

## Tala launches partnership with WeForest

Tala has expanded its portfolio of charity partnerships, joining forces with international, forest restoration organisation, WeForest.

Located in Belgium, and with ongoing projects in Brazil, Ethiopia, India, Tanzania, and Zambia, WeForest focuses on the restoration of entire regions, demonstrating that well-planned reforestation can combat global warming. Tala is committed to a project in the Khasi Hills of India which benefits the local population through assisted natural regeneration and sustainable livelihood development.

The partnership with WeForest signifies a step change for Tala. Nikki Kapp, Tala's Sustainability Manager, explains: "Inspired by the concept of effective altruism, and effectuating Tala's vision of Conservation Through Beauty, the Khasi Hills project allows us to maximise the environmental and social impacts of our philanthropic budget by planting more trees with a higher carbon sequestration potential and supporting the livelihood of local communities."

Marie-Noelle, CEO of WeForest adds: WeForest is looking forward to its collaboration with Tala. Together we are ensuring empowerment of the Khasi Hills communities to reclaim degraded land, offering them business opportunities and giving them a chance to lift themselves out of poverty.

The timing of the collaboration coincides with the evolution of Tala's Ten Trees programme, where 10 trees are planted for every 200 units sold. A new model now sees Tala donate a percentage of its revenue to reforestation programmes around the world, uniting the social and environmental issues of climate change on a global scale, and increasing its impact (in trees planted) by 540%.

In the UK, Tala continues to work with The Heart of England Forest on building and protecting a vast, new unbroken woodland of native, broadleaf trees in the middle of England.

In the USA, Tala partners with the National Forest Foundation to restore ecosystems across the country by planting in areas where reforestation addresses the greatest ecological need, such as those severely affected by forest fires.

As of July 2018, Tala has funded the planting of 40,029 trees worldwide and is on track to fund the planting of 300,000 by the end of 2020.

For further information, please contact Martha McNaughton: [martha@talaed.com](mailto:martha@talaed.com) / +44 (0) 20 150 2869.

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## **Editors Notes**

### **About Tala**

Tala is an award-winning lighting brand founded on the premise that good design can help mitigate climate change. Established in London in 2013, Tala launched its first collection in 2015 and three years on boasts a team of over 50 and operates out of 18 markets around the globe. To maximise its impact Tala donates a percentage of its revenue to reforestation programmes in the UK, the US and around the world.

[www.tala.co.uk](http://www.tala.co.uk)

### **About WeForest**

WeForest is fast-growing, international, non-profit association with headquarters in Belgium and reforestation projects in Brazil, Ethiopia, India, Tanzania, and Zambia. It is demonstrating through the restoration of entire regions that well-planned reforestation can be the solution to today's biggest challenge: global warming.

The organization is promoting Forest Landscape Restoration best practices, creating a movement and engaging the greatest brands.

[www.weforest.org](http://www.weforest.org)