



Why Invest in Communications

For Restoration Champions

Gilbert Muvunankiko



WORLD
RESOURCES
INSTITUTE

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How to Speak About Our Collaboration

Congratulations on receiving funding!

If you want us to amplify your work, here's what you need to do.



About Restore Local

What is Restore Local?

- An initiative convened by WRI that unlocks the potential of high-quality, targeted, locally led land restoration across Africa.
- Supports restoration champions in four key areas: finance, policy, capacity-building, and monitoring.
- Nurtures an active network of thriving local restoration economies serving the growth of thousands of restoration champions.
- Disrupts business-as-usual tree planting with its core belief: The people closest to the land are best positioned to restore.

Where does Restore Local work?

- **Anchor landscapes** where local leadership is already driving change:
 - Lake Kivu & Rusizi River Basin (Burundi, Rwanda, DRC)
 - Greater Rift Valley (Kenya, Ethiopia)
 - Ghana Cocoa Belt



TerraFund supports Restore Local

What is TerraFund?

- TerraFund is a financing partnership that supports Restore Local. It was founded by World Resources Institute (WRI), One Tree Planted, and Realize Impact in 2022. In 2025, VIA Foundation joined.
- It directly finances community organizations and local enterprises that restore land through 6-year projects.
- More than 250 projects have received grants, debt, and equity investments of \$50,000 to \$500,000 USD from the partnership.
- TerraFund monitors progress through the TerraMatch platform.



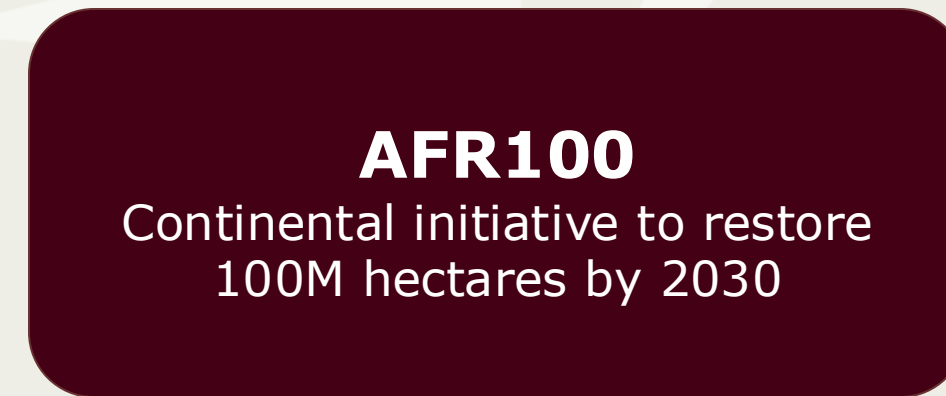
Restore Local and TerraFund implement AFR100

Through AFR100, 34 African countries have committed to restore 100 million hectares of land by 2030.

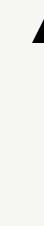
Restore Local is creating a "blueprint" that AFR100 countries can replicate.

TerraFund finances champions to turn that blueprint into reality.

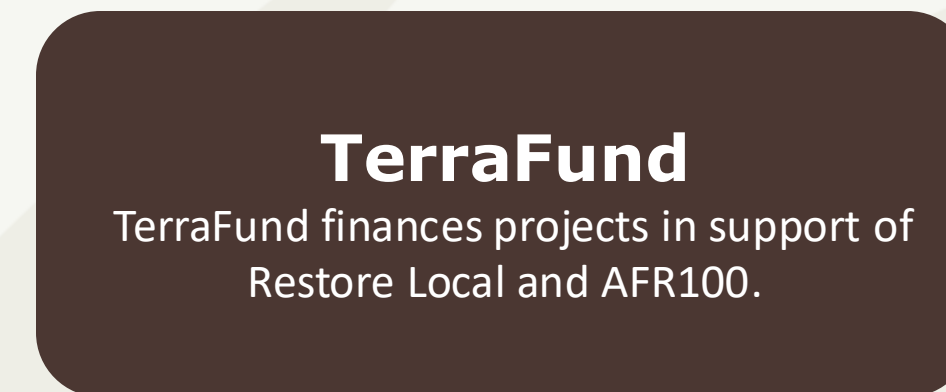
You do not need to mention AFR100 in your communications.



Contributes to AFR100's goals



Contributes to Restore Local's goals



You can use the example sentences below to describe your partnership with Restore Local – or craft your own!

- We are proud to be among the restoration champions of TerraFund, the financing arm of the Restore Local initiative.
- As a TerraFund cohort member, we are part of Restore Local's mission to scale locally led land restoration across Africa's vital landscapes.
- As a cohort member of TerraFund, we are part of a network of restoration champions working across Africa under the Restore Local initiative.
- TerraFund, the financing arm of Restore Local, brings together restoration champions like us to restore Africa's vital landscapes.
- We are part of Restore Local's mission to scale locally led restoration across Africa's vital landscapes.
- We are proud to be among the restoration champions partnering with Restore Local, an initiative that brings together restoration champions like us to restore Africa's vital landscapes.
- Restore Local's financing arm, TerraFund, provides support for restoration champions like us to revive Africa's landscapes.



Logo & Brand Guidelines

You are free to use the Restore Local logo in all social media graphics, your website, banners, and more.

- This is encouraged and doesn't require approval.
- If you want your logo to be more prominent, you can use Restore Local endorsement version of logo (at right).

Do not use the TerraFund logo. This is exclusively used for our website and for communication with donors.

- If you have previously received financing from TerraFund, this is a shift from our previous guidance.

Do not use the logos of the TerraFund partners: WRI, Realize Impact, One Tree Planted, VIA Foundation.

Do not use the logos of our funders, the Bezos Earth Fund and The Audacious Project.

Correctly capitalize **R**estore **L**ocal, **T**erra**F**und, and **T**erra**M**atch.

[Main Logo](#)



[Endorsement Logo](#)

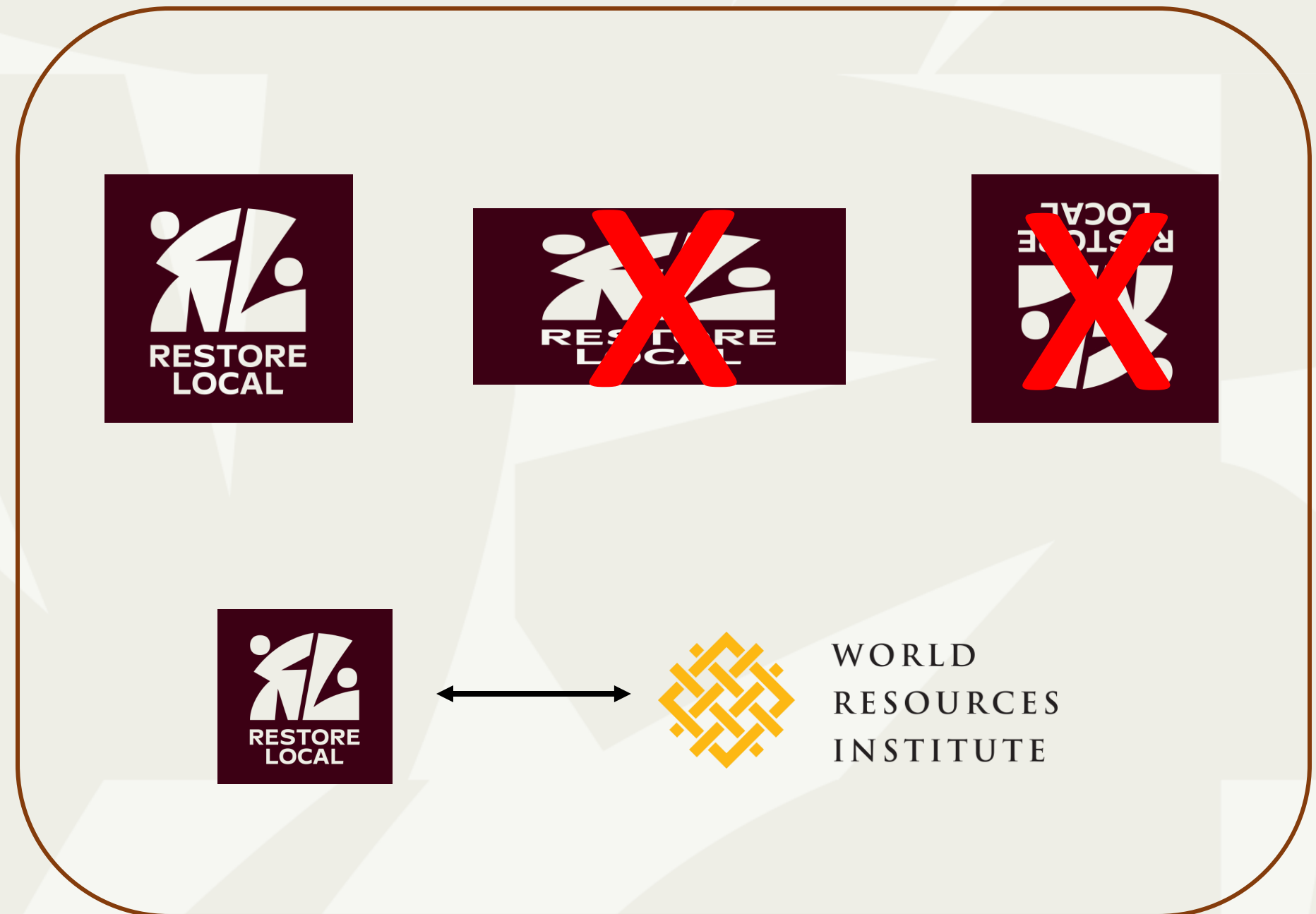


[Download Logos](#)



Logo & Brand Guidelines

- **Do not reshape the logo.** it must always keep the same height to width ratio.
- **Do not rotate** the logo.
- **Add clear space** between Restore Local and other logos.



Social Media Guidelines

Hashtag: #RestoreLocal

HANDLES to tag:

World Resources Institute / WRI Africa

- X: [@restoreforward](#)
- LinkedIn: [@WRIAfrica](#)
- Facebook: [@WRIAfrica](#)
- Instagram: @worldresources

Realize Impact

- LinkedIn: [@RealizeImpact](#)

VIA Foundation

- LinkedIn: [@Vumbuzi Impact Africa Foundation](#)

Please use #RestoreLocal in your posts and tag us so that our team can amplify your work.

You do not need our permission to post or use the Restore Local logo.



Why Communicate?

Now that you know the rules, now it's time to shift into why and how to communicate most effectively.

Why? If your work isn't communicated clearly, it risks being invisible or misrepresented.





*Communication helps your
work be seen, understood,
and trusted*





Why Communicating Your Restoration Work Matters

Show progress and purpose over time

- Restoration is a long-term journey. Clear, consistent communication highlights progress, intent, and your role – not just the end results.

Demonstrate real impact beyond numbers

- Stories make restoration tangible by showing benefits to people and the land – going beyond metrics like trees planted to reveal true social, environmental, and climate impact.



Why Communicating Your Restoration Work Matters

Build trust, visibility, and opportunity

- Visible, well-told stories build credibility, attract funders and future partners.

Educate, inspire, and mobilize others

- Communication informs audiences about restoration benefits, empowers them to contribute, inspires others to replicate innovations, and encourages interest in restoration-related careers.





Why Communicating Your Restoration Work Matters

You don't need to be a communications expert to make an impression

- Just start, no matter what level you are!
- Simple, **consistent** updates are more powerful than polished campaigns.
- Photos, short quotes, and basic stories are enough.
- Remember, you are closest to the real story; your voice matters.

Communicating the partnership is part of the story

- Correctly referencing Restore Local and partners strengthens the partnership by showing accountability and collective impact.
- It helps Restore Local advocate for restoration champions in countries and around the world.



Getting Started with Storytelling

*"Stories change minds. This is where yours begins." **Just start today!***



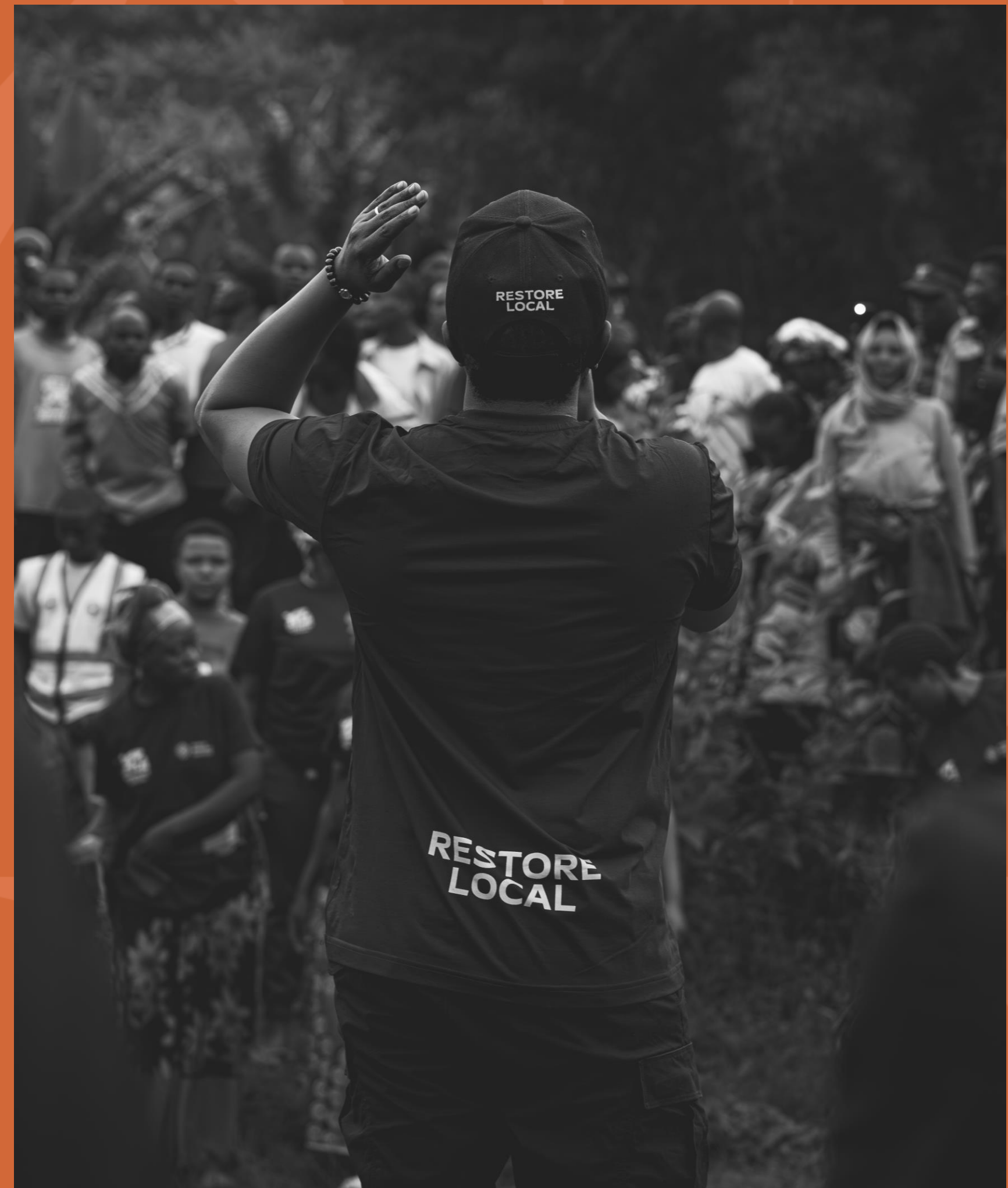
Be Thoughtful and Purposeful

- Think about what you want to share, why, and what you want to achieve.
- How do you want people to feel?
- What do you want them to do?
- Consider timing



Do Your Research

- Match your messages with the interests of your target audiences, like government agencies, community members and funders.
- Research media outlets and online channels that reach them.
- Learn from peers.



Have A Clear Message

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



What Makes a Strong Story?

Start with people, not just project:

- Lead with human characters, like a farmer, fisher, youth, community leader, or staff member.
- Show how degraded land affected their daily life (food insecurity, lower income, etc.).

Clearly show the problem:

- Describe what was broken: erosion, low yields, flooding, deforestation, loss of fish.

Show what changed:

- Clearly state what was done (trees planted, terraces built, wetlands restored).



What Makes a Strong Story?

Use evidence to show tangible results:

- Highlight visible environmental changes.
- Connect results to daily life improvements.
- Include key numbers, but only the most meaningful ones.
- Pair data with a human quote or moment: Data builds trust; stories build connection.

Highlight local ownership and knowledge:

- Show how communities lead or co-design solutions.
- Avoid portraying people as passive beneficiaries. They aren't.

End with a hopeful message:

- Leave readers with a sense that restoration works—and can scale

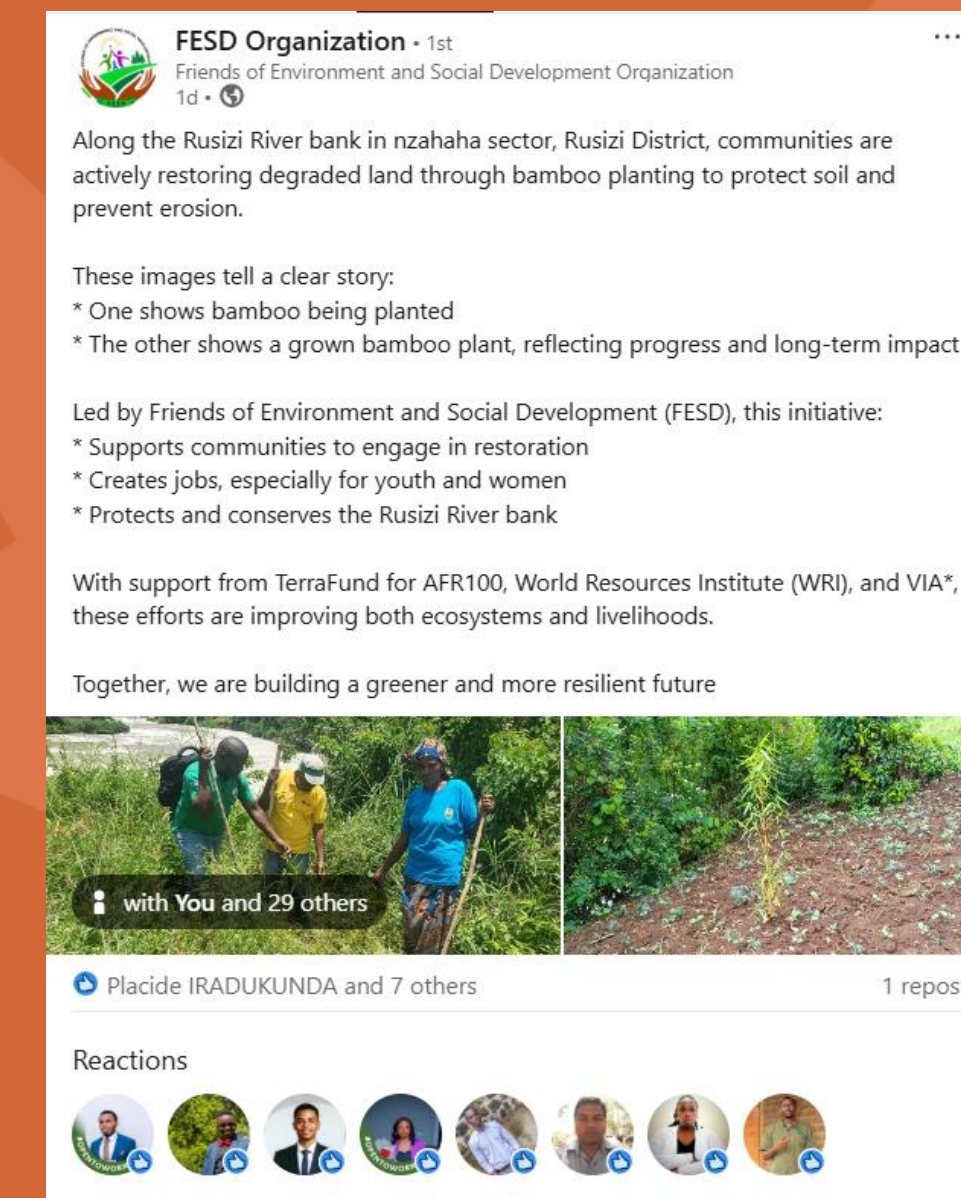


Example Stories



Jean de Dieu Mbonigaba, a fisherman on Lake Kivu, knows restoration is more than planting trees. It's protecting the lake that sustains hundreds of families. With INES-Ruhengeri, he and fellow community members have grown 300,000 trees, restored 400 hectares, and created 2,000 jobs for women and youth. Their work protects fish habitats, strengthens local livelihoods, and keeps Lake Kivu thriving, thanks to their partnership with Restore Local.

From the points in the above slide, what do you like about this short story – and what do you think could make it more compelling?



Opportunities To Tell Your Story

- Use your own comms platform – or create one.
- Tell your story in presentations and workshops
- Represent your work in interviews with local media
- Take advantage of opportunities from Restore Local partners, like WRI and VIA Foundation, and donors



Creating Visual Content

Today, visual content is the best way to reach all of your audiences.

Shooting genuine videos and taking high-quality photos can make your work shine.



Producing a Video with Your Phone

- **Know your story:** Be clear on what you're filming and who it's for; ask simple, open questions that people are comfortable answering.
- **Pick the right spot & get consent:** Choose a quiet, well-lit place that shows the work, and always get permission before filming.
- **Set up your phone well:** Use the back camera, clean the lens, film the landscape, and for interviews, keep the camera steady at eye level.
- **Light and sound matter:** Face people toward the light and get close enough for clear audio (or use a mic if you have one).
- **Show more than talking:** Film interviews and short B-roll (fields, people working, tools, before/after); keep files labeled and organized.
- Check out more Smartphone [Shooting Guidelines here.](#)



Taking High-Quality Photos

- Photography can bring your work to life.
- Carefully select your photos and use them to illustrate your stories and to show the scale of your project.
- Photographs should always feel human, locally authentic and true to life.
- Include more than one person and include both men and women, where possible.
- Avoid images that dramatize the situation or use Photoshop techniques to make an environment look unrealistic.
- Avoid using images generated by AI. Your audience will know if AI made it.
- Don't wait for the perfect photos. Start with your available resources, take pictures, and post.



Photo Guidance

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



GROUP SHOTS



SEEDLINGS



PEOPLE PLANTING



SURROUNDING SCENERY



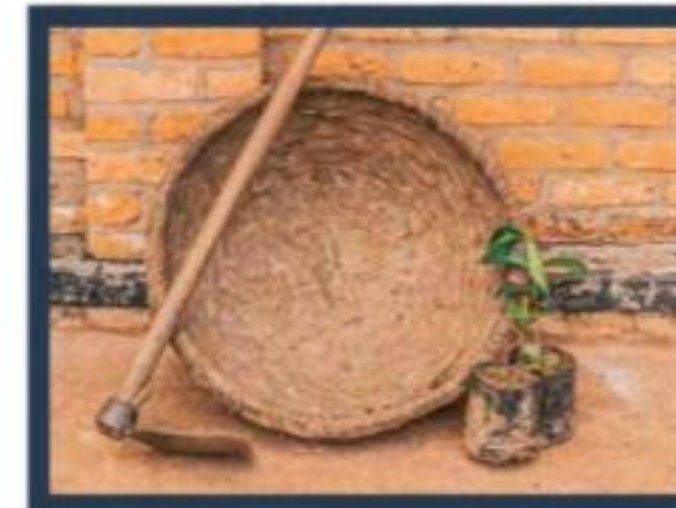
PREPARATION



CLOSEUPS



NURSERY MANAGERS



SUPPLIES



COMMUNITY



Crediting Photos & Videos

- Restore Local may send professional photographers or videographers to your project site.
 - The best photos will be shared with you and are free to use however you see fit, as long as you credit the photographer.
- Restoration champions are encouraged to share high quality photos of their work through TerraMatch reports.
 - Those will be credited to the submitting organization (unless otherwise noted).
- When providing credit for a photo in an official communications product.

Image: [Name of the photographer or restoration champion] / [Name of the organization who commissioned the photo]

- Note: Photo owners must ensure that all the people in each photo sign a consent form. You can use whatever consent form works for you.



Image: Serrah Galos/WRI



Contact

Meet the Restore Local Communications Team

Remember you have full creative liberty. You don't need to seek approval for every product you create.

If you'd like advice or quick support, our team is happy to review your first communications product.

Reach out to the team:
info@terramatch.org



Christine Mboya
*Strategic Communications
Manager, Restore Local*



Gilbert Muvunankiko
*Communications
Manager, LKR, Restore
Local*



Jerin Tan
*Communications Project
Manager*



Mercy Orengo
Editorial Associate



Randy Preston
*Artist-in-Residence;
Coordinator, Restoration
Artist Network*



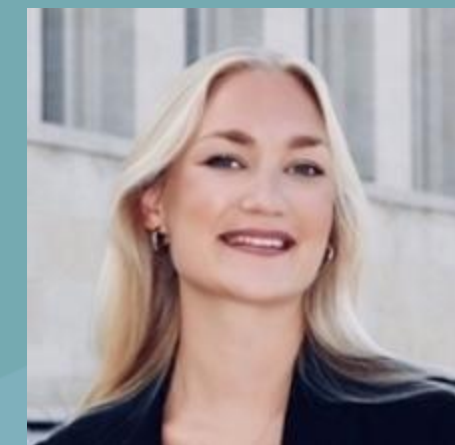
Sophie Mongalvy
Communications Director



Tom Bremerkamp
Lead Designer



Wessel van Eeden
*Creative and Production
Director*



Klara Nilsson
*Strategic Communications
Manager*





THANK YOU

Questions?



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