

Media Information  
24<sup>th</sup> March 2023.

## MINI AND EARTHWATCH LAUNCH IRELAND'S FIRST TINY FOREST

- MINI partnering with Earthwatch Europe to bring the Tiny Forest initiative to Ireland.
- First project in Ireland aims to deliver 600 native trees at the Tolka River Project, a community-based rehabilitation programme in Co. Dublin.
- Initiative is part of MINI Ireland's Big Love strategy to inspire positive action in local communities in Ireland.

MINI Ireland together with conservation charity Earthwatch Europe, have today launched the first "Tiny Forest" Initiative in Ireland at the Tolka River Project, a community-based rehabilitation programme in Co. Dublin. Close to 600 indigenous trees will be planted in a 195m<sup>2</sup> space, the same size as a tennis court. Attending the Tiny Forest launch in Mulhuddart during National Tree Week were Ministers Roderic O'Gorman and Jack Chambers.

The aim of this partnership with Earthwatch is to raise awareness for local environmental projects and strengthen community bonds. Green spaces provide a place where people can learn about nature as well as exercise, relax and reduce stress levels and is the reason why the Tolka River Project centre and was chosen as an ideal location.

Like the all-electric MINI, "Tiny Forests" are remarkable due to their enormous efficiency in a small- spaces: 600 indigenous trees are planted especially close to each other on the area of a tennis court and allowed to grow in a completely natural way. The result: up to 30 percent more density, up to ten times faster growth and up to thirty times better absorption of carbon dioxide. This, in turn, will attract more than 500 animal and plant species over the next three years and transform the "Tiny Forest" into an accessible mini-ecosystem. A range of locally-sourced indigenous trees are being used in the project including, Silver birch, Alder, Hazel, Hawthorn and Gorse. This mixture of different native trees will grow to create the natural layers of a forest.

### Sharing knowledge, inspiring people

"This Tiny Forest symbolically shows that recovery is something that needs to be looked after, the growth of this forest and the requirement of looking after is symbolic in nature to recovery. We plan on using this space to develop Recovery based programmes such as Mindfulness, yoga in addition to using it as a social space so we are grateful for the collaboration with MINI Ireland and Earthwatch," says Gerry Ryan, Service Manager at Tolka River Project.

"Tiny Forests provide rich opportunities for connecting young and old alike with the environment and sustainability," explains Louise Hartley, Tiny Forest Officer at Earthwatch Europe: "It's vital that we give people the knowledge and skills to protect our natural world and inspire them to take positive action. We are delighted to be working with MINI Ireland and bringing the first Tiny Forest to Ireland with the help of the local community.

"MINI are really excited to bring the Tiny Forest movement to Ireland with Earthwatch and we hope that the local community enjoy the benefits of this programme. Our shared values of sustainability

and bringing people together is what makes this such a great partnership, this project brings to life what our Big Love Strategy is all about," says Julie Bothwell Head of Sales and Marketing for MINI Ireland.

Thanks to the active support of clients from the Tolka Valley River Project and residents of Mulhuddart, Earthwatch will collect a lot of data in the "Tiny Forest" over the coming years to learn more about topics such as carbon absorption, thermal comfort, biodiversity, and the social benefits of such green spaces in an urban area. The focus is always on cooperating with local institutions.

-ENDS-

**Images from Event:** <https://client.inpho.ie/client-miniandearthwatchlaunchirelandsfirsttinyforest-220323/>

## Captions:

1. (L-R) Daniel Hayhow of Earthwatch, Minister Jack Chambers, Minister Roderic O'Gorman and Julie Bothwell from MINI Ireland at launch of Ireland's First Tiny Forest
2. (L-R) Minister Jack Chambers, Minister Roderic O'Gorman and Julie Bothwell from MINI Ireland at launch of Ireland's First Tiny Forest
3. (L-R) Gerry Ryan Tolka River Project, Minister Jack Chambers, Minister Roderic O'Gorman and Julie Bothwell from MINI Ireland at launch of Ireland's First Tiny Forest

## About Earthwatch Europe

Earthwatch is an environmental charity with science at its heart. They drive the change needed to live within our means and in balance with nature by:

- Connecting people with the natural world
- Monitoring the health of our natural resources
- Informing the actions that will have the greatest positive impact

For more information visit [earthwatch.org.uk](http://earthwatch.org.uk)

## About Tiny Forests

Tiny Forest brings the benefits of woodland right into the heart of our cities and urban spaces: connecting people with nature, helping to mitigate the impacts of climate change, as well as providing nature-rich habitat to support urban wildlife.

## About Tolka River Project

Tolka River Project is a community-based addiction rehabilitation centre that delivers treatments through a warm and friendly environment for clients. Their programme is focused on clients having the opportunity to focus on their chosen recovery path. Evidence-based treatment interventions guide this process which is 12 months in duration. Aftercare programmes are also provided based on SMART Recovery. The project is at the forefront of the implementation and sustainment of evidence-based treatments such as CRA (Community Reinforcement Approach).

Today MINI has a large range of vehicles suited for motorists of Ireland from the classic 3-door and 5-door MINI Cooper, along with pure battery MINI Electric. The MINI Clubman and MINI Countryman meanwhile provide more space and convenience for those that might have families or pets. And starting as early as 2023, MINI is presenting a new generation of all-electric models. Two of the models developed from the ground up for pure electric mobility, an exciting time for the brand.

## About MINI Big Love

#BIGLove is MINI's way of showing how two small words can inspire positive action. Ever since the brand was born in 1959, MINI has been all about doing more with less and finding the most creative ways to use space. This involves MINI facing up to the current challenges in the areas of mobility, energy economy and climate protection with independent solutions for the driving of tomorrow. MINI is pursuing the strategic sustainability goals of the BMW Group by consistently reducing CO<sub>2</sub> emissions over the entire value chain. Innovative materials and enhanced use of secondary raw materials also contribute to greater sustainability.

Big Love is also about the close commitment of the brand to human beings from all communities. MINI promotes diversity – inside and outside the MINI organisation.

These are just some of the MINI ways we are showing Big Love. To find out more about MINI's Big Love mission and all our partnerships, click [here](#).

## MINI Media:

[www.press.bmwgroup.ie](http://www.press.bmwgroup.ie)  
[www.instagram.com/MINI.ie/](https://www.instagram.com/MINI.ie/)  
[www.MINI.ie](http://www.MINI.ie)  
[www.facebook.com/MINI.Ireland/](https://www.facebook.com/MINI.Ireland/)  
[www.youtube.com/MINI](https://www.youtube.com/MINI)

## For further information, please contact:

Laura Condron | Communications & Strategy Manager BMW Group Ireland | 086 047 7549 |  
[Laura.Condron@BMW.ie](mailto:Laura.Condron@BMW.ie)

Josh Kubale | Senior Communications Manager, Earthwatch | +447824 776 770 |  
[jkubale@earthwatch.org.uk](mailto:jkubale@earthwatch.org.uk)