

# MONTHLY NEWSLETTER

## A WORD FROM JEAN-PAUL, MANAGING DIRECTOR

Greetings,

Welcome to another edition of our monthly newsletter! As we navigate the swift currents of the modern world, the significance of internal and external communications remains unparalleled across all spheres of business. This significance is only magnified when considering operations that span various locations and cultures around the globe.

For Better Globe Forestry (BGF), effective communication stands as the cornerstone of our project implementations. From our humble beginnings to nearly two decades later, where technology and its seamless integration have revolutionized the pace of operations, we have always embraced the power of communication to overcome challenges and drive progress.

As we move forward, the expectations of our stakeholders continue to evolve. Establishing trust hinges upon the delivery of accurate, timely, and well-verified information through multiple channels. At BGF, we are diligently working to establish robust electronic systems and controls to fulfill this vital role. While our tapestry of knowledge, experience, and expertise spanning two decades cannot be fully encapsulated, we are steadfastly ushering it into the digital realm as we aim to empower stakeholders, including our cherished customers, to track and nurture their investments.

We are excited to share our developments and initiatives that underscore our commitment to transparent and effective communication.

With gratitude for your continued support!

## NURTURING GROWTH THROUGH COMMUNICATION

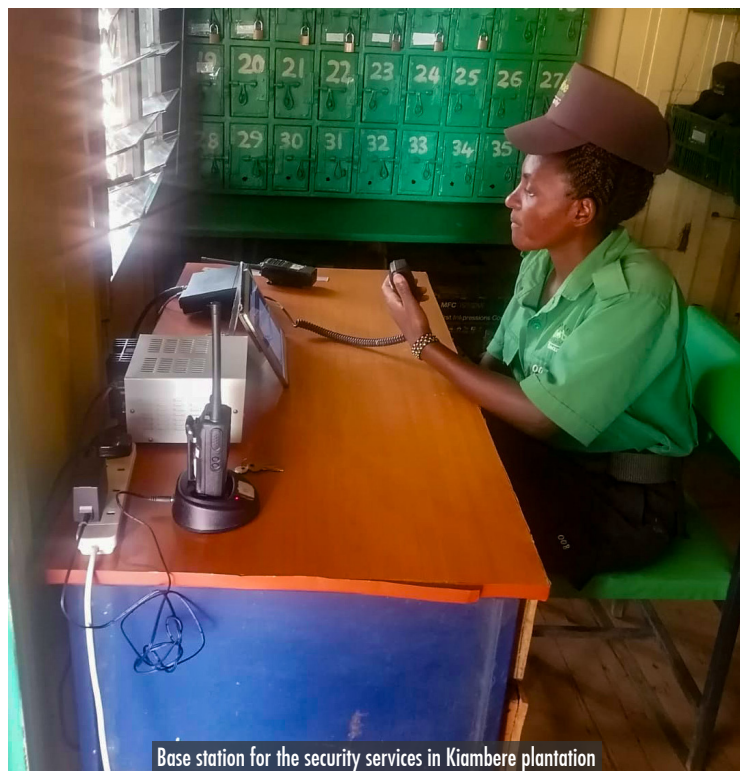
### Communication's critical role in optimizing BGF's operations

In a world where communication is key, we understand the critical role it plays in an organization's success. Our head office is in Nairobi and our field operations are geographically widespread in Kenya (Kiambere, Seven Forks, Sosoma area of Kitui County and Nyongoro in Lamu County) and Uganda (Dokolo and surrounding districts in the northern part of the country). Effective communication is vital. Given the spread of our plantations and projects with partner farmers, field communication is given the utmost priority.

Internally, we have established a range of channels to encourage communication among our employees. This includes scheduled team meetings, email updates, site visits, tailor-made communication apps, and intranet platforms that ensure timely sharing of information, progress updates and goal alignment. We provide laptops and tablets and ensure there is internet connectivity in head office and site offices as well as provision of airtime to head office and site staff, and walkie-talkies to our security guards to enable real-time reporting of issues and swift exchange of updates on tree planting, care and maintenance activities.

Engaging with the local community is essential to our mission and vision. Regular community meetings are held in the areas we operate, and our agro-forestry agents have motorbikes to visit farmers.

To further amplify our communication efforts, we harness the power of digital platforms. Our website, social media channels, and monthly newsletters keep stakeholders informed about our projects, progress, and impact. By embracing digital communication, we have expanded our reach beyond geographical boundaries, connecting with a wider audience



Base station for the security services in Kiambere plantation

of the public, investors, and potential partners. Considering the diverse expectations of our global clientele regarding transparency, up-to-date information, compliance with legal stipulations, and more, BGF is currently in the process of creating a customized application. This application aims to provide targeted and bespoke information, aligned with the specific needs of our customers.

### Feedback

Feedback is a cornerstone of effective communication, and Better Globe Forestry understands its significance. We have established various feedback mechanisms to encourage open



communication and collect input from employees, partner farmers, and community members. This includes tailor-made electronic suggestion boxes, surveys, and designated individuals who can be approached with concerns or ideas. We value the feedback we receive, and we take appropriate action to address any issues raised, ensuring that communication is a two-way street.

By investing in robust communication channels and practices, we have overcome geographical barriers and created a cohesive and thriving organization. As a result, Better Globe Forestry continues to lead the way in dryland afforestation, achieving our mission of sustainable forestry and positively impacting the environment and communities we serve.



Our IT team during a normal working day (left Michael Information Security Manager, right Alex Systems and Administration Manager)

## ABOUT OUR MAGAZINE

### Miti magazine: educational quality and great technical information

Since the beginning of 2009, Better Globe Forestry has been publishing Miti magazine, on a quarterly basis, meaning that by the end of this year, 60 issues of the magazine will have appeared, covering a period of 15 years. It was originally intended to document success stories regarding tree planting, but it has grown bigger than that.

From a magazine that generally dealt with forestry and trees, and water to a minor extent, Miti has matured into a publication that centers its information around a particular theme, like “Bees and trees”, or “Forests and industrialization”, “Biochar”, “Trees and housing” and so many more.

Apart from the compulsory water article at its end, a recurrent theme is “The species of the quarter” which describes a particular tree or shrub species, and of late “The tree breeders’ corner”.

The magazine covers the East African region, notably Kenya, Uganda and Tanzania, and gets its information from a select group of forestry and environmental specialists, belonging to prominent research institutes and universities, civil society, the government and the private sector. With the exception of maybe five of so photos, all the pictures in the magazine are from East Africa, and bring home the message of the article they accompany.

In this way, BGF has turned the magazine into an educational tool, and is proud to disseminate sound technical information as a service to the wider public. The magazine has helped BGF to better know the forestry environment it is operating in, and in turn BGF gets recognition for its endeavors.

Since last year, Miti can be read online, but for subscribers only.



Training of BGF staff on Forest Stewardship Council, in Head Office