

Dossier

The 2nd Campaign to Reforest the Corona Forestal by the Cabildo and Mirlo Positive Nature

Tenerife – 17/09/2014. The 2nd Campaign to Reforest the Corona Forestal, organised by the local Government of Tenerife, the "Cabildo", through its Department for the Environment, and Mirlo Positive Nature, is now under way. The aim of this initiative is to plant around 500 trees in an area of approximately 4,200 square metres within what is the largest natural protected space in the Canary Islands. The project is funded by means of an original system of public participation which makes it possible to plant a tree for every 8 Euros that are raised. 70% of all contributions go directly to meeting the goals of the Corona Forestal project.

The 2014 Corona Forestal campaign hopes to raise 4,000 Euros exclusively from donations from the public at large. To achieve that amount, they have set themselves the target of finding 130 people who are committed to generating positive ecological footprint, people they refer to as "mirlos". These 130 mirlos are people who, imitating the behaviour of the "mirlo capiblanco", the little bird known in English as the Ring Ouzel, will help to improve the Corona Forestal by contributing resources and even by taking part in the actual tree planting itself. The re-population will take place in an area of laurel forest that is also referred to as "monteverde", a type of degraded woodland formed by native species.

The "mirlo capiblanco" flies every year from the north of Europe to the Canary Islands, and when it gets there, it helps to spread the seeds of the Canary Island cedar tree, which is a local species that is very much under threat. The mirlos that arrive from Europe feed on its fruit, which only germinates once it has been digested by the mirlo. This gives rise to a symbiosis which is a mirror image of just what the campaign by the 130 mirlos hopes to achieve.

The project to regenerate the Corona Forestal began in 2013 when 3,500 square metres of forest and a total of 520 trees were planted. These new trees will prevent 139 tons of CO₂ generated by human activity from entering the atmosphere and causing even more global warming. These 139 tons of CO₂ equate to the average annual carbon footprint of some 25 people, the emissions of around 50 cars during one year, or more than 200 flights between the Canary Islands and the Peninsula.

When the Autumn rains arrive, Mirlo plans to inspect the trees that have been planted so that they can replace any they find that are not in good condition. Even so, this year has been particularly benevolent, and they expect that more than 90% of the trees will have taken root.

The trees that were planted thanks to the contributions of Mirlo's clients were added to by a small plantation of 30 trees that were also laid down in November 2013 by the clients of the Tigaiga Hotel in Puerto de la Cruz. This tree-planting coincided with the excursion that this hotel puts on for its guests and is the fruit of the collaboration between the Tigaiga Hotel and Mirlo, instigated by Mirlo Positive Nature's Business Club. This tree-planting will also be supervised by Mirlo to ensure that any trees that have not survived can be replaced.

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Corona Forestal Project

The Corona Forestal Natural Park in the island of Tenerife measures some 115,183 acres and is the largest protected natural space in the Canary Islands. The protected region is nearly all given over to forest and surrounds the Teide National Park. For the last 2,500 years and really up until the last few decades, Tenerife has endured constant deforestation caused, primarily, by human intervention. Its outstanding biodiversity has been sadly depleted. The Corona Forestal was reforested in the 1950s using fast-growing alien species that were intended for the timber industry, and that only served to worsen the situation as far as the environment was concerned.

The initiative by Mirlo Positive Nature and the Tenerife Regional Government entails ongoing Autumn campaigns to plant Canary Island pine and other species such as cedar trees in the natural forests of the Corona Forestal that are currently overrun by alien species, and at the same time to restore areas of this protected natural space that have been left deforested.

The idea is to maximize the recovery of the Canary Island forest in this emblematic zone of the Canary archipelago while making the population more aware of the unsustainability of our life style, and of the need to come up with formulas that generate a positive footprint on the environment. Positive carbon footprint is generated because trees are able to capture the carbon dioxide that is produced by human activity, thereby preventing such activity from causing further global warming.

Not only that, trees help to improve water collection, the landscape and even the health of people who wander through them, as has been determined recently in various scientific investigations.

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 which 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: guarantee the sustainability of the environment.

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>



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