

A word from Jean-Paul Deprins, CEO

Communication and engagement are not optional; they are essential. They are the glue that holds our teams together and the bridge that connects us to our partners, communities, and stakeholders. When communication falters, we don't just risk misunderstandings; we risk losing sight of our mission. However, when done well, it becomes a powerful driver of unity, clarity, and shared purpose.

Strategic communication goes even further. It creates space for meaningful collaboration, enabling different actors in our sector to connect, learn from each other, and build solutions that none of us can achieve alone. As we look ahead, let's commit to listening more deeply, sharing more openly, and engaging more intentionally, because that's how real, lasting progress begins.

The Power of Presence: Why Continuous Farmer Engagement Matters in BGF's Agroforestry Model

At Better Globe Forestry (BGF), our work spans both commercial plantations and community-based agroforestry systems in semi-arid regions, often underutilised landscapes rich in untapped potential. Our plantations are based in Nyongoro and Kiambere, while our agroforestry model is implemented in Kenya's 7 Forks region, Uganda's Dokolo District, and most recently through a 10,000-tree pilot project within the Kiambere plantation. Over the years, this model has transformed landscapes and livelihoods through an inclusive approach that views farmers not as passive recipients but as active co-creators of sustainable land-use practices. We believe that the success of agroforestry extends beyond planting trees; it begins with presence. Sustainable impact depends on consistent, hands-on engagement with farmers.

BGF Agroforestry model in Dokolo, Uganda (Photos by BGF)



Why Presence Matters: Continuous farm visits and regular interactions are the backbone of a thriving agroforestry model. These touchpoints build trust, reinforce accountability, and cultivate a strong sense of ownership among farmers. When support is timely and consistent, farmers are more confident in adopting, adapting, and sustaining the best practices introduced. This isn't just about planting trees; it's about growing relationships that support long-term success.

Building Confidence and Preventing Setbacks: Continuous monitoring allows BGF to track progress, address challenges early, whether it's misinformation, poor planting techniques, or the temptation to harvest trees prematurely. Regular farm visits reassure farmers that expert support is always within reach, boosting their confidence and commitment to the program.

This hands-on approach leads to higher tree survival rates, improved farm productivity, and stronger community resilience. Most importantly, it reinforces the long-term value of tree planting in areas facing increasing environmental and economic pressures.

Strengthening Communities Through Consistent Engagement:

Regular interaction ensures that farmers feel supported and equipped to manage their trees, crops, and land effectively, even during dry seasons or difficult harvests. This approach also helps preserve traditional knowledge, promotes local innovation, and nurtures environmental stewardship. Sustainable change is not a one-time intervention; it's a journey. And what makes our model work is not just the trees we plant, but the relationships we build.

BGF Agroforestry model in 7 Forks, Embu, Kenya. (Photos by BGF)



Kenya Launches REDD+ Registry

A Historic Step and a Critical Role for Bridge-Builders Like Better Globe Forestry

On 28th July 2025, Kenya made history by launching Africa's first National REDD+ Registry, ushering in a new era of transparency, accountability, and global alignment in carbon market governance. Developed with Conservation International, the digital platform tracks the full lifecycle of carbon credits and aligns with Article 6 of the Paris Agreement.

Left to right: Cabinet Secretary Dr. Deborah M. Barasa, British High Commissioner H.E. Neil Wigan, & Forestry PS Mr. Gitonga Mugambi. (Photo credit: Dr. Deborah Barasa (Facebook))



Better Globe Forestry (BGF) attended the launch as a guest of the Kenya Association of Manufacturers (KAM), representing the Timber Sector, affirming the private sector's growing role in nature-based solutions and green finance. The registry, developed with support from Conservation International, is a digital platform for tracking the full lifecycle of carbon credits from REDD+ and other forestry projects. Key features include:

- Carbon credit issuance, transfer, and retirement tracking.
- Aligned with Article 6 of the Paris Agreement.

- Nesting of site-level projects within national emission baselines.
- This launch formalises Kenya's carbon credit system and sets the bar high for environmental integrity in Africa. The British High Commissioner, Neil Wigan, reaffirmed the UK's £200 million green investment pledge to support climate adaptation, clean energy, and nature-based solutions in Kenya. This funding, under the UK-Kenya Strategic Partnership 2025–2030, positions Kenya as a global leader in climate action and opens a channel for private sector implementation partnerships.

Official launch of Kenya's REDD+ Registry. (Photo credit: Dr. Deborah M. Barasa, via Facebook).



From Policy to Practice: The launch of the REDD+ Registry is a significant policy achievement, but turning policy into practice remains a challenge. As one KAM official aptly noted, "High-level engagements rarely reach the grassroots." This is precisely where BGF plays a crucial role, bridging the gap between national ambition and local implementation.

We connect both worlds: We bring together policy and practice by translating complex frameworks into tangible, community-driven solutions. Through our industry affiliations and technical expertise, we engage in the spaces where policies and partnerships are shaped

We're grounded in action: With decades of experience in afforestation, agroforestry, and community engagement, our impact is real and scalable.

We lead with purpose: Proving that sustainable forestry delivers tangible benefits, for the climate through carbon capture, for the economy through green jobs, and society through improved livelihoods and resilience.

Looking Ahead: The launch of the REDD+ Registry marks a defining moment for Kenya's forestry sector, and a renewed call to action for Better Globe Forestry. As climate policy and finance continue to evolve, our role is clear: to translate ambition into action, where it matters most, on the ground, with the people.

With deep roots in dryland communities and a proven track record in sustainable forestry, BGF stands ready to champion this next chapter, trusted, capable, and committed to turning policy into lasting impact.