TREE REVIVAL CAMPAIGN

M U M B A I

'Pilot' at Bandra West, Mumbai

Friday 12th July 2013

Green Line

ekonnect
knowledge foundation
A PRASAD MODAK INITIATIVE

Content

Background

Inspiration from:
Ekonnect initiative of Not Just Walk in the Park: A walk-around fun and educational exercise that involved children and adults identifying trees in a park with waste segregation and composting activity incorporated in an interesting manner. To learn more, visit Not Just Walk in the Park under Ekohub on www.ekonnect.net or use this URL.

Need:
Decreasing green cover in Mumbai city with its resultant negative impacts including: climate change as evidenced through increasingly hotter summers, loss of carbon sequestration potential, decreasing ground water levels, loss of rain water through run-off, deficit of local biodiversity, loss of derived sense of comfort and pleasure from green areas and related loss of community areas for recreation.

Idea:
Take this activity out of the park and into the Mumbai city neighbourhood to emphasize the importance of trees, encourage citizen ownership and responsibility to take action as protectors of their own natural environment, and the urgent need to protect and grow trees in an urban setting.

Objective of Ekonnect:
Meet the objectives of Ekonnect; one of which is to raise awareness on environmental issues and stimulate action through conduct of such campaigns.

Plan:
- Collaborate with NGO that works closely with schools to get the initiative across to the children and get their participation. Link it to their Environmental Studies, if possible, as a project, involve the school teacher and or the nature/eco/science club at the school
- Contact and get on board Tree Experts to support the identification of the trees or tie up with similar initiatives to provide the same support or use in-house expertise on the same.
- The school children identify trees in their neighbourhood and locate on a map working in teams in a specified area for example the road their school/residence building/housing society is on. Importantly, while identifying trees, taking photos, tagging them on a map, children will also identify open space for trees to be planted.
- Potentially tie up with open spaces NGO. An area where a tree may be planted is restricted to certain conditions which are: does not obstruct thoroughfare, parking, lighting, any objection from residents: these become common sense criteria for planting. Of course the information will later tie into the criteria as laid down by the Municipal Corporation and department in charge.
- Tie up with NGOs who are currently giving away saplings to be planted before/during/after the rains. Tree species to be chosen as per native / endemic varieties on advice of tree/in-house Expert. Currently every year there are saplings being given away; this campaign will result in a web based tool accessible to all the general public of information on where to plant trees is clearly provided.
- The project is limited to the roads in ONE ward in a selected locality thus involving the need to approach and receive the support of the Advanced Locality Management (ALM) of that road/area as well as the respective municipal Corporator and BMC representative from the

Garden and Tree department. The plan is to work in clusters that are manageable by a small group for now. We are still too small as a group to target too big an area. Plus the success of select clusters will then attract investment of time and effort to replicate and scale up to more areas or across geographical boundaries.

- Output of the campaign is creating an online mapping application that will allow for trees to be geo tagged on Google map, photo uploaded, species identified and saved in database with access to the public to access, upload etc. Application will be mobile enabled and will reside on www.ekonnect.net.
- Importantly the mapping is two ways: it will also map the location of where a tree can potentially be planted. Ideas or features can be added to the public platform (at a later stage) where people are able to 'adopt a tree'.
- The campaign may explore the possibility to calculate the emissions offset by the trees and calculate the potential for newly planted trees. To be factored into the online application based on advice provided by in-house domain expert.
- Pitch as CSR initiative to Company for sponsorship of the event, the online application and initiative costs.
- Media to be involved to follow the initiative as a series or campaign. An appropriate title to be fixed for this initiative: e.g. 'A Tree A Day' 'Tree-Cycle' 'Trees and me' or as it is now 'Tree Revival'
- Complete project/initiative to tie in with World Tree Day in September or Name Mumbai City's own Tree Day as other countries have their own 'Mumbai Tree Day'

Aims:
- Increase in awareness of the depleted green cover in the city and the need to protect existing green cover while planting trees especially where trees have been cut down, removed to make way for infrastructure
- Encourage community collective conscience and provide a free tool (web based application) to the citizens who wish to participate in the initiative giving them a sense of satisfaction
- Bring together different organisations, including NGOs, municipal representatives, children, citizens, corporates, ALMs and corporate houses on a common cause with a shared goal
- Output of a tree census and inventory of the trees in the city in a web based format with identification also of potential areas for planting trees that is accessible to the public, planning agencies, development agencies and others as a resource for further action towards protecting the natural environment and improving the urban lives of citizens.
- All of the above meet the objectives of Ekonnect as a not-for-profit section 25 company which are to raise awareness on environment, carry out community based initiatives and general good for the society.

Timeline:
Ideal time is June onwards, new school year will starts and students will have time to do this activity before exams pressure begins. The initiative may be covered throughout the coming year, it can be an ongoing exercise as the students will do two events one to map and the second later in the year to plant. The ongoing exercise can include adding the geo tagged locations to the tool once it is ready and accessible.

About the 'Pilot'

The first event of the Tree Revival Campaign or the 'pilot' kicked off on Friday 12th July in Bandra West, Mumbai. Invitees to the event along with children from six schools gathered in St.Stanislaus ground floor room to learn about the campaign. Introduction the campaign was followed by the importance of trees and the role of ALMs in the campaign. Groups were then sent off outside the premises to map the selected roads. Each group had a tree expert, volunteer and teacher accompanying the children. After the mapping they gathered at the same premises and presented their findings to the audience. ALM representatives were invited to walk with the groups.

Rishi, Rene, Kati, Dr.Latto & Divya during the brief before the start of the event.

Gist: Speakers

Introduction to Tree Revival Campaign for Mumbai: Sonal Alvares introduced Ekonnect Knowledge Foundation as a not-for-profit section 25 company engaged in offering awareness and learning programs in the field of Environment and Sustainability. The objectives of Ekonnect include raising awareness on issues on Environment among communities and different sections of society.

Introducing the tree revival campaign as an initiative aimed to save and protect existing trees as well as plant trees where there is place and potential to plant based on certain criteria. This campaign will run through school students and local ALM communities bringing them together to map the roads in the vicinity while doing it as an exercise to learn of the number, species and uses of the existing trees. The groups will be provided this specific information through the voluntary participation of tree experts and collaboration with the local BMC representatives and tree and garden department representatives.

Sonal introducing Ekonnect's Tree Revival Campaign

Importance of Trees: Rishi Aggarwal spoke about the importance of trees which he said is especially important in the case of cities because of the urban specific 'Heat Island' effect. He cautioned the audience that tree planting is not easy and must be done scientifically and intelligently. He stressed the need to ensure the local authorities are involved since they are the ones who will be able to provide information on where the utilities lie underground and hence they should be the ones to approve where a tree may be planted without disrupting the underlay. He encouraged the audience to support the initiative and urged the campaign to run as an ongoing sustained activity.

Rishi cautioning that tree planting is not an easy process and needs to be done correctly

Role of the ALMs: Shyama Kulkarni addressed the audience especially the children and explained the concept of ALM to them saying that the concept was first introduced by the BMC and is now successfully running across the city. She urged the younger generation to join the ALM movement as they need to be included in the process to ensure continuity and greater impact. She supported the cause for tree conservation and planting giving examples of cases where trees were planted and looked after by ALMs across Bandra. She requested all those present to pledge their support to the cause, to become part of the ALM and be 'watchdogs' for their respective roads helping the BMC to keep the roads clean and green.

Shyama speaking about the role of ALMs

Asif emphasing need for planting trees scientifically in collaboration with the BMC

Asif Zakaria, Corporator, Ward 95, Bandra West spoke a few words of encouragement to the audience reiterating Rishi's advice for planting trees with the BMC support and help.

Mapping: Devyani Singh explained the mapping that the gathered participants were to engage in after the presentations. She identified schools and grouped them with one tree expert and one volunteer. She invited the ALM members present to accompany the groups on the mapping of their roads. The students were introduced to the eminent experts present and encouraged to ask questions about the trees in their walk with them. The groups were given maps of the roads and data sheets to collect the information of their selected road. Instructions were given to geo locate the positions and write down the code for the tree or the potential to plant the tree, the name and specie of the tree, take a photograph and record all these observations on the sheet provided. Maps, Datasheet and Data are not included in this report. However groups with experts, volunteers and roads are mentioned.

The groups were given a fixed time to return to the hall urging them to complete only as much as they could within the time allotted.

Devyani explaining the grouping and mapping process

Mapping the roads in Groups

The groups got together with their respective experts and volunteers and proceeded to their roads to begin the mapping. This part of the program had all the audience members leaving the premises and begin the exercise of identifying and mapping the trees and potential places for trees to be planted. The groups then returned within the time given earlier and each group appointed one or two children to present their findings to all present. Students presented the number of trees, the species, the characteristics and the locations identified to the entire group and were applauded in turn for their efforts. Their comments all echoed the excitement and pleasure at the new knowledge they acquired as well as the manner and process of the learning. Their comments have been captured in a video which will be used for future events of the campaign.
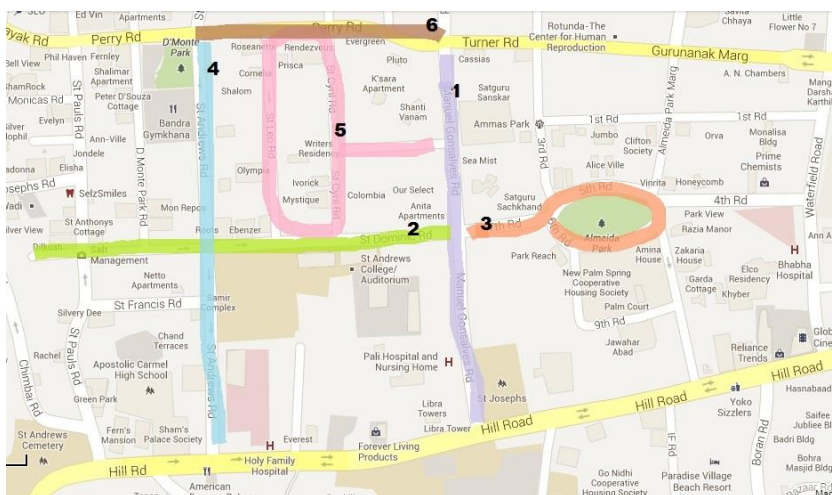
1 (Purple): From St Josephs School down MG road till the turner road crossing. This route can be broken up into 2 halves, if its found to be too long.

2 (Green): The St. Andrews College lane, all they way down st Dominic Road till the road ends.

3 (Orange): Down 7th road around Almeida park.

4 (Blue): From Holy Family hospital up St. Andrew's Rd till D'Monte park.

5 (Pink): Start from Leo road going via perry road to St. Cyril rd- these lanes are opposite St. Andrews, small roads but high tree density.

6 (Brown): From D'Monte Park via perry road to turner rd crossing.

Roads mapped to Schools, excluding one

Hemant, Asif, Shyama, Renee & Katie

Hemant taking his group out for the mapping

Katie pointing out the trees on their road to her students

St.Joseph's student presenting her group findings, Fr.Savio looking on

Vote of thanks

After the presentation by the groups, the concluding remarks were made by Fr.Savio Silveira. He began with thanking St.Stanislaus School and the Principal, Fr.Jude Fernandes for the use of the premises and the facilities. He extended thanks to all the experts, volunteers and everyone present for participating in the event. He mentioned that there will be a follow up to the mapping which will be explained to the groups in the near future. These include the input of data into the online tool by the students as and when it would be ready. Also scheduled would be another event which will involve the planting of trees at identified spots as per the mapping.

Next steps

As the Tree Revival Campaign is a yearlong 6 event activity, the next steps include the next event which will be scheduled at another location in Mumbai which overlaps with both schools working with GreenLine as well as active ALM communities. The potential suburb identified in initial meetings is Wadala.

Additionally, the students of this pilot will be invited to take part in the second step of the process which will be scheduled later this year. This step includes input of the data collected onto the online mapping tool as well as making a second trip down the same roads to plant saplings. Prior to this, Ekonnect will coordinate with the BMC tree and garden representatives and ascertain where trees may be planted as per spots identified. ALMs will also be included to request their continued support for the activity.

Do join in and support the campaign, coming soon to your suburb!
Write in to sonal.alvares@ekonnect.net

Looking for Partners and Sponsors:

Show your support; join the TRC as a ***partner*** to the campaign. We promote all our partners.

Sponsor a part of the campaign, become a ***principal*** or ***supporting sponsor***. Get branding for your company.

Email sonal.alvares@ekonnect.net

Annexure 1

List of Participants

6 schools of 15 students each accompanied by one teacher: 96 (St. Andrews, St. Stanislaus, St. Josephs, Auxilium, Duruelos, and St. Theresas)

Asif Zakaria, BMC Corporator Ward 95
Karen D'mello, BMC Corporator Ward 96
Shyama Kulkarni, ALM Coordinator, Activist
Mohan Silva, ALM Chairman of Dominic & Andrews Roads
Vera Alvares, ALM Chairman, Writer, Activist
Fr.Jude Fernandes, Principal, St.Stanislaus
Elias Correa & Team, St.Stanislaus Teachers & Eco-Club
Hemant Tripathi, Tree Expert at ORF
Renee Vyas, Tree Expert, Walk the Mumbai Trees
Katie Bagli, Tree Expert, Save Rani Baugh
Rishi Aggarwal, Environmentalist & Fellow at ORF
Denzil Rego, Helm Waste Management & ALM
Dr. C.S.Lattoo, Scientist & Academician

From Partner: GreenLine
Fr.Savio Silveira, Director
Devyani Singh, Program Officer
Aristo Mendis, Program Officer

From Ekonnect:
Sonal Alvares, Campaign Coordinator
Divya Narain, E-Learning Manager
Shruti Bhargava, Intern, EMC
Tarun Singhal, Intern, EMC

Visual Capture
Photographs: Sushant, Office Assistant, EMC
Video: Fr.Alex of St.Pauls and Team

Annexure 2

Program

Date	Friday 12th July 2013
Venue	St. Stanislaus School Ground Floor, Bandra West, Mumbai
9:30 to 10:00	- Welcome and Introduction to the Tree Revival Campaign, Sonal Alvares of Ekonnect - Importance of Trees, Rishi Agarwal, Environmentalist - Key Role of ALMs, Shyama Kulkarni, ALM Coordinator & Civic Activist - 'Mapping', Devyani and Aristo of Greenline
10:00 to 11:00	Break up into groups and map the selected roads: *** Groups to Roads**
11:00 to 11:15	Sharing of findings by groups
11:15 to 11:30	'What next?' next in the series and vote of thanks Fr.Savio Silveira of Greenline

* Groups matched to Roads, Experts and Volunteers

School	Road/Location	Expert	Volunteer
St.Josephs	M.G.Road 1	Katie Bagli	Shruti Bhargava
St.Theresas	M.G.Road 2	Rishi Aggarwal	Sonal Alvares
Duruelos	St.Dominic Road	Hemant Tripathi	Tarun Singhal
Auxilium	St.Andrews Road	Renee Vyas	Divya Narain
St.Andrews	Leo + Cyril Roads	Dr.Lattoo	Aristo Mendis
St.Stanislaus	Stanislaus Campus	Devyani Singh	Teachers

Annexure 3

Tree Revival Campaign

School: _____   Road: _____

Expert: _____   Volunteer: _____

Important: For Code No.: T1 for existing Tree with number and P1 for Potential for planting with number

Code No.	GPS Tag no.	Name of the Tree	Location/Landmark

Total no. of Trees: _____

Total species of Trees: _____

Dominant Species of Trees seen: _____

Unique Species of Trees seen: _____

Annexure 3

Check www.ekonnect.net for posters and bookmarks of the TRC which were distributed to the students.