PROJECT PROFILE

Project Title: TREES FOR US

Project Holder: Population and Community Development Association (PDA)

Project Location: 4 districts in North, Northeast, Central and South of Thailand

Project Duration: 12 months

Budget Requested: THB 3,880,000

PDA PROFILE

Organization Name: Population and Community Development Association (PDA)

Organization Type: Non-Governmental Organization

Ordinal Number: Jor 1491

Starting Year: 1974

Headquarter: 6 Sukhumvit 12, Klong Toey Bangkok 10110, Thailand

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**Background**

Trees are essential for life. They help clean the air we breathe, filter the water we drink, and provide habitat to the world's terrestrial biodiversity. Trees help cool the planet by sucking in and storing harmful greenhouse gases, like carbon dioxide, into their trunks, branches, and leaves, and releasing oxygen back into the atmosphere. Illegal logging, conversion of forests into agricultural plantations, rapid population growth and overexploitation of natural resources are some of the major causes of deforestation in Thailand.

Besides the Thai government’s ambitious reforestation initiative, previous efforts have been insufficient because they focus primarily on supply side (government needs) rather than demand side (community needs), price (government budget) rather than value (impact on environment and people’s lives).

The Population and Community Development Association (PDA), one of the largest NGOs in Thailand, was established in 1974 and has concentrated on reaching rural towns and villages with family planning and development programmes through its 17 regional centres. It has operated on the belief that “local people are best suited to shape and sustain their own development.” Since the early 1980s, PDA has adopted a small-scale, people-oriented approach to community forest programmes in order to supplement government’s top-down planned and implemented reforestation schemes. From community woodlots in Northeastern Buriram Province to mangrove forest in Southern Karbi Province, PDA’s successful stories proved that community participation ensures the community forests survive and meet the needs of both villagers and project objectives. The villagers participate in site selection, land preparation, care for seedlings before planting, plant the seedlings, and care for the newly planted trees over the project period and onwards. Local communities often have better understanding of the hydrology of the area, weather, crop season and individual tree species, and are ready to cooperate and participate in natural resources conservation activities. To ensure the project budget is used wisely, PDA takes into careful consideration the local people who will have both an impact on and be impacted by the project.

**Objectives**

1. To promote and support tree planting at the district level
2. To create a culture of annual tree planting and encourage community participation
3. To explore the possibilities to facilitate operations and seek funding from different sectors.

**Target**

Have at least 1 tree planted (species selection depends on local needs and conditions) per year for each person in the pilot districts below, making use of wilderness areas, public places, temples, schools, cemeteries, road sides etc.

Proposed locations are:

|  |  |  |
| --- | --- | --- |
| Province | District | District population |
| Chiang Rai | Vien Pa Pao | 57,988 |
| Khon Khan | Ban Phai | 100,554 |
| Kanchanaburi | Sai York | 42,717 |
| Krabi | Klong Toom | 74,034 |
| Total Population | 275,293 |

**Implementation**

1. Preliminary meetings at provincial and district level, discuss and explain project rationale, objective, timeline and implementation process
2. District Chief selects and appoints district forest committee
3. Invite district religion leaders as committee advisor
4. Conduct monthly meeting and training for district forest committee, forestry scientists will be invited to analysis trees cultivation and management methods, in order to improve and enrich district tree planting area
5. Support trees nursery, use local temples and schools as appropriate trees seedling sites
6. District forest committee develop its own detailed operation plan
7. Organize tree planting campaign, with the strategy of community participation and engagement
8. Set up follow-up teams and run community tree planting contests with respective rules and conditions
9. Propose annual operation plan, seek funding possibilities from public and private sectors
10. Report evaluation and assessment result at district level.

**Project duration**

The first phase of the pilot project will have the duration of 24 months.

**Expected Outcomes**

1. A culture of annual tree planting is created, proposed number of trees planted would be introduced on Buddhist Lent Day; awareness of natural resources conservation is raised among general public

2. Community ownership and institutions are strengthened by villagers’ participation and engagement

3. The number of trees planted is based on the number of population in the district

4. A successful example of inexpensive, reliable and sustainable tree planting is set and ready to be expanded to other districts

**Risk Factors**

1. Determination of district forest committee
2. Willingness of community participation and engagement
3. Trees seedlings from government supply are limited; quantity, size and quality are not in line with local needs

Above risk factors are integrated into the action plan

**Budget**

|  |  |  |  |
| --- | --- | --- | --- |
| Expense | Quantity | Unity price | Total (THB) |
| 1. Lunch for monthly meeting

and training of district forest committee | 50 committee members\*4 districts\*12 times | 300 | 720,000 |
| 1. Communication and P.R.
 | 4 districts | 100,000 | 400,000 |
| 1. Food and drinks on tree planting day
 | 4,000 villagers\*4 districts | 80 | 1,280,000 |
| 1. Nursery and seedling sites preparation
 | 2 location\*4 districts | 50,000 | 400,000 |
| 1. Extra seedling purchase besides government supply
 | 4 districts | 100,000 | 400,000 |
| 1. Seedling transportation
 | 4 districts | 50,000 | 200,000 |
| 1. Supervision and follow up
 | 4 districts | 120,000 | 480,000 |
| Total |  |  | 3,880,000 |

The proposed budget is based on an assumption of one tree per person per year, with the total population (275,293) of four districts considered. It is estimated that another 20% extra funding will be supported by local public and private organizations for the purpose of tree seedling, planting and maintenance.