

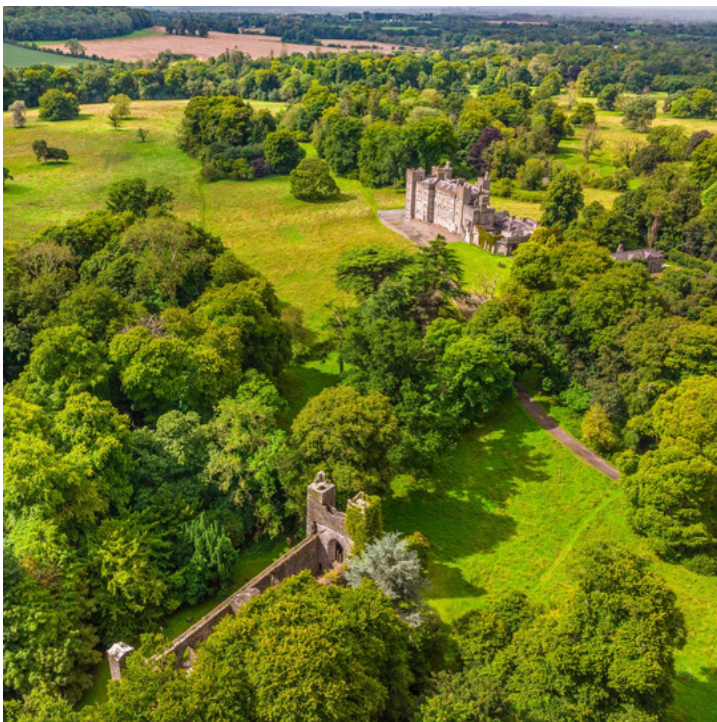


## Sector: Nature Restoration

### Location: Ireland

### Mission & Inspiration

Irish Trees has developed a Heritage Estate Nature Recovery Model, proven at Dunsany Estate, that helps heritage landowners restore nature without selling land, while providing businesses, communities and investors with measurable biodiversity outcomes.



Many of Ireland's most significant heritage landscapes face a common challenge.

Landowners often possess woodlands, wetlands, rivers and habitats with enormous ecological potential, yet long-term restoration requires resources, expertise and sustained funding.

Irish Trees was founded to help address that challenge by creating practical ways for businesses, communities and landowners to participate in nature recovery. Through its partnership with Dunsany Estate, one of Ireland's most significant private rewilding projects, Irish Trees has helped support approx.

750 acres of nature restoration since 2014.

What began as a local restoration initiative has evolved into a wider ambition to develop a model capable of supporting biodiversity recovery across additional heritage estates and landscapes.

Dunsany Estate became the proving ground for the model, demonstrating how ecological restoration, corporate engagement and long-term stewardship can work together to deliver measurable outcomes.



### Business Model

Irish Trees operates at the intersection of ecology, land stewardship, corporate sustainability and community engagement.

The business generates revenue through corporate nature recovery partnerships, biodiversity restoration projects, employee engagement programmes, citizen science



initiatives and educational experiences. These activities help fund woodland expansion, habitat restoration, biodiversity monitoring, ecological research and the long-term stewardship of landscapes.

The model seeks to create value for multiple stakeholders simultaneously: landowners gain support for restoration activities, businesses gain access to measurable environmental initiatives, and nature benefits from sustained long-term investment.



## **Impact**

Over the past decade, Dunsany Estate has become an important demonstration site for landscape-scale restoration in Ireland. The estate now includes approximately 750 acres under restoration, with woodland, grassland, wetland and freshwater habitats supporting increasing biodiversity.

To date, 47 habitat types have been recorded across the estate and surveys have identified 8 of Ireland's 9 bat species. The project also supports ecological monitoring, research, education and citizen science programmes

involving schools, businesses and local communities.

More than 50 organisations have engaged with Irish Trees through corporate partnerships, nature recovery initiatives and employee engagement programmes.



## **Challenges & Hurdles**

Nature recovery requires patience. Unlike many business sectors, ecological outcomes often emerge over years or decades rather than months. This creates challenges in securing long-term funding, measuring impact and maintaining momentum over extended timeframes.

Additional challenges include developing robust monitoring systems, increasing awareness of biodiversity issues and creating scalable models that work for landowners, businesses and environmental stakeholders alike.

At the same time, growing interest in biodiversity, sustainability and natural capital presents significant opportunities for innovation and collaboration.



## **Future & Opportunities**

Looking ahead, Irish Trees believes that heritage estates represent a significant and largely untapped opportunity for nature recovery.

The long-term ambition is not simply to restore more land. It is to create a network of heritage estates delivering measurable biodiversity outcomes, attracting investment and protecting both natural and built heritage.

As biodiversity and natural capital markets continue to evolve, Irish Trees hopes to help position these landscapes to participate in future nature-based solutions and environmental investment opportunities demonstrating how nature restoration can be sustained over generations.

