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With your help we can create positive footprint.

The Forests of the Canary Islands' Largest Protected Nature Area will be Restored by Public Participation

- *A singular initiative by Mirlo Positive Nature and the Island's Regional Government ("Cabildo") will restore 29 hectares of Canary Island's Corona Forestal thanks to an original system which raises funds to plant trees and to generate a positive ecological footprint.*

26-06-2013. The Corona Forestal in Tenerife, the largest protected natural area in the Canary Islands, is going to be restored thanks to public participation and an initiative set up by Mirlo Positive Nature and the Tenerife Local Government's Department of the Environment, Territorial Sustainability and Water.

The Corona Forestal Natural Park is a protected environmental zone in the Spanish island of Tenerife in the Canary Islands. With a total area of 46,612.9 hectares, it is the largest protected natural space in the Canary Islands. Almost the entire protected region, which surrounds the Teide National Park, is given over to woodland.

For the last 2,500 years and really up until the last few decades, Tenerife has endured constant deforestation caused, primarily, by human intervention. As a result, 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 planting 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 restoring areas of this protected natural space that have been left deforested.

This initiative will restore a total area of 29 hectares of Canary Island forest in this emblematic area of the Canary Islands archipelago and will generate 11,600 tons of CO₂ of positive carbon footprint. Positive carbon footprint is generated by trees that are able to capture the carbon dioxide that is produced by human activity, thereby preventing such activity from causing further global warming.

The project is funded by an original system of public participation which 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.

Mirlo Positive Nature and the Tenerife Local Government's Department of the Environment, Territorial Sustainability and Water signed a two-year agreement last month by which both parties commit to restoring the natural forests of Tenerife's Corona Forestal.

A 180-year commitment

Thanks to this agreement the Tenerife Local Government or "Cabildo", 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, 180 years from now.

Mirlo's commitment has to do with setting up and running the technical aspects of the project and with managing the public participation side of things. To do so it has developed a system that makes it possible for anyone to go online and purchase varying amounts of tons of CO₂ of positive carbon footprint, depending on the number of trees that can be planted with the financial contribution that they make. For every 5 euros that you invest, you generate a positive footprint of 0.17 tons of CO₂, equivalent to a flight between the Iberian Peninsula and the Canaries.

As well as purchasing a positive ecological footprint tourists who take part in the initiative can also discover local culture and gastronomy by buying premium packs that include the opportunity to try local produce such as honey, wine or gofio, and even to learn how to build a house with a thatch roof.

About Mirlo

Mirlo Positive Nature is a company that was set up in Madrid in 2013 with the aim of enlisting 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 footprints. The first project to be launched on its Internet platform involves the recovery of the original forests of the Corona Forestal on the island of Tenerife, specifically the peaks of the Orotava Valley.

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 Statues 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 which 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

Corona Forestal Project: <http://mirlo.co/projects/corona-forestal/introduction/>

Social networks:

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

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