

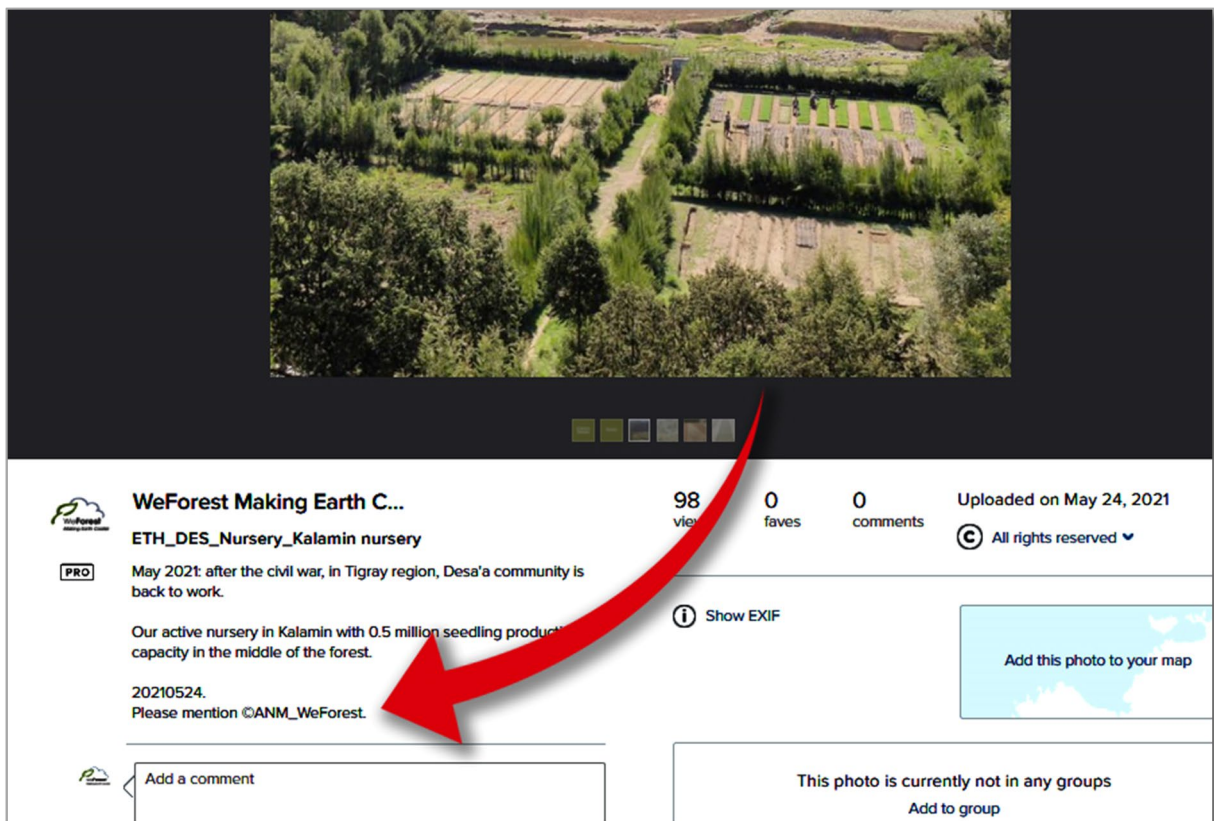
Communicating about your partnership with WeForest

Dear Partner,

Thank you for your support in Making Earth Cooler! We would love for you to communicate about your work with WeForest and help spread the word. We highly value transparency and integrity, and so we ask you to please follow the principles set out below to help you communicate accurately.

Use of photos

You are very welcome to use any of the photos in the Flickr album as long as the relevant copyright is clearly referenced. Please check carefully: each photo may have its own copyright requirement. You can find the relevant copyright in the description box below the photo in the Flickr album.



WeForest Making Earth C... 98 views 0 faves 0 comments Uploaded on May 24, 2021
ETH_DES_Nursery_Kalamin nursery © All rights reserved

PRO May 2021: after the civil war, in Tigray region, Desa'a community is back to work.

Our active nursery in Kalamín with 0.5 million seedling production capacity in the middle of the forest.

20210524.
Please mention ©ANM_WeForest.

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Appropriate language and wording

1. When communicating about your **impact**:

growing, restoring, nurturing ✓

We prefer to talk about **growing** trees, not planting.

Why? Most of our projects are not only planting projects; they focus on forest restoration, and use a combination of different approaches, whichever is most effective to achieve healthy, thriving forests. These methods include **active planting**, **assisted natural regeneration** or **agroforestry**, among others.

Examples:

*“[Brand/Company] proudly supports WeForest in **restoring/regenerating/growing/nurturing** forests and trees [in country]”*

*“X% of our profits will be donated to WeForest to **grow** trees and **restore** forests [in country]”*

*“[Brand/company] is **growing/nurturing/regenerating** xxx trees with WeForest”*

*“[Brand/Company] is taking climate action by **supporting forest restoration**”*

*“We are **restoring** xx square metres or hectares¹ with WeForest”*

*“For every product we sell, we **grow** (or **fund the growth**) of 1 tree”*

2. When communicating about your **climate impact**:

Taking Climate Action ✓

When supporting one of the WeForest projects, you can talk about **Taking Climate Action** - and this should be accompanied by more specific text around exactly what action you are taking.

If you have purchased carbon credits you are able to claim you are **“offsetting”** or **“compensating”** the tCO₂ you have purchased.

¹ You can convert to football fields: 1 hectare = 1.2 football fields

Example:

“We are Taking Climate Action by restoring X hectares of forest that is estimated to sequester XXtCO₂ over its lifetime.”

3. Product labelling:

If you want to use the WeForest logo on your product’s packaging, it **must be accompanied by additional clarifying information.**

Examples:

“[Brand/Company] proudly supports WeForest in restoring/regenerating forests and trees [in country]”

“[Brand/company] is growing/nurturing/regenerating trees with WeForest”

“[Brand/Company] is taking climate action by supporting forest restoration”

Checking your wording with us

- For content in which WeForest is mentioned, **please share your text with WeForest for review and approval.**
- **Product labelling:** Please inform us if you intend to use our logo, and share your message/design with us for review and approval.

In all cases of review and approval, please allow 48 hours to respond.

All basic rules about communicating about your partnership with WeForest are set out in section 3.1 of our general Terms & Conditions [here](#).

Thank you for your understanding!