igniting conversation

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

Mima Letts
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:

@TreeSparksIgnite
@tree_sparks
@tree_sparks

Over 41,000 people reached Across 18 countries

See what all the fuss is about at: bit.ly/TreeSparksIWD2019
School Strike 4 Climate
Thank you

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