2021-2022

ACTIVITY REPORT

PRESERVING, RESTORING, PLANTING FORESTS

reforestACTION

Certified B Corporation

We support the UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

reforestACTION

PRESERVING, RESTORING, PLANTING FORESTS

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 23 million trees across 43 countries thanks to the contributions of 3,000 businesses and 400,000 individuals. In 2021, Reforest'Action was recognised as a Partner-Actor of the United Nations Decade on Ecosystem Restoration.

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PEFC

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

CONTENTS

This report presents Reforest'Action's activity over the period from 1 June 2021 to 31 May 2022.

INTERVIEW WITH STÉPHANE HALLAIRE,
CEO AND FOUNDER OF REFOREST'ACTION

“This season was again punctuated by several news items that bear witness to the unprecedented environmental crisis we are facing. What's your view of the measures being taken to reverse the tide?

The conclusions of the latest scientific studies on climate, biodiversity and forest ecosystems underline the fact that we need to act quickly and on a massive scale to respond to the environmental emergency.

Moreover, the general public and companies are becoming increasingly aware of this. This has led to a growing number of actions in response to the challenges. Today, more and more companies are contacting us, and more than 3,000 have already contributed to the restoration and preservation of forests with Reforest'Action since our beginnings. As regards the general public, some 400,000 individuals have now supported our action, via our website. In addition, at international level, there is increasing dialogue between the many different stakeholders to safeguard and restore the world's forests. As evidence of this, we can note all the famous personalities who attended the last Global Forest Summit, which we co-organise with Open Diplomacy.

These are encouraging signs, but we still need to accelerate further and, above all, achieve a real shift in paradigm.

We cannot satisfy ourselves with an economy that simply reduces its environmental footprint. We need to move towards a regenerative economy, which places living things at the heart of social models and draws on this to leverage value creation. The road ahead is long and filled with obstacles. But, this is also our only way out; the only way to work towards the sustainability of our natural ecosystems, to which humans are intrinsically linked. This is why Reforest'Action has been a member of the Circular Bioeconomy Alliance since 2020. We implement projects that go far beyond simply restoring ecosystems; we also provide the conditions for value creation by and for local people.

How would you sum up the past year for Reforest'Action?

Busy. Very busy, in fact. Our activity is growing significantly. We have managed to fund the protection, restoration and creation of over 12,000 hectares of forest this year, i.e. about 12 million trees, compared with 6 million last year. More than 1,300 projects have been funded around the world since the creation of Reforest'Action in 2010, including 344 last season alone. This is a lot, but also very little in relation to what needs to be done on a global scale.

In addition to managing this growth, we have worked deploying strategic levers to support our objective of contributing to a regenerative economy. Consequently, we are extending and increasing our regenerative projects, whose aim is to restore a natural ecosystem while generating additional social and economic impacts for local communities.

We have set up a Research and Innovation unit devoted to creating a "Forest Information System", in order to collect, store, process and provide information related to our forestry projects. This information system aims to gauge and optimise the impacts of our projects in the fields of climate, biodiversity, the socio-economic sphere, soil and water. It will support the stability and the multiple functions of the ecosystems we help to restore or create.

We are also accelerating the deployment of carbon projects. Even though carbon finance is an imperfect solution, I nonetheless believe it is essential in order to deploy an overall response that is equal to the challenges. I'll say it again, and I'll keep saying it: the priority is to make continuous and significant efforts to reduce greenhouse gas emissions.

Finally, it is worth noting Reforest'Action has developed its teams significantly. The number of employees has increased considerably this season and we have reinforced our network of experts in the field through the recruitment of 10 *Projects Officers.*(1) These expert consultants are spread across all continents and will enable us to further fine-tune our approach in the field.

What's the outlook for the coming year?

We will continue to deploy our strategic levers.

Our Research and Innovation unit will remain focused on the development of our Forest Information System. This project is being conducted through a collaborative approach involving acknowledged national and international organisations and experts, notably in the fields of ecology, forest management, technology and data analysis, and the system should become operational during 2023.

We will also accelerate the implementation of carbon projects, with the development of our own large-scale projects, in close collaboration with local stakeholders.

Our aim is to increase the social and environmental impacts of these projects. Our first projects in South Africa and Brazil are good examples of what we can do around the world to act not only on climate change but also on biodiversity and social development.

And, of course, let's not forget that we will be pursuing our forest preservation, restoration and planting projects and continuing to monitor them over the long term, since this is one of the fundamental principles of our action.

Do you remain optimistic in the face of the increasingly alarming warnings from scientists?

I certainly am. This is what keeps me going and makes me act. I feel there is now widespread awareness about the reality of climate change and the erosion of biodiversity.

This awareness must be transformed into a paradigm shift that promotes the regeneration of life. With the Reforest'Action teams, this is what we are striving for every day.

(1) As of 1 September 2022.

01 REFOREST'ACTION IN BRIEF

KEY FIGURES

Since 2010, Reforest'Action has been applying its expertise in the field of reforestation, based on a holistic approach to environmental, social and economic issues and with a focus on continuous-improvement.

>23,000

hectares restored, regenerated or planted (about 23 million trees)

>1,300

forestry projects funded in 43 countries

>530

project leaders

70

members in the Green Team: 60 employees + 10 *Project Officers*

>3,000

contributing businesses

>400,000

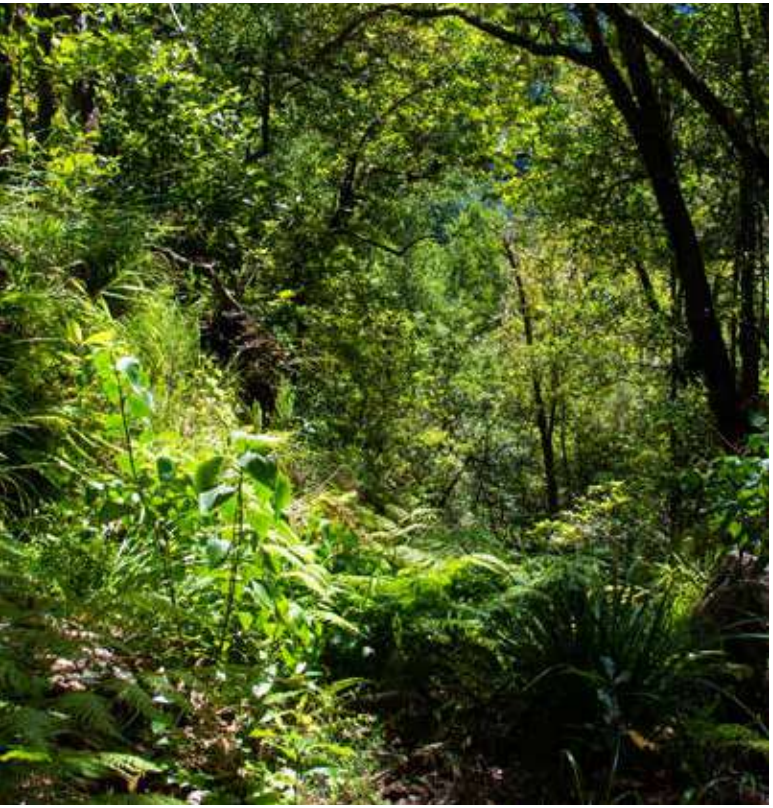
contributing individuals

OUR MISSION

Reforest'Action works to preserve, restore and plant resilient forest ecosystems to help respond to the climate and biodiversity challenges that will shape the future of humanity.

Our local actions aim to contribute to solving global challenges and to accelerate the adoption and development of regenerative projects around the world, by taking into account and addressing environmental issues, local socio-economic situations and the need to transform economic models.

The fundamental principles of our action are based on optimising the co-benefits created by each project carried out:



Increasing carbon sequestration

Optimising soil quality and protecting water resources

Restoring and regenerating natural habitats and biodiversity

Improving the economic and social situation of local populations

OUR FIELDS OF ACTION

By providing a large array of solutions in favour of the conservation, restoration and planting of forests, Reforest'Action enables companies and private citizens to carry out tangible actions and help respond to the world's environmental and socio-economic challenges.

1 Preserving, restoring and planting forests

- Restoring degraded or deforested land
- Assisted natural regeneration of forests
- Creating diverse forests
- Planting trees and hedgerows on agricultural plots (agroforestry)

2 Regenerative agriculture

Creating tailor-made agroforestry or silvopastoralism projects within a company's value chain. These projects help to make value chains more resilient and sustainable.

3 Certified carbon projects

Financing certified carbon projects that contribute to global carbon neutrality, while generating numerous (environmental, social and economic) co-benefits.

4 Tailor-made urban forests

Creating urban forests to reinforce biodiversity, cool and clean air in towns, and improve the health and well-being of residents.

The solutions proposed by Reforest'Action give every company the opportunity to contribute to meeting the global environmental, social and economic challenges, whether their activities are directly or indirectly based on natural resources. Companies can support projects outside their value chains to help protect ecosystems, while also contributing to local economic development. Companies with value chains that are directly based on the use of natural resources can opt for our tailor-made regenerative agriculture projects to make their value chains more sustainable and resilient.

OUR GOVERNING BODIES

Executive Committee of Reforest'Action

Reforest'Action's executive committee is made up of its Divisional Directors. This is the body responsible for the company's strategic and operational management. The executive committee monitors the company's performance over time.

- **Stéphane Hallaire**
  CEO & Founder

- **Nicolas Blain**
  Institutional Relations Director

- **Ludivine Buvat**
  Marketing Communication Director

- **Pierre Gaches**
  Operations Director

- **Sandrine Guidoni**
  Chief Financial Officer

As of 1 July 2022

To carry out its activities, Reforest'Action draws on a technical and scientific committee specialising in tropical forests and a technical committee dedicated to temperate forests. The members of these committees are forestry specialists, who are not internal employees of Reforest'Action. With continuous improvement in mind, the technical committee works with Reforest'Action to decide on the methodologies to be used for the selection, monitoring and promotion of forestry projects. Their role is to approve our project specifications and review projects on an annual basis.

Technical Committee for Temperate Forests

- **Alexis Ducousso**
  Member of the forestry board of FNE and chair of the UICN forestry group
- **Paul-Emmanuel Huet**
  Executive director of PEFC France
- **Hervé Jactel**
  Research director at INRAE

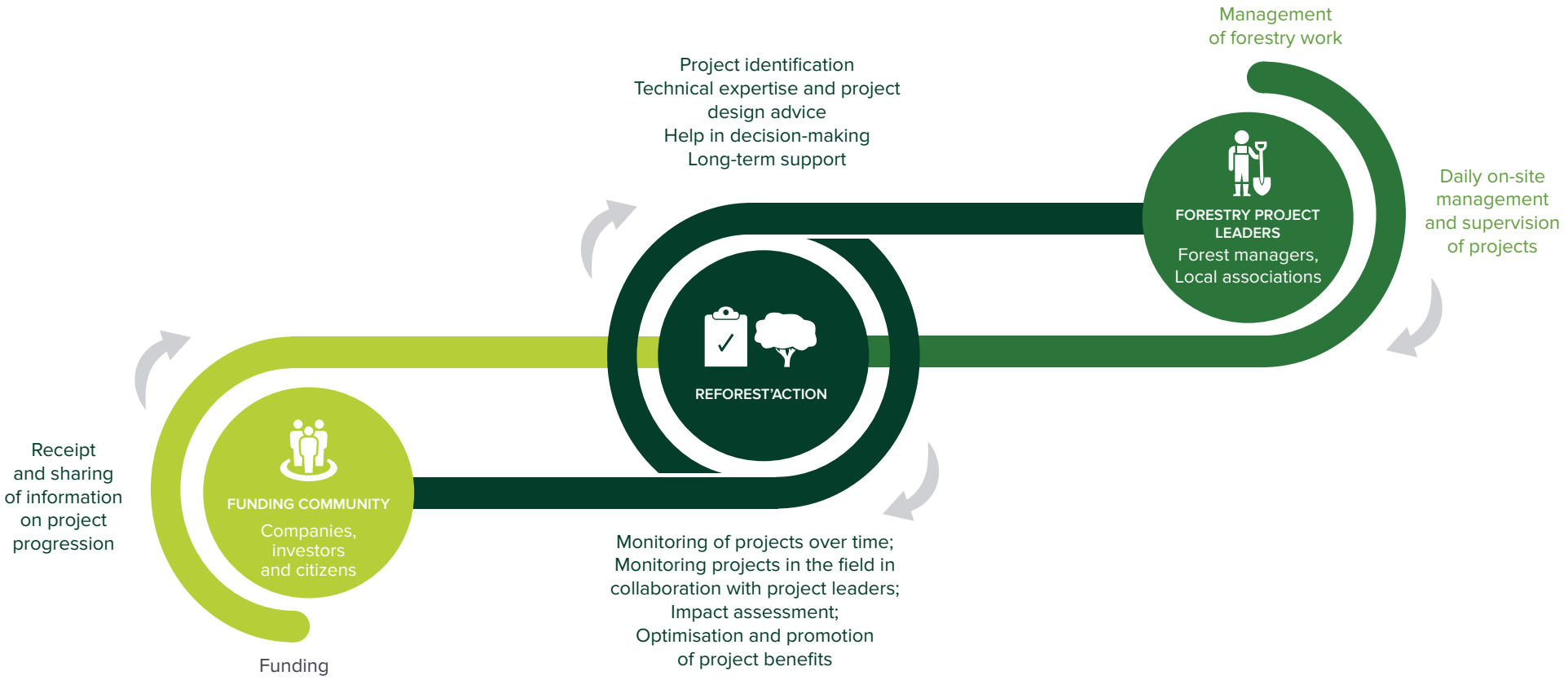
Technical and Scientific Committee for Tropical Forests

- **Christophe Besacier**
  Forestry technician and coordinator of the Forest and Landscape Restoration Mechanism (FLRM) at the Food and Agriculture Organisation (FAO) of the United Nations
- **Susan Chomba**
  Director of Vital Landscapes at the World Resources Institute (WRI)
- **Thomas Crowther**
  Specialist in ecosystem ecology and founder of the scientific research laboratory Crowther Lab at the Swiss Federal Institute of Technology (ETH) in Zurich
- **Aïda Cuní-Sanchez**
  Associate Professor of Environmental Science at the Norwegian University for Life Sciences
- **Claude Garcia**
  Scientist for the Forest Management and Development Group at the Swiss Federal Institute of Technology Zurich
- **Karen Holl**
  Professor of Environmental Studies at the University of California

02 OUR APPROACH

OUR MODEL

Thanks to the contribution of more than 3,000 companies and 400,000 private citizens, Reforest'Action selects, supports and monitors forestry projects over the long term in order to develop the multiple benefits they provide. We work with project leaders in a collaborative approach that enables us to monitor all our projects closely in the field and over time.



OUR FUNDAMENTAL PRINCIPLES

In order to protect, restore and create diverse forest ecosystems, Reforest'Action selects and supports projects, and ensures their quality by applying four fundamental principles.

1 Optimising the ecosystem services generated

The aim of each forest ecosystem-restoration project is to generate environmental benefits (climate, biodiversity, water and soil) and social benefits for local populations. In addition, it must incorporate an economic dimension, which is necessary for the success of the project. By working to optimise all of these ecosystem benefits, we develop regenerative projects.

2 Designing projects based on a collaborative approach with project leaders in the field

Each context and each project is unique and requires a specific culture and knowledge of local issues. Thanks to our collaborative approach working with project leaders in the field, we can design and implement sustainable and effective projects that respect the harmony of ecosystems and that combine local and global objectives.

3 Monitoring projects and their impacts over the long term

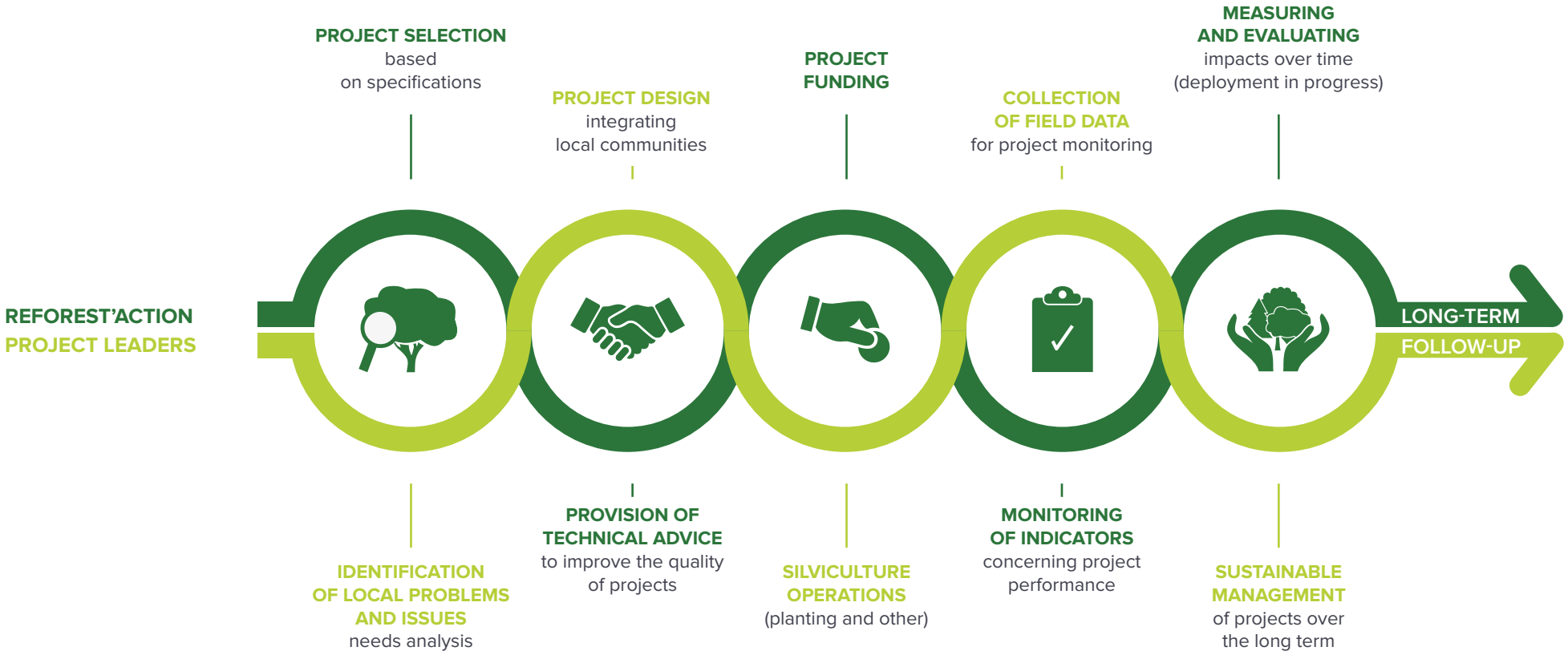
Reforest'Action monitors all of its projects over time, in order to ensure their resilience and long-term viability. This monitoring enables us to assess each project's impact on society, the economy, biodiversity and the climate, and provide reports to our stakeholders.

4 Synchronising environmental and social issues with business transformation issues

Our work aims to provide companies with tailored, value-added solutions that accelerate the adoption and development of regenerative projects around the world, helping to foster a low-carbon and bio-circular economy.

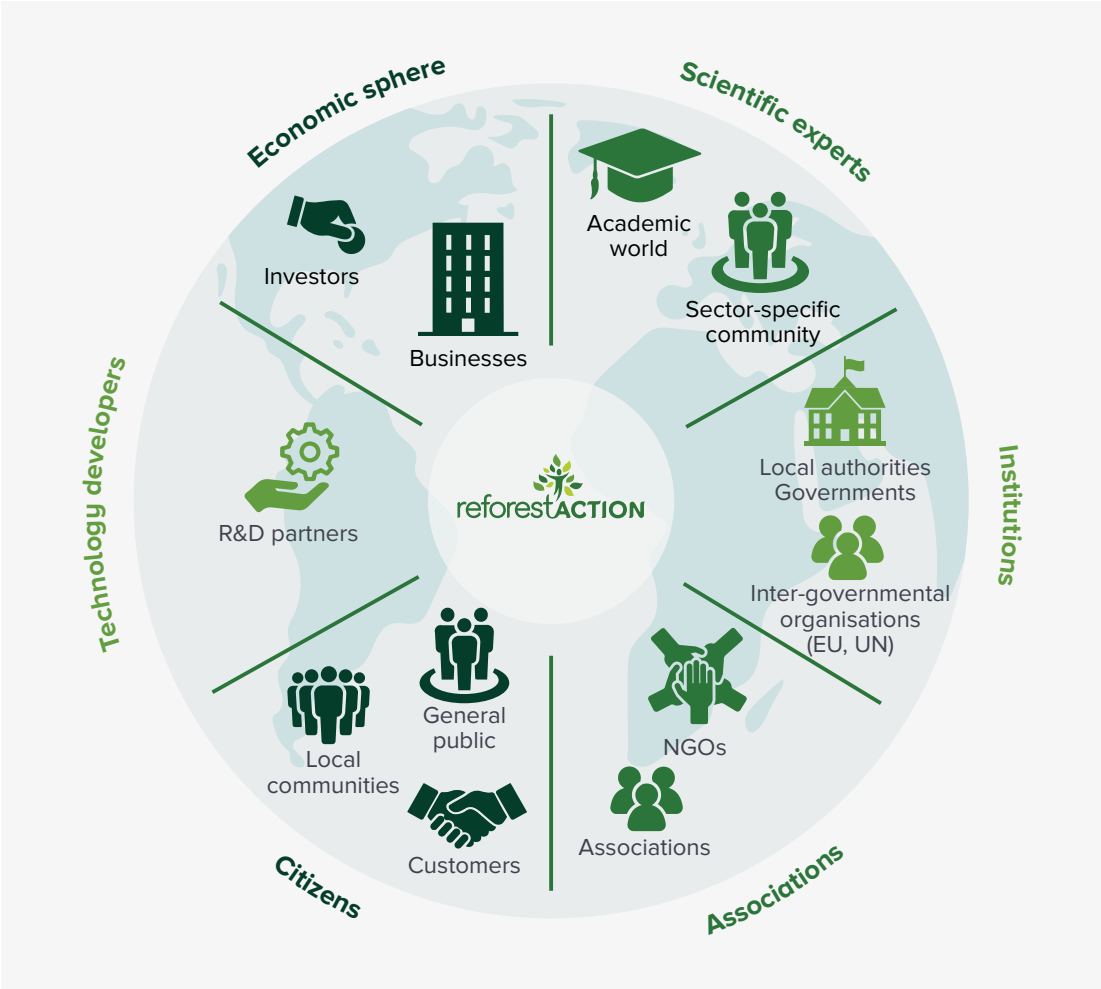
OUR COLLABORATIVE APPROACH

Reforest'Action ensures that each project supported responds effectively to the specific local situation and needs of the populations. Our action is based on projects led by local players. Thanks to our collaborative approach working with local players in the field, we can design and implement sustainable and effective projects that combine local and global objectives.



OUR ECOSYSTEM

Reforest'Action is convinced of the importance of sustainable cooperation built on strong principles and values, a common vision and shared objectives; with this in mind, we are committed to working with a broad ecosystem, which helps us improve our action every day.
We work with a broad network of organisations, associations and economic, institutional and scientific partners.



Our main partners:

WHY IS IT IMPORTANT TO STRENGTHEN COOPERATION BETWEEN PRIVATE AND PUBLIC PLAYERS IN ORDER TO PROTECT AND RESTORE FOREST ECOSYSTEMS AROUND THE WORLD?

$4,700 billion are required to fund afforestation and reforestation needs by 2050.

Nicolas Blain,
Director of Institutional & Media Relations Reforest'Action

As people become increasingly aware of the huge impact that our fossil-fuel-based economic models have on life, we urgently need to accelerate multi-stakeholder cooperation to protect and restore the world's forests. The UN's Strategic Plan on Forests 2017-2030, the 17th Sustainable Development Goal and the recent Seoul Declaration adopted at the World Forestry Congress in May 2022 all advocate strengthening these partnerships.

Reforest'Action contributes to driving this dynamic through its field projects, as well as on an international level through the co-organisation of the Global Forest Summit, an annual event that aims to develop dialogue between various private and public sector players, in order to find common solutions for forests.

Moreover, this multi-sector cooperation will also be vital for funding global forestry objectives. UNEP and the World Economic Forum are clear on this point: $4,700 billion are required to fund afforestation and reforestation needs by 2050.

In this respect, private sector funding will be an essential resource to complement public funding in order to act collectively and rise to the challenges of ecosystem restoration. On an international level, Reforest'Action is also involved in this collective dialogue through its participation in multi-stakeholder initiatives, such as the Circular Bioeconomy Alliance and the UN Decade on Ecosystem Restoration. In this way, we provide the Best Practices task-force our expertise in order to help strengthen global standards in forest landscape restoration.

Finally, at national level, and again with a view to improving cooperation between the public and private sectors, Governments need to create the conditions – notably fiscal and legal conditions – that will, firstly, promote the development of private funding mechanisms aimed at protecting and restoring forests; secondly, encourage the emergence of eco-entrepreneurs, and finally, promote the growth of the bio-economy, in which these eco-entrepreneurs will be actively involved.

03 OUR STRATEGIC PRIORITIES

OUR VISION
CONTRIBUTING TO A REGENERATIVE ECONOMY

Natural ecosystems provide us with many free services that are essential to enable our society and economy to function on a daily basis. However, nature is being destroyed and degraded around the world at a rate that is unprecedented in human history.

The only sustainable response to the challenges we face lies in transforming our models towards a regenerative economy: placing value in living things in order to move from purely linear models based on fossil fuels to low-carbon models based on the circular bio-economy.

Stéphane Hallaire,
Founder and CEO of Reforest'Action

We must not satisfy ourselves with an economy that simply reduces its environmental footprint. We need to make the transition to an economy that consciously expands its socio-ecological footprint and produces positive impacts on the living world as a whole. To do this, companies must profoundly rethink their relationship with the living world, by placing it at the centre of every decision and action.

At Reforest'Action, we want to contribute to this transformation towards a regenerative economy by protecting, restoring and developing forest ecosystems. Above and beyond its carbon impact, our action should contribute to strengthening the environmental, social and economic services based on living organisms and help develop the biological and renewable resources that society needs.

HOW CAN COMPANIES CONTRIBUTE TO THE TRANSITION TO A MORE LIFE-FRIENDLY ECONOMY?

Businesses have a key role to play in preserving and restoring ecosystems.

Stéphanie Bonet,
Business Division Manager
Reforest'Action

Natural ecosystems and human activities are intrinsically linked. The variety of functions that ecosystems produce (raw materials, food, energy) are not the result of human activity, but the result of Nature's slow and patient work over millions of years. For example, forest ecosystems can store carbon, regulate the water cycle, mitigate local peaks in heat, reduce risks linked to soil run-off and landslides. They also meet vital human needs, such as the production of timber and energy, food resources and medicinal products, while also acting as places for recreational activities or which provide a sense of well-being.

Today, since business activities draw directly or indirectly on natural resources, it is critical that companies become aware of their role in protecting ecosystems. At Reforest'Action, we firmly believe it is possible to create wealth while respecting the environment, and to protect the environment while creating wealth. By incorporating the regeneration of living organisms into their business objectives, models and CSR strategies, companies can have a tangible impact on the health of ecosystems, which contribute to mitigating the effects of climate change, thus helping human societies adapt to the effects of such change.

However, ecosystem restoration currently receives only 1% of the funding dedicated to the global climate challenge. Consequently, it is essential to boost the collective effort in this field by having all companies contribute to its funding. To achieve this objective, Reforest'Action proposes a unique approach that allows companies to contribute to global environmental, social and economic initiatives, whether their activities are based on living ecosystems or not. In this way, companies can support regenerative forestry projects outside their value chains. In addition to having a positive environmental impact (biodiversity, climate, soil), these projects contribute to local economic development. When a company's activities rely directly on natural resources, we develop tailor-made regenerative agriculture projects for the companies concerned in the very heart of agricultural areas, thus making their value chains more sustainable and resilient.

By taking action through and with living ecosystems, companies can help protect and preserve "living things" and thus contribute to the transition to a regenerative economy, which creates wealth and is environmentally friendly.

REINFORCING THE REGENERATIVE DIMENSION OF OUR PROJECTS

Reforest'Action's goal is to deploy regenerative projects that will restore and reconstitute a natural ecosystem while generating additional social and economic impacts for local communities.

At Reforest'Action, we believe that a project must produce all of the following benefits in order to quality as a regenerative:

- Increased carbon sequestration
- Optimisation of soil quality and protection of water resources
- Restoration and regeneration of natural habitats and biodiversity
- Improvement of the economic and social situation of local populations

To fulfil our vision and contribute to the development of a regenerative economy, we are working to deploy our projects at the landscape level.

Landscapes generally have several functions. They provide a variety of services to society, such as a means of subsistence, food, water, shelter, well-being and economic growth. All these services are inter-linked. Consequently, if a landscape's agricultural area expands, this will have an impact on the area covered by forests.

The landscape approach provides a holistic view of a region's challenges. In this sense, it represents an ideal unit for mapping the multi-functional services provided by a given area, as well as for establishing different scenarios and taking the most appropriate decisions to restore, preserve and regenerate it.

INNOVATING TO SUPPORT OUR ACTION

In order to effectively contributing to the development of regenerative models, innovative tools need to be deployed to monitor and optimise the environmental, social and economic impacts of projects over time.

Reforest'Action has set up a Research & Innovation unit, notably in order to develop an "information system". Called *the "Forest Information System"* (FIS), this system aims to collect, store, process and provide information related to our forestry projects. Drawing on third-party data collection solutions (satellites, field data, etc.), our information system interface will cross-reference and analyse these data.

The *"Forest Information System"* will acquire and compile useful data in order to better understand and optimise the impacts of our projects in the fields of climate, biodiversity, the socio-economic sphere, soil and water. It will help forecast potential impacts, improve in-field and remote project monitoring and provide analytical reports tailored to our stakeholders. In this way, it will reinforce our procedures with a view to supporting the stability and the multiple functions of the ecosystems we help to restore or create.

This project is being conducted through a collaborative approach involving acknowledged national and international organisations and experts, notably in the fields of ecology, forest management, technology and data analysis.

The system is expected to become operational during 2023.

Thanks to the traceable data obtained and analysed, the *"Forest Information System"* will help us to:

- Optimise our project selection processes;
- Provide decision-making support tools to assist project leaders in designing multifunctional projects;
- Collect comparable data on carbon sequestration, biodiversity, socio-economics, soil and water for all our projects;
- Estimate and monitor the impact of projects over 30 years, using protocols validated by our technical and scientific partners;
- Promote adaptive project management to improve our projects' stability in the face of the changing world;
- Provide our stakeholders with analyses of the benefits of their contribution or investment and measure the knock-on effects within their value chains.

ACCELERATING THE DEVELOPMENT OF CERTIFIED CARBON PROJECTS

Carbon finance represents an essential tool to help achieve climate goals and is a means to leverage the transition to a low-carbon economy and a circular bio-economy.

We can only reach the objective of global carbon neutrality by 2050 by achieving a balance between CO_2 emissions and removal. Therefore, the only way forward is to reduce emissions, while preserving and massively developing carbon sinks. These two solutions should be implemented in parallel. The voluntary carbon market has a tremendous potential to raise the funds needed to preserve, restore and develop carbon sinks.

However, it should be noted that, **if offset schemes take precedence over reducing emissions, they will be counter-productive.** Offsetting is only useful if it is used in addition to continuous, significant reduction actions, according to a defined trajectory. If it is misused, it will contribute to maintaining an economic model based on fossil fuels, which is destructive to life and unsustainable.

Moreover, **while the carbon target is a prerequisite, it should not be seen as not an end goal.** In addition to their carbon impact, the projects should contribute to developing environmental, social and economic services based on living organisms and, ideally, help develop the biological and renewable resources that society needs.

With this approach, the projects implemented through carbon finance constitute a means to leverage the transition to a low-carbon economy and a circular bio-economy.

It is this type of project that Reforest'Action seeks to develop as a priority, in close collaboration with local players, and with the aim of increasing their economic, social and environmental impact.

HOW TO SUPPORT PROJECTS THAT CONTRIBUTE TO GLOBAL CARBON NEUTRALITY WITHOUT GREEN-WASHING?

Katia Prassoloff,
Customer Impact Manager
Reforest'Action

When companies communicate about their contribution to the climate, it is essential they ensure there is consistency between their messages and actions.

Businesses have a crucial role to play in tackling climate change. Companies that want to take action, often turn to the mechanics of carbon offsetting, in addition to reducing their own emissions. This is a virtuous process, provided it is carried out properly!

Indeed, we can only reach the objective of global carbon neutrality by 2050 by achieving a balance between CO_2 emissions and removal. Therefore, the only solution is to massively reduce our greenhouse gas emissions, while preserving and developing carbon sinks, notably forests.

To meet these challenges, companies need to have an ambitious climate strategy in place, including a well-defined carbon trajectory, supported by robust, structured actions. This strategy should be based on measuring their greenhouse gas emissions and drastically reducing these emissions within their value chain, while also supporting projects that avoid emissions or store carbon outside their value chain. Any company that claims to be making a contribution to the climate without making a significant reduction in its own emissions would not be credible and would risk being criticised by its stakeholders. If a company wants to communicate about its contribution to the climate, it is important to ensure its messages are consistent with its actions.

To avoid green-washing, companies' messages need to be a fair and proportionate reflection of their actual commitment. They must draw on accurate, transparent and verifiable figures. Equally, they should use the terms "ecological", "responsible", "eco-responsible", "green", "sustainable" etc. with moderation: they must correspond to real events and actions that can be supported by hard evidence.

Finally, the terms "carbon neutral", "zero emissions" or "offset emissions" should be avoided. As recommended by ADEME in an expert opinion to which Reforest'Action contributed, we would ask companies to stop using terms that suggest their products or activities have no impact on the climate. They must shift from a philosophy of "offsetting" to one of "contributing" to the collective challenge of achieving global carbon neutrality. Indeed, the term "offsetting" conveys the idea that the negative impact of CO_2 emissions is cancelled out and gives the impression that this happens immediately. This may incite companies to ignore their real responsibilities, when they actually have a major role to play in the fight against climate change!

While this will not solve everything, we think that changing the terminology used will help inspire a more consistent, collective and fair approach to climate issues.

EXPANDING OUR NETWORK OF EXPERTS AROUND THE WORLD

The consolidation of our global network of *Projects Officers* is a strategic component of Reforest'Action's international development. Throughout the season, this enabled us to deploy our expertise in the heart of the regions in which we fund projects, in close proximity to our local project leaders.

The network is coordinated internally by Reforest'Action's International Forest Division.

These consultants are genuine experts in their field. In addition to the linguistic and cultural contributions they provide, they have in-depth knowledge of local, strategic issues that are useful for the successful roll-out of our projects: the needs of the local population, the climate impact of the projects, economic, social and political data, etc. Their presence enables us to be more responsive in the field and more agile in monitoring and measuring the results and impact of our projects on a day-to-day basis. Thanks to their strong regional roots, they can hear about new project opportunities or find out about sector-specific policies that can have an influence on forest restoration.

All of Reforest'Action's ambassadors in the field have several, complementary skills. Their day-to-day responsibilities are to identify and categorise new reforestation projects, perform due diligence prior to any funding and to monitor the projects' management. In this way, they contribute in concrete ways to helping us achieve our objectives for the decade to come.

10 Projects Officers located in the following countries:

South America - Brazil, Ecuador, Mexico and Peru

Africa - South Africa, Ivory Coast and Rwanda

Asia - Bangladesh, India and Indonesia

04 THE 2021-2022 SEASON

KEY FIGURES
2021-2022 SEASON

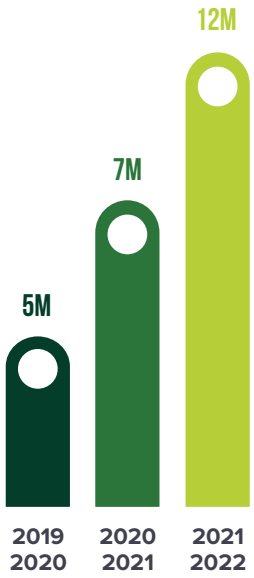
12,185,902
Trees funded

344
Projects funded

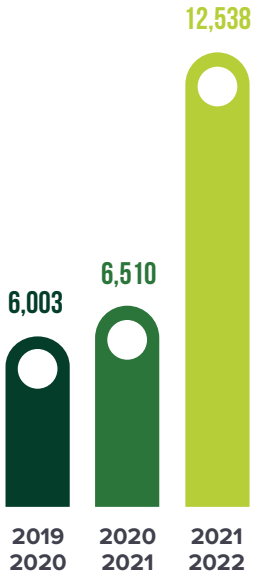
170
New contributor companies

>100,000
New contributing individuals

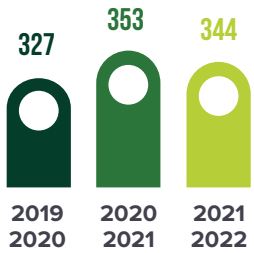
GROWTH OVER THE YEAR



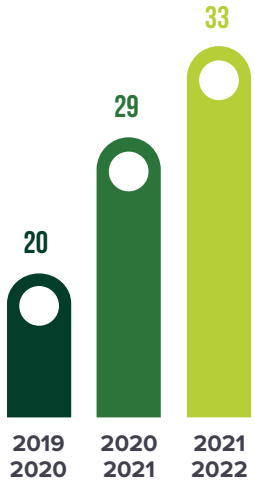
Number of trees funded



Area (in hectares)

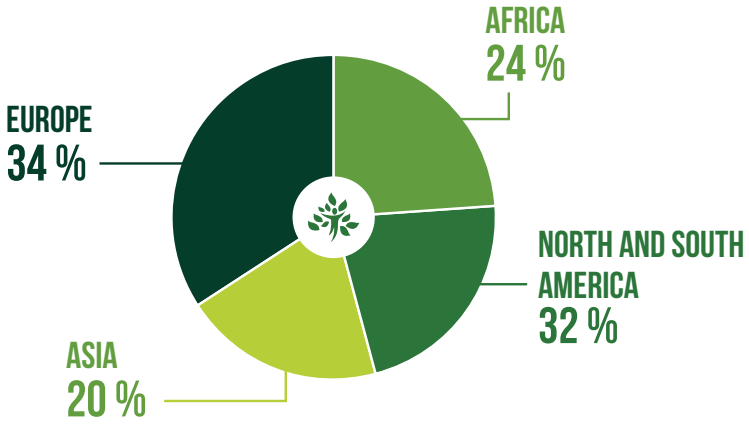


Number of projects funded

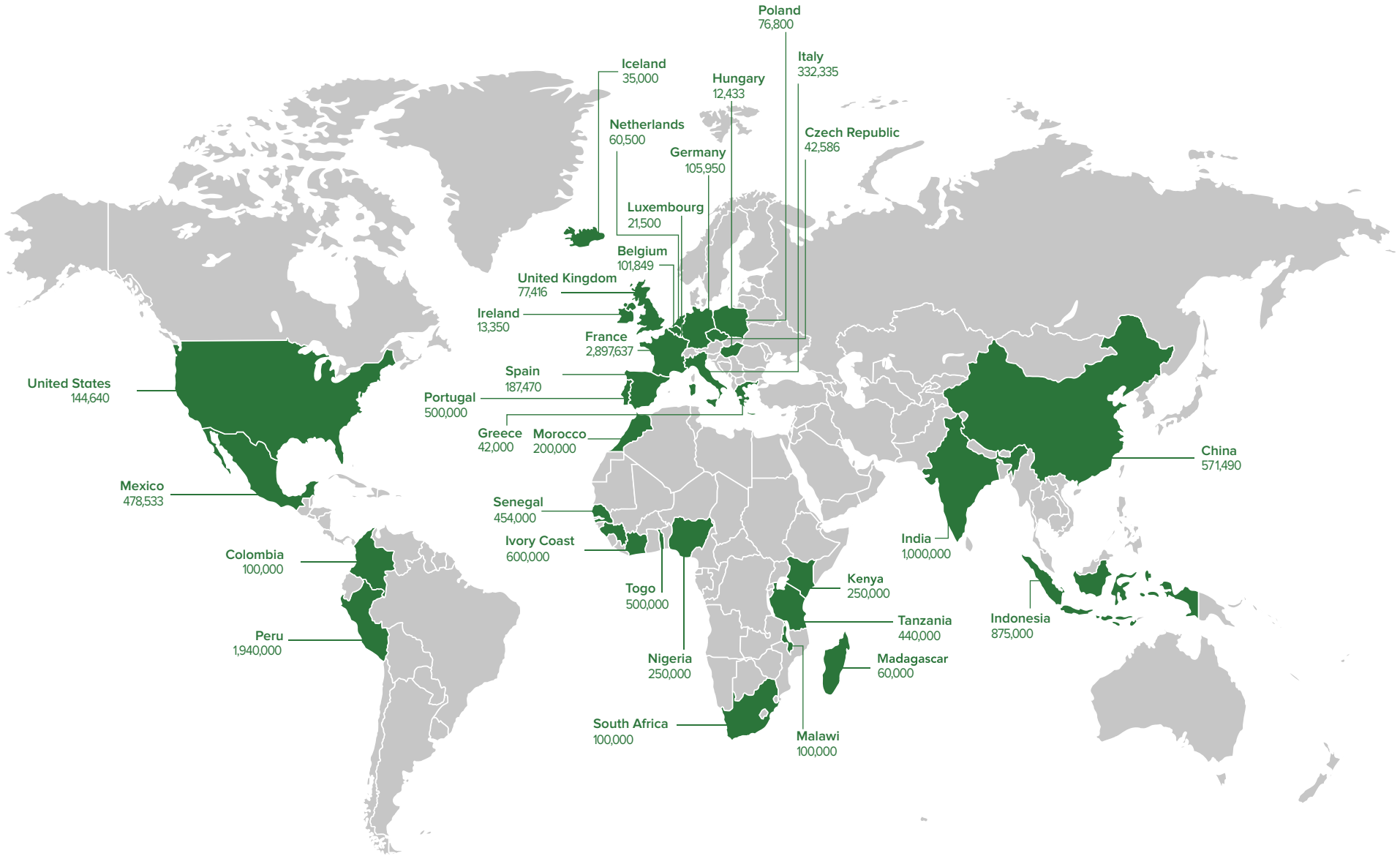


Number of countries covered

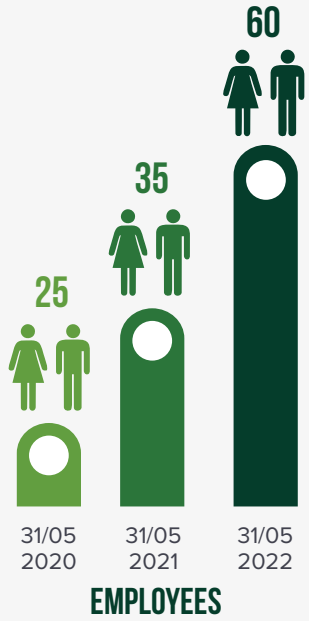
BREAKDOWN OF PROJECTS BY CONTINENT



TREES FUNDED DURING THE SEASON

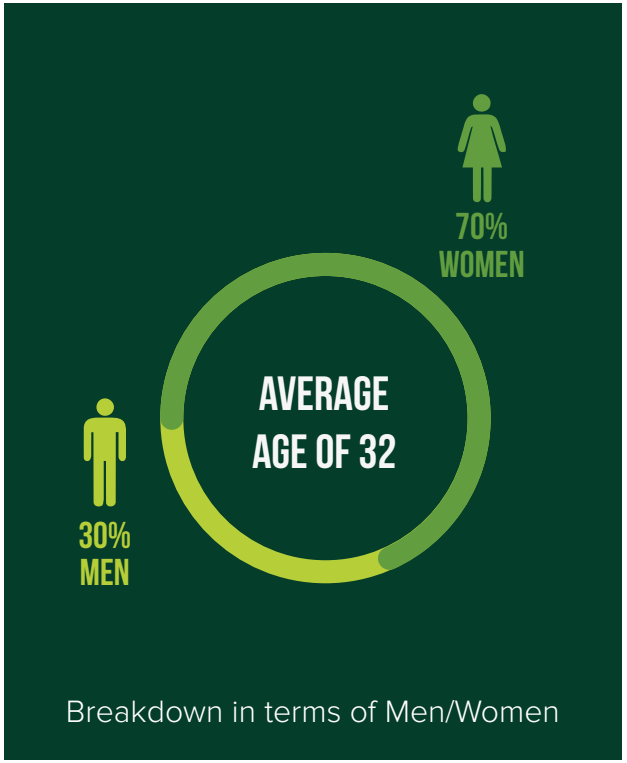


THE GREEN TEAM REINFORCES ITS RANKS



AS AT 1 SEPTEMBER 2022, TEN PROJECT OFFICERS HAD JOINED THE GREEN TEAM

International development



Breakdown in terms of Men/Women

HIGHLIGHTS
2021-2022 SEASON

ADEME:
Collaborative working group
May 2021

Reforest'Action participated in the working group set up by ADEME (French Agency for Ecological Transition) concerning the use of the "carbon neutrality" as an argument in communications.

An expert opinion was published in February 2022. It recommends that organisations should not seek to focus their communications on the concept of carbon neutrality. Instead, they should prioritise transparent and proportionate messages, highlighting their contribution to the collective challenge of achieving global carbon neutrality.

EUROPEAN COMMISSION:
Contribution to the "3 billion trees by 2030" initiative
July 2021

Since the summer of 2021, Reforest'Action has been involved in the implementation of the European Commission's initiative to plant 3 billion more trees by 2030.

In addition to the technical support provided by Reforest'Action regarding the tracking and mapping of additional tree plantations, Reforest'Action contributes to the initiative by deploying afforestation and agroforestry projects in Europe.

UNITED NATIONS DECADE
Partner as an actor
August 2021

We support the

UNITED NATIONS DECADE ON ECOSYSTEM RESTORATION 2021-2030

In August 2021, Reforest'Action was recognised as a Partner-Actor of the United Nations Decade on Ecosystem Restoration. This initiative, which is unprecedented in the history of humankind, aims to develop and guide an international movement to restore natural ecosystems so that coming generations have a sustainable future. Reforest'Action is actively involved in this at various levels: provision of expertise to the "Best Practices Taskforce", (re)afforestation of one million hectares of (agro)forest landscapes by 2030, development of a generation of reforestation entrepreneurs, and contribution to the dialogue on global forestry issues through the co-organisation of the Global Forest Summit.

CONVENTION DES ENTREPRISES POUR LE CLIMAT

September 2021 to July 2022

Reforest'Action is part of the *Convention des Entreprises pour le Climat* (CEC, or French Business for Climate Convention) launched in September 2021.

The CEC brings together 300 managers from 150 companies that participate in training and initiatives aimed at reorienting their environmental approach, and even transforming their business models. The objective is to show that it is possible to establish an economy that respects the planet's limits and propose road-maps and measures to reduce greenhouse gas emissions by 55% by 2030, in order to protect biodiversity and regenerate living ecosystems.

EUROPEAN COMMISSION: Citizen dialogue

November 2021

In partnership with the European Commission's Representative Office in France, Reforest'Action organised a morning of "citizen dialogue" and tree planting in Essonne. The event brought together some thirty participants, including secondary school and university students.

Following the event, these citizens' proposals for Europe's forests were posted on the Conference on Future of Europe website, to serve as a basis for future EU legislation.

BEST-PRACTICES RANKING *"Réussir avec un marketing responsable"*

January 2022

The *"Réussir avec un Marketing Responsable"* (Succeeding with Responsible Marketing) website is a French platform managed by trade organisations (ADEME, ILEC, ADETEM, etc.), aimed at encouraging more responsible marketing through the promotion of best practices.

Reforest'Action was one of the organisations listed in the 2021 rankings of these best practices, thanks to the communication kit and support we provide to our contributors in order to help them communicate in a fair and responsible way about their forest-oriented commitments.

CIRCULAR BIOECONOMY ALLIANCE (CBA)

January 2022

Established by His Royal Highness The Prince of Wales in 2020, the Circular Bioeconomy Alliance aims to accelerate the transition to a circular bioeconomy that is climate neutral, inclusive and capable of thriving in harmony with nature.

After Reforest'Action joined the CBA in March 2021, Stéphane Hallaire, CEO of Reforest'Action, was appointed Livings Labs Coordinator in early 2022.

The Living Labs are forest-landscape restoration projects that aim to move towards a circular bioeconomy, while restoring biodiversity and developing local livelihoods.

IMAGINE

January 2022

Established on the initiative of by Laurent Boillot (CEO of Hennessy), Sandrine Sommer (Sustainable Development Director of Moët Hennessy), Gildas Bonnel (CEO of Sidièse) and Stéphane Hallaire (CEO of Reforest'Action), "Imagine"is a community that brings together men and women who wish to act in the face of the ecological emergency, by preserving and regenerating forests on a very large scale.

The movement's aim is to add 1 billion hectares of forest to the planet, on an available area equivalent to the size of the United States.

In January 2022, the Imagine community grew and now includes some 15 members.

https://imagine-forest-team.com

UPLINK - WORLD ECONOMIC FORUM (WEF)

March 2022

Created by the World Economic Forum via their UpLink platform, the "Blue Carbon Challenge" acknowledged Reforest'Action as a "Top Innovator" for its mangrove restoration project in Sumatra, managed on the ground by the NGO Yagasu. Blue carbon projects (carbon stored in aquatic ecosystems, such as mangrove forests) are still underdeveloped and underfunded today. The Blue Carbon Challenge sourced innovative solutions, projects and tools to support the conservation, restoration and management of coastal areas, for the benefit of local communities, the environment and the climate.

Thanks to the project led by Reforest'Action and Yagasu, some 770,000 new mangrove seedlings have taken root since 2017, the target being to plant 1 million more by the end of 2023.

WORLD FORESTRY CONGRESS

May 2022

Organised under the aegis of the United Nations' FAO and the South Korean authorities, the World Forestry Congress, the world's largest congress dedicated to forests, was held in Seoul from 2 to 6 May 2022.

Represented by Stéphane Hallaire, this was the first time that Reforest'Action had attended this UN Congress. Reforest'Action's CEO contributed to the dialogue on global forest issues during high-level sessions, alongside leaders of major forestry organisations and field operators.

Stéphane Hallaire notably highlighted the enormous potential that could be unlocked in the private sector to help develop a circular bioeconomy and fund global forestry initiatives.

GLOBAL FOREST SUMMIT

GLOBAL FOREST SUMMIT

MARCH 2022

Co-founded and co-organised by Reforest'Action and the Open Diplomacy Institute, the Global Forest Summit is an annual global forestry event.

One of the summit's objectives is to monitor trends in four key areas between now and 2030: the fight against deforestation, forest restoration, sustainable forest management and the financing of these initiatives.

The second GFS, held on 24 March 2022 in Brussels, brought together 37 high-level speakers from 20 countries and a variety of sectors (governments, international organisations, companies, research institutes, NGOs, indigenous communities). The participants included John Kerry, the US President's Special Envoy on Climate Change, Prince Charles, Juliette Biao Koudenoukpo, Director of the UN Forum on Forests Secretariat, and Hindou Oumarou Ibrahim, founder of the *Association des Femmes Peules et Peuples Autochtones du Tchad.*

The Summit reached citizens from **140 COUNTRIES**

It has been seen more than **12 MILLION** times on social networks

Based on the discussions held at the second event, the organisers made the following key recommendations:

- Update the FAO's Forest Resources Assessment (FRA) annually concerning:
  1) the net loss of natural forests in the world,
  2) the gross loss of forest cover worldwide,
  3) gross deforestation in the world and
  4) the loss of primary tropical rainforests.
- Strengthen international remote-detection capabilities to ensure continuous and transparent monitoring of deforestation risks.
- Publish annual monitoring reports concerning the effective implementation of forest landscape restoration pledges at global and regional levels.
- Publish an annual update of forests that have sustainable management certification at global and regional level.
- Annually assess the specific financial needs for each forestry activity mentioned in the New York Forest Platform's Assessment Report (combating deforestation, afforestation/reforestation, restoration and sustainable management), and - most importantly - annually assess the ratio of funds actually mobilised in relation to funds pledged.

LE MOIS DE LA FORÊT (FOREST MONTH)

MARCH 2022

The *Mois de la Forêt* (Forest Month) is a national French awareness-raising campaign created and organised by Reforest'Action since 2019.

The theme of the 2022 *Mois de la Forêt* - Responsible Consumption and Sustainable Production - underpinned the importance of this topic in citizens' daily life, while informing them of the impact of their lifestyle on the world's forests. By focusing on the concept of imported deforestation - which refers to the importation of raw materials or processed products whose production has contributed to deforestation - the campaign's aim was to propose a set of tangible solutions that would allow everyone to reduce their "forest footprint" on a daily basis.

The *Mois de la Forêt* resulted in the publication of a "Reduce your forest footprint" kit, available on Reforest'Action's social networks.

>500,000
people reached via digital tools

PARTNERS
OuiLive, Petit Ours Brun, NRJ, FNE, PEFC, PositivR

New in 2022:

. **Synergies with several engaged brands** to highlight the various players that work to protect the environment.

. **2 connected challenges for citizens and company employees, in partnership with the mobile application OuiLive.**
A new concept aimed at mobilising and uniting our community concerning forestry issues and the role of each individual in preserving forests.

. **2 webinars**
Building a forest strategy in line with the challenges - example of Ruinart
How can we act at our individual level to limit imported deforestation?

. **2 participatory planting sessions** to allow everyone to get their hands dirty in the field.

04 FOCUS ON OUR FLAGSHIP PROJECTS

TYPE OF PROJECTS

Our action covers all types of land-based ecosystems: forests, agricultural land, cities, coastal areas.
This involves protecting areas, assisting natural regeneration and planting diverse and adapted species.

IN FOREST ENVIRONMENTS

Reforest'Action protects, restores or creates 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.

Our aim is to develop the long-term ecosystem services provided by each project.

IN URBAN ENVIRONMENTS

Reforest'Action contributes to the development of greener and more sustainable cities by developing urban forest ecosystems. With over 55% of the world's population living in urban areas, urban forests are key for providing daily access to nature. Urban forests have a direct positive impact on the quality of life in cities, thanks to their effects in terms of well-being and health, biodiversity, temperature regulation and air quality.

IN AGRICULTURAL ENVIRONMENTS

Reforest'Action creates agroforestry projects that combine ingenious crops and trees. Trees protect agricultural areas from erosion, direct sunlight and wind, while also improving soil quality. These projects foster sustainable resource production, while helping to combat climate change through carbon storage.

IN COASTAL ENVIRONMENTS

Reforest'Action restores mangroves, special forest ecosystems with mangroves at the crossroads between the sea and the land. A mangrove's carbon sequestration capacity is up to four times faster than that of terrestrial forests. They also stabilise coastlines, protect coastal communities from storms, reduce erosion and protect marine ecosystems, including coral reefs. At the same time, they contribute to maintaining fishing activities and are a resource for wood.

MADAGASCAR

Analamanga Project

Replanting, forest-restoration and agroforestry project.

60,000
trees funded

40 HECTARES
restored or planted

9 SPECIES
diversified

PROJECT LEADER
2400 Sourires

Home to an extremely rich biodiversity, Madagascar's forests are threatened by slash-and-burn agriculture.

This practice has long been encouraged by the country's government and has become a way of life for farmers. It involves burning a piece of forest to enrich it with nitrogen before planting food crops.

Located in the Analamanga region, this project is financed by Hennessy and involves planting fast-growing, high-growing, fruit-bearing species on the edge of water sources.

The objective is to create agroforestry ecosystems and restore multi-functional forests capable of withstanding droughts.

The associations *2400 Sourires* and *Siel Bleu* are supporting this large-scale project, which also includes a major effort to raise awareness about environmentally-friendly agricultural practices among local communities. Consequently, the inhabitants contribute to the production of plants in nurseries, an initiative that creates jobs. They actively participate in preparing the land to be reforested, as well as the planting and the maintenance of the trees planted.

At the same time, training programmes in agro-ecosystem preservation techniques are being put in place in the project areas, including a forestry school dedicated to teaching environmentally-friendly forestry and agricultural management techniques.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

MADAGASCAR
Analamanga Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Nathalie Meurer,
Director of Sustainable Development & 2030 Projects
Hennessy

Hennessy has a special relationship with forests, particularly with oak wood, which is a key component in manufacturing the barrels in which the *eaux de vie* (brandies) are aged. To safeguard and pass on this heritage to future generations, Hennessy is committed to preserving and regenerating forests through its FOREST DESTINATION programme.

More than 1.5 million trees have been planted in Kenya, South Africa, Nigeria, China and the UNITED STATES through reforestation, forest restoration and agroforestry projects, whose aim is to generate positive environmental impacts (climate, biodiversity, water cycle) and develop socio-economic benefits for local populations.

Hennessy also supports campaigns to raise awareness among local populations regarding the preservation and sustainable management of their forests, so that they can then take on the role of reforestation entrepreneurs. For example, the project in which Hennessy is involved in Madagascar aims to support the reforestation of plots of land in Analamanga and to raise awareness about agroforestry among farmers. The project includes the creation of a Forestry School, in order to teach young producers specific skills in forestry, in line with the values of knowledge transmission that are particularly dear to Hennessy.

Romain Lagache,
Founder and Managing Director
2400 Sourires

Created in 2020, the *2400 Sourires* (2400 Smiles) association works to combat child poverty and insecurity in Madagascar, the third poorest country in the world. The project (carried out in partnership with Reforest'Action and the Siel Bleu association) involves both a social and environmental approach. Reforestation activities are developed with local communities, who participate directly in the restoration of the forest heritage.

The field initiatives also include training sessions in schools and villages as well as the creation of a forestry SCHOOL to raise awareness and ensure the sustainability of the project.

Planting seeds in the minds of children is the surest way to engage future generations in the ecological transition. This means everyone gets their hands dirty to protect the land.

INDONESIA

Sumatra Project

Mangrove restoration projects.

500,000
trees funded

250 HECTARES
restored or planted

3 SPECIES
diversified

PROJECT LEADER
Yagasu

In Indonesia, which is the most deforested country in the world, the forest is disappearing twice as fast as in the Amazon.

On the island of Sumatra, the mangrove forest, made up of mangrove trees located between the land and sea, is particularly subject to pressure from human activities. Converted into intensive shrimp and fish farming areas, or illegally cut down to produce firewood and charcoal, the forest has been reduced to half the size it was in the late 1980s.

Within this context, Reforest'Action has been working since 2017 with the Indonesian NGO Yagasu to restore, extend and protect these ecosystems, which guarantee numerous ecological services (filtration of debris and pollutants transported by marine currents, development of aquatic biodiversity, protection of coastlines against cyclones and rising water levels). They also provide income-generating activities for the local populations (production of organic batik, local fruit and honey production, or the development of ecotourism).

This project is part of the Circular Bioeconomy Alliance, established by His Royal Highness the Prince of Wales.

There are several species of mangrove trees that make up mangrove forests. Three species are planted as part of this project. Capable of growing in extreme conditions (salty environment, high temperatures, frequent storms), mangroves stabilise the soil thanks to their root systems, and prevent coastal erosion, thus protecting territories from rising sea levels. Mangrove forests are also rich ecosystems in terms of terrestrial and marine biodiversity.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

INDONESIA
Sumatra Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Olivier Ballenghien,
Leader of the KIABI Life Fund and Positive Impact Actions
Kiabi

With a view to "making life easier for all families", Kiabi is actively engaged in the countries where its products are manufactured, particularly in Indonesia. By contributing financially to the mangrove restoration project on the island of Sumatra with Reforest'Action, the company helps create numerous benefits for local communities.

This includes protecting villages against rising water levels, improving water quality and combating soil erosion, generating additional income for households from sustainable forestry, ecotourism or batik production. These are all positive impacts linked to the restoration of the mangrove. They improve the well-being and living conditions of the local populations on a daily basis.

Meilinda Suriani Harefa,
Programme Director
Yagasu

Over the course of two decades, Yagasu developed expertise in ecosystem protection and restoration and biodiversity conservation. This NGO also runs awareness-raising programmes on environmental issues for local populations, to enable the implementation of sustainable methods of ecosystem management.

Our action was developed following the wave of illegal deforestation that decimated Indonesian forests in the 1990s. In 2004, the tsunami exacerbated the poor state of coastal areas, leading to a rise in sea-water levels at high tide. Today, these ecosystems need to be restored as a matter of urgency, since they are particularly exposed to the risk of rising water levels.

Mangrove restoration projects help to protect the habitats of the flora and fauna and the biodiversity that inhabit these ecosystems. Through this initiative, we hope to have an impact on the entire environment, but also on the local people, through actions that are both economically and socially relevant. Indeed, the presence of trees helps prevent the contamination of freshwater sources by sea water. It also helps prevent the disappearance traditional food chains (fish, shellfish, mangrove leaves, etc.), which are essential for the survival of the population.

INDIA

Assam Project

Project to develop sustainable silk and cotton sectors through the creation of agroforestry systems.

1 MILLION
trees funded

1,000 HECTARES
restored or planted

74 SPECIES
diversified

PROJECT LEADER
Balipara Foundation

CIRCULAR BIOECONOMY ALLIANCE

The Indian State of Assam is located in the east India, between Bhutan, China, Myanmar and Bangladesh.

This eastern Himalayan region has lost 10% of its forest cover in the last two decades, due to the increasing conversion of primary natural forests into agricultural plots, and the invasion of exotic species that are developing at the expense of indigenous vegetation.

This has resulted in the declining health of natural ecosystems, in terms of soil degradation, increasing land desertification, and depletion of groundwater.

Within this context, Reforest'Action has established a partnership with the Balipara Foundation, an Indian NGO, to achieve two objectives: firstly, to plant a multitude of endemic species in deforested areas in order to regenerate the soil and forest cover, and, secondly, to develop agroforestry by integrating fruit and fast-growing species into the fields of local farmers, in order to provide them with more sustainable agricultural solutions. The project has been developed as part of the Circular Bioeconomy Alliance established by HRH The Prince of Wales, which aims to catalyse investments to create regenerative landscapes and sustainable markets driven by nature.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

INDIA
Assam Project

JOINT REVIEW
WITH THE PROJECT LEADER AND REFOREST'ACTION

Saurav Malhotra,
Co-founder and designer of the Rural Futures programme
Balipara Foundation

"The loss of forests in the State of Assam is creating difficulties for communities that live on the "front-line" of climate change and face major issues such as flooding.

This has also created a difficult situation for the area's biodiversity, and in particular for large mammals such as Asian elephants, which are suffering from the reduction of their natural habitat.

The primary objective of our project is to restore the forests that have been degraded and to create agroforestry systems that contribute to the food security of local populations. In the short to medium term, forestry revenues will be the key drivers of socio-economic development for local communities. In the long term, forest restoration will have an impact on watersheds and water tables, as well as on soil fertility. The project actively engages local people, who control and manage its implementation. Indeed, this community involvement guarantees its long-term viability.

Pierre Gaches,
Director of Operations
Reforest'Action

"With a view to creating the first regenerative landscape for the cashmere, silk and cotton industries, Brunello Cucinelli teamed up with Reforest'Action as part of the Sustainable Market Initiative and the Circular Bioeconomy Alliance, founded by His Royal Highness the Prince of Wales.

Through the Assam project in India, Brunello Cucinelli is contributing to the development of sustainable silk and cotton sectors through the creation of regenerative agroforestry systems, in order to support the local economy and communities and ensure the long-term stability of the ecosystems.

SOUTH AFRICA

Kuzuko Project

Project to restore a stable natural ecosystem in areas affected by desertification.

500,000
trees funded

200 HECTARES
restored or planted

1 SPECIES
planted

PROJECT LEADER
C4 EcoSolutions

In the Eastern Cape of South Africa, the depletion of plant cover and the degradation of local farming plots (due to the increasing presence of the Angora goat) are causing water resources to dry up and biodiversity to disappear.

Today, this has resulted in the almost total desertification of the land. Reforest'Action has teamed up with C4 EcoSolutions and AfriCarbon, two South African companies, to restore these ecosystems by planting Spekboom, an endemic species that is essential to the ecological functions of the region. The areas to be restored were previously used by local farmers as pasture for their goat herds.

Today, these severely degraded areas are devoid of vegetation and have been included in the Kuzuko protected area. The project will generate several benefits, such as restoring biodiversity on the plots of land (including a population of elephants and rhinos), improving rainwater infiltration and making the land suitable for arable farming again.

The Spekboom is a keystone species, i.e. its disappearance from an area also results in the disappearance of a whole range of plant and animal species that depend directly or indirectly on it for their development. Just like an architectural keystone, it supports a whole ecosystem that risks collapsing if it is removed. In the region concerned by the project, the depletion of Spekboom is leading to desertification of the land, the depletion of water resources and the erosion of biodiversity (fauna and flora). It is therefore vital to replant this species.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

SOUTH AFRICA
Kuzuko Project

JOINT REVIEW
WITH THE PROJECT LEADER AND THE PROJECT FUNDER

Anthony Mills,
CEO
C4 EcoSolutions

“In South Africa, the Eastern Cape used to be characterised by dense groves of shrubs and the presence of Spekboom, this keystone plant species.

Today, many areas in this region have been reduced to a stony desert, where the indigenous vegetation has disappeared. On the plots in the Sundays River Valley where we are restoring these groves, we are seeking to fine-tune our techniques every day, in order to optimise the work undertaken and slow down the desertification phenomenon as effectively as possible. We are treating the ecosystems and endemic species from a scientific perspective, in order to better understand how to combat the effects of climate change in the long term.

By signing up as an actor in the UN Decade on Ecosystem Restoration, we hope that our approach will inspire the development of similar projects around the world.

Marine Larnaud d'Audiffret,
Marketing Director
Pampers France

“Via its Pampers Harmonie brand, Procter & Gamble has been committed to restoring forest ecosystems, since 2019, for the sake of future generations. In 2022, Pampers Harmonie is contributing to the Reforest'Action project in Kuzuko, South Africa.

The objective of the project is to recreate a stable natural ecosystem in areas affected by desertification and thus create the conditions that will enable the return iconic, threatened species of wildlife, in particular groups of elephants and black rhinoceroses.

By financing this reforestation project, Pampers Harmonie aims to contribute to the protection of African animals, that form such an important part of young children's imagination.

HOW CAN WE BUILD PROJECTS WITH LOCAL POPULATIONS AND DEVELOP SOCIO-ECONOMIC BENEFITS?

Many companies are keen to become involved in responsible sourcing.

Arnaud Guidal,
Head of the Tropical Forests Division
Reforest'Action

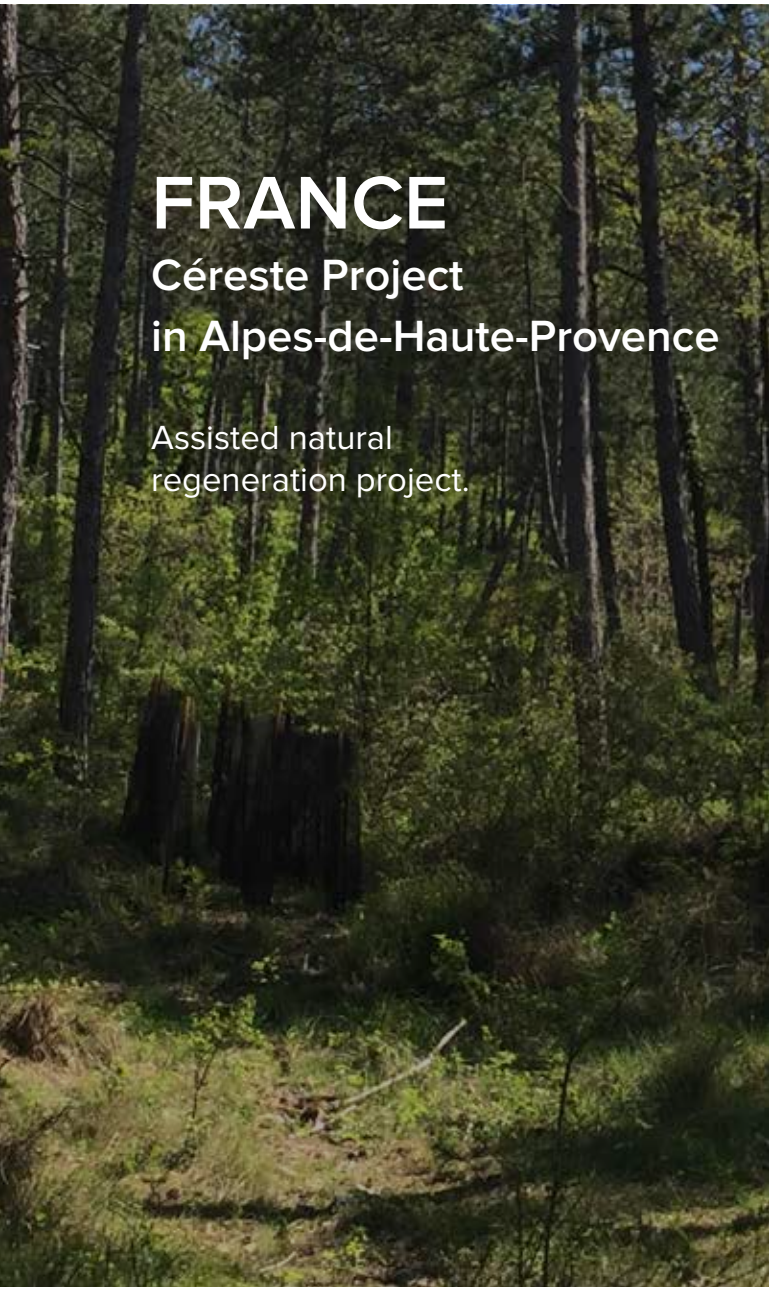
"The projects funded by Reforest'Action aim to restore multi-functional forest ecosystems, and the diversity of species planted is a core aspect of these projects. This diversity makes the ecosystems concerned more resilient and generates a range of ecosystem benefits and services, including many products (edible or not) that can be sold on local markets, or even be part of longer supply chains.

In this way, the products (fruit, vegetables, seeds, berries, etc.) produced by the agroforestry ecosystems developed by Reforest'Action contribute to food security and income generation for local populations. The tree species planted in the cultivated fields are selected directly by the beneficiaries, who understand what can be eaten or sold locally. The products can sometimes enter longer supply chains, thanks to the emergence of additional players such as cooperatives, transporters, aggregators or food-processing companies who integrate products from the planted plots into agri-food (tea, coffee, cocoa), cosmetics (dyes, perfumes) or clothing (cotton, silk) value chains.

Many companies are keen to become involved in responsible sourcing.

While safeguarding the resilience of the ecosystem and the food security of local communities, Reforest'Action supports such *sustainable sourcing* projects. We believe that by investing in good farming practices, it is possible to engage businesses in the transition to a regenerative economy and provide local stakeholders with access to markets that are often beyond the reach of local communities.

By building these projects in conjunction with local communities, Reforest'Action contributes to the development of socio-economic benefits for local populations, while improving the environmental footprint of companies involved in the value chain and securing their supply chains.



FRANCE

Céreste Project in Alpes-de-Haute-Provence

Assisted natural regeneration project.

30,750
trees funded

20 HECTARES
restored

4 SPECIES
diversified

PROJECT LEADER
Avisilva

The project is being conducted at the gateway to the Luberon in the Alpes-de-Haute-Provence *département*, near the village of Céreste, where the remains of medieval ramparts stand out in the green expanses.

An assisted natural regeneration process is being implemented in this forest area, which is part of a regional nature park and home to numerous plant and animal species. This "soft" management method will enhance the existing forestry heritage in the long term.

The 20-hectare plot was previously populated exclusively by pine and oak trees. As part of the project, a wide variety of other minority species has been planted to diversify the forest and enable it to adapt to climate change. A series of forestry operations will be carried out on the pines between 2022 and 2024 to accelerate the biological regrowth of the species and thus ensure the sustainability of the tree population.

This will preserve the forest, safeguard the presence of biodiversity in the area and enable the trees to store carbon in the long run.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

FRANCE
Céreste Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Caroline Nicaise,
Head of CSR and Communications
Crédit Agricole

Crédit Agricole Assurances is involved in the Crédit Agricole Group's societal project focused on climate and inclusion, as well as on the agricultural and agri-food transition.

By supporting a wide variety of reforestation projects, Crédit Agricole Assurances is taking positive action to protect biodiversity, store CO_2 and support local employment in France, close to the group's Regional Branches.

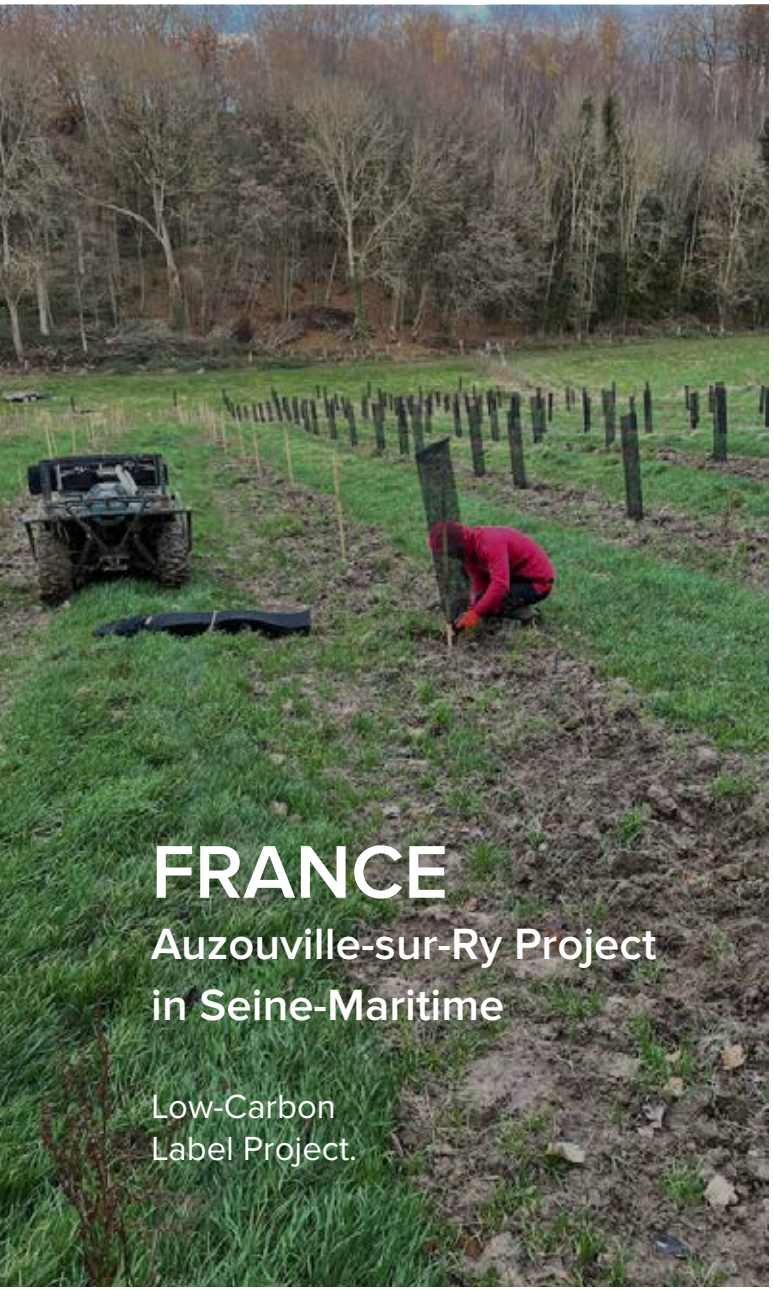
In Céreste, this assisted natural regeneration project will contribute to diversifying the area's forest cover and ensuring its sustainability in the face of climate change. In 2022, Crédit Agricole Assurances' will be reinforcing its commitment to protecting forests by extending its reforestation operations in France.

Nicolas Luigi,
Forestry Expert
Avisilva

As the *département* with the third largest area of woods and forests in France, the Alpes-de-Haute-Provence (like many other areas) may see its forests weakened by the growing intensity of climate change, which causes episodes of drought and increases the risk of fires. The ecological functions of forests are therefore under threat. This means carefully-oriented operations need to be carried out to address the different objectives and challenges and consolidate the various functions of our forests.

The multi-functional operations planned for this area are based on the principle of Reforest'Action's assisted natural regeneration. The operations will improve access to the plots for forest managers and those involved in carrying out work in the forests. An inventory of priority ecological elements (dead trees, open areas and wetlands, etc.) will also be drawn up. At the same time, the most vigorous and rare species in relation to the dominant population will be thinned out and the species that is being regenerated (and in the early stages of growth) will be protected.

All these actions will contribute to preserving this priceless environmental heritage, which also benefits local socio-economic development.



FRANCE

Auzouville-sur-Ry Project in Seine-Maritime

Low-Carbon Label Project.

34,484
trees funded

24 HECTARES
planted

7 SPECIES
diversified

PROJECT LEADER
Forest manager

Created by the French Ministry of Ecological Transition and Territorial Cohesion in collaboration with several partners, the "Low-Carbon Label" - which applies in particular to forestry projects - contributes to reducing France's national carbon footprint.

In Auzouville-sur-Ry, a town of 700 inhabitants in Normandy, a project has been set up to plant a forest on a 31-hectare plot of agricultural wasteland on the edge of the *Bois des Lesques*.

In order to create a sustainable and resilient tree population, a variety of species were selected for planting, including hardwoods (sessile oak, common beech, cherry, wild cherry and hybrid walnut) and softwoods (Douglas fir, Atlas cedar). The future forest will form an ecological corridor, a zone via which wildlife can pass to reach the neighbouring forest area.

This project will make it possible to store more than 6,250 tonnes of CO_2 equivalent (eq. CO_2) over the next thirty years, in different ways: in the biomass and the forest soil, through supplies to the timber sector or through the use of wood products (instead of materials or energies that emit more CO_2), thus contributing to climate-change mitigation.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

FRANCE
Auzouville-sur-Ry Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Grégory Blouin,
CEO
Virtuo Industrial Property

Virtuo Industrial Property has been integrating sustainability into the construction of its logistics buildings for several years now.

BREEAM Very-Good rating, installation of solar panels on the roofs of buildings, integration of landscaped areas in their ecosystem, low energy consumption, etc., .Our sustainable development approach is reflected through several types of actions.

However, in view of the climate emergency, we wanted to take things further by financing this low-carbon, ecosystem-restoration project, which will help to sequester 6,250 TCO2e over 30 years.

In addition to its positive impact on the climate, this initiative will be beneficial for biodiversity and local employment, which are key priorities for our company, as a developer of logistics platforms.

Jérôme Laroche,
Forest owner

This land has been in my family for several generations. Until recently, it was used for agricultural purposes. When this activity came to an end a few years ago, there was no question of parting with the plot. Unfortunately, the terrain was rugged and difficult to cultivate. Since, I was also the joint-owner of an adjoining plot of woodland, I decided to promote ecological continuity by creating a forest ecosystem in the area.

For me, it was essential to plant a diverse tree population, composed of noble species, in order to create a genuine forest to be passed on to my children and grandchildren. I thought carbon financing seemed an innovative solution, which would enable me to set up a high-quality project fairly quickly, in coordination with Reforest'Action and Jean-Jacques Laurent, a forest manager.

Today, the forest is growing nicely and I am happy to have been able to contribute to creating a forest ecosystem for future generations.

FRANCE

Taissy Project in Marne

Replanting, forest-restoration and agroforestry project.

20,000
trees funded

40 HECTARES
restored or planted

17 SPECIES
diversified

5 KM
of hedges

PROJECT LEADER
Ruinart

Since 2021, trees have been planted on the plots of vines at the historic Ruinart vineyard, located in the Grand-Est region, in the heart of the Champagne area.

Vitiforestry, a branch of agroforestry that involves planting hedges and trees in vineyards, has many advantages, both in terms of climate conditions and grape yields.

This technique restores soils, creates new landscapes within vineyards and increases carbon storage on the plots concerned. Between 2021 and 2023, some 20,000 trees will be planted to form perimeter hedges and "islands of trees".

Local tree species (hornbeam, hawthorn, dogwood, viburnum, willow, etc.) have been selected to provide habitats for wildlife that can be beneficial to vine growing (ladybirds, lacewings, birds, bats). In the long term, these ecological corridors will protect the soil, help feed the vines and regulate the climate conditions within the plots.

Re-naturing this land will help restore the harmonious landscape that characterised this Champagne vineyard three generations ago.

Sustainable Development Goals

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FRANCE
Taissy Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND REFOREST'ACTION

Louise Bryden,
Forestry projects
Ruinart

At Ruinart, the importance of the *terroir* and biodiversity has been passed down from generation to generation. For several years, the company has made protecting ecosystems and combating climate change its priority, by promoting initiatives across every aspect of our operations, from the vineyard to the packaging of our boxes.

At the Taissy vineyard, which has been awarded the *"Haute Valeur Environnementale"* and *"Viticulture Durable en Champagne"* labels, this pilot project has enabled us to pursue our commitment to promoting living soils. The plots concerned, planted with Chardonnay and Pinot Meunier vines, are located near the *Fort de Montbré* forest area. In this way, they provide an ideal framework for deploying this approach to the overall restoration of ecological corridors on this historic vineyard.

In doing this, we aim to give biodiversity its rightful place and re-establish the interactions that were historically part of the vineyard and the wine-production process. In the long term, we hope to develop vitiforestry on a large scale in the Champagne area and play an active role in enabling our activity to generate sustainable environmental benefits.

Pierre Hermans,
Expert consultant
Reforest'Action

For Reforest'Action's research department, this project in Taissy was a particularly motivating challenge. For the first time, a Champagne producer undertook a large-scale project on its historic vineyard in order to introduce more diverse plant structures - trees, hedges, wooded areas, etc. - and restore biodiversity, resulting in bioclimatic benefits for the landscape.

We paid a great deal of attention to the design aspect, since it was essential to make the best use of the limited space available and not to hinder the daily work of the Ruinart teams in their modern approach to managing the vineyard. The selection of tree species was the second crucial point: we were looking for maximum diversity, in order to provide a habitat and food for the local wildlife. The plants had to be adapted to the characteristics of the *terroir*, and resistant to the increasing constraints caused by global warming.

To date, two phases of planting have already been completed, and a third is planned for autumn 2022. Due to its scale and exemplary approach, this "vitiforestry" project is both audacious and realistic, and we are particularly proud of it.

GERMANY

Hemer Project

Project to restore
declining tree populations.

65,900
trees funded

28 HECTARES
planted

11 SPECIES
diversified

PROJECT LEADER

Wald und Holz NRW

This project involves a private forest in the Sauerland region, which is renowned for its beautiful forest landscape.

The land concerned, which used to be planted with spruce trees, has unfortunately been attacked by bark beetle, due to the lack of diversity in the production approach, which was not conducive to the sustainability of the tree populations. In addition, the forest was hit by a storm, which weakened it considerably.

The project, which was carried out on the ground by Wald und Holz NRW, involved planting 65,900 trees, made up of eleven deciduous and coniferous species. This has given new life to a diversified population of trees, which is more resistant to climate-related and biological hazards. The trees planted will store carbon and therefore contribute to the fight against climate change.

They will also ensure the continuity of the forest in the area and significantly contribute to creating a resilient forest for the future.

Sustainable Development Goals

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GERMANY
Hemer Project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Constance Chalchat,
Head of Company's Engagement
BNP Paribas CIB

Over recent years, BNP Paribas has made protecting biodiversity one of its key commitments.

The Group draws on the studies conducted by the Intergovernmental Platform on Biodiversity and Ecosystem Services (IPBES) to deploy a variety of initiatives to protect natural assets and reduce the impact of its activities on different ecosystems and biodiversity. In 2021, the Group reinforced its commitment to the ecological transition by financing solutions to restore forest ecosystems around the world.

In Europe, we support several reforestation and assisted natural-regeneration projects designed to enable forests to become more resistant to climate change.

In Hemer, the project underlines our desire to restore declining tree populations and actively contribute to protecting forest coverage in Europe in order to respond to the current climate challenges.

Ingo Haurand,
Forest manager
Wald und Holz NRW

This forest used to be made up entirely of spruce trees, but it has been severely affected by biological and climate-related hazards.

These problems resulted in significant economic losses for the owner of the forest, who therefore decided to restore the tree population, while making it more diverse in order to create a more sustainable forest.

Thanks to the funding provided by Reforest'Action, we were able to plant 60,000 trees of various species that are more resistant to the effects of climate change. This project actively contributes to the conservation and restoration of Europe's woodlands, which provide us with invaluable economic, environmental and social services on a daily basis.

WHY CONTRIBUTE TO FOREST RESTORATION IN TEMPERATE ZONES?

Forests are a key component of the environmental assets of our regions.

Thibaud Poulain,
Head of the Temperate Forests Division
Reforest'Action

Forests are a key component of the environmental assets of our regions. Forests form the largest land-based carbon sink in France and represent nearly 440,000 jobs in the timber industry. They are also the country's main source of biodiversity. Forests provide many, invaluable services on a daily basis.

However, even though forests cover 46% of Europe, they are being hit hard by the consequences of climate change. When we talk about the disappearance of forests, we tend to think of tropical forests, but temperate forests are constantly subject to drought, insect pests and other climate-related or biological hazards.

To safeguard the future for Europe's forests and enable them to cope with climate change, we now need to adapt our forest management methods and work collectively to protect them. Reforest'Action plays an active role in this action by financing projects to preserve, restore and plant forests.

In France and Europe, we contribute to planting new, more diverse forests composed of species adapted to the characteristics of the local environment. We restore tree populations, support natural forest regeneration and diversification projects, help implement agroforestry systems and plant hedgerows.

Since 2021, we have also been supporting French projects that contribute to reducing France's greenhouse gas emissions, as part of the National Low-Carbon Strategy introduced through the French Energy Transition for Green Growth Act.

In this way, Reforest'Action works in the field with a wide range of forest ecosystem stakeholders to improve plant and forest cover in France and Europe and thus ensure resilient forest assets can be passed on to future generations.

FRANCE

Colombes Project in Île-de-France

Urban forest project in the heart of the city

1,000
trees funded

500 M²
planted

18 SPECIES
planted

PROJECT LEADER

City of Colombes

In the centre of the Hauts-de-Seine *département* (Île-de-France), the city of Colombes is actively developing its green spaces, being well aware of the importance of green areas in terms of the environment, health and daily well-being of its 86,500 inhabitants.

The municipality has an extensive network of parks and gardens, a green belt and plenty of local forests. The City aims to further enhance its green spaces through an urban forest project financed by Bouygues Immobilier and Michelez Notaire, conducted in partnership with Reforest'Action.

A thousand trees of various species were planted in 2021 on a former abandoned site covering some 500m², in order to create an "island" of biodiversity and cool air in the city centre.

This green space was inspired by the Miyawaki method, which makes it possible to rapidly restore and create forest ecosystems in urban areas. In the long term, the future forest will help regulate the local climate conditions and considerably improve the quality of the soil.

This micro-forest will help combat soil sealing (artificial surfaces), reintroduce local species and recreate ecological continuity in the area. Located close to a social-housing district and next to a new school (soon to be built), this greening project will have a major social impact on the inhabitants and future students.

Sustainable Development Goals

This project contributes directly to achieving the UN Sustainable Development Goals, which provide the roadmap for a better and more sustainable future for all.

FRANCE
Colombes project

JOINT REVIEW
WITH THE PROJECT FUNDER AND PROJECT LEADER

Olivia Conil-Lacoste,
Sustainable Development and CSR Director,
Bouygues Immobilier

For several years now, Bouygues Immobilier has been working to protect biodiversity and integrate living ecosystems into its urban projects.

As early as 2014, the company was one of the first real-estate developers in France to apply the Biodivercity® label on its projects; this label assesses the extent to which biodiversity is taken into consideration in construction and renovation projects. Bouygues Immobilier is pursuing its environmental-protection policy by making a commitment to reducing soil sealing and developing areas that are conducive to biodiversity and nature in all its projects by 2025. This approach has earned the company recognition as an *"Entreprise engagée pour la nature"* (Company Committed to Nature) by the French government.

Bouygues Immobilier is active in urban areas and is therefore also involved in projects aimed at reintegrating natural ecosystems in cities, such as the project managed by Reforest'Action and the City Council in Colombes. Establishing a micro-forest in the city centre enabled the company to get local players involved in a project aimed at promoting biodiversity and the health of local residents and ecosystems in urban areas. The project also has a participatory dimension, since the planting was partly carried out by Group employees.

Maxime Charreire,
Deputy Mayor, Ecological Transition
City of Colombes

The municipality is committed to raising awareness about environmental issues, protecting biodiversity and developing green areas in the city.So, it was quite natural that we decided to develop an urban forest project in the heart of the city to support our goal of accelerating the creation of green space in the municipal area.

This urban forest was planted in several stages, through a participatory and intergenerational approach, bringing together children, families, senior citizens and employees. A plough horse was used to prepare part of the ground, in front of the public. Numerous workshops and thematic quizzes were organised in conjunction with the planting operations.

Since it provides social and environmental benefits, it seemed essential that we implement this project to take action against climate change while providing the city's inhabitants with living spaces that are conducive to well-being and health in an urban environment.

WHAT PLACE WILL FORESTS HAVE IN THE CITIES OF THE FUTURE?

Forests and natural spaces must play a central role in the design of tomorrow's cities.

Clara Manuel,
Urban Forests Manager
Reforest'Action

Urbanisation is increasing: 55% of the world's population and 75% of the European population now live in urban areas. This trend is set to increase in the coming decades, with an estimated increase of 15% in the urban population by 2050. Urbanisation poses numerous challenges, including problems such as the formation of heat islands, air pollution, increased social tensions, reduced access to nature (for those who live in cities) and a potential "disconnect" between city-dwellers and the "living" world.

To respond to the challenges posed by the current growth of urban areas, public authorities, businesses and the general public are mobilising their efforts to turn cities into places that are more conducive to biodiversity, well-being and a better quality of life for the population. Consequently, more and more cities are setting objectives to increase their tree cover index*, particularly in France via special "Canopy Plans". Currently, the majority of the world's major cities have a tree cover index between 9 and 36%. To ensure that the ecosystem services provided by forests can benefit everyone, the objective is to reach at least 40%. Reforest'Action contributes to the re-greening of cities by acting as an intermediary between public and private players, thus enabling the implementation of participatory reforestation projects sought by local authorities on various types of land: private plots of land, industrial sites, office districts, etc. This approach of establishing "islands of biodiversity", developing green belts or natural parks in the heart of urban areas contributes to ensuring forests will play a key role in the cities of the future. At the same time, as part of a holistic approach, the deployment of satellite and data analysis technologies will enable cities to efficiently manage their tree assets.

In this way, urban areas will have more diverse forests, composed of trees that will be 10 to 30 metres high by 2050, all planted through participatory initiatives.

Today, forests and natural spaces must play a central role in the design of tomorrow's cities. In the long term, these areas will contribute to mitigating the effects of climate change, developing soft mobility, promoting biodiversity and the well-being and health of city dwellers.

*the percentage of wooded area in cities

05 CITIZENS AT THE HEART OF THE RESPONSE TO CLIMATE CHANGE

THE CONTRIBUTION OF CITIZENS

The role of citizens at the centre of the ecological transition

There is no longer any doubt that citizens will have a central role to play in the ecological transition. While there is growing awareness and a greater willingness to take individual action among the general public, the major environmental institutions need to further stress the fact that each individual has an essential role to play.

Chapter 5 of the last section of the IPCC's 6th report addresses with the social aspects of climate change. This is the first time that an entire section has been devoted to civic mobilisation. The IPCC underlines the fact that by changing our individual lifestyles and being more frugal, we can help reduce the impact of climate change without damaging our well-being. However, social and climate justice is needed to achieve this goal, along with the development of the circular economy on a large-scale.

The role of citizens in Reforest'Action's mission

Citizens remain at the heart of Reforest'Action's model. Through our online planting platform, which was created 12 years ago, every individual can contribute to the restoration ofnatural ecosystems, on their doorstep or on the other side of the world. Enabling everyone to contribute to our forestry projects represents the very foundation of our activity, which aims to create new models of sustainable societies in response to the climate emergency and the erosion of biodiversity.

400,000

Reforest'Actors

45.7 K

Citizens, active subscribers to the general public newsletter

19.5 K

Citizens engaged on Instagram

26.7 K

Citizens engaged on Facebook

WHAT ROLE CAN CITIZENS PLAY IN CHANGING THE MODEL?

Raising awareness about environmental issues is essential for alerting and mobilising communities.

Loïsa Makhabee,
Public Communication Officer
Reforest'Action

As the Head of communication aimed at the general public at Reforest'Action, I am convinced that we have a responsibility to act both collectively and individually to combat climate change and, on a more general level, to build a more virtuous model of society. As citizens of the world, we are all concerned by the effects of climate change and we will all be affected by the consequences. Raising awareness about environmental issues is essential for alerting and mobilising communities; I believe that everyone can become an ambassador for changing the model.

In my opinion, contributing to projects aimed at preserving and restoring natural ecosystems is a good way to play one's part, but it is no substitute for taking a good look at and questioning one's own lifestyle. This being said, the point is not to feel guilty or fall into some sort of eco-anxiety. The aim is to determine which things we can influence and which things we cannot, and thus identify types of behaviour that we can avoid or change. The objective of this approach is to act at one's own pace and adopt new habits, which will be beneficial not only for the planet but also for one's own well-being.

reforestACTION

PRESERVING, RESTORING, PLANTING FORESTS

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