



# Our Mission, Model and Programmes







# Who we are

WeForest is a non-profit organisation restoring and conserving forests at the landscape level and maximising the impact of trees for People, Nature, and Climate.

To date, WeForest has **53 000 hectares** of forest under restoration and conservation – growing **82 million trees** and improving the livelihoods of **67 000 families** – on our way to **100 million trees by 2025**.

WeForest’s vision is a world where communities and nature sustainably thrive together to stop global warming in our lifetime. Our mission is to conserve and restore the ecological integrity of forests and landscapes, engaging communities to implement and deliver lasting environmental and social impacts. We deliver our mission through our values of collaboration, courage, excellence, integrity, passion, and transparency.



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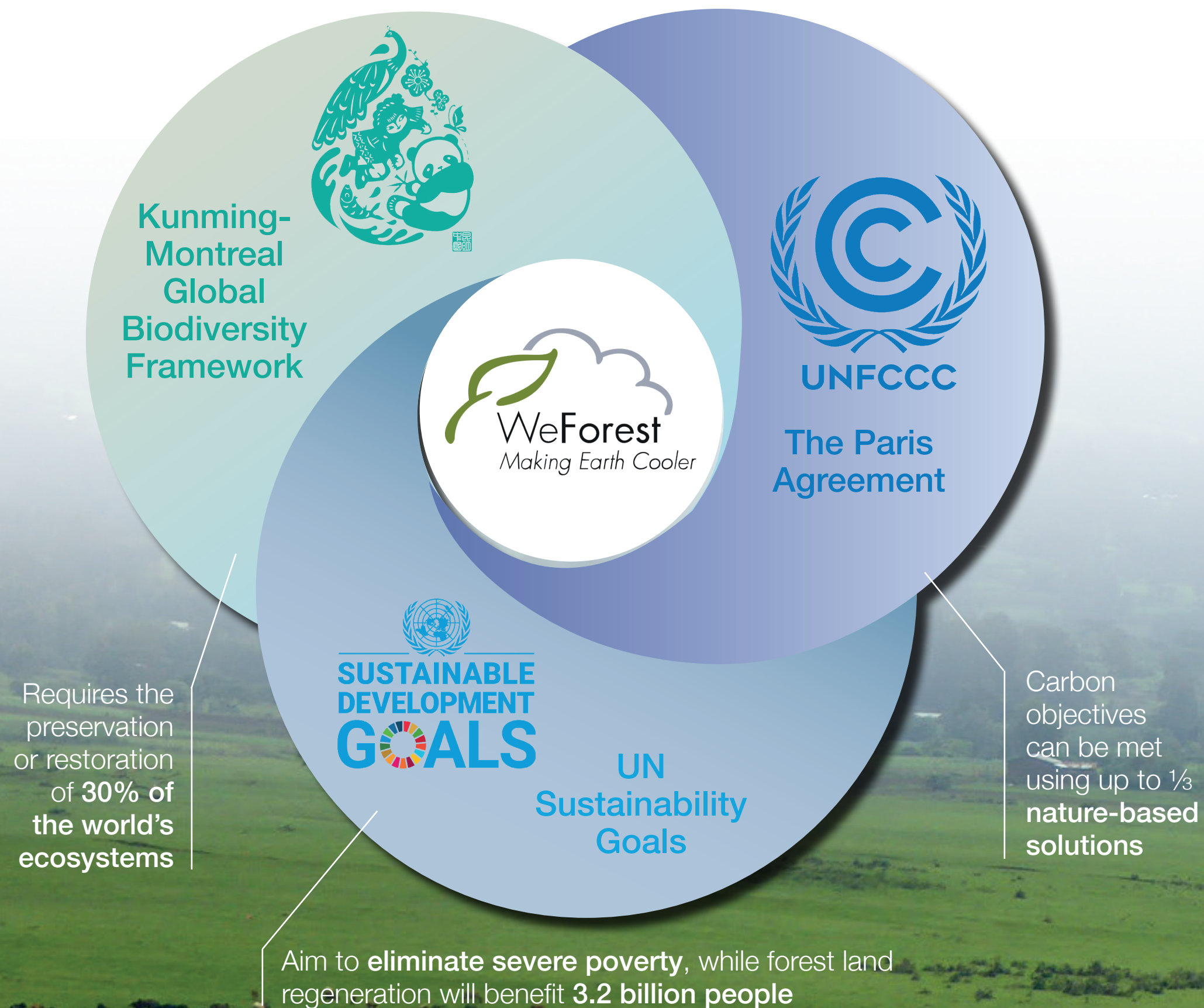


# The challenge

Forests are central in our collective goals to reverse the twin-crises of climate change and biodiversity loss. In the same way these crises are connected, many of the solutions are interdependent.

**WeForest's model sits at the nexus of the United Nations' sustainability agenda** – the Paris Agreement, Kunming Montreal GBF, and Sustainable Development Goals (SDGs) – by leveraging the power of forests to transform **people's** livelihoods, revitalise **nature**, and stop **climate** change.

- **PEOPLE.** Human well-being and thriving forests are tightly bound, as people depend on nature for food, clean air, and water. The livelihoods of nearly 3.2 billion people stand to benefit from forest and land regeneration.
- **NATURE.** Forests are essential for producing rainfall and controlling the water cycle – playing a vital role in preserving the stability and health of ecosystems, as well as promoting biodiversity. The 2022 Kunming Montreal Agreement calls for 30% of the world's ecosystems to be protected and restored by 2030.
- **CLIMATE.** Nature-based solutions (NbS) for climate, like forests, can provide up to one-third of the Paris Agreement's emissions reduction targets required by 2030 – the single biggest contribution known today.



**WeForest is taking a leading role in addressing these challenges. Its programmes and research are contributing to the estimated 1 trillion trees – an area the size of the United States – the world needs to restore by 2030 to reverse global warming and restore biodiversity.**

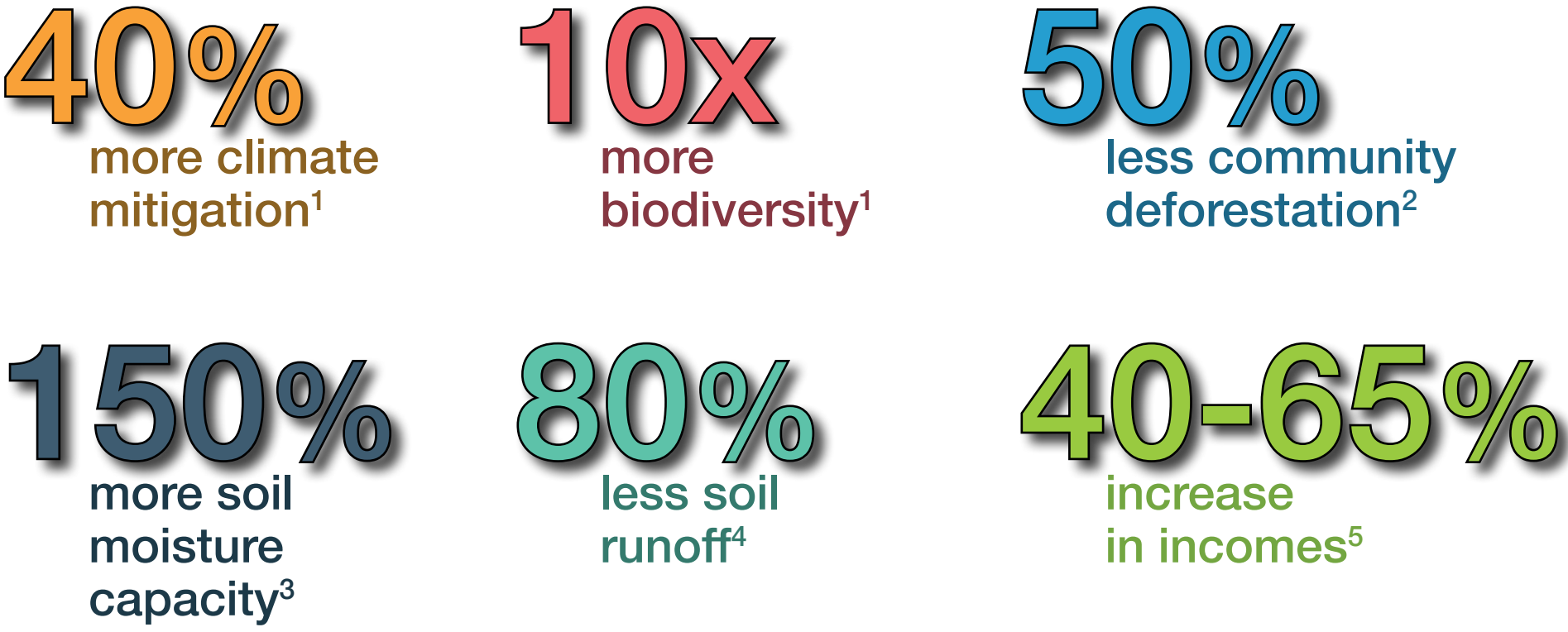




# Our solutions and impact

WeForest uses a **forest landscape restoration (FLR)** approach – a proven science-based framework – to focus on protecting existing forests (stewardship), restoring degraded land and forest ecosystems (restoration), and supporting people through forest-friendly livelihoods (economic resilience). This ambitious and long-term strategy – rooted in the principle that **healthy, robust forests are about more than a collection of individual trees** – has been fundamental to WeForest since our launch in 2009.

### The FLR Difference



<sup>1</sup> International Union for Conservation of Nature, "What is Forest Landscape Restoration?"  
<sup>2</sup> UNDP, "Community-Based Forest Management: A Key Component of Forest Landscape Restoration"  
<sup>3</sup> Global Partnership on Forest and Landscape Restoration, "Why Restoration Matters"  
<sup>4</sup> World Resources Institute, "Restoring Forests Could Help Put a Brake on Global Warming, but It's Not Simple"  
<sup>5</sup> World Agroforestry Centre, "Agroforestry: Realizing the Promise of a Sustainable Agriculture"

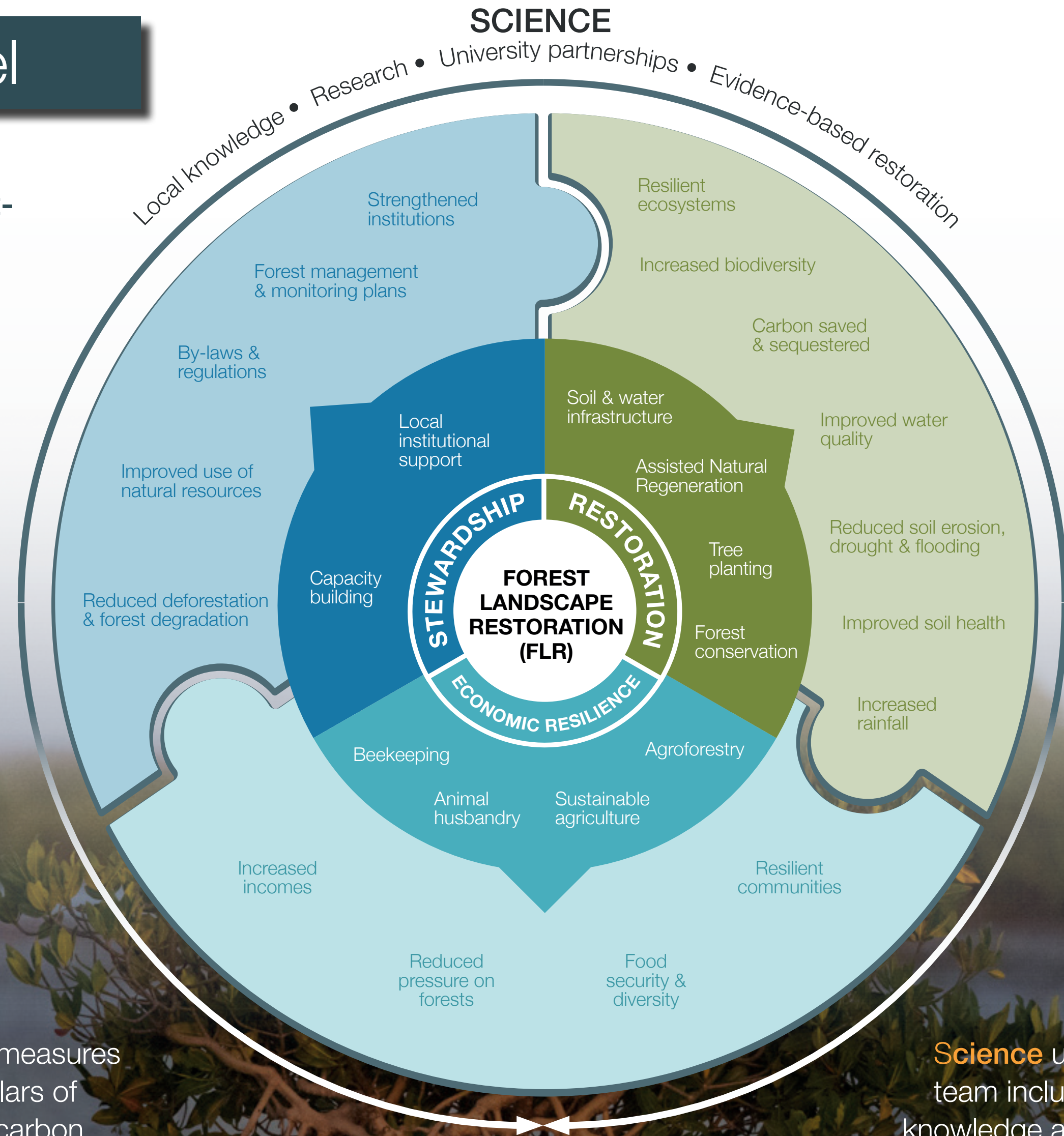


# The WeForest model

The WeForest Model analyses local, context-specific challenges linked to global climate change and biodiversity loss to co-create solutions with communities across our model's three pillars.

**STEWARDSHIP:** We reduce the drivers of deforestation by strengthening community governance of ecosystems; sharing stewardship between communities, governments, and NGOs; and enriching local knowledge with cutting-edge science. Collaborative, long-term governance protects existing ecosystems and builds projects on trust and transparency.

Our **Monitoring and Evaluation (M&E)** framework measures activities, outputs, and outcomes across all three pillars of our model. Metrics include forest cover, soil health, carbon sequestration, biodiversity, income growth, and other measurements. We use best practices for data collection and analysis, staying nimble and innovative with new methods and technologies.



**RESTORATION:** We apply science and regenerative techniques to restore damaged forests with native species, accelerating growth and increasing vitality. Our approach enhances water and soil systems, promotes flora and fauna biodiversity, and supports sustained forest health.

**ECONOMIC RESILIENCE:** We co-create economic activities with local communities and farmers to reduce poverty, diversify income, and protect forests. Sustainable agriculture, agroforestry, and products such as honey and livestock strengthen livelihoods while recognizing local practices and adapting to regional needs. We bind environmental and social outcomes to create a virtuous cycle across our model's pillars.

**Science** underpins our approach at every level. The WeForest team includes researchers, scientists, and academics pursuing knowledge and methods that evolve and strengthen our FLR model. Partnerships with top universities in Africa, South America, and Europe advance our mission and bolster global knowledge on reforestation and climate change solutions.



# WeForest's programmes

WeForest prioritises threatened ecosystems in overlooked tropical regions, critical watersheds, and biodiversity hotspots. Currently, we have **four main programmes** consisting of 15 projects across nine countries.

**BLUE CARBON:** Mangroves store up to 10 times more carbon than terrestrial forests, making them a pivotal solution in the fight against climate change. However, mangrove forests only cover 0.1% of the planet's surface and face increasing challenges to their survival. WeForest's mangrove restoration project in Senegal, which launched in 2020, is now one of the largest carbon-certified mangrove projects globally with 7000 hectares already under restoration.

The **GREAT GREEN WALL** is taking root in Africa's Sahel region at the southern edge of the Sahara desert where poverty, land degradation, and food insecurity are projected to worsen due to climate change and rapid population growth. In Ethiopia, WeForest is restoring a large forest (38 000 ha) with the ambition to grow forest cover, bring water back to these highlands, and reverse soil erosion – all while strengthening economic security for 23 000 farmers. In Ethiopia's Amhara region we are targeting 22 000 hectares by 2030. In 2022, we started a pioneering silvo-pasture restoration in the Ferlo region in northern Senegal.

**WILDLIFE CORRIDORS** boost restoration in targeted areas to connect isolated forest fragments and ensure wildlife thrives. The Atlantic Forest in Brazil and Argentina has lost 80% of its original forest – leading many species to be endangered due to isolation. WeForest aims to ensure that wildlife can continue to move between forests, encroachment into national parks is minimised, and the connectivity of high biodiversity forests is strengthened. To date, 1500 hectares of critical corridors are regenerating.

**MIOMBO BELT REGENERATION** takes place in a vast forest system in Southern Africa supporting 100 million rural poor and 50 million urban people. The region's forests suffer from weak governance and protection, high consumption of fuel wood and charcoal (70% of energy use), and shifting cultivation practices. WeForest is creating and delivering restoration projects focused on farm and community forest management, agroforestry, and other alternative livelihood activities to reduce pressure on woodlands in Zambia, Tanzania, and Malawi. We aim to impact 60 000 hectares in the Miombo Belt Regeneration programme by 2030.





## Catalyse WeForest's growth

**WeForest is on track to reach our goal of restoring nearly 100 000 hectares of forest landscape by 2025 – nearly 10 times the land area of Paris – protecting and growing 100 million trees.**

Moreover, we are committed to staying a best-in-class organisation focused on partnering with communities, blending cutting-edge science and local knowledge, solidifying collaborations with universities, and disseminating our learnings and values across a fast-evolving climate sector.

To achieve this scale and depth of impact, we also need partners who will invest across our projects, teams, and central office as we develop sustainable revenue streams and maintain a lean, effective team. We are forging a robust network of partnerships based on a blended finance approach to guarantee long-term financial stability. Specifically, we will expand already strong corporate partnerships, capitalise on the growing carbon market, and cultivate significant philanthropic support – enabling WeForest to scale purposefully.

We know that committed partners are essential to our mission. To join us – or discover more about our projects and impact – please reach out to WeForest's Head of Impact Partnerships, David Bircher, at [dave.bircher@weforest.org](mailto:dave.bircher@weforest.org).

