

■ SPREAD THE WORD

Community Awareness Guide

Your complete toolkit for educating your community about Africa's
deforestation crisis
spreadtreeawareness.org

Why Spreading the Word Matters

The biggest barrier to solving Africa's deforestation crisis is not money — it is awareness. Most people have no idea that Nigeria has lost 99% of its original forests, or that Uganda's forests could be entirely gone by 2040. When people know, they act. This guide gives you everything you need to start those conversations in your school, workplace, or community.

"The best time to plant a tree was 20 years ago. The second best time is now."

5 Ways to Spread the Word

01

Share on Social Media

Post about Africa's deforestation crisis on Instagram, Facebook, TikTok or X. Use these hashtags to reach more people:

#SpreadTreeAwareness #AfricaForests #DeforestationAfrica #PlantTreesAfrica #GreenPulseOfAfrica

■ Tip: Share a shocking stat like 'Nigeria has lost 99% of its forests' with a powerful image. Short, visual posts get the most engagement.

02

Share This PDF

Print this guide or share it digitally with friends, family, colleagues and classmates. The more people who read it, the bigger the impact.

■ Tip: Email it to your workplace, school group, or local community organisation. One share can reach hundreds of people.

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Switch to Ecosia

Ecosia is a search engine that plants trees with its advertising revenue. Every 50 searches plants approximately one tree — at zero cost to you.

→ Go to [ecosia.org](https://www.ecosia.org) and set it as your default search engine today.

■ Tip: Tell your friends and family to switch too. If 100 people switch, that's thousands of trees planted automatically.

04

Host an Awareness Event

Organise a small event at your school, workplace, or community centre. Show a short documentary about African deforestation, share the facts from this guide, and encourage people to donate to one of our partner organisations.

■ Tip: Even a 30 minute lunch break presentation can inspire people to take action.

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Direct People to Our Website

Share spreadtreeawareness.org with everyone you know. Our website has all the facts, country breakdowns, and links to trusted organisations where people can donate and make a real difference.

→ spreadtreeawareness.org

■ Tip: Add our website link to your social media bio so everyone who visits your profile sees it.

Key Facts to Share

Use these shocking statistics to grab people's attention:

■ ■ Nigeria	99% of original forests are gone. Only 1% remains.
■ ■ DR Congo	Over 25% of the Congo Basin could vanish by 2050.
■ ■ Ghana	Only 10% of forests remain after decades of logging.
■ ■ Côte d'Ivoire	Lost 80% of its forests in just one century.
■ ■ Zambia	Loses 300,000 hectares of forest every single year.
■ ■ Uganda	Forests could be entirely gone by 2040.
■ Africa	Loses 3.9 million hectares of forest every year.
■ Hope	Africa has 393 million hectares of restorable land.

You do not need to be an expert. You just need to care.

Visit spreadtreeawareness.org to learn more and take action today.

