



Coedwig
Genedlaethol i Gymru
National Forest
for Wales



Llywodraeth Cymru
Welsh Government



Stakeholder Toolkit

Our roots for the future



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Introduction

The National Forest for Wales is a unique venture led by the Welsh Government to establish a nationwide network of publically accessible woodlands and forests under high quality management.

The National Forest will stretch the length and breadth of Wales, so everyone will be able to access it wherever they live.

Community engagement will be at the forefront of the development of National Forest sites. They will be accessible woodlands which will provide opportunities for recreation, education and exercise.

It will be an inclusive forest which will play an important role in protecting nature and addressing biodiversity loss, supporting the health and wellbeing of communities as well as helping woodland creation and the growth of the timber industry.

We now want to understand where we should focus our support and where people would like to see our National Forest for Wales grow. To do this we need you help to encourage people across Wales to give their views.



How we will engage people in Wales

The National Forest for Wales has yet to take shape, but now with everyone's help we can start to visualise how it will look and how it will be connected across Wales. We can begin to understand where people would like to see more trees planted and woodlands created across Wales.

The online digital interactive map produced by Data Map Wales - shows woodlands that are part of the National Forest. By asking people to use the interactive map, and drop a virtual pin on a specific location,

we can find the most popular places where people would like to see more trees and woodlands across the nation.

This is an opportunity for everyone to join in by placing a pin on the map by;

- 1 zooming to an area of interest on the map
- 2 clicking on the map where you would like to see trees planted
- 3 clicking 'Confirm'
- 4 clicking 'Submit'

Have your say



How You Can Help

We want your help to spread the word about the National Forest for Wales by sharing content with your networks. With your support, we can encourage

more people in Wales to get involved so they can play their part in shaping the National Forest for Wales.

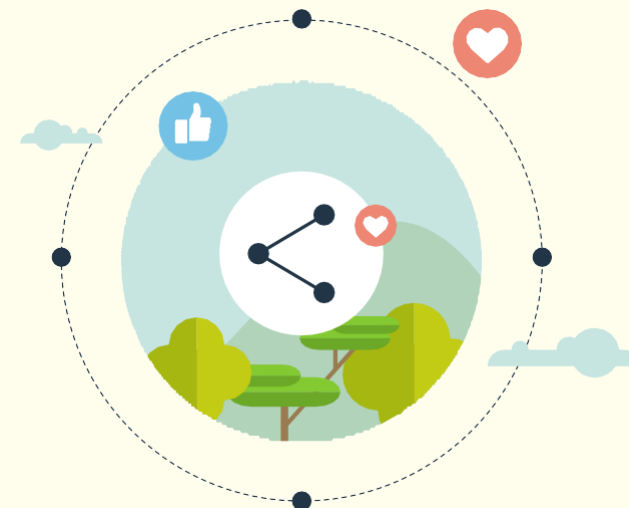
Please can you let us know if you are able to help to spread the word about the National Forest for Wales by sharing content with your networks, re-tweeting, re-posting or tagging. If you are, let us know where you are sharing.

We have included suggested social media messaging in this pack. If you share messages, could you please tag us and include our hashtag [#NationalForestWales](#). Also, if you are not doing so already, could we ask that you follow and like us on the following social media channels:

 @WGClimateChange  @welshgovernment

As well as supporting the National Forest for Wales on your social media channels you can also get involved by:

- Hosting content and graphics on your website
- Sharing content and graphics via your newsletters
- Sharing the [Data Map Wales](#) link



Campaign Materials

We have a suite of materials to promote the National Forest for Wales and encourage people to get involved by dropping a pin on the interactive map.

National Forest promotional resources for stakeholders can be downloaded from [GOV.Wales](#).

Resources include:

- social media graphics
- films
- infographics
- animations



Campaign Messaging

Sample social media posts

The [#NationalForestWales](#) will be a network of accessible woodlands and forests running the length and breadth of Wales. You can help shape it.

The [#NationalForest](#) will benefit us all - bringing social, economic and environmental benefits for now and future generations.

You can help shape the [#NationalForestWales](#) by telling [@WGClimateChange](#) where you would like to see more trees planted by dropping a pin on this [interactive map](#)

The [#NationalForestWales](#) belongs to us all – be part of it.

The [#NationalForestWales](#) will bring a range of benefits – protecting nature, supporting health and wellbeing as well as helping woodland creation and the growth of the timber industry.

More than trees

Campaign Messaging

Sample newsletter article copy



The National Forest for Wales - What does it mean to you?

Author : Time : Date



The [National Forest for Wales](#) is a unique venture led by Welsh Government to establish a nationwide network of publically accessible woodlands and forests under high quality management. Now with the help of individuals we can start to visualise how it will look and how it will be connected.

Have your say:

We want to hear from everyone, from citizens, businesses and organisations in Wales on where we should grow our National Forest. Use the Data Map Wales interactive map and drop a virtual pin on a location in Wales where you would like to see more trees. We can then find the most popular places in Wales where people would like to see more trees and woodlands.

Visit [National Forest for Wales | GOV.Wales](#) for more information on the National Forest for Wales and advice on woodland creation.

Accessibility Support

This is a special message for organisations and individuals who work with people who have difficulties in accessing the internet. We want to make sure we give the opportunity to as many people as possible to have their say on the National Forest for Wales.

Are you able to support in any of the following ways?

- Could you help someone in a one-to-one session with a computer or tablet to discover more about the National Forest for Wales, and drop a pin on the interactive map?
- Do you organise a regular meeting or activity group where you could show one of our videos and discuss what a National Forest would mean to your members, encouraging them to drop a pin on a map.

If you think you can help, please email us to let us know at NationalForestWales@gov.wales





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