



Call for Projects 2021

The tree at the heart of our daily lives

After ten years of patronage, French furniture and home décor company Maisons du Monde pledged its long-term commitment to the protection of forests and biodiversity by creating the Maisons du Monde Foundation in late 2015. As of 2021, it will become the Maisons du Monde Endowment Fund.

Our mission: to help preserve the world's most endangered forests in developing countries and trees outside forests in Europe. Since its creation, the MDM Foundation has supported 47 projects in 18 countries.

In the face of the serious environmental crises we are experiencing, preserving, and planting trees in our territories is becoming a necessity. By maintaining biodiversity, regulating soil, capturing CO₂, bringing shade and freshness to cities facing rising temperatures, preserving the quantity and quality of water, and much more, **trees play a fundamental part in maintaining the planet's equilibrium through the numerous roles they play, all while human pressures are increasing.**

Throughout Italy and Spain, women and men are on the ground taking action to protect them. Awareness of these issues and of the vital role that trees play in our daily lives is needed on a larger scale to support these actions.

It is against this backdrop that the Maisons du Monde Foundation is launching a call for projects around the theme of "The tree at the heart of our everyday lives". The objective is to provide financial support for projects aiming to preserve, support and plant trees outside forests in all kinds of regions (rural, urban, suburban) in Italy and Spain. Together, let us put the tree at the heart of our rural and urban landscapes and bring in measures to protect the environment.

Three projects responding to this appeal will be selected by country and then submitted to a vote by the 846 Italian and 400 Spanish Maisons du Monde members of staff. One project will be selected per country for a one- or two-year partnership with the MDM Foundation.

What is the objective of this call for projects and the promise of partnership?

The objective of this call for projects is to financially support **one successful project owner in Italy and one successful project owner in Spain to create effective partnerships.**

The Maisons du Monde Foundation offers **partnerships over one or two years, as per the request of the candidate structure, starting in January 2022.**

The overall allocation per project is between €15,000 (minimum) and €35,000 (maximum) per year, for one or two years of partnership.

What structures are eligible to receive funding from the Maisons du Monde Foundation?

The Maisons du Monde Foundation provides funding **exclusively** for structures that meet all the criteria outlined below:

- ✓ Non-profit and general interest, eligible for the French tax scheme favouring patronage* (associations, foundations, endowment funds, public bodies, etc.)
- ✓ Where the protection of the environment is a statutory objective**
- ✓ Headquartered in Italy for projects located in Italy, or in Spain for projects located in Spain
- ✓ Focussed on developing actions of general interest within the framework of this call for projects, "The tree at the heart of our daily lives"
- ✓ Able to receive funds from collecting donations from individuals in the country where the project is located

**Given that the Maisons du Monde Foundation is a French endowment fund, we are only entitled to support European organisations that fulfil all the conditions for qualification as 'general interest' laid down by French law, i.e., non-profit organisations where the management has no personal gain and actions are not limited to a small circle.*

***If a structure's objective is not environmental preservation, the application may be accepted only if the proposed project falls within the scope of this call for projects.*

What are eligible projects and our selection criteria?

Prospective structures have carte blanche to propose a field project located within Italy or Spain with the aim of:

- Preserving and maintaining trees and monitoring and caring for them in the long term.
- And/or planting trees and monitoring and caring for those planted in the long term.

The aim of the project should be to ensure that at least one of the services that trees provide in terms of maintaining ecosystems is protected in one or more given territories, **excluding the forest ecosystem*** (i.e.,

urban, suburban, rural territory; see definition below). Projects that combine a field approach with objectives for raising awareness are particularly encouraged.

Only one project or programme is permitted per structure. Funding applications are for the period from 1 January 2022 to 31 December 2022 (one year) or from 1 January 2022 to 31 December 2023 (two years). Submitted projects may start before 1 January 2022, or within the first six months of 2022.

***Definition of the trees "outside forests" concept:** *Trees outside forests refers to all trees not considered part of wooded land (which includes forests and other wooded land where the surface area is at least half a hectare and cover exceeds 10%, and where there is no agricultural or urban use), i.e.:*

- *On agricultural land (permanent grasslands and pastures, "bocage" (hedged farmland), orchards and fruit-tree meadows, agroforestry systems etc.),*
- *On developed land (around urban infrastructure, in parks and gardens, along streets, roads, railways, waterways and canals etc.),*
- *Or even on bare land (dunes, old mines etc.).*

Source: "Trees outside forests, transmitting a universal lore" — FAO & CIRAD

Priority is given to funding requests for the following (non-exhaustive list):

- Bocage restoration projects.
- Maintenance projects and/or training projects for field operators in caring for and maintaining trees or hedges.
- Awareness projects focusing on the vital role played by trees and including educational and participatory events for planting trees.
- Projects focusing on the preservation of one or more endangered and/or endemic species of flora in the area concerned through preserving and/or planting trees.
- Agroforestry projects that transform agricultural models to reduce anthropogenic pressures on ecosystems and biodiversity.
- Projects to reintroduce trees into cities.
- Projects to preserve and regenerate derelict urban areas through tree planting.
- Projects combining a field approach with the creation of tools designed to reduce anthropogenic pressures on ecosystems, or to support local stakeholders in considering trees as part of their sustainable land management (for example: creating teaching platforms and tools, labels, conducting applied research etc.).

Proposed projects will be selected according to the following technical criteria (non-exhaustive list):

- Relevance of the funding request to the priority themes.
- Relevance of the proposed actions to the funding, considering the environmental, political and socio-economic context of their location.
- Viability of the actions proposed: adequacy of resources in relation to the objectives set, viability of deadlines and budgets, capacity of the association to report and evaluate the supporting structure.
- Results and impacts achievable in terms of biodiversity conservation and/or recovery.

Funding requests for the following are not eligible:

- Commercial, sporting, religious, political projects.
- Individual or group trips, studies, internships or humanitarian assignments.
- Requests for funding exclusively for advocacy or campaigns to engage the public that do not involve field actions.
- Productions of artistic, literary, musical and audio-visual works (including films and documentaries);
- Requests for funding exclusively for organising a festival or awareness events that do not involve field actions.
- Requests for funding that relate only to salaries or communication costs.

How to apply for the call for projects

Do you meet all the above conditions and want to be considered for the Maisons du Monde Foundation call for projects? **Please visit [our online platform](#)** to complete and submit your funding request package. You have until **23:59 on Friday 12 November 2021** to apply!

Note that packages can only be submitted and sent from our [project call platform](#). Packages received by email or post will not be processed.

The call for projects will take place in four stages:

| STAGES | DESCRIPTION | DATES | DETAILS |
|----------------------|---|---|--|
| Stage 1 | Submission of funding request package | From 15 September to 12 November 2021, inclusive. | Packages received by mail or courier, and incomplete packages, will not be processed. Application packages are submitted in two stages: <ul style="list-style-type: none">• Stage 1 – Eligibility check: verification of your eligibility (structure overview; summary of funding request; documents proving the existence of your organisation)• Stage 2 – Funding request package: if your application is eligible, complete this part to provide details of your request. (A more detailed description of the project; logic models for the project; funding request table; site map; photos and videos for your structure's proposal) |
| Stage 2 | Pre-selection round 1 of ten applications by the MDM Foundation team | November 2021 | Pre-selection will be based on the selection criteria (see the selection criteria section of this document). At the end of this stage, the pre-selected structures may be asked to provide additional information and documents for the following stage. |
| Stage 3 | Pre-selection round 2 of three applications per country by our expert committee | February 2022 | The final selection will be made by our expert committee, composed of four experts, and will be based on technical criteria for project quality. |
| Stage 4 | Final selection by the Spanish and Italian "staff favourites vote" | February 2022 | We invite our Italian and Spanish colleagues to choose from three projects in each country to designate their "favourite" for the country. |
| Forming partnerships | | Early March 2022 | The partnership agreements for three to nine structures will be formalised in early March 2022. Funding for the year 2022 may be backdated to start from 1 January 2022. |