

## Tree Sparks

### Why read this?

This new social enterprise was set up by a young forestry student who wanted to promote forestry as a fantastic career for other young people - both men and women. Tree Sparks is a social enterprise on a mission to dispel the myths surrounding forestry and demonstrate that environmental careers are viable and hugely rewarding.

When the founder, Mima Letts was asked why "Tree Sparks" she said *"The first is that Tree Sparks, although focused on forestry careers (I am a forester after all), wants to promote career options from all across the outdoor and environmental sector, from arboriculturalist, to environmental scientists, to foresters, and one of things these careers often have in common is trees!"*

*The second is that I am only studying forestry and starting this enterprise because I love trees. Coming from the Fens, I grew up surrounded by solitary urban trees or those in hedgerows, not by vast forests. Almost all the people I talk to who are studying forestry or a related subject are doing it because they love trees and it is this passion and love for trees which I want to spread and share! It therefore seemed only fitting that the word Tree featured in our name."*

### What for?

- We Are A Social Enterprise - We believe that the best way to run a business is do so for good.
- We Are Passionate About Trees - We love talking about trees of every kind, and believe we should protect our natural environment.
- We Are Motivators - We believe in opportunities for young people and do everything we can to motivate them towards success in the industry.
- We Are Youth Lead - We believe in the 'power of youth' and that the best way for young people to make a difference in the industry is to speak up for what we believe in.
- Promote forestry careers to young people, whilst making forestry students more employable.
- Increase 15-19-year-olds awareness of forestry and environmental careers.
- Plan to run interactive workshops in schools using virtual reality technology.
- Plan to provide online resources including links, quizzes and videos.

### What was done?

- Several videos have been produced - [Life as a forestry student](#) and made short film with the Institute of Chartered Foresters to celebrate International Womens Day 2020. 15 min. [video](#) #FemaleForesters.
- Several podcasts have been produced - In March 2020, our founder Mima Letts was interviewed by Bill from the podcast [A View From A Forest](#). - an

[interview with Georgia](#), a Woodland Ecology student from the National School of Forestry (UoC) in celebration of International Women's Day 2019.



## #ILookLikeAForester

Get involved to share your experiences and help inspire the next generation. Contact [@tree\\_sparks](#) or email [mima.lettstreesparks.co.uk](mailto:mima.lettstreesparks.co.uk)

- Organised an environmental careers film campaign called A Year in the Life Sept 2019-2020.
- Presentation on Future steps into forestry at The Royal Welsh Show.

### What benefit?

- *"I want to play a part in raising awareness and instigating conversation about trees and forestry, there is such a misconception about the practice of forestry and this needs to change. With the drastic effects of climate change around the corner and deforestation occurring all around the world, it has never been so important to educate and encourage people to get involved with forestry."* Georgia Parker

### What links?

- [Tree Sparks](#)
- [www.facebook.com/TreeSparksIgnite](https://www.facebook.com/TreeSparksIgnite)
- Contact - [Mima Letts](#)

