



"1 million trees for Senegal"

To preserve the ecological balance and develop sustainable farming



project supported by:



in the frame of the *Plant for the Planet* project

Contact: Rachel VETTERHOEFFER - +33 (0)1 46 88 93 79

2 avenue Jeanne - 92604 Asnières sur Seine cedex - rachel.vetterhoeffler@sossahel.org - www.sossahel.org

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1 million trees

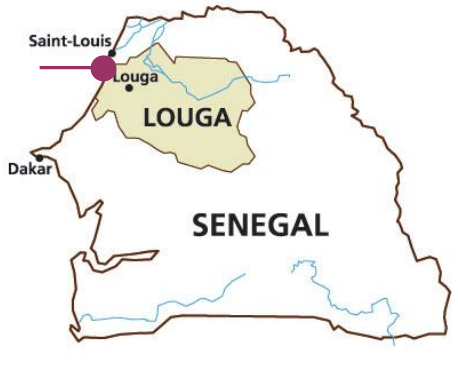
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Already 307,000 trees planted since 2008, of which 291,000 in 2010!

The 2010 planting goals have been significantly surpassed thanks to the support of the Group's hotels. The project, led by SOS SAHEL, is not only beneficial for the environment but also generates social and economic benefits for local populations in the different reforested regions.

Project intervention area



-  Project intervention area
-  Main villages in the intervention zones



THE NIAYES region, an ecosystem threatened by desertification

The majority of the country's fruits and vegetables are produced in the Niayes region. However, this production is threatened by sand encroachment of the soil due to dune advancement, diminishing of water table levels and salinisation of ground water.

Today, massive wood cutting, combined with the low degree of integration of livestock husbandry into farming, is accelerating soil degradation, wind erosion and lastly sand encroachment. This region is **threatened by desertification**, and the survival of the Senegalese people that live off the land is at risk. Families' revenues drop with diminished farming yields.

Protecting the farming and habitat of the Niayes region...

■ 96 ha of filao-tree strip have been regenerated

The filao-tree strip was planted by the Senegalese forestry department to protect dwellings from sand encroachment and allow farming in the Niayes region. The project, financed by Plant for the Planet, helps farmer-association members, together with State teams, maintain this "green curtain".

In 2010:

- 2 tree nurseries were built in Notto and Lompoul
- 3 tree nurseries were rehabilitated in Mboro, Thiep and Sag Sayero
- 168,200 filao trees were planted by the 10,700 farmers, both men and women, from the 158 member associations of the 5 farmer trade unions
- 96 ha of filao-tree strip have been regenerated
- The farmers have received training in reforestation techniques, with the support of Water & Forestry Department employees.



■ 18 dunes have been reforested

But the filao-tree strip is not enough. The villages of the Niayes region are constantly threatened by the continental dunes. Reforestation of the dunes protects the habitat and farming land.

In 2010:

- 32 ha of dunes were reforested in Lompoul and Thiep: success is guaranteed as the trees were planted early in the season and protected from animals by re-useable protective netting
- 48,500 trees were planted over 18 dunes (varieties: prosopis, eucalyptus, acacias, zizyphus)
- The IRRIGASC® method applied to the Thiep experimental dune (plot belonging to Mr. Oumar Sow, reforested during Earth Guest day in 2010) has yielded very satisfactory results. This irrigation method is based on the principle of maintaining a deep (1 m and more) reservoir of sufficient humidity with a limited quantity of water.



■ Fruit orchards to diversify revenues

Not only can trees be used to protect land, they can also represent a source of revenue. In 2010, tree nursery owners developed their business thanks to orchards:

- 42,000 fruit trees planted (mango, citrus) by over 30 farmers from the Niayes region
- 1 fruit-tree nursery built in Notto
- 1 tree nursery rehabilitated in Mboro.

The activity will be developed in the entire region in 2011.





Fighting desertification in Dieri...

■ 60 "village woods" created

The tree coverage has diminished in the ancient groundnut basin grounds. The soil is exposed to wind and rain and its fertility no longer replenished. To restore the soil, the project encourages the planting of trees around the villages, the association of agriculture and livestock husbandry, the use of compost and the planting of hedges.

In 2010:

- 2 tree nurseries have been built in Touba Merina and Diokoul Ndiawrigne
- 60 "village woods" (a wood grown around the villages) have been planted (90 ha)
- 32,300 trees have been planted (eucalyptus, acacias, zizyphus, prosopis)

In 2011, 100 ha of grounds will be protected by the assisted natural regeneration technique (optimised clearing technique) to renew vegetation coverage.

■ Incentive measures ensure that environmental issues are addressed effectively and sustainably by farming

Farmers are aware of the damage done to their environment but do not have sufficient resources, both in terms of equipment and financing, to address the maintenance of their ecosystem.

The project facilitates the concerted management of the environment.

In 2010:

- Local politicians were made aware of the issues and became invested in the definition of a strategy and the realisation of project activities. Sustainable development is now an integral part of municipal budgets.
- 2 millet mills have been donated to the women of Diokoul Ndiawrigne.



The incentive funds will be attributed as of spring 2011 to reward farmers with the greatest commitment to the project.

An approach based on dialogue between technicians and farmers...

■ 3 research-action projects in 2010

Technological solutions are not sufficient in themselves and 3 studies have been conducted to gain better understanding of the production conditions of the Niayes region farmers:

- A study of timber production to ensure better integration of filao wood into the Senegalese timber market
- A diagnostic of the agrarian system to better understand the living conditions of vegetable growers and concrete development paths for the vegetables market
- A study of the associative movement of farmer groups.



■ Training of local stakeholders

- Seedling production techniques
- Reforesting techniques
- Business management: 40 women trained in micro-business management (millet and groundnut mills)
- Improved-oven construction: 120 women trained, 400 improved-ovens.





■ A highly effective partnership with the local associations

- A partnership agreement with the Federation of Vegetable Grower Unions in the Niayes Region: 1 coordinator has been dedicated to the follow-up of this project
- An agreement with the Water & Forestry Department: 6 Water & Forestry agents provide technical advice to farmers within the frame of the project
- The project coordinators and the Water & Forestry and Agriculture agents have been trained in the use of participative-survey and requirements-analysis techniques



Strong commitment of Accor employees in Senegal

Throughout 2010, the Accor employees on site have demonstrated their commitment to the project:

- On April 21st and 22nd, reforestation of the Thiep dune by over 60 employees
- Participation in the official presentation of the project to the Senegalese authorities on 13 December 2010
- Field missions for employees (in March and July)
- Involvement of teams from the country's two hotels.



As of next March, **350,000** seedlings will be placed in nurseries for the new 2011 planting campaign.



22 April 2010:

Accor employees in Senegal and the project beneficiaries on the Thiep dune!

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