



Press release

More than 400 new trees will be planted this year in Tenerife's Corona Forestal

The second Mirlo and Cabildo campaign, which ends in 18 days, will prevent 300 tons of CO₂ from entering the atmosphere

More than 250 people are already collaborating in this initiative to transform their ecological footprint into a positive one

07/10/2014. On the 24th of October, the second campaign to reforest Tenerife's Corona Forestal comes to an end. It will make it possible to plant, between now and January 2015, at least 422 new trees. This new plantation will make it possible to prevent 170 tons of CO₂ from entering the atmosphere.

A total of 520 trees were planted in last year's campaign, enough to prevent 139 tons of CO₂ from entering the atmosphere, which means that after the 2014 campaign, over 300 tons of CO₂ will not be added to the global warming, thanks to the generation of positive ecological footprint.

The retention of 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. To transform the footprint of just one car, we need to plant at least 10 trees and wait around 30 years for them to grow.

The goal of the 2014 campaign is to plant 500 trees in a surface area of approximately 3,000 square metres. If we achieve our goal, and there are only 17 days left for us to do so, we will have planted 1,000 new trees and recovered almost 10,000 square metres of forest in what is the largest natural protected space in the Canary Islands, known as the Corona Forestal.

For the 2014 campaign to be a success, we need to raise 4,000 Euros through the collaboration of the general public. That will allow us to plant one tree for every 8.1

Euros we raise. So far we have raised 3,433 Euros, 86% of the total goal that we have set ourselves.

More than 250 Mirlos

The 2014 Corona Forestal campaign aims to bring together a total of 130 people who are committed to generating positive ecological footprint, known as "Mirlos". Between last year's campaign and this one, 258 people have already become "Mirlos".

These 258 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 "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.

Goal: a society with a positive footprint on nature

Planting trees in the Corona Forestal is an initiative that was set up in 2013 by the local Tenerife Government, the "Cabildo Insular de Tenerife ", and the environmental company Mirlo Positive Nature, in order to reconstruct over the next few years, part of the degraded forest in what is the largest natural protected space in the Canary Islands. This achieves a two-fold objective: it restores the area to its natural state, and at the same time, it raises awareness of the need to modify how we relate to the natural world that surrounds us, moving from a model in which our society causes damage to the natural world, to a model in which our society improves its ecosystems a little more each day, which is just what the mirlo capiblanco does.

Since then, Mirlo Positive Nature has signed a number of collaboration agreements to help push this objective ahead: Hotel Tigaiga, Naturman Festival, Hotel Paradise Park, Frestal Park Tenerife, Birding Canarias, Boreal Festival and Fundación Vida Sostenible are the companies and associations that have come on board so far. Other new collectives have also shown their willingness to collaborate and to contribute to expanding Mirlo's positive footprint: Green Tenerife, Patea tus Montes, Teno Activo, El Cardón, Canarias Creativa and the Aula de la Naturaleza Rambla de Castro.

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 continual 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.

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. What's more, regenerated forests help to capture water for domestic and agricultural use, to improve the landscape and to recover the biodiversity of the world's most biologically rich areas.

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 that it launched over its Internet platform is aimed at recovering the original forest in the Corona Forestal on the island of Tenerife, more specifically the forest located on the slopes of the Orotava Valley. <http://www.mirlo.co> Mirlo is also participating in creating in Spain the International Appalachian Trail.

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