

# The A 3As Ponent Tree Fund



A 3As PONENT

# Who, or what, is A 3As Ponent?

**A3As** = The 3 A's Association of Ponent

Translated from Catalan  
the **3 As** are :

**Trees** - "Arbres"

**Roots** - "Arrels"

**Bees** - "Abelles"

and "**Ponent**" is the  
western part of  
Catalonia.



*The A3As is a small, newly-formed non lucrative association*

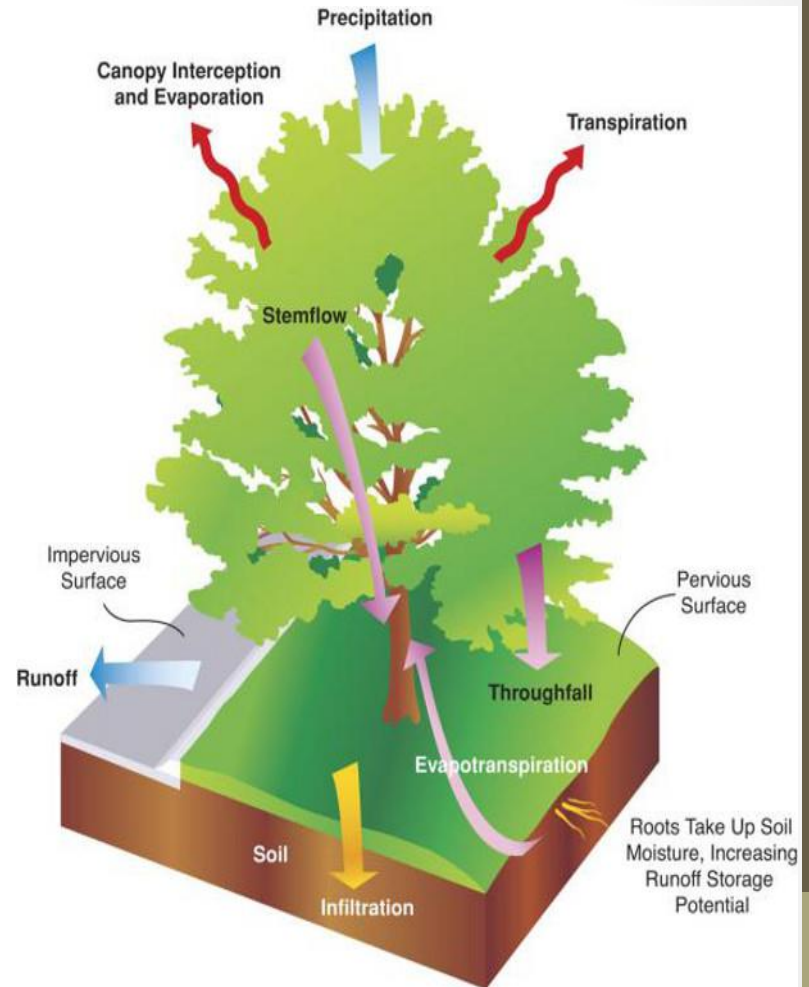
# AIM

- **Plant trees and flowers**
- **Help restore soils**
- **Share the benefits with the bees, wildlife and people**



# TREES, WHY TREES ?

- Trees help combat **climate change**
- Trees provide **shade and cooling**
- Trees provide **habitat and food** for wildlife
- Trees provide **food, leaves, medicine and wood** for people
- 
- Trees enhance the **landscape**
- Trees help our **mental and physical wellbeing**
- Trees provide **microclimates** for other plants
- Trees help to **protect and restore degraded soils**
- Trees help to **reduce flooding and erosion**

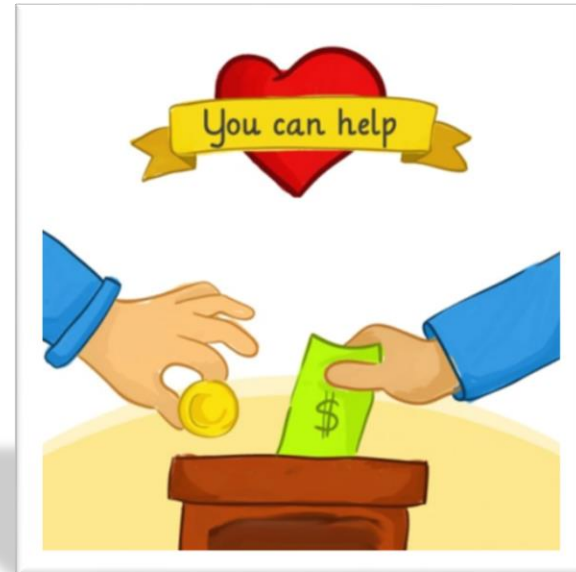


# So we have established a TREE FUND

**Birding In Spain** will donate **30 euros** to the fund when they receive bookings of more than one day in duration.

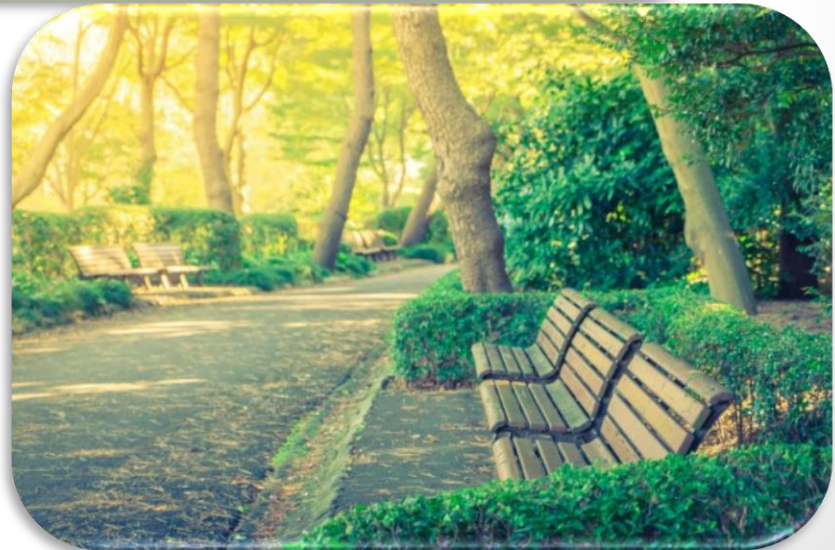


Then **Birding In Spain** will invite visitors and clients to match, or even exceed, their own contribution.



# A 3A's and municipalities

The **A 3A's** contacts a local authority and agree to plant **e.g.** 10 trees on a brown field or unused site with **public access**, and they agree to match our contribution with 10 more trees, so at the conclusion of this project we have now planted our first 20 trees.



# The project grows ...

The **news, interest and experience** generated by this action prepares us to **approach larger entities** and to ask them to match our current Tree Fund, as investors (in the environment, society, their own health).



# ... and grows



Here we encourage other **companies** to register to become affiliates to the **Tree Fund** and to appeal to their own clients, friends, etc in the same way to expand the reach and the possibilities of the Fund.

# Well-defined projects

- **Tree species selection**
- **Community needs and characteristics**
- **Adequate scaling and design**
- **Planning, logistics**
- **Pre-and post-planting attention**
- **Awareness raising**



# How the money will be spent

- **Tree purchase and propagation**
- **Transportation and handling**
- **Contracted labour costs when necessary**
- **Planting, watering and post-planting care**
- **Some administration and communication costs**



# Get it right !

Any old trees, any old way?

No!

The right tree in the right  
place

And then just enough care and  
attention to enable it to get on  
its own “feet”



# Transparency and integrity

How will you know that your money will be spent in the way we say it is going to be spent?

Integrity - check our past record

Transparency - check our published accounts, read our reports

**YOUR TRUST = OUR RESPONSIBILITY**

# Where are we going to plant the trees?

- **Municipalities**
- **Public spaces**
- **Rights of way**
- **Brown field sites**
- **Nature reserves**
- **Educational and public health institutions**
- **Private areas with public rights of access**



# Our immediate area of influence



We are based in Les Garrigues, Lleida, Catalonia

# What trees are we going to plant?

- Apple trees
- Plum trees
- Cherry trees
- Hazelnuts
- Walnuts
- Chestnuts
- Mulberry trees
- Quince trees
- Persimonn trees
- Pomegranates
- Grape vines
- Fig trees
- Nettle trees
- Medlar trees
- Strawberry trees
- Hawthorn trees
- Loquat trees
- Holm oaks
- Carob trees
- We are also considering olive and almond trees



We want people to be free to enjoy the trees, to sit or walk in their shade, to pick and eat the fruit, so these are our initial proposals ...

# Why are we doing this?

Because **we care**, we want to **make some small difference**, and we know a lot of you do too. Because planting trees in this way is **win-win** all the way, for **communities**, for **wildlife** and for our **climate**.



*Perhaps the question should be: Why haven't we done this before now?*