



# PARTNERSHIPS

Regenerative partnerships for brands  
who want to build legacy.



# ABOUT THE

# FOOD FOREST FOUNDATION



Food Forest Foundation is a grassroots organisation working in Zambia to regenerate land, strengthen food systems, and support long-term community livelihoods through practical, place-based action.

Our work focuses on building living systems; restoring degraded landscapes through tree planting and agroforestry, supporting regenerative farming practices, and developing community-led programmes that grow food, income and ecological resilience side by side.

We are not interested in surface-level sustainability.

We are focused on the slow, patient work of regeneration, where progress is measured in healthier soil, stronger ecosystems, and communities with the skills and autonomy to steward their own futures.

Everything we build is designed to last beyond us.

Knowledge is transferred. Systems are owned locally. Impact is rooted in place.

Our partnerships, programmes and projects are shaped around one guiding principle that real change happens when people and land are supported together.

# WHY BRANDS CHOOSE TO PARTNER WITH US

People are more discerning than ever about who they engage with. They notice what feels performative. They trust what feels real.

Whether choosing a bank, an airline, a retailer or a service provider, people are forming a relationship. They are deciding who deserves their trust.

Brands partner with Food Forest Foundation because this work creates a different quality of connection between a brand and its audience.

It gives people something genuine to connect with. Something they can feel proud of. Something that reflects their values.

When impact is rooted in real places and real communities, it doesn't feel like a campaign. It feels authentic. That perception shifts how a brand is experienced: from transactional to trusted, from interchangeable to meaningful.

And for that trust to hold, impact must be credible. That is why our work is visible and accountable. Partners can point to real sites, real activity and real outcomes. Not abstract claims, but grounded proof.

## CONSUMER OUTCOMES THAT MATTER

- Stronger trust & affinity: people stay with brands that feel genuine.
- Credible narrative: place-based impact feels more real.
- Emotional connection: people connect with brands that share their values.
- Meaningful value exchange: engagement becomes participation.
- Enduring loyalty: meaning outlasts incentives..





# HOW PARTNERSHIPS TAKE SHAPE

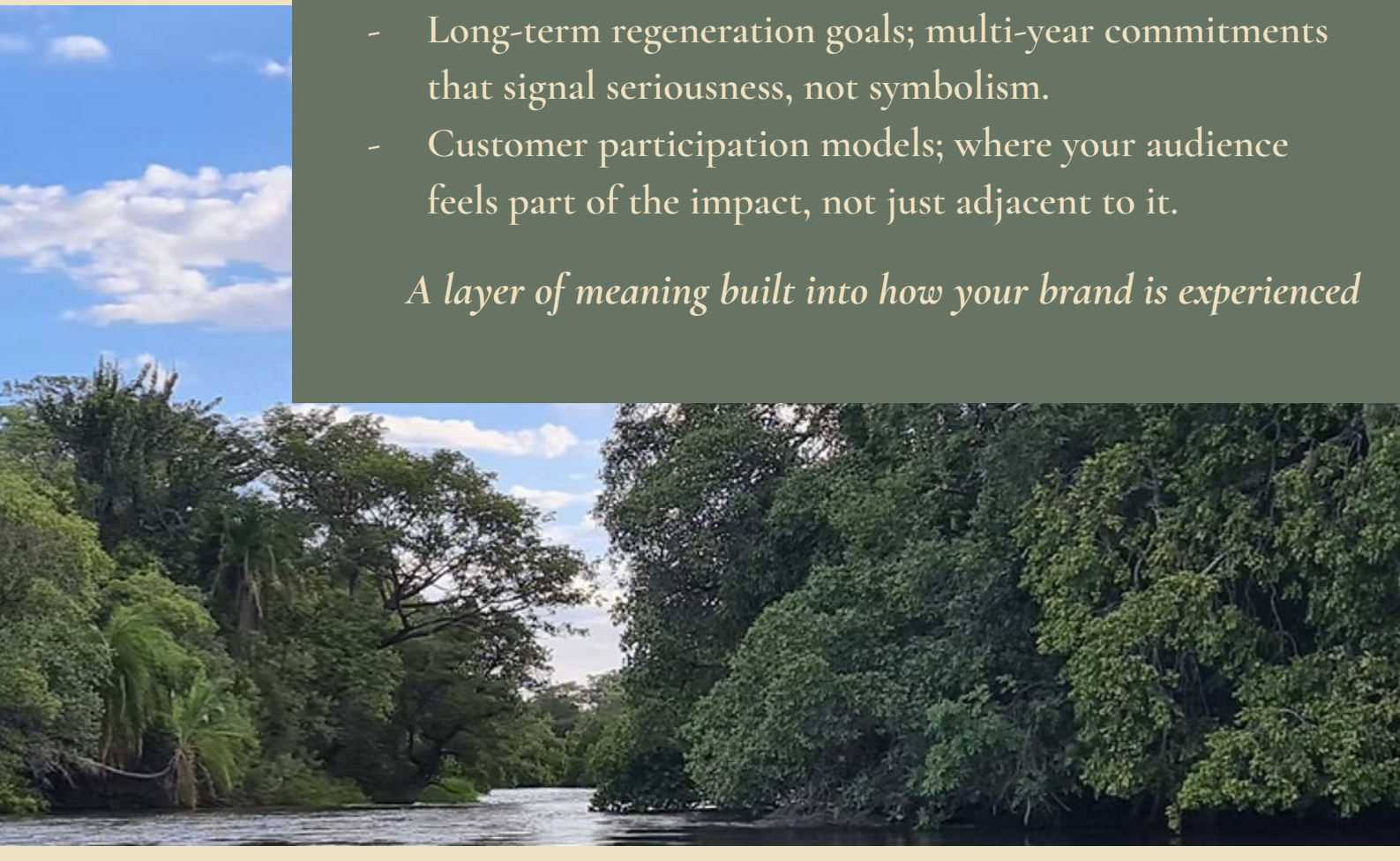
Every partnership is shaped around your brand, your audience, and your intent. There is no fixed model, because meaningful impact should feel coherent, not bolted on.

The most successful partnerships feel less like campaigns and more like extensions of identity rooted in purpose.

## PARTNERSHIPS MAY INCLUDE:

- Spend-linked impact; everyday activity quietly contributes to real-world regeneration.
- Product or offering-linked impact: certain products, services or experiences carry a deeper purpose.
- Milestone-linked commitments; growth, anniversaries or achievements become moments of collective impact.
- Long-term regeneration goals; multi-year commitments that signal seriousness, not symbolism.
- Customer participation models; where your audience feels part of the impact, not just adjacent to it.

*A layer of meaning built into how your brand is experienced*





# WHERE LOYALTY BECOMES SOMETHING REAL

The strongest loyalty today is not driven by points, perks or discounts.

It is driven by meaning.

People stay connected to organisations that reflect their values.

They advocate for brands they feel proud to be associated with.

They return to experiences that allow them to participate in something bigger than themselves.

Partnerships with Food Forest Foundation create that dynamic naturally, by turning everyday engagement into visible, real-world impact.

Not transactional. Participatory. Meaningful.

**64%** People are more likely to stay with brands that share their values

**66%** Consumers expect brands to take real action on social & environmental issues

**70%** Customers are more likely to engage when it contributes to something meaningful

**2X** Purpose-led brands are significantly more likely to drive advocacy and word-of-mouth



# IMPACT THAT STANDS

# UP TO SCRUTINY.

We understand the risk brands carry when they speak about sustainability.  
Trust is hard to earn and easy to lose.

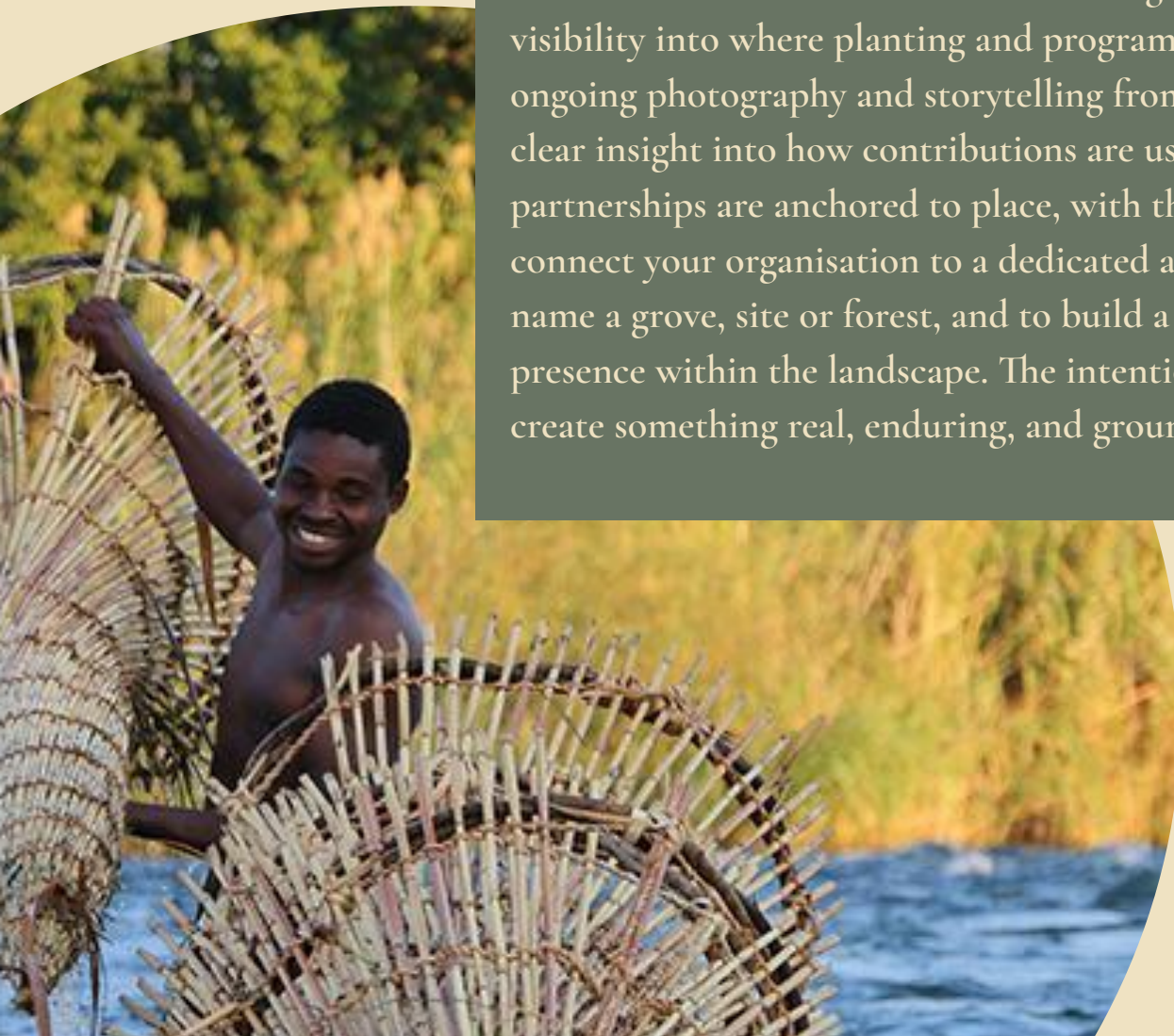
That's why we prioritise grounded credibility over inflated claims.

Our work is embedded in real places, with real communities, over time.  
It is visible. It is documented. It is accountable.

Partners are not asked to rely on abstract promises or marketing narratives.  
They are able to point to real sites, real activity and real outcomes.

Not perfection.  
But honesty.  
And integrity.

Partners are invited into the work in tangible ways, with visibility into where planting and programmes take place, ongoing photography and storytelling from the field, and clear insight into how contributions are used. Many partnerships are anchored to place, with the opportunity to connect your organisation to a dedicated area of land, to name a grove, site or forest, and to build a visible, lasting presence within the landscape. The intention is simple: to create something real, enduring, and grounded in integrity.



# AN INVITATION FOR BRANDS WHO CARE ABOUT LEGACY

We do not seek volume.

We seek alignment.

We partner with organisations who value depth over optics, long-term impact over short-term campaigns, and integrity over noise.

If your brand is looking to build something real, meaningful, and enduring, we would welcome the conversation.

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