



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

**2019**

**CALL FOR PROPOSALS**

**FORESTRY PROMOTION**

*Call Specification*

**DEADLINE FOR COMPLETED APPLICATION SUBMISSION**

Friday, 1<sup>st</sup> March 2019 at 1pm in pdf and budget in spread sheets via email to  
[christine.smith@agriculture.gov.ie](mailto:christine.smith@agriculture.gov.ie)

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# 1 Introduction

- 1.1. The forest industry, comprising the growing, harvesting and processing of forest products makes a significant and increasing contribution to the Irish economy, currently estimated at €2.3 billion when both indirect and induced effects are taken into account. The sector employs some 12,000 individuals in the economy. Ireland's forests support a vibrant, export-oriented forest products sector with over 75% of the output of Ireland's sawmilling, and 80% of wood based panel production being exported. In 2017, 3.54 million cubic metres of roundwood was available for processing in the Republic of Ireland, a 5.5% increase on 2016. The latest all-Ireland roundwood forecast shows that output is expected to increase to almost 8 million cubic metres by 2035, most of this increase coming from private forest owners.
- 1.2. It is vital that the potential for continued growth in overseas markets for Irish timber products is fully realised. An essential component of a healthy forest industry rooted in the rural economy is a guaranteed steady supply of timber. The Forestry Programme 2014 – 2020 ('the Forestry Programme') is the EU approved instrument for State funding for the further development of the forestry sector. Measures to ensure a sustainable supply of timber are supported through measures that address the following needs:
  - Need number 1: Increase the level of forest cover
  - Need number 2: Increase the supply of forest-based biomass to bridge expected supply gap by 2020 and beyond
  - Need number 3: To support private forest holders in actively managing their forests
  - Need number 4: Enhance the environmental and social benefits of new and existing forests
- 1.3. It is also necessary to take advantage of the opportunities that exist for developing Ireland's national estate so that environmental and social benefits offered by existing or new forests can be optimised. This is particularly the case in relation to broadleaved forests established since the 1980s.

## 2 Need for Forestry Promotion

- 2.1. Total afforestation figures for the years 2015 – 2017 show that overall planting is some 7% less than the cumulative target for these years. Planting in 2018 was also behind target (final figures being compiled at time of placing call for proposals). The shortfall in planting for native woodlands, agroforestry and forestry for fibre combined was much greater at 74% for the period 2015 - 2017, see table below.

| Grant and Premium Categories (GPC) | Forestry Programme (FP) Target 2015 | Actual 2015  | FP Target 2016 | Actual 2016  | FP Target 2017 | FP Actual 2017 |
|------------------------------------|-------------------------------------|--------------|----------------|--------------|----------------|----------------|
|                                    | Hectares (ha)                       | ha           | ha             | ha           | ha             | ha             |
| <b>Overall target</b>              | 6,000                               | <b>6,293</b> | 6,660          | <b>6,500</b> | 7,140          | <b>5,536</b>   |
| <b>GPC 1 - 8</b>                   | 5,440                               | <b>6,155</b> | 5,990          | <b>6,340</b> | 6,165          | <b>5,262</b>   |
| <b>Native Woodland</b>             | 450                                 | <b>134</b>   | 450            | <b>159</b>   | 450            | <b>269</b>     |
| <b>Agroforestry</b>                | 10                                  | -            | 20             | <b>1</b>     | 25             | <b>5</b>       |
| <b>Forestry for fibre</b>          | 100                                 | -            | 200            | -            | 500            | <b>0</b>       |

### *Forestry Programme 2014 – 2020 Targets versus outturn by planting category*

- 2.2. The midterm review of the Forestry Programme introduced measures to address the reasons why these planting categories have not performed and also to address the decrease in overall planting in 2017 (22% below target for that year).
- 2.3. A specific condition of State aid approval for the Forestry Programme is to aim for annual planting of 30% broadleaves.
- 2.4. In order to improve planting levels across all categories the Department of Agriculture, Food and the Marine ('DAFM') is inviting proposals for promotion actions that will a) increase awareness of the benefits of forestry, b) encourage landowners to consider forestry as a land use option and c) support existing forest owners in actively managing their forests.

## 3 Outline of Call for Proposals

- 3.1. Replies to this call for proposals can be submitted under one or more of the following headings:
- i) Promoting the multifunctional benefits of forestry
  - ii) Promoting the planting of trees
  - iii) Forest management promotion
- 3.2. Final delivery/completion of proposed actions should fall within the period March 2019 – December 2020 and actions can include small scale one-off short term actions

or larger tree/forest related projects. Projects that have a “life” after the promotion event or can be reused at a later stage should be highlighted e.g. educational tools and other promotional assets.

- 3.3. Promotional assets funded under this call for proposals will be owned by the Department and may be made available to other entities within the Sector.
- 3.4. Proposals must not replace actions that are currently taking place without State funding or can be considered part of normal business practice e.g. advertising, attendance at agricultural shows or other marketing actions. Actions must have the potential to benefit the sector as a whole and must be additional to what is already being undertaken.
- 3.5. Proposals will only be supported where these actions would only have been undertaken with funding from the Department (the incentive effect). Other State aid rules may apply in the case of large companies.
- 3.6. All grant funding will be subject to the conditions set out in [Circular 13/2014](#) issued by the Department of Public Expenditure and Reform (DPER) in relation to the provision of grant funding to all bodies. This means that all grants or grant installments will be paid on the basis of vouched expenditure only. No advance payment of grants or installments will be possible and applicants must take this into account in proposing projects for funding.
- 3.7. The extent to which proposals will be funded will depend on the budget available at a given time. Not all proposals that have been submitted, evaluated or have exceeded the minimum threshold of 60 marks will be funded. Confirmation of funding will be formally notified in writing.
- 3.8. Subject to budget availability, at least one proposal will be funded from each focus area for the remaining period of the Forestry Programme.
- 3.9. More than one proposal can be submitted but the same proposal can only be submitted under one focus area.
- 3.10. Proposals must remain valid for the duration of the Forestry Programme 2014 -2020. This means that where funding is not available in 2019 an offer of funding may be made for 2020 where budget allows.

## 4 Objectives

4.1. The aim of this call for proposals is:

- a) To increase public awareness of the social and health benefits of forestry; encourage people to use the forest resource for their enjoyment and well being;
- b) To help achieve planting levels as set out in the Forestry Programme 2014-2020 and in particular to help achieve a broadleaf planting target of 30%;
- c) To promote timber mobilisation amongst private forest owners through more active forest management and encourage owners to develop multifunctional uses of their resource;

## 5 Focus Areas for Proposals

### 5.1 Promoting the multifunctional benefits of forestry

5.1.1. The target audience under this heading is the general public both young and old. Proposals should highlight the extent of consultation, discussion and engagement being proposed with community groups such as tidy towns, youth reach and men's sheds and also with other NGOs, State bodies, charities, and schools programmes. The provision of information and advice to the public also comes under this focus area as well as promoting forestry as a career for all young people.

5.1.2. Proposals submitted must convey a strong message that Ireland's trees and woodlands are there to be enjoyed by society as a whole. The recreational and health benefits of exercising in woodlands should be a key message; helping to reduce the stresses and strains of modern life by connecting with nature in a forest walk would be typical of the type of message to be conveyed. The cultural heritage of Ireland's forest resource as well as biodiversity and the role of forests in creating a cleaner and healthier environment should feature in any actions being proposed.

5.1.3. Innovative platforms for conveying this message are encouraged including social media, educational tools, photography, and interactive material that can be used at various agricultural shows. Actions in support of "[UN International Of Day Of Forests](#)" with the theme "Education and Forests" is also encouraged.

5.1.4. Proposals for this focus area will be evaluated according to the following criteria:

| Criteria   | Totals marks available |
|--|------------------------|
| Quality and experience of individuals who will deliver proposals. A wide range of skill sets to deliver on actions will receive additional marks;  | 25                     |
| Extent of networking and formal engagement with other groups to promote awareness of the benefits of forestry, creating synergies and partnerships with other like minded groups. The extent to which replies seek to co-ordinate actions with other groups and other initiatives to create a wider impact will receive additional points; | 25                     |
| Extent of new initiatives aimed at increasing awareness of the social and environmental benefits of forestry particularly to groups that may not normally be exposed to this type of information campaign. The extent to which the proposal covers points 5.1.1 – 5.1.3.   | 25                     |
| Value for money in terms of delivering the " <i>benefits of forestry</i> " message.  | 25                     |

## 5.2 *Promote the planting of trees*

- 5.2.1. This focus area calls for innovative actions that reach out to all landowners with a strong message reinforcing afforestation as an attractive land use option for both farmers and non farmers. The target audience must include landowners who have not yet planted. Replies must set out a clear plan describing how this can be achieved.
- 5.2.2. Proposals submitted under this heading should include measures that focus on the economic benefit of forestry at an individual level such as tax benefits, timber as a source of income, creation of an asset that can help secure finance for other farm investments. The potential of forestry to increase and diversify farm income as well as providing a pension on retirement should be highlighted in the context of presenting farm forestry as a land use option. Benefits to rural communities in general and the economic activity generated should also feature in any actions proposed.
- 5.2.3. The Forestry Programme aims to facilitate the planting of a minimum of 30% broadleaves of overall planting each year. Promotion and or development actions that can help achieve this level of planting are included under this focus area. This includes actions that promote the establishment and conservation of native woodlands and the promotion of agro forestry and forestry for fibre planting categories.
- 5.2.4. Proposals for this focus area will be evaluated according to the following criteria:

| <b>Criteria</b>   | <b>Totals marks available</b> |
|---|-------------------------------|
| Quality and experience of individuals who will deliver proposals. A wide range of skill sets to deliver on actions will received additional marks.              | 25                            |
| The extent to which replies seek to co ordinate actions with other groups and other initiatives to create a wider impact will receive additional points.        | 25                            |
| Extent of new initiatives to reach out to new landowners who have not considered planting before. The extent to which the proposal covers points 5.2.1 – 5.2.3. | 25                            |
| Value for money in terms of the potential the proposal has for helping to increase afforestation levels.  | 25                            |

## 5.3 *Forest management promotion*

- 5.3.1. Forestry organisations (entities active in the forestry sector) can apply for funding under this heading. Actions can include information transfer projects such as publications, newsletters, field trips, site visits, seminars, website development and other educational actions that benefit existing forest owners and timber end users. Proposals for promotion activities in wood energy and biomass can be submitted under this heading also.
- 5.3.2. Replies for this focus area will be evaluated according to the following criteria

| Criteria   | Totals marks available |
|--|------------------------|
| Quality and experience of individuals who will deliver proposals; A wide range of skill sets to deliver on actions will received additional marks. Track record of representative organisation in delivering similar activities in the previous three years. | 25                     |
| The extent to which replies seek to co ordinate actions with other groups and other initiatives to create a wider impact will receive additional points.   | 25                     |
| Quality and relevance of actions and projects proposed in terms of addressing the needs of private forest owners and where appropriate end users   | 25                     |
| Value for money in terms of promoting forest management and development related activities amongst private forest owners and information transfer for end users.   | 25                     |

## 6 Evaluation and approval process

- 6.1. Following the evaluation process, proposals will be ranked, with each proposal being given a “*ranking number*” (1 being the first ranked proposal). Where proposals have received the same marks, the cost of each proposal will be used to decide the final placing, with the lower costing proposal being place ahead of the proposal with a higher cost. Thereafter proposals will be allocated to one of three tables, each table representing one of the focus areas; within these tables, proposals will be listed according to their “*ranking number*”.
- 6.2. Proposals must achieve a minimum of 60 marks before being considered for funding but all proposals will be ranked. Depending on the available budget not all proposals achieving the minimum number of marks (60 marks) will be funded.
- 6.3. The formal approval process will begin with approving the top ranked proposal from each focus area table. At this stage where the budget does not provide for all three proposals only those projects that can be funded will be selected (according to cost, with lower cost proposals being selected ahead of those with a higher cost, exclusive of VAT). Thereafter, approval will issue according to the ranking number, regardless of the focus area table. Individual approvals will issue up to the available budget amount. Where the available budget does not allow for the next approved project in the ranking the funding may be offered to the next ranking where the available budget is sufficient.
- 6.4. The Department may also decide to offer funding which is less than the amount sought or turn down one action in the proposal but fund another.
- 6.5. Those projects that are not approved but have 60 marks or more may be approved in 2020.

- 6.6. The approval process for 2019 and 2020 will be done in March 2019. A letter of offer will be made to successful applicants by the Department; a letter of acceptance from the applicant will constitute agreement of the terms and conditions of this call for proposals.

## 7 Format of Proposals

- 7.1. The following “Proposal Table” must also be included for each proposal submitted under each of the three focus areas:

| Action proposed* | Funding Year | Start Date | End Date | Cost (Excl. VAT) | VAT Rate | % sought from DAFM | € funding from DAFM |
|------------------|--------------|------------|----------|------------------|----------|--------------------|---------------------|
|                  |              |            |          |                  |          |                    |                     |
|                  |              |            |          |                  |          |                    |                     |
|                  |              |            |          |                  |          |                    |                     |
| <b>Total</b>     |              |            |          |                  |          |                    |                     |

\*In the case of demand led services such as advice please quantify based on experience to date

- 7.2. In the case of larger projects that may take over a year to complete a management plan should be included in the proposal. This plan must list the various steps/stages in the process including timelines and milestones for delivery.
- 7.3. Where proposals have a multi-annual funding dimension which is common for representative organisations for example, the proposal should outline the funding being sought for each year and the actions that will be delivered for each of these years.
- 7.4. Where actions complement existing promotional activities or the roll out of actions proposed are coordinated with other groups this must be clearly stated in the proposal. The uniqueness of actions should also be highlighted where appropriate or where actions are being repeated a brief description should be given regarding the outcome of previous actions.
- 7.5. 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) is provided to them (the Applicant) in the course of preparing the proposal have consented 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.

“Data Protection Law” means all applicable national and EU data protection laws, regulations and guidelines including but not limited to Regulation (EU) 2016/679 on the protection of natural persons with regard to the processing of personal data and on

the free movement of such data, and repealing Directive 95/46/EC (the “General Data Protection Regulation”), and any guidelines and codes of practice issued by the Office of the Data Protection Commissioner or other supervisory authority for data protection in Ireland from time to time. See also Appendix.

7.6. The signed and dated proposal should include the following;

- a) Name of Organisation making the proposal
- b) Contact details
- c) Title of Proposal
- d) Short Description of proposal (50 words)
- e) Quality and experience of those involved in the promotion activity
- f) Extent of cooperation with other groups and entities
- g) Extent to which the proposal meets DAFM requirements for this Focus Area
- h) Completed Proposal Table
- i) Consent from “Data Subjects”

In relation to b) it is expected that proposals will link in with the Department’s wider promotion strategy. This may require attendance at promotion meetings up to four times a year usually held in either Dublin or Tullamore.

Under c) the expected outcome and rationale behind each proposed action must be described in terms of delivering on DAFM requirements e.g. the way in which the proposal will support higher afforestation levels in the future.

## **Appendix: Data Protection - Data Protection Notice:**

### **Part A: Information applicable to all the DAFM's customers:**

The Department of Agriculture, Food and the Marine ('DAFM') is fully committed to keeping all personal data, submitted by our customers, fully safe and secure during our administrative processes. All necessary technical measures have been put in place to ensure the safety and security of our systems which hold this data. The staff of DAFM are also considered customers of DAFM from a Data Protection perspective and may exercise their rights in the same way.

Transparency and openness in the use of personal data held is important to DAFM and therefore we aim to fully inform all our customers about the purpose(s) that their data will be used for and why, where it may be shared elsewhere and why and how long their data may be held for by DAFM. Information on the rights of the customers will also be provided.

The current legislation for Data Protection in Ireland is the Data Protection Act 1998 as amended by the 2003 Data Protection Act. The General Data Protection Regulations (EU 2016/679) came into effect on 25 May 2018.

The Data Controller for the collection of all personal data in the Department of Agriculture, Food and the Marine is the Minister for DAFM, as the legal entity.

The Data Protection Officer can be contacted as follows:

Data Protection Officer  
Data Protection Unit, Corporate Affairs,  
Department of Agriculture, Food and the Marine  
Grattan Business Park, Dublin Road,  
Portlaoise, Co Laois

Personal data processed by DAFM will only be used for the specific purpose (s) as outlined when the data is collected and will only be used in accordance with the Data Protection legislation in force.

**Rights of the Individual in relation to personal data held by DAFM:**

When you, as a customer, provide personal data to DAFM you have certain rights available to you in relation to that data. These rights are as listed below and can be exercised by contacting the Data Protection Officer, as detailed above:

Currently the customer has the following rights:

- The individual has the right to access to their data.
- The individual has the right to rectification of their data
- The individual has the right to erasure of their data
- The individual has the right to lodge a complaint with the Supervisory Authority
- The individual has the right to restriction of processing
- The right to data portability
- The individual has the right to object to processing

- The individual has the right to withdraw consent if they previously gave it

## **Part B – Information specific to the personal data being collected**

*The following data is specific information in relation to the personal data processed for this call for proposals*

### **Specified purpose:**

The purpose for collection and use of data shall not extend beyond this Call for Proposals.

The organisers\administrators and facilitators undertake to treat all information, particularly personal data as confidential and to comply with all directions of DAFM with regard to the use and application of all and any confidential information.

### **Legal basis:**

The decision to participate in this call for proposals and consequently send your contact details to the Department of Agriculture, Food and the Marine is entirely your decision; there is no legal basis compelling you to send DAFM your contact details or to participate in this call for proposals.

### **Recipients:**

All information held on this call for proposals may be made available to the DAFM or to any other Department or Agency where required, for evaluation of this call for proposals and statistical purposes, the results of which may be made public. No individual will be identified.

In accordance with the *European Union Guidelines for State aid in the agriculture and forestry sector and in rural areas 2014 – 2020*, data of beneficiaries of exchequer funding under the Forestry Programme 2014 – 2020 will be published and may be processed by auditing and investigating bodies of the European Union. This information will be published on DAFM's website and will include the full text of the notified aid scheme and its implementing provisions, the granting authority (DAFM), the names of the individual beneficiaries (landowners), the scheme type and amount of aid granted to each beneficiary (exchequer funding only), the region at Nomenclature of Territorial Units for Statistics level II in which the beneficiary is located and the principal economic sector in which the beneficiary has its activities, at NACE group level (Statistical classification of economic activities in the European Community). This will only apply to beneficiaries where the cumulative aid amount (exchequer funding only) granted at financial approval is greater than €60,000 for beneficiaries active in the primary agriculture production and €500,000 for others for the amount of aid granted at the time of financial approval discounted at the rate at the time. Such information will be published after the granting decision has been taken and will be kept for at least 10 years and shall be available for the general public without restrictions. These records must be maintained for 10 years from the date of award of the aid and must be provided to the Commission upon request.

Information supplied to DAFM may be disclosed under the Freedom of Information Acts 1997 and 2003. All personal data will be processed in accordance with the Data Protection Acts 1988 and 2003.

**Transferred outside the EU:**

Data will not be transferred outside the EU.

**Retention Period:**

Data collected for this purpose will be held by DAFM only as long as there is a business need to do so in line with the purpose(s) for which it was collected. After this time it will be marked for destruction and will be destroyed in line with internal guidelines or guidelines for destruction received from the National Archives Office or associated permissions received from them

**Data Provision being statutory or contractual obligation:**

The letter of acceptance following a formal offer by DAFM constitutes formal agreement of the terms and conditions of this call for proposals.

**Automated Decision Making:**

Certain personal data provided in support of this call for proposals will be processed automatically for the purpose of cross checking personal details on DAFM's Customer Care and Account systems to enable the processing of payments.

**Information from Third Party:**

Data supplied by Third Parties will be treated in the same manner as data supplied directly from customers.

**Contain technical information re Cookies Policy and collection and use of technical information (similar to that already on website)**

The Department of Agriculture, Food and the Marine is fully committed to keeping all personal data submitted by its customers, fully safe and secure during administrative processes. All necessary technical measures have been put in place to ensure the safety and security of the systems which hold this data. Department staff are also considered as customers of DAFM from a Data Protection perspective and may exercise their data protection rights in the same way.