



Editorial:

How is it like to run a start-up?

Trust me, this is the most exciting but also the most challenging job I've ever done !

Implementing large multi-million software projects for multinationals simultaneously in 27 countries (like I did before joining WeForest) feels now like a piece of cake! In a **start-up** you have to constantly

re-evaluate your priorities, be very responsive and flexible to compensate for the lack of resource ...

With Winston Churchill's quote in mind: *"It's not good enough to do your best, do what's required"*.

March newsletter:

Our projects:

- I will be visiting **Kenya** and **Zambia** for the next 2 weeks and meeting our partners and several permaculture designers to progress our projects.
- **Ethiopia, Sidama highlands.** Ethiopian desert is estimated to cover 71.5% of the country's total land area according to UNEP definition. Overgrazing, deforestation, poor farming practices and using dung for fuel are the major causes of land degradation there. **We funded the planting of 10,000 trees** on the eroded and hilly slopes of Sidama highlands in partnership with the locally well established Eden Reforestation NGO. Planting will start with the onset of the short rainy season that typically begins in late March to early April. The provision of funds also makes it possible to hire one full time national eco-worker. In this way we empower local workers to restore their own environment. The opportunities there are huge, WeForest is considering investing in a nursery and bring it to producing 2 million trees a year .<http://www.edenprojects.org/index.php>. See our partners' beautiful prize winning videos!



Please welcome some of our new partners!

- **Seeds for food:** everyone can join this fun activity! See details on our site <http://www.seedsforfood.org/>. A form is available on our site with all details: start saving your avocado and pumpkin seeds to reforest the desert... The seed collection form is available in English, German and soon in French.



- **Plant for the planet:** only for children age 10-12! If you have children of that age in your network who want to participate, let us know !



Mark your calendar!

- **22 April 2010 is Earth Day:** want to take on initiatives in your community, in your company? Let us know! We'll post them on our site.

Don't miss the changes and project updates on our site www.weforest.com. We now have brochure in French and in Danish also !