



NuaTree  
*Bringing Ireland Back to Leaf*



# NuaTree

*Bringing Ireland Back to Leaf*



## Why Trees? Why Ireland?

Trees store carbon, increase soil fertility, provide sustainable building and heating resources, protect water cycles, increase biodiversity and enrich communities.

Ireland is the least forested region in Europe, it has lost almost 99% of its native forest.

Only 1% of Ireland is covered by native woodland.

# Your business: Making the right choice when supporting socio-environmental schemes.

---

## WHY TREES

- Trees are a great symbol of environmental health, life and renewal.

- Forests also play an important part in regulating global climate. Trees remove carbon dioxide, a major greenhouse gas, from the atmosphere, while cycling oxygen back into the air. When forests are cleared away the Co2 is released again. It is estimated that up to 25% of the total amount of Co2 going into the atmosphere every year is released by deforestation. Protecting the world's forests is an important part of solving the global climate change problem.

- Creating new forests is one of the most effective ways to combat climate change. Trees are unique among plants in that they have a woody stem that grows every year and these elements last for

decades or even centuries. Since this wood is mainly made of carbon from carbon dioxide, tree stems and roots are some of the best long-term ways of naturally storing carbon.

- Native Woodlands are Ireland's most biodiverse habitat, they provide numerous ecosystem services such as the protection and enhancement of water quality (a function that benefits rivers, lakes and drinking water). They also produce sustainable timber and mitigate climate change (including flood control and carbon storage). Woodlands also provide social, recreational and educational opportunities.

- Well-planned forests, within an agricultural landscape, can improve farm productivity through creating shelter for crops and

livestock, improve water cycles, enhance biosecurity and provide high quality renewable timber for local energy and building materials.



---

**Ireland once abounded in Oaks, the tree that supports the greatest amount of biodiversity of any Irish tree. It was almost totally eradicated from the landscape and NuaTree are now working to change that.**

**Irish Woodlands help climate, people and wildlife.**

---





## WHAT IS NUATREE?

NuaTree is an Organisation, with a mission to help end Ireland's deforestation crisis. Our aim is to reverse the impact of historical industrial deforestation for climate, for people and for wildlife.

NuaTree works collaboratively, with businesses, organisations, charities and individuals - developing predominantly native reforestation schemes and working directly with the local communities, organisations,

charities and the agricultural sector.

Ireland is an island famed for its rugged scenery and verdant green colour. It may come as a surprise to many to learn that Ireland is one of the least wooded countries in the world, and the least wooded in Europe, with merely 1% of our native Irish woodland remaining. Centuries ago, unchecked profit driven deforestation stripped the land of the vast woodlands

leaving much of the landscape impoverished.

NuaTree is working to restore and safeguard the natural resilience, beauty and biodiversity of the whole of Ireland. We work in collaborative ways with local, regional and international businesses, organisations and individuals.

Partnering with NuaTree will allow us, together, to make a permanent difference in bringing Ireland back to leaf.





## WHAT WE DO

NuaTree is playing our role in the fight against climate change.

By implementing ground-breaking initiatives, we intend to prove that one small island can make a huge difference.

Global afforestation is not currently keeping pace with deforestation, and the equivalent of a football pitch is being lost every 2 seconds.

Currently most reforestation work is focused on The Tropics, but temperate areas like Ireland, which had their native temperate rainforests destroyed centuries ago, can play a vital role as part of a combined global reforestation effort.

## POSITIVE LOCAL IMPACTS WITH GLOBAL OUTCOMES

Ireland's rural economy and communities have found it increasingly difficult to sustain themselves in recent times. The emigration of youth to towns, cities and overseas, is robbing communities of

their future.

By working in and with rural communities we will increase landscape and community resilience, securing communities into the future and beyond.

Our aim is to create healthy, sustainable forests in Ireland, which will have multiple functions. They will store carbon, renew soils, protect farmland, enrich biodiversity, improve water quality and create a renewable source of timber.

Being able to source hardwoods and softwoods from her own forests will mean that Ireland will be less reliant on imports on timber from other regions, especially unsustainable timber from the tropics.

Our work on farmland seeks to improve farmland resilience so local farmers are less reliant on cattle feed imports, many of which are also produced on land cleared of tropic rainforest.

By planting trees and supporting a culture of trees our work will impact far beyond Ireland's shores.

Local impacts for us and positive global outcomes for the rest of the world.

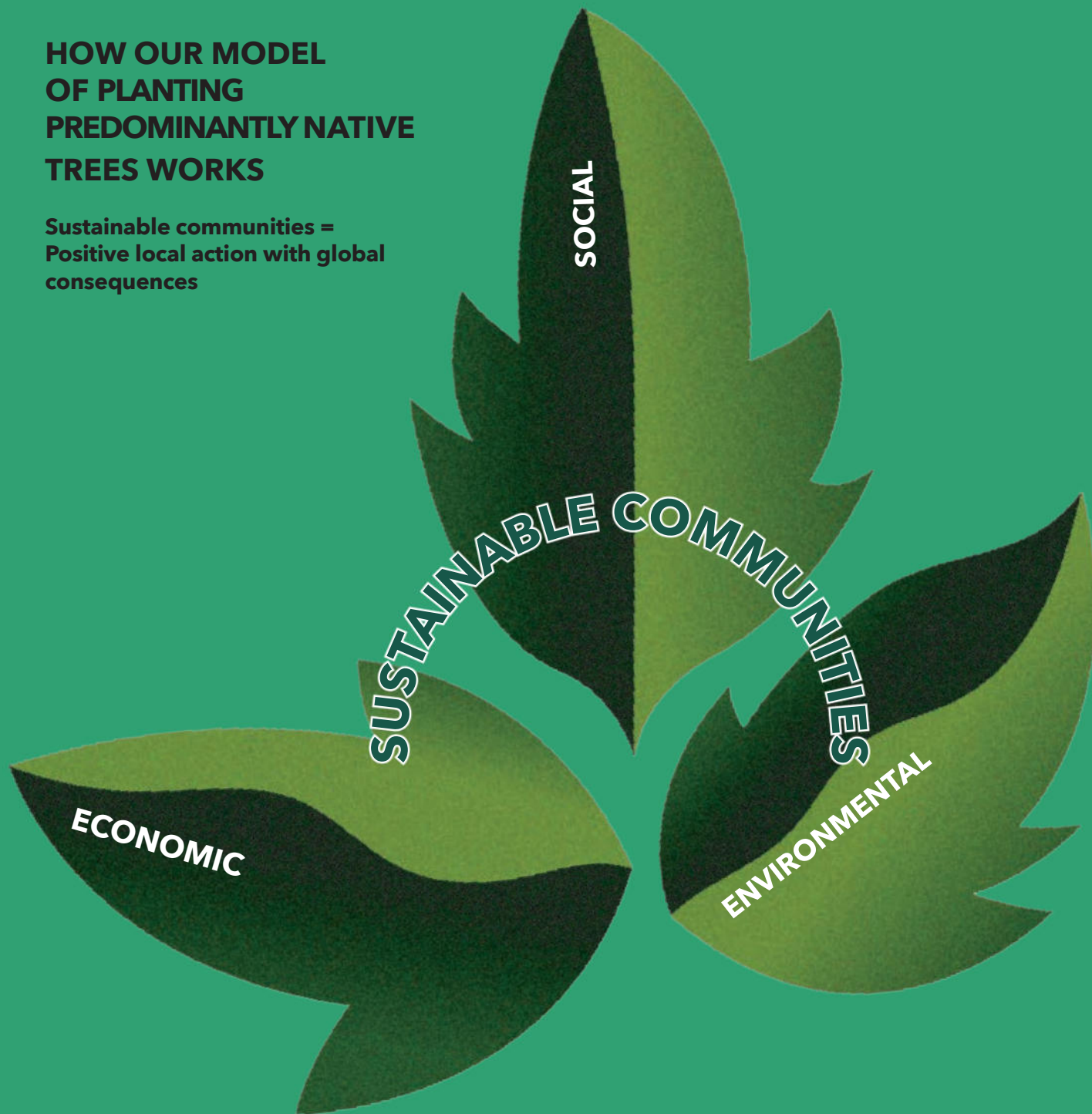






# HOW OUR MODEL OF PLANTING PREDOMINANTLY NATIVE TREES WORKS

Sustainable communities =  
Positive local action with global  
consequences



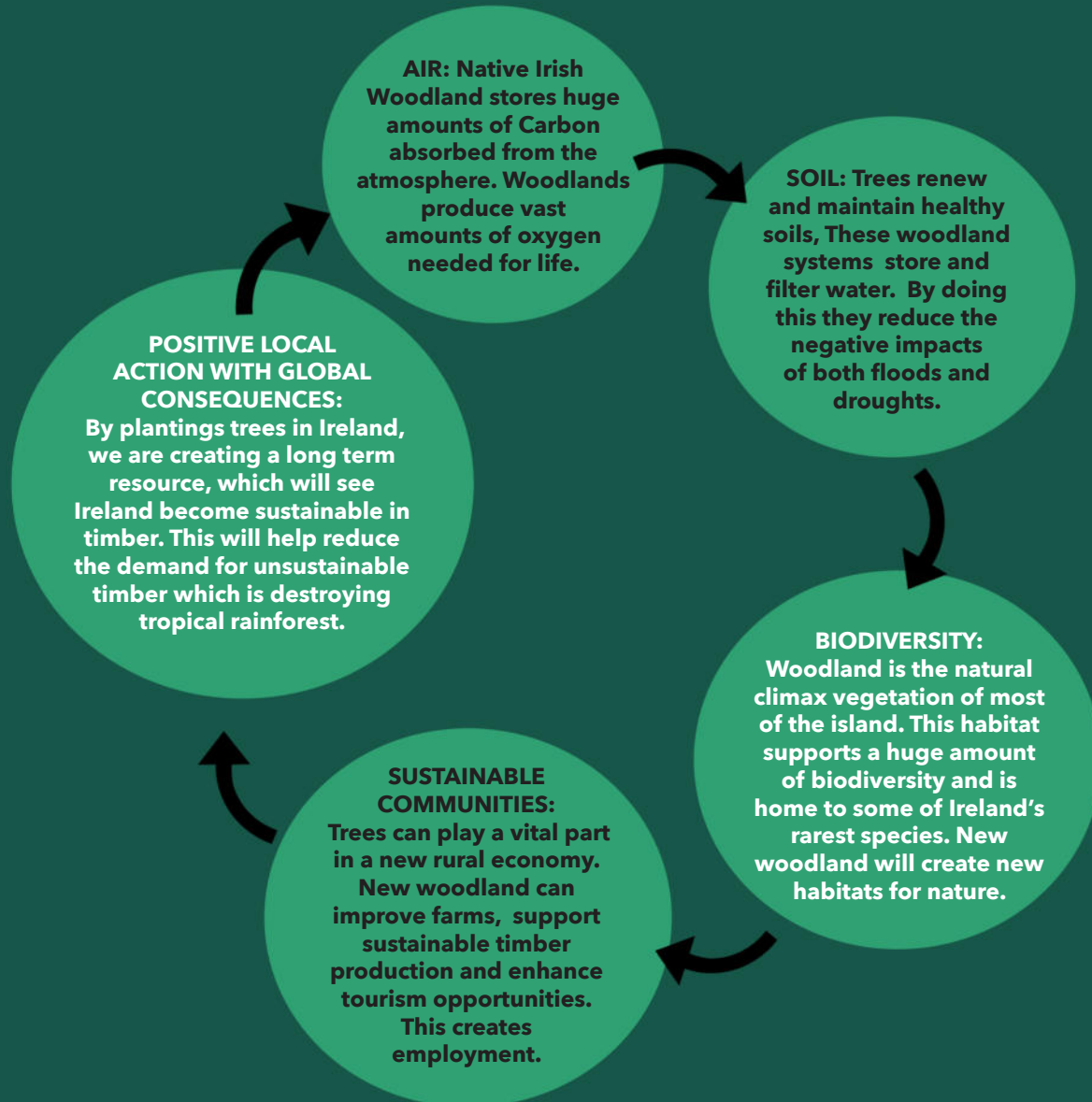
## RESEARCH, MANAGEMENT AND ACCOUNTABILITY

Afforestation and planting of woodland to meet climate, biodiversity and community needs can be a complex, socio-ecological mix.

Planting a tree in the earth seems simple, but it requires scientific and cultural knowledge of the region. Soil type, wind, precipitation disease risk

and other factors all need to be assessed and planned for.

On-going management and protection of the woodlands is an important aspect of the establishment of new native woodland, especially on impoverished soils that have not held trees for centuries.





# OUR WORK IN PARTNERSHIP WITH YOU

We work closely with you, meeting your ambitions, in a partnership that can benefit your business

We will provide you with scenarios that will appeal to your customers and employees.

We will offer advice on how this partnership can be reflected through your business to maximise the benefits for you.

We will provide you with regular reports, stories, pictures and other content as part of an overall package to enable you to inform and educate your staff and customers.

---

## **OPTIONS YOU CAN PARTNER US IN:**

- Linking your workplace printing to planting trees. We can do this with our global partner PrintReleaf.
- Link tree planting with business growth.
- Use native trees to promote a service or product e.g. With each new product we will plant a tree.
- Encourage employee target schemes linked to tree planting.

---

**We are happy to discuss any other options or ideas you may have  
as a business and look forward to talking soon.  
You can get further information at [NuaTree.org](http://NuaTree.org)**

PO Box 1004, Alderney, GY9 3AD

**Tel: ROI:** 048 9532 0080 **UK :** + 44 28 9532 0080 **UK Free:** 0800 133 7021 **USA Free:** 1 844 824 5018

**'To replant a native tree in  
a laid bare landscape is a  
gesture of hope, to replant  
a woodland begins a journey  
toward a sustainable future.'**

**NuaTree**  
*Bringing Ireland Back to Leaf*

