

GOVERNANCE OF REFOREST'ACTION

Who are we?

Created in 2010, Reforest'Action is a reforestation company. Our mission is to allow everyone to restore and protect the world's forests.

Forests are the largest carbon sinks on which we can act; they are home to 80% of the Earth's biodiversity. They are therefore the best solution to respond positively to the two global challenges of climate change and biodiversity loss.

Our goal is to plant or regenerate a billion trees. Each tree planted or regenerated with Reforest'Action finances the protection of another tree in primary forests (via carbon credits) and the awareness (via events, communication campaign, etc.) of a person to the stakes of the forest.

Therefore, our action consists of raising funds from individuals and companies who wish to take part in this collective global dynamic in favour of forests.

In short, acting by our side means participating in reforestation, forest protection and public awareness at the same time.

What we are not

We seek to continuously improve in the performance of our missions. Our actions are complementary to those of actors who carry out missions for which we declare ourselves incompetent but which are nevertheless necessary so that collectively we can continue to make progress in our practices.

These actors are:

- **Specialists in the reduction of CO2 emissions:**
We are aware of the climate issues at stake and of the vital importance of an ambitious and continuous reduction of global CO2 emissions, in particular to achieve the objective of the Paris Climate Agreement. However, we are not specialists in carbon reduction solutions, which is the specific expertise of the carbon consulting firms that assist companies in this area.
- **Whistleblowers:**
We are not in a position to judge with the necessary degree of expertise all the potentially "harmful" actions on the environment of Reforest'Actors, individuals or companies, who finance reforestation projects alongside us. We are, however, attentive to NGOs and individuals who would "challenge" our Reforest'Actors and invite them to review their environmental and/or communication approach in order to bring it into line with their reforestation actions.
- **Environmental audit firms**

Due to the technical complexity and diversity of our clients' businesses, we are unable to accurately value the benefits of the planting projects they finance in relation to the overall impact their activity has on the environment, even when it is part of an ambitious environmental impact reduction policy. This mission is the work of environmental auditing firms.

- **Communication agencies:**

We declare ourselves incompetent to denounce the abusive promotion of reforestation programs that certain individuals, companies or organizations, would be likely to make, by failing to comply with the principles of our communication charter. However, we invite the companies to respect on the one hand the said charter established with French experts in environmental communication and on the other hand to call upon a competent communication agency to elaborate their campaign.

- **Consulting firms:** we declare ourselves incompetent to accompany the ecological transition of client companies in their specific business lines, as this is an issue that goes beyond our awareness-raising and reforestation actions. Even though we hope that they will not limit their actions to planting trees and that they will be able to be accompanied by specialized consulting firms to help them make progress on this essential issue.

Governance process

To carry out our mission as responsibly as possible, we have put in place, with our Ethics Committee, a governance process that guides our decision-making.

Here are the details:

- **Selection and monitoring of reforestation projects**

Our projects are selected and monitored according to the terms of our specifications, which are based on our research work, the needs and realities of project leaders in the field and are validated by our technical committee. The terms are distributed to project holders who wish to benefit from Reforest'Action funds. Once the project has been selected and the plantation completed, we ensure a follow-up for up to 20 years based on the information collected from our local partners and site visits.

- **Financing of our actions**

We invite everyone to take action for forests. Thus, we provide tools and services to finance deforestation fighting, reforestation and awareness raising projects. Like individuals, small businesses can directly finance our projects and access our awareness raising materials directly on our participative website www.reforestaction.com, in accordance with the principles of our communication charter. For larger companies, we apply our deontological principles, validated by our ethics committee, in order to select the companies we work with based on precise criteria. This type of collaboration is the subject of a systematic collaboration agreement.

- **Technical and Ethics committees**

In 2019, Reforest'Action set up technical and ethical committees to deal with the development of its activity. Their members act in a personal capacity and not on behalf of the organization they work for



The Technical Committee

The role of our technical committee is to validate our specifications and to verify the quality of the projects carried out. It is made up of:

- a forestry expert;
- a scientist;
- a representative of an environmental organization;
- an actor in sustainable forest management.

The Ethics Committee

The mission of the Ethics Committee is to guide our thinking, positioning and action on a variety of subjects such as carbon, our collaborations with our partners and contributors, and the messages we promote. It is composed of:

- an expert in carbon offsetting;
- a CSR specialist;
- an expert in forest policy;
- a specialist in public environmental policy.