

Communication Principles

Communicating about your partnership with WeForest

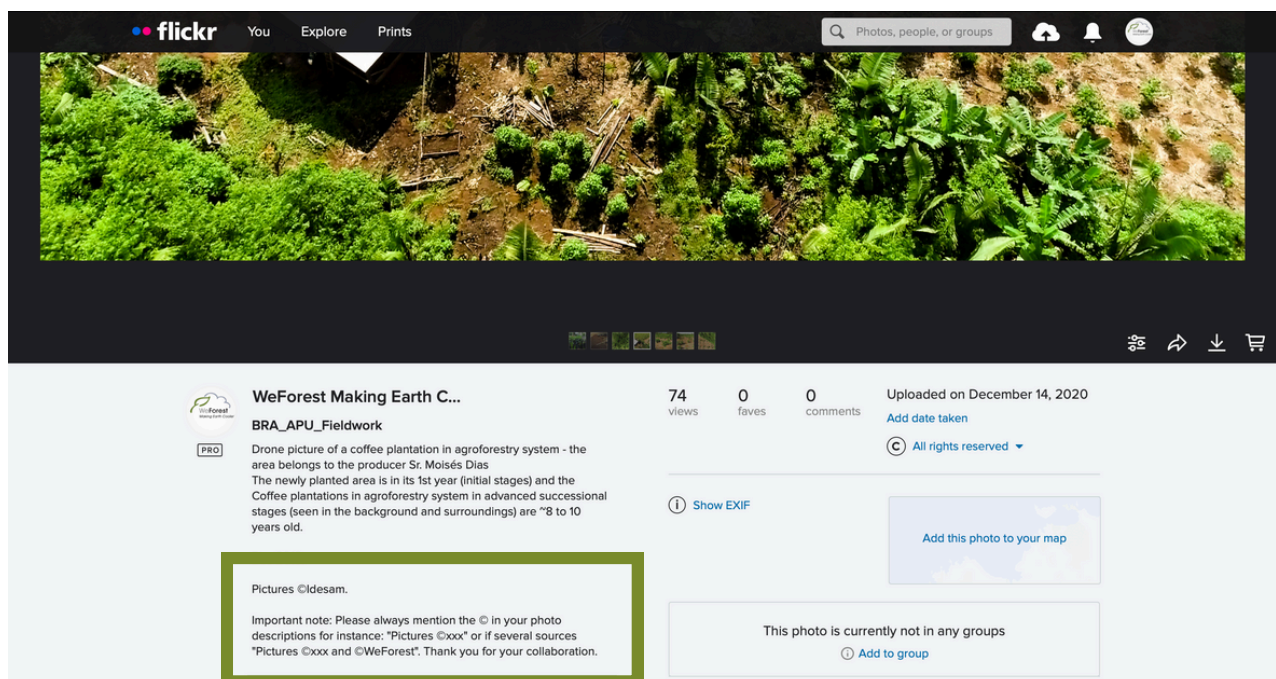
Dear Partner,

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.



The screenshot shows a Flickr photo page for a drone image of a coffee plantation. The photo is titled "BRA_APU_Fieldwork" and is part of an album "WeForest Making Earth C...". The description includes a copyright notice for "Idesam" and an important note about referencing the copyright in photo descriptions. The page also shows 74 views, 0 faves, and 0 comments, along with an upload date of December 14, 2020.

WeForest Making Earth C...
74 views 0 faves 0 comments Uploaded on December 14, 2020
[Add date taken](#)

BRA_APU_Fieldwork
All rights reserved

Drone picture of a coffee plantation in agroforestry system - the area belongs to the producer Sr. Moisés Dias
The newly planted area is in its 1st year (initial stages) and the Coffee plantations in agroforestry system in advanced successional stages (seen in the background and surroundings) are ~8 to 10 years old.

ⓘ Show EXIF

Add this photo to your map

This photo is currently not in any groups
ⓘ Add to group

Pictures ©Idesam.
Important note: Please always mention the © in your photo descriptions for instance: "Pictures ©xxx" or if several sources "Pictures ©xxx and ©WeForest". Thank you for your collaboration.



Appropriate language and wording

When communicating about your impact:

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

✗ 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.

✓ growing

✓ restoring

✓ regenerating

✓ nurturing

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

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

When communicating about your climate impact:

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.

✓ Taking climate action

Example:

- “We are taking climate action by **restoring** XX hectares of forest that is estimated to sequester XXtCO₂ over its lifetime.”

✗ offsetting

✗ compensating

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

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.

L 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!