



INTRODUCTION

As a very small non governmental organisation (NGO), Irish Woodworkers for Africa Ltd, t/a Just Forests is very limited in what impact the organisation can have on the overall problems associated with global deforestation, illegal logging, climate change and associated poverty. However, Just Forests has identified and developed a role for itself in advancing public support for sustainable forestry and natural resource protection as part of its overall efforts to deal with the fallout resulting from overexploitation of forests, poverty and climate change. The organisation has been extremely busy of the past 21 years in the area of education, advocacy and policy development and sees its role continuing into the future as the conservation and right use of natural resources takes center stage in many of the world's economies.

The Directors of Just Forests are delighted to present this (extended) Annual Report on the work of the organisation from January 2010 to May 2011 at the occasion of our Annual General Meeting (AGM), held in Tullamore, on Monday 23rd May 2011.

Some activities over the past 17 months at a glance:

2010 was a busy year for Just Forests work. Years of advocacy and campaigning with other European NGO's resulted in NEW EU Legislation on timber becoming law- EU Timber Regulation (EU TR)

- *The Wood of Life exhibition visited a number of venues nationwide in 2010 –[venues and pictures here...](#)*
- *Duncan Stewart launched our [NEW Wood of Life exhibition](#) in Europa House, Dawson Street, Dublin, in January 2011- to mark the United Nations-designated International Year of Forests (IYF-2011)*
- *Made 5 presentations at 3rd level colleges on timber policy*
- *Submission to Government 'GREEN PUBLIC PROCUREMENT'*
- *Produced 'The Constructor' – see more below*
- *Re-started the award-winning (RDS Forestry Award 1st place 2001) hands-on KNOW WOODtm Board for Irish schools*
- *Campaigned outside [Dublin Zoo](#) against their use of illegal timber*
- *Had a stand at the HOTPRESS Music Show in the RDS –see pics [Saturday](#) 2nd & [Sunday](#) 3rd October 2010*
- *Hosted the very successful and entertaining Sound of Wood Concert*
- *We formed a partnership with [Sound & Fair in Tanzania](#).*
- *We formed a partnership with [The Forest Trust \(TFT\)](#)*
- *Wildlife Garden was developed (and [launched 1-1-2011](#))*
- *We strengthened our relationship with WWF-UK and became their Irish counterpart to get [Local Authorities](#) to adopt a 'Timber Procurement Policy'*
- *Made the finals of the [Midlands Gateway Chamber Awards](#)*

**T4-Technology Subjects Support Service:**

We are delighted to report that after many years of working with and canvassing Construction Studies Teachers, work is almost completed on a resource, **The Constructor Project**, that includes:

- A 95-page [KNOW Your Wood Guide](#)- This publication offers wood users/specifiers an opportunity to source FSC-certified wood instead of non-certified and questionable wood as a means to sustainability by avoiding illegally logged timber. *Endorsements for this publication have come from the Convention on International Trade in Endangered Species of Wild Flora and Fauna (CITES), the University of Limerick, Letterfrack International Furniture College at GMIT and well-known, award winning Irish architect Yvonne Farrell of Grafton Architects, Dublin. Launch will take place in September 2011*
- Powerpoint Presentation for the classroom-with audio

In April 2008 we embarked on a joint 3 YEAR project. T4 represents 1200 technology teachers in Ireland, including Construction Studies and Woodwork. We have established formal links with the teachers through their Support Service. This is a major target group for Just Forests as we get to influence the thousands of students who will possibly become our next generation of engineers, architects, builders, etc. We also get to influence a large group of teachers through working with them. This resource will be officially launched in September 2011.

The *KNOW Your Wood Guide* is a direct follow-up to our previous education resources (a set of 4 posters in Irish & English) which was [launched in Tullamore in June 2009](#)

T4 has also expressed an interest in purchasing our [KNOW WOOD™ Board](#), which has been revived only recently. Work on its enhancement and ensuring its relevance to current trends is on-going. Offaly Local Development Company (formerly LEADER) has expressed an interest in part-funding this initiative. An application for funding is currently being developed.

It is hoped that this hands-on education board which is designed to 'create a wood culture' in Ireland will be available from October 2011.

Wood of Life Exhibition:

The Wood of Life, travelling, hands-on exhibition is still Just Forests main education project for schools and public engagement/activity. The NEW version of the Wood of Life exhibition was officially opened by well known architect and television personality, [Mr Duncan Stewart](#) in Europa House, Dawson Street, Dublin, on 4th January 2011.

Church of Ireland College of Education (CICE), Rathmines, Dublin – [17th to 27th January 2011](#)
Modern Homes Show, Court Hotel, Tullamore, Co Offaly – [28th – 30th January 2011](#)

The exhibition has just been on display at the [National Forestry, Woodlands and Bio-energy Show](#) at Birr Castle, Co Offaly from 6th and 7th May 2011.

The exhibition visited a number of other venues since January 2010 and includes:

[Bishopstown](#) Public Library, Cork: January 2010-Official opening by the then Minister for Foreign Affairs and current leader of Fianna Fail, Mr. Michael Martin, T.D.

Church of Ireland [College of Education](#), Rathmines, Dublin; 1st to 12th February 2010



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Lourdes Youth & Community Services (LYCS), North Wall, Dublin: Bertie Ahern [Launch](#)
Workshops [Tuesday 16 Feb 2010](#)

Mary Immaculate Teacher Training College (MIC), at the University of Limerick [Monday 1st March](#)
[Tuesday 2nd March](#)
[Wednesday 3rd March](#)
[Thursday 4th March](#)

Douglas Library, Cork 9th to 22nd March 2010 -sorry no pictures

Dublin Zoo, Phoenix Park, Dublin – [April & May 2010](#)

Drogheda Public Library, Louth – [1st to 23rd June 2010](#)

JFK Arboretum, New Ross, Wexford –Pics of [Launch](#) of Heritage Week by Duncan Stewart – Official opening of the exhibition by Minister Connick...[Opening pics](#) All of July & August 2010

Irish Aid Volunteering & Information Centre, O'Connell St, Dublin- September 2010 –sorry no pics

Dublin City Central Library, ILAC Centre, Dublin – October 2010 –sorry no pics

Enniscorthy Public Library – November 2010 – sorry no pics

The interaction of students and teachers with the exhibition by means of our 'activity sheets' is very heartening. Teachers are also given a follow-on classroom project sheet where they can do the suggested activities with the pupils based on the information/learning during their visit to the exhibition. Please see current [resources related to the Wood of Life exhibition here...](#)

New and up-dated Wood of Life resources are readt for print and will be on-line before September 2011 for the new school semester.

The Sound of Wood Project revival: <http://www.justmusic.ie/>

On Wednesday 4th November 2010, we hosted the Sound of Wood Concert in the Tullamore Court Hotel. It was a great success. The Chieftains and FRIENDS played to an audience of over 600. This initiative has huge ramifications for developing countries as the major sources of wood used for musical instrument making comes mainly from tropical/sub-tropical regions-particularly East Africa, where Irish Aid have a very high profile. This initiative which impacts, livelihoods, biodiversity, forest management and culture unfortunately failed to receive funding. However, we proceeded with financial assistance from Concern Worldwide. Interviews wer given to HOTPRESS Magazine who also ran a competition in their magazine and on-line for two tickets to the concert.

RTE Lyric FM Arts Show aired an interview on October 9th 2010, and The Late Late Show announced the concert on the Friday night before. The Irish Times also featured the concert and ran a competition for 2 tickets and an overnight stay in the Tullamore Court Hotel for two people.

The event grossed 31,000EURO but we had major expenses. However, we caame out with a profit and a great deal of experience which will stand to us for the next Sound of Wood Concert.

While this project has great possibility to engage a totally new target group (music lovers and musical instrument makers from all musical disciplines), there is a lot of work to be done on this project to make it professional and workable.



You can view a couple of 2-minute video clips of the concert [here..](#) and some pictures [here...](#)

Information Technology

We place great emphasis on the web as a means of disseminating information on our work. All our activity sheets, brochures and follow-on classroom project sheets, press releases, etc, can be downloaded by teachers and pupils anywhere in Ireland (or the world) with a few clicks of a mouse. We also provide access to appropriate/supportive reports by our associates from our site(s). Just Forests now have a number of website domains registered-which is to support our work going forward. This websites contain reference to our main work and is up-dated weekly by the coordinator. Some sites are presently being developed by a professional web designer and when completed will be up-dated weekly by our coordinator. Now-a-days the printed message can have a very limited life span. Therefore, we find that the website(s) can be a very effective means of transmitting a message that is fresh and current and appropriate to the target group in question. All our web sites will be linked.

Just Forests has embraced the power of on-line technology. To this effect we see enormous opportunities to create awareness and change attitudes through information technology. We have registered to following domains to target specific groups:

1. www.pencilandpaperworld.com - an exciting NEW approach to education for sustainable development, which we hope to launch later in 2011. Faber-Castell- the world's largest pencil makers have expressed interest in this project. However, it is still in its infancy.
2. www.casperelder.com -for the adventures of Casper Elder & the Just Forest Gang- a series of stories.
3. www.justwater.ie - 100 of the world's major cities depend on forests for their fresh water...
4. www.theeleventhhour.com
5. www.thetwelfthhour.com
6. www.justslowdown.ie
7. www.justbogs.com
8. www.thesoundofwood.com
9. www.justmusic.ie
10. www.justforests.org - our main website along with www.justforests.org/archive - our storage site



To facilitate our latest project we have registered the following domain:

[My Forest Calendar](#) This will be the main website and will host the following sub-sections:

My Wood EXPLORER

My Wood MARKET

My Wood EXCHANGE

My Wood BROCHURE

*Please see our **Five Year Strategic Plan** document for more on this.

Attended the C.F. Martin, Wood Summit, held in Pennsylvania, USA. 11-13 May 2011.

C.F. Martin & Co., Inc. (The Martin Guitar Company) is the world's largest family-owned acoustic guitar makers in the world. In 2010 the Martin Guitar Company had a turnover of 100 million US dollars on sales of over 80,000 musical instruments.

*Please see separate report- **Report on C.F. Martin, Wood Summit***

Advocacy/Campaigning/Lobbying/Educating:

Government White Paper on Irish Aid 2006.

The Government intends that every person in Ireland will have access to educational opportunities to understand their rights and responsibilities as global citizens as well as their potential to effect change for a more just and equal world.

Just Forests background identifies us as being primarily a development education (DE) organisation. However, we also recognise and embrace other educational approaches, in particular, education for sustainable development (ESD)

1. We understand development education (DE) to be:

Development education is an educational process aimed at increasing awareness and understanding of the rapidly changing, interdependent and unequal world in which we live. It seeks to engage people in analysis, reflection and action for local and global citizenship and participation. It is about supporting people in understanding, and in acting to transform the social, cultural, political and



economic structures which affect their lives and the lives of others at personal, community, national and international levels.’ (Irish Aid Development Education Strategy 2007-2011 ‘Promoting Public Engagement for Development’)

2. We understand education for sustainable development (ESD) to be:

Education for Sustainable Development develops and strengthens the capacity of individuals, groups, communities and organisations to make judgements and choices in favour of sustainable development². The four main thrusts of ESD were defined by Chapter 36 of Agenda 21 of the 1992 Rio Earth Summit³:

- promotion and improvement of basic education
- reorientation of existing education programs
- developing public understanding and awareness of sustainability
- training.

Key themes in ESD include: *poverty alleviation, citizenship, peace, ethics, responsibility in local and global contexts, democracy and governance, justice, security, human rights, health, gender equity, cultural diversity, production and consumption patterns, corporate responsibility, environmental protection, natural resource management and biological and landscape diversity.*

Just Forests have identified the following groups/public bodies as appropriate and legitimate target groups for our focus as set out in our aims and objectives, i.e.

Extract from Just Forests aims and objectives:

Contribute to increased public awareness and critical understanding of the link between sustainable forest management and poverty reduction by advancing public support for sustainable forestry and the importance of Irish society sourcing its timber needs from responsibly-managed forests worldwide:

OUR FINANCES

Just Forests funding has been cut drastically due to the current economic situation. Our application in January 2011, to Irish Aid was successful-but drastically reduced. Also, our other funders, Concern and Trocaire have cut our allocations severely.

Offaly LEADER have been approached as have Enterprise IRELAND for financial support. We are always on the look out for other possible sources of financial support.

However, we are also looking to producing goods and services (educational) that we can charge a fee for so as to boost our financial security.



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