



reforestACTION

Funding beautiful* forests



About us

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A B Corp. Certified company with a social purpose
10 years of involvement and experience
A team of specialists and forest lovers.

One mission :
raise as much funds as possible, as quickly as possible
to support quality reforestation projects*
(and do our share for the planet).

*A vital issue that is complementary to the essential efforts in carbon footprint reduction.

10 MILLION TREES FINANCED IN 10 YEARS



635

reforestation projects



25

countries on 4
continents



150 000

positively impacted
people



20 MILLION

people aware of forest issues



THROUGH A COLLABORATIVE APPROACH



+ 175 000

Reforest'
Actors



+ 1 800

contributing
companies



+ 640

forestry project
holders

A collaborative approach

to beautiful* forests



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Why the Forest ?

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Adressing the climate and biodiversity issues that determine the future of mankind

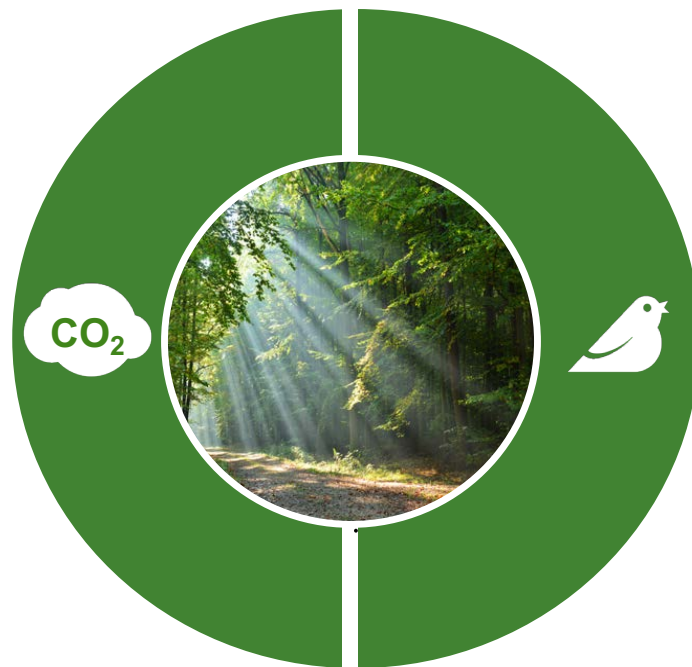
CLIMATE

Once stable, the concentration of CO₂ in the atmosphere has **increased by 40%** in a century.

As the main terrestrial carbon sink, forests are the natural solution for climate.

of France's
greenhouse gas
emissions are
absorbed by the
French forest.

1/4



BIODIVERSITY

The current extinction rate of biodiversity is **100 to 1,000 times higher** than it has been on average over many hundreds of millions of years.

As the main home for terrestrial biodiversity, forests are essential to sustain life.

80%

of terrestrial
biodiversity is
sheltered in
forests.

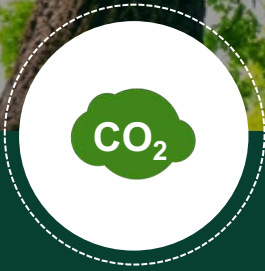
Preserving other services provided by the forest and essential to our societies.



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One tree

Is on average



CLIMATE

150 kg of
CO₂ stored



BIODIVERSITY

3 animal
shelters created



HEALTH

4 months of oxygen
generated



EMPLOYMENT

1 hour of
work created

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The major threats

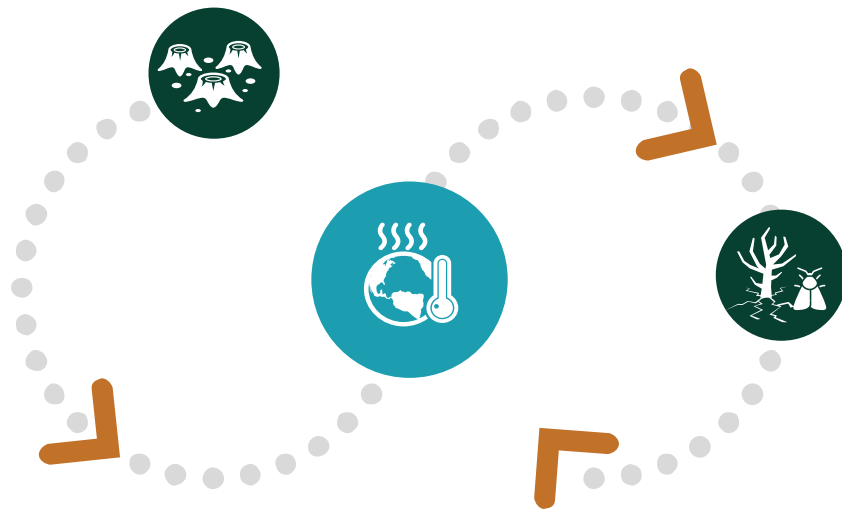
To the forest

IN TROPICAL REGIONS

DEFORESTATION

which contributes to climate change.

Between 1990 and 2015, deforestation amounts to more than 240 million hectares.



IN TEMPERATE REGIONS

FOREST DETERIORATION

mainly as a result of climate change as well as insect attacks and diseases.

(leads to a decrease of ecosystem services provided by the forest).

20% of French forests are affected by natural hazard each year.



Taking action for the forest

Means...

Fighting deforestation, restoring deteriorated forests and creating new forests with the purpose of developing ecosystem services, while respecting living organisms.

And thus contribute to :

Fight climate change ;

Fight biodiversity loss and therefore preserve our life insurance ;

Develop sustainable society models.

It's a great mission, isn't it ?

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The main principles of


Our Action

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Acting on the 3 typologies of landmass


for enhanced and diverse benefits

FORESTED AREAS



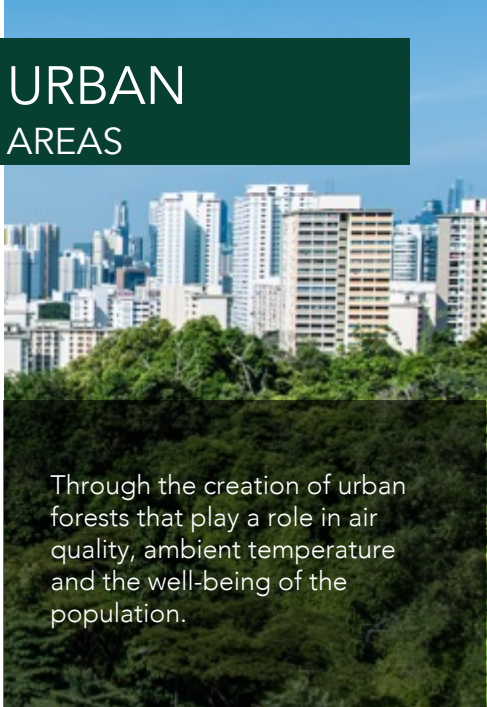
Through the creation of forests, the restoration of plots affected by natural hazards and the natural regeneration of ageing forests.

AGRICULTURAL AREAS



Through the development of agroforestry systems (creation of hedgerows or introduction of trees within agricultural plots) and the afforestation of neglected agricultural land.

URBAN AREAS



Through the creation of urban forests that play a role in air quality, ambient temperature and the well-being of the population.

Acting throughout the world

For a double impact.



GLOBAL
environmental
impact

Fighting climate change and preserving biodiversity



LOCAL
socio economic
impact

Contributing to the economic development, health and well-being of local populations.

A collaborative approach with local project holders

« It's not just about planting tree seedling. It is a much more complex craft that requires an approach adapted to each terroir, each landscape, each valley on the planet, while taking into account its biodiversity and the culture of the local population. »

Stéphane Hallaire



The fundamentals

of our action



OPTIMIZE THE SERVICES PROVIDED BY THE FOREST.

Maintain/strengthen and measure all the services provided by the forest, whether they are environmental or socio-economic.



HAVING A COORDINATED APPROACH WITH LOCAL PARTIES.

Provide scientific expertise, particularly to increase the resilience of forests to climate change.

Gain from the project holders' field experience.

Comply with the specificities of each forest and the needs of local populations.



ACT WITH RESPECT FOR THE LIVING

Limit the use of technological tools in forest management in order to respect the existing natural balances (and put mankind back into natural cycles) and focus on the preservation of biodiversity.



INCORPORATE THE REQUIRED ECONOMIC ASPECT

Maintain the financial stability for the project holders and the support to the forest economy.



Our ambition

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Our Ambition

Go (much) further, (much) faster
To meet the challenges that shape the future of humanity



2010 - 2020



Reforest'Action, historical actor of the forest creates a participative planting model, replicable on a large scale, all over the world.



2020 - 2030

Finance **1 BILLION** trees

to contribute with other actors to address the urgency and the main global challenges of climate change and biodiversity loss while integrating socio economic issues.



What about you ?

How high will you contribute ?

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* A beautiful forest is a living ecosystem that invites us to **reconnect with nature** and which meets the challenges that come with **climate, biodiversity and socioeconomics** over time.