

Summary

Reforest'Action is a company whose mission is to restore terrestrial ecosystems on a large scale, to meet environmental challenges. As a world player in reforestation and agroforestry, Reforest'Action designs and develops projects with multiple benefits for the environment and communities that are monitored and measured over time. The basis of its action is the multi-functionality of ecosystems to optimize their resilience and stability over the long term.

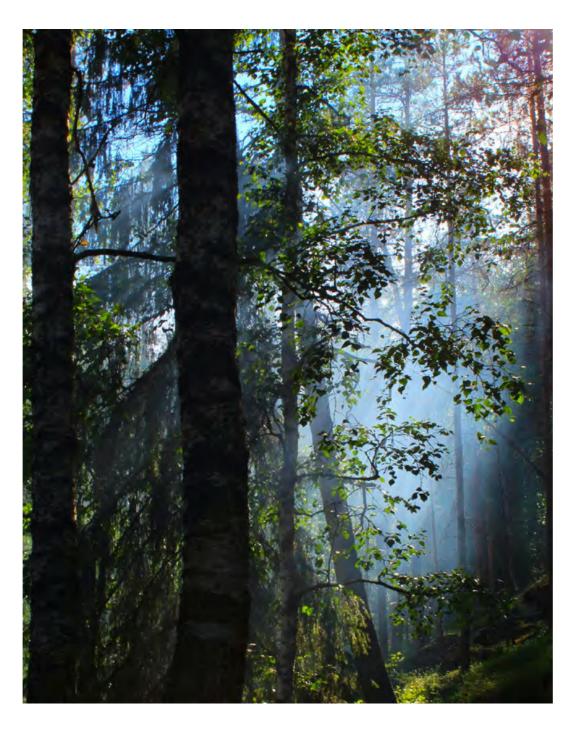
Convinced that companies can be sources of regeneration for the living world, Reforest'Action aims to contribute to their transformation through nature-based solutions, enabling them to act within or beyond their value chain. Reforest'Action is mobilizing its strengths around the deployment of regenerative agriculture, the development of carbon projects and impact measurement.

Since its creation in 2010, Reforest'Action has carried out over 1,500 projects in 45 countries, mainly thanks to funding from over 3,500 companies.

The following report presents Reforest'Action's activities for the period between June 1st, 2022 and May 31st, 2023.







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EDITORIAL



Stéphane Hallaire, founder and CEO *Reforest'Action*

This past year has been a milestone for Reforest'Action.

Reforest'Action has been offering people the chance to contribute to global reforestation through its

platform since 2010. Each and every one of us had the opportunity to take action by financing the planting of trees, a source of multiple benefits for the environment and local communities. Thanks to its contributors, both individuals and companies, Reforest'Action has planted over 35 million trees in 45 countries.

In today's world, the triple crisis of climate, biodiversity and water requires us to act on the scale of these global challenges. As the context evolves, our business becomes more specia-

lized, and we have chosen to focus on the creation of large-scale projects, as well as the projection and measurement of long-term impacts. These are demanding missions, requiring the commitment of everyone in our organization. This is why we have decided to focus exclusively on the corporate sector for project financing and have encouraged the public to pursue their action in

favor of forests with other worthy partners. This choice now enables us to refocus all our energy and resources on accelerating our action.

Companies must deeply reconsider their relationship with the natural world

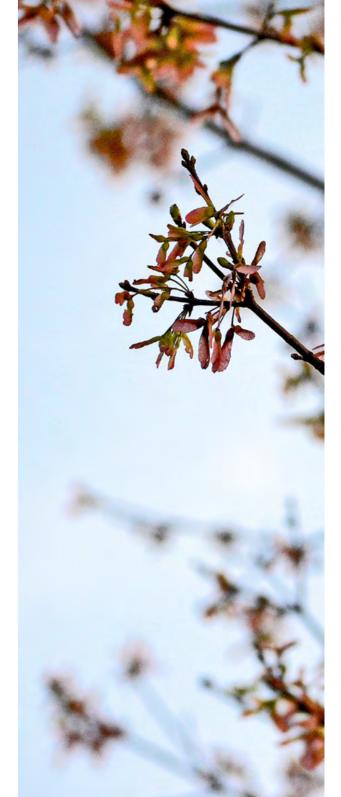
I firmly believe that corporate players are key to the regeneration of the natural world. We can only address environmental crises through a strong corporate awareness of the need to embrace a new paradigm, one no longer based on the extraction of natural resources, but on their regeneration. Is it utopian? I don't think so. By collaborating with nature instead of exploiting it, businesses initiate a profound shift in their approach. This shift is necessary, firstly, to pass on a sustainable world to future

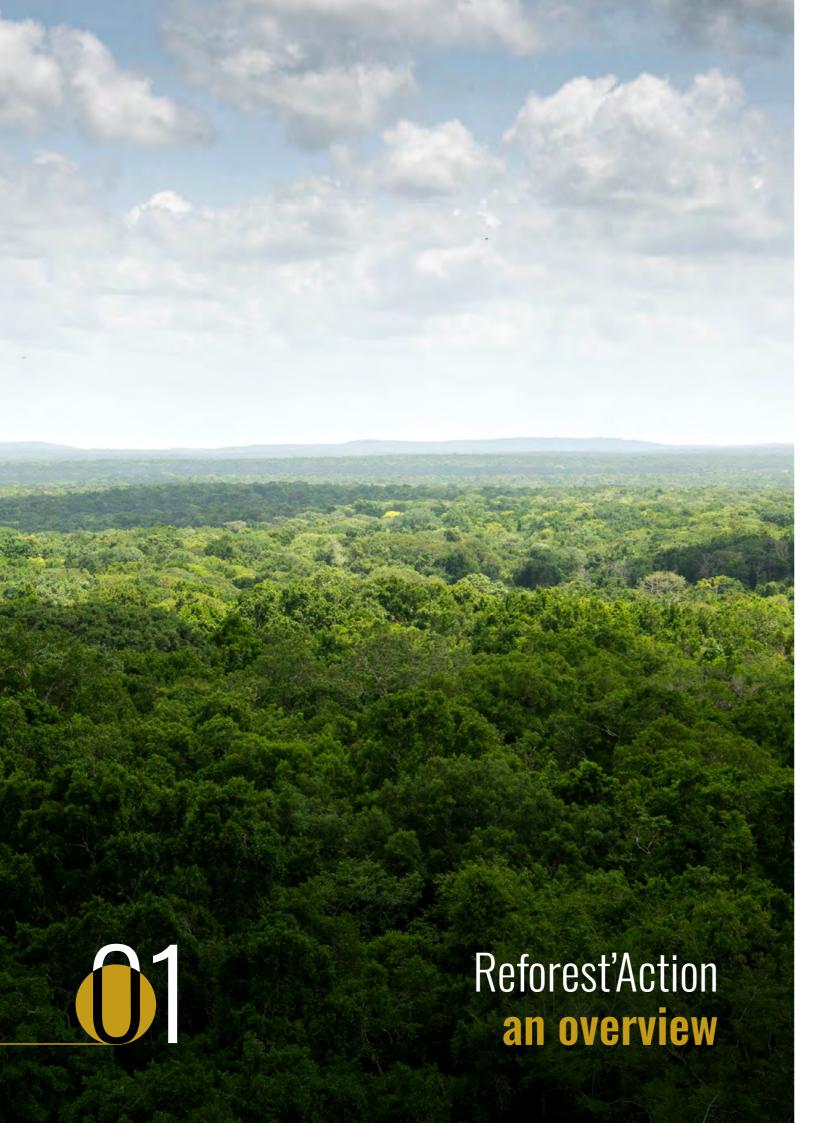
generations, and secondly, to preserve the essential resources for their activities. To achieve this, companies must deeply reconsider their relationship with the natural world, placing it at the center of every decision and action. We believe in the possibility of this fundamental change and aspire to contribute to it on the scale of our operations.

With this objective in mind, we develop pragmatic and effective solutions that enable businesses to act within and/or outside their value chains. The key to fostering corporate commitment is to robustly optimize project design and be able to demonstrate impact over time. To achieve this, we use complex impact projection models and innovative technological tools allowing us to measure impact over time.

Faced with the complexity of ecosystems and the urgent need to act on a large scale, we operate on a collaborative basis with those closest to the field, as well as with an entire institutional, scientific and technological network. I would like to express my gratitude to our scientific committees for their constructive exchanges, contributing to our continuous improvement process. I also extend my thanks to our project owners, with whom we have forged a 30-year relationship. This long-term commitment is essential if we are to monitor and measure our actions on a global scale. And I would like to express my gratitude to all our corporate contributors for their commitment and trust.

Onward with our efforts. We must urgently move towards a regenerative economy. The natural world can wait no longer.





Key figures

Reforest'Action has carried out over 1,500 projects in 45 countries since its creation in 2010, primarily thanks to funding from more than 3,500 companies.



^{*} The role of Project Officers is to identify and qualify new projects, conduct due diligence missions prior to financing and ensure ongoing monitoring throughout the project. Where necessary, they also play an essential role in building the capacity of local Project Implementers. Thanks to their presence, we can deploy our expertise closely to the areas in which we operate, and in close collaboration with Project Implementers.



Our mission, ecosystem restoration

Terrestrial ecosystems, with all their vitality and diversity, constitute the backbone of our prosperity and well-being. Yet today, 75% of the earth's surface is significantly altered¹. The degradation of ecosystems poses numerous threats: climate change, loss of biodiversity, deterioration in human health and access to food and water. The global economy is also under threat: 50% of the world's GDP depends on nature and its ecosystem services².

Through our mission, we aim to concretely contribute to reversing this trend.

Our restoration efforts involve recreating optimal conditions to enhance the long-term stability of ecosystems, enabling them to express their full potential once again, in a rapidly changing climatic and societal context.

This requires taking several parameters into account right from the project design phase. These choices and decisions necessarily reflect a holistic and sustainable vision of the services provided by natural ecosystems, such as carbon sequestration, food production and increased nitrogen and phosphorus retention in the context of regenerative agriculture.

The foundation of our action is based on the consideration, for each project, of 4 pillars that we consider to be the foundation of ecosystem stability: climate, biodiversity, the soil/water system and socio-economic aspects.

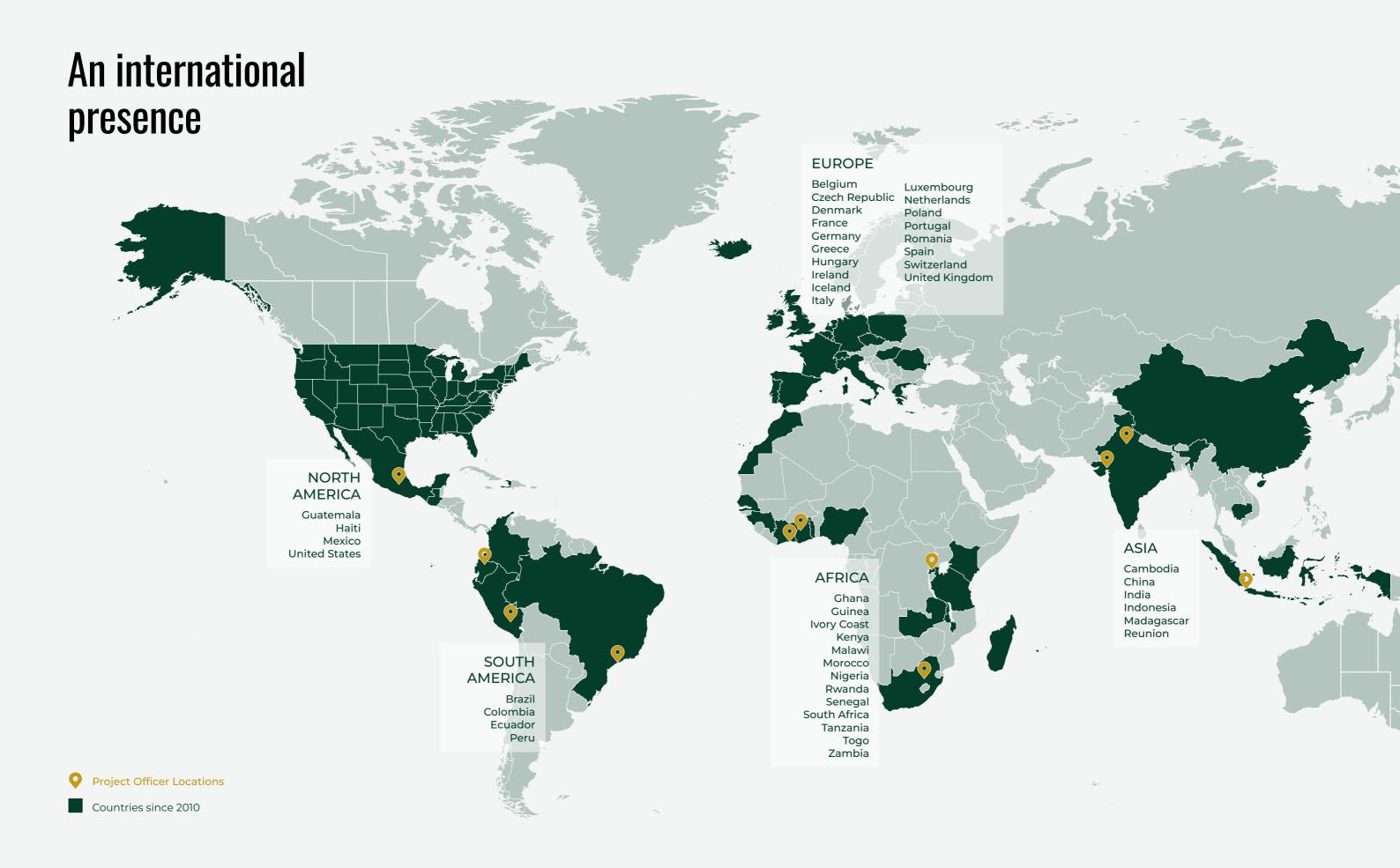
Considering these 4 pillars contributes to the stability of the ecosystem itself and generates co-benefits for the environment and humanity.

Present since the inception of Reforest'Action in 2010 and strengthened by thirteen years' experience in the field, this vision of restoring terrestrial ecosystems is now concretely reflected in the design and implementation of our forestry projects.

²Source: World Economic Forum, *Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy*, 2020.



¹Source: IPBES, Global Assessment Report, 2019.



Operations on all types of land

From forests to farmland, coastal zones to urban areas, we work with different types of ecosystems, each requiring specific expertise.



Restore forest ecosystems

As the planet's main carbon and biodiversity sink, forests are also the foundation of livelihoods for billions of people around the world.

Forested areas



Develop regenerative agriculture

Farmland occupies more than a third of the earth's surface and is arguably the most vital natural resource to be preserved.

Agricultural areas



Restore mangroves

Nestled between land and sea in tropical zones, mangroves have immense carbon sequestration capacity and are a reservoir of biodiversity. They provide essential services.

Coastal areas



Reintroduce nature to the city

Urban ecosystems help purify the air, cool urban heat islands, and promote our well-being. They are also home to a surprising amount of biodiversity.

Urban areas

Global expertise

Our expertise encompasses the project design phase, implementation, and monitoring in the field with our local partners, right through to impact measurement. Our aim is to optimize impact and ecosystem stability over the long term.

KNOWLEDGE BASED ON FIELD EXPERIENCE, SCIENCE AND TECHNOLOGY















6 TO 30 YEARS **Impact**



Consideration of objectives and context. Impact projection calculation and definition of measurement framework.

Accompany project leaders in their implementation, if necessary.

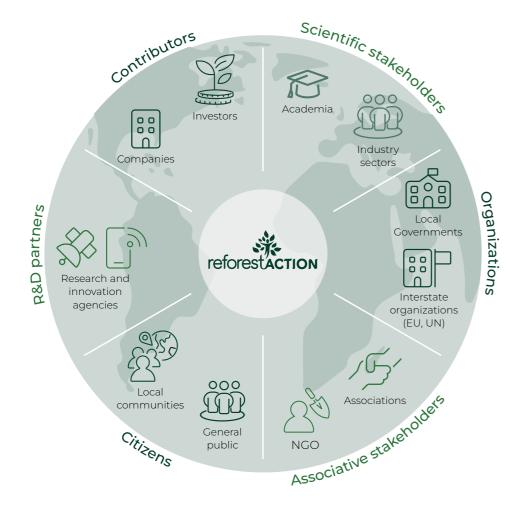
Audit and sample data collection. This stage is designed to monitor the progress of the project in its start-up phase.

Remote monitoring using cutting-edge technological tools. Measure real impacts. Adaptive project management as needed.

Please note: our expertise generally applies to all these phases, but can be applied more specifically to certain projects, depending on the context. Projection methodologies and impact measurement tools are only partially available at present: carbon (operational) - biodiversity (in the prototyping phase - operational in Q1 2024) - soil & water and socio-economic (under development). Nevertheless, all pillars are considered in the project specifications.

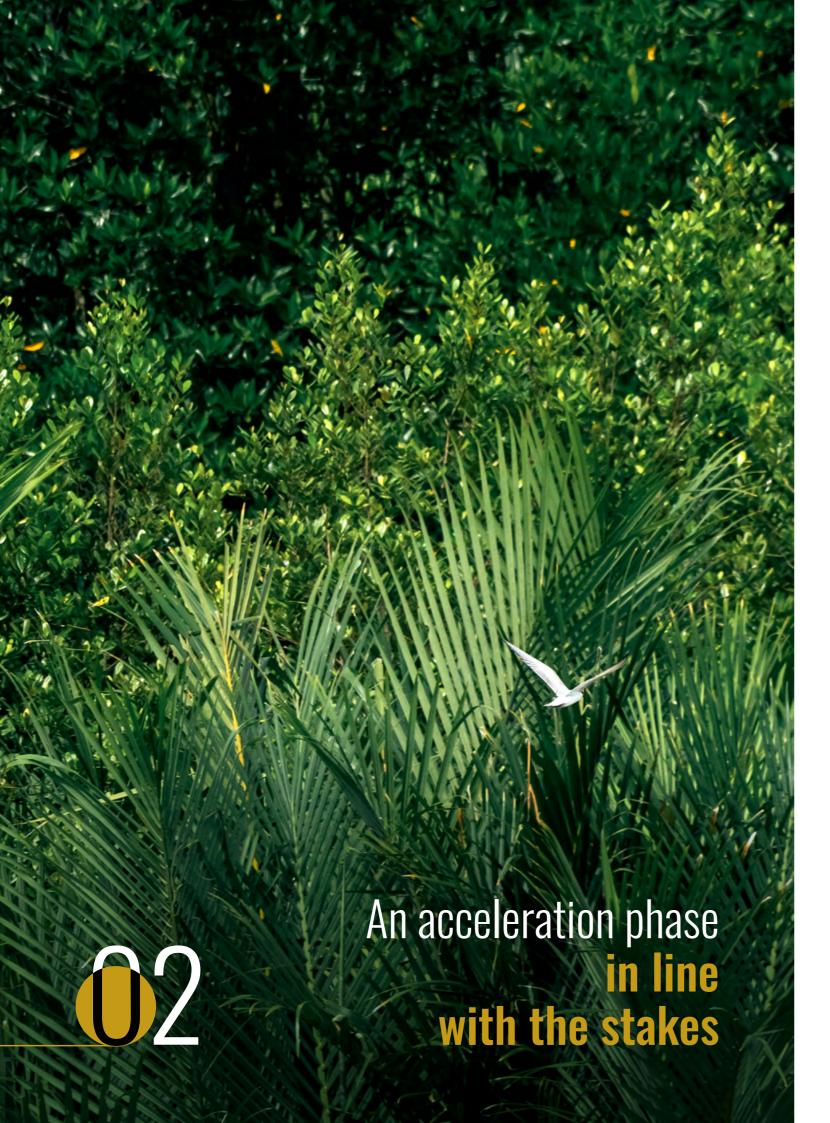
A collaborative approach

Reforest'Action is convinced of the need to adopt a collaborative approach to tackle global issues, and works with a vast network of organizations, associations as well as economic, institutional, scientific and technological partners.









Our three key areas of development

To accelerate and maximize the scale of its action to restore ecosystems on a large scale, Reforest'Action is mobilizing all its forces around a series of development initiatives.











The development of certified projects with multiple benefits

The climate emergency compels us to act simultaneously on drastically reducing our greenhouse gas emissions, preserving living organisms and creating new carbon sinks. The latter is crucial if we are to help stabilize the climate. It is an integral part of Reforest'Action's mission.

In compliance with the best international standards, we develop our own certified projects. We collaborate with local organizations in order to be as close as possible to the field, enhancing control and transparency. This is a major focal point, and one of the keys to the success of our projects.



Priority given to carbon sequestration projects

We focus our efforts on developing ARR (Afforestation, Reforestation, Revegetation), ALM (Agriculture Land Management) and WRC (Wetland Restoration and Conservation) projects. The development of these projects to restore degraded land is long, complex, and costly. However, it has the advantage of more specifically demonstrating the benefits generated in terms of carbon storage. These are not merely avoided emissions, but concrete storage that would not have taken place without planting.

High-impact projects for biodiversity and communities

While the carbon objectives are a priority in addressing the climate emergency, they are not the sole purpose. We restore ecosystem functions while considering the development of social and economic services to be essential. These stem from the valorization of locally available biological and renewable resources.



Regenerative agriculture for value chain action

Agriculture, as it has developed over the last 100 years, has progressively degraded and depleted natural resources, to the point of endangering production systems and entire extended ecosystems. A quarter of the world's greenhouse gas emissions are caused by conventional agriculture, and a third of the world's soils are already degraded. Transforming agricultural models is crucial to ensuring the long-term sustainability of farming. This must be done while considering environmental, food, economic and social challenges.

An approach that creates value

Regenerative agriculture is a concrete and major way of addressing the challenges represented by the transformation of our economy towards decarbonization, the preservation of living organisms and the sharing of value.

It offers companies the opportunity to transform their supply chains to contribute to a more resilient agricultural system that combats climate change while supporting farmers.

Our holistic approach

Our approach involves considering production objectives and constraints, as well as the climate, biodiversity, water, soil and socio-economic impacts of projects. We optimize the design by combining practices relating to crop rotation, soil management and agroforestry. It is then essential to monitor the actual impact of these practices to demonstrate their effects and contribute to constant learning processes according to each environment.





Research and innovation for impact

The acceleration of science and technological innovation, such as artificial intelligence and satellite tracking, opens new horizons for us today. On the one hand, this enables us to reinforce our continuous improvement approach and take effective action on a large scale, and on the other hand, to provide companies with transparency and data in terms of impact, thereby fostering their trust and commitment.

Development of an impact monitoring system

Since 2021, our Impact department has been conducting ongoing research and innovation to develop a comprehensive information and data analysis system around our projects and their impacts.

It will serve as a guide for project design, monitoring, and evaluation, as well as a decision-making tool.

Reforest'Action's aim with this system is to get companies fully involved, through a better understanding of what's involved in working with nature and with ecosystems, and therefore of the projects they finance.



in September 2023.

Carbon

WHERE ARE WE NOW?

Bureau Veritas validated the

The carbon tool is now operational.

methodology and calculation tool

Biodiversity

The biodiversity tool is currently in the prototype phase. It should be operational by the 1st quarter of 2024.

Soil, Water and Socio-Economic components

Research work is in progress.

Zoom in on

Carbon tool

CARBON SEQUESTRATION PROJECTION CALCULATION

Method and projection tool developed by Reforest'Action and validated by Bureau Veritas in accordance with ISO 14064-3.

Unit used: TCO₂eq > Estimated sequestration over 30 years



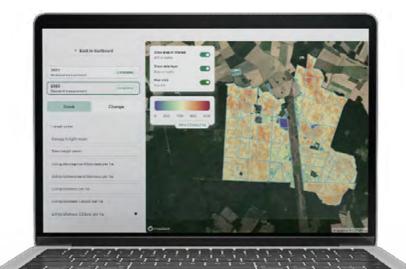


A collaborative approach

Our dedicated team collaborates with renowned institutions and companies with cutting-edge technology expertise (The Global Biodiversity Standard and Kanop, among others) to ensure the relevance of our research and innovation initiatives).





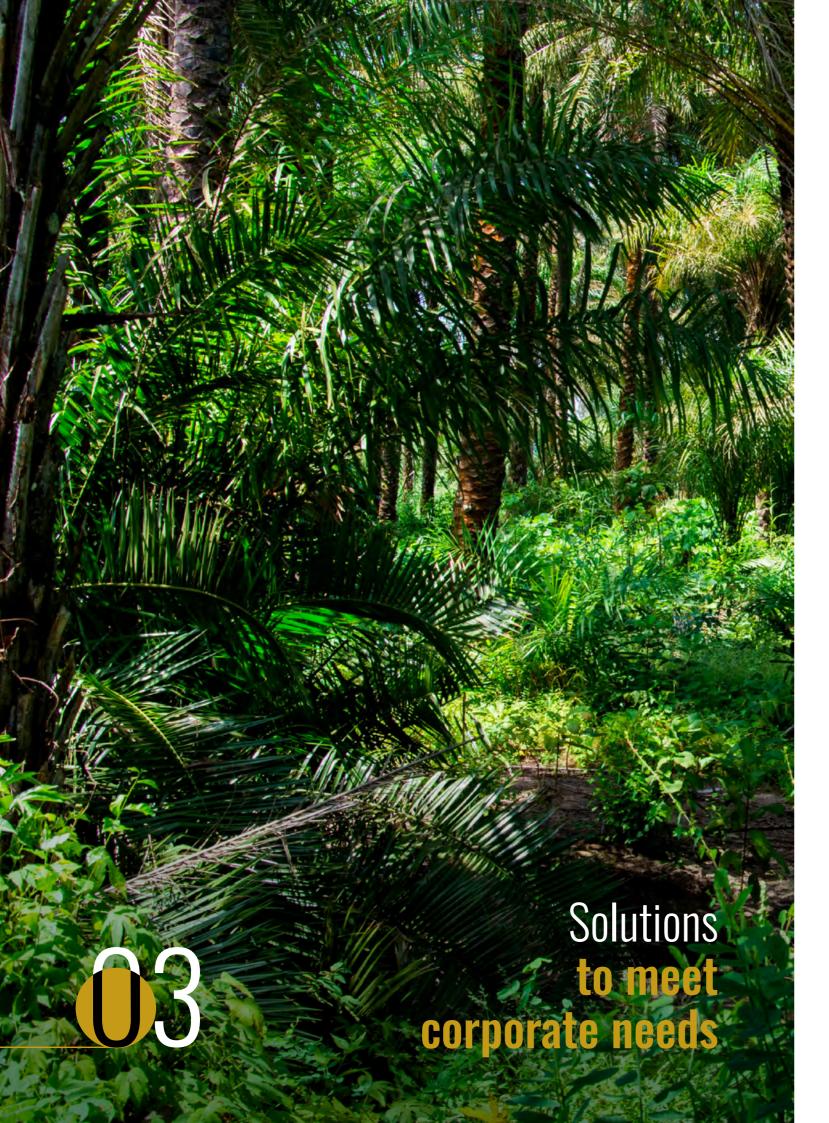




CARBON SEQUESTRATION MEASUREMENT

A tool for measuring projects' carbon sequestration using data from satellite imagery and artificial intelligence models.

Unit used: TCO₂eq Additional indicators are also available.



Climate and biodiversity strategy solutions for companies

Whether standard or customized, within or outside the value chain, each solution must support companies' environmental strategies and generate positive impacts on climate, biodiversity, and society in general.





SOLUTION Nº1

Contribute to global carbon neutrality

As the primary carbon sink on our landmass, forest ecosystems represent a major natural solution for capturing and sequestering carbon from the atmosphere. Reforest'Action offers solutions to support corporate climate strategies, taking into account not only carbon, but also the benefits of the project for biodiversity and communities. Involving local communities is a key factor in a project's success, and we pay particular attention to this in all our actions.

3 solutions to support climate strategies





Outside of France

The financing of certified projects makes it possible to:

- implement a long-term carbon strategy by restoring forest ecosystems in geographical areas of priority,
- obtain carbon credits from highly qualitative sequestration projects that are perfectly familiar to your CSR teams,
- secure the volume and price of carbon credits over time and with regular
- generate socio-economic and environmental co-benefits, tailored to the local context, in agreement with communities and synergistic with your CSR strategy.



France

The financing of Label Bas-Carbone projects makes it possible to:

- meet the company's net zero targets by contributing to France's lowcarbon strategy,
- generate local socio-economic and environmental co-benefits,
- act in areas close to the company's facilities and operations.



CARBON CREDITS

TCO,eq

Buying carbon credits makes it possible to:

- contribute to achieving short-term carbon targets through forest preservation projects,
- generate socio-economic and environmental co-benefits.

Projects certified by recognized standards

Recognized national or international labels or standards aligned with the UN's sustainable development goals.











Senior Carbon Expert, Reforest'Action

A question for... **PAULINE VIALATTE**

Certified project development,

what are the guidelines for taking ambitious climate action and encouraging financing?

The voluntary carbon market (VCM) is a powerful tool that we use to finance large-scale forestry projects. While our priority is to mitigate climate change in response to the global emergency, this is not the only aspect considered. These projects also offer us the opportunity to develop strong complementary impacts on biodiversity and communities, and we pay particular attention to them.

We have chosen to give priority to ARR (Afforestation, Reforestation, Revegetation) projects. These can be afforestation, reforestation, agroforestry, or wetland restoration projects, depending on the methodology best suited to the ecosystem.

These types of certified projects remain rare because they are longer, more complex, and more costly to develop than forest preservation projects. Nevertheless, we are convinced that they are essential and provide concrete evidence of the benefits generated in terms of carbon storage.

Generating carbon credits is conditional on achieving real impacts, methodically quantified, and verified by a third party. In other words, when developing a certified project, it's not the intention that counts, but the result.

What's more, it's not just a question of obtaining the result, but also of rigorously demonstrating that it has been achieved. Attaining this demonstrated result is therefore a guarantee for the funder.

Credits will be issued over time and are only awarded by the standard certification body once carbon sequestration has actually taken place. The methods used to quantify carbon stocks are based on obtaining statistically representative data and setting a limit on acceptable measurement uncertainty.

For companies, financing this type of project is a way of anticipating their long-term climate strategy and committing to solid projects.

It is essential not to overestimate a project's carbon sequestration or the number of avoided emissions, at the risk of discrediting the market and our activities. This safeguard imposed by certification methodologies is fundamental. These are constantly evolving to operate at the forefront of scientific advancements.



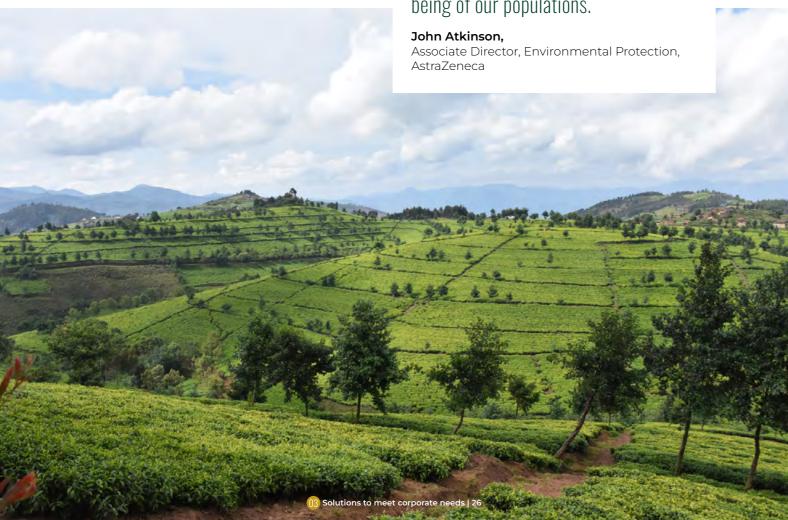
Reforest'Action & **AstraZeneca**Developing a carbon sequestration project

In 2020, AstraZeneca launched AZ Forest, a program aimed at reducing the negative impacts of climate change and preserving biodiversity, while bringing numerous socio-economic benefits. AZ Forest is part of the company's Ambition Zero Carbon program. The program aims to decarbonize the company on a large scale, by avoiding greenhouse gas emissions and investing in nature-based solutions that will sequester quantities of carbon equivalent to the company's residual carbon footprint.

In 2023, AstraZeneca announced an expansion of its AZ Forest program, with the planting of 200 million trees by 2030 and their long-term monitoring. As part of this program, AstraZeneca has teamed up with Reforest'Action to develop a large-scale carbon sequestration project in Rwanda.

According to John Atkinson, Associate Director, Environmental Protection at AstraZeneca, "We understand that a healthy environment is crucial to the well-being of our populations, and that we must take ambitious measures to tackle the climate crisis. By working with expert partners on projects such as MuLaKila, we are investing in reforestation, which will sequester carbon, promote biodiversity and bring socio-economic benefits to local communities".

We understand that a healthy environment is crucial to the wellbeing of our populations.



Rwanda **MULAKILA**





Land and forest degradation is a major environmental problem in Rwanda, particularly in the mountainous landscapes of the Rutsiro and Ngororero districts. High demographic pressure has led to heavy dependence on agriculture, which is essential for food production.

The aim of the MuLaKiLa project is to restore the ecological functionality of 20,000 hectares of agricultural ecosystems, mainly composed of food and perennial crops. Involving a range of local stakeholders, this large-scale project aims to act as a catalyst for the sustainability of natural ecosystems, while meeting the needs of the communities that depend on them. It will also help reduce soil erosion through the introduction of terraced farming.

ARCOS and Reforest'Action are co-designing the project, ensuring its implementation then monitoring and evaluating the long-term impacts. The pilot phase of the project began in March 2023 and will last one year. The partners are making step-by-step progress towards the project's certification by an international standard, a key factor in its large-scale development.

The MuLaKiLa project is being developed within the framework of the Circular Bioeconomy Alliance (CBA), established in 2020 by King Charles III.



Project goals

20,000 hectares of agroforestry

40,000 families benefiting

Sustainable Development Goals (SDGs) the project will contribute to

















Reforest'Action & Virtuo Contributing to France's low-carbon strategy

Virtuo is an independent French company specializing in the development of logistics platforms. As part of its CSR strategy, the company wishes to contribute to the residual carbon emissions of its construction projects, while helping to reduce France's carbon footprint. In collaboration with Reforest'Action, Virtuo has financed two "Label bas-carbone" projects in 2022 and 2023, aimed at restoring forest ecosystems.

"Sustainable development, preservation of the environment, carbon neutrality and innovation have long been at the heart of Virtuo's concerns," says Grégory Blouin, President of Virtuo Industrial Property. "The reality of global warming reminds us every day, that we need to go even further. This is why we have initiated a collaboration with Reforest'Action through the financing of "Label bas-carbone" projects."

The reality of global warming reminds us every day, that we need to go even further.

Grégory Blouin,

President of Virtuo Industrial Property



Bourgogne-Franche-Comté, France **ARBOIS**





Located in the Burgundy-Franche-Comté region, in the Jura department, the Arbois project is set in the heart of the Grande Perrey forest, made up of ash trees affected by the chlorosis disease. The plots concerned do not have adequate regenerative capacity to guarantee the development of a viable stand. It is therefore necessary to proceed with reforestation.

A total of 19,290 trees composed of a selection of 6 species have been introduced. The diversity of species chosen is intended to make the forest more resilient to potential climatic hazards, and to encourage the development of a rich and varied biodiversity.

Following the Label bas-carbone framework, this project promotes carbon storage, as well as the reduction of carbon emissions. In addition to its positive impact on biodiversity, water and soil, it also promotes economic development. The forestry companies involved in the project are all located within a radius of 50 to 100 km.

Key figures

19,290 planted trees

potential emission

Sustainable Development Goals (SDGs) the project will contribute to











SOLUTION N°2

Supporting projects for the restoration of forest ecosystems

Forest ecosystems are essential for maintaining environmental and economic equilibrium. According to the FAO, in order to meet global objectives in terms of climate, biodiversity and the fight against land degradation, funding for forestry solutions should be quadrupled by 2050.

Their environmental and community benefits make them an ideal solution for CSR strategies.

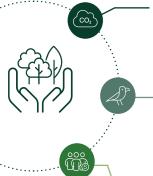
Taking local action around the world

Since the benefits of reforestation are complementary depending on the geographical area, and thanks to its national and international network built up over the last thirteen years, Reforest'Action is able to offer a wide range of projects all over the world.

A REMINDER OF THE THREATS TO FOREST **ECOSYSTEMS**



Multiple value-added benefits



CLIMATE: Preserve or increase carbon sequestration. Indicator: TCO2eq

BIODIVERSITY: Preserving and enhancing biodiversity. Indicator: Number of species (a new indicator km² eqER* is planned for 2024).

SOCIAL & ECONOMIC: Improving the social and economic situation of communities. This is an essential pillar in ensuring the sustainability and development of the ecosystem. Information is specific to each project.

*Km² equivalent for ecosystem restoration.

for companies

- Strengthen CSR strategy,
- choose from available projects,
- take action in the countries where you operate,
- involve stakeholders.

Different types of projects

FORESTRY

- Reforestation
- Assisted Natural Regeneration (ANR)

AGRICULTURE

- Agroforestry
- Bocage hedges

COASTAL

Mangrove restoration



Reforest'Action

A question for... THIBAUD **POULAIN**

Assisted Natural Regeneration, a must-have solution?

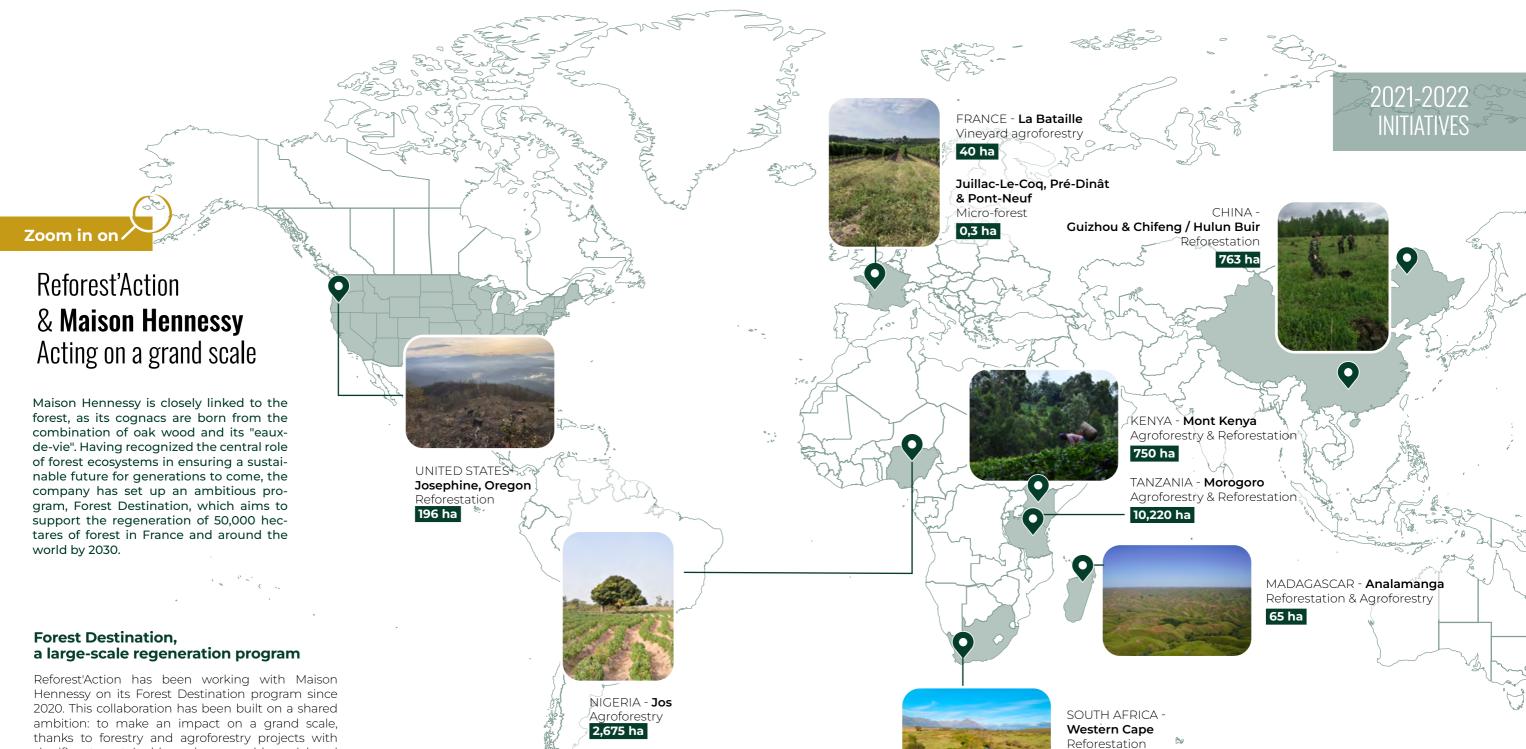
Assisted Natural Regeneration (ANR) plays an essential role in achieving global goals for climate, biodiversity and ecosystem restoration. It is frequently used by Reforest'Action as part of its ecosystem regeneration projects in temperate zones.

In concrete terms, ANR is a method of regenerating forest ecosystems by intervening in existing forests showing insufficient signs of regeneration to guarantee the renewal of the forest and the maintenance of its ecosystem services. This is a gentle method of silvicultural management that respects the forest's natural cycle, the soil and existing biodiversity. It makes the most of what already exists to preserve and strengthen the forest heritage, making it more diverse and resilient in the long term.

In our projects, the choice between the planting method or the ANR method depends on the type of forest plot and the history of the forest to be restored.

In France, and more generally in Europe, the challenge is to deal with the biotic and abiotic degradation of forests, rather than deforestation, which involves bare plots. Faced with the increasing frequency and severity of natural and climatic hazards, ANR appears to be the most suitable method for restoring degraded forests.

This method also focuses on preserving biodiversity and the carbon storage function of soils and above and below ground biomass throughout the process, by avoiding clearcutting and bare soil. Thanks to artificial intelligence models and cutting-edge technologies based in particular on satellite imagery, Reforest'Action can now measure the carbon sequestered by biomass on all its projects, and in particular on its ANR projects. ANR projects are now conceived as genuine projects for preserving carbon sinks and biodiversity.



significant, sustainable and measurable social and environmental benefits. Thanks to this collaboration, over 3.5 million trees of 121 different species

have been planted in 8 countries. "The future of humanity will also depend on our collective ability to address the colossal challenge of preserving forest ecosystems," says Laurent Boillot, President and CEO of Maison Hennessy.

The future of humanity will also depend on our collective ability to address the colossal challenge of preserving forest ecosystems.

President and CEO of Maison Hennessy

Key figures

15,000 hectares

3,5 M planted

39 ha

Sustainable Development Goals (SDGs)

The figures presented on these two pages represent the results of the initiatives financed by Maison Hennessy over the 2021-2022 period.





SOLUTION N°3

Developing regenerative agriculture in one's value chain

Regenerative agriculture aims to ensure the resilience and stability of agricultural ecosystems over the long term, while maintaining the economic viability of crop and livestock farms. A pragmatic approach based on local context, experimentation, and impact measurement, seeks to produce net positive impacts on soil, climate, biodiversity and farmers' lives.

Comprehensive and pragmatic expertise

MAIN PRINCIPLES









IMPACT MEASUREMEN





CROP MANAGEMENT



AGROFORFSTR\





- Reduce your environmental footprint at the source,
- secure supplies,
- contribute to your climate and biodiversity
- improve production quality,
- anticipate future regulations.



- Reduced inputs,
- reduced operating expenses,
- increase fertility and maintain yields,
- improved pest control,
- increased climatic resilience.

Tailor-made projects







SCALE-UP

PRE-PROJECT

- Analysis of issues
- Situation analysis
- Definition of design and impact projection

IMPLEMENTATION

- Implementation
- Training
- Farmer accompaniment

MONITORING & IMPACT MEASUREMENT

- Project monitoring
- Adaptive management
- Impact measurement

Senior Advisor, Reforest'Action

A question for...

Regenerative agriculture: what is the right approach to maximize impact?

Regenerative agriculture is one of the key answers to the environmental and socio-economic challenges facing the planet, thanks to the many benefits it brings. Among other things, it can help improve soil quality, enhance biodiversity, increase carbon storage, reduce greenhouse gas emissions, preserve resources and make value chains more resilient.

While regenerative agriculture is becoming a fashionable conceptual approach, and should not be misused, the practice nevertheless needs to be promoted. Only 12 million of the world's 1.5 billion hectares are cultivated using regenerative agriculture. And we still need to take the right approach to maximize the positive impact of our projects.

Traditional agriculture has exhausted the land and threatens the sustainability of production. Regenerative agriculture programs are sometimes launched with the sole aim of conserving soil and reducing greenhouse gases. In our view, this approach is incomplete. Regenerative agriculture projects must also take into account water resources, biodiversity that can prove agronomically useful, transition support, landscape unity and the specific dynamics of watersheds, in order to move towards alternative, sustainable value chains.

At Reforest'Action, we believe that regenerative agriculture projects should be built using a holistic approach. This means taking into account the climate, biodiversity, water, soil and socio-economic impacts of projects. This more complex approach requires greater investment and skills. The benefits for all stakeholders, however, are far greater in the long term: more sustainable production, lower costs, better management of water resources, reduced carbon impact, reintegration of biodiversity, improved landscape continuity, etc.

Reforest'Action supports companies, farmers and project stakeholders, from defining needs and taking constraints into account, to modeling a resilient agro-system. We then implement the projects in close collaboration with the farmers, using a tailor-made approach. We attach great importance to impact measurement (agronomic, emissions reduction, ecosystem regeneration, etc.), which enables companies to quantify the value that the project has created within their supply chains, as well as being in a constant frame of learning.





Reforest'Action & Kiabi Transforming one's value chain

Kiabi is aware of the impact of the textile industry on people and the planet and has made sustainability one of its strategic areas of development. Kiabi has been committed to Reforest'Action since 2020, with the desire to act where its activity has the greatest impact: the production of raw materials and the manufacturing of garments in the factories run by partner suppliers in South Asia. The company has therefore chosen to act in this part of the world, particularly in India and Indonesia, as well as in Europe, where the stores are located.

Over 1.2 million trees have been planted since 2020 as part of the collaboration with Reforest'Action. Kiabi's ambition is to go even further in its value chain, and in particular in the cotton production chain.

We are committed to making "Kiabers" proud, whether they are our employees, our partner suppliers, or our customers. So, by combining the opening of "Livrets Bébés" with the restoration of forested ecosystems, we are putting the environment at the heart of our concerns to make life easier for families, in our own small way and in all humility!

Camille Caron, CSR leader, Kiabi

Inde **ODISHA**



India is the world's largest cotton producer, alongside China. Its territory supplies 47% of the world's organic cotton. The Odisha project aims to establish a sustainable model of regenerative cotton farming within the Kiabi value chain, and more widely across the project areas.

Several intermediate steps are crucial to creating a sustainable model that can be replicated on a large scale. In 2023, the pilot phase of the project was launched. More than 11,000 trees were planted by 80 cotton growers over a 25-hectare area, following an intra-parcel agroforestry scheme and bordering fields. The fruit species will enable organic cotton growers to generate additional income from the sale of their fruit (e.g. mangoes, cashew nuts, moringa, guavas). Other specific species will be used by local communities in the preparation of biofertilizers and biopesticides to reduce the use of external inputs.

Ultimately, the project aims to preserve the natural capital of soil and water, critical resources in the project, which suffers from long periods of drought. To this end, a scale-up to 8,000 ha is planned by 2030.

Project stakeholders:

- Kiabi: funding of the pilot phase,
- Reforest'Action: coordinator and co-designer,
- Pratima (Kiabi supplier): field implementation of the pilot phase,
- local communities (including local cotton producers from the Pratima cooperative): planting.



Key figures for the pilot phase

25 restored hectares

+11,000 trees planted

80 farmers

8 villages involved

Sustainable Development Goals (SDGs) the project will contribute to















SOLUTION Nº4

Restore nature in cities

Between pollution, artificialization, heat peaks and the collapse of biodiversity, major cities have become the reflection of a world disconnected from the natural world. With more than half of humanity living in cities, it is becoming urgent to rethink urban planning and (re)integrate nature.

Reforest'Action offers companies the chance to participate in the development of greener, more sustainable, and more beautiful cities by planting fast-growing urban forests.

Develop your land or back a project

Reforest'Action's research department studies land development possibilities, and offers financing for urban forest projects developed by project owners (associations, local authorities) on public land.

Benefits for companies

- Create social and environmental value on a local scale,
- optimize your local presence,
- raise awareness and engage stakeholders.



Multiple co-benefits on a local scale

We combine forestry know-how to create projects that are aligned with urban issues while enhancing the multifunctional character of the forest: promoting biodiversity, improving the landscape, and the health and well-being of the local community.



LANDSCAPE

BIODIVERSITY





TEMPERATURES

POLLUTION



HEALTH AND WELL-BEING



Urban Forests Project Manager, Reforest'Action

A question for... CLARA MANUFI

Are urban forests too small to make an impact?

By 2050, 70% of the world's population is expected to live in cities, i.e. 6 to 7 billion people. The problems associated with this urbanization are now well-known: pollution, destruction of natural habitats, formation of heat islands, impact on health, etc.

Faced with this reality, many stakeholders (companies, municipal services, associations) are working to re-naturalize their cities, in the face of major land-use issues: land pressure, conflicts of use and soil degradation in particular. As a result, urban forests are often created on plots of less than 0.5 hectares. Is this not enough?

Small areas can be restrictive for biodiversity. However, there are other criteria to consider. The ecological continuity of the green network, i.e. the proximity and corridors between woodlands, provides species with favorable conditions for completing their life cycles. The ecological quality of projects is a key issue and relies on the diversity of trees and strata. And finally, urban forests are often left to evolve in a semi-open state, which is a more responsible way of managing them.

At Reforest'Action, we're always looking to maximize the potential of the areas we plant. So, we plant as large an area as possible, using young seedlings and an average of twenty species per project. This ensures greater forest sustainability and resilience. We fully consider the biodiversity impact of our projects, integrating local, melliferous, and fruit-bearing species.

The greatest impact of urban forests is undoubtedly on the public, who are exposed to these green spaces daily. Whatever the size of the areas reforested, they help to improve their living environment, and to move towards the 3-30-300 rule: 3 trees visible from every home, 30% canopy index in all neighborhoods, 1 green space every 300 meters.

The urban forest can only exist in the background of the city. The concept of the Japanese step forest should guide our actions in the city.





Reforest'Action & IKEA Bringing nature back to the city

IKEA is committed to the Paris Agreement and aims to achieve net zero emissions no later than 2050. The company aims to halve greenhouse gas emissions, in absolute terms, from its entire value chain by 2030. At the same time, in France, IKEA wants to go further and act in favor of local biodiversity. The company has called on Reforest'Action to plant micro-forests in its store parking lots. The aim is to improve the customer experience, provide a more pleasant environment for employees and develop islands of biodiversity on its sites. IKEA aims to create a minimum of 2 urban micro-forests per year over a 5-year period. A first project has been finalized in Dijon with Reforest'Action. Two others are underway in Caen and Tours.

Re-naturing our sites means revegetating urban areas, developing biodiversity and providing a pleasant environment for our customers and employees. One of the solutions implemented by IKEA to improve the daily lives of as many people as possible and contribute to making our planet, i.e. our home, more livable.

Aurélie Milhès,

Country Sustainability Manager, Ikea France

France DIJON



IKEA financed the creation of an urban forest in the parking lot of its Dijon store. 2,325 trees of 19 different species were planted on 3 different islands, covering a total area of 725 m². In collaboration with Reforest'Action, the company organized a participative plantation so that store employees and customers could contribute to the refurbishment of the parking lot.

Numerous benefits flow from the project, such as the creation of a pocket of fresh air, the creation of a host site for the surrounding biodiversity and the diversification of the area's landscape.

- Climate: carbon sequestration in wood and soil, helping to combat climate change on a local and global scale.
- Biodiversity: hosting local and varied biodiversity (birds and insects, diversity of mycorrhizal fungi,
- Well-being: reduced pollution and noise, increased well-being of the population.



Key figures

2,325 trees planted

Sustainable Development Goals (SDGs) the project will contribute to









et corporate needs | 40



An approach based on the multifunctionality of ecosystems

Within each project, our action is motivated by the optimization of the benefits generated. This is the key to optimizing ecosystem stability in a rapidly changing climatic and societal context. Several factors therefore need to be considered right from the project design phase. Such decisions necessarily consider a holistic and sustainable vision of the services provided by natural ecosystems.

For each project, we optimize benefits around 4 pillars: climate, biodiversity, the soil/water system, and socio-economic aspects.

By addressing these 4 pillars, we contribute to the stability of the ecosystem itself and generate co-benefits for the environment and humanity.

FOR THE CLIMATE

Greenhouse effect mitigation, influence on precipitation patterns and local microclimate, carbon sequestration.



FOR BIODIVERSITY

Encouraging local biodiversity by creating suitable habitats and resources.







Improved quality and integrity of the soil-water system, water and nutrient cycling.



FOR LOCAL COMMUNITIES

Providing resources and income, supporting leisure and heritage in temperate zones, supporting culture and spirituality in tropical zones



FOR THE **CLIMATE**

Our ecosystem restoration projects contribute to the fight against climate change, in particular by sequestering atmospheric carbon. While the climate objective is a priority, it must not be the only goal. This is why all our projects, whether certified or not, generate co-benefits for biodiversity and local communities.

Mayenne, France TORCÉ-VIVIERS-EN-CHARNIE





The commune of Torcé-Viviers-en-Charnie in the French department of La Mayenne is hosting a Label bas-carbone (LBC) project on former agricultural land. Created by the French Ministry of Ecological Transition and Solidarity, the LBC aims to promote local players who contribute to the national low-carbon strategy. Through the planting of around 19,000 trees of diverse species, the project will enable the restored forest ecosystem to store an increased amount of carbon, contributing to the fight against climate change. While the Label focuses primarily on carbon sequestration, the projects supported by Reforest'Action generate numerous socio-economic and environmental co-benefits.

As part of this certified project, the diversity of species chosen aims to reconstitute a resilient forest heritage capable of providing sustainable ecosystem services. Among these, the creation of new habitats for wildlife, notably through the installation of raptor perches, promotes the development of local biodiversity: buzzards, red kites and hen harriers will be able to take refuge on the plots and provide natural regulation of rodents. Other benefits include the long-term development of the local economy through sustainable wood production.

3,853 potential emission reductions 17 restored hectares over the 2022-2023 season 16 diversified species Sustainable Development Goals (SDGs) the project will contribute to

Rondônia, Brazil

REFORESTERRA





Since 2022, in the Brazilian state of Rondônia, south of the Amazon rainforest, Reforest'Action has been developing a carbon project in partnership with the NGO RioTerra. The project, which takes root in the heart of the Baixo Rio Jamari watershed, is set to cover 2,000 hectares of degraded pastureland after 3 years of activity. The area now hosts only 40% of its original forest cover, and agricultural productivity. Despite the negative impacts of land-use change, landowners lack resources. The project aims to mobilize small-scale farmers and involve them over the long term in the fight against climate change. On the ground, activities consist in creating secondary forests by planting diversified native species to rapidly develop the forest structure and encourage natural regeneration of the least degraded areas. The project will store carbon in the planted trees over the 30-year follow-up period. Climatic benefits represent only part of the expected positive impacts. The project will also help preserve water resources by acting in an important water zone and have a positive impact on local economic development.

Achievements and impacts

368

tons of CO₂ equivalent per hectare, stored over 30 years Estimated carbon storage Ex-Ante

2,000

hectares to be restored over 30 years

+90

diversified native tree species

Sustainable Development Goals (SDGs) the project will contribute to





















FOR THE **BIODIVERSITY**

Our projects are designed to foster biodiversity by providing diverse, complementary habitats and appropriate support functions. To achieve this, the design of our projects takes into account the necessary biological and structural diversity of stands and the capacity of tree species to support biodiversity. Respectful forest maintenance and management practices are encouraged to limit disturbance to fauna, flora and wildlife. Supporting a rich biodiversity is also essential to ensure the presence of auxiliaries in the stand, such as pollinators, dispersers or decomposers, which will contribute to the ecosystem's natural regeneration capacity.

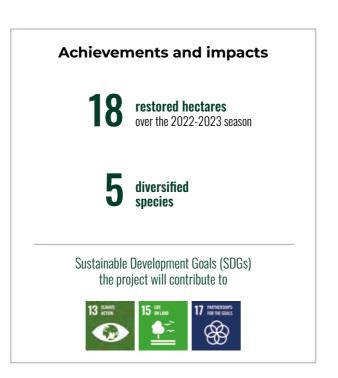
Meuse. France

LIGNY-EN-BARROIS





With global warming, the Ligny-en-Barrois forest has been weakened by successive summer droughts, making it more vulnerable to health hazards. A cohort of bark beetles, insect pests that feed on wood by burrowing under the bark of trees, led to the decline of the spruce trees that made up the forest stand. In order to restore the altered ecosystem, it was decided to use the Assisted Natural Regeneration method. This gentle form of forest management enables existing forests to be strengthened. Forest maintenance work respects and mimics the natural tree reproduction cycle as closely as possible, while preserving biodiversity and the soil's carbon storage function throughout the process. By avoiding sanitary clear-cutting and encouraging the maintenance of volumes of dead wood on the plot, precious for the development of fauna, flora and fungi, the project has enabled the regeneration of 27,000 trees. It has contributed to strengthening biodiversity, while respecting the natural cycle of the forest.



Eastern Cape, South Africa

KUZUKO



In South Africa's Eastern Cape, the Albany thickets are unique ecosystems. They represent one of the country's greatest reservoirs of floristic diversity, and work in synergy with the rich fauna they shelter. Often characterized by the dominance of an endemic tree species, Portulacaria afra, known locally as spekboom and endowed with extraordinary physiological characteristics, these ecosystems have been severely degraded by intensive goat farming over the past century. While the consequences of this degradation are particularly severe for the environment and local communities (land desertification, depletion of water resources, erosion of the biodiversity of flora and fauna, etc.), Reforest'Action, in partnership with AfriCarbon, is developing a VCS-certified project aimed at restoring degraded former pastures. These lands are now part of the Kuzuko protected reserve, home to a population of elephants and rhinoceroses. Spekboom planting is at the heart of this restoration project. Through its ability to influence soil conditions and the water cycle, and to create a cool, humid microclimate in an arid environment, this species supports a whole host of plant and animal species that depend on it for their development. The remarkable ability to rapidly absorb CO₂ also makes this tree an asset for mitigating climate change on a global scale.



Achievements and impacts

1,060 restored hectares over the 2022-2023 season

trees planted over the 2022-2023 season

Sustainable Development Goals (SDGs) the project will contribute to





















FOR **SOIL AND WATER**

Soil and water are intimately linked, and the strength and health of ecosystems depend on them. Our projects therefore focus on restoring and preserving the quality and integrity of the soil/water system, and the proper functioning of water and nutrient cycles, to help generate a healthy foundation for their development and renewal in the event of a disturbance.

Vendée, France

BREM-SUR-MER



In the Vendée department, this project is located on a former abandoned meadow. The landowner wishes to restore a forest heritage on his land, the soil of which has been severely degraded by past farming activities. As part of the project, a range of hardwood species, including downy oak, field maple and wild cherry, has been selected in keeping with the soil and climate characteristics of the wetland in question. This diversity of species will contribute to the proper functioning of the future forest ecosystem. One of the main benefits of the project is the regeneration of soil structure and fertility: fallen leaves from the trees will provide rich organic matter, while the planted trees will protect the soil from erosion and leaching. Thanks to their root systems, rainwater will slowly infiltrate the soil and replenish the water table, rather than draining away. In addition to the benefits for soil and water, many other positive impacts can be expected. In the long term, the forest will provide a home for the surrounding biodiversity and ensure forest continuity, thanks to the creation of ecological corridors, necessary for the movement of animals. The restored ecosystem will play a full part in creating a resilient landscape.



Achievements and impacts

restored hectares (estimation for the 2022-2023 season)

trees planted or

being planted over the 2022-2023 season

diversified species

Sustainable Development Goals (SDGs) the project will contribute to









Narino, Colombia

IPIALES



Reforest'Action's mission in Colombia takes root in the heart of the Andes, in the department of Nariño. Spanning over 3 years, the partnership between Reforest'Action and the Impulso Verde foundation aims to support the regeneration of the Páramos mountain ecosystem. One of the rarest on the planet, this high-altitude biotope is subject to increasing land conversion to pasture and crops. However, the Andean wetlands constitute Colombia's main water reserves: the soils of the Páramos can retain up to three times their weight in water. Therefore, their disappearance has a major impact on water resources. The project area lies on the edge of the "water-filled mountain" that provides the entire region with its water supply, and its restoration will enable the region's inhabitants to continue to be supplied with water. Reforest' Action is taking a holistic approach to the issues at stake in the degradation of the Páramos. Beyond the impact on soil and water, the project aims to promote a sustainable economic alternative to the predominant dairy farming in the region: sylvopastoralism. In addition to promoting sustainable agricultural practices, the project also supports communities in developing income-generating activities such as community beekeeping.



Achievements and impacts

125

restored hectares

200,000

trees planted or being planted over the 2022-2023 season

100,000

residents concerned by the project's positive impact on water resources

Sustainable Development Goals (SDGs) the project will contribute to





















FOR LOCAL COMMUNITIES

All of our projects must support the improvement of the social and economic situation of local communities. Our actions in the field provide resources, income, education and autonomy. Our projects also support leisure and heritage in temperate zones, and culture and spirituality in tropical zones. Thanks to the socio-economic benefits they generate, the forest and agroforestry ecosystems created or restored as part of our projects are preserved and maintained by the communities involved.

Oise, France

CHANTILLY





The forest of the Chantilly estate, mainly composed of oak trees, has been affected for three decades by droughts and the proliferation of beetle larvae, causing severe damage to tree roots. In order to restore the degraded plots, a reforestation project is being conducted in parallel with assisted natural regeneration work. The objective is to diversify the species that make up the forest in order to increase its resilience in the face of climate change. This new forest management will enable the Chantilly forest to continue fulfilling its environmental functions, in particular as a carbon sink and biodiversity reservoir. Ultimately, the forest will once again be able to fulfill its economic function, which is essential to the upkeep of the estate through the sustainable production of timber. And because the Chantilly estate is open to all, the public will be able to continue to enjoy the forest for recreational purposes such as walking or horse-riding, which play a valuable role in improving the health and social well-being of local populations.



Sumatra, Indonesia

ACEH





In the provinces of Aceh and North Sumatra, on the Indonesian island of Sumatra, the coastal mangrove restoration project led by our partner Yakopi aims to restore and protect this ecosystem. Serving as a vital provider of numerous ecological services such as debris and pollutant filtration from marine currents, development of aquatic biodiversity, coastal protection against cyclones and rising sea levels, and carbon sequestration, it also generates income for local communities. For example, the nipa palm, found naturally in mangroves, produces sap that can be consumed directly as an energy drink or cooked to extract a natural sugar, used for cooking or sold on local markets. The nipa fruit is also enjoyed by the villagers, contributing to their food security. Furthermore, mangrove restoration enables the implementation of sylvofishing in dedicated fishponds. This sustainable fishing technique for mollusks, crustaceans, and fish also promotes the economic development of communities that sell the results of their catch in markets.

Achievements and impacts

restored hectares

500,000 trees planted over the 2022-2023 season

Sustainable Development Goals (SDGs) the project will contribute to





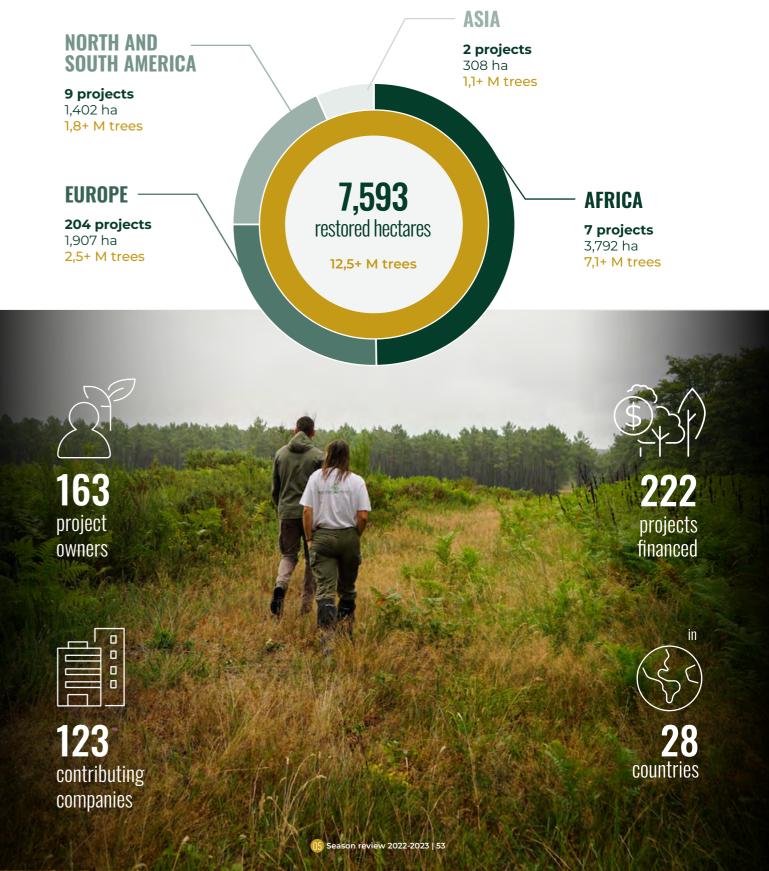






Season review 2022-2023

Projects in 2022-2023



The team in numbers 2023 84

2022 60

2021 35

84 employees
including as of May 31st 2023
11 Project Officers

19 nationalities
make up the entire
Reforest'Action workforce.

63% women
employed by Reforest'Action, with 62% in managerial positions.

34 years old average age of Reforest'Action employees.



Key events

SEPTEMBER



CLIMATE WEEK

Invited by the World

Economic Forum to

take part in Climate

Week, Stéphane

Reforest'Action's

reforestation and agroforestry.

Hallaire shared

expertise in

NOVEMBER





GLOBAL BIODIVERSITY STANDARD (GBS)

Reforest'Action is a member of the Global Biodiversity Standard project consortium and plays a consultancy and advisory role.

DECEMBER

NEW YORK DECLARATION ON FORESTS (NYDF)

Reforest'Action becomes an official supporter of the NYDF, which calls for international action to protect and restore forests by 2030 through 10 goals.



MARCH

ONE FOREST SUMMIT

Stéphane Hallaire takes part in the One Forest Summit, a summit promoting climate action and the preservation of biodiversity.

MAY



UNITED NATIONS FORUM ON FORESTS (UNFF)

Reforest'Action promotes regenerative agriculture as an effective solution for achieving the Global Forest Goals.

Reforest'Action brought the private sector together for the first time at the United Nations Forum on Forests. During a panel discussion, and before an audience of representatives from UN member states, Stéphane Hallaire presented how the private sector can help combat deforestation and restore forest landscapes through regenerative agriculture. Through the carbon market in particular, \$40 billion should be mobilized each year between now and 2030 to finance the development of regenerative agriculture.

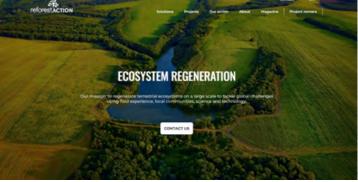
PRESERVATION OF THE AMAZON

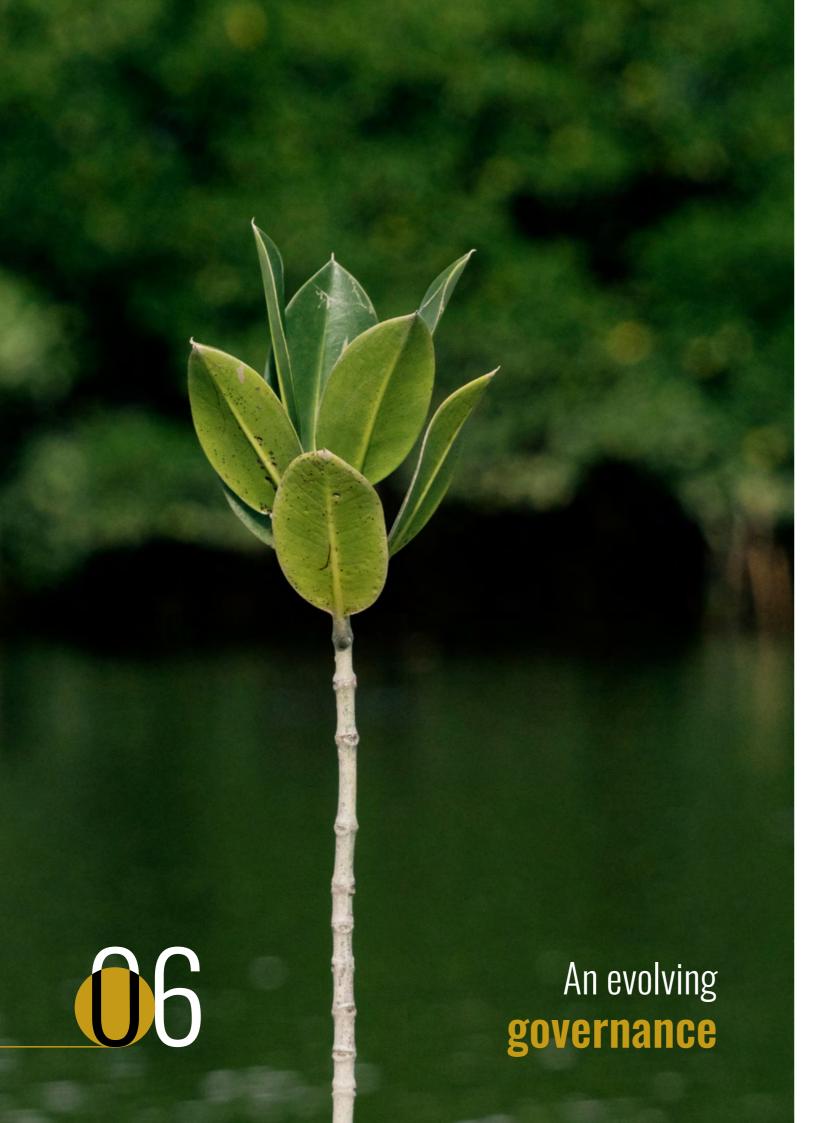
When Domingo Peas Nampichkai, leader of the Achuar people, visited our offices, he spoke of the urgent need to preserve the Sacred Basins region, which is essential to the ecosystem balance of the Amazon rainforest.

JUNE

NEW WEBSITE

Launch of Reforest'Action's new website, highlighting its new positioning in favor of ecosystem regeneration.





Executive committee

Reforest'Action's Executive Committee* has been strengthened to ensure we can achieve our aspirations. Comprised of department directors, it functions as the strategic and operational steering body of the company, overseeing the business performance over time.



Stéphane Hallaire CEO & Founder



Arnaud BretChief Operating
Officer



Pierre GachesChief Development
Officer



Arianna De Toni Chief of Climate Solutions | PhD



Jean-Amaury Bonnemains Chief Financial Officer



Ludivine BuvatChief Marketing,
Communication
& CSR Officer



Florence Ravel
Chief Human
Resources Officer



Matthieu Gendron Chief Technical Officer

^{*} as of September 18, 2023

Scientific and technical committees

As part of its activities, Reforest'Action relies on a scientific and technical committee dedicated to tropical forests, and a scientific and technical committee dedicated to temperate forests. These members, who are external to Reforest'Action and forest specialists, reflect on the methodology for selecting, monitoring and promoting forestry projects. Their role is to approve the technical specifications.

Members of the Tropical Forests Committee

As of September 1, 2023



Christophe BESACIER

Forestry technician and coordinator of the Forest and Landscape Restoration Mechanism (FLRM) at the Food and Agriculture Organization of the United Nations (FAO).



Thomas CROWTHER

Specialist in ecosystem ecology and founder of the Crowther Lab scientific research laboratory at the École Polytechnique Fédérale (ETH) in Zurich.



Aïda CUNÍ-SANCHEZ

Associate Professor of Environmental Sciences at the Norwegian University of Life Sciences.



Claude GARCIA

Scientist in the Group for Forest Management and Development at the École Polytechnique Fédérale de Zurich.



Susan CHOMBA

Director, World Resources Institute (WRI).

Members of the Temperate Forests



Alexis DUCOUSSO

Member of the FNE forestry board and chairman of the IUCN forestry group.



Paul-Emmanuel HUET

Executive Director of PEFC France.



Hervé JACTEL

Research Director at INRAE.

Ethics bodies

Several tools and bodies have been deployed to perpetuate the values and ethical principles that have guided Reforest'Action in its development.

Ethics Committee

Made up of **5 external members**, it meets once a year and is tasked with advising the Executive Committee on ethical issues relating to Reforest'Action's activities. The topics addressed may include, for example, sectors to collaborate with, modalities related to carbon projects, types of forest projects to prioritize, financial aspects of ecosystem restoration, consideration of local communities, etc.

The Committee is currently undergoing renewal for 2023-2024, in line with the company's growth and international expansion.

Selection committee for contributors

Its role is to issue an opinion on the relevance of a collaboration between Reforest'Action and a company wishing to support our forestry projects, particularly if the company operates in a sector considered to be at risk due to its high level of GHG emissions and/ or its potential contribution to deforestation.

The committee meets each time a complex case arises and takes into account the coherence between the company's project and Reforest'Action's mission.

Ethics guidelines

Reforest'Action employees are responsible for the internal implementation of the principles defined in the Reforest'Action Code of Ethics. They also bring certain issues to the attention of the Executive Committee through the Ethics Committee's recommendations and ensure that employees fully understand the principles set out in the Charter, notably through awareness-raising and/or training sessions.

Reforest'Action's Code of Ethics

Reforest'Action's Code of Ethics supports our mission: to restore terrestrial ecosystems on a large

It includes a set of common rules for all our employees, designed to enable us to move forward together in the right direction and ensure the company's sustainable growth. It enables us to fulf our mission in the best possible way.

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Limited editions on PEFC-certified paper

To find out more about our projects and solutions, visit **reforestaction.com**



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We support the