



Press Release

Positive Ecological Footprint permeated the Corona Forestal in Tenerife on Saturday the 14th

The trees have been planted, enough to prevent 139 tons of human-generated CO₂ escaping into the atmosphere

Some thirty people took part in this initiative that was promoted by Mirlo Positive Nature and the "Cabildo" of Tenerife

SANTA CRUZ DE TENERIFE, 16 DECEMBER 2013. Last Saturday the 14th of December, some thirty people met in the Corona Forestal in Tenerife to get a tree-planting campaign under way. The objective is to take negative ecological footprint caused by human activity and to transform it into a positive one.

A total of 520 trees will be planted in a total surface area of 3500 m² of forest, enough to 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.

People who have become involved in this initiative planted one hundred of these trees last Saturday.

First phase

The tree-planting that began on Saturday and which will continue during the next few days, is the first phase of a campaign which is intended will make an ever greater impact in years to come, generating new plantations in the Corona Forestal and transformative environmental projects in other parts of the world.

The project is funded by means of an original system of public participation that makes it possible to plant a tree for every 7.7 euros that are raised. 70% of all contributions go directly to meeting the goals of the Corona Forestal project.

The 2013 Corona Forestal campaign, entirely supported by public participation, brought together some 70 people who are committed to generating positive ecological footprint. Known as "mirlos", many of them took active part in planting the trees last Saturday. Those who could not attend were able to follow the events of the day via the hashtag [#CoronaForestal2013](#).

Cabildo of Tenerife and Mirlo Positive Nature

The entire Corona Forestal campaign is the result of an agreement signed between Mirlo Positive Nature and the Department of the Environment, Territorial Sustainability and Waters of the Cabildo Government of Tenerife by which both parties commit to restoring the natural forests of the Corona Forestal of Tenerife.

Thanks to this agreement the Tenerife Local Government, which has designed the project to restore the Corona Forestal, will oversee the work carried out and will provide the plants needed for the reforestation. It also undertakes to ensure that the new plantations remain in place until they reach maturity, some 180 years from now.

The Cabildo of Tenerife was represented at Saturday's tree planting by members of its Forestry Service and its Environmental Volunteers Office. Personnel and technicians of Mirlo Positive Nature also took part in planting the trees.

Not only did a good number of "mirlos" sign up online to attend the event, various allies of the project were also invited to attend, people who over the last number of months have done their bit to get this initiative under way.

2014 objective

The campaign to raise funds and to organise another tree-planting event in the autumn of next year has already been launched in Mirlo Positive Nature's website (www.mirlo.co). Here anyone can work out the environmental impact of his or her personal or professional activity and can convert their ecological footprint into a positive one by subscribing to the pack that suits them best.

Mirlo Positive Nature's philosophy is to create a community of people who are determined that their lives should leave a positive environmental impact on the world. It is a response to humanity's current course, which is leading to the planet's deterioration. The Mirlo team considers that if the planet is to be able to cope with a population of 9 billion inhabitants in 2050 and an ever-growing level of consumption of natural resources, the only solution is that we change our way of life.

We need to replace our current life style, which implies a daily deterioration of our environment, with a different lifestyle that, quite to the contrary, leaves a world that is a little bit better each and every day. It is also true that this formula may also provide a new way to generate economic growth.

Following this campaign, the team at Mirlo is working on improving the project to multiply in 2014 the number of "mirlos" that are involved in recovering the Corona Forestal of Tenerife.

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: 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>

About the Tenerife Local Government, ("Cabildo Insular de Tenerife").

The "Cabildo Insular de Tenerife" is the governmental body of the Island of Tenerife, part of the Canary Island archipelago, a peripheral region of the Spanish Nation and the European Union. The "Cabildo of Tenerife", as is the case with the other Canary Island "Cabildos", has been endowed with a series of responsibilities that are laid down in the Autonomic Statutes of the Canary Islands, together with other responsibilities that have been delegated upon it by a number of territorial administrative bodies. Its organisational structure is based on eleven governmental areas that include the Department of the Environment, Territorial Sustainability and Water, which has responsibility for the conservation, and management of the environment, together with the management and reforestation of woodland areas.

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More information:

Mirlo Project: www.mirlo.co/es/

Corona Forestal Project: <http://mirlo.co/es/proyectos/corona-forestal/presentacion/>

Social networks:

<https://www.facebook.com/MirloPositive>

<https://twitter.com/MirloPositive>