



WWF

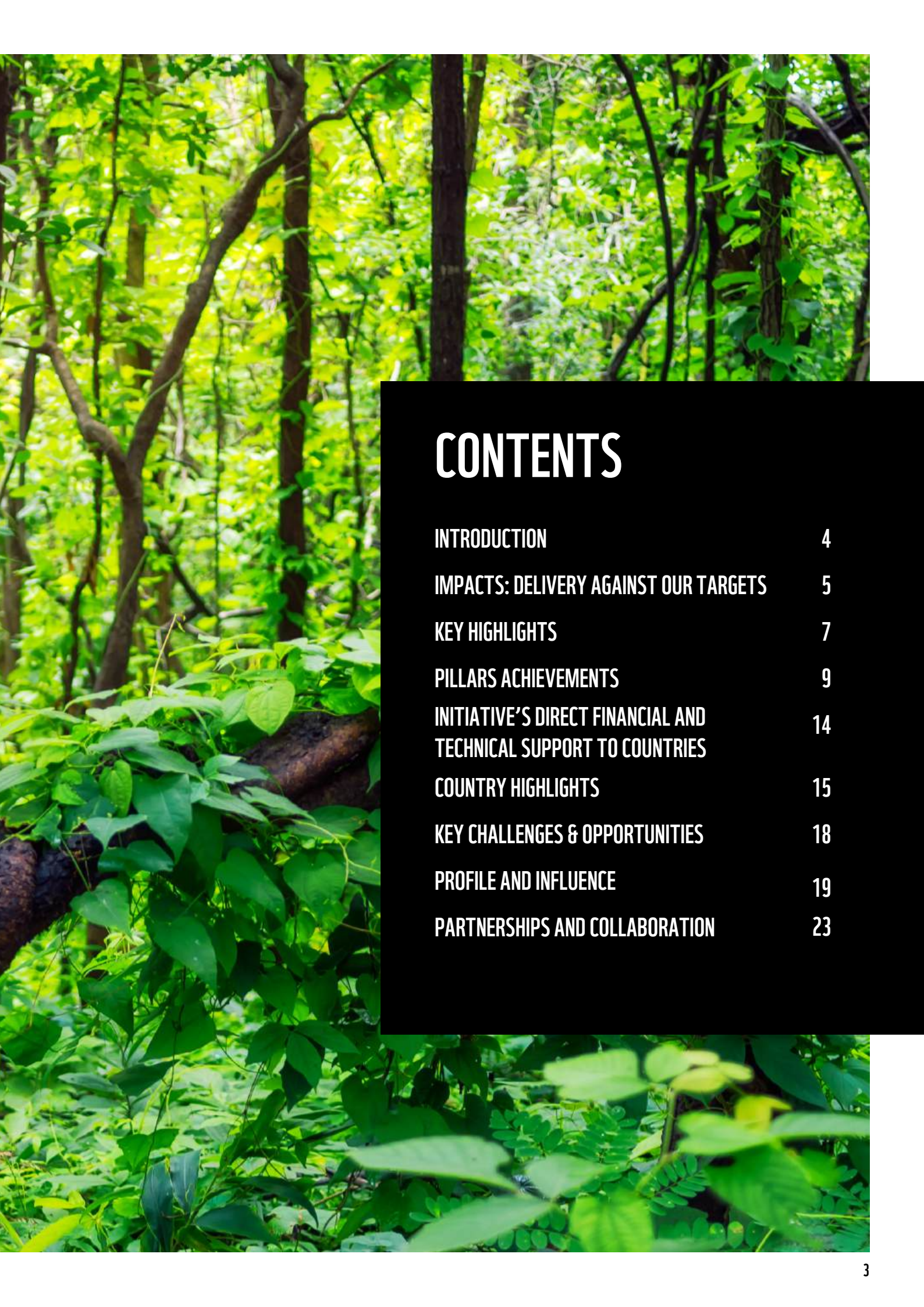
TANZANIA

A woman with a warm smile, wearing a traditional orange and black striped shuka, is kneeling in a field of lush green plants. She holds a long, thin wooden staff vertically. The background is filled with dense green trees and a bright blue sky with scattered white clouds.

# FOREST LANDSCAPE RESTORATION IN AFRICA INITIATIVE

FY 24 ANNUAL REPORT - ACCELERATING IMPLEMENTATION TOGETHER





# CONTENTS

<b>INTRODUCTION</b>	<b>4</b>
<b>IMPACTS: DELIVERY AGAINST OUR TARGETS</b>	<b>5</b>
<b>KEY HIGHLIGHTS</b>	<b>7</b>
<b>PILLARS ACHIEVEMENTS</b>	<b>9</b>
<b>INITIATIVE'S DIRECT FINANCIAL AND TECHNICAL SUPPORT TO COUNTRIES</b>	<b>14</b>
<b>COUNTRY HIGHLIGHTS</b>	<b>15</b>
<b>KEY CHALLENGES &amp; OPPORTUNITIES</b>	<b>18</b>
<b>PROFILE AND INFLUENCE</b>	<b>19</b>
<b>PARTNERSHIPS AND COLLABORATION</b>	<b>23</b>

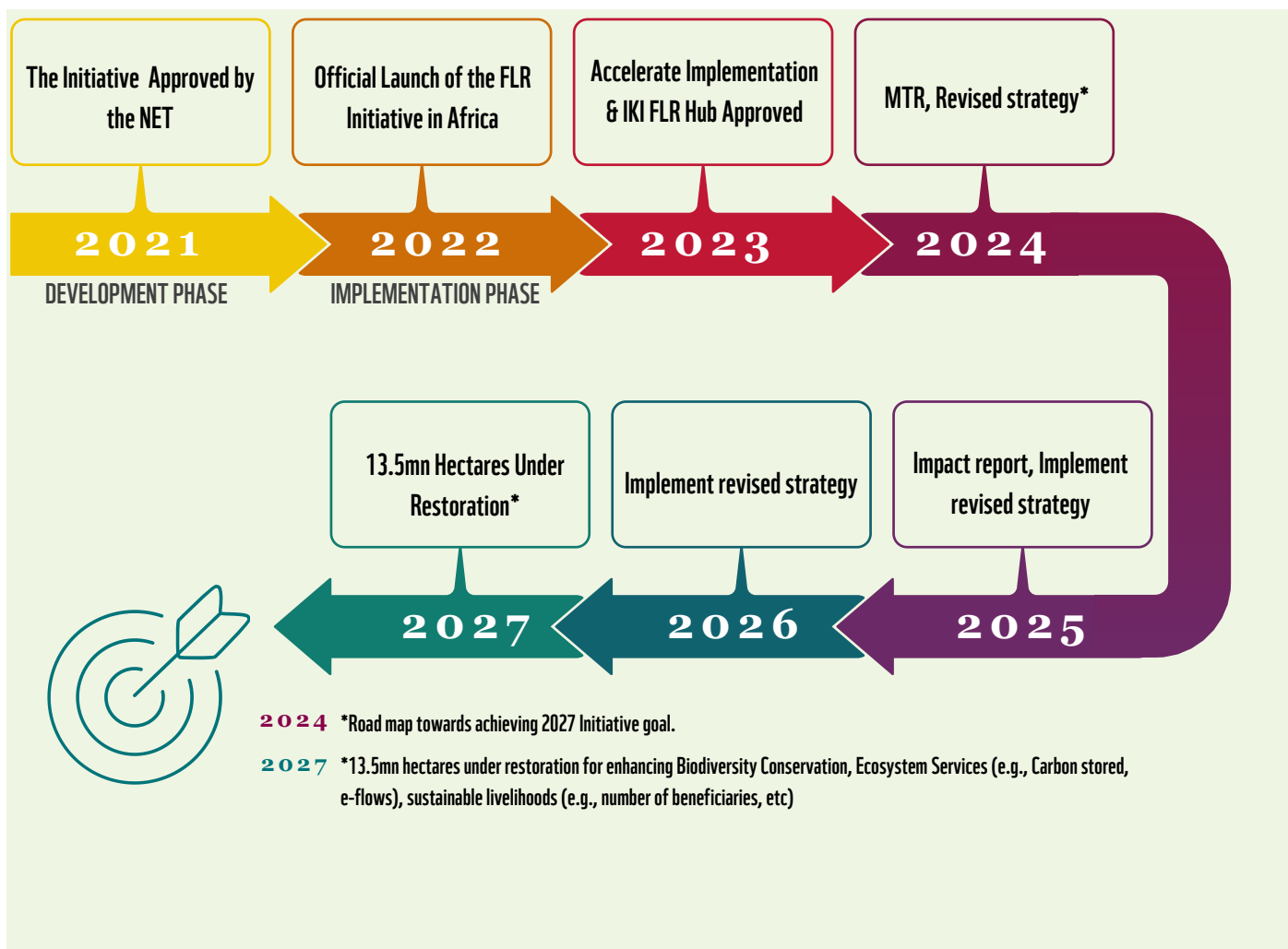
# INTRODUCTION

The Forest Landscape Restoration (FLR) in Africa Initiative is a groundbreaking NET-approved program dedicated to restoring 13.5 million hectares of degraded and deforested landscapes across Cameroon, DRC, Kenya, Madagascar, Mozambique, Tanzania, Uganda, Zambia and Zimbabwe by 2027.

Through collaboration with a diverse range of partners, including national governments, civil society organisations, Indigenous people and local communities, and the private sector; the Initiative fosters an inclusive and integrated landscape approach that drives transformational and impactful change.

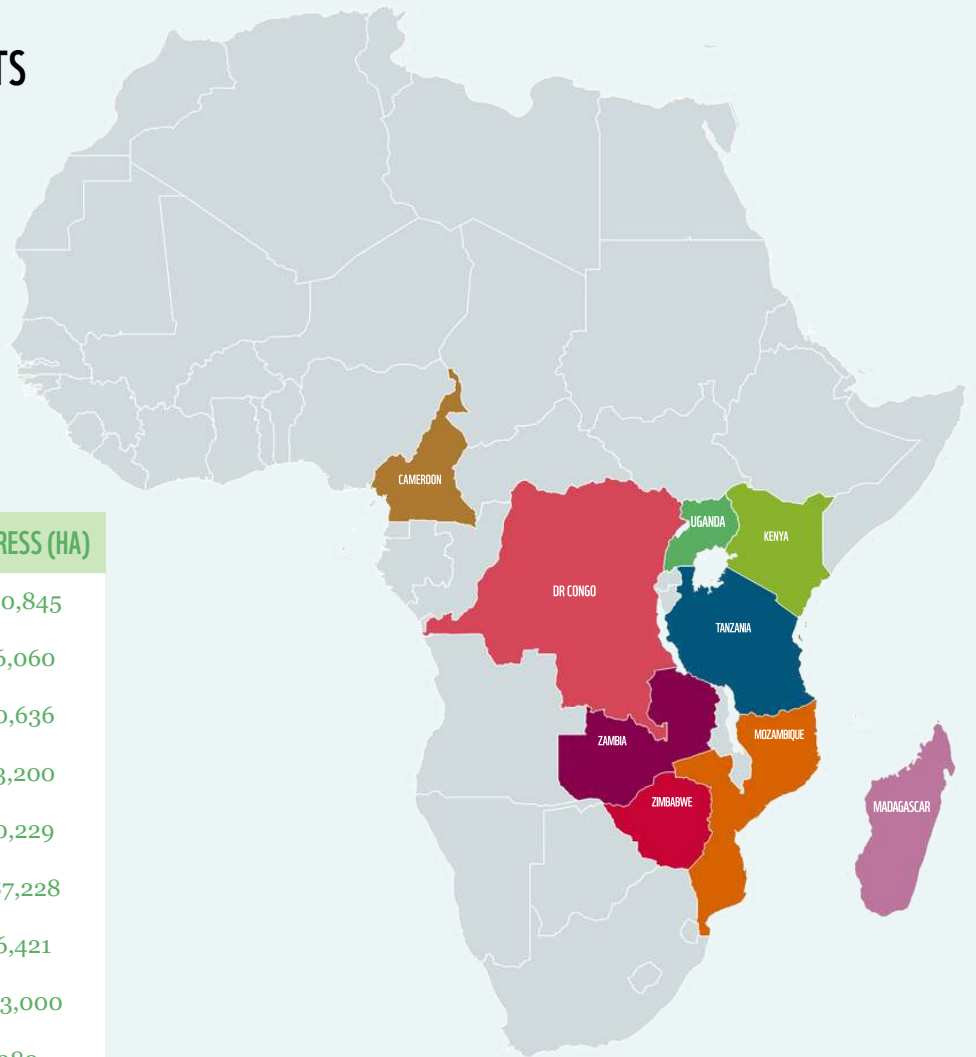
To date the Initiative has identified and mapped areas for restoration, developed financial mechanisms and business models that empower local communities and enhance their livelihoods while preserving nature biodiversity and other ecosystem goods and services.

## FLR IN AFRICA INITIATIVE MILESTONE TIMELINE



# IMPACTS:

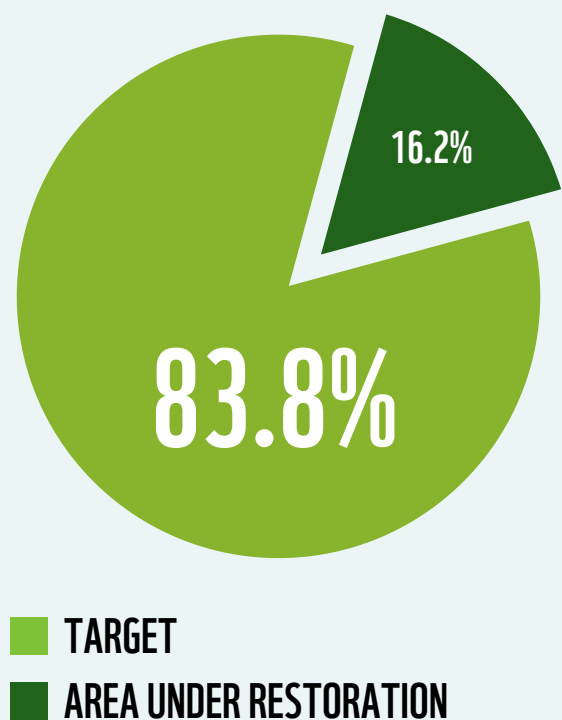
## DELIVERING AGAINST OUR TARGETS



COUNTRY	TARGET (HA)	PROGRESS (HA)
Cameroon	3 Million	500,845
DRC	800,000	66,060
Kenya	2.5 Million	20,636
Madagascar	2 Million	43,200
Mozambique	250,000	50,229
Tanzania	2.6 Million	987,228
Uganda	1.25 Million	16,421
Zambia	500,000	503,000
Zimbabwe	500,000	380
<b>TOTAL</b>	<b>13.5 mn</b>	<b>2.2 mn</b>

## HECTARES UNDER RESTORATION

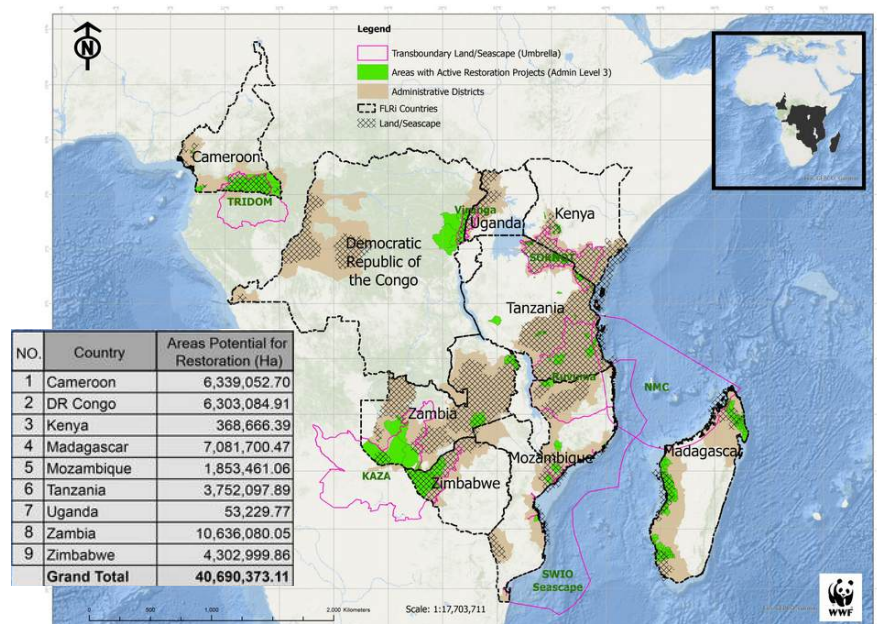
To date, the Initiative successfully identified and mapped 4.1 million hectares for restoration and brought 109,074 hectares under restoration, contributing to a total of 2.19 million hectares under restoration—representing 16.2% of the overall target. Other key accomplishments include the establishment of operational monitoring systems in five countries and active participation in regional and global forums to promote supportive policy for restoration.



Driven by three strategic pillars: **enabling policy frameworks, promoting finance and market mechanisms, and implementing on-the-ground restoration activities**, the Initiative is committed to addressing the critical challenge of land degradation and deforested landscapes across the aforementioned nine African countries.



The FY24 was the year of accelerating implementation on all fronts with all interested and affected stakeholders. This FY24 Annual Report provides a comprehensive overview of the Initiative’s progress, detailing objectives, completed work and significant accomplishments. It outlines solutions implemented and adjustments made to the project timeline or strategy, offering a clear roadmap for future activities and goals.

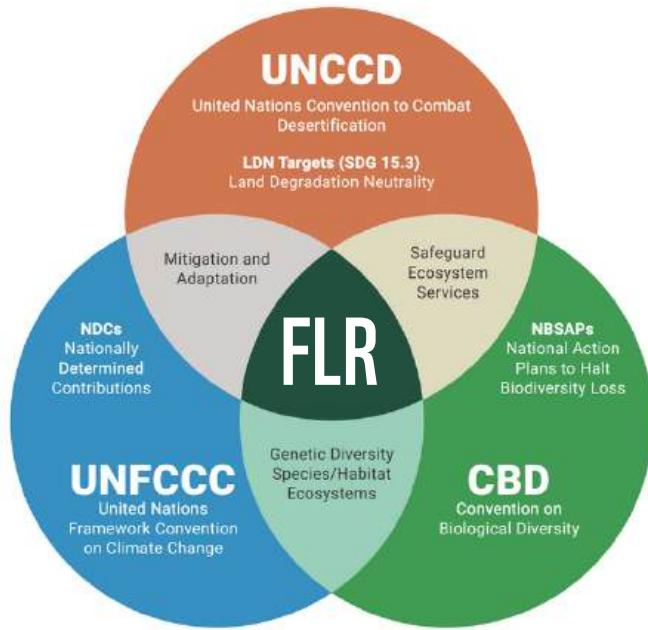


Administrative areas where WWF restoration landscapes are found

# KEY HIGHLIGHTS:

Generally, the Initiative's main highlights are:

There is notable progress in ensuring that WWF is effectively promoting enabling policy and institutional frameworks for FLR in the nine countries and generating large-scale restoration opportunities and investment.



- The Initiative communicated the need for having a holistic approach in addressing the three conventions: UN-CBD, UNFCCC and UNCCD, in the ongoing review of NBSAPs, NDCs/NAPs and LDN.



**ENABLING POLICY,  
GOVERNANCE AND  
INSTITUTIONAL  
FRAMEWORKS**

Business models, financial mechanisms, and related opportunities were created in 6 countries that restore degraded and deforested landscapes, improve local livelihoods and enable wildlife habitat connectivity.

- The Initiative, among other engagements, organised a regional Timber and NTFPs Trade Forum. This was an opportunity to identify business opportunities and potential collaborations with market enabling technologies and innovations.



**PROMOTING FINANCE  
AND MARKET  
MECHANISMS**



Transformational implementation of AFR100 commitments in the 9 initiative countries was catalysed by WWF and partners through a landscape approach and a regional movement.

- Landscape Self-Assessment has been completed in 12 landscapes across the nine countries, and [Landscape portfolio](#) report launched, providing details on restoration interventions implementation status.
- To-date, a total of 4.1 million hectares of degraded and deforested landscapes have been identified and mapped for restoration from 12 landscapes covering more than 40 million hectares. Out of 4.1 million hectares, a total of 2.2 million hectares have been under restoration.
- Through the Bengo FLR project, published [FLR best practices](#) for Kenya, Tanzania and Zambia.
- [IKI FLR implementation Hub](#) approved and launched worth about €9 million to cover three African countries (Tanzania, Uganda and Madagascar) for 5 years,
- The Initiative's First [Newsletter](#) published, and initiated development of a website for the Initiative.



**DELIVERING AFR100  
COMMITMENTS ON THE  
GROUND, AT SCALE**

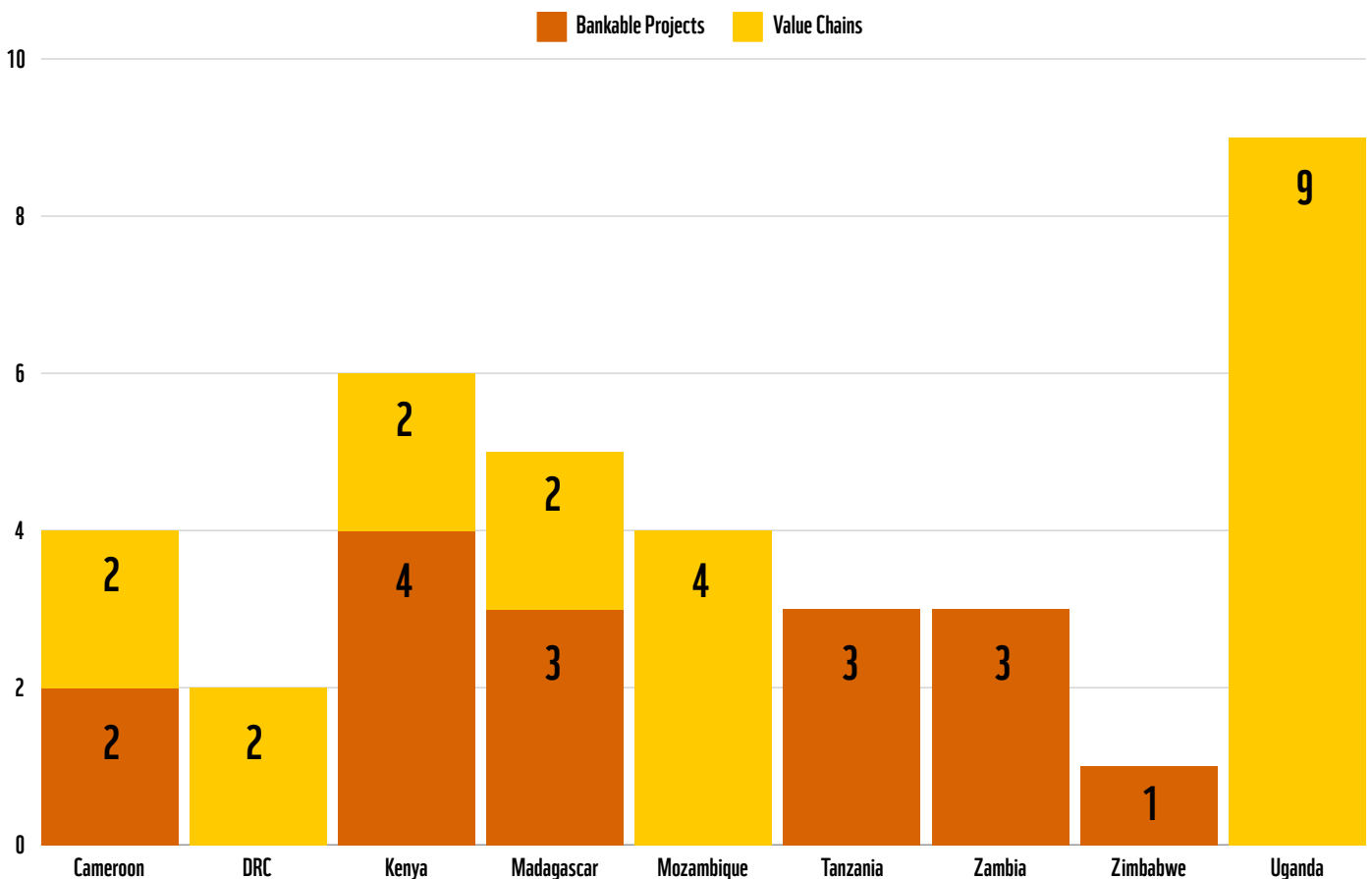
# PILLARS ACHIEVEMENTS

## PROGRESS ON THE GROUND

Significant progress has been made towards improving access to capital for businesses linked to FLR. In Tanzania projects have supported sustainable charcoal production to honey processing, while eco-tourism has done well in countries like Uganda. These efforts contribute to sustainable forest management and enhance economic resilience. The figure below shows notable countries' progress against bankable projects (16) and value chains (21). Kenya leads in bankable projects with 4 projects, followed by Madagascar and Tanzania with 3 each, while Cameroon and Zimbabwe have each implemented 1. Value chains reported include charcoal, bamboo, honey production, timber, coffee, vegetables, livestock, fruits, eco-tourism, and aquaculture. DRC has reported notable successes, generating \$47,362 from honey production and \$80,708 from charcoal production.



**\$47,362**  
GENERATED FROM HONEY  
PRODUCTION

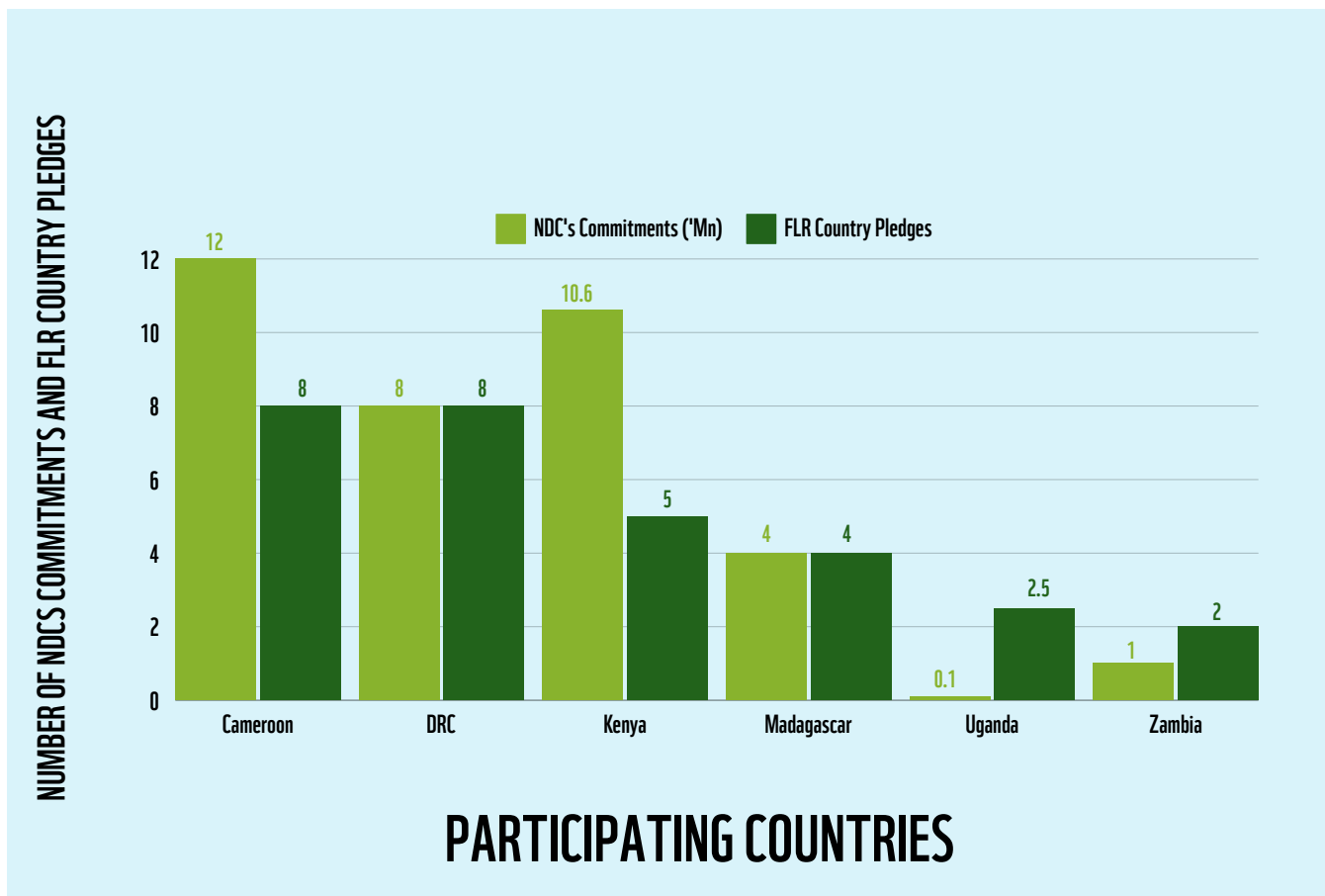


# PROGRESS PER PILLAR

## Pillar 1: Enabling Policy, Governance, and Institutional Frameworks

*Objective 1: WWF is effectively promoting enabling policy and institutional frameworks for Forest Landscape Restoration in the nine implementing countries and generating large-scale restoration opportunities and investments*

The Forest Landscape Restoration (FLR) Initiative has made significant progress in establishing enabling policy and institutional frameworks across the nine WWF implementing country offices, creating substantial opportunities for restoration and investment. Through active engagement with diverse stakeholders, the Initiative has achieved remarkable results in forest restoration and sustainable management.



Countries have successfully established and strengthened multi-stakeholder platforms in several countries, enhancing local engagement and influencing policy. For example, Cameroon and Kenya have integrated ambitious FLR targets into their Nationally Determined Contributions (NDCs), committing to restore 8 million and 10.6 million hectares, respectively, thus exceeding their initial goals as seen in the figure above.

Additionally, Mozambique has mobilised \$5mn for community-led business models focusing on tourism and agriculture, while Tanzania has effectively engaged local media to raise awareness and participation in FLR initiatives. Uganda has also participated in knowledge exchange workshops, enhancing capacity in nature-based solutions for adaptation, which underscores the initiative's commitment to fostering collaboration and knowledge sharing across the region.

With technical and financial support from WWF, operational FLR monitoring systems have been established in five of the nine countries, with plans for completion in the remaining four countries by 2027. All the 9 WWF implementing country offices are actively engaged with the AFR100 initiative, significantly influencing policy and legislation. The initiative has strengthened multi-stakeholder platforms in seven countries, ensuring the involvement of Indigenous Peoples, local communities, and the private sector, while also collaborating with partners such as AUDA-NEPAD/AFR100 and the UN World Food Programme to enhance resource mobilization and project implementation.

## COMMUNITY ENGAGEMENT



\$5mn MOBILISED BY MOZAMBIQUE FOR COMMUNITY-LED BUSINESS MODELS



INVOLVEMENT OF INDIGENOUS PEOPLES, LOCAL COMMUNITIES, AND THE PRIVATE SECTOR



## **Pillar 2: Promoting Finance and Market Mechanisms**

*Objective 2: Business models, financial mechanisms/incentives, and related opportunities are created in at least seven countries that restore degraded and deforested landscapes, improve local livelihoods and enable wildlife habitat connectivity*

The FLR in Africa Initiative has made significant strides in promoting finance and market mechanisms to restore degraded and deforested landscapes and improve livelihoods. By forming strategic partnerships with key organisations like Green Climate Fund GCF, World Food Programme, FAO, JustDiggIt, and Terraformation. These collaborations are essential for promoting sustainable development, environmental conservation, and community resilience across participating countries.

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Across Africa, the initiative has successfully supported numerous projects that mobilize local communities and promote sustainable practices. For instance, in Cameroon, 100 farmers have been trained in sustainable agricultural techniques, enhancing income generation through cocoa production. Similarly, Kenya has developed 4 bankable opportunities for Moringa cultivation, contributing to local economies while promoting biodiversity conservation.

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Innovative value chains for non-timber forest products (NTFPs) have also emerged in countries like Zambia and Zimbabwe, which not only support local livelihoods but also foster environmental stewardship. The integration of technology in restoration efforts is evident through the use of drones for reforestation in Madagascar and AI models for monitoring success, enabling targeted interventions that maximize ecological benefits while fostering community involvement.

### **Identifying Funding Opportunities**

Identifying multilateral funding opportunities has been a critical focus, with applications submitted to various sources, including Global EbA, USAID, TerraMatch, EU, Salesforce, Velux, Japanese MoFA, Global Affairs of Canada and Green Climate Fund aimed at financing grassland restoration and ecosystem projects in countries like Tanzania, Zambia, and Zimbabwe. Engagement with WWF National Offices, such as WWF Denmark, WWF France, WWF Finland, WWF Sweden, WWF Switzerland, and WWF UK, continues to mobilize resources effectively.

Internally, FLR in Africa Initiative synergizes with other programs like Sowing Change and Faith-Based Restoration to leverage diverse expertise. These collaborations enhance FLR's capacity to implement solutions and reinforce a holistic approach integrating environmental stewardship with socio-economic development, paving the way for a sustainable and equitable future through nature-based solutions.



**PAVING THE WAY FOR A  
SUSTAINABLE AND EQUITABLE  
FUTURE THROUGH NATURE-  
BASED SOLUTIONS.**

## Pillar 3: Delivering AFR100 commitments on the ground, at scale

*Objective 3: Transformational implementation of AFR100 commitments in the nine Initiative countries is catalysed by WWF and partners through a landscape approach and a regional movement.*

The FLR in Africa Initiative, led by nine WWF implementing country offices and partners, has been instrumental in delivering AFR100 commitments in the nine target countries. In FY24, a total of 109,074 hectares were reported as brought into restoration, with a current total of 2,187,999 hectares under restoration across the nine countries. Additionally, 4.1 million hectares have been identified and mapped for restoration from 18 priority landscapes where landscape self-assessment has been concluded.

Through technical and financial support from the Initiative and restoration projects directly funded by National Offices (NOs), FLR WWF implementing country offices have implemented transformational projects at the landscape level. These projects are funded by various entities like WWF Belgium, WWF Finland, WWF France, WWF Germany, WWF Netherlands, WWF Switzerland, and WWF UK. The projects have covered a number of landscapes in countries including Cameroon, DRC, Kenya, Madagascar, Mozambique, Tanzania, Uganda, Zambia, and Zimbabwe.

Country	Priority Landscape	Uploaded Hectares sites on RESTOR	Under Restoration
WWF Cameroon	TRIDOM, Campo Ma'an, Bakossi-Banyang-Mbo	59	500,845
WWF DRC	Great Virunga, Salonga & Maindombe	349	66,060
WWF Kenya	Western Aberdare, Nakuru Eastern Mau, SOKNOT	22	20,636
WWF Madagascar	Northern Highland, Diana	516	43,200
WWF Mozambique	Inhambane, PSEPA, Ruvuma, Zambezi Delta	7	50,229
WWF Tanzania	WTL, Ruvuma, RUMAKI, SOKNOT	90	987,228
WWF Uganda	GVL, Murchison Semuliki	13	16,421
WWF Zambia	Upper Zambezi, Silwana Complex, Luangwa, Bangweulu, Lower Kafue	26	503,000
WWF Zimbabwe	KAZA (Hwange-Sebungwe)	2	380

These projects have implemented community-based projects such as beekeeping, agroforestry, and reforestation, contributing to local livelihoods and biodiversity conservation. Activities include training of 1983 community members in sustainable practices, engaging in soil and water conservation, and addressing human-wildlife conflicts. Additionally, efforts to enhance forest management and promote sustainable agriculture have been undertaken, positively impacting local ecosystems and fostering community resilience. The Initiative's comprehensive approach is catalyzing partnerships and scaling up restoration efforts, ultimately contributing to the overarching goals of the FLR in Africa Initiative.

 **2.2mn**  
HECTARES UNDER RESTORATION

 **1983**  
COMMUNITY MEMBERS TRAINED IN SUSTAINABLE PRACTICES

## THE INITIATIVE DIRECT FINANCIAL & TECHNICAL SUPPORT TO COUNTRIES

In fiscal year 2024, the FLR in Africa Initiative provided technical and financial support to five countries: Cameroon, DRC, Uganda, Zimbabwe and Mozambique.

### Cameroon

WWF Cameroon explored restoration opportunities in the TRIDOM landscape. They mapped FLR stakeholders, including forestry administrations and civil society organizations, involved in agroforestry and reforestation. Remarkably, they signed an MoU with NETZERO aiming to improve biodiversity and living conditions through the promotion and dissemination of biochar as a fertilizer for agro-ecological soils.



### DRC

DRC facilitated meetings with the Ministry of Environment to advance AFR100 commitments and establish a national monitoring system for restoration activities. The office successfully integrated an 8 million hectare restoration commitment into the Nationally Determined Contributions (NDC) document. Ongoing restoration efforts include protecting 20,000 hectares of savannah and reforesting 600 hectares.

### Mozambique

The office engaged with 100 stakeholders in three regional consultations and participated in the Commission, drafting the Maputo Declaration Action Plan for Miombo forests. They conducted training sessions to 82 people on forest restoration monitoring techniques and community-based ecological mangrove restoration. They recorded restoration efforts including the planting of 74,000 mangrove plants and restoration of 170 hectares of mangroves in the Zambezi Delta.



### Uganda

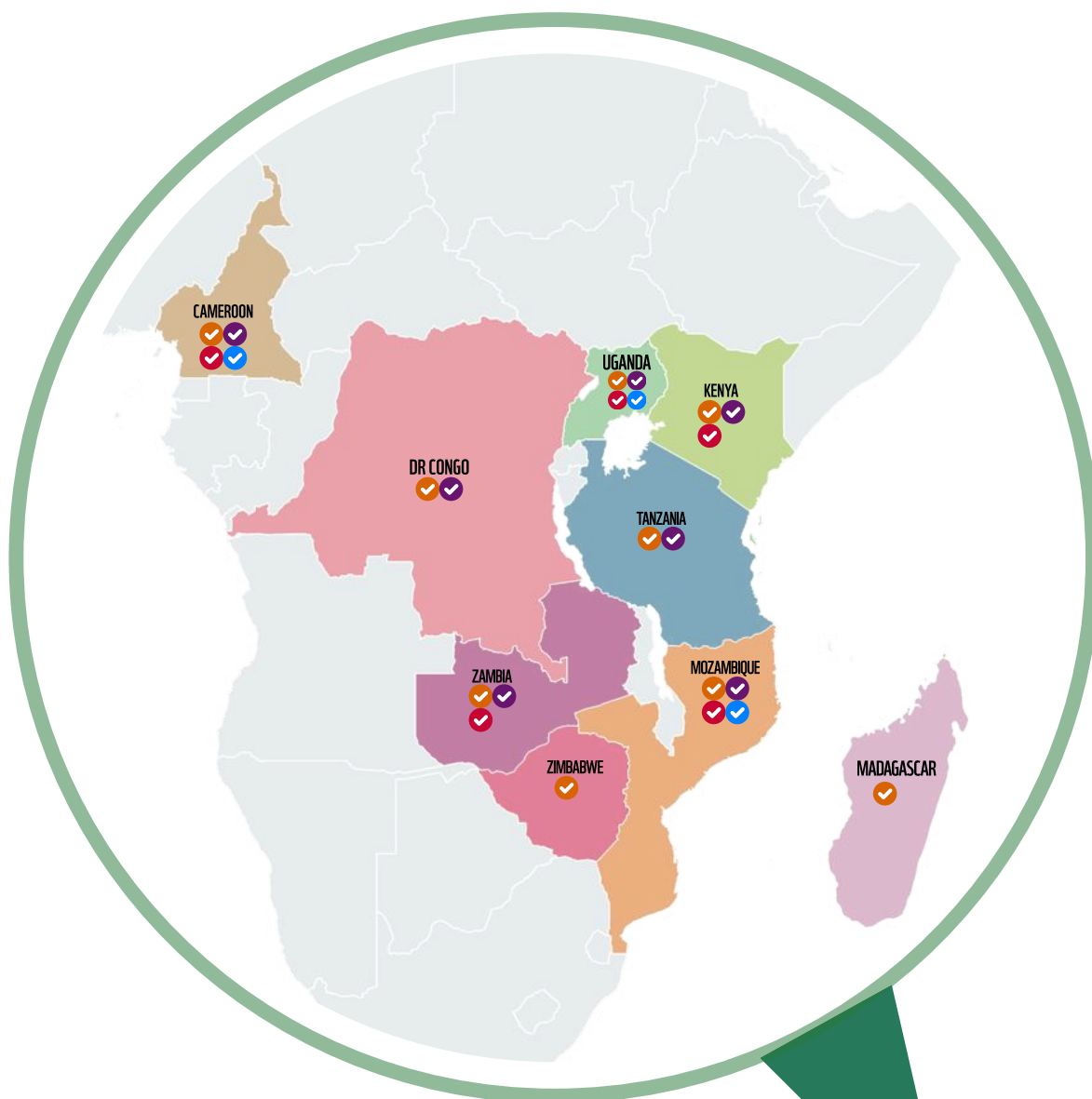
Uganda initiated the process to develop a robust internal monitoring system to enhance data access and improve the monitoring and evaluation of FLR activities. Key activities included mapping FLR interventions, digitizing data collection tools, and training staff in relevant software. To date, 4,000 hectares of restored land have been mapped, and an interactive GIS dashboard has been created to facilitate data management.

### Zimbabwe

The FLR Initiative was officially externally launched to promote inclusive Nature-based Solutions (NbS) and landscape restoration, among others. ROAM roadmaps for implementing the Initiative in Hwange and Binga districts were developed. The office aims to restore 500,000 hectares by 2027, contributing to the national AFR100 target of 2 million hectares, with 32% currently under restoration.



# COUNTRIES HIGHLIGHTS



## LEGEND



Actively working with AFR100



National Multistakeholder Platform



Countries with National monitoring systems



WWF Offices with operational FLR Monitoring system



## COUNTRIES HIGHLIGHTS



### Cameroon

- The Ministry of the Environment established national committees for biodiversity and climate change, developing national strategies and action plans.
- Supported 100 cocoa farmers in the Sangha Trinational landscape, mobilizing 160 tonnes of cocoa, and trained 47 non-timber forest products collectors.
- Revised simple management plans for two community forests, emphasising reforestation, and trained women and indigenous people on nursery creation and planting techniques.



### DRC

- The 2024 finance law balanced the state budget at CFAF 6,740 billion, with exemptions on import duties for priority sectors like drinking water, renewable energy, and health
- A draft Ministerial Order is being finalized to establish and designate members of the "Restoring DRC Landscapes" platform. WWF DRC provided technical assistance and equipment to the Ministry of Environment to monitor national forest restoration initiatives and strengthened multi-stakeholder dialogue frameworks.
- WWF Belgium supported the Eco Makala project and AWAC with funding from Belgium Cooperation, totaling 2 million Euros. This support facilitated charcoal and honey production, generating revenues of US\$47,362 and US\$80,708 respectively, and promoted agroforestry, afforestation, and non-timber forest products.
- In the Virunga region, 250 hectares were restored through agroforestry and 600 hectares through afforestation. WWF Belgium contributed 4,000 Euros to support data management, and 11,000 households benefited from 120,800 hectares of community forests in Walikale territory.



### Kenya

- WWF Kenya contributed to the development of the National Landscape and Ecosystem Restoration Strategy 2023-2032, aiming to plant 15 billion trees. National mangrove restoration guidelines were developed, and the National Mangrove Management Committee was operationalized.
- WWF Kenya identified and initiated a bankable opportunity for Moringa in Coastal Kenya and developed a tree-based value chain for tree tomatoes, contributing to income generation from restored forest landscapes.
- WWF Kenya implemented 10 restoration projects, planting 767,400 seedlings across 1,103 hectares and restoring an additional 12,093 hectares through natural regeneration.
- The World Bank is supporting the KEWASIP project, a five-year program totalling Kenya Shilling 30.24 billion, aimed at reviving degraded landscapes and enhancing watershed services.



### Madagascar

- A national digital monitoring system for reforestation and restoration was launched, enabling real-time progress monitoring. Regional FLR Committees were established in the Menabe, DIANA, and Atsimo Andrefana regions to coordinate restoration efforts.
- WWF-US, WWF Denmark, and WWF Madagascar developed the NBS Origination Platform Strategy & Design for Madagascar's REDD+ program, focusing on watershed restoration. Private sector engagement included restoration projects with companies like Aqualma and CANOPY ENERGIES.
- The "Green Shore" project, supported by WWF-Denmark, focuses on mangrove restoration. WWF Madagascar is co-financing the US\$16 million IREMA project, targeting priority landscapes in Madagascar.
- Madagascar is utilizing drones for reforestation efforts, aiming to plant 60 million trees per year, and has developed AI models to monitor reforestation success using satellite and drone imagery



## Mozambique

- Approximately 5,865 meters of hydrological systems were restored in the Govuro region, covering around 34 hectares, with 74,000 mangrove plants planted.
- Around 170 hectares of mangroves were restored in the Zambezi Delta, alongside the establishment of three nurseries with a total capacity of 250,000 seedlings for native species and fruit trees.
- The government revised the Forest Law and its Regulations, enhancing the framework for sustainable forest management through inclusive stakeholder engagement.
- 33 participants, including WWF staff and stakeholders from government and private sectors, were trained on forest restoration covering the RESTOR platform and Global Mangrove Watch tools, enhancing skills for effective restoration effort.

## Tanzania



- The Faith-Based Organization (FBO) network was established and trained in landscape restoration, leveraging their influence and trust within local communities.
- A ROAM assessment for the East Usambara sub-landscape was done informing restoration plans, restoration plans were finalized for 89 hectares across eight Village Land Forest Reserves (VLFRs) in Mkinga.
- Village Land Use Plans (VLUPs) were completed for 14 villages in Iringa and Mufindi, with 7,504 Certificates of Customary Rights of Occupancy (CCROs) issued in the Great Ruaha sub-landscape.
- Three bankable nature-based solutions projects were initiated to restore watershed areas in the Ruvu, Kizinga, and Msimbazi rivers, focusing on beekeeping, palm tree planting, and wastewater treatment.
- A high-quality FLR assessment was completed for all land/seascapes revealing a total of 790,463 hectares restored by FY24 across the Ruvuma, Water Towers, and Uganisha SOKNOT landscapes.

## Uganda



- National stakeholder discussions on NDC commitments were held, alongside a review of Central Forest Management guidelines and the National Agro-ecology Strategy.
- A study was initiated to explore governance features for REDD+ in the Murchison Semliki landscape, aiming to optimize REDD+ implementation.
- Mapping of all FLR sites began, with over 4,000 hectares tracked for AFR100 implementation progress.
- A country-level risk register was updated quarterly, addressing challenges such as climate variability and landslides, while adaptive measures were implemented to mitigate these risks.

## Zambia



- Stakeholder engagements facilitated the advancement of Zambia's national forest restoration initiative from 2 to 6 million hectares, with strong support from the government and CSR networks.
- The ROAM inception and stakeholders' consultation meeting was successfully held, with participation from chiefs, government officials, and non-state actors. Phase-II of the ROAM field data collection was conducted with five field teams using AUVs, with data processing and analysis planned for Q3 2024.
- Local banks (ZANACO, Standard Chartered, Stanbic, ABSA) were engaged in financing ecosystem restoration projects, including initiatives in protected forest reserves and value chain development for NTFPs.
- Local community groups were facilitated in NTFP value chains, enhancing their business models through training and market linkages.

## Zimbabwe



- WWF Zimbabwe organized the Wildlife Indaba in April 2024, attended by key stakeholders, marking the launch of the new Forest Policy and promoting habitat connectivity through wildlife corridors mapping in the Hwange-Sebungwe landscape.
- The organisation supported the development of an Action Plan to enhance the management effectiveness of Protected and Conserved Areas, submitted to the Ministry of Environment, Climate and Wildlife.
- The Herding 4 Health project improved beef market value chains and achieved over 65% yield increases in maize and 47% in millet through boma-fertilized plots.
- Training on sustainable forest management and restoration opportunities was conducted, identifying two wetland catchment areas for future restoration efforts.



## KEY CHALLENGES

- Inadequate resources for effective implementation of restoration interventions not only at the Initiative level, but also at implementing countries level.
- The Initiative's restoration target was not fully internalised into implementing countries' strategic plans.

## KEY OPPORTUNITIES

- Existing practices integration and cross initiatives collaboration, and FLR country teams - for shared capacity, skills and knowledge,
- Ongoing OSP process - to internalise restoration targets into countries' targets

## PROFILE AND INFLUENCE

For FY24, the Initiative has engaged in several significant events aimed at promoting forest landscape restoration (FLR) across Africa, particularly focusing on sustainable practices and collaboration among stakeholders. Here's a summary of the key engagements and their expected achievements.

### Forest Landscape Restoration

- 8th African Landscape Restoration (AFR100) Annual Partnership Meeting (June 2024): Emphasised restoration of 129.5 million hectares by 2030, with 72.2 million hectares already under restoration. Expected outcome: Refined monitoring indicators and established a policy influence framework to inform the Initiative's 2027 road map.
- FLR in Africa Initiative's 3rd Annual Meeting (June 2024, Tanzania): Refined monitoring indicators and established a policy influence framework. Expected achievement; Strengthened policy engagement across participating countries.

### Nature-Based Solutions (NbS) and Adaptation

- Global Conference on NbS (March 2024, Zambia): Accelerated NbS for restoration and climate finance, with a commitment to collaborative efforts. Expected outcome: Unified approach to enhance community involvement and equitable benefits.
- Regional NbS for Adaptation Workshop (October 2023, Kenya): Facilitated knowledge exchange and capacity building on NbS for adaptation. Expected achievement: Strengthened facilitation roles in climate adaptation projects.

### Monitoring and Evaluation

- AUDA-NEPAD/AFR100 Monitoring Workshop - (March 2024, Burkina Faso): Aimed at establishing AFR100 Technical Assistance Platform (TAP) and integrating gender mainstreaming to accelerate FLR efforts in Africa. Expected outcome: Enhanced monitoring and evaluation of FLR projects for informed decision-making and reporting to AFR100.



## TIMBER TRADE FORUM

## Policy Engagement and Advocacy

- [UNFCCC-COP 28](#) (December 2023, Dubai): Promoted collaboration for resource mobilisation. Expected outcome: Enhanced coordination and impact of restoration projects across Africa.
- [SADC Secretariat Engagement](#) (August 2023): Promoted the Initiative's strategy for integration into SADC policies. Expected achievement: Broader regional collaboration in restoration efforts.
- [SER2023 Conference](#) (September 2023, Australia): Advocated for restoration agendas globally and launched ecosystem restoration standards. Expected outcome: Adoption of standards to guide restoration interventions in Africa.
- [UNGA78 and UN Climate Ambition Summit](#) (September 2023, USA): Showcased progress and fostered connections with stakeholders. Expected achievement: Increased visibility and collaboration.

## Partnerships and Synergies

- UN-FAO [African Forestry and Wildlife Commission](#) (October-November 2023, Tanzania): Connected with UN-FAO for participation in a restoration project under AFR100. Expected outcome: Financial support from the German government.
- [Greening the Humanitarian Response Workshop](#) (November 2023, Tanzania): Created synergies between UN-FAO projects in Tanzania and Uganda. Expected achievement: Integrated restoration efforts in humanitarian contexts.

## Timber and Non-Timber Forest Products (NTFPs)

- 10th Eastern and Southern Africa [Timber and NTFP Forum](#) (June 2024, Tanzania): Focused on sustainable practices and partnerships for managing timber and NTFPs. Expected achievement: Enhanced collaboration and financing for sustainable management in the region.

## IN THE MEDIA

During this reporting period, the FLR in Africa Initiative gained significant visibility and fundraising momentum through participation in the Panda Swap, a pilot initiative led by WWF International. With support from WWF Sweden, Troy Enekvist from the Sweden office visited key FLR project sites in Uganda, Zambia, and Zimbabwe with a mission to create three powerful narratives that effectively communicated the goals and impact of the FLR projects.

As a result, three stories, [Fire for forests – a lesson in community led conservation](#),

[From poacher to conservationist](#) and [Bees for elephants – a way to protect nature and people](#) were published on the panda.org platform, providing our global audience with insights into the Initiative's work. The stories will not only raise awareness but also inspire supporters and potential donors to engage with and contribute to the restoration of Africa's vital ecosystems.

Additionally, the initiative has been featured in several media outlets as outlined ahead:



## WWF Kenya

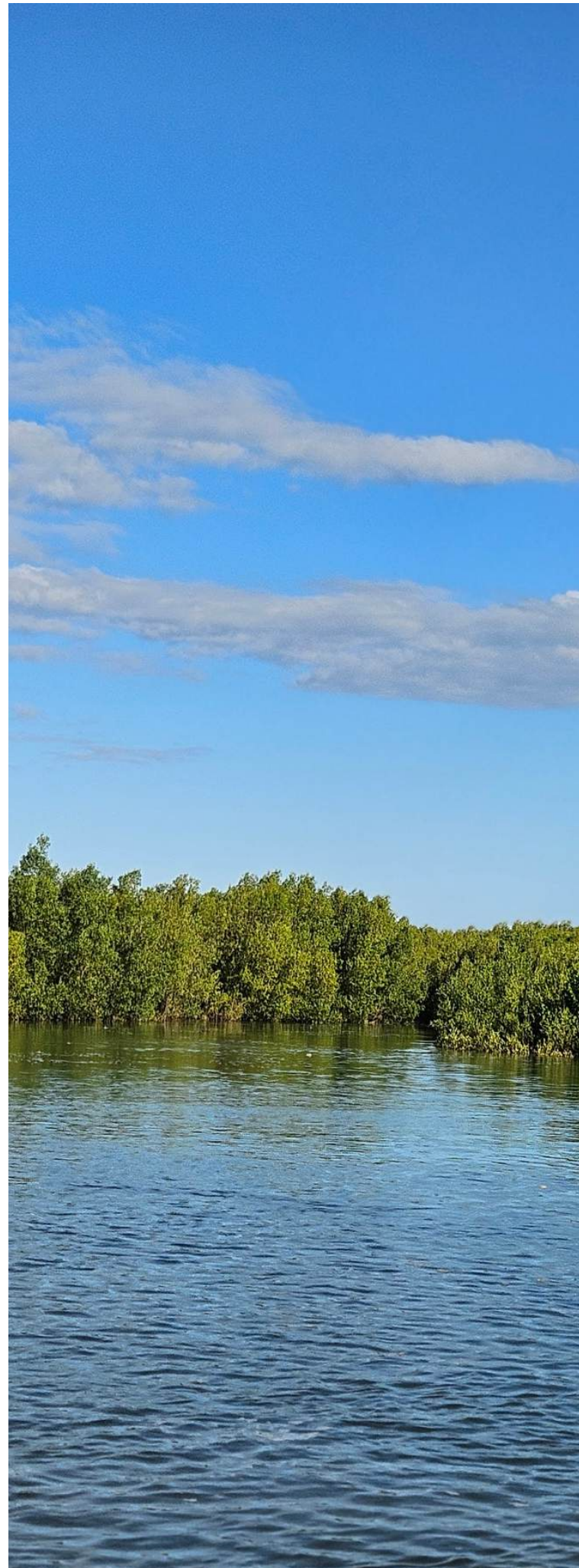
- Stakeholders back government-led agenda to plant 15 billion trees, restore 10.6 million hectares KBC Digital, Nov 2023
- YouTube: Amboseli kajiado kusini wamenufaika kwa kufuzwa kupanda nyasi KTN News, March 2024
- How beekeeping is putting sweet taste in youth's Model tree nursery with 1.3m seedling capacity takes shape in Kajiado The Star Kenya, Nov 2023
- Half-moon bunds project restoring fortunes of a community in Amboseli KBC Digital, March 2024
- Jaza Miti Campaign: Community in Kajiado spearheading forest restoration initiatives KBC Digital, Nov 2023

Additionally, this report highlights the analytics and range of FLR communication efforts featured on online, television and radio through the Kenya office.

## WWF Madagascar

A video was developed by WWF in the Menabe region to capitalise the fuelwood reforestation practice in the Manambolo-Tsiribihina Landscape. This video serves as a tool for awareness raising to promote the importance of a large-scale reforestation in the region to satisfy needs on wood as cooking energy.

An article was published on the WWF Madagascar website documenting the Malagasy government's commitment to restoring four million hectares of forest landscape by 2030 by prioritising the restoration of forests through active and intensive tree planting. WWF, in collaboration with other stakeholders, supported this initiative by providing support to the implementation of the Reforestation Information System (RIS) of Madagascar during this reporting period.





### **WWF Mozambique**

This year, restoration projects have strategically utilised community radios and sports, particularly football, as effective and cost-efficient means to engage communities, local leaders, and stakeholders. For instance, the Eco-DRR project has partnered with two community radio stations to facilitate discussions on mangrove and riverside area restoration. They also produce and broadcast radio soap operas and host talk shows featuring personal stories to raise awareness. Additionally, the project plans to sponsor a football championship involving 12 teams from communities across the Zambezi Delta, further promoting restoration initiatives through grassroots engagement.

### **WWF Tanzania**

In Tanzania, the BENGGO project has produced and published a series of brochures on Forest Landscape Restoration - Best Practices. These materials showcase lessons learned and experiences from Kenya, Tanzania, and Zambia spanning the last two decades. Additionally, an article was published to spotlight the collaboration between WWF and Faith-Based Organizations in restoring degraded land in the Ruvuma region.

The Initiative was also featured in the Guardian newspaper, covering three pivotal meetings convened in June 2024: the FLR in Africa Initiative 3rd Annual Meeting, the AFR100 Annual Partnership Meeting, and the 10th Annual Eastern and Southern Africa timber and Non-timber Forest Products Stakeholders Forum.

### **WWF Zambia**

- Engagement with Community Forest Management Groups in the Silwana Complex. Activities include devil's claw harvesting, honey production, and mungongo oil processing benefiting over 2,000 households. CFMGs progress through CFM guidelines steps towards government recognition and full user rights.
- WWF Zambia received the Chairperson's Award for Sustainable Futures in February 2024. Recognized for promoting nature-based solutions and strategic partnerships. Award highlights leadership in forest landscape restoration and ecological functionality enhancement.
- WWF Zambia participated in the "Accelerating Nature-based Solutions" conference in March 2024. Highlighted Zambia's nature-based solution policies and implications. Emphasized women's leadership in nature-based enterprises and discussed carbon offsetting and community-led planning.

# PARTNERSHIPS AND COLLABORATION

Together, we have achieved remarkable milestones, and we are confident that our collaboration will continue to yield outstanding results. Your trust and cooperation mean a lot to us, and we look forward to many more successful ventures together.



# BUILDING A FUTURE IN WHICH HUMANS LIVE IN HARMONY WITH NATURE.



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1196 Gland, Switzerland. Tel. +41 22 364 9111. Fax. +41 22 364 0332.

For contact details and further information, please visit our international  
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