

Q: How much land?

A: For a single project not much is required. The ideal project size is a typical land area used by local farmers to produce their needs, typical in size, landscape profile and soil quality, not exceptionally good or bad but A-typical of what local people have to deal with. To extend this a bit further into community forestry demonstration then an extra area is required that at least can provide a family with a permanent forest system that provide all their forest needs sustainably, this can vary greatly to location and area normally used by local peoples. In summary, the size of a local family farm and an extra half for a learning center is a good size to start with, then once we can prove the concept to the local community we can expand.

That said, the overall goal of WeForest is 20m Km2 of land to be reforested. We do not need to own the land and in fact prefer that the land remain in the hands of local people who can benefit from the ongoing cultivation of forests. We will accept land donations and this land will be held in trust so that is cannot be exploited unduly or deforested wherever we receive such contributions.

Q: Do we need more partners?

A: Absolutely ! The more people, NGO's, Permaculture designers, companies and governments that partner with us, the more visible and efficient we are. We have partners that manage the local projects, others that can provide resources, networking opportunities, generate events for fund raising , etc.. We do not spend anything on advertising so networking is the key to our success!

Q: Should you (as volunteer/ board member) approach corporations and foundations directly ?

A: It all depends what your relationship is to that corporation and if you are comfortable enough to talk about Weforest and our projects. That often works best is that you put us in contact and our CEO Marie-Noëlle is always happy to have your support to approach the high level contacts you have.

Q: What options are there for corporations to support us?

A: there are many possibilities and every corporation will be different depending on their industry and their CSR (Corporate Social Responsibility) strategy , here is a long list which will help you offer a choice.

- **Grant** either directly or through their foundation, based on a project submission being approved. We offer the possibility for an employee to join us at some point in the project to either film the project or contribute with his skills. This should not be underestimated as it is a big part of employee motivation and retention programs.
- **Commercial partnership for image** where Weforest will get some benefits in exchange of our “green” image, which many corporations welcome commercially. Important to know that " 64% of consumers would recommend a brand that supports a good cause – up from 52% last year” (source <http://www.goodpurposecommunity.com>).
- **Commercial partnership for networking:** Our founder Bill Liao , Weforest.com, Neo.org and our entire team have an active network of over 30,000 people in all walks of life and all kinds to positions and professional capacities and the networks we have are all growing. We are very happy to provide introductions to assist our partners whether they wish to access someone in the diplomatic community or wish to promote a new business.
- **Fund our game:** we are currently seeking seed funding for developing a social networking game. This game will empower users to protect the planet while having fun. The game will mirror the Indonesian tradition of every newborn baby being ‘given’ a tree (planted) at birth and this is something, which grows with them, and they look after and protect. Similar to <http://www.farmville.com> .We will be aiming to get one to two million users within our first three months. This is a huge marketing opportunity! Ask me the game presentation if you need it.
- WeForest has partnered with www.ammado.com/nonprofit/111488 which connects individuals from 130 countries with over 4,000 nonprofit organizations worldwide. Large B-to-C (business to consumer) corporations use it to increase customer loyalty. Other companies let their employees manage their donations with this tool: which is an ideal way of getting them engaged and motivated. Many companies are now choosing this tool to **dematerialize their marketing gifts** during sales and marketing events. Typically the customer gets a voucher and is given a choice to donate to one of 3 or 4 selected non-profits this creates much more engagement than a cap or a plastic pen and it benefits the world.
- A well known Swiss Insurance company wrote to their customers and partners: “We have decided to donate an amount to www.weforest.com instead of sending **Christmas cards** to our clients this year.” Think about all the companies you know directly or indirectly to which you could suggest this already now for their December 2010 mailings.

Q: How do we increase our visibility ?

A: We need **publicity**: the more people hear about us the more we can make a difference to the climate change.

- You can help us get more visible through social networks (facebook, twitter, linkedin, Xing ,Neo, etc ..) to distribute, or re-tweet what Bill Liao or myself are sending.If you are looking for content , don't hesitate to copy content from our brochure (word document available for that).
- **Talk about us** to your friends, in the media, in public events: it's excellent . Based on suggestions, Weforest can put together or leverage speaking opportunities with local groups for our board members to present our projects, sometimes requiring Bill Liao to join.
- When you show our film do make sure a **call for action** is available, I'll make that available to you.
- Use our **Brochure**, print it out if you can for some events. We're currently not planning to have them printed upfront but would welcome the partnership of a printing company to have some free marketing material.
- **Translation**: we're looking for help to translate our brochure in various languages .
- Read and recycle the content of our **monthly newsletter**: they will give you all project updates you need to talk about Weforest. All this information is on our website in addition to the scientific papers of some of our board members

Q: what else can you do locally?

- We want to become an **official charity** in as many countries as possible for tax deductibility for donors. In Switzerland Neo/weforest is already applying to ZEWO, the official charity organization. **Is that something you'd like to explore in your country?**
- We currently only have an **English video but would like to translate it in many different languages** to promote locally at schools and everywhere. We have the text translated in Russian, German, French and Spanish so far, just need to find famous speakers preferably otherwise we're just happy with a nice voice and accent, and recording opportunities in a studio. Can you help?

Q: Where can you look for potential sponsors?

A: in your personal, professional, current and past networks. Though your children's school and hobby networks, your favorite organic store, your neighbors... you'll be amazed how many people get excited when you offer them a way to contribute and halt climate change. But we need to be specific about how they can help.

Q: Who receives the newsletter?

All board members, partners (current and in process), volunteers and donors. We do maintain the newsletter distribution and always send them in BCC for privacy. Do not hesitate to suggest people who should be added or removed from it.

Q: What are the contact details and bank account details for Weforest?

They can be found on our site and Brochure as well.

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Q: Suggestions? Ideas? Questions? What do I need to do to become an official volunteer?

Please contact Marie-Noëlle mnk@weforest.com or mnkeijzer@gmail.com (both emails work) to discuss what you are willing to commit to and what support you need to get started.

Remember: we also want to have fun while halting climate change!!!

The Weforest team.



