



MADAMFO
GHANA

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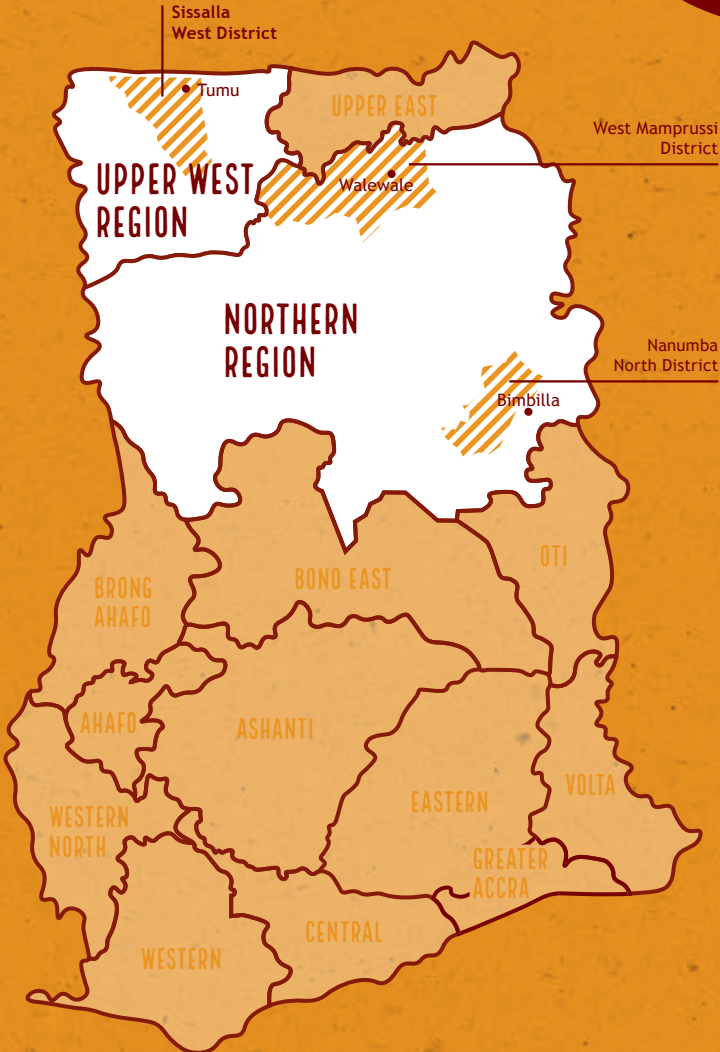
OUR CHRISTMAS PROJECT 2019

OVER 50,000 TREES FOR GHANA

ESTIMATED
PROJECT BUDGET:

60,000 €

WHICH EQUALS
6 GHANAIAN CEDIS OR
1 EURO PER SEEDLING.



THE IDEA BEHIND THE PROJECT: SOW THE FUTURE, HARVEST PROSPECTS

The 2019 **Madamfo Ghana Christmas Project** considers itself as capacity building for people to help themselves – as do all projects of the association of Bettina Landgrafe, her employees or her project coordinators. The main focus is on the reforestation of the northern savannah zone of Ghana. But there is so much more at stake: with a manageable project budget, this plan not only prevents desertification and rural exodus, but also counters radicalisation of the population by muslim extremists. It improves the livelihoods, implements educational and health services and enhances the local environmental conditions.

It is a **sustainable project** through which your donations provide valuable aid in the long term.

Support that can be seen:
track the latest donation status on our **donation ticker** at <https://madamfo-ghana.de/spendenaktion/>.



THE BIG CHALLENGE:

GROWTH PROSPECTS INSTEAD OF RURAL EXODUS

The high export demand for agricultural raw materials such as cocoa, palm oil, cashews and other aliments has led to a large scale transformation of forests to agricultural land. This is how Ghana has lost more than 30 % of its forests since the beginning of the 1990s – with severe consequences for the daily life of the people.

The 2019 Madamfo Ghana Christmas Project counters the rural exodus of young people by offering growth and perspectives to stay. The goal is to plant more than 50,000 trees.

Children and teenager of selected schools and educational institutions will be involved in this reforestation project; as will their families, the local forest industry and the most important decision-makers on site. That creates cohesion.

The joint and collaborative character of the project has an additional effect: it prevents people from the feeling of being left behind. That deprives local islamist extremists of their breeding ground.



FOUR PROJECT GOALS.

A JOINT PROJECT OF HIGH BENEFIT

Planting local trees in the savannah is of high benefit for all participating communities. The trees cast shadows, mitigate the effects of climate change, support the development of microorganisms in the soil and they can also be used to create income. Especially when it comes to tropical timber such as teak, palisander and mahogany or further timber trees such as eucalyptus or moringa.

A special feature of the project: the land on which the seedlings are planted belongs to the participating schools and federal institutions. Once the project is completed, the trees become the participants property and are owned by the municipalities, the district school council or the district assembly. That helps to avoid unforeseen land disputes.

Due to the inclusion of 55 primary schools and 42 secondary schools, the project reaches more than 20,000 children and teenager between 5-17 years and their families. They participate in school based activities such as watering the plants in the tree nurseries or planting the seedlings in the intended areas. But, if the activities are too dangerous, their parents are involved. In addition to that, the community is ready and willing to provide any type of labour, especially unskilled labour, when needed.



PROJECT GOAL 1: REFORESTATION

To combat deforestation
and rural exodus.



PROJECT GOAL 2: EDUCATION OFFENSIVE

With educational activities to raise awareness
for climate and environment protection.



PROJECT GOAL 3: GENERATING INCOME

By developing new income perspectives,
especially for girls and young women -
in connection to the support project for the
porter women of the Kumasi Central Market
[https://madamfo-ghana.de/projekt/
nothilfe-fuer-die-traegerinnen-in-kumansi](https://madamfo-ghana.de/projekt/nothilfe-fuer-die-traegerinnen-in-kumansi)



PROJECT GOAL 4: ACTIVE PROTECTION OF THE ENVIRONMENT

With the long term prospective
of increasing the forest areas to bind CO₂
and to increase oxygen production

THE NEXT STEPS:

HELPING PEOPLE TO HELP THEMSELVES

Something of paramount importance for the success of our reforestation project: we find solutions jointly with the people on site and include all population groups in way, that the project can quickly continue without the support of Madamfo Ghana and permanently enhance the livelihoods of the people. We also achieve that thanks to the engagement, experience and reliability of our employees on site, which speak the local language and are familiar with the cultural background of the people.

STEP 1

Coordination of the planting.
From cultivation of the seedlings to monitoring the reforestation.

STEP 2

Development of educational activities.
From training teachers, pupils and parents to subsequent qualification to sell the agroforestry products.

STEP 3

Generate income to reduce emigration.
By identifying markets and possible participants (girls, young women) and by organizing self-help-groups, in particular.

STEP 4

Cooperation with the rural population in terms of climate and environment protection.
Collaboration with the participating communities with regard to the stated goals.

OF PARAMOUNT IMPORTANCE FOR THE SUCCESS: PROJECT MANAGEMENT AND EVALUATION

The project coordinators pledge to control the existence of the selected parcels before building the tree nurseries and forest plantations. The sole purpose of the tree nurseries is to facilitate the planting activities and to guarantee the cultivation of high-quality seedlings.

The decentralised services of the Ghanaian Ministry of Education, the regional offices and the school principals will be involved in the development of the property.

Once we assured that the schools have and own enough land, the project is executed under the guarantee that the reforestation will not be destroyed for infrastructure development before the final project implementation.

Further factors for success:

- The project is in accordance with the strategies and measures of sustainable forest plantations of the private sector and the government and the Sustainable Development Goals of the United Nations Nr.1, 2, 3, 4, 13, 15, 16, 17.



- It fulfills the criteria of the Sustainable Development Observatory of the European Economic and Social Committee (EESC)
- It complies with the Ghana Shared Growth and Development Agenda (GSGDA) II

planting period	dry season	rainy season
Period	end of December 2019 to mid April 2020	middle of May to the end September 2020
Planting location	tree nursery	tree plantation
Planting process	growing of seedlings to a size of 30-35 cm	planting of the tree outside of the tree nursery



MADAMFO GHANA FOUNDATION

P.O. BOX RP 64

CHIRAPATRE, KUMASI

PHONE: +233 (0) 322394780 | +233 (0) 555476007

OFFICEKUMASI@MADAMFO-GHANA.DE

WWW.MADAMFO-GHANA.DE

 [FACEBOOK.COM/MADAMFO.GHANA](https://www.facebook.com/madamfo.ghana)

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