

OIA23-0530

31 October 2023

Public Member
fyi-request-24038-23f2fda8@requests.fyi.org.nz

Dear Public Member

Thank you for your email of 5 September 2023 requesting information relating to the *Trees That Count – Greatest Goal project*. Your request has been considered under the Official Information Act 1982 (OIA).

You requested:

Following the FIFA Women's World Cup, I'm curious to see the agreement documents, meeting notes, email communications, memos, ministerial briefs etc held by Te Uru Rākau for the Trees That Count - Greatest Goal project (<https://treesthatcount.co.nz/crowdfund/greatest-goal?offset=0&page=1&limit=10&activeTab=About>).

I'm specifically interested to know:

The total goal for the project is 64,000 trees, TUR donated just under 40% of that total. How did the number of trees TUR agreed to donate come about?

Did the FIFA organisation influence the number of trees TUR donated?

Priced at \$10/tree, TUR donated 25,000 trees for an assumed total of \$250,000.

Was that the actual total cost for the TUR contribution to this project?

Does the FIFA organisation benefit (i.e. carbon offsets/credits for the tournament) from the total number of trees donated to the Greatest Goal project?

If so, how has TUR justified agreeing to offset, by way of a 25,000 tree donation, a cost of \$250,000 for the FIFA organisation?

On 2 October 2023 MPI extended the time limit to respond to your request by 24 October 2023.

Please note it is important you read this response in conjunction with correspondence from MBIE dated 25 September also relating to this request.

The FIFA Women's World Cup 2023 (FIFA WWC) held in New Zealand was the largest women's sporting event in history and presented a unique opportunity to drive significant benefits for New Zealand and for Kiwis.

The Ministry of Business, Innovation and Employment (MBIE) lead the initiative coordinating the Crown FIFA team (government cross - agency response team).

The *Trees That Count - Greatest Goal project* was a standalone project to celebrate women in sport before, during and after the FIFA WWC 2023. FIFA was not involved in the project.

The Department of Conservation in partnership with the Crown FIFA Project team had developed a concept for a native-tree planting project to commemorate the event – *Pūawananga: Stars of our Native Forest*.

Several partners confirmed their support, including the Pūawananga Leverage and Legacy Fund (administered by MBIE) and Ministry for Primary Industries through Te Uru Rākau – New Zealand Forest Service (TUR).

This Pūawananga native tree planting initiative was delivered by Project Crimson through their Trees that Count programme.

The number of trees donated was determined by the funding that was allocated by TUR. Funding of \$250,000 enabled 25,000 trees to be donated to planting initiatives around the country. The number of trees donated was influenced by the number of host cities/training regions for the FIFA WWC.

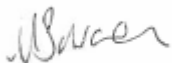
However, the financial reprioritisation put in place by MPI post cyclone Gabrielle in February 2023 revised the funding. The original contract value was intended to be \$250,000 but this was reduced to \$100,000 with supplementary plants sought through an existing contract with Project Crimson Trust.

Information relevant to your request is attached as Appendix One. Some information has been withheld pursuant to section 9(2)(a) of the OIA - *to protect the privacy of individuals*.

MPI is satisfied that in the circumstances of this case, the withholding of the information is not outweighed by other considerations which render it desirable in the public interest to make the information available.

Should you have any concerns with this response, I would encourage you to raise these with the Ministry for Primary Industries at Official.InformationAct@mpi.govt.nz. Alternatively, you are advised of your right to also raise any concerns with the Office of the Ombudsman. Contact details are: Office of the Ombudsman, PO Box 10152, Wellington 6143 or at info@ombudsman.parliament.nz.

Yours sincerely



Marion Schrama
Acting Director Forestry Engagement & Advice