



**Non-Governmental Emancipimi Civil Ma Ndryshe
EC MA NDryshe**

Press Release Alternative boards to preserve trees

Initiated from concerns of citizens, environmentalists and institutional officials on damage of trees in city center, as a result of continuous attachment of advertisement posters and information announcements, EC Ma Ndryshe on Saturday has realized public performance "Clear trees", which calls for more care in preservation of natural values of the city.

While trees are main contributors in fresh air, greenness and shade and take an important place in image of the city, they are continuously being used as an advertisement space. Sticking and puncturing the surface of trees damages them, because it is one of the most essential layers of the tree itself, it protects and transports food from the roots up to the leaf.

To avoid this, EC Ma Ndryshe proposes to place boards in main road axis, destination of which would be sticking information and promotion materials. An analyze focused in two segments of the road starting from the municipality building and up to the Arasta bridge is realized about this, it is noted that in all 42 trees of perimeter 1.3 m up to 2 m, the surface used for advertisement is around 50 m².

Instead an alternative advertisement board which has space for use on both sides with overall 5,24 m², is suggested. Based on calculation of the analyze, the application of this board in 9 examples throughout the analyzed segments would free the trees of the advertisement and information.

The boards were presented during the "Clean trees" performance, the basis of boards don't only have the utility function but at the same time of the public art as well. The concept of this alternative is based on the cultural, ethnic and religious diversity of Prizren, by reflecting with the design a composition of different characters in this place. Dimensions of the exposing surface for advertisement and information are set to be appropriate for children and persons with special needs as well.

During the presentation of the boards for clean trees some trees are cleaned from the promotion materials, the call for more care in their treatment in the future was emphasized as well.

Public performance "Clean trees" is realized within the project "Inclusive city..." financed from Olof Palme International Center (OPIC), which is supported by Swedish Government. "Inclusive city..." is a three year project of EC Ma Ndryshe and it aims articulation of needs of the groups of community and turn them into applicable urban planes in Prizren municipality.

With respect,
Fisnik Minci, project coordinator
NGO EC Ma Ndryshe

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