



Tree Sparks

Igniting conversation about trees

igniting conversation

and inspiring future foresters
- the problems we face and
how to overcome them

Mima Letts



The Indoor Generation

A green monitor icon with a white border and a white base. Inside the monitor, the number '9' is written in a large, white, sans-serif font, and the letters 'HRS' are written in a smaller, white, sans-serif font to its right.

9 HRS



THE PROBLEM

3% DECLINE IN ENROLMENT RATES

Enrolment rates onto Agriculture and related courses dropped by 3% over the last academic year (HESA, 2017).

LACK OF AWARENESS

Lack of awareness and understanding of forestry and environmental careers means they are not promoted.

STUDENTS LACK KEY SKILLS

The RFS skills sector study found that graduates are lacking in practical and business skills.

The Solution

SCHOOLS



Instead of simply telling young people about their options, Tree Sparks wants to show them that environmental careers are viable and rewarding.

STUDENTS




Instead of trying to teach students important skills Tree Sparks wants to give them first-hand experience in a business setting.

TRAINING



Instead of working in isolation, Tree Sparks wants to give other organisations the power to inspire the next generation by providing training and resource packs.





“Women are bringing their expertise to the table and more and more key roles are being taken by inspiring women, and one day it could be you”

Catherine, Bangor University

Social media reach/

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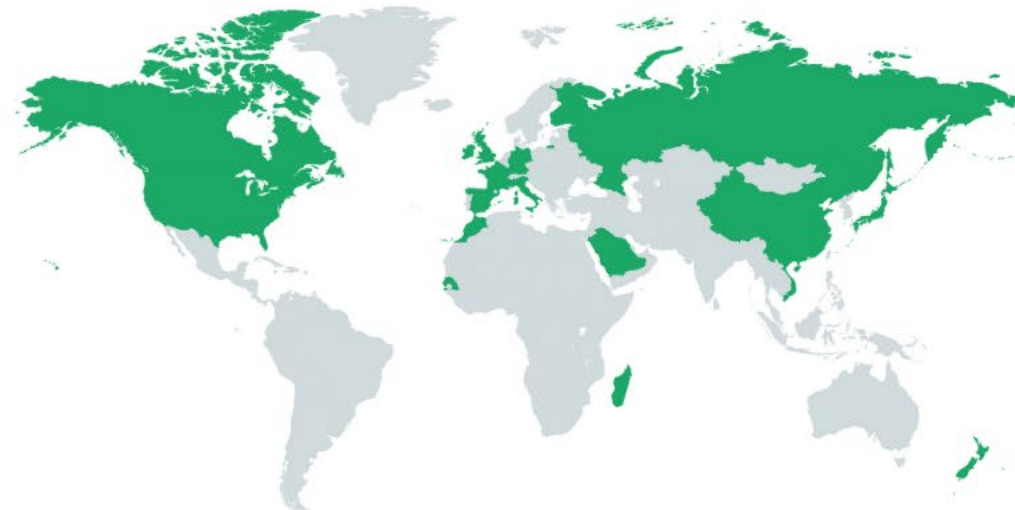


@tree_sparks



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**Over
41,000
people reached**



**Across
18 countries**

See what all the fuss is about at: bit.ly/TreeSparksIWD2019



Thank you

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