

ANNUAL REPORT 2013



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1. A Truly Global Organisation

Initiated in Switzerland in 2008 and founded in 2010 by Bill Liao and Marie-Noëlle Keijzer, WeForest is an international network, a Belgian association (asbl/vzw) and a US501(c)3 charity.

2. A Unique Solution to Make Earth Cooler

WeForest has created a holistic solution to cooling down the earth. In the process of doing so, it is transforming the lives of some of the world's poorest people.

3. Grounded in Science

The charity is driven by the scientific estimation that when 20 million km² of forest would be replenished in equatorial regions, this would add 2% cloud cover to the Earth. This would protect the earth from warming during a critical stage when humanity is transitioning to a world that works for all living things.



4. Trusted by 100+ companies worldwide

WeForest has planted over 5 million trees to date, enabled by the donations of 100+ corporate supporters including



5. Innovative partnerships

WeForest has developed a model that allows corporates to “plant trees” while increasing profits. Our pioneering “buy 2 get one tree” model has been successfully deployed by many of our supporters. To put the “icing on the cake” the purchase is also tax deductible in the USA and most of Europe.

This “magic formula” has been fundamental to WeForest’s initial success, however, the WF partner companies have found many other innovative ways to “do good while doing well” including:

- Promote their best products
- Reward customer’s loyalty
- Reward employee behavior
- Celebrate company milestones and anniversaries
- Offset their water, carbon or forest footprint.



“WeForest is a great initiative that immediately got our attention, as it fits really well with the striving of Persil/Henkel for more sustainable solutions. Planting trees - in relation to the bottles of laundry detergents we sell - provides us a great opportunity to help to further neutralize our CO₂ emissions and contribute to slow down the heating of our planet.”

Jean-Baptiste Santoul, VP Henkel France.



Degraded land after land labour after 3 months after 7 years

6. A Holistic Solution

WeForest places social and environmental justice at the core of its activities and is accordingly affiliated with a number of networks:

7. Connecting to engaged personalities worldwide



For climate conscious customers and profitable businesses, WeForest is the most impactful, science-based reforestation movement to halt global warming.



Companies are planting trees while increasing profits.

8. Forests restored for the long term that change people's lives

WeForest's planting approach involves integrated landscape solutions that serve to tackle both reforestation and poverty reduction. To this end the charity works with local partners who pay attention to stakeholder engagement, capacity building, environmental and social justice. Different projects and regions require varying degrees of oversight, training and governance

Kenneth Kalimoto, a carpenter who wants to plant trees for timber and cleaner air, has planted 50 trees on his farm during the past 2012 planting season.

His farm is located in a village of the Kafubu Block in.



9. A diversity of countries and types of forests :

- Brazil (Atlantic forest restoration of biodiversity corridors)
- Burkina Faso (Sahelian restoration of highly degraded land)
- Ethiopia (Udo escarpment reforestation)
- Madagascar (Mangrove reforestation)
- Tanzania (Permaculture in rural Mara region)
- Zambia (Luanshya smallholder conservation farming)
- Kenya (Mount Kenya reforestation).

Like with any other investment, risks are mitigated by diversification, and WeForest has expanded its sites from 8 active in 2013 to 10 this year. In 2018 the plan is to have 12 active sites considering this an optimal number to mitigate against risk of unforeseen project low performance and need to additional capacity and flexibility .

10. A professional team supported by a network of committed volunteers

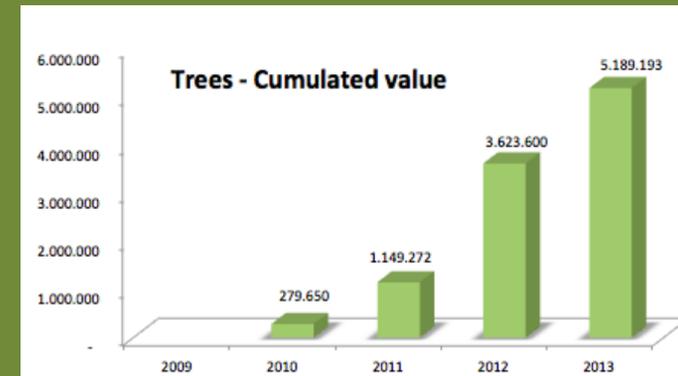
- Marie-Noëlle Keijzer, CEO.
- Margot Brughmans, Finances and administration.
- Dr. Victoria Gutierrez, Director Planting Projects.
- Pascaline Haedrich, Director Marketing & Communication.
- Dr. Cathy Symington, Communications, Science and Management Consultant.
- Anna Roesinger, Director of Partnerships Germany.
- Eva Vogt, Director of Partnerships UK.
- Catherine Fejoz, Volunteer France.
- Fraser Brown Director business development English speaking countries.



11. Measurable results

Over 5 million trees planted to date.

= 2.789 ha.



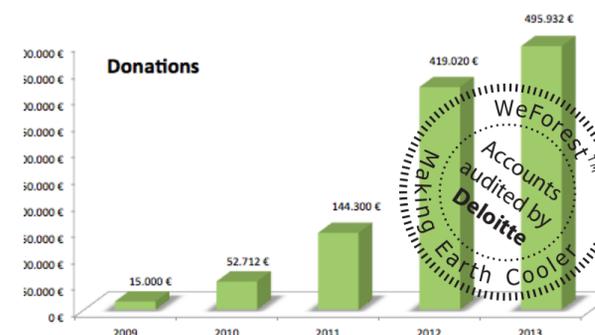
Trees planted in 2013

India	2,750
Madag.Kalamboro	718,270
Burkina faso	338,136
Ethiopia	310,240
Tanzania	68,197
Zambia	108,000
Madag. Ampohibe	20,000

TOTAL 1,565,593

Donations

Out of 100\$ donated, 84\$ go to trees.



62,975 visits on our website.



5,000 Like us on Facebook.



 Over 5 million trees planted to date.

