



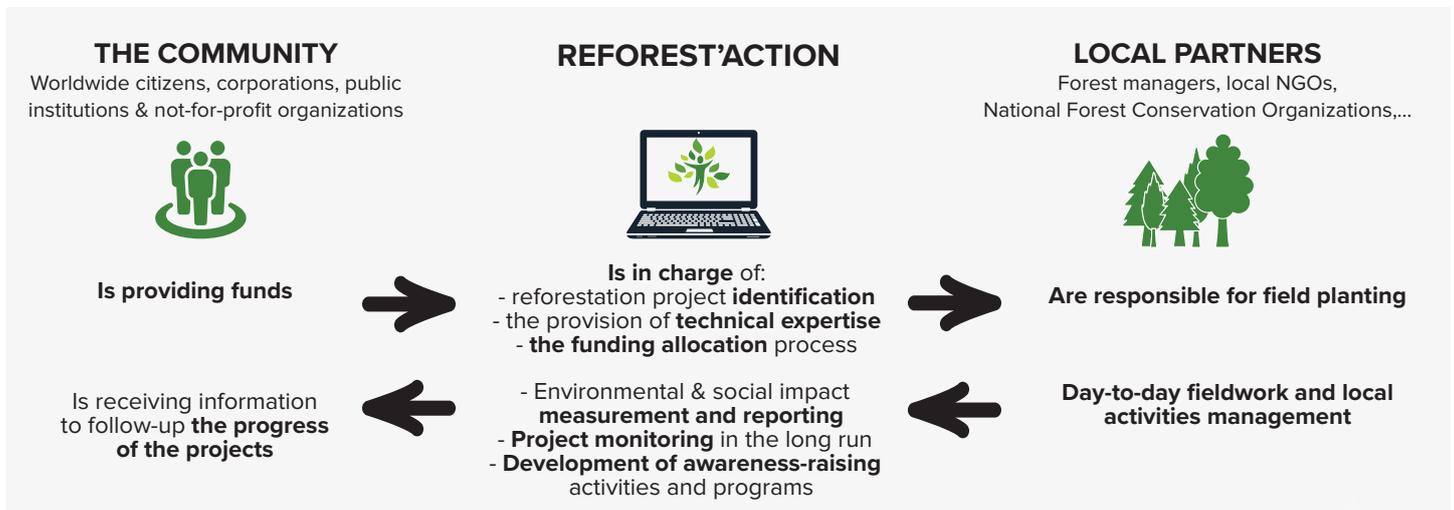
# reforestACTION

## PRESERVING, RESTORING & PLANTING BETTER FORESTS IN FRANCE AND AROUND THE WORLD

Reforest'Action is a Certified B Social Enterprise created in 2010 to **preserve, restore and plant better forests** in France and around the world. Reforest'Action's primary mission is to contribute to tackling some of the major global challenges of our time: responding to the threat of climate change and halting biodiversity loss. In this respect, particular focus is given to raising attention towards the challenges affecting forests as well as awareness of their environmental, social and economical values.

### A CROWDPLANTING PLATFORM

Reforest'Action's model is based on a collaborative approach known as « crowdplanting ». Through its digital platform, worldwide citizens and companies are given the opportunity to take concrete action on forest restoration by planting or protecting trees online. Reforest'Action is responsible for project implementation and monitoring in the field in collaboration with local partners. The latter are selected according to advanced specifications, demanding technical and ethical charters, all available online.



### Key figures about Reforest'Action: 5 million trees planted and...



# THE BENEFITS OF REFORESTATION PROJECTS

Forests are complex ecosystems providing livelihoods for humans, **essential services to local communities**, and **habitats for biodiversity**. Hence, being part of a forest restoration or preservation project entails making vital contributions to people and the planet.



## ENVIRONMENTAL BENEFITS

Forests are the world's largest terrestrial storehouses of carbon, and provide habitat to more than 80% of terrestrial biodiversity. Therefore, they are the best solution to tackle the global challenges of climate change and biodiversity loss.



## SOCIO-ECONOMIC BENEFITS

Forests include, inter alia: wood and fruit production, a significant source of employment, air quality improvement, better living conditions for people living close to forests, destination for outdoor recreation,...

## CO-BENEFITS OF A TREE, ON AVERAGE\*:



**CLIMATE**  
150 kg of CO<sub>2</sub> stored.



**BIODIVERSITY**  
Habitat provided for 3 animal species.



**HEALTH**  
4 months of oxygen produced.



**EMPLOYMENT**  
1 hour of work created.

\* Revised downwards average, relating to temperate forests. These estimates are used to provide orders of magnitude.

## OUR PROJECTS AROUND THE WORLD



### TEMPERATE REGIONS

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

**NORTH AMERICA:** United States of America (Montana / Oregon / Washington / California)

### TROPICAL REGIONS

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

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

**ASIA:** Indonesia - India

## WHICH TYPES OF PROJETS ARE SUPPORTED BY REFOREST'ACTION?



### FOREST AREAS

By planting various tree species adapted to the local ecosystem or by promoting natural regeneration, Reforest'Action enriches and restores multifunctional forests.

These forest projects aim to restore plots affected by natural hazards, fight against deforestation, and promote forest biodiversity. They strengthen forests by making them more resilient in the face of climate change and support jobs in the sector through sustainable forest management.



### URBAN AREAS

Reforest'Action takes part in the development of greener, healthier and more sustainable cities by planting urban forests according to the Miyawaki method.

When strategically located, urban trees can help reduce the concentration of fine particles emitted by heating buildings and car use. Thanks to the production of humidity and shaded areas, they can also act as natural air conditioners and reduce air temperature by 2 to 8°C.



### AGRICULTURAL AREAS

Reforest'Action is developing agroforestry, which consists of planting trees and shrubs on agricultural land.

In tropical areas, this management system allows the diversification of agricultural production and improves the social, economic and environmental conditions of local populations. In temperate areas, Reforest'Action takes part in the afforestation of abandoned agricultural land, the creation of hedgerows and the introduction of trees within agricultural plots.

## HOW ARE THE PROJECTS SELECTED?

Reforest'Action supports plantation projects on both private and public lands.

The projects must meet clear and rigorous eligibility criteria as defined in the **Requirement specification developed by Reforest'Action**. The latter is aimed at preserving the multifunctional character of forests and at developing its environmental, human and economic benefits.

It should be noted that preference is given to projects aimed at **restoring ecosystems degraded by natural hazards** (droughts, storms, diseases, fires, ...) **or by deforestation**.

### REQUIREMENT SPECIFICATION FOR FOREST MULTIFUNCTIONALITY DEVELOPED BY REFOREST'ACTION



Set of principles applicable to tree planting and natural regeneration projects aimed at guaranteeing the development of ecosystem services\* and the capacities for resistance, adaptation and resilience to environmental disturbances (drought, attack by insects ...). These principles include plant species diversity, the maintenance or creation of habitats for local flora and fauna, as well as soil carbon storage.



**LEARN MORE: Notre avenir s'appelle forêt**

\*Services beneficial to humans and stemming from the complex and rich forest ecosystems.



## PROJECT IMPLEMENTATION IN THE FIELD



### PLANT PREPARATION

In temperate regions, the seeds used to produce the young plants come from seed orchards. They are sown in nurseries in greenhouses or in open fields.

In the tropical regions, seeds are usually harvested directly from the field before being grown in nurseries.



### PLANTING TREES

When the young plants have sufficiently developed (generally between 1 to 4 years after they have emerged from the soil), they are transplanted directly into the plantation plots by our technical partners.

In the tropical regions, local populations actively take part in the plantations alongside NGOs, companies or local associations which are piloting the project on the ground.



### MONITORING OF PROJECTS

In temperate and tropical areas, daily management is carried out **by forestry experts or agricultural technicians** in order to ensure the growth of trees in the best possible conditions.

**Each planting project is also monitored over time by Reforest'Action for 5 years. In addition, the project leaders** undertake to keep the wooded state for a minimum of 20 years.



### HELP PRESERVE FORESTS!

Through simple everyday actions, everyone can help limit their impact on the world's forests and concretely fight against deforestation. Putting actions into practice means helping fight climate change and preserving biodiversity on which we all depend.



**LEARN MORE:** [www.reforestaction.com/en/ireduce](http://www.reforestaction.com/en/ireduce)

### ADDITIONAL INFORMATION

Given the climate emergency, Reforest'Action shares the view of the global scientific consensus which specifies that compensation is only relevant if it is complementary to a prior and continuous approach for carbon footprint reduction.

### CONTACT INFORMATION

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