



PROGRESS
Interreg Europe



European Union
European Regional
Development Fund

MyForest -Community supported afforestation

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My  Forest

MyForest Community



MyForest Community

- The project started in 2019
- Objectives: to create new forests, to contribute to recovering biodiversity losses, to mitigate climate change impacts; to offer experience of charity

How does it work?

- A specific area is chosen to become a forest (~1ha)
- Place and time of planting are advertised
- When donations reach the planned numbers to be funded by donations, a planting event is organised involving volunteers

MyForest Community

- Donors are advertised on the website of the MyForest Foundation and they also receive a logo to be used in their communication.
- The number and species of trees are marked together with the place and time of planting at the newly planted forest.



MyForest – a connecting platform



There are many ways **to join the project**:

- **Ordinary citizens** can become donors or volunteers for planting and nurturing of trees
- As a **student** trees can be planted and a class can participate as a donor and help in planting the trees
- **Businesses** purchases and orders can be tied to planting a tree or team-building events can be organised to have a company tree or forest, otherwise a business can just decide to help planting and managing forest
- **Landowners** can offer their land i.e. for afforestation (currently only free offers are accepted, but the team is working on the legal ways to lease land),

Resources



- Cost of the land (purchasing/leasing);
- Land works: clearing the land from overgrown bush, plowing;
- Temporary fencing (to protect the land and the saplings);
- Cost of the saplings, transportation and planting;
- Everyone works as a volunteer in the foundation, however, the contributions should cover the operating costs of the organisation
- Maintenance of the forest

The cost of a single tree is:
590 HUF (1,6 €).

Donors can choose the number of saplings be bought just like in a webshop.

Potential for transfer



- **Efficient approach:** donors can easily join by purchasing a package suitable for their wallet
- **Transparency:** donors can participate in planting, visit the forest with family & friends, organise events, ...
- **Good communication:** through MyForest web- and FB page to follow news; simple donation in a webshop
- **Top-down approach:** government agencies, regional or municipal governments can initiate similar projects.
- **Focusing on several target groups at once:** allows to reach a critical mass where the results are clearly visible from a financial perspective as well.



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Thank you for your attention!

Learn more about MyForest and other PES schemes in the 3rd edition of the PROGRESS Handbook:

https://www.interregeurope.eu/fileadmin/user_upload/tx_tevprojects/library/file_1626859574.pdf