



THE NATIONAL
FOREST

Our 25 year vision for the National Forest

a greenprint for the nation

“How could I look my grandchildren in the eye and say I knew what was happening to the world and did nothing.”

Sir David Attenborough



A greenprint for the nation

The next 25 years will be a defining period in our history. More than ever before, the decisions we are making now will have a lasting impact on ourselves and this fragile planet. This is a moment where we all need to take responsibility – politicians, businesses, organisations and individuals – to realise the urgency, to step up and make the critical choices for our future.

More than 25 years ago, the National Forest was a positive response to some of the problems faced by society. A bold vision to create England's first new forest in over 1,000 years, to regenerate a damaged landscape, revitalise a broken economy and inspire forgotten communities. It has been a remarkable journey for this 200 square miles of the Midlands; transforming a landscape from black to green, and demonstrating that trees can act as a catalyst for real change.

Today the problem has suddenly become much bigger. The climate crisis means that we have to be more ambitious and need to act quickly. We need a bold vision again, to look to the next 25 years with hope and ambition, to gather support and inspire action to mitigate and adapt to a changing climate.

This is our challenge: a new 25 year vision for the National Forest, and with it a 'Greenprint' for the nation. But this is not just a vision for the National Forest Company – we cannot do this alone. To make this happen, we need you. Your support, your ideas, your enthusiasm, and most importantly, your backing.

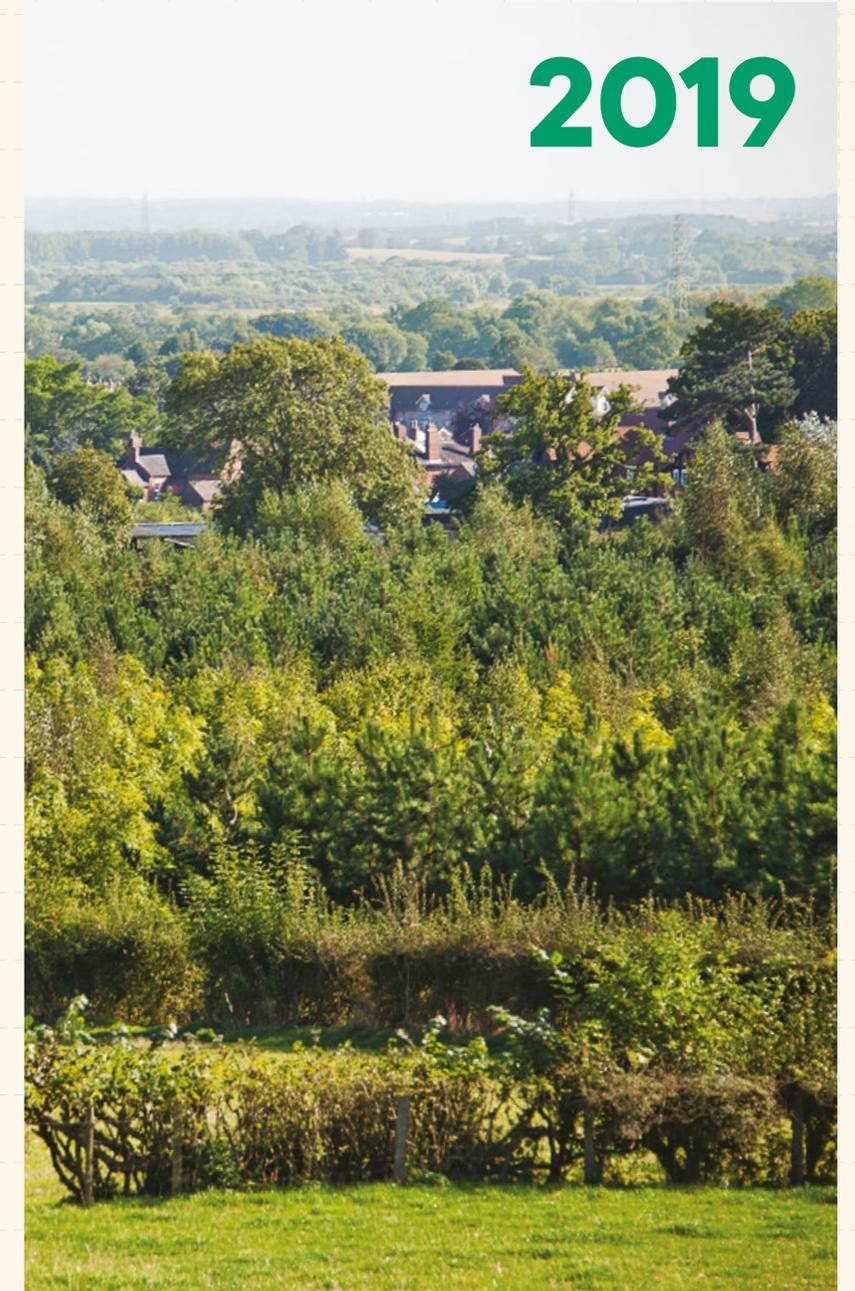
Now is the time for everyone to pull in the same direction. To make this incredible place we call the National Forest a model for the future. A model for the nation that shows that sustainable living is possible.

We all want a positive future – so let's make it happen.



A success story

In the first National Forest Vision, published in 1994, Sir John Johnson, the Chair of the Countryside Commission, described the National Forest as “a symbol of hope for the nation”, a bold initiative in the UK’s response to the 1992 Earth Summit in Rio.¹ At that point the Forest was still an aspiration, with forest cover at just 6.1% and the decline of heavy industry still visible and raw. Success was not a given, and to some the ambition looked a step too far.



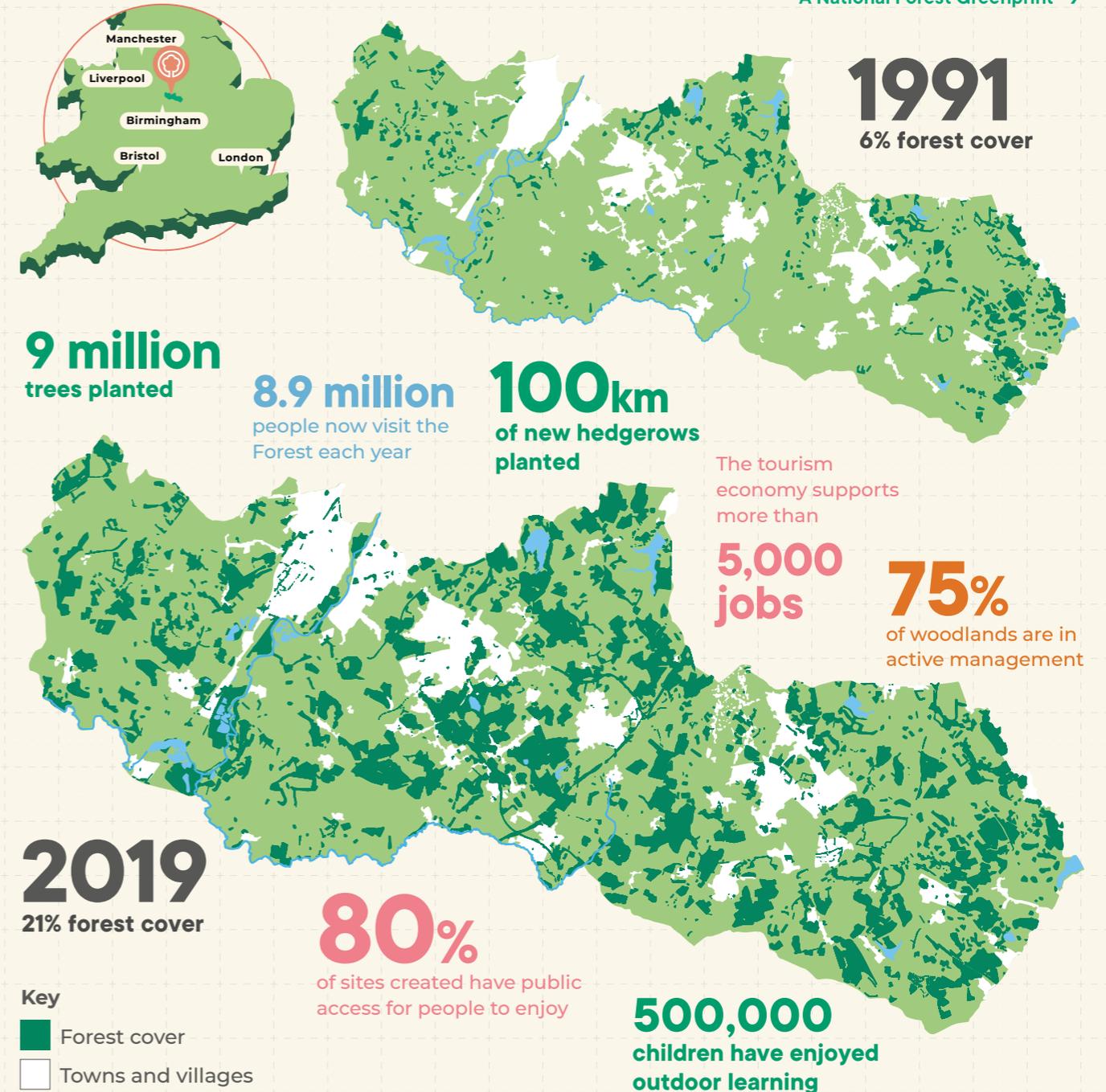
¹ The National Forest: The Strategy; The Forest Vision (1994), Countryside Commission



Fast forward to today and that vision of the Forest is very much a reality; more than 7,500 hectares of new habitats have been created, forest cover has accelerated to over 21% and trees frame the landscape.

That early vision was inspired by transformation. Farmers, planners, communities and partners embraced the concept of the Forest and took a leap of faith. With a clear purpose, commitment to funding, coordination and leadership, what emerged is a partnership approach that demonstrates impressive results – making the National Forest the boldest regeneration story in the country.

Yet, there is so much more to do. We are facing a climate emergency. Our society is experiencing social and economic problems that are all exacerbated by climate change. The work of the National Forest has to shift from regeneration – and we have to act now. As before, success is not a given, but our belief in the power of trees to transform means that the National Forest can offer a radical solution.



A challenge we now face

The planet is beginning to feel the full force of a changing climate. The next 25 years will bring about dramatic changes, which will only increase the stress we are already putting on our environmental services – the quality of our air, flood alleviation in our river systems, pollination of our crops or cooling of our urban areas.

The UK Committee on Climate Change's (CCC) assessment is stark:

“If land continues to be used as it has been in the past, it will not be able to support future demand for settlements or maintain current per capita food production; nor will we be prepared for the warming climate.”²

Environment

The speed and impact of climate change means that we have to accelerate the way we adapt our environment to make it more resilient. Trees are recognised as one of the best ways to achieve this. For example, the CCC recommends increasing UK afforestation significantly from 13% today up to 19% by 2050,³ and the government's 25 year Environment Plan sets a goal for restoring 500,000 hectares of wildlife-rich habitat outside the protected sites network.⁴ Restoration on this scale will not be achieved with incremental increase but will require fundamental landscape change.



² Land use: Reducing emissions and preparing for climate change (2018), Committee on Climate Change

³ Land use: Reducing emissions and preparing for climate change (2018), Committee on Climate Change

⁴ A Green Future: Our 25 Year Plan to Improve the Environment (2018), Defra



Society

Nationwide, we are also seeing worrying trends in the well-being of our communities. Mental health issues, obesity, inequality and isolation are all on the rise.⁵ We are disconnecting with the natural world, living less active lives and growing more anxious about the future. Our lifestyles are becoming increasingly unsustainable: we are all contributing to the climate crisis and suffering as a result of it. How many times have you taken a short journey by car when you could have ridden a bike, or bought a processed meal instead of something fresh and locally grown? These choices are making us unhealthy and unhappy, and a changing climate is only going to make things worse.

So, we have to reverse these trends, change our behaviour and pursue policies that promote better well-being.

The Natural Capital Committee describes what needs to be done, and how enhancing our environment can improve our society and the economy too. It highlights that equitable access to natural green space for every household could save £2.1m per year in health costs, and planting 250,000 hectares of woodland can generate net societal benefits in excess of £500m per year.⁶



So, addressing climate change more holistically can provide these wider benefits, but it has to encompass our whole approach to planning and places, and with it our choices and lifestyles.

Economy

There is now an acceptance that our current economic approach is unsustainable, consuming finite resources and fossil fuels, generating huge volumes of waste and impacting negatively on our “natural capital”. At a global level the case for a more sustainable economy has been well made,⁷ and at a UK level the shift to clean growth is now a foundation of the government’s Industrial Strategy.⁸ The poor state of our natural capital means that it is a constraint on growth.



⁵ *Health Profile for England* (2019), Public Health England

⁶ *The State of Natural Capital: Third Report* (2015), Natural Capital Committee

⁷ *Doughnut Economics: Seven Ways to Think Like a 21st-Century Economist* (2017), Raworth

⁸ *Industrial Strategy: The Grand Challenges* (2017), BEIS

Drivers for change

Climate change

We cannot ignore the changing climate and have to adopt a practical and positive response. This is an opportunity for bold transformational leadership.

Placemaking

We need to demonstrate that it is possible to create a place that is fit for the future and improves quality of life for everyone. This is an opportunity to showcase an exemplar of real change.

Sustainable living

We have a responsibility to put in place the foundations for living more sustainably, as individuals, businesses and policy makers. This is an opportunity to set an optimistic vision for the next generation.

This is highlighted in predictions that the UK’s agriculture industry only has 100 harvests left because of the poor state of the soil, or the evidence that England will face water shortages by 2050 unless major action is taken.⁹

The scale of change needed is daunting; infrastructure, transport, housing, industry and energy will all need wholesale reform to meet the nation’s low carbon aspirations. Moving to sustainable resource use, a circular economy, renewable energy generation and more local supply chains will require real leadership from central government, business, local authorities and partners, in a way that we have yet to see.

If we needed convincing of the urgency for action, the message from the Intergovernmental Panel on Climate Change (IPCC) special report of 2018¹⁰ is clear: to avoid the worst scenarios of climate change and keep the temperature increase to 1.5 degrees, we have to accelerate action by 2030. The report cites impacts on health, livelihoods, food security, water supply, human security and economic growth – all major factors that we can’t ignore. The evidence is telling us that we cannot just continue with business as usual and hope to meet these challenges – we need to act now. Equally, we cannot simply use trees to plant our way out of a crisis.

We need a new model.

⁹ *State of the Environment* (2018), Environment Agency, [gov.uk/government/publications/state-of-the-environment](https://www.gov.uk/government/publications/state-of-the-environment)

¹⁰ *Global Warming of 1.5°C: Special Report* (2018), Intergovernmental Panel on Climate Change

A model for the future

For too long our environment, society and economy have been pulling in different directions. Whilst the theory of aligning them to promote sustainable development has been around for decades, it has never been embedded or mainstreamed in practice, largely because our political, fiscal and regulatory systems work against it.

Climate change must provide the spur to fix this, but it will mean a radical transformation. We have to change the way we measure progress, less about Gross Domestic Product alone and more about our wider well-being; we have to value things differently according to the benefits they provide or the damage they cause; we have to shift our incentives and regulation to help bring about these changes; and ultimately, we have to think bigger and longer term – more like a forest.



It will mean making some difficult decisions about how we use land, target public finances or make spending choices, and it will mean questioning every decision with the challenge:

“Does this make our environment more resilient, improve our well-being *and* make our economy more sustainable?”



The government’s 25 Year Environment Plan¹¹ provides the basis for this approach, valuing natural capital and the multifunctional benefits it can bring. The task now is to turn this into practical change on the ground, and to make it happen we need buy-in from all stakeholders. If the National Forest can operate in this intersection between the three themes of sustainability – the environment, economy and society – then we can create a sustainable economy that enhances nature; a resilient environment that improves well-being; and a thriving society that increases productivity. In this way, we can start to address the enormity of climate change whilst at the same time helping to tackle the wider issues that will improve quality of life for everyone.

Our Greenprint

This is the National Forest Greenprint – an authentic expression of sustainability for the 21st century. The real revolution is that we are not just talking about it, creating a theoretical concept and a glossy plan. Our 25 year Vision will drive real change in a real place – the National Forest; where we have demonstrated dramatic change within a generation; where trees are the key to transformation.



¹¹ A Green Future: Our 25 Year Plan to Improve the Environment (2018), Defra



Our actions and outcomes

Using our Greenprint, we are putting in place the building blocks to deliver mitigation and adaptation to climate change and a model for sustainable living. We have mapped out what we believe are the nine key actions for the National Forest Company and our partners to take, the actions that will drive changes in policy, practice, planning and funding.

To demonstrate the impact of these actions we have then identified 15 outcomes across our environment, society and economy.

It is imperative that we remain focussed and can measure the effects of our interventions. We have set achievable targets for each action, and will require detailed metrics for each outcome. This will provide not only a roadmap to delivery but will help us to track changes and provide a reliable evidence base to steer our collective efforts. All decisions and activities will need to be tested against the nine actions and targets to demonstrate how they promote multifunctional benefits and maximise investment for the public good.

This will be a dynamic approach, ensuring our decisions and actions do not compromise any of the individual themes of sustainability.

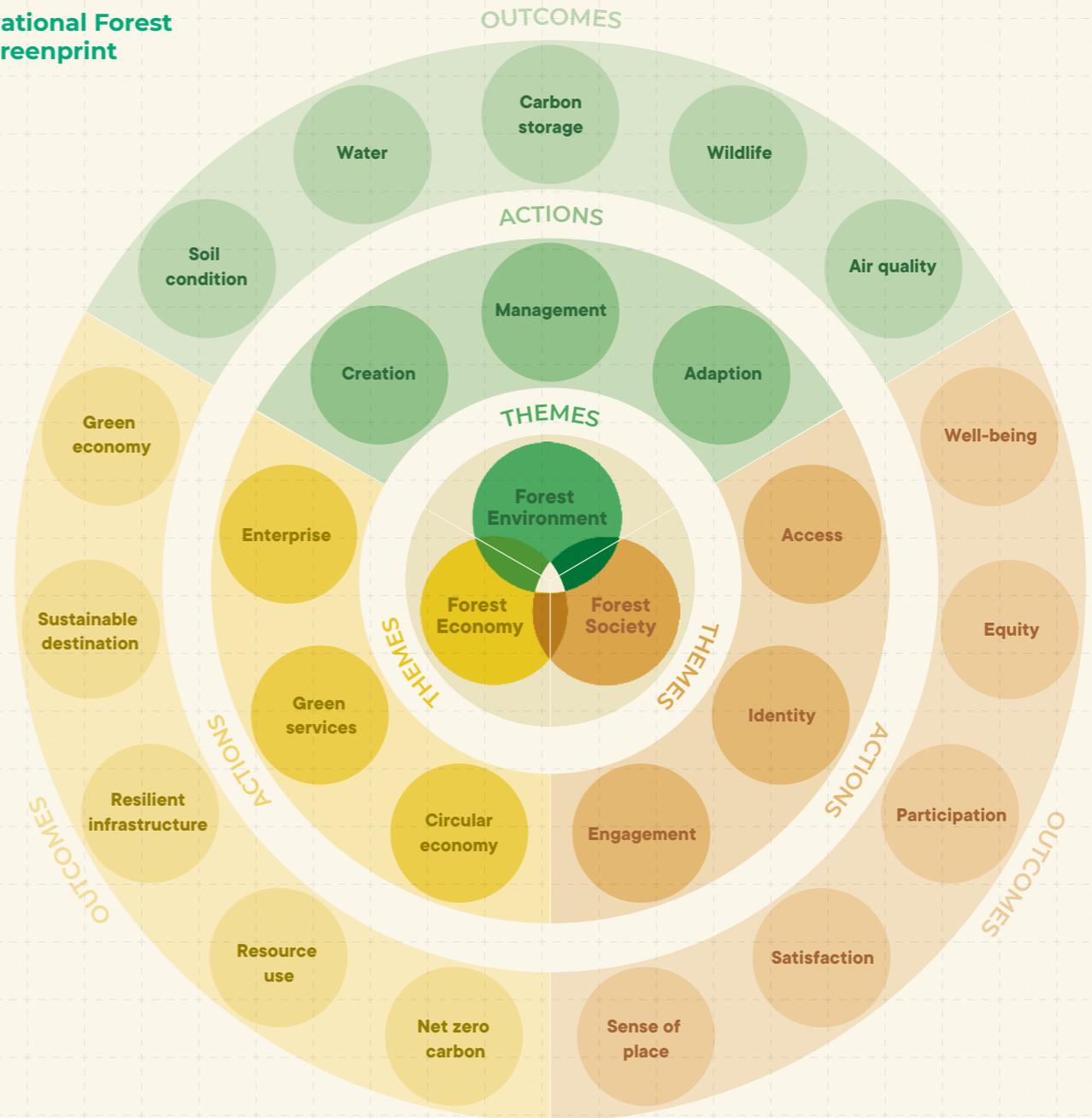
It will enable us to develop the Vision over the next 25 years as policy is changed, information improves or new issues come to light.

For the National Forest, we believe that we are ready to make these changes. More than 25 years of tree planting have set the environmental foundations. A growing sense of place is creating an identity and culture of the Forest, and a new business community that embraces the Forest is emerging.

We also believe that the National Forest Greenprint is a powerful tool. It provides a model to finally align policy and break away from the old tensions between our economy, environment and society. It can provide a framework to address the climate emergencies declared by local authorities, a mechanism to enhance our natural capital, a plan for businesses to shift to a low carbon economy, and a template to create happier and healthier communities.

In short, an exemplar for sustainable living.

National Forest Greenprint



A National Forest Environment



Our Vision is for a National Forest environment that is a connected landscape, with thriving wildlife and functioning ecosystems.

An environment that is mitigating and adapting to the impacts of a changing climate. Since 1991, we have created more than 7,500 hectares of new habitats, reconnecting the environment and building the fabric back into the landscape. We now need to do more; increasing the scale of these habitats and, in particular, their quality as climate change accelerates. Having seen welcome improvements in water quality, species recovery and air pollution as heavy industry has been replaced by woodlands, we are in danger of reversing these gains by not recognising the value of our natural capital.



We know that trees can enhance natural capital, buffering soil erosion, filtering run-off into water courses, providing valuable habitats through which species can move, shading urban areas or storing carbon. At the same time, opportunities exist to invest more in such nature-based solutions and to change the way we incentivise land management to provide multi-functional benefits.

We need to create more, manage better and adapt to change.

Our actions

1: Creation

Target:

33%

forest cover

To complete the Forest’s creation phase, 12% of land area within the Forest still needs to be planted if we are to reach our target of 33% of land cover. That means some 250,000 trees and 250 hectares of forest creation each year for the next 25 years – more than double what we are doing now.

This will require us to identify land and invest in priority areas, as well as including land allocations in opportunity maps and strategic plans at district and county level. It will mean creating and supporting new incentive schemes for forest creation and innovative financial mechanisms that recognise the multi-functional benefits of trees, alongside continued support for the planning system to deliver forest-related activity through planning policy. Importantly, it will also require collaborative approaches to landscape change including more use of natural processes, integrated land use and agroforestry.

2: Management

Target:

95%

of woodlands in active management

Work on bringing woodlands and other habitats into active management is vital. We believe we can reach a target of 95% of woodlands in active management by 2045, and 100% of Plantations on Ancient Woodland Sites under restoration. That means some 400 hectares brought into or maintained in active management each year. We will also need to move beyond woodlands to enhance other priority habitats, ensuring we have a dynamic mosaic of grasslands, heathlands and wetlands, as well as woodlands that are in favourable condition, acting as a carbon store and helping wildlife to adapt to change.

This will require investment in active woodland management of both young and mature woodlands across the Forest, including a strategic approach to dealing with pests and diseases.



It will also require more collaborative and community management schemes for other habitats. These will include encouraging more natural processes and using grazing animals as part of large scale and collaborative land management to help restore the forest ecosystem.

Working with rather than against nature will be critical, to ensure natural capital becomes recognised and valued as an essential part of farming, rural land use and business.





3: Adaptation

Target:

20%

increase in urban tree canopy cover

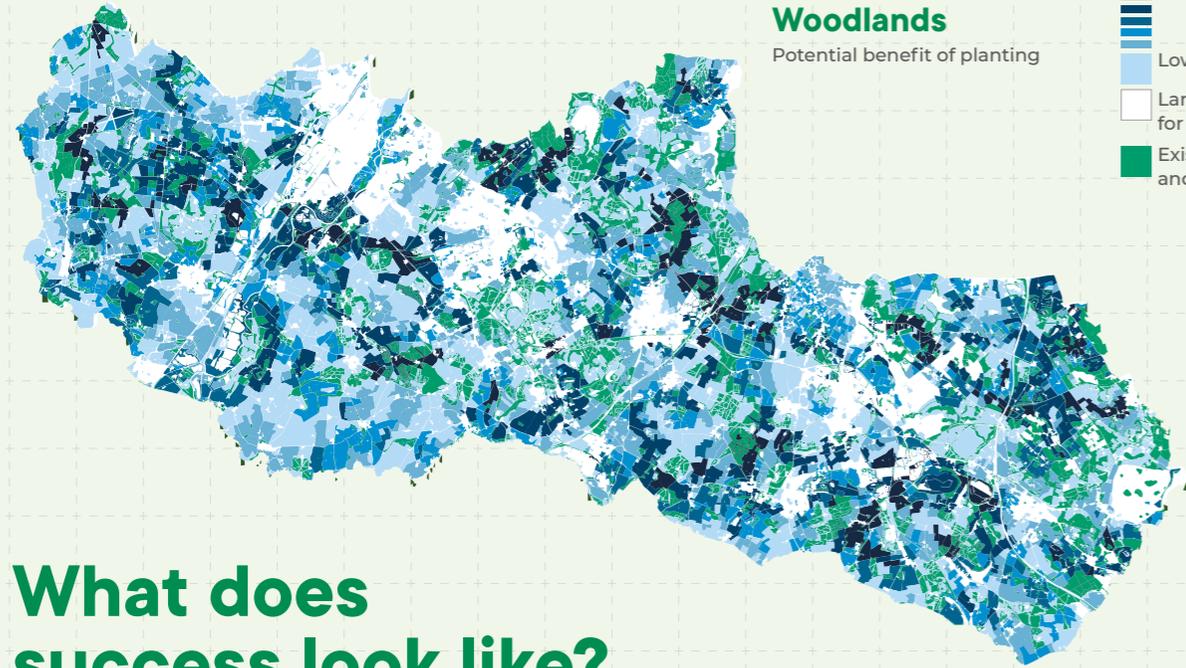
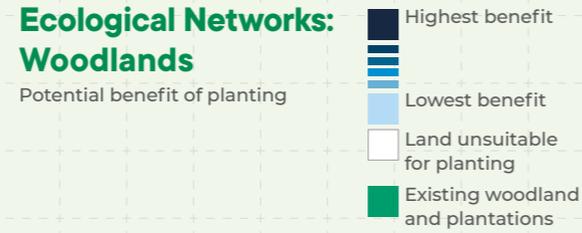
Work to adapt our urban and rural landscapes to climate change will mean connecting habitats, linking fragmented woodland and greening our towns. We believe we should increase urban canopy cover by at least 20% for our Forest towns by 2045. We also believe that hedgerows and linear habitats are needed to increase connectivity across the rural landscape.

This will require us to increase investment in urban tree planting using the planning system, green infrastructure and retrofitting schemes, helping urban cooling and water management. It will also involve increasing habitat connectivity in the wider countryside through the planting of standard trees, creation of hedgerows and other linear features. This will support the larger scale forest creation to develop more resilient blocks of connected habitat, protecting soils, reducing flood risk or drought, and creating shade. Through these measures, our environment can help communities adapt to change and future-proof our businesses.

“A future where our wildlife thrives”

David McDowell – The Bee Farmer





What does success look like?

We have mapped land use throughout the National Forest to identify possible areas for forest creation. Our work shows that 47% of the land area is either low grade agricultural land, amenity grassland or post-industrial sites that could still be available for forest creation – more than enough to achieve the additional 12% we need to meet our target of 33%. We have also created opportunity maps to explore where tree planting could be undertaken to provide the biggest public benefit based on factors such as wildlife connectivity, access or visual impact.

We have identified the five key outcomes of our work that demonstrate the success for our environment. These are based on **soil condition, air quality, water quality and quantity, carbon sequestration and wildlife connectivity**. These are all key elements of our natural capital that we believe can benchmark progress towards our Greenprint Vision, and detailed metrics will need to be developed for each.

This map shows a model for where habitat creation could be prioritised to best increase woodland ecological networks. It will be used alongside similar maps for grasslands, heathlands and other habitats to create a composite priority map for ecological connectivity. This will form one of the factors in a wider model of planting prioritisation.

We're inspired by...



Frankfurt has the largest inner city forest in Germany and boasts 21.5% tree cover, helping it achieve the title of most sustainable city in the world in the Sustainable Cities Index of 2015.

Greening our cities will create greater resilience in the face of climate change.



The Netherlands' Amsterdam Bos is a re-afforestation project initiated in 1934 that is now a haven for rare species, as well as reducing flooding and combatting atmospheric pollution.

Creation of new habitats can help recovery of wildlife and provide important ecological services.

Challenges

Our environment is owned by everyone and we need all partners to agree a way forward. Views are sought on the following challenges:

We are aiming for 33% forest cover by 2045.

Do you think this is possible? Is it enough?

What do you think are the most important public benefits that forest creation should be delivering?

We have identified three key actions and five key metrics.

Are these the right ones?

A National Forest Society



Our Vision is for a National Forest society that reflects a strong Forest identity, fosters sustainable living and promotes thriving communities.

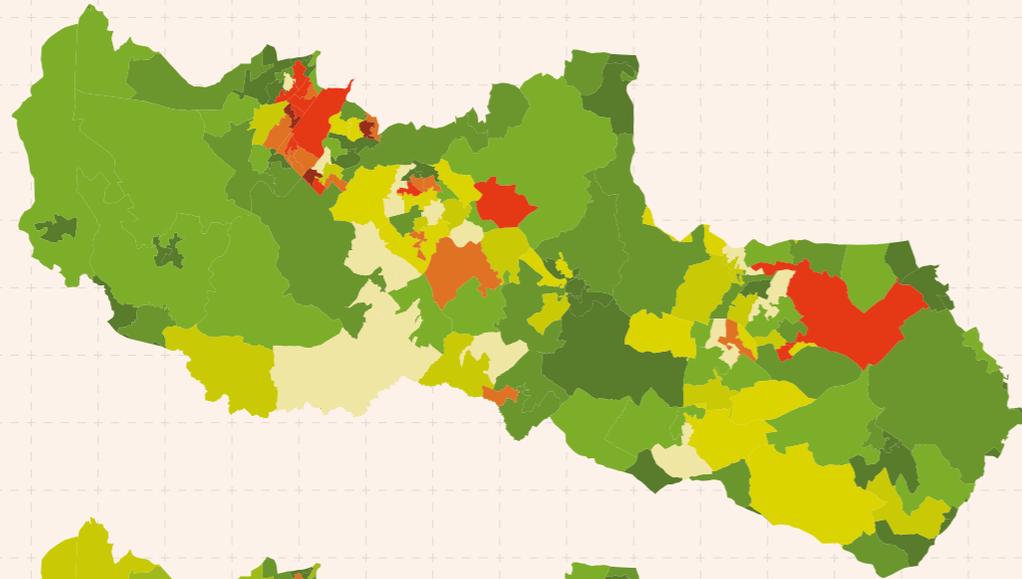
The National Forest still includes areas of high social deprivation and significant disparity, with areas of least and most deprivation sitting side by side. Moreover, despite progress to date, deprivation levels have not changed significantly over the last 15 years, and a changing climate is likely to widen gaps and impact disproportionately on those most in need. Our challenge is to create a society that benefits everyone.

We know that access to natural green space can help address many of the issues facing our society. One of the things that makes the National Forest distinct is its accessibility for people, with c.80% of all newly created forest habitat having public access, enabling the benefits of green space to be enjoyed by everyone.

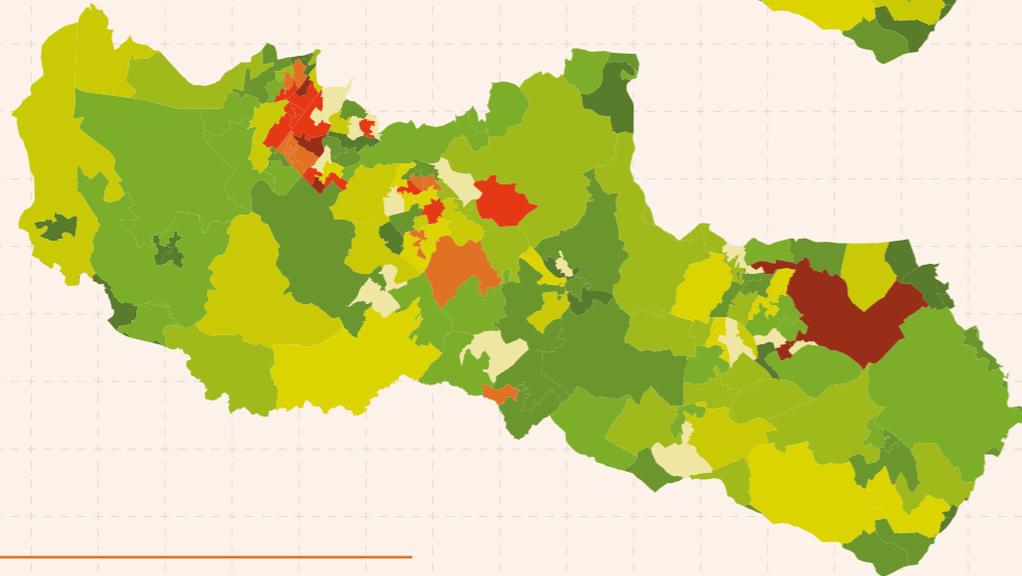
We now need to continue this commitment through the design of new housing and developments as well as increasing existing provision. It is also clear that the identity of the Forest is not felt by all communities or reflected within all our settlements. More needs to be done to use the character of the Forest to create a stronger local identity, to increase understanding and encourage greater engagement, pride and belonging. This in turn can help to increase use of the Forest for work, travel and leisure, or education, healthcare and enjoyment. We want to make sure that everyone is benefitting from the Forest, and that green space is an expectation – not a luxury.

We need more access, a stronger identity and better engagement.

Multiple Deprivation 2004

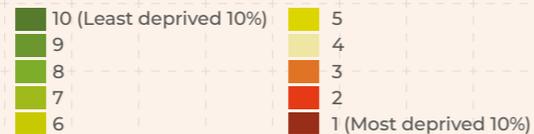


Multiple Deprivation 2019



These maps show the relative deprivation across the National Forest, with the colour-coding representing the position in the rankings for the whole of England as recorded by the Office for National Statistics. They demonstrate that, while individual rankings varied between 2004 and 2019, the overall range of deprivation from the most to the least deprived has remained.

Source: Office for National Statistics



Our actions

4: Access

Target:

80%

of households within 500m of woodland

To continue the high levels of accessibility across the Forest landscape, we will need to ensure that newly created forest habitats have public access – to achieve 80% of households within 500m of woodland by 2045. This will mean creating 200 hectares of new public access sites per year for people to enjoy. It will also mean developing new trails, maintaining the existing access provision and connecting access routes across the Forest.

Work will comprise grant incentives for access, a commitment to maintaining permissive access and investment in the maintenance of routes. It will also include prioritising access to woodlands as part of planning and housing, with more active infrastructure design to promote trails and walkways, cycleways, bridleways and disability access. This will support links to active travel, health and well-being, and outdoor activities.

5: Culture & identity

Target:

100%

settlements reflecting character standards

Our aim is for all settlements to reflect a set of National Forest character standards by 2045 to bring a stronger identity to the area. This will include the design and character of settlements and spaces to reflect the Forest, with everything from village features, signage and street furniture to arts, retail and events. This will help to engage our communities in the Forest and create an identity that celebrates sustainable living as a positive aspiration.

This will require support for placemaking in funding, investment programmes and public realm works, as well as retrofitting features and encouraging creative expression. It will mean including the Forest in cultural strategies and activities to grow distinctiveness, celebrating local products, skills and heritage, and using the Forest as a source of inspiration for new activities.



6: Engagement

Target:

80%
of the population
undertaking regular activity

We know that by creating new habitats and engaging people in them we can help to increase equity through improvements in participation, well-being and happiness. Our target is for 80% of the Forest population to undertake regular outdoor activity by 2045. The work to engage communities to use the Forest will focus on those most in need, key areas of behaviour change, and on shifting areas of social policy to utilise outdoor interventions. It can provide the basis for more sustainable living, helping to reduce negative climate impacts and supporting communities to adapt.

Our Vision is for outdoor learning to be a foundation for all our schools, forest volunteering to be available to all communities, and active travel to be the norm. Engaging people in the Forest presents significant opportunities for mainstreaming new social policy, including mental health provision, social care or recovery, with a significant move to preventative healthcare.



“A health service that
keeps people healthy”

Sharna Peach – Practice Nurse





What does success look like?

We have mapped access to woodlands in the Forest to identify priorities that could provide greatest benefit. Our work shows that we can aim for 80% of settlements to be within 500m of an accessible woodland by 2045, but only if we continue to commit to the planning process delivering forest creation with new development. We have also created opportunity maps showing where we think tree planting could be undertaken to provide the biggest public benefit based on access to woodlands for

households, schools or those in the most deprived areas.

We have identified the five key outcomes of our work that demonstrate the success for our society. These are based on **individual well-being, equity, satisfaction, participation and sense of place**. These are all key elements of our social capital that we believe can benchmark progress towards our Greenprint Vision, and detailed metrics will need to be developed for each.

This map shows a model for where Forest creation could be prioritised to provide woodlands close to where people live. This will form one of the factors in a wider model of planting prioritisation.

We're inspired by...



Danish artist **Thomas Dambo** has created six tremendous 'forgotten giants' from recycled wood, enticing audiences in Copenhagen to explore, enjoy and be inspired.

Unique arts and sculpture can encourage communities and visitors to spend more time in the outdoors.



Two of the largest Norwegian hospitals use **Outdoor Care Retreats** to harness the benefits of being amongst nature to give a valuable boost to healing.

Mainstreaming nature as part of healthcare can provide cost effective solutions to improve well-being.

Challenges

Our society is complex with diverse needs and we want everyone to have a voice. Views are sought on the following challenges:

We are aiming for 80% of settlements within 500m of accessible woodland by 2045.

Do you think this is ambitious enough?

Are we using the right priorities to demonstrate public benefit from access?

We have identified three key actions and five key metrics.

Are these the right ones?

A National Forest Economy



Our Vision is for a National Forest economy that is low carbon, aligned to the forest and circular in nature, enabling sustained prosperity.

It not only needs to be resilient in the face of a changing climate but also needs to drive the mitigation and adaption required. Whilst we have seen strong growth in the visitor economy and emerging woodland enterprise, the wider economy across the Forest is currently dominated by industrial, warehouse, office and retail sectors, often with a high carbon load, negative environmental impacts and little community benefit. In addition, our infrastructure does not currently support a low carbon future, and is vulnerable to environmental challenges arising from changes in temperature, water and extreme weather events.

We now need to rapidly shift our economy, promoting businesses that provide positive benefits to society, transitioning existing business to new markets, influencing consumer spending and coordinating supply chains. As the Forest grows, new business opportunities are arising, and inward investment is increasing, taking advantage of the opportunities provided by a wooded landscape.

We need to encourage enterprise, green our services and make our economy circular.

Our actions

7: Enterprise

Target:

25%

jobs in priority sectors

There is significant potential to grow the green economy by facilitating new enterprise aligned to the Forest, and shifting existing enterprises to adopt sustainable practices. We believe the priority sectors that can impact positively on the Forest and its society include tourism and hospitality, food and drink, creative industries, sports and physical activity, well-being, farming and forestry. These currently account for approximately 14% of employment in the National Forest, and we will aim for 25% of jobs to be in these sectors by 2045.

To achieve this we will need to prioritise and invest in these sectors, ensuring the planning system favours green economy measures for growth and inward investment. It will also require new financial mechanisms to invest in green enterprise and innovation, such as Green Investment Zones, a Green Business Improvement District or other schemes. Hand in hand we will need to train and develop our workforce to meet the skills of these sectors, providing a skills hub to harness talent.



8: Greening services

Target:

Net zero carbon by 2030

Alongside our green business sectors, we should shift our infrastructure and services to support a sustainable future. This includes energy generation, housing and transport to move to net zero carbon by 2030.

This will require changes in policy and incentives for housing, transport and energy, with a significant role for the public sector in new publicly funded developments and retrofit schemes. Renewable energy including small-scale wood fuel, low carbon transport schemes, eco-housing and sustainable business units will all be needed to facilitate these changes, with the most significant shift needed in the transport sector.

9: Circular economy

Target:

TARGET TO BE SET

The global supply chain creates challenges for a low carbon economy and clean growth. In the National Forest we believe there are opportunities to create a more circular economy through decentralisation, local supply and demand, waste re-use and resource reduction.

This will involve procurement policies and public incentives to favour local and circular economy practices, a range of measures to increase recycling and reuse of materials, and proper pricing of waste streams. With no baseline for the circular economy, a new target will need to be set to demonstrate our ambition.



“A future where
we reuse instead
of throw away”

Lily Walker – Recycle More Officer,
North West Leicestershire District Council

Carbon emissions Projected reduction



What does success look like?

The current carbon figures for the National Forest show the scale of the challenge. To achieve net zero carbon by 2030, we will have to significantly reduce our carbon output and increase habitat creation to remove more carbon from the atmosphere. This is a particular challenge for the transport sector which needs to dramatically decrease its carbon load, whilst decreases in the energy sector and industry still need to continue on their downward trend.

We have identified the five key outcomes of our work that demonstrate the success for our economy. These are based on **resource use, carbon zero, resilient infrastructure, green economy and sustainable destination.** These are all key elements of our economic capital that we believe can benchmark progress towards our Greenprint Vision, and detailed metrics will need to be developed for each.

This graph shows the current projected reduction in carbon emissions by sector if we continue to reduce at our current level; this shows that we need to work much faster in order to meet our target of net zero by 2030.

We're inspired by...



The Toyota Ecoful City combines smart housing, next-generation transport and an accessible forest environment as a model for affordable, waste-free and low carbon lifestyles.

High tech solutions are already available to drive our urban areas of the future.



This forest tree top walk in Germany's Bavarian Forest National Park is 44 metres high and affords magnificent views out across the landscape.

Landmark outdoor attractions can create a sense of place and enhance the visitor economy.

Challenges

Our economy is vital for future prosperity and we need all sectors to embrace our Vision. Views are sought on the following challenges:

We are aiming for the National Forest to be net carbon zero by 2030.

Is this realistic?

We are proposing tourism and hospitality, food and drink manufacturing, creative industries, energy (low carbon), sports and physical activity, farming and forestry as priority sectors for the green economy.

Are these the right priorities?

We have identified three key actions and five key metrics.

Are these the right ones?

Now, it's over to you

The success of the National Forest has only been possible because it struck the right chord – the right solution at a critical moment in time. We are at another critical moment. We need all our partners, authorities, individuals and businesses to act now and support a bold, new vision for the next 25 years.

This document sets out the challenge but not all the answers. It is the starting point with key questions that need more thought, assumptions that need testing and options that need decisions. To make this happen, we need you. We need our partners to engage with our Greenprint Vision to shape it further and provide the answers.

It has to be a Vision that is owned and supported by everyone. So we now need you to pledge your leadership and commitment to realise our ambitions for the National Forest and make them a reality.

We all want a positive future – so let's make it happen.



Your pledge

Pledge your support by engaging with the consultation, providing feedback on our Greenprint approach and challenging our assumptions. We've outlined some key questions throughout this document to get you started.

Now we need you to provide the answers.

We will be running a series of roadshows to consult further on the Vision in early 2020.

Following feedback, the new Vision will be launched in spring 2020. We need your responses by the end of **February 2020**.

Share your vision for the National Forest. Respond to our Greenprint at:

nationalforest.org/greenprint



“We need technologies to remove carbon dioxide from the atmosphere: we have these technologies already – they’re called trees.”

Climate Change –
The Facts, BBC TV (2019)



THE NATIONAL
FOREST

nationalforest.org

National Forest Company, Enterprise Glade, Bath Yard,
Moira, Swadlincote, Derbyshire DE12 6BA.

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Printed on 100% recycled FSC certified paper.



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