free policies and practices; behaviours have shifted to more nature-friendly food production and a "less, but better" model of meat consumption.

Short term Outcomes

Increased local and global political and public support for deforestation free policies.

Indigenous and local communities become better resourced and supported to protect and manage their land.

Young people, schools and communities in Wales are better able to understand and take action on deforestation

Early adoption of deforestation free practices: public bodies, businesses, farms and communities commit to and shift towards deforestation free practices

Activities

Partner Globally

Resource, partner with and amplify the voices of Indigenous Peoples and local communities to protect forests, strengthen land rights, support sustainable livelihoods and grow trees.

Inspire Locally

Equip educators, schools and young people to understand tropical forests and climate justice so that communities can take practical, deforestation free action.

Mobilise Wales

Influence policy, public procurement, food systems and finance in Wales and advocate for deforestation free practices to support and encourage Welsh communities, organisations and businesses to reduce their forest-risk.

Goals

Goal 1: Work in partnership with Indigenous Peoples and local communities globally to tackle tropical deforestation and grow millions of trees so that forests and communities thrive.

Goal 2: Inspire young people & communities to connect with tropical forests, spark curiosity & feel empowered to take positive climate action.

Goal 3: Mobilise Wales / Cymru to become a deforestation free nation.