

AFTER-LIFE COMMUNICATION PLAN

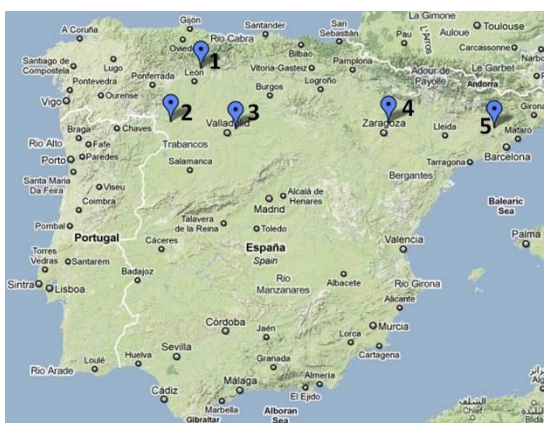
New planting techniques for tree cultivation in desertified environments to face climate change

The problem:

The environmental conditions of the **Iberian Peninsula** (high temperatures, poor soils, high radiation, high evaporation and low rainfall) seriously limit success of reforestation tasks. Furthermore, irrigation is not a viable solution in most Mediterranean areas. **Water scarcity in the soil leads to hydric stress** in plants, that when combined with desertification becomes the main factor restricting the establishment of seedlings.



Desertification of arid lands (Zaragoza)



Project areas reforested:

- 1) San Isidro, León: Ski resort
- 2) Riofrío de Aliste, Zamora: Slate mine
- 3) Matallana, Valladolid: Abandoned illegal landfills
- 4) San Mateo de Gállego, Zaragoza: Extremely desertified area (Los Monegros Desert)
- 5) Viladecans-Sant Boi de Llobregat, Barcelona: steep area prone to wildfires

The project aimed to:

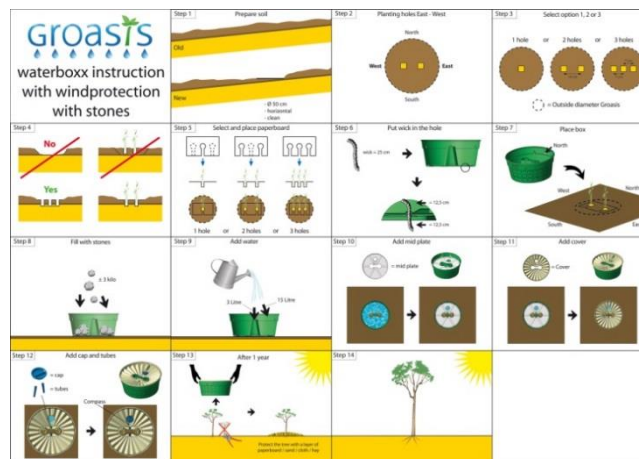
- Combat climate change by reforesting 63 hectares in 5 Spanish provinces that are characterised by dry areas with different climates, types of soil, land use and native species.
- Demonstrate the technical and economic feasibility of the large-scale application of an innovative technology for planting trees in desertified, poor and/or rocky areas: the Groasis Waterboxx (WB)
- Disseminate and communicate the concept of this technology as a tool for reforestation and the fight against the disastrous effects of climate change.



The Green Deserts project overview:

In keeping with the objectives, several activities were pursued in the different areas:

- Demonstration of the benefits of the proposed technique for combating climate change by successfully reforesting dry areas with a significant 90% tree survival rate.
- Promotion of the WB cultivation methods. Reforestation can become much cheaper when irrigation is not needed, implying enormous savings in money, human resources and water.
- Encouragement of stakeholders to find ways to commit to combat climate change, especially desertification, beyond the end of the project.



Planting manual (Source: Aquapro B.V.)

Through the **AFTER-LIFE Communication Plan**, project partners will disseminate and communicate the results of **The Green Deserts** during at least the following 5 years, thereby continuing the fight against climate change beyond the end of the project. To this purpose, several actions are expected to be carried out at regional, national and European level following three pillars: Inform, Involve & Inspire.

Inform

- Disseminate the projects' purpose, aims and outputs to reach a broader audience, outside the project boundaries.
- Encourage new stakeholders to adopt the Green Deserts method into their business models and continue with reforestation initiatives.

Involve

- Contribute to policy deliberation at all governmental levels in order to help make climate change a top priority in the European agenda.
- Keep key stakeholders updated via The Green Deserts communications channels and activities and encourage local communities to continue site maintenance.

Inspire

- Empower stakeholders to become involved in spreading the project message by providing them with the right communications tools, messages and support.
- Engage interested parties in committing to combating climate change and desertification through "leading by example".



Informational on-field seminars and talks



Youth and local community involvement



Beyond the boundaries of the project, the Consortium has established a strong network of important and diverse stakeholders in Spain that is committed to continuing the maintenance of the plantations as well as disseminating and communicating the reforestation efforts needed in order to combat climate change by creating more carbon sinks. In this regard, the Layman's report, presented at the Final Conference, has been made available for all partners to distribute among their networks. It will also be sent, together with the Conclusions report, to a large number of stakeholders in Spain and the EU.

Examples of future After-Life activities

Motivating local communities to sponsor site maintenance

In 2014, local association AAVV signed an agreement with the **City Council of Viladecans** to regularly maintain (weed control, fences and trimming) the planted areas of **The Green Deserts** project for the upcoming years. More of these agreements will be initiated by the other partners in 2016.

Engaging in Corporate Social Responsibility

In 2014, volunteers from Unilever helped with maintenance during World Environment Day, contributing to large economic actors' acknowledgment & action towards fighting climate change. For 2016 and beyond new initiatives will be planned, among others with Unilever, Telefónica and Agbar.

Fostering future liaisons with public authorities, NGOs and civil society

Since 2012, WWF with Depana initiated its own restoration project in Collserola (BCN). Also, the project shared its expertise to help 200 volunteers of IUCN, the Dutch Embassy in Spain and the Spanish Ministry of Environment plant 2.000 trees (Iberclima Project). Future collaborations with WWF, FCLP and Accionatura are planned for 2016 and beyond.

Press attention

Ongoing contacts with the press resulted in various radio and TV interviews in September–November 2015 after closing of the project. These efforts will continue during coming years.

After LIFE marketing plan Aquapro

Aquapro developed its own [plan](#) for commercial exploitation of the biodegradable waterbox with a number of marketing actions in 2015 and beyond, to reach its goal of 2 billion ha of reforestation.



Coordinating beneficiary:

Fundación General de la Universidad de Valladolid

Beneficiaries:

AquaPro BV

Sylma BVBA

Universidad de Valladolid

Diputación Valladolid

City Council of Riofrío de Aliste

Diputación León

City Council of San Mateo de Gállego

Transfer LBC S.L

Total Budget: €2.074.518

EC financial contribution: €1.007.997

Project duration: 5 years (01/09/2010–31/08/2015)

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