



reforestACTION

2020-2021

ACTIVITY REPORT

PRESERVING, RESTORING, PLANTING FORESTS





PRESERVING, RESTORING, PLANTING FORESTS

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Reforest'Action is a certified B Corp company specialised in forestry. We endeavour to preserve, restore and plant forests in France and across the globe to counteract climate change and the loss of biodiversity. To this end, Reforest'Action selects forestry projects, gives them support and monitors their quality so the many functions of the forests can develop over the long term. Since our foundation in 2010, Reforest'Action has funded more than 17 million trees across 39 countries thanks to the contributions of 3,000 businesses and 300,000 individuals.



To find out more about our projects and solutions for forests, go to www.reforestaction.com

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This report details the work done by Reforest'Action from 1 June 2020 to 31 May 2021.

INTERVIEW WITH STÉPHANE HALLAIRE

FOUNDER AND CEO OF REFOREST'ACTION

It has now been 10 years since Reforest'Action was founded; what lies behind its continued dedication to working for forests?

Over the last 10 years, we've faced many challenges, for example, a lack of interest by those in charge of forests, difficulties in getting projects up and running, financial and technical headaches... Today, the world knows how important forests are, and what role they play in the climate, biodiversity, and our own health and well-being. Businesses and society have greatly raised their level of commitment and this is the driving force behind us funding over 300 quality projects per year in over 35 countries. Our original vision – enable everyone to do something for forests – has now taken shape. Another reason pushing us is just the scale of the task ahead of us: deforestation continues to destroy primary forests at a rate of 10 million hectares per year. The need to restore and plant forests has never been greater. Thanks to our experience, Reforest'Action has much to contribute to this collective effort.

How would you sum up the 2020-2021 season?

The COVID-19 pandemic caused a huge imbalance

to this last year. First, we saw a slow-down in our work and then witnessed a huge acceleration in our development. Thanks to a renewed commitment from our contributing businesses as well as our Reforest'Actors, we initiated new projects in many countries, such as China, South Africa and even Australia. Our staff doubled over the 12 months and we now have correspondents working for Reforest'Action in 10 countries. We've updated our processes and impact indicators as part of our new emphasis on project monitoring. Lastly, we launched the Global Forest Summit. It was a genuine chance for the world's various forestry actors to meet and discuss issues, challenges and solutions. In short, after a period of uncertainty at the start of the year, our activity still grew in quantity and quality.

What's the outlook for the year to come?

For this new year, we will be monitoring the projects launched in the last year to see how they are coming along, updating our project specifications and our relationships with contributing businesses to present them with the most relevant projects linked to their trade. Furthermore, we're going



to provide our ever-increasing number of project leaders with more effective tools and support in their day-to-day work.

How do you feel about what is at stake over the next decade?

This new decade is full of challenges but also of hope. This year, the UN launched the Decade on Ecosystem Restoration and Reforest'Action is answering that call by joining several coalitions actively pursuing that goal. It is an uphill battle but we finally have momentum on our side. Reforest'Action will be front and centre to deal with the issues facing our forests and will put its mind, muscles and heart into protecting, restoring and planting one billion trees by 2030. We are going to create a generation of reforestation entrepreneurs who will carry out millions of reforestation projects over the medium term thanks to our support and the backing of our partners. ●



01 KEY FIGURES

2020-2021 SEASON



SEASON

2020-2021**7,227,853**

trees funded

425

project leaders in the world

1,227+

new contributor companies

85,000+

new contributing individuals

FOCUS

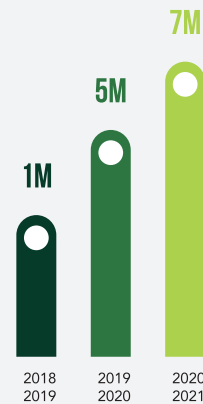
PROJECTS**319**

projects funded

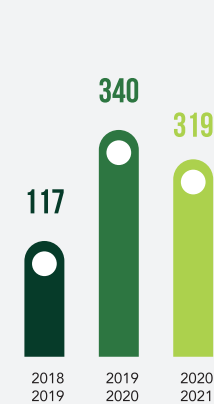
IN 29 COUNTRIES

across 5 continents

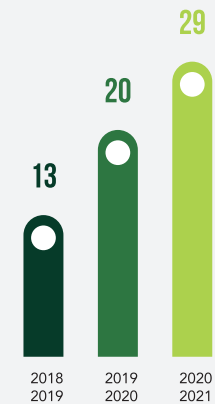
Growth over the year



Number of trees funded

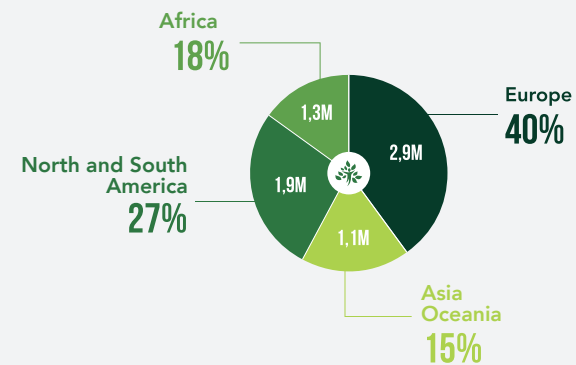


Number of projects funded



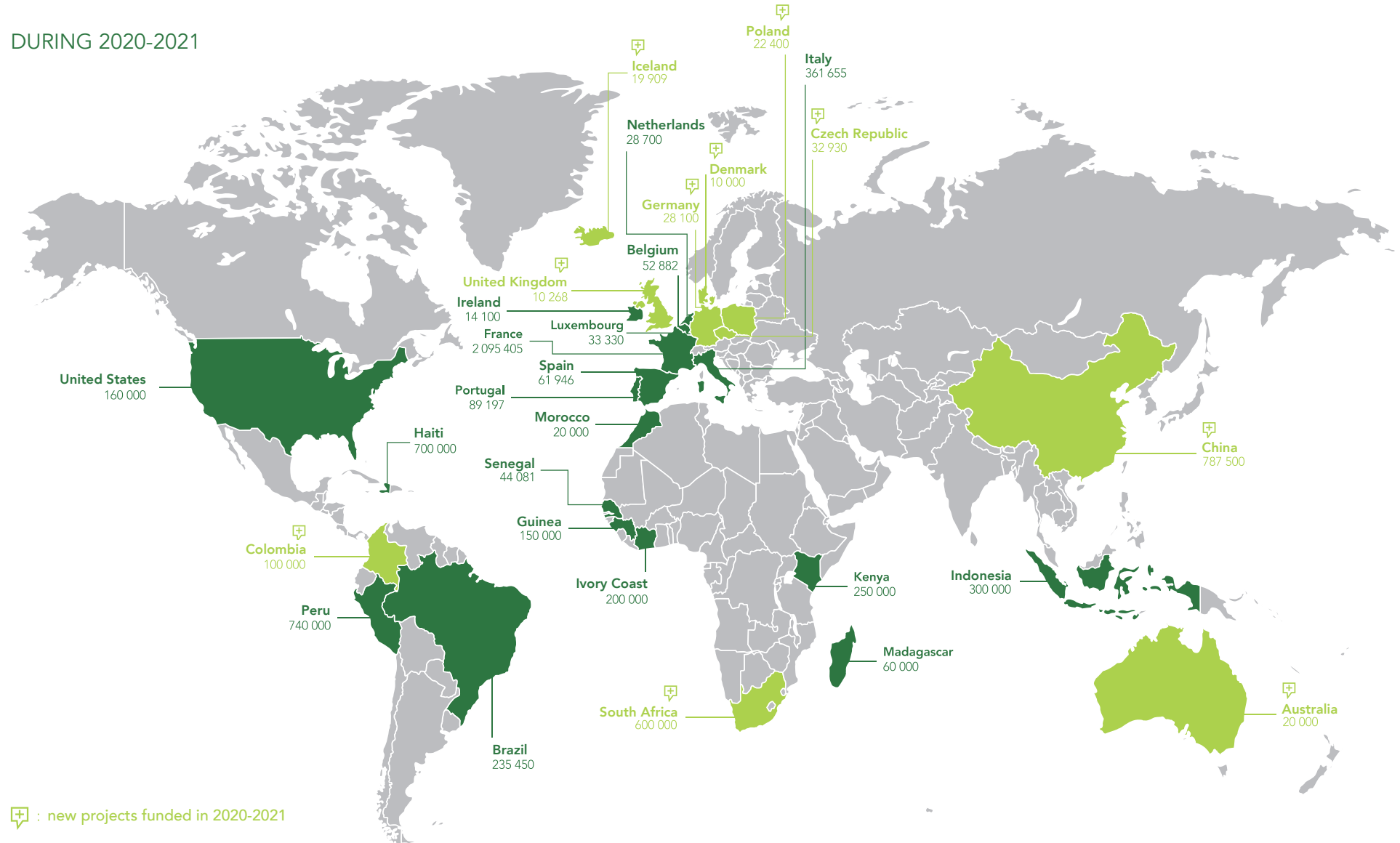
Number of countries covered

Breakdown of projects by continent



PROJECTS FUNDED

DURING 2020-2021





02 OUR ORGANISATION

2020-2021 SEASON

A UNIQUE CROWDPLANTING MODEL

FOR ACTING ANYWHERE ON A LARGE SCALE

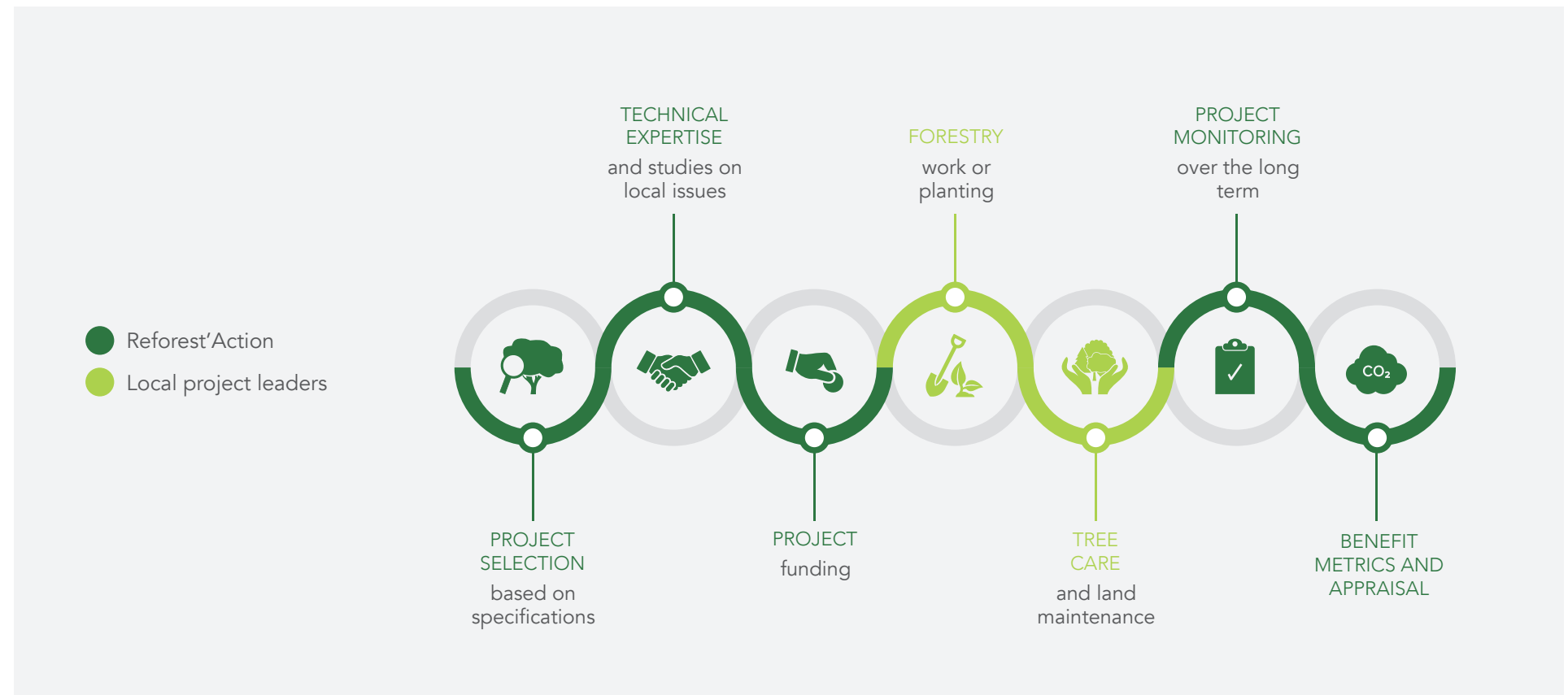
Reforest'Action's unique model allows reforestation to be democratised. Our digital "crowdplanting" platform provides businesses and individuals with the actual means to fund the planting and natural regeneration of trees throughout the world. Reforest'Action uses these funds to select, support and follow up forestry projects over the long term, with the aim of developing their many environmental, social and economic benefits.



A COLLABORATIVE APPROACH

WITH LOCAL FORESTRY PROJECT LEADERS

As part of its goal to conserve, restore and create forests in France and around the world, Reforest'Action works closely with local project leaders to select forestry projects, raise funds and monitor the project's merits.



WHAT WE WANT

PUSH FORESTS FORWARD AS THE BASIS FOR NEW, SUSTAINABLE MODELS OF SOCIETY



ENSURE THE RESTORATION,

conservation and planting of high-quality forests, with long-term monitoring



ADVISE AND SUPPORT BUSINESSES

in reducing their impact on forests and funding forestry projects according to their needs



OPTIMISE THE CLIMATE, BIODIVERSITY AND SOCIO-ECONOMIC BENEFITS

from each project by fully considering the needs of local communities



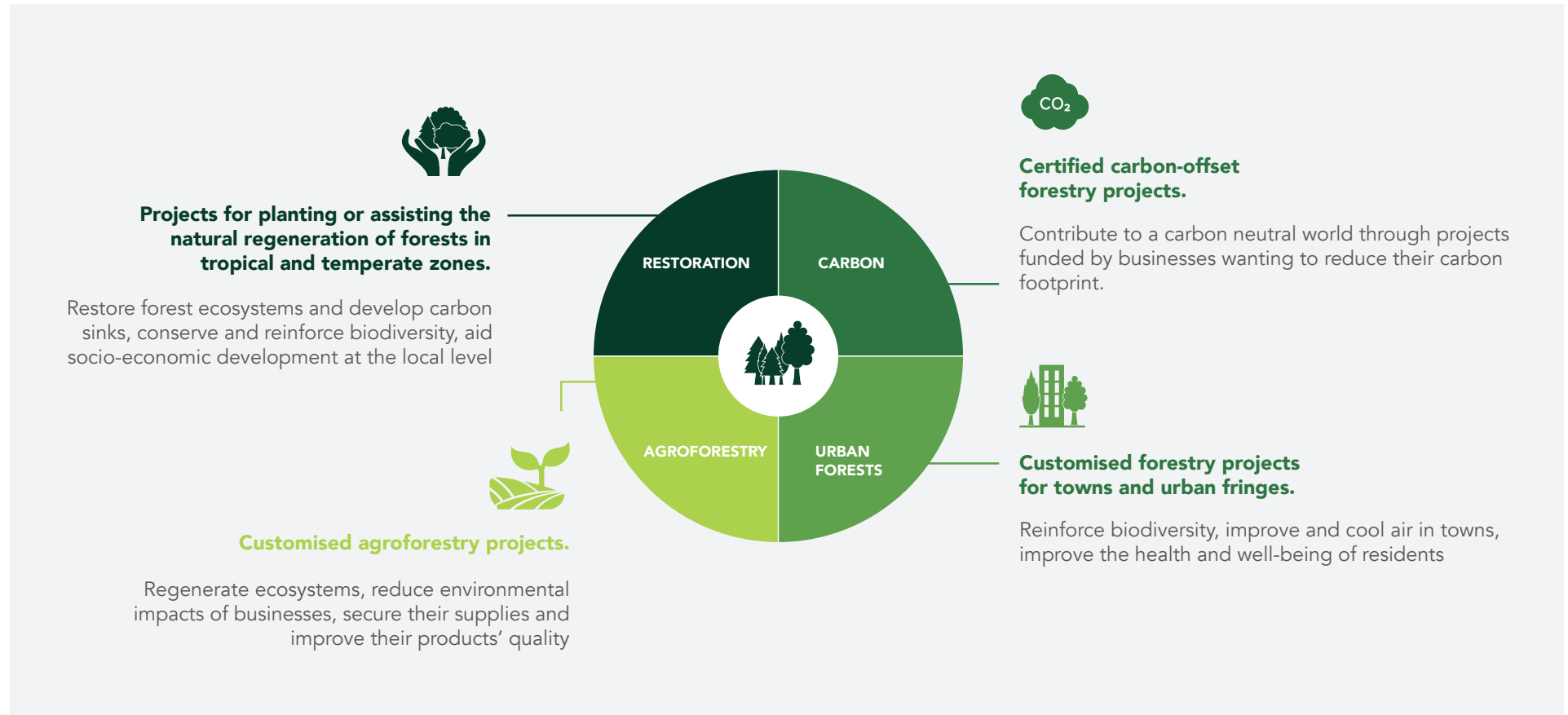
CREATE A GENERATION OF REFORESTATION ENTREPRENEURS

by establishing new reforestation projects around the world and training those involved

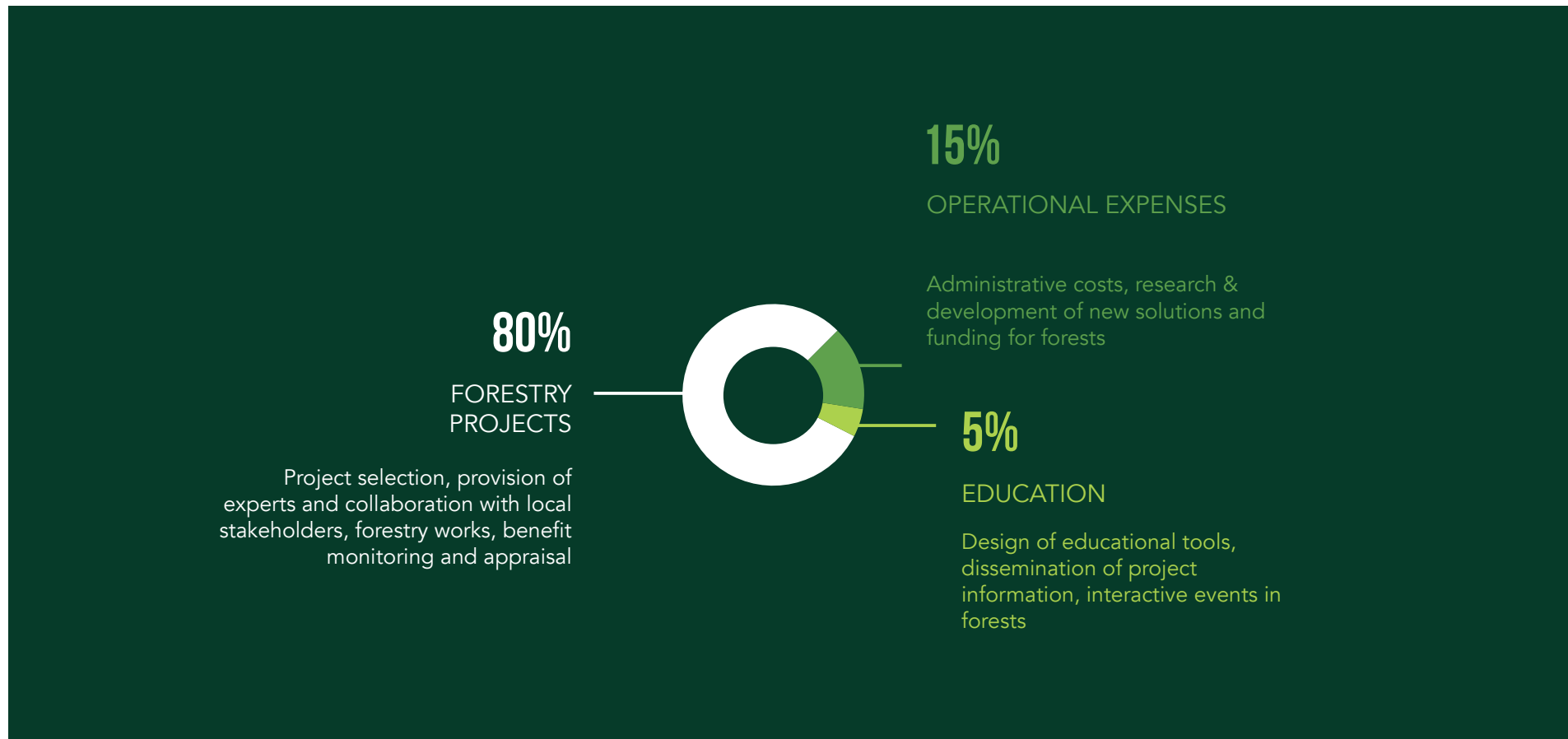
HOW WE DO IT

A SPECTRUM OF FOREST-BASED SOLUTIONS

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.



HOW WE USE FUNDS





03 HIGHLIGHTS

2020-2021 SEASON



ACCELERATING GLOBAL ACTION

THE GLOBAL FOREST SUMMIT



The Global Forest Summit was a virtual event held on 12 March 2021 and co-organised by Reforest'Action and the Open Diplomacy Institute. The event gathered together representatives of international organisations, government officials, NGOs, captains of industry and community leaders, who called for joint action on forests and put forward real solutions to speed up forest protection and restoration.

The first Global Forest Summit had many well-known speakers, such as Jane Goodall, Founder of the Jane Goodall Institute and UN Messenger of Peace; Virginijus Sinkevičius, European Commissioner for the Environment; Selwin Hart, Assistant Secretary-General for the Climate Action Team, Lord Zac Goldsmith, UK Minister of State for Pacific and the Environment; and Chief Ninawa, Leader of the Huni Kui people. Over the course of

five roundtable discussions, everyone spoke about what key issues face forests and how forests offer benefits in terms of health, biodiversity, the climate and the economy.



Now finally, we're bringing the brains together, bringing them together to work out ways in taking action. So that we can leave behind us a world that's a little better for our children... So let's get together and say: Yes, we can, and yes, we will create a better world for the future.



Jane Goodall

Founder of the Jane Goodall Institute, UN Messenger of Peace



The year 2021 is going to flip the script. While we slowly advance to the end of the pandemic, it is vitally important we build momentum to confront the awaiting environmental chaos. Forests are powerful natural solutions and are our best allies.



Thomas Friang

Founder and CEO of the Open Diplomacy Institute



Forest ecosystems are a fantastic natural solution that can help us solve the double crisis of climate change and biodiversity loss which we are facing today: let's put forests at the top of the international agenda.



Stéphane Hallaire

Founder and CEO of Reforest'Action

SHOWING THE PUBLIC HOW FORESTS ARE IMPORTANT

FOREST MONTH



Every March since 2019, Reforest'Action organises a national campaign to draw attention to the importance of forests for the climate, biodiversity and socio-economic development. We call it "Forest Month". This year's campaign was bigger than ever, with the sponsorship of many partners, including PEFC, France Nature Environnement, Fransylva, B-Lab France, and the media company NRJ.

Like 2020, this year's edition had to adapt to the ongoing situation brought about by the coronavirus.

So, awareness-raising content was published and shared online while other events were also organised and held remotely.

Among the high points were:

- publication of the results from the survey conducted by Reforest'Action and Opinion Way, "Deforestation and reforestation – what are French attitudes toward forests";
- a webinar entitled "Forests: our allies for

health and well-being" hosted by Pascale d'Erm, journalist, author and filmmaker, and Coralie Martin, parasitology researcher;

- an online challenge in partnership with OuiLive, a novel and fun way to spread awareness and involve the employees of contributing businesses in the fight to protect and restore forests.

Our messages about forests managed to reach a large audience thanks to the media we used and events we held.

5 MILLION
PEOPLE REACHED



100 WATCHED
THE WEBINAR

80 JOINED IN
ON THE OUILIVE CHALLENGE

in 
184,000 IMPRESSIONS

 
206,000 IMPRESSIONS



Solène Duvanel

Reforest'Action Head of Partnerships



We believe high-impact, accurate information is more likely to spur someone to action. So, every year, we dedicate a whole month to raising public awareness. Our goal is to make it easier for everyone to find out what role forests play in our lives and learn what we can do for forests in turn. Thanks to the work and support of our partners, Forest Month helps us reach more and more people every year.

VERIFYING AND IMPROVING OUR PROJECTS

ECOCERT ENVIRONNEMENT CERTIFICATION

Reforest'Action does not just develop and guide forestry projects, it works with its project leaders and funding community to fully monitor its projects over time so that planted and restored forests can thrive for many years to come. To supplement this internal monitoring, we entered into a partnership with Ecocert Environnement this past year so that our projects can begin to be verified by an independent party.

As an external auditor specialising in the certification and inspection of environmental projects, Ecocert Environnement checks a sample number of Reforest'Action-funded projects to see if they satisfy a series of criteria. Some aspects that are checked are the name and location of the project, the year the works were carried out, the species planted or regenerated, the soil conditions, the recorded survival rate, the actual finance

collected by Reforest'Action, and compliance with contractual documents. With every inspection, the conclusions of Ecocert Environnement include corrective measures that will enable us to continuously improve our work.



12

PROJECTS AUDITED IN FRANCE IN 2020
COVERING 4 REGIONS AND 8 DEPARTMENTS



13

PROJECTS AUDITED IN FRANCE IN 2021
COVERING 4 REGIONS AND 8 DEPARTMENTS



“

These inspections are conducted by an external auditor assigned by Ecocert Environnement, who checks the success of a project, especially with regard to the survival rate of the trees and the maintenance of the land. This will ensure the forest is diversified and can grow and flourish over the long term.



Augustin Lespinet

Reforest'Action Head of Forestry
Projects

ENHANCING PROJECT MONITORING AND IMPACT METRICS

THE SCORECARD

Our work would be for naught if reforestation projects did not bring the benefits we expect. For this reason, we place great importance on a project's long-term monitoring. At a time when reforestation has become a talking point around the world, Reforest'Action has seen a dramatic rise in the number of projects funded since 2010 and our stakeholders have growing expectations. With all this in mind, we began developing a Scorecard this year which would systematise and standardise the collection and use of data gleaned from the progress and impact of our projects.

This ambitious process is based on the method formulated by UN Food and Agriculture Organization (FAO) in its *"The road to restoration: A guide to identifying priorities and indicators for monitoring forest and landscape restoration."* The Scorecard has been developed internally by our team of engineers and will begin to be applied in the coming months for testing and perfecting. Reforest'Action will coordinate the launch of the Scorecard among project leaders, while our international network of local correspondents will lead the roll-out on the ground for each forestry project funded by Reforest'Action in tropical zones. This process will then be extended to projects in temperate zones.

The Scorecard comprises a meta-database of

33 metrics and tracking indicators, along with an implementing protocol for each indicator. The protocols include information on an initial status, a measurement frequency, an objective, conditions of use and a measurement unit for the rating. Among the indicators chosen are process indicators which check the contractual obligations

of our local project leaders in relation the progress of projects. Another type are results and impact indicators which give numerical measurements of the projects' benefits (e.g. carbon dioxide stored, biodiversity development and changes to local attitudes on restoring degraded forests).

33 TRACKING INDICATORS

MADE UP OF 13 RESULTS INDICATORS AND 20 IMPACT INDICATORS



SUMMER 2021

SCORECARD BEGINS BEING APPLIED



With the Scorecard, Reforest'Action is developing a tool to standardise how we monitor and measure the impact of projects. It will ensure we take a transparent, consistent approach that covers many aspects of projects. What is our goal? To better demonstrate a forest's benefits and monitor its progress over time. It is a major task into which our uncompromising engineers have poured their expertise, and it will require the work of our global network of consultants to be implemented on the ground.



Lisa Vanderheyden

Reforest'Action Head of Impact Metrics

EXTENDING OUR PRESENCE AROUND THE GLOBE

LOCAL CORRESPONDENTS

One strategic aspect of international development undertaken by Reforest'Action in 2020-2021 was the creation of a network of 10 correspondents who are based in the regions where we fund projects. Through them, we can offer our expertise to local project leaders at the grassroots level. The network is coordinated within Reforest'Action by our International Forest Division.

Reforest'Action can rely on these local-based consultants, who have linguistic and cultural understanding and intimate knowledge of their regions, to act quickly and flexibly on the ground when tracking and measuring the results and impacts of projects. They are genuine ambassadors for Reforest'Action and have numerous complementary skills in many fields covering sustainable forestry

management, research and development, digitalisation, remote sensing and so many more. What are their daily responsibilities? They identify and categorise new reforestation projects, perform due diligence prior to any funding and monitor their management. In this way, they contribute in concrete ways to how we will achieve our ambitions in the decade to come.



10 INTERNATIONAL CORRESPONDENTS AROUND THE GLOBE



3

IN LATIN AMERICA

3

IN AFRICA

4

IN ASIA



Our local correspondents have expertise that supplements that of our in-house engineers. They observe and report back to us on how projects are doing with a view to strengthening or readjusting them as needed. As they are strongly rooted in the heart of their region, they can find out about new opportunities for projects or hear about sectoral policies that can have an influence on forest restoration. They are our eyes, ears and brain on the ground.



As a child, I loved spending my time among the trees of my grandparents' farm. I felt safe there. As an international correspondent for Reforest'Action, it's my turn now to protect the trees. My role is to find, assess and monitor forest restoration projects within Brazil's threatened rainforests.



Arnaud Guidal

Reforest'Action Tropical Forest Project Manager



Ricardo Gomes

Brazil Local Correspondent

GUIDING THE GROWTH OF OUR BUSINESS

SCALE & SMILE

Throughout the 2020-2021 season, Reforest'Action worked against a backdrop of strong growth – growth in the company itself and in demand. Nevertheless, Reforest'Action knew what it had to do to confirm its top position in the field of reforestation. Reforest'Action initiated a new scheme to continue growing under optimal conditions, one based on human resources and preserving what the company is at heart. It is called Scale & Smile. It fosters both operational acceleration and the preservation of practices consistent with its identity as an attractive, socially responsible company.

What is the purpose of Scale & Smile? It gives Reforest'Action the means to continue large-scale actions to the benefit of forests and transform the company with the input and assistance of current and future employees. Since January 2021, this collaborative scheme has underpinned some significant programmes, such as each division structuring its activity around our shared ambition, the governance of Reforest'Action being adapted to its growth and staff consulting being rolled out. Every Reforest'Action employee has been brought into this scheme through group strategy workshops

where they can take part in the transformation, gain professional flexibility and responsibility, and improve how the different divisions interact and work together. Since people are at the heart of what Reforest'Action does, new employees have an onboarding programme as well as an annual business seminar for building team morale. Scale & Smile is what the company needs at this time and it will continue over the coming months as a scaffold for the growth and consolidation of Reforest'Action.

16 NEW RECRUITS
IN 2020-2021

35 EMPLOYEES IN JUNE 2021
+66% GROWTH (VS JUNE 2020)

STAFF GENDER RATIO
71% WOMEN - 29% MEN

32
AVERAGE AGE

8 GROUP STRATEGY WORKSHOPS
HELD SINCE JANUARY 2021



What we believe in and what we work for have not changed. The Scale & Smile scheme allows every employee to take part in the changes happening to the company and help transform it.



Isabelle Dupin

Reforest'Action "Scale & Smile"
Project Head



Reforest'Action's Scale & Smile demonstrates the close rapport between the company's commitment to the planet and to the people who work for it.



Nathalie Estellat

Independent consultant to the
"Scale & Smile" transformation

FORMING NEW INSTITUTIONAL ALLIANCES

THE CIRCULAR BIOECONOMY ALLIANCE

Reforest'Action is convinced that our future economy must be built on restored ecosystems, reduced greenhouse gas emissions, and a protected, cherished biodiversity. This will need to be done through the increased use of local, circular, low-carbon resources. Taking part in this change is a priority for Reforest'Action. The circular bioeconomy, buttressed by forest restoration, contributes to the transformation of our current, short-sighted, fossil-fuelled model into a sustainable model that works with and for life, respecting the limits of our planet. For this reason, Reforest'Action joined the Circular Bioeconomy Alliance (CBA) in March 2021.

The Circular Bioeconomy Alliance was established in 2020 by His Royal Highness The Prince of Wales under his Sustainable Markets Initiative and is coordinated by the European Forest Institute (EFI). The alliance seeks to accelerate the transition to a global circular economy that works in harmony with nature. A circular bioeconomy relies on healthy, biodiverse and resilient ecosystems. It aims to provide sustainable well-being through the provision of ecosystem services and the sustainable management of biological resources (plants, animals, micro-organisms and derived biomass, including organic waste). These resources are transformed in a circular manner into food, feed,

energy and biomaterials – within the ecological boundaries of the ecosystems that it relies on.

By joining the CBA, Reforest'Action undertakes to promote a new economic model and push transformative policies, purposeful innovation, access to finance, as well as new and sustainable business models and markets. Reforest'Action also sets out to demonstrate the potential held by the circular bioeconomy through pilot forestry projects and training modules to accelerate land restoration initiatives.



I am delighted that Reforest'Action has joined the Circular Bioeconomy Alliance. Reforest'Action is a leading organisation in reforestation and woodland restoration around the world. It will contribute immensely to healthier and more numerous forests which are the foundation of a circular bioeconomy – an economic model that is powered by and prospers with nature. The innovative ideas of Reforest'Action in supporting a global community of reforestation entrepreneurs are a major boon to our Alliance and the quest to achieve our goals.



Marc Palahí
CBA Coordinator



The Circular Bioeconomy Alliance is a pioneering way to promote human development in harmony with nature, using a low-carbon, circular economy that fosters the sustainable management of natural resources and the restoration of ecosystems. Since becoming a member of the CBA, Reforest'Action has become its coordinator for forestry projects.



Nicolas Blain
Reforest'Action Institutional
Relations Director



**04 MEET
OUR TEAM**



Thibaud Poulain

Temperate Forest
Project Manager

Forested areas are the world's main carbon sinks on land and home to a great range of biodiversity. Yet, humans continue to decimate woodlands while natural disasters exacerbate their vulnerability to climate change. While tropical forests lose some 10 million hectares every year; temperate forests are becoming increasingly degraded due to the effects of droughts, storms, diseases and insect attacks.

Given the perilous situation that the world now finds itself in, Reforest'Action wants to expand its model of technical and financial support to pro-

PRESERVING AND RESTORING THE WORLD'S FORESTS

mote projects that will create and restore forest ecosystems. This model provides a holistic answer to how the world can confront climate change and biodiversity loss. And it must be applied at the local level in a close-knit collaboration with project leaders and communities. We seek to ensure funded forestry projects are high quality and that the planted or restored trees will live for many decades. This is the basis of the four fundamental principles that guide our actions:

- Optimising the forests' environmental and socio-economic services;
- Promoting and appreciating biodiversity;
- Cooperating with local stakeholders on the ground;
- Monitoring projects over the long term.

Building on these four pillars, the Reforest'Action Forest Division researches, supports and develops forestry projects with diverse characteristics which can meet the need to restore the world's forests and the needs of local communities. In this regard, the

division relies on planting a range of tree species or assisted natural regeneration. At the same time, our Design Office develops projects for reducing CO₂ and designs customised agroforestry projects as well as urban micro-forests in cooperation with communities and businesses.



This model provides a holistic answer to how the world can confront climate change and biodiversity loss. And it must be applied at the local level in close-knit collaboration with project leaders and communities.

To carry out these tasks as well as possible, in the last year the Reforest'Action Forest Division hired new people with varied profiles, experience and skills that would gel well together. It could also count on the labours of the new network of international correspondents. Moreover, the additions to the ranks of our technical and institutional partners have enabled us to continue cultivating many new projects to respond to the issues of restoring forest ecosystems on a global scale, in keeping with our ambition of planting

and regenerating one billion trees by 2030.



Stéphanie Bonet

Business Division
Manager

Coming together is about working toward a common goal. That is why international initiatives to protect forests are multiplying. The World Economic Forum's 1T.org initiative to plant one trillion trees and the European Commission's plan to plant three billion trees are examples of how people are waking up to the need to work together. The Business Division works to contribute greatly to large international commitments by calling on individuals and companies of all sizes and sectors to act together for this cause. For any impact to be made, responding to the

COMING TOGETHER FOR FORESTS

requests of companies is not enough. We have to be proactive and look for those who will contribute tomorrow.

Coming together is also about learning why. The Business Division provides companies with customised consulting services by identifying the impacts of their business on forests, listening to their needs and harmonising those needs with those of the forest to create a forest strategy plan. During the 2020-2021 season, we worked with our funders on three major areas:

- Taking the core business of companies as inspiration to establish agroforestry projects on agricultural land (Ruinart, Hennessy, Kiabi, etc.) which can secure their supply chains, or by planting micro-forests on industrial sites (e.g. Carrefour);
- Acting closely with company stakeholders to fund restoration projects (Adeo, Enedis, Crédit Agricole, etc.) which tie in with their environmental commitments;
- Helping resolve the major issues of climate change and biodiversity by backing high-impact

projects for biodiversity or VCS and Low Carbon certified projects (Procter & Gamble, Mint Energie, Capgemini, and others).

Coming together is about creating a movement that works for everyone. The Business Division can rely on people of all ilk to draw companies' attention to this common goal. Those people, in their working lives, serve the forest from within their companies. They talk to others in their workplace about how the company can play a role in our future.



Chances are that a forest strategy plan will very soon be an essential component in a company's CSR strategy.

Companies should no longer consider their commitment to protecting forests as something that distinguishes them from other companies. Protecting forests should be the rule and not the exception. To achieve this common goal, it is time to set aside rivalry and work together. Chances are that a forest strategy plan will very soon be an essential component in a company's CSR strategy.



Anne-Lise Avril

Brand Content Manager

In the first year of the UN Decade on Ecosystem Restoration, speaking up about how forests can help us is needed, now more than ever, as we face up to the environmental challenges of the next ten years. The Communications Division has the daily mission of demonstrating the bond between humans and forests. Everyone needs to be aware of how the world's forests benefit us all so that we preserve and restore them as best we can. Accordingly, our division is committed to making everyone understand the dangers of climate change and biodiversity loss, as well as the solutions that forests offer us.

SPREADING THE WORD ABOUT FORESTS

Every day, we create the link between the funders, the forestry projects they finance and the local communities who gain most from the real, tangible benefits. In a single chain, we have to connect numerous links so the value of every person's commitment to saving and restoring the world's forest ecosystems can be fully appreciated.

During the 2020-2021 season, with circumstances constantly changing, the Communications Division buckled down to strategic projects on how the growth and structure of Reforest'Action could be oriented. To better serve forests, we strengthened our creativity and capacity to act through numerous steps: we hired new faces to expand the team's abilities; we bolstered the recognition of the Reforest'Action brand along with its reputation and credibility as an international specialist in forests; we used digital educational media to showcase our forestry projects; we entered into high-visibility partnerships; and we advertised ecosystem-based events to get as many people involved as possible.

Another priority we have is informing our funders of the great need to go beyond a commitment to aid the replenishment of forests and to expand that pledge to reducing their environmental impact in the area of their business. Our perspective is that we must act more broadly for the climate and biodiversity since these two issues determine the future of humanity.



Everyone needs to be aware of how the world's forests benefit us all so that we preserve and restore them as best we can.

As part of Reforest'Action's global ambition, our work in communicating and raising awareness enables everyone, businesses and individuals alike, to fully accept their responsibility and the role they have to play in building a more sustainable society together.



Nicolas Blain

Institutional Relations
Director

Since its beginnings, Reforest'Action has not stopped growing. It has extended its work to numerous countries, developed new types of projects, weaved partnerships with more and more local stakeholders and collected funds from an ever-growing number of businesses and people. At the same time, the world's environmental challenges have also grown and are, today, palpable. Fortunately, forests play a special role, and will play an increasingly greater role, in mitigating climate change and reversing biodiversity loss. With this in mind, Reforest'Action is firm in

PARTICIPATING IN THE INTERNATIONAL DIALOGUE ON FORESTS

its goal to address the threats faced by forests and scale its business up so its actions are equal to the historic environmental task at hand.

Acting on a global level by protecting, planting and regenerating one billion trees by 2030 requires dialogue and exchanges with governments, international organisations, and other global and regional public-private alliances. The Institutional Relations Division was set up in September 2020 to meet this need. Our mission is to participate in the international development of Reforest'Action by entering into a dialogue and collaborating with those organisations and bodies. We want to broadcast how forests can benefit the world and, in doing so, ramp up the conservation and high-quality restoration of the world's forests.

During our first ten months of work, the Institutional Relations Division has created a dialogue with international bodies, such as UN agencies, European institutions, NGOs and other multi-stakeholder alliances. The initial results of

these enduring exchanges are our joining the European Forest Institute and the Circular Bioeconomy Alliance (CBA) founded in 2020 by His Royal Highness The Prince of Wales. Reforest'Action has also contributed to the international dialogue on forests through different events, most notably the Global Forest Summit, which was co-organised with the Open Diplomacy Institute in March 2021.



Reforest'Action is firm in its goal to address the threats faced by forests and scale its business up so its actions are equal to the historic environmental task at hand.

What are we working on in the coming months? We will continue to talk and collaborate with French, European and international institutions to bolster the large-scale protection and restoration of forests, which will benefit biodiversity and future generations. And of course, we will promote the many functions forests have, which should not be reduced to the single use as a carbon sink.



05 MEET OUR CONTRIBUTORS



A WORD FROM THE BUSINESS WORLD

BNP PARIBAS

BANKING ON RESTORING EUROPE'S FORESTS

BNP Paribas decided to combine its sustainable investment products, which integrate environmental, social and corporate governance criteria, with actions in restoring European forest ecosystems. Why did it take this decision?

For several years, BNP Paribas has been involved in fighting deforestation and conserving biodiversity through finance policies, constructive dialogue with its clients, coalitions, sponsorships and research support. The bank reaffirmed its commitment in May 2021 with the publication of its Position on Biodiversity. From this commitment was born the idea that, through our ESG investment products, we should allocate a portion of our funds to an initiative for the restoration of forest ecosystems.

Today, we are proud to support Reforest'Action with a dual objective: firstly, help restore as many forests as possible in the countries where Reforest'Action acts to address the pressing climate concern; secondly, promote our ESG investment

products to enable our clients to have a real, measurable, local impact.

Two years after launching our initiative, more than 1.8 million trees have been planted and regenerated thanks to the contribution of some thirty clients of BNP Paribas CIB.



Reforest'Action gave our clients the chance to participate in a wide variety of projects from around the world

How has Reforest'Action assisted you in the integration of this programme into your strategy on corporate social responsibility (CSR)?

Reforest'Action first guided us through the immense task of training and informing our teams and clients about how climate change affects us, and what we need to do to reduce our carbon footprint and restore forests. This educational guidance put us in a position to

take ownership of the issue and better understand the functioning of forest ecosystems. This knowledge enabled us to redirect our offers to products that respected these aspects, which we could then propose to clients. Lastly, Reforest'Action gave our

clients the chance to participate in a wide variety of projects from around the world, and regularly gave updates on the forests they funded in a way that made clients feel like they were really part of something.

How have your stakeholders (employees and clients) been affected by your commitment?

This initiative had a very real impact on our stakeholders. This unprecedented idea of associating the distribution of ESG investment products with planting and regenerating trees sometimes occurred in forests near to our clients. The physical nature of this action, sometimes involving our teams and clients planting trees, also taught us how we could actually restore forest ecosystems and how each and every one of us can make a difference.



Alice Loevenbruck

Sustainable Solutions Structurer,
BNP Paribas CIB

A WORD FROM THE BUSINESS WORLD

HENNESSY

DISTILLING THE VALUE OF CUSTOMISED AGROFORESTRY PROJECTS

Hennessy has made some ambitious commitments to protecting biodiversity and enriching soils by regenerating 50,000 hectares by 2030. You have also been at the vanguard of introducing trees into the vineyard. What inspired you to do this to your plantations? How do you intend to expand your efforts in this area and what is the message you want winegrowers to take away from your actions?

We are fully committed to soil regeneration and sustainable winegrowing. These practices meet that responsibility since they involve improving biodiversity and planting hedgerows and trees among the grapevines. We began this project with a 40-hectare tract of our own vineyard. We are going to appraise its benefits and we want to promote these practices among our partners in the winegrowing industry.

How would you categorise Reforest'Action's support in Hennessy's trees-among-grapes initiative? What are your expectations in the years to come?



I appreciated how the Reforest'Action teams were open, professional, pragmatic and ready to listen to us. And that was really just the beginning!

We needed to bring in experts on these types of practices. Reforest'Action's assistance was key for Hennessy: their teams enabled us to delineate the area in which we would implement the project, set out the number and types of species to plant, conduct

studies on soil characteristics to ensure its quality, and direct the ground preparation and tree planting. I appreciated how the Reforest'Action teams were open, professional, pragmatic and ready to listen to us. And that was really just the beginning!

How does Hennessy's commitment to mitigate climate change fall within its values and need to be profitable?

Climate change and reducing our CO₂ emissions are major focuses of our Sustainable

Development strategy. We have set a very ambitious target of halving our carbon emissions by 2030 across scopes 1, 2 and 3. At the same time, we intend to increase our business while bringing its impacts across the entire value chain under control.

This double challenge puts us under pressure, but a healthy pressure, as our CEO Laurent Boillot would say.



Sandrine Sommer

Chief Sustainability Officer,
Hennessy

A WORD FROM THE BUSINESS WORLD

PGS

LOADING UP ON CERTIFIED CARBON OFFSETTING PROJECTS

PGS pledged to conserve timber resources in connection with its trade and has gone further since 2016 by supporting certified carbon offset projects and local forestry projects in France. What spurred you to take these types of actions? What kind of message do you hope to relay to your stakeholders through these actions?

In 2009, we created our subsidiary, PGS Reverse, to help our customers move toward environmentally friendly practices underpinned by the sustainable management of their pallets. Pallets are indispensable and highly strategic in the logistics sector and timber is the best material. We have to use them in an environmentally responsible way. By designing pallets adapted to the needs of the user and employing a collection system to encourage their reuse multiple times among multiple customers, we can prioritise the circular economy and what it stands for. We want to give pallets a future, reduce our CO₂ emissions, offset direct emissions and

renew timber resources nearby to our stakeholders so they might be inspired to do the same.

How has Reforest'Action assisted you over the years? What are your next targets in your contribution to forestry?



Reforest'Action has guided us on our path to being carbon neutral through certified carbon offsetting projects.

With its many solutions based on helping forests, Reforest'Action has guided us on our path to being carbon neutral through certified carbon offsetting projects. We wanted to go even further and supplemented this annual offset with a tree planting programme in France that allows PGS Reverse to have a positive impact on the climate. We are going to continue working for a better world and continue our

development using different levers tied to our CSR policy.

How does your commitment to forests coalesce with the values of PGS and, in particular, PGS Reverse?

For a long time now, we have understood how materials and resource management are

fundamental to the development of our Group and the long-term benefits of our customers. The holistic offer by PGS Reverse, which favours use over possession and has the main goal of reducing our carbon footprint, supplemented the PGS Group's original strategy of vertically integrating the wooden pallet supply chain: sustainable forestry management, PEFC-certified sawmills, eco-manufacturing, collection and refurbishment, relocation, sharing, reuse and European-wide logistical services. Sustainable development has been a part of who we are for almost 30 years.



Eric Demé

Managing Director PGS REVERSE

A WORD FROM

CIVIL SOCIETY

ACTING HOW THEY CAN FOR FORESTS

Versed in what is at stake in terms of the climate and biodiversity, global citizens campaign with Reforest'Action to...

27%



MITIGATE
CLIMATE CHANGE

16%



RESTORE
BIODIVERSITY

9%



PROTECT FUTURE
GENERATIONS

6,5%



FIGHT AGAINST
DEFORESTATION

3,5%



IMPROVE THE WELL-BEING
OF LOCAL COMMUNITIES

Survey of 319 individuals from the Reforest'Action digital community conducted in July 2021

“

Reforest'Action's website is clear and easy to use. You can actually check out the various forestry projects you can contribute to. I also like the tree planting certificate. It spurs me on to fund more planting and keep track of my commitment.

Jonathan, age 35

“

It's not common to find a strong, open, enterprising organisation like Reforest'Action. They let me know exactly how my contribution is spent in aid of forests.

Sylvie, age 49

“

Shocked by the massive deforestation and number of forest fires in recent years, I have started paying attention to my daily impact on the environment. We take forests for granted, yet they're in danger of disappearing. It's important to continue planting trees.

Marie, age 24

“

Forests are living organisms that need to be taken care of. Planting a tree is a long-lasting act, far better than giving flowers. Every tree planted adds to the planet's lungs, allowing everyone to breathe that much better.

Eric, age 65



06 MEET OUR PROJECT LEADERS



MEET...

RIOTERRA IN BRAZIL

KEY INFO

PROJECT LAUNCH

2019

NUMBER OF TREES FUNDED DURING THE SEASON

250,000 TREES

GOAL

Develop food forests in deforested, abandoned areas located in the legally protected Rio Preto Jacundá reserve of the Amazon rainforest

BENEFICIARIES

The traditional peoples of the Rio Preto Jacundá reserve

The Rioterra Centre for Cultural and Environmental Studies of the Amazon is an NGO that was founded in 1999. Its mission is to set out a development model for the Amazon region, which unites conservation and sustainability with improved living standards for local communities. They seek to safeguard the identity of the Amazon, promote the sustainable use of the environment and contribute to a fair, participatory society.

Reforest'Action has funded forest conservation and agroforestry projects carried out by Rioterra in the Brazilian Amazon since 2019.

During the 2020-2021 season, the project assisted in recreating food forests within the Rio Preto Jacundá reserve. This "extractive" reserve (where local communities retain a right to traditional extractive practices) is a legally protected area in Brazil. It forms an unbroken ecosystem which is essential to protecting the local biodiversity, soils, water cycle and carbon storage. The project seeks to preserve the livelihoods and culture of those who have traditionally lived there by ensuring free, indefinite access to the natural resources of the forest. In turn, these communities use the natural resources available in a sustainable manner.





ENVIRONMENTAL BENEFITS

Re-establishment of ecosystem services, such as water conservation, climate regulation and pollination



ECONOMIC BENEFITS

Improvement to food security of local communities and promotion of local agri-industry thanks to planting of numerous tree species



SOCIAL BENEFITS

Creation of jobs and income streams, especially by including women and young people in the restoration process



Alexis Bastos

Project Coordinator at Rioterra

The Amazon rainforest is one of the three largest primary forests in the world. It is also one of the most affected by deforestation: every year four million trees are felled. The reason is industrial farming, which is behind two-thirds of all deforestation in South America. Brazil is the world's largest soybean producer. Since 1970, the country has used clearcutting or fires to convert 18% of its forests into farmland for rearing cattle, and growing soybeans and palm oil. Thanks to funding from Reforest'Action, Rioterra is counteracting these practices in Rondônia State in the south-west of the Brazilian Amazon. By fully incorporating local communities into the project, Rioterra has been able to show them how they can harness sustainable forest ecosystems to develop economically and ensure they have enough food to eat. During the 2020-2021 season, 250,000 trees of 34 indigenous species were planted over five abandoned, deforested areas measuring some

170 hectares. Our planting plan included a main crop for the understory, such as pupunha (peach palm), açaí or cupuaçu. The fruit from these plants will be used for food for the local communities or



This restoration project is the first large-scale operation to restore the indigenous vegetation in the Amazon rainforest.

sold at local markets. For the canopy, the trees planted were endemic species, such as *cedrela fissilis*, *amburana acrana*, *courbaril*, *itaúba* or *angelica do para*. This restoration project in the Rio Preto Jacundá reserve is the first large-scale operation to restore the indigenous vegetation in degraded areas of the Amazon rainforest. It will serve as a template for future similar operations in the Amazon.

MEET...

RENASCEDD IN GUINEA

KEY INFO

PROJECT LAUNCH

2019

NUMBER OF TREES FUNDED DURING THE SEASON

150,000 TREES

GOAL

Restore forest ecosystems degraded by farm expansions, salt extraction, mining and a population explosion

BENEFICIARIES

Local communities of the Kindia, Boffa, Forécariah, Mamou and Faranah regions

The RENASCEDD (National Network of Civil Society for the Environment and Sustainable Development) is an NGO that was created by Sekou Amadou Diakité in 2016. The head office of the RENASCEDD is located in Conakry, the capital of Guinea. As an apolitical non-profit organisation, it brings together non-state actors working in environmental matters. The RENASCEDD comprises young people committed to environmental protection and the promotion of sustainable development. It collaborates with different development agencies and partners, such as the United Nations Development Programme, the European Globalisation Adjustment Fund, Guinean governmental bodies and local officials.

Thanks to the partnership formed with Reforest'Action in 2019, the RENASCEDD could carry out, in cooperation with local communities, reforestation campaigns in Guinea.

During the 2020-2021 season, 150,000 trees were planted across five regions, helping to restore Guinean forest ecosystems.





ENVIRONMENTAL BENEFITS

CO₂ sequestration, biodiversity development, protection of land from extreme weather



ECONOMIC BENEFITS

Diversification of farm products through agroforestry and improvements to people's food security



SOCIAL BENEFITS

Increased awareness on the need to protect farming ecosystems and cultivate the improvements planted trees make to the inhabitants' quality of life



Sekou Amadou Diakit 

Founder of the RENASCEDD

The dense forest that used to be on the Guinean coastal plain is almost gone. Our country has a humid, tropical climate characterised by abundant rainfall. Deforestation has removed the plant cover from the land and led to soil leaching. The lack of humus in the soil means the land is less fertile. Also, the soil is looser and unable to support the growth of thick vegetation as it could before. The loss of Guinea's continental forests places a direct strain on local communities who rely on these wooded areas for food, both fruit and game, and medicines.

The consequences of deforestation are compounded by the effects of climate change – one feeds off the other since deforestation releases the carbon dioxide stored in forests into the atmosphere and this greenhouse gas exacerbates climate change. In Guinea, climate change is most evident in the disruption to the farming calendar; the dry season is lengthening,

crop yields are dropping and water resources are drying up. There are many consequences that are being felt directly by local farming communities in their everyday lives.



We, with local communities, are replanting trees in order improve their living standards and restore their environment.

This is the environment in which the RENASCEDD project, funded by Reforest'Action, put down its roots. We, with local communities, are replanting trees in order improve their living standards and restore their environment. We are also encouraging better farming practices, such as agroforestry, to counteract the devastating effects of deforestation and climate change.

MEET...

YAGASU IN INDONESIA

KEY INFO

PROJECT LAUNCH

2017

NUMBER OF TREES FUNDED DURING THE SEASON

300,000 TREES

GOAL

Replenish the mangrove swamps on the island of Sumatra

BENEFICIARIES

People living in the East Aceh Regency and Langsa

Since 2003, the Indonesian environmental conservation NGO Yagasu has been restoring mangrove forests in partnership with communities of the forested areas on the island of Sumatra. Yagasu has carried out a mangrove protection and restoration project that has preserved 23 different mangrove species, 8 species of mammals, 16 species of reptiles and amphibians, 32 species of invertebrates (crabs, shrimps, etc.), 73 bird species, 41 fish species and 9 species of migratory birds. Reforest'Action has funded a Yagasu-led project since 2017.

Yagasu's goal is to plant several species of mangrove and restore the mangrove forests on the north of Sumatra.

Over four years, Reforest'Action has funded a total of 571,786 mangroves that have been planted by Yagasu, with 300,000 being planted during the latest season.





ENVIRONMENTAL BENEFITS

CO₂ sequestration, filtration by mangroves of debris and pollutants brought by sea currents, conservation and development of aquatic biodiversity, coastal protection and combat rising sea levels



ECONOMIC BENEFITS

Harvesting of mangrove fruit and leaves for food and natural dye production, development of local eco-tourism



SOCIAL BENEFITS

Increased awareness on mangrove protection, creation of jobs and income streams, especially by including women and young people in the restoration process



Meilinda Suriani

Reforestation Programme Director at Yagasu

Back in 1987, northern Sumatra had 200,000 hectares of mangrove forests. Today, that area is less than half at 83,000 hectares. This massive deforestation is mainly due to human activities: mangrove forests are cut down to make way for intensive shrimp and fish farming. They are also cut down illegally for firewood or charcoal.

The restoration of the mangrove ecosystems led by Yagasu and funded by Reforest'Action aims to increase their ability to cope with environmental pressures, that is, bring them back from the brink of where their environmental services would be deemed degraded and no longer capable of contributing people's well-being. The ecosystems of mangroves are rich in services. They safeguard numerous environmental resources and are a means for locals to create economic activity. The project itself goes beyond the simple plant-

ing of trees; it encompasses the environmental landscape.

During the 2020-2021 season, the project helped support the production of organic batik, a dye from the leaves of mangrove trees, which is used

to dye traditional local fabrics. At the same time, we are supporting the growth of eco-tourism, a source of income for local communities, through the creation of infrastructures to accommodate visitors once the pandemic abates, which will be respectful of the mangroves' ecosystem.

In total, 2,500 people have been indirect beneficiaries of the project, either through the creation of economic activities

or the many environmental services provided by the restored mangroves.

“
The project itself goes beyond the simple planting of trees; it encompasses the environmental landscape.”

MEET...

SYLVA NOVA IN EUROPE

KEY INFO

NUMBER OF TREES FUNDED DURING THE SEASON

**868,226 TREES
IN 9 COUNTRIES**

GOAL

- Restore forests destroyed by fires (Portugal, Spain)
- Restore degraded forests using assisted natural regeneration (France, Italy)
- Increase forest cover (Ireland)
- Enrich forests by diversifying the species (Italy)
- Restore forests damaged by disease and insect attacks (Belgium, Germany, Luxembourg, Netherlands)

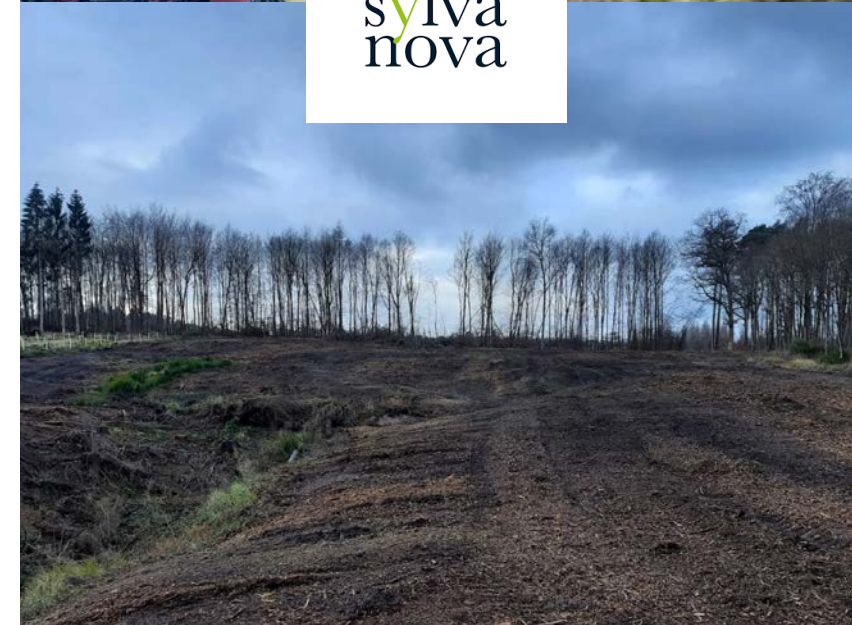
Sylva Nova is an international forestry management and consultancy firm founded in 1994. It carries out numerous tasks relating to forestry and its implications, on behalf of private forest owners, certification bodies, international organisations (UN, FAO, IUCN, etc.), NGOs (Jane Goodall Institute) and Reforest'Action.

Pierre Hermans, its founder, has collaborated with Reforest'Action since 2016 as a consultant and specialist for European projects.

He identifies, assesses, and puts into action projects for the reforestation or restoration of degraded forests all over Europe. To help him in his missions, the Reforest'Action Forest Division provides support and expertise. Today, he manages our Design Office and brings with him technical knowledge in the creation and monitoring of carbon sequestering projects, urban forests and customised agroforestry.



sylva
nova





ENVIRONMENTAL BENEFITS

Carbon sequestration and fighting climate change, biodiversity preservation and development, protection of land against natural hazards, water cycle management and preventing soil erosion



ECONOMIC BENEFITS

Raw material for local timber industry



SOCIAL BENEFITS

Job creation within local forestry and timber industries, conservation of wooded areas for rest and recreation



Pierre Hermans

Founder of Sylva Nova

The perils facing European forests are not the same as those facing forests in South America, Asia or Africa. In a strict sense, Europe is not threatened by deforestation. However, the situation is far from ideal: climate change is noticeable, it is weakening large swathes of forests and making storms, fires, insect attacks and diseases more frequent and severe.

Fighting the consequences of climate change needs urgent action and everywhere possible. In this context, Europe undeniably has a role to play. Besides CO₂ sequestration, other ecosystem and social benefits, which can only be seen at the local level, justify our efforts to save European forests. Moreover, these local actions have the power to raise awareness in the public eye, and bring more members of society into the global effort.

Reforest'Action has adopted a strategy that combines tree planting, where forest cover is insufficient or non-existent, with activities for assisting



Sylva Nova has taken action in nine European countries and contributed to the development of all ecosystem services provided by European forests.

and enriching natural regeneration on the ground. Of course, the programme will differ according to whether the project is to increase forest cover in a country with little woodland like Ireland, restore a burnt-down forest as in Portugal, or enrich unproductive copses such as in Italy. Sylva Nova, with funding from Reforest'Action, has taken action in nine European countries and contributed to the development of all ecosystem services (environmental, economic, social, scenic, and others) provided by European forests, which are multifunctional by nature.



07 GLOBAL MEDIA EXPOSURE

2020-2021 SEASON

GLOBAL MEDIA EXPOSURE

MEDIA COVERAGE

between June 2020 and June 2021

471

Press mentions

3,021

Social media mentions

PEOPLE REACHED

between June 2020 and June 2021

1.4 BILLION

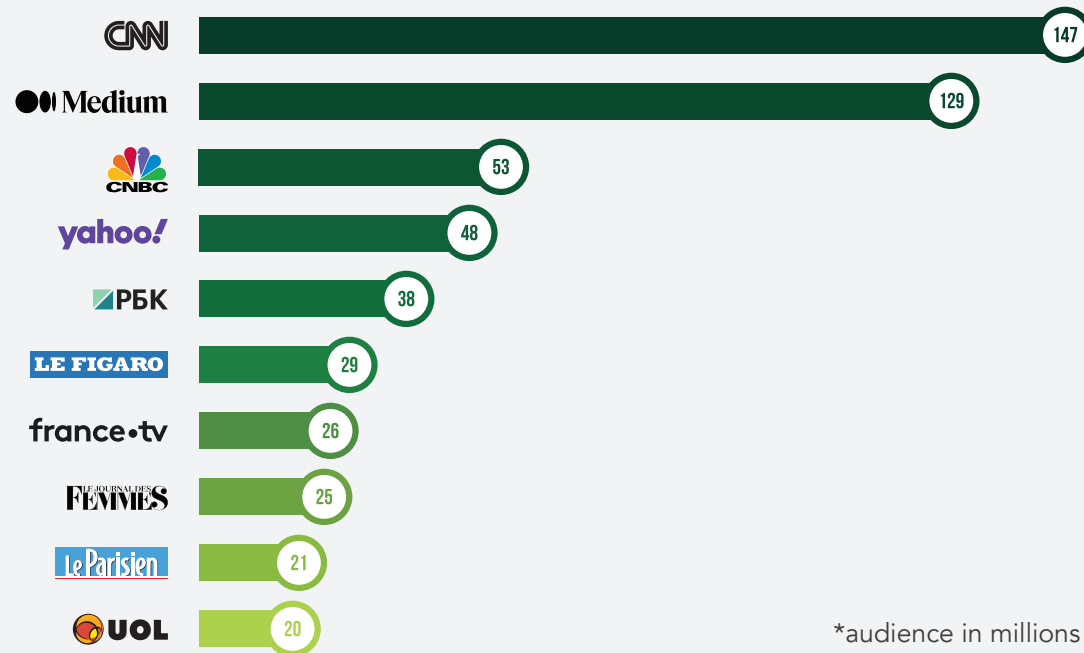
Press reach

19.4 MILLION

Social media reach (Facebook, Twitter and LinkedIn)

TOP 10

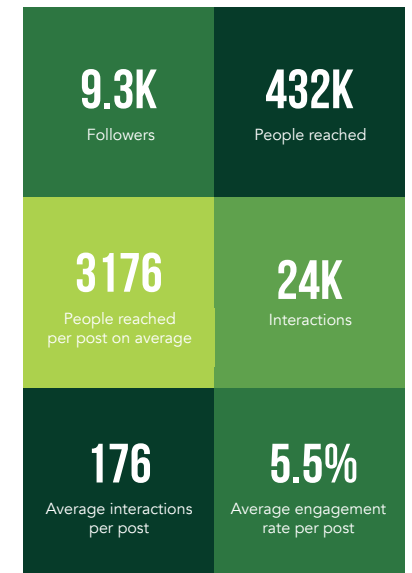
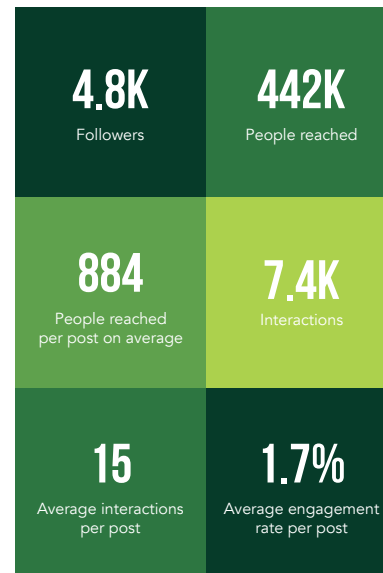
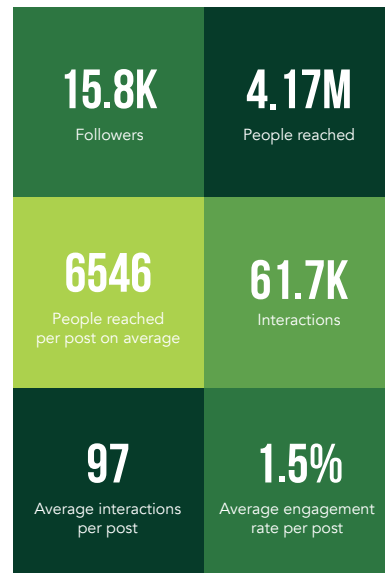
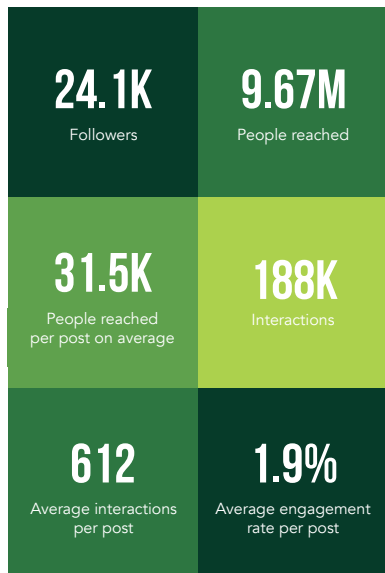
MEDIA OUTLETS IN TERMS OF AUDIENCE



*audience in millions

DIGITAL ECOSYSTEM

AS OF 30 JULY 2021





08 OUR GOVERNING BODIES

GOVERNANCE

AS OF 1 JULY 2021

Founded in 2010, Reforest'Action is a B-Corp certified business that strives to preserve, restore and plant forests around the world as part of the fight to mitigate climate change and stop the loss of biodiversity.

Executive committee

The Reforest'Action executive committee comprises each divisional director. It carries out the day-to-day management and implements its strategy.

Stéphane Hallaire
CEO & Founder

Nicolas Blain
Institutional Relations Director

Ludivine Buvat
Communications & Marketing Director

Frédéric Daniel
Development Director

Pierre Gaches
Operations Director

Sandrine Guidoni
Chief Financial Officer

Ethics committee

The ethics committee guides Reforest'Action in how it considers, positions itself and acts on a variety of subjects such as carbon reduction, collaborations with financial partners and even the messages promoted.

Renaud Bettin
Expert in carbon neutrality
sweep.net

Sylvain Boucherand
CEO of B&L Evolution

Hervé Le Boulter
Forestry Policy Leader
at FNE

Julie Marsaud
An official of the national parks under the
French Ministry for the Ecological and
Inclusive Transition

Technical committee

With continuous improvement in mind, the technical committee deliberates with Reforest'Action on the methodologies to be used for the selection, monitoring and promotion of forestry projects. The committee's role is to approve our project specifications and review projects on an annual basis.

Alexis Ducousso
Member of the forestry board of FNE
and chair of the UICN forestry group

Philippe Gourmain
Forestry expert

Hervé Jactel
Research director at INRA

Paul-Emmanuel Huet
Executive director of PEFC France



Contact details

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92500 Rueil Malmaison - France
contact@reforestaction.com
+33 (0)1 86 22 04 80

Reforest'Action since 2010 in numbers:

>17
million trees planted or regenerated

35
committed employees

10
international correspondents

>990
project leaders

>3,000
companies

>300,000
individuals

>1050
forestry projects funded in 39 countries

Providing real, sustainable solutions to the crises of climate change and biodiversity loss, and fully incorporating local socio-economic issues.



Preserving, restoring, planting trees.