

Concept

It is said that every one second, a forest, size of a soccer field is vanishing from this planet.

Why?

Because trees are logged to meet the forestry demand, forestlands are converted to farmland that produced beans and palm trees. Woods are collected for fuel and slash-and-burn method of cultivation is rampant without regulations.

Forests not only absorb and stabilize carbon dioxide; it also provides various functions such as obtaining water and providing biodiversity.

By promoting the growth and preservation of healthy forests, more Trees aim to maintain and restore such functions.

Projects Policies

more Trees provide Carbon Offset through building forests. Our target area for the project is unlimited. However, it is important that we not only plant trees, but show consideration to various things.

more Trees attach importance to the next three facts

1. Is it effective on global warming prevention

It is widely known that carbon dioxide and other GHGs emitted from human activities are causing climate change (global warming).

Forest has a role of absorbing and stabilizing carbon dioxide.

2. Thoughtful consideration is made towards the ecosystem when choosing which trees to plant

When a tree is chosen just because it grows quickly, absorbs many CO₂, or holds high value as wood, the balance of the ecosystem may be disrupted. more Trees make an effort to chose native species and show consideration to build a biodiverse forest.

3. Thoughtful consideration is made to the local livelihood

/ Does it show consideration to the local lifestyle?

When promoting tree planting activities in a developing country, a project should bear employment and cash revenue, thus improve the local lifestyle or release people from poverty. Such projects are considered sustainable, since it is based on the community.

more Trees will meet these 3 requirements and promote reforestation under 4 categories.

Projects [1] Japan Forest Management of Japanese forest

There are about 25million hectare of forest in Japan, covering about 2/3 of the country. 10 million hectare, approximately 40% is artificial forest, made from coniferous trees such as cedar and cypress. Most of these trees were planted after the war.

Originally, man made forests need periodical thinning, so that enough nutrients are shared by the remaining trees. However, due to cheap imported woods, domestic wood are at price stump and forestry industry itself is slowly heading toward decline.

Forests that are not thinned carries too many trees, and as a result the growth of the trees are disturbed, Also not enough sunlight can reach the ground for underbrush to grow, and soils runoff when it rains.

more Trees promotes thinning of trees rather than planting for domestic project.

By thinning them effectively, lights will shine in from the canopy to grow underbrush, thus making the forest healthier and healthier.

Traditional way of thinning is discarding the trees after cutting them down. To transport them down from the mountain will be costly and be more expensive than the actual price of the wood.

more Trees will promise to cover the cost for transporting thinned wood instead of discarding them in the mountains

We are planning activities that include transporting, processing and utilizing of thinned woods in cooperation with the local government.

Projects [2] Reforestation of tropical forest

Tropical forest is a general term for forest that has developed in high-temperature and humidity areas near the equator.

Most famous tropical forest is the tropical rain forest. It is mainly located in Amazon, South-East Asia and West Africa. Although tropical rain forest only covers 6% of the Earth's land surface, it is said to have produced 40% of the oxygen. Also it is the most abundant land in biodiversity, and more than half the living species on Earth exists in the tropical rain forest.

However, there tropical forests are declining at a tremendous speed. From 1990 to 2000, 142million hectare has disappeared every year for a decade.

There are varieties of reasons for this, such as switch over to farmland, commercial logging, slash and burn shifting cultivation, and overgrazing.

more Trees will promote preservation of forest land in tropical forest, especially in South-East Asia which is close to Japan and have deep relationship to start off with.

We plan to plant native species such as Dipterocarpaceae and also fruit trees. On another front, more Trees will also promote REDD(Reducing Emission from Deforestation and Degradation) to protect the precious tropical forest from destruction and development.

Projects [3] Afforestation of deserts

It is said that more than 6 million hectare of land is turning into desert every year. This is the same area as Kyushu and Shikoku, Japan added together.

There is more than 6.1 billion hectare of dry land on the planet, covering 40 percent of the Earth's land territory. 1/5 of the world populations live on these dry areas. Asia suffers most from desertification.

more Trees plans to preserve areas that are in danger of desertification from human-induced cause such as overgrazing, over cultivation, over collecting of firewood instead of desertification from climate change.

Projects [4] Sea Forests Rejuvenation of “Forest for sea”

Mangroves, known as “Forest of the Sea“ are trees and shrubs that grow in saline coastal habitats.

They provide vital habitat for many marine and terrestrial organisms, such as shade, hideout and spawning ground. They are known to attenuate waves, showing function of a natural breakwater. It is said that the damages caused by tsunami in the Sumatra Earthquake were smaller in areas protected by mangrove forests.

However mangrove forests are also increasingly scarce like the forests on dry area. The main reasons for this are overdevelopment for expansion of industrial shrimp farming, destructive lumbering for coal wood and mining for tin. Many shrimps that we enjoy on the table are artificially raised in these shrimp farms and most coals that we use for BBQs are made from these mangroves of South East Asia.

Conservation and recovery of mangrove forests that are closely related to us and the local community is an important mission for more Trees.

project 001 <Forest Management of Japanese forest>

Yusuhara-cho, Kochi-prefecture <33.39939,132.921728>

The first “more Trees forest” was made in Yusuhara-cho, located at upper Shimanto-river. As a new expansion of “Kyodo-no-mori” program, an agreement was made between more Trees, Kochi-prefecture and Yusuhara-cho. As a result, more Trees will loan 60 hectare of forest in 2 destinations. Thinning work started in December 2007 and 20 hectare will be improved in one season.200t of CO2 will be absorbed. We wish that by maintaining the forests that represent the water resource of Shimanto-river, it contributes to regaining the limpid stream of Shimanto.

★Numbers after the brackets shows GPS data, longitude and latitude of the project site.



Support more trees

Message from more Trees

Afforestation isn't just about planting a single seedling. Planting of the trees should offer merit to the local economy, local vegetation and ecosystem protection, and also be a continuous, sustainable action that can be evaluated by a third party under an international standard.

Activity expenses of more Trees for holistic tree planting and forest development includes research, analysis, planning, field survey, infrastructure building, management and maintenance. These expenses are covered by various funds donated to more Trees from people who empathize with our concept. more Trees aims to create a new fund raising scheme that offer fun and joy to those who offer and receive donations.

~more Trees product~

Here are some original products created by more Trees. Part of the retail price will be donated to more Trees fund. The items will be available from our website soon.

All the items correspond to more Trees' philosophy, reducing environmental impact, using thinned wood. For example, T-shirts will be made from certified organic cotton only. Please enjoy high-quality, environmentally conscious more Tree brand items and show your support to more Trees' forests.

