



# ACTIVITY REPORT

2019-2020 SEASON





## OUR MISSION

- Conserve, restore and create forests all around the world to cultivate their many environmental, social and economic benefits over the long term.

## OUR AMBITION

- Offer a genuine, large-scale solution to the two major risks facing humanity: climate change and loss of biodiversity.
- Contribute to the creation of new and sustainable business models.

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## Our goal: plant or protect a billion of the world's trees by 2030!

Extraordinary! That is the only word to describe the 2019-2020 season for Reforest'Action even if we look at it from many different angles. Firstly, it was our tenth year in operation, and we will show in this activity report that it was a year of quick, robust growth. It was extraordinary because it will be remembered for being the year of the coronavirus pandemic. While we were able to continue our projects without major delays thanks of the unfailing mobilisation of NGOs and forestry workers with whom we work, the commitment of businesses and individuals, however, did flag at the end of the year as they awaited better visibility on the resolution of the health crisis.

Extraordinary times are often the font of great changes. Our hope is that this one will help usher in a more sustainable and environmentally-friendly economy. As for Reforest'Action, it enabled us to clarify our mission and ambitions. It is with undiminished energy and renewed excitement that we have chosen to act in defence of the climate, biodiversity and the well-being of all. The last ten years have shown us that our reforestation model facilitates ambitious actions in quality projects. As such, we have decided to plant or protect a billion trees in the world by 2030.

We are counting on your support in our mission as we look to hit the ground running coming into this new decade, which the United Nations has declared the Decade on Ecosystem Restoration. Together, we can make a huge contribution and look toward the future with optimism.

Stéphane Hallaire,  
Founder and CEO of Reforest'Action



# FORESTS: OUR ALLIES

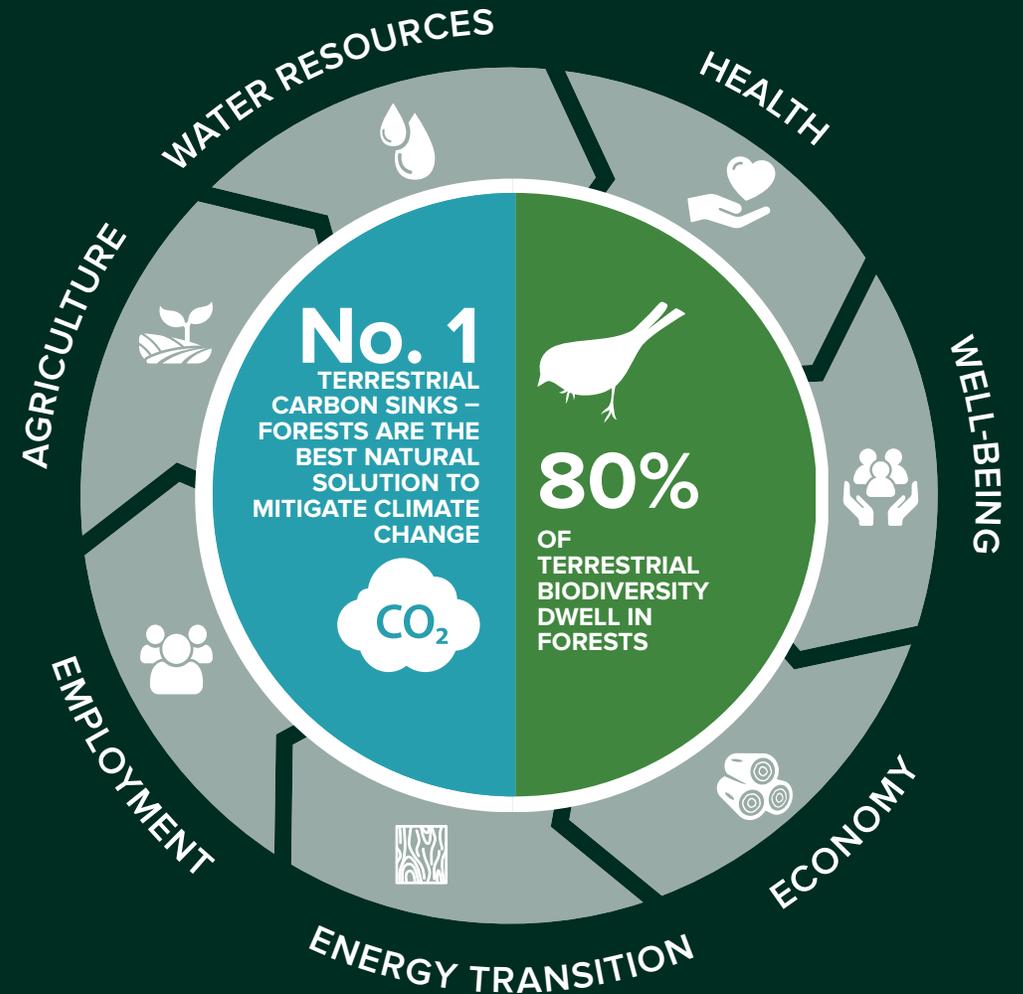
## THE FOREST HAS SUPERPOWERS...

Forests are today recognised as an indisputable solution to combating climate change, an additional support to the necessary reduction of our carbon footprint; yet, forests are so much more than that! Aside from the environmental benefits, they provide nature-based economic and social solutions that can help meet a vast range of planetary changes.

Reforest'Action views the benefits of woodlands in a holistic manner, within the goal of preserving and promoting their natural capital.

## FORESTS AT THE HEART OF THE INTERNATIONAL ENVIRONMENTAL PROGRAMME

For a decade now, there have been a proliferation of international texts and commitments placing forests at the centre of environmental preservation. Taking heed of the Bonn Challenge, the Paris Agreement, the 2018 IPCC report and even the European Green Deal, the conservation of existing woodlands, the restoration of degraded forests and the propagation of forested areas have become the essential solutions in moving toward protecting the interwoven “climate-biodiversity” bonds. This is the goal of the “1 Trillion Trees” initiative launched in 2020 by the World Economic Forum. This project seeks to conserve, restore and plant one trillion trees by 2030. The initiative was launched in anticipation of 2021, the first year of the United Nations Decade on Ecosystem Restoration.





# REFOREST'ACTION

Our mission: conserve, restore and plant forests as part of a genuine, sustainable response to climate and biodiversity challenges while interlocking them with local socio-economic issues.



# REFOREST'ACTION IN FIGURES

## SINCE 2010



**10** YEARS' EXPERIENCE



**10 MILLION** TREES FUNDED



**703** FORESTRY PROJECTS



**25** COUNTRIES ACROSS **4** CONTINENTS



**621** TECHNICAL PARTNERS



**2,000** CONTRIBUTING BUSINESSES



**20 MILLION** PEOPLE EDUCATED



**5** TREE SPECIES ON AVERAGE PER PROJECT



**200,000** REFOREST'ACTORS



**100,000** DIRECT BENEFICIARIES

# OUR PROJECTS IN FIGURES

## 2019-2020 SEASON



**5 MILLION**  
TREES PLANTED  
OR REGENERATED



**340**  
PROJECTS



**20**  
COUNTRIES



### BREAKDOWN BY CONTINENT

**48%**  
EUROPE



**29%**  
AFRICA

**4%**  
ASIA

**19%**  
SOUTH  
AMERICA



#### TEMPERATE ZONES

**EUROPE:** France - Belgium - Luxembourg - Netherlands - Ireland - Italy - Spain - Portugal



#### TROPICAL ZONES

**AFRICA:** Morocco - Senegal - Guinea - Ivory Coast - Togo - Kenya - Tanzania - Madagascar - Réunion

**SOUTH AMERICA:** Haiti - Peru - Brazil

**ASIA:** Indonesia

# OUR GROWTH IN FIGURES

## 2019-2020 SEASON

The 2019-2020 season turned out to be a year of strong, rapid growth for Reforest'Action's activities. Five times more trees were funded compared with the previous season and three times more new reforestation projects were selected across France, Europe and the rest of the world.

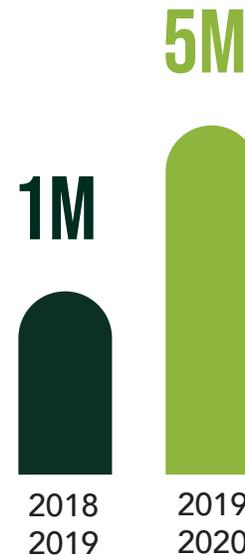
# 5x

TREES PLANTED  
OR REGENERATED  
IN 2019-2020

# 3x

PROJECTS SUPPORTED  
IN 2019-2020

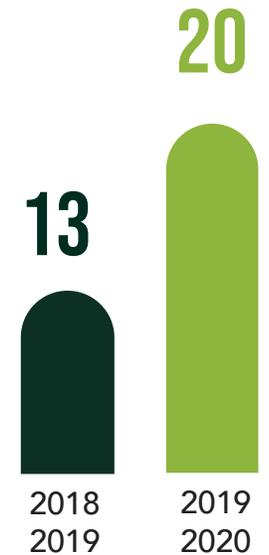
### NUMBER OF TREES PLANTED OR REGENERATED



### NUMBER OF PROJECTS



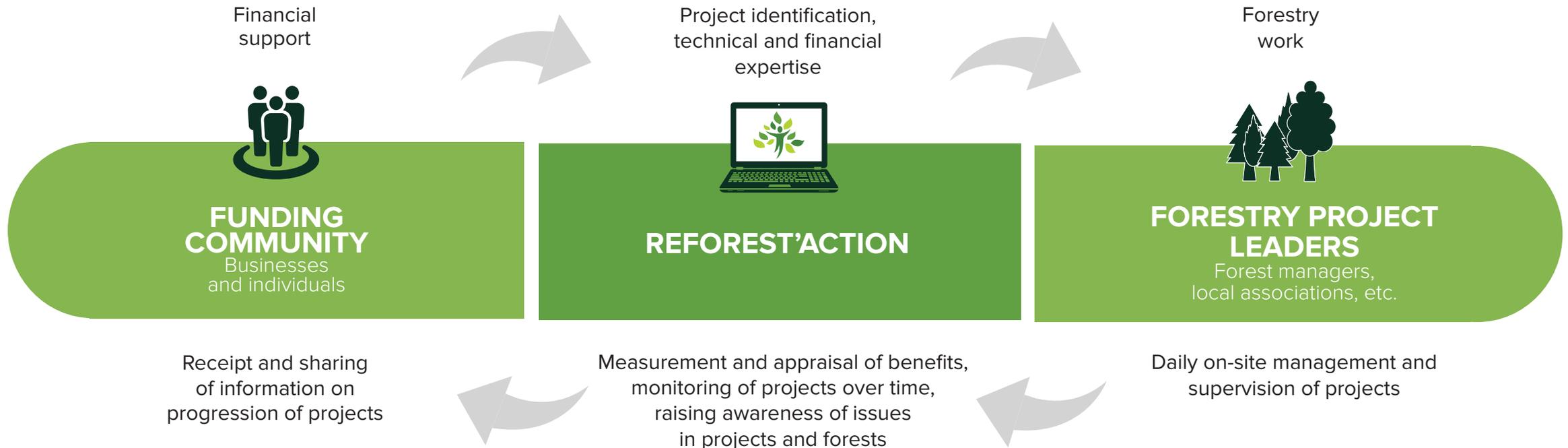
### NUMBER OF COUNTRIES COVERED





# DEMOCRATISING REFORESTATION

**Reforest'Action's unique model allows reforestation to be democratised.** Our digital “crowdplanting” platform provides businesses and individuals with the actual means to fund the planting and natural regeneration of trees throughout the world. This financing enables Reforest'Action to select, support and monitor over time the forestry projects with the goal of cultivating their many environmental, social and economic benefits.



# THE GREEN TEAM GROWS



**25**

DIVERSE  
TALENTED  
PEOPLE ON THE  
GREEN TEAM

**+12**

NEW  
RECRUITS  
BOLSTERED  
OUR TEAM  
IN 2019-2020

# THE GREEN TEAM IS ALSO...



**621 PARTNERS  
ON THE GROUND**

This year, both in France and beyond its borders, we have collaborated with 621 reliable technical partners, among whom were **experts, managers, forest owners and engineers, nursery growers, NGOs and local associations**. Working in synergy, we support them in the technical and operational aspects of forestry works carried out in the field as well as the monitoring and maintenance of projects over the long term.



**A TECHNICAL  
COMMITTEE**

With continuous improvement in mind, the technical committee deliberates with us on our methodologies for the selection, monitoring and promotion of forestry projects. The committee's role is to approve our project specifications and review our projects on an annual basis. Four people are on the committee: **Alexis Ducouso**, member of the forestry board of FNE and chair of the UICN forestry group, **Philippe Gourmain**, forestry expert, **Hervé Jactel**, research director at INRA, and **Paul-Emmanuel Huet**, executive director of PEFC France.



**AN ETHICS  
COMMITTEE**

Our ethics committee supports us in orienting our considerations, our positioning and our action on a variety of subjects such as carbon reduction, our collaboration with financial partners and even the messages we promote. The committee is made of: **Renaud Bettin**, manager at Carbone 4, **Sylvain Boucherand**, CEO of B&L Evolution, **Hervé Le Bouler**, forestry policy leader at FNE, and **Julie Marsaud**, an official of the national parks under the French Ministry for the Ecological and Solidarity Transition.

**AN INSPIRATIONAL  
ECOSYSTEM**



We are convinced that durable cooperation built on principles, values, a single vision and common goals is paramount. As such, we have joined a rich ecosystem that includes the **B Corp** network and the **Positive Workplace** network – examples of authentic fora of inspiration and collaboration between the different actors involved in CSR and sustainable development.

# HIGHLIGHTS OF THE SEASON

## 2019-2020



**JUNE 2019  
CALL FOR  
PROJECTS**

With the support of major actors in forestry and the timber sector, we launched a national call for projects to identify projects aimed at the planting and natural regeneration of two million tree in France in the autumn-winter seasons of 2019-2020.



**AUG. 2019  
REFOREST'  
AMAZONIA**

At a time when the Amazon has been greatly devastated by fires, we launched a reforestation campaign in Rondônia, the Brazilian state most afflicted by rainforest deforestation.



**DEC. 2019  
B CORP  
CERTIFICATION**

The receipt of the B Corp certification attests to Reforest'Action's operations meeting the highest standards in performance, transparency, and social and environmental responsibility.



**FEB. 2020  
NEW  
OFFICES**

Moving home – the start of a new adventure... In February, we moved into larger offices that could accommodate our burgeoning Green Team.



**MAY 2020  
FRANCIS HALLÉ  
ASSOCIATION**

The botanist Francis Hallé initiated an ambitious project to create a large primary forest in western Europe, with the financial support of numerous partners including Reforest'Action.

# FOREST MONTH 2020

Each year during the entire month of March, Reforest'Action organises a general public awareness campaign on the importance of forests for the climate and biodiversity, as well as for economic development and our daily lives. We call it Forest Month. Unfortunately, this second edition ran afoul of the unprecedented health crisis caused by the coronavirus pandemic. Despite it all, we did share some special moments dedicated to woodlands with our partners and the Reforest'Actor community, and we redoubled our efforts in raising everyone's awareness on the challenges facing forests and the benefits they can offer us in our daily lives.



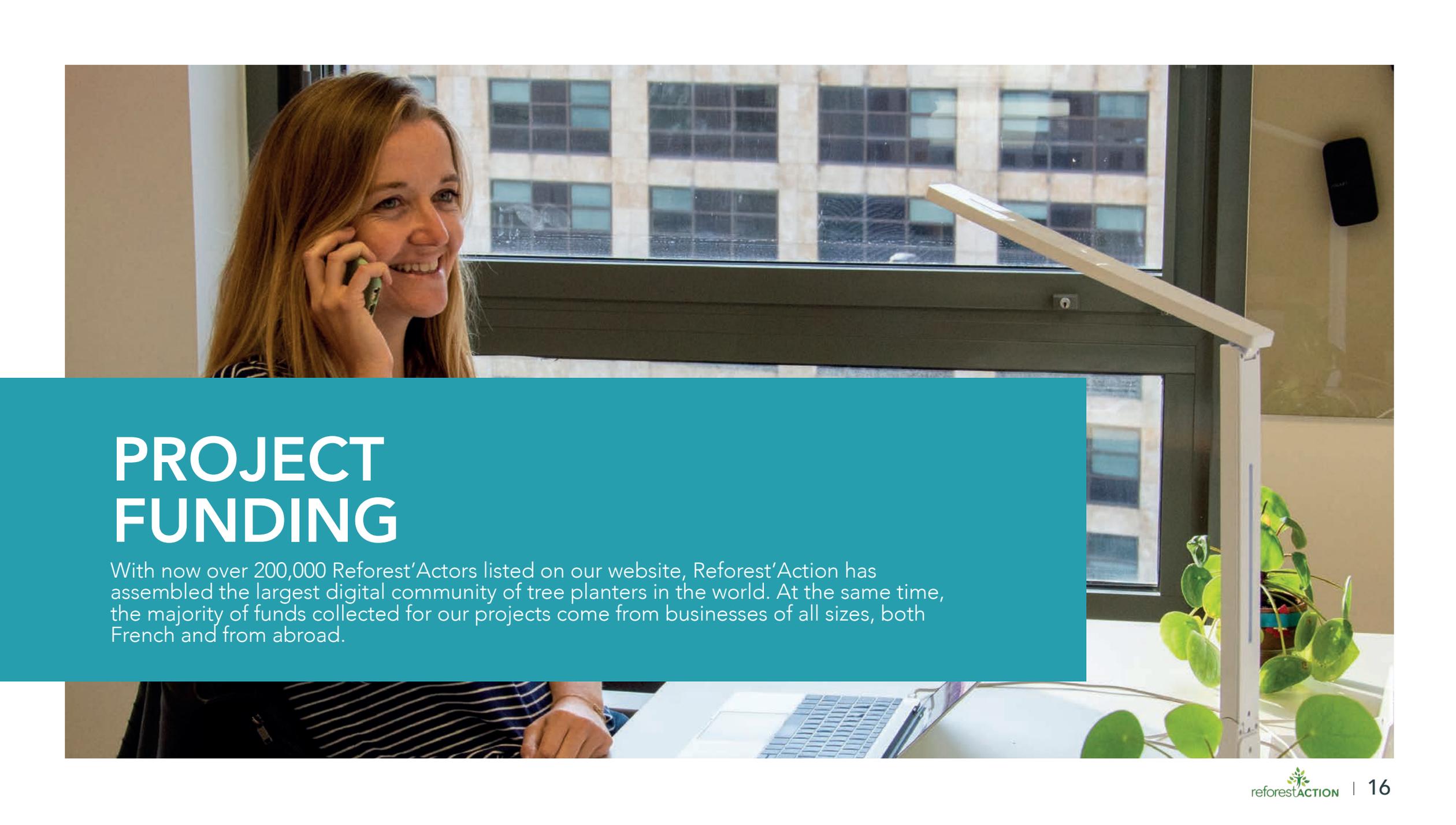
**10 MILLION**  
PEOPLE WITH  
GREATER AWARENESS



## PROGRAMME FOR FOREST MONTH 2020

- **4 March:** the listeners to our contributor Champagne FM participated in planting the first trees of a forest that would be created thanks to the radio station.
- **5 March:** our webinar hosted by Stéphane Hallaire, Founder and CEO of Reforest'Action, gave over 100 people the opportunity to discover the forest's superpowers and the many challenges that woodlands confront.

- **7 March:** 70 Reforest'Actors met at Gravelines in northern France to join in the creation of a hedgerow with our partner Les Jardins du Cygne.
- **10 March:** we were at Voinsles, in Seine-et-Marne, for an afternoon of planting and some therapeutic time in the forest with partners of Forest Month.
- **Throughout March:** we shared on our social media numerous posts to raise awareness and a guide on the significance of forests and their benefits.



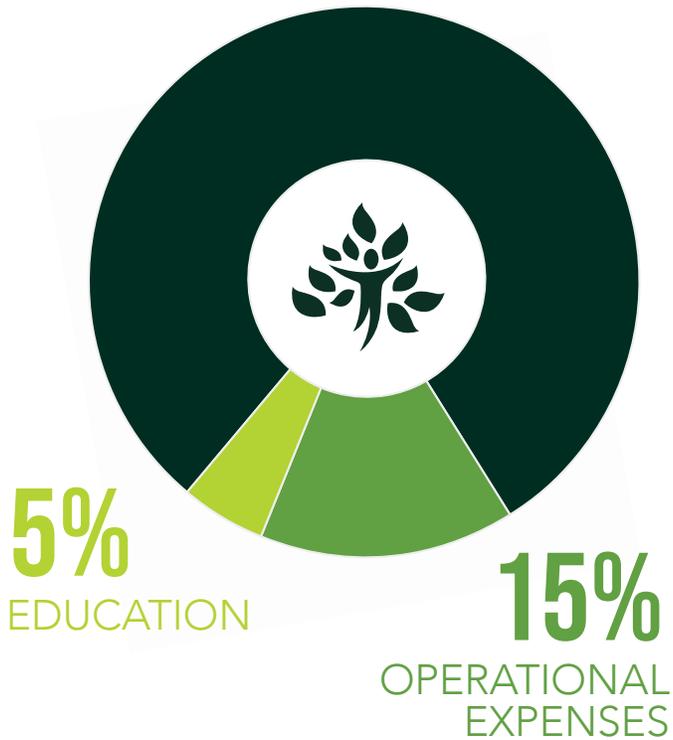
# PROJECT FUNDING

With now over 200,000 Reforest'Actors listed on our website, Reforest'Action has assembled the largest digital community of tree planters in the world. At the same time, the majority of funds collected for our projects come from businesses of all sizes, both French and from abroad.

# COST STRUCTURE

80%

FORESTRY PROJECTS



## FORESTRY PROJECTS

Projects are carefully selected by a team of experts and according to a specific brief. All forestry projects supported have the long-term objective of developing ecosystem services. The budget is apportioned across three interdependent items, for which the allocation of funds depends on the geographical zone and the project category:

- **The selection of projects by Reforest'Action** (2-5% of funds): project analysis and selection based on the fundamental principles of Reforest'Action, use of experts and collaboration with local actors.
- **Forestry works** (40-65% of funds): purchase of plants or establishment of nurseries, works on planting, maintenance and/or assisted natural regeneration.
- **Project monitoring over five years and assessment of benefits by Reforest'Action** (13-35% of funds): audits, reports on field data, assessment of benefits and promotion.

## EDUCATION ON THE SIGNIFICANCE OF FORESTS

Part of our mission is raising awareness on the significance and benefits of forests. Such education is essential for measuring the benefits provided by forests and the importance of conserving and expanding them. **Costs relating to awareness-raising are mainly composed of:** the design of educational tools, the development of multimedia tools, the distribution of information on projects carried out and the organisation of community tree planting.

## OPERATIONAL EXPENSES

As a business, Reforest'Action incurs costs in its operations and development. **The operational costs of Reforest'Action mainly comprise:** management expenses, costs on the research and development of new solutions for the forest, and expenses incurred in fundraising.

# FUNDING SOURCES

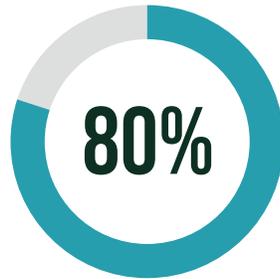
## 2019-2020 SEASON

Reforest'Action would be unable to perform its mission if it were not for funds received from the public and businesses. Throughout the season, our forestry projects were supported by many individuals and companies demonstrating their commitment to forests.



500+

CONTRIBUTING  
BUSINESSES  
IN 2019-2020



COMPANIES  
& INSTITUTIONS

Our funders are companies, organisations and institutions seeking to act in real, measurable and verifiable ways to the benefit of forests, the climate, social development and biodiversity. They fund the planting of forests in France and around the world and encourage their employees and customers to get involved. While Reforest'Action does not vouch for their environmental approach, we do ensure their forests are planted.



GENERAL  
PUBLIC

Since 2010, over 200,000 individuals have undertaken to plant their forests. They have been able to watch them grow day-by-day and even add more trees in a few clicks. Through their concrete actions in favour of forests, our Reforest'Actors have also developed a new outlook on their relationship with nature and their own impact on natural ecosystems. As a result, they have been convinced to reduce their environmental footprint on forests and the climate.



100,000+  
CONTRIBUTING  
INDIVIDUALS  
IN 2019-2020

# SOLUTIONS PANEL

By offering a large array of solutions in favour of the conservation, restoration and planting of forests, Reforest'Action enables companies to carry out real actions and contribute to our goal of planting and regenerating 1 billion trees by 2030.



80%

## PLANTING OR REGENERATING DIVERSIFIED FORESTS

The restoration of forests affected by climatic or natural hazards through the planting of various tree species or assisted natural regeneration.

The creation of new tracts of diversified forests. The planting of trees on farmland (agroforestry) and planting of hedgerows.



5%

## CREATION OF URBAN WOODLANDS

The creation of micro-forests in urban areas or hinterlands inspired by the Miyawaki method.



5%

## CUSTOMISED AGROFORESTRY PROJECTS

Agroforestry projects can be integrated into the company's value chain by planting trees and hedgerows on farmland.



10%

## CARBON OFFSET

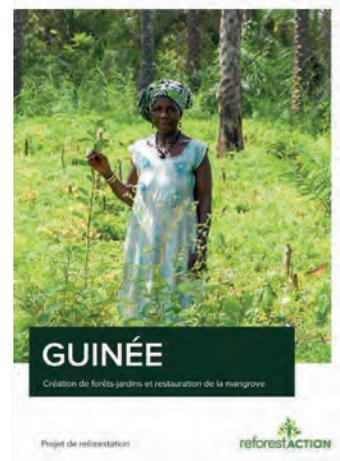
The irreducible carbon emissions of companies can be offset by purchasing VCS or Gold Standard certified carbon credits on tropical forest conservation projects. Another is an official contribution to carbon sequestration in France by funding Bas-Carbone labelled forestry projects.

# SUPPORTING OUR FUNDERS

It is our responsibility to educate and encourage businesses to communicate better. While we focus on our role of restoring large-scale quality forests, we keep in contact with businesses and provide them with the tools that can allow them to act and communicate appropriately and modestly. As we are not consultants or a PR agency, we do not pass judgement on the quality of their environmental approach. Nor do we vouch for their press releases for which they alone are responsible.



**Educational tools on responsible communication** (best communication practices guide, self-assessment of press releases.)



**From clear, accessible information on our forestry projects** in temperate and tropical zones through project profiles and descriptions of our forest-based solutions.



**A guidebook called "Understanding, being aware, acting for forests"** for making the principal issues and many benefits of forests easy to understand.



## SELECTING OUR FUNDERS

At Reforest'Action, our job is to protect, restore and plant forests. We refuse to work with some specific business sectors such as those involved in weaponry, pornography and tobacco; however, we remain open to the idea of collaborating with any company that is or will soon be committed to taking sincere steps in reducing its environmental footprint. This open, constructive approach seeks to fulfil our goal of planting and regenerating one billion trees by 2030: a wide-scale action to confront the issues of climate change and the loss of biodiversity in connection with international obligations.



# PROJECT STRATEGY

All our forestry projects aim to develop the multiple uses of forests, and participate in generating benefits for the planet and all of humanity. Our projects are discussed and monitored in close collaboration with technical partners operating in the field.

# PROJECT CLASSIFICATION

**Reforest'Action operates as broadly as possible for the benefit of forests** on land belonging to public and private parties. This involves four different types of land: woodlands, urban and agricultural settings, and coastal areas.



## WOODLANDS SETTING



Reforest'Action enriches, creates or replenishes multi-use forests by planting various species that are adapted to the local ecosystem or by encouraging natural regeneration. In temperate zones, this may involve the restoration of areas impacted by disasters and degraded forests, or the creation of new forests. In tropical zones, we take action on land that has been previously deforested.



## URBAN SETTING



Reforest'Action participates in developing greener, sustainable and attractive cities by planting urban forests in Europe thanks to a technique inspired by the Miyawaki method. Urban forests have beneficial impacts on air quality, surrounding temperatures and the well-being of communities.



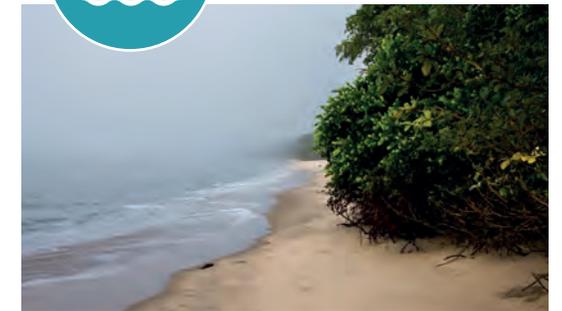
## AGRICULTURAL SETTING



In temperate zones, Reforest'Action supports projects for establishing hedgerows. In tropical zones, we facilitate agroforestry, which involves planting trees on farmland. Aside from the environmental benefits, these actions offer real socio-economic advantages to the local communities.



## COASTAL SETTING



Reforest'Action plants mangroves to restore this particular ecosystem that covers 75% of tropical coastlines. Mangroves protect coasts from flooding and erosion, while also safeguarding biodiversity.

# FUNDAMENTAL PRINCIPLES OF ACTION

To conserve, replenish and create forests in France and around the world, Reforest'Action selects forestry projects, supports them and ensures their quality by relying on four principles that underscore our actions.



## OPTIMISE THE BENEFITS PROVIDED BY FORESTS

Maintain, bolster and measure the environmental or socio-economic advantages provided by diversified forests.



## ACT IN TANDEM WITH THE LIVING

Respect the natural balance of the ecosystem already in place and stress the conservation of biodiversity.



## TAKE A JOINT APPROACH WITH LOCAL ACTORS

Adapt each project according to local characteristics and the needs of the communities and ensure sustainable forestry management.



## MONITOR THE FORESTRY PROJECTS OVER THE LONG TERM

Ensure tree growth under the best conditions possible through monitoring conducted over the long term by forestry experts, agronomic technician and Reforest'Action.



# A COLLABORATIVE APPROACH

*“Close collaboration with the project leaders is essential. It is not just a matter of planting saplings. Reforestation is a highly complex craft that requires an approach adapted to every soil, every landscape, every glen and dale around the world by considering its biodiversity and the local culture.”*

**Stéphane Hallaire**



## PROJECT SELECTION

Taking our brief as our basis, we select projects that seek to preserve the multiple uses of forests and develop their environmental, social and economic benefits.

## TECHNICAL EXPERTISE

In the early stages of our projects, we provide assistance on the technical and operational plan to our partners on the ground. We also optimise the synergies available between the different actors in the forestry sector.

## PROJECT FUNDING

Training of local technicians, establishment of nurseries, purchases of plants, etc. Thanks to our contributors, we can fund all these necessary actions to roll out projects.

## TREE PLANTING

In the field, our technical partners carry out the tree planting or the forestry work specified in the project. In tropical zones, local communities are fully involved in the planting.

## FOREST MAINTENANCE

After the planting, the trees are looked after by our technical partners in order to ensure the trees grow under the best possible conditions and reach a self-sufficient state.

## PROJECT MONITORING & AUDIT

We monitor a project's development remotely and on site through annual audits. We also produce regular updates on our projects for our stakeholders.

## ASSESSMENT & PROMOTION OF BENEFITS

Our on-site tasks are an opportunity to assess the benefits of our projects so that we can present their value to our stakeholders and inform as many people as possible of the importance of forests.

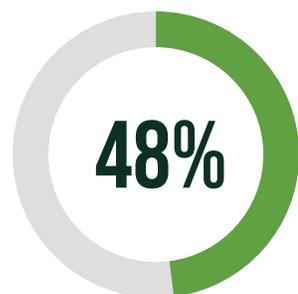
REFOREST'ACTION

TECHNICAL PARTNER

REFOREST'ACTION

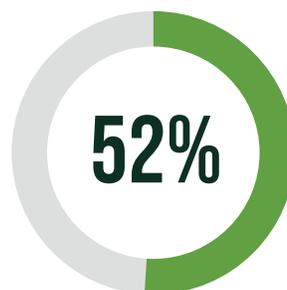
# PROJECT SELECTION

The selection of our projects is based on a mission brief. Projects must meet the fundamental principles of the **Common Functionality Base** developed by Reforest'Action. Our technical partners in the field must also fulfil criteria on meticulousness and transparency in order to ensure the proper performance and monitoring of projects over the long term.



**TEMPERATE ZONES  
(FRANCE, EUROPE)**

Reforest'Action assists projects carried out on land belonging to public and private parties. We rely on a network of forestry experts, managers and technicians who guarantee, over time, the proper management, quality and supervision of projects. All selected projects possess a documented multi-annual management plan that reinforces the relevance and long-lasting effects of actions carried out for the forest.



**TROPICAL ZONES  
(SOUTH AMERICA, AFRICA, ASIA)**

Reforest'Action supports forestry projects led by local organisations, cooperatives, national parks and nature reserves that can ensure the proper implementation of forestry programmes incorporating local communities. The organisations are selected following a process of due diligence that validates their good management and transparency.



## REFOREST'ACTION'S COMMON MULTIFUNCTIONALITY BASE

It seeks to guarantee the development of ecosystem services as well as improve the resistance, adaptation and resilience to environmental imbalances (droughts, insect plagues, etc.). The essential principles are **the diversity of planted species, the maintenance or creation of habitats for local flora and fauna, and the preservation of carbon stored in the soils.**

# PROJECT MONITORING

The monitoring protocol on Reforest'Action projects is made up of remote supervision in cooperation with our technical partners and on-site visits of the forestry project. The objective is to ensure the forests have the best conditions possible to grow and assess the ecosystem benefits generated by our projects.



## TEMPERATE ZONES (FRANCE, EUROPE)

In temperate zones, the projects are monitored over five years following the planting or regeneration work. Annual remote monitoring allows us to follow-up on the development of the woodland and schedule supplementary work where necessary. Over the first five years, two visits are conducted to ensure that the work has been properly carried out and check on the growth of the new plantings or the natural regeneration. These visits offer the opportunity to meet the project leaders on the ground and also enable us to verify the proper observance of the Reforest'Action project brief, especially in relation to the diversity of species and the upkeep of an ecosystem conducive to the development of biodiversity.



## TROPICAL ZONES (SOUTH AMERICA, AFRICA, ASIA)

In tropical zones, we perform continuous monitoring thanks to remote communications between the project leaders and the Reforest'Action teams. These exchanges of documents, images and videos provide a constant supervisory link with the projects as they progress. Once per year from the beginning of a project's development, a monitoring team is sent into the field by Reforest'Action. These visits offer the opportunity to meet the project leaders in the field and consolidate institutional relations. We also ensure the works have been carried out properly and according to our project brief. These visits also give us the opportunity to assess project's impact on society, the economy, biodiversity and the climate, and provide reports to our stakeholders.





# PROJECT RESULTS

The 2019-2020 season was replete with new projects, which allowed Reforest'Action to plant 5 million trees across France, Europe and the world. Find out the key figures and the results of our forestry actions on four continents.



# FRANCE 2019-20 SEASON

**263**

PROJECTS SUPPORTED

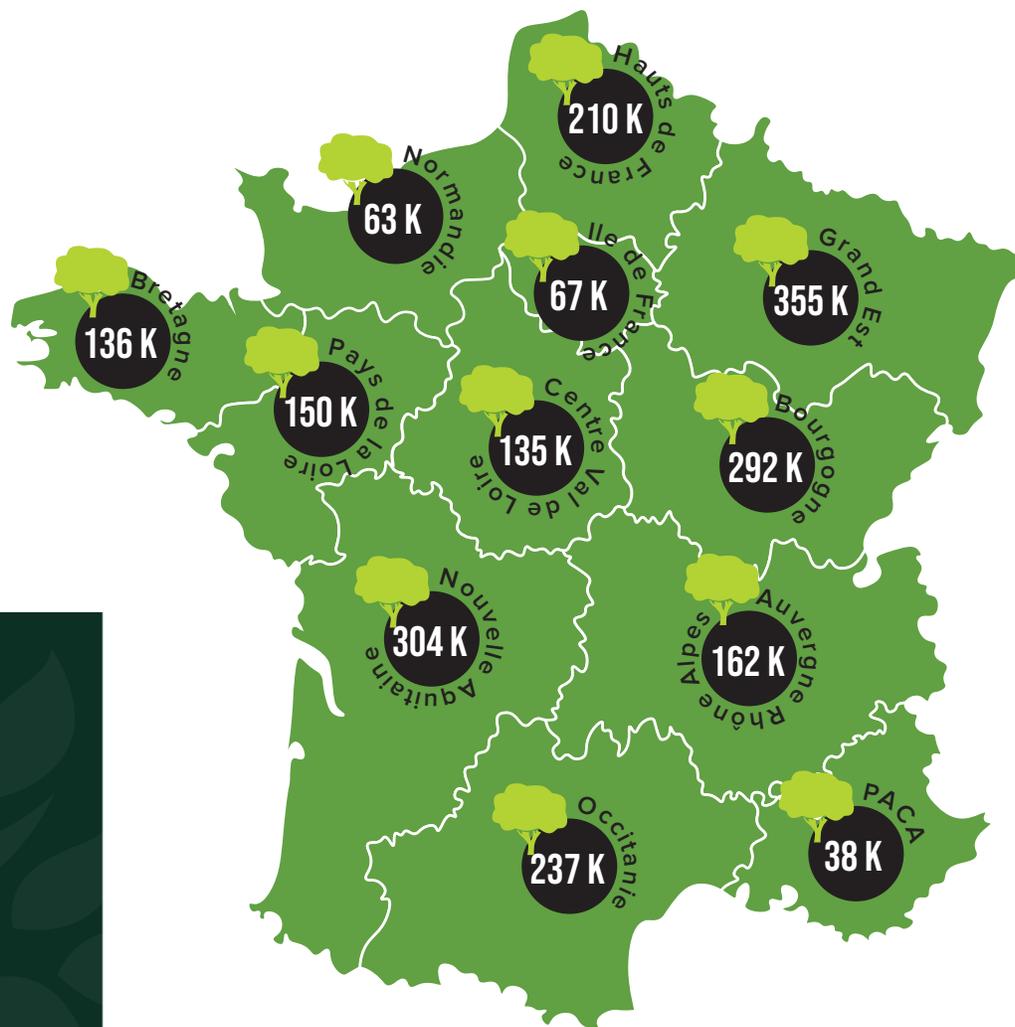
**2 MILLION**

TREES PLANTED

**35**

DIFFERENT TREE SPECIES

5 SPECIES ON AVERAGE PER PROJECT



## PROJECT BENEFITS

Carbon storage and combating climate change



Biodiversity preservation and development



Protection of land against natural hazards



Water cycle management and preventing soil erosion



Raw material for local timber industry



RECORD SINCE 2010

**559** PROJECTS

**5 MILLION** TREES

## CONTRIBUTION TO THE SDGs



# EUROPE 2019-20 SEASON

57

PROJECTS SUPPORTED

540,844

TREES PLANTED

35

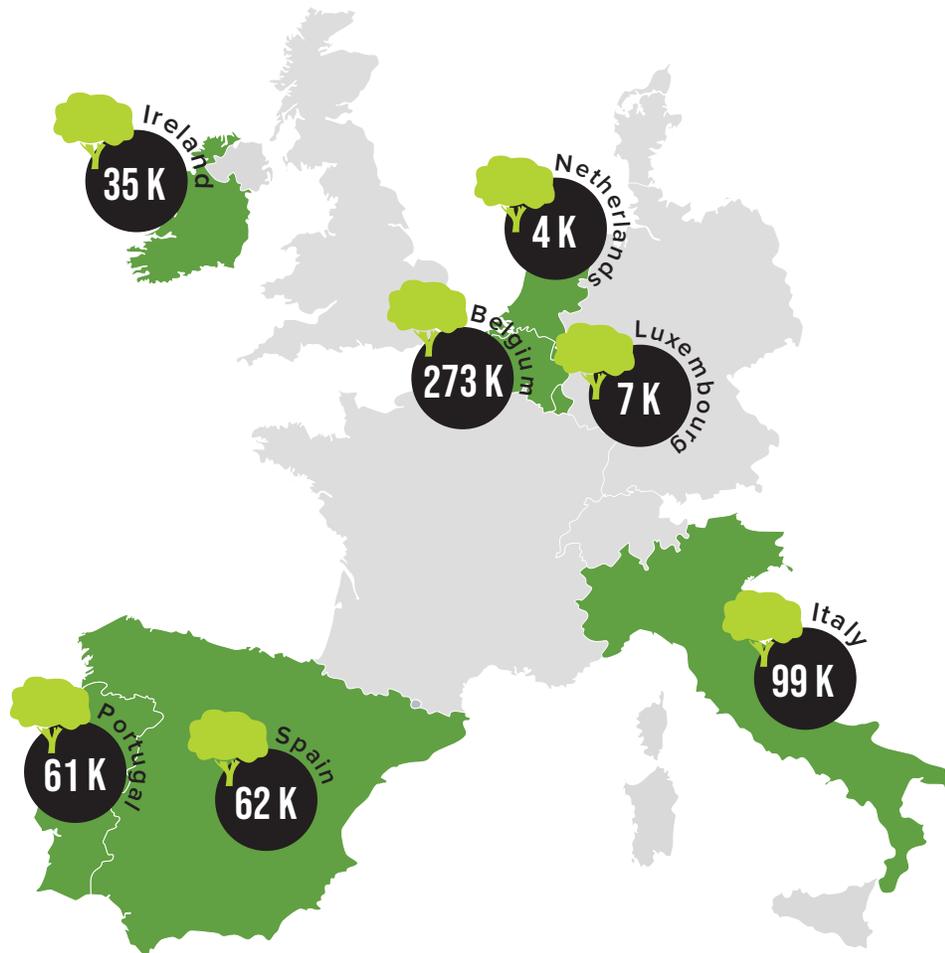
DIFFERENT TREE SPECIES

5 SPECIES ON AVERAGE PER PROJECT

RECORD SINCE 2010

75 PROJECTS

612,000 TREES



## PROJECT BENEFITS

Carbon storage and combating climate change



Biodiversity preservation and development



Protection of land against natural hazards



Water cycle management and preventing soil erosion



Raw material for local timber industry



## CONTRIBUTION TO THE SDGS



# SOUTH AMERICA 2019-20 SEASON

5

PROJECTS SUPPORTED

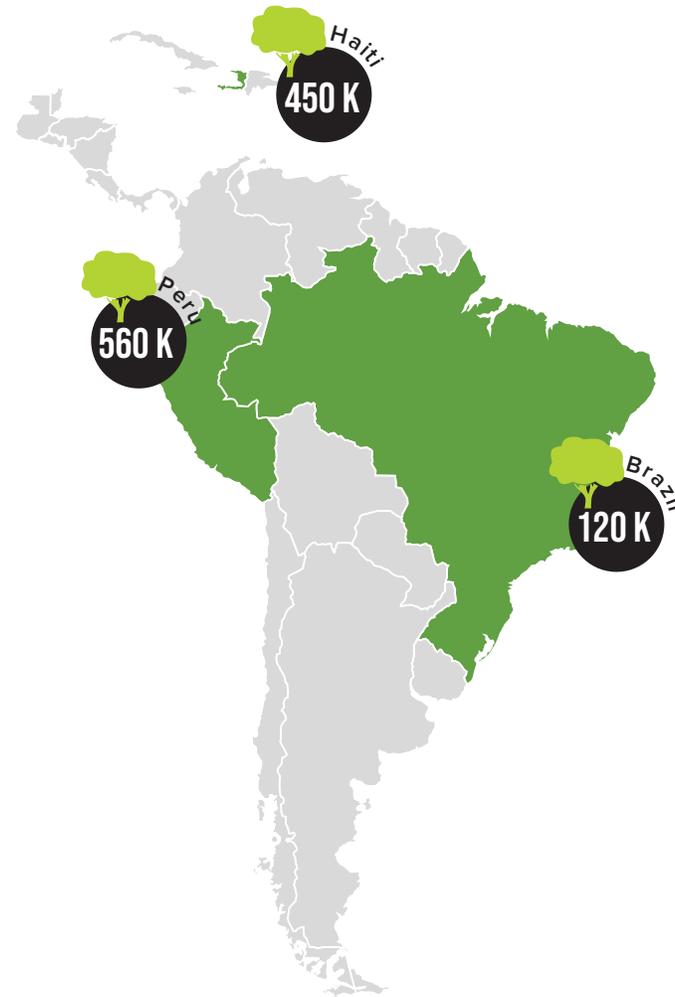
1 MILLION

TREES PLANTED

108

DIFFERENT TREE SPECIES

21 SPECIES ON AVERAGE PER PROJECT



## PROJECT BENEFITS

Carbon storage and combating climate change



Biodiversity preservation and development



Protection of land against natural hazards



Water cycle management and preventing soil erosion



Fruit and timber production



Integration and training of local communities



## CONTRIBUTION TO THE SDGS



RECORD SINCE 2010

17 PROJECTS

2 MILLION TREES

# AFRICA 2019-20 SEASON

9

PROJECTS SUPPORTED

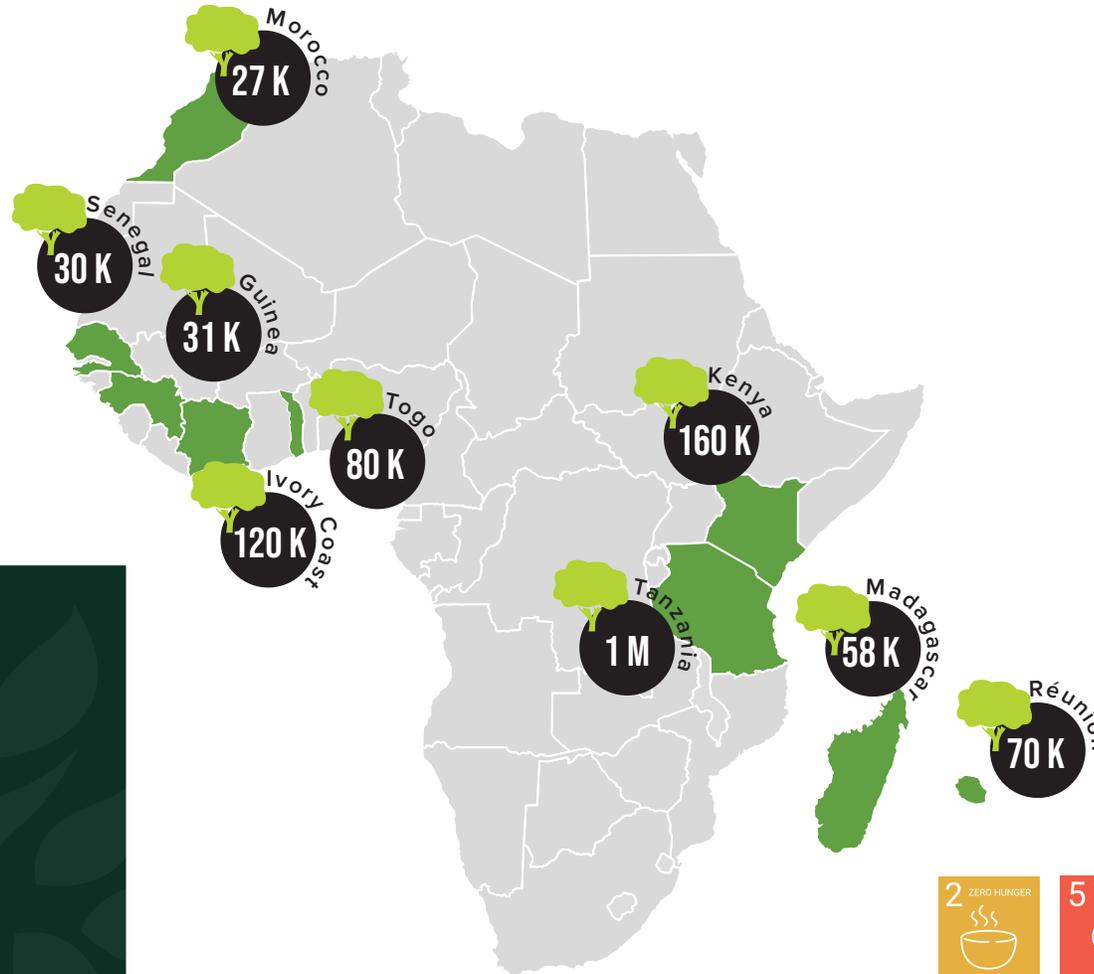
1.5 MILLION

TREES PLANTED

44

DIFFERENT TREE SPECIES

12 SPECIES ON AVERAGE PER PROJECT



## PROJECT BENEFITS

Carbon storage and combating climate change



Biodiversity preservation and development



Protection of land against natural hazards



Water cycle management and preventing soil erosion



Fruit and timber production



Integration and training of local communities



## CONTRIBUTION TO THE SDGS



RECORD SINCE 2010

23 PROJECTS

1.7 MILLION TREES

# SOUTH-EAST ASIA 2019-20 SEASON

1

PROJECT SUPPORTED

230,000

TREES PLANTED

3

DIFFERENT TREE SPECIES

RECORD SINCE 2010

6 PROJECTS

305,000 TREES



## PROJECT BENEFITS

Carbon storage and combating climate change



Biodiversity preservation and development



Protection of land against natural hazards



Water cycle management and preventing soil erosion



Fruit and timber production



Integration and training of local communities



## CONTRIBUTION TO THE SDGS







## CONTACT

contact@reforestaction.com  
+33 (0)1 84 78 04 80  
www.reforestaction.com



Publishing director: Stéphane Hallaire - Design & Editing: Anne-Lise Avril - Publication date: September 2020  
Reforest'Action - 10, rue Jacques Daguerre - 92500 Rueil Malmaison - Share capital €15,802 - Trade & Companies Registry no. 494 438 146  
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