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FORestore Campaign Gallery



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Erasmus+

**Capacity building in the field of vocational
education and training (VET)**

**Forest Restoration through VET
Capacity Building**

PROJECT CODE: 101181024

DURATION: 01/01/2025 - 31/12/2026



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FORESTORE CAMPAIGN - MULTIMEDIA GALLERY

This gallery documents the FORestore online awareness campaign, which took place from March to May 2026, and shows, post by post, what was published across our channels (Facebook and LinkedIn). It brings together the campaign's three-month journey, from deforestation problems to restoration techniques and technologies to community-led action, using screenshots of each post and its published text.

It can also serve as inspiration for anyone who wants to run the campaign themselves: the FORestore Campaign Kit is free, downloadable, and fully editable via project website [LINK](#), so organisations and individuals can reuse and adapt the materials to their own language, audience, and platforms.

Join the movement – learn, share, and inspire action for a greener future.



CAMPAIGN STRUCTURE AND CONTENT

A structured sequence was followed, moving from **awareness** → **solutions** → **engagement**:

- **Introduction (1 post)**: Introducing the FORestore campaign and its purpose.
- **Awareness (3 posts)**: Urgency framing (“forests are disappearing faster than you think”), myth-busting (“planting trees is not enough”), and why forests matter.
- **Informative & Emotional Video (3 posts)**: Short, story-led content showing impacts and modern restoration approaches.
- **Community engagement (3 posts)**: Direct questions and prompts (“What can you actually do?”, “3 ways...”, “How can you support...”) to trigger comments and participation.



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POST #1 | INTRODUCING THE FORESTORE CAMPAIGN

04/MARCH | INTRODUCTION



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Introducing the FOREstore Campaign

Forests don't survive without people — especially local communities.

The FOREstore campaign highlights a simple truth: protecting forests means empowering the people who depend on them. Through green skills, vocational training, and sustainable livelihood alternatives, communities can restore ecosystems while strengthening their own resilience.

This campaign focuses on:

- Sustainable forest management
- Restoration techniques adapted to dry and vulnerable regions
- Youth training in green sector skills
- Community-led environmental action

Because sustainability is not just about trees. It's about people + planet.

Over the coming weeks, we'll explore:

- The role of local communities in forest protection
- Innovative restoration methods
- The connection between land restoration and food security
- Practical actions you can take

Real environmental change starts locally — and scales globally.

Your action: Follow, share, and support initiatives that invest in green skills and community-led restoration.

Learn more: <https://vet-forestore.eu/>

#FOREstore #GreenSkills #SustainableForests #CommunityLed

This post announces the launch of the FOREstore campaign and highlights the key idea that forests are restored by empowering local communities through green skills and sustainable livelihoods.



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POST #2 | FORESTS ARE DISAPPEARING FASTER THAN YOU THINK

06/MARCH | AWARENESS

FORestore
Forest Restoration through VET Capacity Building

Forests are disappearing faster than you think.
Charcoal, farming, and land expansion are driving forest loss and worsening drought.

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Logos: eduforma, Mine Vaganti NGO, EUROPEAN KNOWLEDGE SPOT, AFRICAN CENTRE (TECHNICAL TRAINING)

Livia Magdošková and 4 others

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Forests aren't "somewhere far away." They're being cut, burned, and thinned right where people live and work - in our partner regions in Europe and Sub-Saharan Africa.

🌱 But what is deforestation?
Deforestation is the permanent clearing of forests (or severe degradation) to make space for other land uses or to extract resources, breaking the systems that keep land fertile, climates stable, and water available.

Main causes (and the hard truth):
Across the project countries, drivers include agricultural expansion, illegal logging, mining, urban growth, and a massive one that often gets ignored: charcoal and fuelwood.

- In Somalia (Puntland), dependence on biomass energy is extreme: ~85% of energy consumption relies on firewood/charcoal, meaning trees become the default fuel.
- In Uganda, unsustainable harvesting for charcoal and firewood is highlighted as a key driver of forest loss.

📦 Charcoal production = forest loss when livelihoods and energy alternatives are missing.

Trees act like living sponges: they help soil hold water, reduce runoff, and keep local moisture cycling. When forests disappear, soils dry out faster, erosion increases, and drought impacts hit harder - a vulnerability especially relevant in Mediterranean Greece (water scarcity + drought risk) and arid zones like Somalia.

Ghana lost ~1.31 million hectares of tree cover (2001-2020), strongly linked to agricultural expansion pressures (including cocoa landscapes).

Italy lost 34.4 thousand hectares of natural forest in 2023 (with wildfire as a

major driver of loss).

👤 What can you personally do?

- Cut charcoal demand where you can: switch to cleaner cooking options when available; support projects promoting alternatives (efficient stoves/solar). (This matters hugely for forest-energy hotspots.)
- Buy certified wood/paper (FSC/PEFC) + use less paper.
- Support "trees + farms" solutions (agroforestry): it protects soil moisture, boosts yields, and reduces pressure to clear new land.
- Share + ask one question: "Where did this product come from, and did it cost a forest?"

If forests are disappearing fast, our choices have to move faster.
🗨️ Tell us: Which tip can you start this week?

#FORestore #SustainableForests #ForestManagement #ErasmusPlus #VETFORestore #ClimateAction

This post explains what deforestation is and why it's happening in the FORestore partner regions (Europe + Sub-Saharan Africa), highlighting key drivers like agricultural expansion and charcoal/fuelwood, linking forest loss to drought impacts, and ending with practical actions people can take (e.g., cleaner cooking alternatives, FSC/PEFC choices, agroforestry).



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POST #3 | THIS IS HAPPENING NOW... 13/MARCH | INFORMATIVE & EMOTIONAL VIDEO

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Agroforestry: a solution to deforestation

Debra Kiliru
Co-Founder of P.L.A.N.T.

Barbara Solinas and 6 others

2 reposts

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What if we could recover what was lost? The video shows how agroforestry – farming that works with trees instead of removing them – helps communities restore ecosystems, improve soil health, and rebuild local resilience.

- 👉 This contrast isn't just about landscapes. It's about how people and nature are connected — and how solutions must be too.
- 🔑 Real, lasting change happens when communities can combine sustainable land use with livelihood opportunities. Support and advocate for sustainable land-use practices and initiatives that give people alternatives to deforestation.
- 👉 Watch the full story in the video and learn how solutions like agroforestry are reshaping landscapes and lives.

<https://lnkd.in/dVaisYUf>

#Reforestation #Deforestation #VETFORestore #GreenSkills
#SustainableForests #ForestRestoration #ForestManagement #ErasmusPlus
#VETFORestore #ClimateAction

This post shares a video about agroforestry - farming with trees instead of clearing them - to show how communities can restore ecosystems, improve soil health, and rebuild local resilience, and it invites people to watch and support sustainable land-use alternatives to deforestation.



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POST #4 | WHAT CAN YOU DO ABOUT DEFORESTATION?

20/MARCH | COMMUNITY ENGAGEMENT

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Forest Restoration through VET Capacity Building

ORANGER GREFFE (CITRUS SINEUSIS)
MANDARINIER GREFFE (CITRUS NOTICULATA)
CITRONNIER GREFFE (CITRUS LIMON)
SAU-SEITER FORTYURE

What can you do about deforestation?
Start small: buy certified products, waste less, and support forest protection work.

Barbara Solinas and 7 others

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You can't "save all forests" alone. But you can cut the demand that drives forest loss, back real restoration, and put pressure where it matters, especially in the places our project partners work in.

1 Support initiatives that already work (and are local)

These aren't abstract ideas – they're active models in partner contexts:

- Nigeria: support landscape restoration linked to the Great Green Wall.
- Uganda: back FMNR (Farmer Managed Natural Regeneration), farmer-led regrowth that's fast and low-cost.
- Greece: follow and share climate-adapted forest management work (Mediterranean forests face rising heat and water stress).
- Slovakia: learn from close-to-nature forestry approaches.

2 Buy like forests matter (ethical choices that actually help)

You don't need perfect brands. You need verifiable standards:

- Choose FSC or PEFC for wood, paper, cardboard, furniture.
- Bonus: reduce consumption first – certification is better than nothing, but less demand beats better labels.

3 Volunteering that matches real needs on the ground

From the field research, barriers are not about the motivation, but the support available.

- Join local tree nursery work + aftercare (watering, mulching, protecting young trees, follow-up care).
 - Support community awareness + communication.
 - If you have digital skills: help with GPS/GIS mapping, monitoring, reporting.
- Nigeria example to explore: Great Green Wall-linked volunteering structures exist via national agencies/programs.

4 Actionable tips (quick, concrete)

- Cut charcoal pressure where it's a driver: in places like Somalia and Uganda, charcoal/firewood demand is tightly linked to forest loss. Support clean cooking + efficient stoves initiatives when you donate/share.
- Deforestation-proof your basket: less beef/leather, less waste, more traceable products (and ask brands for proof). And locally, prevention matters too: in Mediterranean areas, fire-safe behaviour protects forests before they burn.
- Give 10 minutes: share one local initiative, tag a friend, and add a simple ask: "Is this FSC/PEFC? What's the source?"

Which one will you start with – and where?

#FORestore #SustainableForests #ForestManagement #ErasmusPlus
#VETFORestore #ClimateAction

This post focuses on what you can actually do about deforestation: it shares practical actions such as supporting local initiatives, choosing FSC/PEFC products, volunteering in nursery/aftercare work, and using skills like GIS monitoring, ending with the question "Which one will you start with, and where?"



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POST #5 | FPLANTING TREES IS NOT ENOUGH

03/APRIL | AWARENESS

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Forests can recover—if we do it right.
Natural regrowth, assisted planting, and monitoring tech are key. Support what works.

Livia Magdošková and 14 others

1 comment · 1 repost

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Planting trees is a start. But if the pressure that removes trees stays the same, planting becomes a loop: plant → cut → plant again.

🌱 In partner realities, forest loss is often tied to energy and livelihoods: when households rely on fuelwood/charcoal, forests become the cheapest “fuel station.” Nigeria’s research highlights heavy livelihood dependence on forests for fuelwood and income, made worse by poverty and weak enforcement.

📄 Reforestation vs. ecosystem restoration
Reforestation: putting trees back.
Ecosystem restoration: rebuilding the full system, from soil health, water retention, native biodiversity, and protection, so forests can survive long-term.

Smart restoration (what works in real conditions)

1. Restore what trees need: soil + water. Where drought and land degradation are real, seedlings fail without water-smart planning and soil recovery. Nigeria’s Great Green Wall work is built exactly around degraded land + desertification, using climate-fit approaches and support infrastructure.
2. Reduce the driver, not just the symptoms. If forests are being cut for energy, restoration must include alternatives (efficient cooking, cleaner energy, woodlots that reduce pressure on natural forests).
3. Protect biodiversity (not monocultures). In Cameroon, we’re talking about the Congo Basin, the world’s second-largest tropical forest, with exceptional biodiversity – restoration there must protect ecosystems, not replace them with simplified tree plantations.
4. Climate-adapted restoration. Nigeria’s Great Green Wall highlights using indigenous species adapted to local climate and practical measures like water access and community nurseries, because survival rates matter more than “trees planted.” Cameroon also faces climate stressors like drought and wildfires, which makes “right species + prevention + monitoring” non-negotiable.

💡 What you can do (simple + real)

- Support projects that measure survival + biodiversity, not just “tree counts.”
- Back restoration linked to clean energy / reduced fuelwood pressure where that’s the driver.
- Support initiatives reducing commodity-driven deforestation (e.g., cocoa landscapes in Ghana): restoration + better land-use planning together.

🌟 Follow to learn how restoration really works – beyond planting!

#FORestore #SustainableForests #ForestManagement #ErasmusPlus #VETFORestore #ClimateAction

This post explains why planting trees alone isn’t enough: if the pressure that removes trees stays the same, reforestation becomes a loop of plant → cut → plant again. It contrasts reforestation vs. ecosystem restoration and highlights “smart restoration” approaches drawn from partner realities.



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POST #6 | THIS IS HOW FORESTS ARE REBUILT TODAY

10/APRIL | INFORMATIVE & EMOTIONAL VIDEO

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Forest Restoration through VET Capacity Building

Inside Africa's Food Forest Mega-Project
Andrew Mills

10 YEARS LATER

Watch on YouTube

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Livia Magdošková and 9 others 2 reposts

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1mo ·

This is happening now.

What used to be barren land in the Sahel is now feeding half a million people.

Today?

- Trees are growing.
- Water is soaking back into the ground.
- Livestock are fed.
- Market gardens are producing food year-round.

Through Africa's Great Green Wall, communities are restoring degraded land using simple water-harvesting techniques, drought-resistant species, and local knowledge.

Restoring land = restoring food security.

When ecosystems recover, people recover.

Support and amplify community-led land restoration projects. Share this story. Awareness drives impact.

Watch the full story and see what "restoration" really looks like in drylands:

<https://lnkd.in/eXCkicwn>

#FORestore #SustainableForests #ForestManagement #ErasmusPlus

#VETFORestore #ClimateAction

This post shares a story about Africa's Great Green Wall, showing how communities are restoring degraded Sahel land with water-harvesting techniques, drought-resistant species, and local knowledge, while linking restoration to food security and asking people to share and support community-led land restoration.



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POST #7 | 3 WAYS FORESTS ARE BEING RESTORED

17/APRIL | COMMUNITY ENGAGEMENT

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Forest Restoration through VET Capacity Building

Skills that restore. Skills that matter.
Change is hands-on. Built by people.

Barbara Solinas and 9 others · 2 reposts

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Forests aren't rebuilt in one way — there are 3 main methods, and each fits a different landscape.

- 🌱 **Natural regeneration** (the "let nature do the heavy lifting" method)
This is when forests come back through natural regrowth — often cheaper and more resilient when the ecosystem still has seeds, roots, and nearby forest fragments. Example from partner context: Slovakia reported that 37% of forest regeneration was natural regeneration (2023).

Practical step: protect regrowth: avoid grazing/trampling, reduce fire risk, and let young trees establish.

- 🌱 **Assisted planting** (when nature needs a push)
Used when land is too degraded or species are missing. The key isn't "plant more" — it's plant smarter:
 - right species for the site
 - soil prep + spacing
 - aftercare (watering/weeding/pest control)

Field research across partner countries flags that lack of water, tools, site selection, and follow-up is what makes planting fail.

Practical step: if you volunteer/donate, ask: "What's the aftercare plan for year 1-3?"

- 📡 **Tech-supported monitoring** (because survival > hype)
Restoration needs proof: what survives, where, and why. Partners highlighted major skill gaps (and demand) around GIS/GPS, remote sensing, drones, and AI for forest monitoring. Ghana's forestry training examples already include drones + satellite imagery for monitoring.

Practical step: support projects that publish monitoring results (survival rates, mapped sites), not only "trees planted."

- ✅ **Quick takeaway:** Natural regeneration saves effort, assisted planting rebuilds missing ecosystems, and tech monitoring keeps it honest.

Engagement question: Which method did you not know about — natural regeneration, assisted planting, or tech-supported monitoring? 📍

#ForestRestoration #Reforestation #NatureBasedSolutions #GIS #Drones #FORestore #SustainableForests #ForestManagement #ErasmusPlus #VETFORestore #ClimateAction

This post explains three ways forests are restored: natural regeneration, assisted planting, and tech-supported monitoring; and ends by asking which method people didn't know about.



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POST #8 | FORESTS DON'T SURVIVE WITHOUT PEOPLE

01/MAY | AWARENESS

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Forests don't survive without people.
Communities protect forests best when they have sustainable alternatives and skills.

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Livia Magdošková and 8 others 2 reposts

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🔴 Forests don't disappear because people don't care. They disappear because survival leaves no other option.

🌍 In many regions, local communities depend on charcoal production and firewood for income. When livelihoods rely on forest extraction, deforestation becomes an economic necessity — not a choice.

👥 Sustainable forest management only works when people have alternatives.

That means:

- Green skills and vocational training
- Climate-resilient job opportunities
- Youth engagement in restoration
- Sustainable income beyond charcoal dependence

When communities thrive, forests recover.

🌱 The FORestore project focuses on empowering local communities through vocational education and green skills to create long-term, sustainable change.

What can you personally do?

- ✓ Be conscious of where your charcoal and wood products come from
- ✓ Reduce unnecessary paper and wood consumption
- ✓ Support sustainable and certified products
- ✓ Share awareness about community-based forest solutions
- ✓ Promote green skills and youth-led environmental action

Small informed actions can drive systemic change.

Learn more: <https://vet-forestore.eu/>

#Reforestation #Deforestation #VETFORestore #GreenSkills

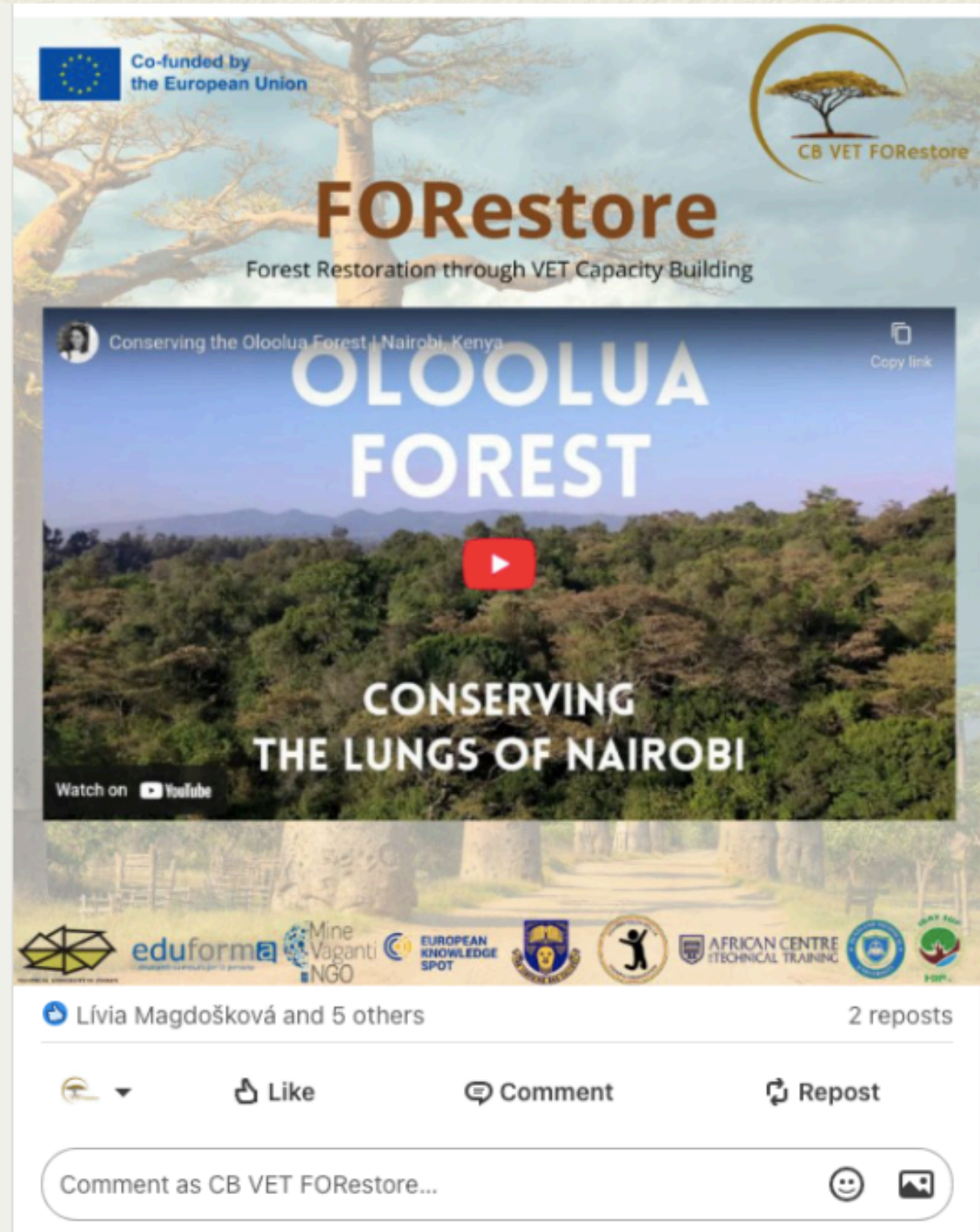
This post explains that forests often disappear not because people don't care, but because communities rely on charcoal and firewood for income, and it argues that sustainable forest management only works when people have real livelihood alternatives - through green skills, vocational training, and youth-led opportunities



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POST #9 | REAL CHANGE STARTS WITH PEOPLE.

08/MAY | INFORMATIVE & EMOTIONAL VIDEO



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Communities are the heart of forest protection:

- 👥 Community work
- 🎓 Youth learning green skills
- 🌱 Local restoration efforts that rebuild both land and livelihoods

When people are empowered, forests can thrive — not just survive. 🌳

Sustainability = people + planet.
Because protecting ecosystems starts with supporting the communities who depend on them.

🔑 Forest and land restoration only works when local people have the tools, training, and opportunities to lead the change.

🌱 Learn about and amplify community-led restoration efforts — because awareness fuels impact.

Watch here: <https://lnkd.in/dDJwipVA>

#Reforestation #Deforestation #GreenSkills #SustainableForests
#ForestRestoration #ForestManagement #ErasmusPlus #VETFORestore
#ClimateAction

This post highlights that communities are the heart of forest protection, showcasing community work and youth gaining green skills through local restoration efforts in Nairobi, inviting people to watch and amplify community-led restoration.



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POST #10 | HOW CAN YOU SUPPORT FOREST COMMUNITIES?

15/MAY | COMMUNITY ENGAGEMENT

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A Greener Tomorrow Begins Today
Join the FOReStore journey towards forest restoration!

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? Why Sustainable Forest Management Matters

🌍 Did you know that forests cover 31% of the Earth's surface but are disappearing at an alarming rate? Every tree lost affects biodiversity, climate balance, and local communities.

🌱 Through the FOReStore project, we are working to promote Sustainable Forest Management by equipping learners and professionals with the right skills and knowledge. From innovative restoration techniques to community engagement, we aim to make a lasting impact.

👉 Join us in supporting a greener future!

🗣️ What role do you think forests play in climate action? Let's discuss in the comments! 🙌

#FOReStore #SustainableForests #ForestManagement #ErasmusPlus #VETFOReStore #ClimateAction

This post focuses on how people can support forest communities with concrete actions, such as sharing local initiatives, choosing more ethical/certified products, volunteering, and making small everyday choices that reduce pressure on forests, ending with a prompt like "Which one will you start with?"



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The FORestore campaign is designed to highlight critical issues around deforestation, forest restoration techniques, and sustainable forest management practices. With a unified approach across all partners, we aim to amplify the EU's role in supporting environmental sustainability through well-coordinated outreach and educational materials.

Let's continue our collaborative efforts to make this campaign a success, engaging our target groups, expanding our reach, and ultimately fostering a greater commitment to sustainable forest management. Together, we can create lasting change for a healthier planet.



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Home

"The project aligns with the ERASMUS+ Capacity Building priorities for Vocational Education and Training (VET) and addresses the urgent global challenge of deforestation by..."

[CB VET FORstore /](#)

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CAMPAIGN KIT**

<https://vet-forestore.eu/>



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