TOOL 1
THE STORY BEHIND THE PICTURE

FROM THE TREE OF PRACTICES TO THE FOREST OF KNOWLEDGE

A guide to identifying, capturing, sharing and communicating REDD+ Inspiring Practices

PURPOSE
To take advantage of the power of images to communicate ideas and feelings, and to summarize the fundamental aspects of a REDD+ experience or activity.

DESCRIPTION
- Take pictures and choose one that summarizes the general idea of the practice or its most important achievement.
- Put a title and write a brief text telling the story of the practice.
- Organize an exhibition of pictures in a public space, send pictures to the media, or post online.

PARTICIPANTS
- An organization or group of people involved in an experience
- A team in charge of designing and executing the strategy

WHEN TO USE IT
- At the end of a practice for evaluation purposes
- To visualize the changes achieved
- To circulate lessons learned with new audiences
- To give feedback about results to donors and other organizations involved

REQUIRED MATERIALS
- Camera
- Poster paper
- Markers
- Hall or room in a public area to exhibit pictures