



**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine

Open Call for Proposals for Forestry Promotion Projects for 2025/2026

Application Form and Evaluation Plan

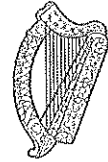
DEADLINE FOR SUBMISSION OF COMPLETED APPLICATIONS:

**Monday 28 April 2025
at 5pm**

in PDF format via email to

ForestrySupportFunding@agriculture.gov.ie

**An Roinn Talmhaíochta,
Bia agus Mara**
Department of Agriculture,
Food and the Marine



<i>For Office use</i>
Reference No:

Forestry Promotion Projects 2025/2026
Application Form

Title of Project: Biodiversity in Action: Forestry Field Days and Learning Resources

Name of Organisation: Forestry Services Limited

Address: Leggetsrath East, Cillín Hill Agri-Business Park, Co. Kilkenny, R95 A4VP

Contact Name: Paddy Bruton

Contact Telephone No: [REDACTED]

Email Address: [REDACTED]

Signature: [REDACTED] _____ **Date:** 24/4/25.

Overview of proposed project

Short description of proposal – (50 words or less for use in reporting)	A national biodiversity awareness campaign combining woodland field events, peer-to-peer engagement, and digital outreach. Includes an A-Z Biodiversity Guide, seasonal Biodiversity Calendar, On-Farm Biodiversity Snapshots, and a Biodiversity Forestry Toolkit. A wellness forest walk highlights the ecological and wellbeing benefits of multifunctional forests for climate resilience and rural sustainability.
Theme: 1, 2, or 3	Theme 3 - Sustainable forest management schemes and climate resilience building that promotes the multi-functional benefits of trees and forests including for eco-system services, bioenergy, forestry career opportunities, forest for people and general wellness.
What is the target audience for this project?	<p>This project engages a wide range of stakeholders who influence or are affected by forestry policy, land use, and biodiversity outcomes. It aims to provide inclusive, accessible information on the biodiversity value of forests and promote sustainable forest management in the context of climate resilience and ecosystem services.</p> <p>Farmers & Landowners</p> <ul style="list-style-type: none"> • Those with afforested or afforestable land play a key role in enhancing biodiversity through native planting, habitat creation, and sustainable land use. • Clear, practical resources will support biodiversity-friendly practices, ecosystem services, and climate-smart forestry. • Events, guides, and digital content will encourage scheme uptake and

	<p>long-term stewardship.</p> <p>Forestry Professionals</p> <ul style="list-style-type: none"> • Contractors, ecologists, advisors, and managers are vital to implementing best-practice forestry that balances production with biodiversity. • Training materials and events will support ongoing professional development and knowledge-sharing. <p>Environmental & Conservation Groups</p> <ul style="list-style-type: none"> • NGOs, community groups, and conservation bodies involved in woodland restoration and biodiversity monitoring. • Collaboration strengthens project credibility, aligns with national biodiversity goals, and reinforces forestry's environmental value. <p>Local Communities & the Public</p> <ul style="list-style-type: none"> • Those living near or visiting forests for recreation, education, or wellbeing will be engaged through walks, events, and digital outreach. • Activities highlight the connection between forests, nature, and human wellbeing, fostering long-term conservation values. <p>Policymakers & DAFM Staff</p> <ul style="list-style-type: none"> • Supports DAFM and agency staff involved in forestry strategy, biodiversity education, and public outreach. • Resources and events contribute to transparency, inter-agency learning, and informed policy implementation.
<p>Quality and experience of those involved in the promotion activity (to include CVs of all principals involved in the project)</p>	<p>The project team includes experienced professionals with expertise in forestry, ecology, public engagement, project management administration, and digital marketing. CVs for the following team members are attached:</p> <ul style="list-style-type: none"> • Paddy Bruton - Forestry Operations Manager • Daniel Weldon - In-house Ecologist • Hayley Buckingham - Project & Outreach Manager • Martina Killian – Nature Inspires Outdoor Educator • Juan Diaz - Digital Marketing Specialists (Outsource Digital Marketing) <p>Forestry Strategy, FSIP, and KPIs Alignment:</p> <ul style="list-style-type: none"> • Forestry Strategy Objective • FSIP Action • FSIP Action 6: <p>Forestry Services Ltd is one of Ireland's leading private forestry companies, with</p>

	<p>over 30 years of experience in sustainable forest management. The company offers a full range of services from afforestation and forest management to biodiversity planning and grant support. In 2019, Forestry Services Ltd became the first and only private forestry company in the Republic of Ireland to achieve Dual Certification in Forest Management under FSC® and PEFC, awarded by Soil Association Certification Ltd.</p> <p>With an in-house ecologist and a team of forestry experts, the company has successfully planted and managed thousands of hectares of both broadleaf and conifer woodland across Ireland. Working closely with farmers, landowners, community groups, and public bodies, Forestry Services Ltd has played a pivotal role in advancing sustainable forestry practices, biodiversity enhancement, and climate resilience. Their work is grounded in environmental integrity, innovation, and education, promoting forestry as a multifunctional land use that supports livelihoods, enhances landscapes, and delivers long-term ecological and social value.</p> <p>Martina Kilian is an experienced outdoor educator and wellness education specialist with a focus on experiential, place-based learning and sensory engagement with nature. With a background in outdoor education and certification as an Advanced Leave-No-Trace Trainer, Martina designs and delivers nature-based programmes that promote environmental awareness, wellbeing, and a deeper connection to forests and wild spaces. She has worked extensively with schools, libraries, and community groups, leading biodiversity, rewilding, and forest-focused initiatives across Ireland. Her creative, storytelling-driven approach fosters lasting appreciation for the natural world in both children and adults.</p>
<p>Set out key performance indicators with dates of delivery for this project and the extent to which the proposal meets DAFM requirements for the theme</p>	<p>KPI 1: Educational Field Event Reach</p> <p>Target: Host 4 biodiversity-focused field days, each with a minimum of 50 participants, held in established (preferably older) woodlands. These events will explore how biodiversity increases with woodland age, highlighting the ecological value of both native and non-native forests, including conifers. The field days will showcase examples of habitat complexity, species richness, and the ecosystem services provided by mature woodland environments.</p> <p>Timeline: June–November 2025</p> <p>DAFM Alignment:</p> <p>Supports DAFM’s objective to enhance and restore biodiversity through sustainable forest management by raising awareness of native woodland benefits, species-rich planting, and afforestation best practices. Aligns with Forest Strategy goals under “Forests for Nature” and the National Biodiversity Strategy, while promoting forests as key climate and biodiversity tools.</p> <p>KPI 2: Knowledge Gain (Impact Assessment)</p> <p>KPI: Deliver pre- and post-event assessments, targeting a 25% increase in participants’ knowledge of forest biodiversity, habitat creation, native species and ecosystem function.</p>

	<p>Timeline: November 2025</p> <p>DAFM Alignment:</p> <p>Educates and empowers participants by demonstrating the practical benefits of biodiversity-rich forestry, advancing DAFM's educational mission, and supports Ireland's habitat protection and sustainable land management goals.</p> <p>KPI 3: Educational Materials Development & Distribution</p> <p>Target: Develop and distribute a suite of biodiversity-focused educational tools, including the A–Z Sustainable Biodiversity Guide (70,000+ primarily through digital channels, a portions also printed), the Digital Biodiversity Calendar, the On-Farm Biodiversity Snapshot profiles, and the Biodiversity Forestry Toolkit. These resources will be shared through events, advisory offices, websites, and social platforms, and will highlight biodiversity-friendly forest practices such as native species planting, habitat connectivity, and ecosystem services.</p> <p>Timeline: June–November 2025</p> <p>DAFM Alignment: Supports the broad dissemination of practical, relatable biodiversity knowledge. Aligns with DAFM's communications objectives and the Forest Strategy's goal of empowering landowners through accessible, seasonally relevant, and farmer-led content. Reinforces FSIP Action 14 (Promotion and Awareness) and Action 80 (Learning and Behaviour Change).</p> <p>KPI 4: Social Media Engagement</p> <p>Target: Generate at least 5,000 views/interactions across social media and digital platforms related to Theme 3 content, biodiversity-related content on forests, species, and habitats.</p> <p>Timeline: April–November 2025</p> <p>DAFM Alignment: Promotes biodiversity as a key value of Ireland's forestry sector, supporting digital public engagement in line with the Forestry Communications Plan and enhancing visibility of nature-based solutions.</p> <p>KPI 5: Post-Event Feedback</p> <p>KPI: Achieve 70% post-event survey completion, with 80% rating the events as informative or highly useful in the context of forest biodiversity.</p> <p>Timeline: September–December 2025</p> <p>DAFM Alignment: Provides essential data to evaluate the effectiveness of communication and outreach efforts, as required by the Call for Proposals. Supports continuous</p>
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	<p>improvement of biodiversity-focused public education.</p> <p>KPI 6: Digital Resource Reach</p> <p>Target: Ensure 1,000+ views/downloads of new digital biodiversity content, including the Digital Biodiversity Calendar and On-Farm Biodiversity Snapshot profiles. These will be promoted via email, social media, websites, and advisor networks, with a number of printed copies also distributed at biodiversity field days and related events.</p> <p>Timeline: August–December 2025</p> <p>DAFM Alignment: Supports Theme 3 by providing year-round, accessible learning tools that reinforce biodiversity best practices and farmer-led examples. Aligns with FSIP Actions 14 and 80, and Forestry Communications Plan goals to engage landowners through relatable, visually engaging resources.</p> <p>KPI 7: Wellness & Recreation Pilot Feedback</p> <p>Target: Host one guided forest walk linking biodiversity and wellbeing, with sensory and educational elements. Aim for 80% positive feedback.</p> <p>Timeline: September 2025</p> <p>DAFM Alignment: Highlights forests as multifunctional spaces supporting mental health, social cohesion, and physical wellbeing aligning with Forest Strategy's "Forests for People" and Theme 3 objectives to link forests with eco-system services and general wellness. This also supports wider government goals for nature-based health interventions and public engagement in sustainability.</p> <p>Policy Alignment in Context of KPIs & Theme 3</p> <p>This proposal is fully aligned with Theme 3 of the <i>DAFM Open Call for Forestry Promotion Projects 2025/2026</i>, which emphasises sustainable forest management and the promotion of multifunctional forest benefits, including biodiversity, ecosystem services, and community wellbeing. The project addresses these priorities through a structured programme of biodiversity-focused field days, a wellness forest walk, and the wide dissemination of the <i>A–Z Sustainable Biodiversity Guide and educational materials</i>. Each key performance indicator is designed not only to demonstrate measurable outreach and impact, but also to contribute to broader national goals under Ireland's <i>Forest Strategy 2023–2030</i>, the <i>Forest Strategy Implementation Plan</i>, and the <i>Forestry Communications Plan 2024–2025</i>.</p> <p>The proposal directly supports FSIP Actions including Action 6 (scheme delivery), Action 14 (promotion and awareness), Action 28 (training needs analysis), and Action 80 (learning and awareness), while advancing public understanding of Forest Types 1, 8, and 12, and the Native Tree Area Scheme. The KPIs also reflect core Forest Strategy Key Performance Indicators, particularly KPI 5 (uptake of forestry schemes), KPI 12 (woodland habitat</p>
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	<p>condition), and KPI 16 (forests managed for recreation). Together, these activities and indicators demonstrate a clear, evidence-based response to the communication, biodiversity, and engagement objectives of DAFM, ensuring both value for money and a strategic contribution to long-term forestry and biodiversity policy outcomes.</p>
<p>Outline how the project will deliver value for money for the Department</p>	<p>This project delivers targeted, cost-effective outreach to over 10,000 landowners and forest stakeholders through a strategic blend of in-person events, peer-led materials, and digital biodiversity tools. Every element is designed for long-term use, clear impact, and alignment with DAFM Theme 3 priorities.</p> <ol style="list-style-type: none"> 1. Efficient Use of Existing Networks The project leverages Forestry Services Ltd’s national network of landowners, foresters, advisors, and media contacts. This avoids duplication and ensures trusted, wide-reaching engagement, with peer-to-peer trust built in through familiar local and advisory relationships. 2. Peer-Led and Expert-Backed Learning Real-world examples from landowners who have implemented biodiversity actions will be featured through the On-Farm Biodiversity Snapshots. Forestry Services Ltd’s dual FSC and PEFC certification ensures all content reflects sustainable forest management best practices. This approach ensures credible, relatable messaging without the cost of external consultancy. 3. Reusable Educational Resources The Digital Biodiversity Calendar, On-Farm Biodiversity Snapshot profiles, A–Z Sustainable Biodiversity Guide and Toolkit are all designed for multi-year use across digital and print formats. They will support advisory outreach, seasonal communications, and landowner engagement into 2026–2027. 4. Targeted Outreach for Maximum Ecological Benefit Resources are directed toward under-engaged landowners in regions of ecological importance, where awareness is lower, and action has the greatest potential biodiversity return. 5. Strategic Partnerships Delivery will be amplified through partnerships with advisory services, agri-press, and stakeholder channels, extending national reach with minimal spend. 6. Cost-Effective Materials with Broad Appeal Accessible materials, guides, posters, calendars, and snapshot profiles are inexpensive to produce but powerful in shaping understanding and behaviour. Digital-first formats keep costs low, while select printed handouts enhance field-day impact. 7. High Impact Delivery with Long-Term Value This project will engage over 10,000 landowners and forest stakeholders through a strategic blend of in-person events and digital outreach, ensuring excellent return on investment. Materials such as the Digital Biodiversity Calendar, On-Farm Biodiversity Snapshot profiles, A–Z Guide and Toolkit are designed for reuse throughout 2026–2027, sustaining DAFM messaging and policy promotion without additional production costs. The peer-led format and digital-first distribution make this a cost-effective model with lasting behavioural and environmental impact. 8. Real-Time Monitoring and Adaptive Delivery All activities will be measured through feedback forms, interaction tracking, and digital metrics to ensure efficient delivery, with learning loops informing any mid-project adjustments. 9. Long-Term Environmental Impact

	<p>By supporting biodiversity-positive forestry and empowering landowners with accessible information, the project helps restore ecological resilience, improve woodland habitat quality, and expand awareness of multifunctional forestry as a tool for income diversification and climate adaptation.</p> <p>10. Improved Scheme Uptake and Reduced Admin Burden Better understanding of biodiversity and native woodland schemes will result in improved scheme uptake and reduce advisory time spent clarifying eligibility or correcting misapplications, creating efficiencies for landowners and DAFM alike.</p> <p>Context: Biodiversity and Strategic Relevance</p> <p>Ireland faces urgent biodiversity challenges. According to the <i>National Biodiversity Action Plan 2023–2030</i>, 85% of EU-protected habitats in Ireland are in poor status, and over 50% of native bee species face decline. Forests, especially well-managed native and mixed woodlands play a key role in reversing these trends by supporting pollinators, wildlife corridors, and resilient ecosystems.</p> <p>Biodiversity also underpins essential ecosystem services: carbon storage, water purification, flood control, and soil health, as well as cultural and wellbeing benefits deeply embedded in Irish heritage. These services contribute billions annually to the economy (<i>Bullock et al., 2016; Norton et al., 2018</i>).</p> <p>This project responds directly to national priorities outlined in the National Biodiversity Action Plan, Forestry Communications Plan 2024–2025, and Forest Strategy Implementation Plan (FSIP). It promotes biodiversity-positive forestry, fosters environmental literacy, and demonstrates the multifunctional role of forests for nature, climate, and people.</p> <p>Through field-based learning, accessible resources, and strategic outreach, the project delivers lasting value, environmentally, socially, and economically while supporting DAFM’s objectives under Theme 3 of the Open Call.</p>
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The incentive Effect Declaration – please confirm:

The work described herein, would not have been undertaken if it was not for the financial support provided under State Aid rules. Without this aid, there would be no change to current activities.

Detailed Funding Proposal Table

Note: If you would prefer to present this information in your own format, or include additional detail of timelines and deliverables, please do so. This information will be compared against receipts received at payment stage so should correspond as closely to the format of the receipts as possible.

Action proposed	Funding Year 2025 and/or 2026	Frequency once-off/ number/ ongoing/ other	Expected Delivery Date/s	Cost (Excl. VAT)	VAT Rate	% sought from DAFM	Total € funding sought from DAFM inclusive of VAT
5 Forest Walk Field Trips (to include setup costs, travel costs for specialists, attendance of management for supervision/auditing, marketing/advertising, information boards, information packs, preparation, landowner payment, management costs and misc.	2025	4 Biodiversity Field Trips & 1 Wellness Event	June– November 2025	€6,550	23% & 0%	100%	€7,987.50
Online Educational Campaigns – (to include content development of educational materials, preparation, digital formatting, graphic design, editing, technical support, marketing & promotion, admin/project management support, and misc costs)	2025	Ongoing	June– November 2025	€3,500	23%	100%	€4,305
Educational Materials Development Assets (Digital biodiversity calendar, On-Farm Biodiversity Snapshot profiles, A–Z Biodiversity Guide, Biodiversity Forestry Toolkit (to include - Content Development and Editorial, graphic design and layout, printing costs, distribution, specialists time, translation and accessibility, marketing & outreach, workshops/training sessions, administrative/project management costs.	2025	Once-off	June– November 2025	€5,300	23%	100%	€6,519

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Collation of Surveys and Outcome Report (data analysis of surveys, outcome report to be submitted to the DAFM).	2025	Ongoing – Surveys Once-off - Report	November 2025	€1,650	23%	100%	€2,029.50
Setup, Reporting & Programme Management Management meetings, setup of programme, application process, development of schedule and events, time input for communications with members/landowner hosts/DAFM/ external stakeholders incl training. Attending management and specialist meetings, development of brochures, printing, promotional advertisement and reporting, project management, administration and accounting.	2025	Ongoing	By December 2025	€9,000	23%	100%	€11,070
Advertising, Printing & Promotion (estimated associated costs for additional advertising, promotion and printing of Digital biodiversity calendar, On-Farm Biodiversity Snapshot profiles, A–Z Biodiversity Guide, Biodiversity Forestry Toolkit).	2025	Ongoing	June- November 2025	€6,700	23%	100%	€8,487
Total Funding Sought from DAFM							€ 40,398.00

Declaration by applicant of consent from Data Subjects (where applicable)

The applicant as "Data Controller" in respect of any personal data provided by it in its proposal, is required to confirm that all personal data (CV's for example) relating to "Data Subjects", (where "Data Controller" and "Data Subject" has the meaning given under the Data Protection Laws), as provided to them (the Applicant) in the course of preparing the proposal, has the consent of those "Data Subjects" to the processing of such personal data by the Applicant and DAFM for the purposes of participating in this call for proposals or that the applicant otherwise has a legal basis for providing such personal data to DAFM for the purposes of its participation in this call for proposals.

Name of "Data Controller"	Compliant with requirements under GDPR Yes/No or N/A
Paddy Bruton	Yes

Please return completed application form by email to: ForestrySupportFunding@agriculture.gov.ie or by post to Promotions Unit, Forestry Division, Department of Agriculture, Food and the Marine, Johnstown Castle Estate, Co Wexford by **Monday 28 April 2025**.

Appendix 1 Evaluation Plan to form part of the application

The Evaluation Plan should be prepared before the project starts. The Plan should detail what will be considered 'success' for the project and how it will be measured. The information supplied on this plan will not be used as part of the assessment of the project during the selection process.

Evaluation Plan

Title of project:

Biodiversity in Action: Forestry Field Days and Learning Resources

Author of plan:

Paddy Bruton & Hayley Buckingham

Date plan drawn up:

23/04/2025

- 1. Project Objectives: These should be SMART (Specific, Measurable, Attainable, Relevant, Timely)**

1. Specific

Objective:

Deliver five biodiversity-focused woodland field days and one wellness forest walk by November 2025, hosted in established (preferably older) forests, to increase understanding of biodiversity, ecosystem services, and sustainable woodland management among landowners, foresters, and the wider public.

Forestry Strategy Alignment: Supports the strategic goal to promote the multifunctional benefits of forests, especially for biodiversity and public wellbeing.

FSIP Action Alignment:

- Action 14 – Promotion and awareness
- Action 80 – Learning and awareness

KPI Alignment:

- KPI 12 – Woodland habitat status (by promoting action for habitat quality)
- KPI 16 – Forests managed for recreation (by using forests as public engagement spaces)

Communications Plan Link: Reinforces public messaging around "planting for climate and future generations" and showcases biodiversity as a benefit of forest stewardship.

2. Measurable

Objective:

Achieve a minimum 25% increase in participant knowledge of forest biodiversity, native species, and woodland ecosystem services through pre- and post-event surveys, with all data compiled into a final report to DAFM by December 2025.

Forestry Strategy Alignment: Delivers on the objective to improve environmental literacy and informed land use decisions.

FSIP Action Alignment:

- Action 28 – Training needs analysis (by identifying knowledge gaps and progress)

KPI Alignment:

- KPI 5 – Annual uptake of forestry schemes (by encouraging scheme engagement through increased understanding)
- KPI 11 – Coillte estate managed for nature (parallels actions for biodiversity on private land)

Communications Plan Link: Addresses the goal of correcting misinformation and provides accurate, science-based information to support decision-making.

3. Achievable

Objective:

Distribute at least 70,000+ copies of the A–Z Sustainable Biodiversity Guide and achieve 5,000+ digital engagements (views, shares, downloads) including views of the Digital Biodiversity Calendar, On-Farm Biodiversity Snapshot and Toolkit, which will serve as a core awareness-raising tool shared through digital platforms and during events via a digital-first campaign by November 2025.

Forestry Strategy Alignment: Supports the development of long-lasting educational materials to support sustainable forest management.

FSIP Action Alignment:

- Action 6 – Delivery of afforestation and forest types (educational alignment with FT1, FT8, FT12 and NTA)
- Action 14 – Promotion and awareness

KPI Alignment:

- KPI 3 – Afforestation by species (supports awareness of native and mixed forests)
- KPI 6 – State expenditure efficiency (low-cost, high-impact materials)

Communications Plan Link: Delivers key messages including “*Benefits of a small native forest on your farm*”, “*Diversify your farm income*”, and supports promotion of Forest Types 1, 8 & 12 and Native Tree Area Scheme.

4. Relevant

Objective:

Empower landowners, advisors, and foresters to integrate biodiversity into forest planning through practical, accessible resources that promote woodland health, native species planting, and ecological resilience.

Forestry Strategy Alignment: Delivers on the policy goal to embed biodiversity in land management and increase uptake of nature-positive forestry.

FSIP Action Alignment:

- Action 9 – Support regulatory clarity and compliance
- Action 52 – Promote multifunctional forests

KPI Alignment:

- KPI 8 – Biotic/abiotic damage trends (through better landowner understanding of woodland health)
- KPI 12 – Article 17 woodland habitat status

Communications Plan Link: Aligns with campaign messages like “*Enhance biodiversity and the environment*” and “*Planning for your future*”; reinforces the value of forests as climate and biodiversity tools.

5. Timely

Objective:

Complete all events, educational material development, digital outreach, survey collection, and reporting by December 2025, aligned with DAFM's strategic cycles and communications windows.

Forestry Strategy Alignment: Provides timely evidence for national performance indicators and mid-programme evaluations.

FSIP Action Alignment:

- Supports cross-cutting actions related to programme delivery, stakeholder communications, and capacity building.

KPI Alignment:

- Supports the KPI reporting framework for 2025 and future policy refinement.

Communications Plan Link: Matches rollout of public awareness campaigns (e.g. “*Let's Talk Trees*”, Q2–Q4 events, and seasonal messaging pushes) and provides valuable content for Q4 2025 campaign assets (TV, print, radio).

2. Project Plan

Identify and describe the key elements of the project and the information to be collected. The Outcomes and Impacts may be more difficult to identify but should be considered and incorporated into the project planning in so far as is possible.

Inputs	Activities	Outputs	Outcomes	Impact
Human, financial, organisational, and community resources.	<p>What the project is going to do.</p> <p>What processes, tools, events, technology and actions form part of the program implementation.</p>	Essential data collected on the activities carried out, to enable assessment of whether the programme delivers to the intended audiences and at the required level.	<p>Results expected with target audience.</p> <p>Short to medium term changes in knowledge, skills, attitudes, aspirations and behaviour of individuals.</p>	The fundamental intended or unintended change occurring in organisations, communities or systems (outside the programme participants) as a result of programme activities
<p>The project will draw on a multidisciplinary team including forestry professionals, an in-house ecologist, communications experts, project managers, and administrative support. Resources include staff time, content creation costs, printing and design of educational materials (e.g. the A–Z Sustainable Biodiversity Guide, Digital Biodiversity Calendar, On-Farm Biodiversity Snapshot and Toolkit), digital promotion, venue logistics, and landowner</p>	<p>Development of high-quality, accessible biodiversity education materials including an A–Z Guide, that highlights native species, woodland habitats, and biodiversity-friendly forestry practices.</p> <p>Delivery of 4 biodiversity-focused field days and 1 wellness forest walk, showcasing the ecological, cultural, and wellbeing value of mature and regenerating woodlands.</p> <p>Events will include biodiversity walks, expert talks, habitat</p>	<p>- 4 biodiversity field days and 1 wellness walk hosted in established woodlands</p> <p>- 300+ total participants (farmers, landowners, advisors, public)</p> <p>- 70,000+ A–Z Guides distributed (primarily through digital channels, with a portion also printed for use at events, advisory offices, and direct outreach)</p> <p>- Digital Biodiversity Calendar and Snapshot profiles developed and shared online; printed versions distributed at 4 field days and 1</p>	<p>- Minimum 25% increase in participant knowledge of forest biodiversity, native species, and ecosystem services</p> <p>- Increased confidence in forestry as a biodiversity-positive land use</p> <p>- Greater understanding of forests' role in climate resilience, public health, and habitat creation</p> <p>- Empowerment of landowners and foresters to implement biodiversity-enhancing practices</p> <p>- Strengthened cross-sector</p>	<p>- Cultural and behavioural shift in how forestry is viewed as a climate, biodiversity, and wellbeing solution</p> <p>- Greater uptake of nature-based forestry schemes (e.g., Forest Type 1, NTA)</p> <p>- Contribution to improved woodland habitat status (supporting National Biodiversity Strategy goals)</p> <p>- Increased public engagement with nature, encouraging stewardship, recreation, and lifelong learning</p> <p>- Improved ecological literacy, stronger forest-community ties, and more</p>

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<p>engagement. Organisational support will be drawn from Forestry Services Ltd's national network, with collaboration from advisory services, forestry partners and agri-press partners. Community input will be prioritised through local forest walks, workshops, and peer-to-peer engagement that connect forest owners with one another.</p>	<p>demonstrations, and sensory experiences. A complementary digital campaign will be rolled out via social media, including the launch of the Digital Biodiversity Calendar On-Farm Biodiversity Snapshot profiles and Biodiversity Forestry Toolkit. While primarily digital and shareable online, a limited number of printed copies will be distributed during field events to maximise visibility and peer-to-peer impact. Pre- and post-event surveys will be used to evaluate changes in understanding. Ongoing feedback loops will inform continuous improvement and feed into a final DAFM outcomes report.</p>	<p>wellness walk (Q3–Q4 2025)</p> <ul style="list-style-type: none"> - Biodiversity Forestry toolkit to be distributed online - 5,000+ digital engagements through campaign content - Pre- and post-event survey data to assess knowledge change - Final outcome report submitted to DAFM by December 2025. 	<p>collaboration (landowners, advisors, environmental groups)</p> <ul style="list-style-type: none"> - Positive attitude shift towards sustainable forest management and multifunctional forestry. 	<p>resilient landscapes for nature, people, and climate</p>
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3. Project Evaluation

A project evaluation will be required to be submitted with the final funding claims for all successful projects. The Project Evaluation will take the same form as the Project Plan, with an update to be provided under each of the five headings above.

Consideration should be given at Evaluation Planning stage to the following:

- What will the main areas of focus of the impact evaluation be, how will it be evaluated and who will carry it out?
- Methods used to collect data for the evaluation (KPIs, tools e.g. surveys/questionnaires, who from, is specialist input required?)
- What resources will be needed to carry out the evaluation (finance, people, information)?
- How will the results of the evaluation be reported and disseminated and who will be consulted?
- Learnings, follow-up actions and implementation.
- Where appropriate, the Department will require projects to share an online questionnaire with participants.

Evaluation Question	Evaluation Question
1. What will the main areas of focus of the impact evaluation be, how will it be evaluated and who will carry it out?	The evaluation will focus on knowledge gain, engagement with resources, participant feedback, and post-project behavioural changes (e.g., biodiversity actions or scheme uptake). It will be carried out by the internal team: the in-house ecologist, project manager, and communications staff.
2. What methods will be used to collect data for the evaluation (KPIs, tools e.g. surveys/questionnaires, who from, is specialist input required)?	Methods include pre- and post-event surveys, feedback forms, social media and website analytics, and optional focus groups or interviews. Participants include landowners, advisors, and event attendees. No specialist input is required; project manager and digital partner will manage data.
3. What resources will be needed to carry out the evaluation (finance, people, information)?	Staff time for survey management, analysis, and reporting. Financial costs are minimal and already budgeted. Information sources include participant data, survey responses, and analytics reports.
4. How will the results of the evaluation be reported and disseminated and who will be consulted?	A final report will be submitted to DAFM by December 2025. It will include activity summaries, survey results, KPI tracking, and

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	recommendations. Results may also be shared with stakeholders and advisory partners.
5. What learnings, follow-up actions and implementation will occur?	Insights will inform future outreach strategies. Materials can be refined and reused in 2026+. Follow-up actions may include expanding field days to new regions, tailoring materials for advisory services, and partnering with schools and environmental groups to deepen long-term engagement.
6. Will you use the DAFM online questionnaire with participants where appropriate?	Yes. The team will distribute and encourage completion of the DAFM online questionnaire as requested to support wider Departmental evaluation efforts.