



Press release

Cabildo de Tenerife and Mirlo Positive Nature launch a campaign to plant 43,500 trees in the Corona Forestal

10,000 people will be mobilised to fund the creation of a 71-acre forest that will generate 11,600 tons of CO₂ of positive carbon footprint

19-09-2013. *Tenerife's House of Wine, "El Sauzal"* was the venue chosen this morning by the directors of Mirlo Positive Nature and Tenerife's local "Cabildo" government to present the mobilisation campaign "Wanted: 10,000 mirlos to save the World". This crowd-funding project will create a 71-acre forest in the Canary Islands' largest natural protected space known as the "Corona Forestal".

The campaign, which hopes to recruit some 10,000 people to collectively fund the planting of 43,500 trees, will be carried out mainly in the digital world by the dissemination of emails, WhatsApps and so on, and through the social networks.

345,000 Euros are needed if the campaign is to be a success and the Cabildo de Tenerife and Mirlo Positive Nature hope to raise this amount through individual donations, given that the economic crisis prevents more public resources from being dedicated to the regeneration of the mountains and to the generation of positive ecological footprint.

The deadline for participating ends on the coming 10th of October, mainly because the seeds have to be planted before the autumn and winter rains come, after make the adaptation process becomes more complicated.

The 10,000 mirlos campaign will plant Canary Island pine trees and other species such as cedar in the natural forests of the slopes of the Orotava valley, slopes that are now occupied by extraneous species, and will restore currently deforested areas of this natural protected space.

In total, the campaign will recover 71 acres of Canary Island forest and will generate 11,600 tons of CO₂ of positive carbon footprint. Positive carbon footprint is generated because trees are able to capture the carbon dioxide that is produced by human activity, thus preventing its contributing to the global warming process.

This campaign will compensate the ecological impact of 16,600 return flights between the Peninsular and Tenerife, 9,700 return flights between Europe and Tenerife, 7,300 holidays in Tenerife, the annual fuel consumption of 4,500 medium-sized cars, or the annual average footprint of some 1,800 citizens.

Environmental commitment

Even though estimates suggest that up to 90,000 hectares - more than 222,395 acres or 347 square miles – of the Canary Islands need restoring, this goal of creating 71 acres of forest is in line with the realistic “can do” perspective that forms the framework for the agreement signed between Mirlo Positive Nature and the Cabildo de Tenerife in May this year.

By signing this agreement, Mirlo Positive Nature and the Cabildo de Tenerife undertake to restore the natural forests of the Corona Forestal. The Island’s Government, which has designed the project, will oversee the work as it is carried out, and will provide the necessary equipment for the replanting. At the same time, they undertake to ensure that the new plantations will remain in place at least until they reach maturity 180 years from now.

For its part, Mirlo undertakes to carry out the technical aspects of the project such as finding seeds, cleaning the scrubland, digging the holes, planting the trees, monitoring the evolution of the trees that are planted, replacing plants where needed and keeping the scrubland clear.

About Mirlo

Mirlo Positive Nature is a company that was set up in Madrid in 2013 and is based in Santa Cruz de Tenerife. Its objective is to enlist the help of the public to undertake genuine environmental projects that make a positive impact on nature and society. Mirlo Positive Nature supports the seventh of the Millennium Development Goals (MDG) that the 189 member states of the United Nations agreed to attain by the year 2015: ensure environmental sustainability. Mirlo's aim is to achieve this sustainability by generating positive ecological footprints. The first project to be launched on its Internet platform has to do with recovering the original forests of the Corona Forestal on the island of Tenerife, specifically the forests that cover the peaks of the Orotava valley. <http://www.mirlo.co>