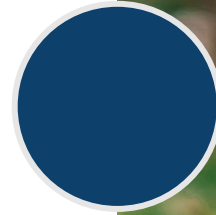


TerraFund for AFR100

Investing in Communications





Gilbert Muvunankiko
Communications Manager,
Restoration, WRI Africa



Thacien Munyamahame
Community Coordinator,
Restoration, WRI Africa



Jerin Tan
Communications Manager,
Global Restoration Initiative, WRI



Wessel van Eeden
Strategic Communications
Manager, Restore Local, WRI



Susan Onyango
Communications and
Engagement Director, WRI Africa



Nicole Guindon
Sr. Digital Marketing Manager,
One Tree Planted



Why Communications?


- **Attract interest** from potential funders/partners/buyers
- **Get recognition** from government/development agencies
- **Inform/educate** on land restoration benefits to people, nature and climate
- **Empower** the audience **to contribute** to your cause
- **Inspire others** to join the restoration movement and emulate your innovations
- **Increase** people's **interest** in entering careers in land restoration businesses



What Can Communications Look Like?



Social media campaigns


 World Resources Institute
196,419 followers
6d • 🌐

👤 We are so delighted to announce the second cohort of TerraFund for #AFR100!

92 projects & enterprises will grow 12.7 million trees and restore land in Kenya's Greater Rift Valley, the Lake Kivu & Rusizi River Basin & the Ghana Cocoa Belt.


Learn more <https://bit.ly/3vlye9t>

#GenerationRestoration #Rwanda #Kenya #Ghana #trees #forests #environment



👤 You and 154 others 9 comments · 32 reposts







 WRI Restoration
@restoreforward Promote

Through its new second cohort, TerraFund for #AFR100 is deploying finance to three key landscapes in Africa.

View a snapshot of the Lake Kivu & Rusizi River Basin in Burundi, the DRC, and Rwanda + learn more about the new cohort: bit.ly/3Sbk4RI

#GenerationRestoration

 <p>TerraFund for AFR100</p> <p>Announcing the New Landscapes Cohort <i>Lake Kivu & Rusizi River Basin</i></p>	 <p>\$7.6 Million Total Investment</p> <p>41 Projects Funded</p>
 <p>15.5 Million Trees to be Grown</p>	 <p>26,000 Jobs to be Created</p>

👤 Ministry of Environment - Rwanda and 9 others





Landscape restoration champions in Rwanda receive USD \$3.6 million in financing from TerraFund for AFR100.

6 days ago • MUTANGANA Emmanuel





TerraFund for AFR100

Communications Toolkit



Image: Peter Irungu/WRI

2021: World Resources Institute, One Tree Planted, and Realize Impact created TerraFund for AFR100

2022: TerraFund deployed its first grants and loans to the **Top 100** of these innovators

2023: TerraFund embarked on a new phase, to finance organizations and enterprises restoring land in three African vital landscapes:

2024: TerraFund allocated \$17.8 million to 78 non-profits and 14 enterprises – **Landscapes Cohort**

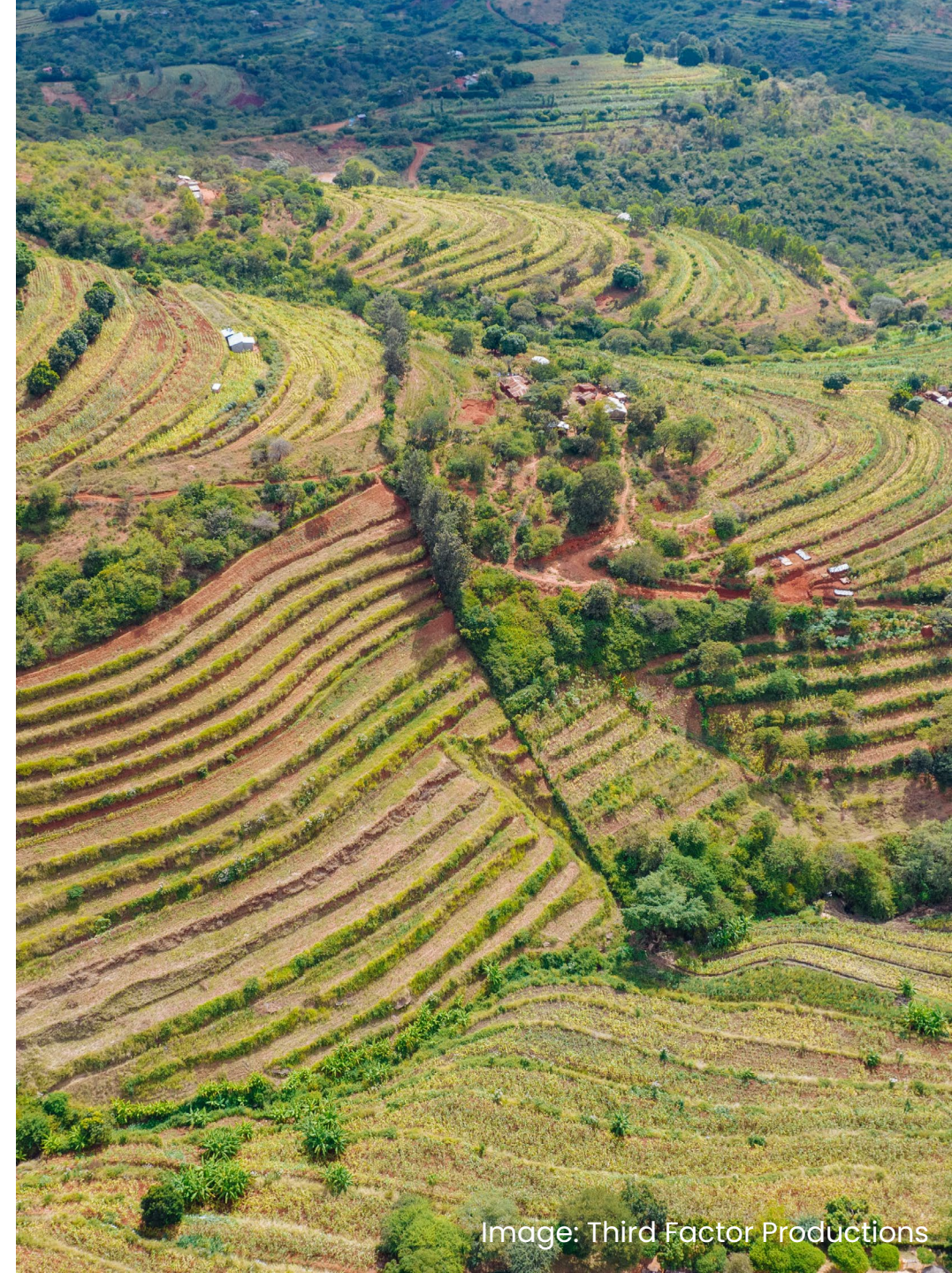


- TerraFund for AFR100 deploys grants, loans, and equity investments to support non-profit community organizations and for-profit businesses in Africa that restore land by growing trees.
- It **incubates** 100s of the continent's locally led restoration champions by mobilizing & deploying finance and capacity to a pipeline of investable enterprises and non-profits.
- It **monitors + communicates** the impacts of the investments to inspire action.

TerraFund for **AFR100**



- ✓ [Our project] is funded by TerraFund for AFR100, a consortium of World Resources Institute, One Tree Planted, Realize Impact and Barka.
- Not to say:
 - ✗ [Our project] is funded by One Tree Planted via TerraFund for AFR100 (or AFR100).
 - ✗ [Our Project] is funded by World Resources Institute via TerraFund for AFR100 (or AFR100)
 - ✗ [Our Project] is funded by Realize Impact via TerraFund for AFR100 (or AFR100)
 - ✗ TerraMatch for AFR100





Any **press releases or formal announcements** about your project should be sent to info@terramatch.org. They must be reviewed before being published.



Image: Goshen Global Vision



Press release template you can use

[Headline that announces the story and captures attention]

[Subtitle that quickly summarizes your story]

[CITY, Month, Day, Year]—[Company Name, Company Description] announced today [the who, what, when, where, and, why of your story].

[Share past milestones, events, stats, research, and additional context a journalist might want. Use multiple paragraphs and bullet points if you need to.]

[Incorporate some quotes from the main subjects/experts involved in your story.]

[Emphasize once more what makes this story newsworthy.]

[End with more information about your company, how to learn more, and how to get in touch for more information.]



When writing about AFR100, always capitalize the letters AFR. For TerraFund, always capitalize the **T** and **F**. Also capitalize the **T** and **M** for TerraMatch.

The color hex codes for the TerraFund for AFR100 brand are:



#0D406A



#A6192E



#0099CC





The TerraFund for AFR100 logo is free for you to use in all social media graphics, your website, banners, and more.

If, in any special case, you want to use the **WRI, OTP, Realize Impact and Barka logos individually**, you must ask permission from the following emails. We will need to review any use before it goes live.

- If you want to use logos from TerraFund partners (WRI, One Tree Planted, Realize Impact and Barka), contact info@terramatch.org.

OK TO USE



TerraFund
for **AFR100**



TerraFund
for **AFR100**



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for **AFR100**

[Download logos](#)



ASK BEFORE USING



WORLD
RESOURCES
INSTITUTE



ONE
TREE
PLANTED



Realize
Impact



BARKA



DO NOT reshape the logo – it must always keep the same height to width ratio.



DO NOT rotate the logo.



DO add clear space between this logo and other logos.





- TerraFund for AFR100 must approve **all project signs, t-shirts, or any other physical materials**
- If the choice is between spending your budget on trees or on materials, spend it on trees!
- If in doubt, email info@terramatch.org, and we can advise!



- Photography plays a key role in bringing your work to life
- Carefully select your photos and try to tell your stories with powerful ones
- Photographs should always appear human, locally authentic and true to life
- Avoid images that dramatize the situation, or use Photoshop techniques to make an environment look unrealistic
- In photos, including more than one person, try to reflect gender balance
- Clearly illustrate the scale and complexity of your project
- Start with the available resources, don't need to wait until they are very perfect photos



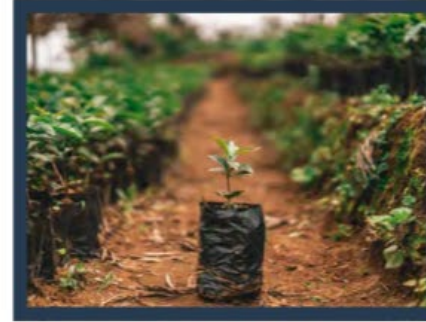
Image: GreenGoal Rwanda



We encourage you to collect photos that cover the categories outlined to the right.



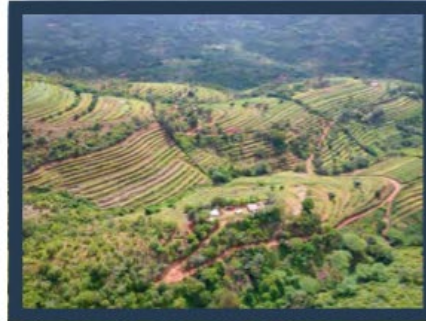
GROUP SHOTS



SEEDLINGS



PEOPLE PLANTING



SURROUNDING SCENERY



PREPARATION



CLOSEUPS



NURSERY MANAGERS



SUPPLIES



COMMUNITY





- All the TerraFund project photos taken by WRI, OTP, Barka or Realize Impact will be free to use, provided that credit is given to photographers and people in each photo are named. We are currently working on a shared folder for all to draw from.
- The best photos shot at project sites are shared with the project developer and are free to use. However, they must credit the photographer.
- Project developers are encouraged to share high-quality photos of their work through TerraMatch reports. Those will be credited to the submitting organization (unless otherwise noted).
- Photo credit format:
 - **Image: [Name of the photographer] / [Name of the organization who commissioned the photo]** (See right)
- **Note:** Photo owners must ensure that all the people in each photos sign **a consent form.**



Image: Serrah Galos/WRI

Profiling your Project

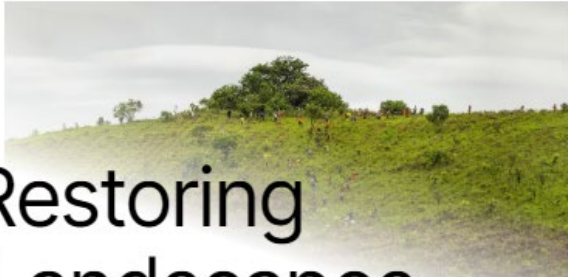
afri100

Countries Projects Partnerships News & Events Resources About Contact En



Investing in Africa's local land restoration champions

Explore Projects



People Restoring Africa's Landscapes

Cover Image: Kevin Dalferth/ Wells for Zoë

AFR100 contributes to the [Bonn Challenge](#), and the [African Union Agenda 2063](#)

[Learn more about AFR100](#)

AFR100 (the African Forest Landscape Restoration Initiative) is a country-led effort to bring 100 million hectares of land in Africa into restoration by 2030.

Updates from the Field



Justdiggit and Forest4Future- Inspiring Regreening Revolution through Communication

January 08, 2024



Sixteen Businesses, One Mission: Advancing Landscape Restoration and Entrepreneurship Across Africa

October 19, 2023



Malawi hosts First-ever Chiefs Forum on Natural Resources Management

September 18, 2023



Key Takeaways from the AFR100 APM7

August 02, 2023

African Land Restoration Projects

Across Africa, people are restoring farms, forests, and pasture through the AFR100 Initiative. The projects highlighted here illustrate how forest and landscape restoration can improve food and water security, create jobs for local people, and help communities adapt to climate change.

72 [non-profit projects](#)

3 [government projects](#)

27 [enterprise projects](#)

Do you have a project to feature?

Submit a project

All Projects

All Countries

Restoration type

Organization type

Search



Restoring Water and Forests in Kenya's Makueni County

Agroforestry Reforestation



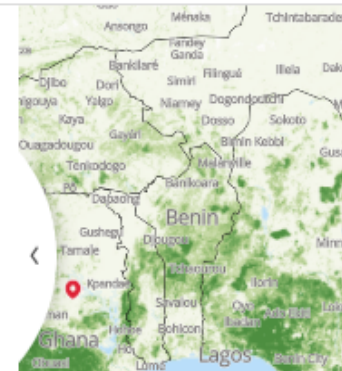
A Small Business Joining Hands with Smallholder Farmers on Kenya's Restoration Journey

Agroforestry



A Business Turning Native Trees Into Big Business in Ketiya

Agroforestry Assisted Natural Regeneration Reforestation



WRI Restoration
10.4K posts



Edit profile

WRI Restoration
@restoreforward

The Global Restoration Initiative of @WorldResources helps people restore vitality to degraded landscapes and forests 🌱🌳🌲 #GenerationRestoration

Non-Governmental & Nonprofit Organization #AFR100 #Initiative20x20
[wri.org/restoration](#) Joined August 2015

1,994 Following 15.7K Followers

Posts Replies Highlights Media Likes

Pinned
WRI Restoration @restoreforward · Jan 10
We are so delighted to announce the second cohort of TerraFund for #AFR100

92 projects & enterprises will grow 12.7 million trees and restore land in Kenya's Greater Rift Valley, the Lake Kivu & Rusizi River Basin & the Ghana Cocoa Belt.

#GenerationRestoration

Lake Kivu & Rusizi River Basin

41 projects

\$7.6 million in investment

The Democratic Republic of Congo, Rwanda

From terramatch.org

36 61 2.8K



Image: Third Factor Productions/PPC

HASHTAG
 #TerraFund
 #AFR100



Image: Hen Mpoano

HANDLES
World Resources Institute

- @worldresources
- @worldresources
- @restoreforward
- World Resources Institute

HANDLES
One Tree Planted

- @onetreepanted
- @onetreepanted
- @onetreepanted
- One Tree Planted

HANDLES
Realize Impact

- @ImpactRealize
- Realize Impact

HANDLES
Barka

- @BarkaFund
- @BarkaFund

HANDLES
AFR100

- @official_afr100
- @Afr100_Official



Gilbert Muvunankiko

Communications Manager,
Restoration Initiative

World Resources Institute, Africa
gilbert.muvunankiko@wri.org

Community Engagement Coordination for TerraFund Partners



WORLD
RESOURCES
INSTITUTE



ONETREEPLANTED



BARKA

afr100

Our TerraFund Community

- The TerraFund Community & Its Objectives
- Introduction to MailerLite Email & WhatsApp
- Positive and Fruitful Internal Communication
- The TerraFund Update

Our TerraFund Community



Restoration leaders from the first TerraFund cohort (the Top100) and you all, the Landscapes cohort.



It is composed of both non-profit organizations and enterprises which are part of TerraFund for AFR100 program



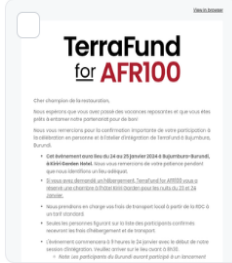
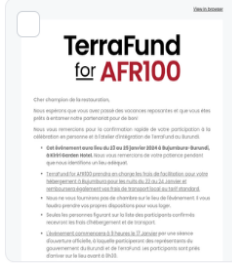
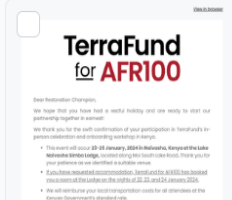
It connects cohort members and helps them learn from each other.



Introduction to MailerLite: Our Email Service

It helps TerraFund to communicate to our community members:

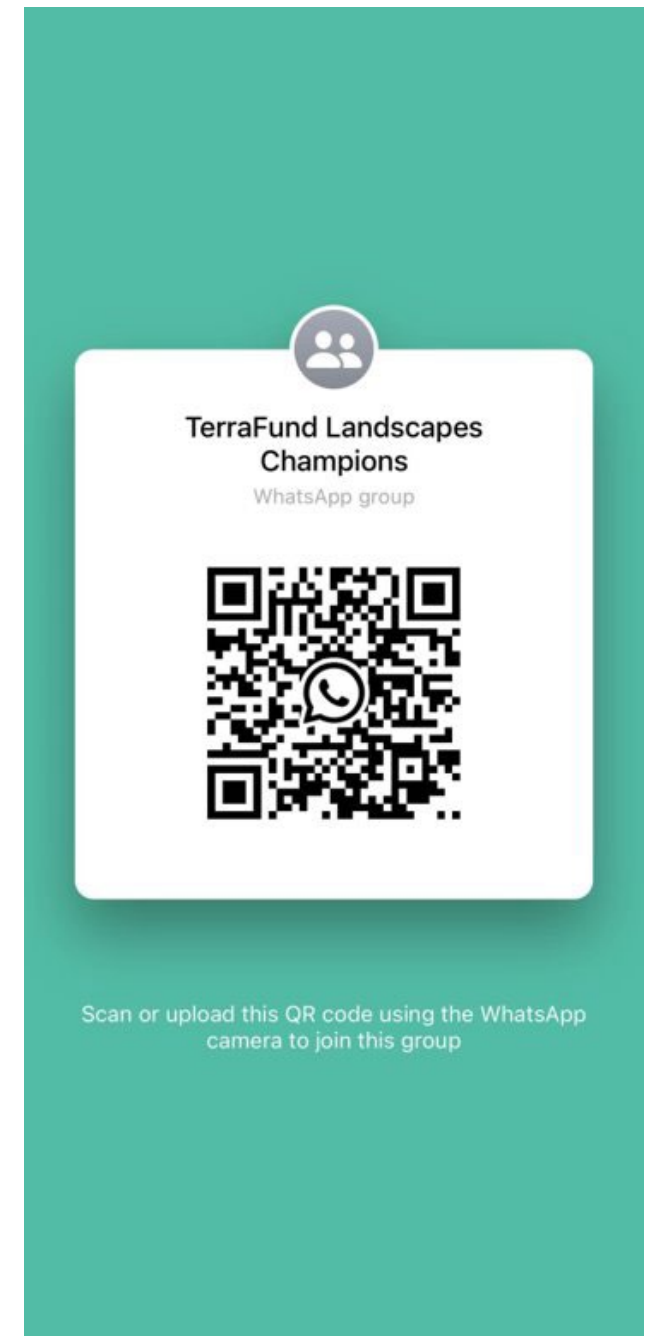
- Sending our invitations/announcements to specific groups:
 - Different cohorts
 - Champions in individual countries or landscapes
 - Champions with a specific restoration technique like assisted natural regeneration, agroforestry, etc.
- With MailerLite, we can track who opened our emails and follow up
- Read every email you receive with our logo!

	Invitation&Localisation Finale (DRC): Célébration & Atelier... Regular • Sent 3 days ago View report	Recipients 22 Opened 81.82% Clicked 54.55% CTOR 66.67%
	Invitation&Localisation Finale (Burundi): Célébration & Ateli... Regular • Sent 3 days ago View report	Recipients 23 Opened 82.61% Clicked 60.87% CTOR 73.68%
	Formal Invitation: (Kenya) TF New Cohort... Regular • Sent 4 days ago View report	Recipients 89 Opened 75.28% Clicked 49.44%

WhatsApp for Community Engagement

A channel to connect our champions across the continent

- Gather quick information from the cohort, e.g., who is attending COP
- Send invitation links to webinars and follow-ups afterward
- Share opportunities for conference invitations and learning exchanges and encourage champions to participate
- Encourage champions to share their experiences and learn from their fellows
- **Join the community now! Take your phone out.**



Positive & Fruitful Internal Communications

- **Clarity and Transparency:**
 - Communication should be clear, avoiding ambiguity. This involves straightforward language (English or French), ensuring all members understand the shared message.
- **Respect and Professionalism:**
 - Interactions should always be conducted with mutual respect and professionalism.
- **Active Listening and Feedback:**
 - Members are encouraged to actively foster a two-way communication channel. This allows for the exchange of ideas, concerns, etc.
- **Adaptability and Flexibility:**
 - We are open to adapting communication styles to suit different local audiences and are flexible in response to changing situations or needs

The TerraFund Update (Coming Soon!)

- **A biweekly newsletter circulated on WhatsApp, email, Help Center**
 - Updates from TerraFund on TerraMatch and policies
 - Funding and training opportunities from approved partners
 - Technical resources from researchers to improve your work
 - Inspiring news from the field!
- **We need your help to collect news from the field!**
 - Tell us about your successes and the challenges you overcome.
 - Photos, informal videos, quick and inspiring facts are all welcome
 - We will collect information through a simple form via WhatsApp
- **Send us your updates**, and we will communicate about you!





Contacts: *Community Coordinator:*
Thacien Munyamahame

Email:

thacien.munyamahame@wri.org

Telephone: +1(240)3583749

Murakoze!

TerraFund for **AFR100**

Telling Your Story

Landscapes Cohort, 2024



Image: Serah Galos/WRI

Menti.com



43 10 16 5

Why invest in comms and media for your organization?

- **Attract interest** from potential funders/partners/ buyers
- **Get recognition** from government/development agencies
- **Inform/educate** on land restoration benefits to people, nature and climate
- **Empower** the audience **to contribute** to your cause
- **Inspire others** to join the restoration movement and emulate your innovations
- **Increase** people's **interest** in entering careers in land restoration businesses

Getting started with storytelling

1

Be strategic

2

Take advice

3

Do your
research

4

Have a
clear
message

BE STRATEGIC



- Think about what you want to share, why, and what you want to achieve.
- Consider timing.

TAKE ADVICE

- We are very pleased to help you communicate your outstanding restoration impacts & innovations.



REACH OUT TO US....

- info@terramatch.org
- gilbert.muvunankiko@wri.org

DO YOUR RESEARCH



- Try to match up your restoration interests with interests of the government, people and media
- Research media outlets

HAVE A CLEAR MESSAGE

- Use very short words and short sentences.
- Keep it very simple, plain and direct



TELLING YOUR STORY THE RIGHT WAY



Image: Henry Joet/WRI

CRAFTING A NARRATIVE THAT SHINES

- Be specific
- Add statistics about impact
- Share what makes your organization unique
 - Do you focus on biodiversity?
Do you work mostly with women?
- Show how the land has changed over time
- Be honest
- Use visual materials like photos and videos



EXAMPLE

What do you like and what is missing?

Formed in 2011, this organization is a Zimbabwean non-profit organization that brings together 2,046 members from 25 societies. The group is devoted to working alongside local communities to promote farmers' well-being through growing fruit trees on their farms and encouraging youth to join the agribusiness sector.

With this grant, the CBO will work to incorporate native shade trees throughout farms near the town of Chitungwiza. While agriculture has historically led to degradation as farmers cleared the land for their crops, the new trees will revitalize the area and produce healthier, richer soil.



OPPORTUNITIES TO TELL YOUR STORY

- Your own comms platforms
- Presentations and workshops
- Interviews
- Co-creation opportunities with TerraFund partners

Examples





Solidaridad_SAF
@Solidaridad_SAF



[#TerraFund](#) [#AFR100](#) [#Zambia](#) update!

Friday Siwale and [@mofyalubunda](#) trained the Manyanya community on forest management and sapling planting. With the community's help, we reached our target of 312,000 seedlings!! 🌱🌱🌞

[#ChangeThatMatters](#)

w/ [@onetreeplanted](#) [@restoreforward](#)





EXERCISE: SOCIAL MEDIA POST

Craft a post about your past work and how TerraFund is going to help you expand.

Using the lessons from today, we invite you to spend ten minutes on writing a post for social media. Tag partners and use #TerraFund and #AFR100! Remember, photos will make it sing.



TerraFund
for **AFR100**

Thank you!

info@terramatch.org

 [@restoreforward](https://twitter.com/restoreforward)

