



**reforestACTION**

**PRESERVING, RESTORING AND  
CREATING FORESTS IN FRANCE AND ABROAD**

**PROJECT  
FRAMEWORK  
AND SPECIFICATIONS**

**FORESTRY PROJECTS IN INTER-TROPICAL ZONES  
2020-2021**

**Publication date: 10.03.2021**

**OUR APPROACH..... 2**

**OUR PRINCIPLES..... 3**

**CONTINUITY..... 3**

**OBJECTIVES OF FUNDED PROJECTS ..... 3**

**PROJECT SPECIFICATIONS..... 4**

**FUNDING ..... 4**

**PROJECT LEADER..... 5**

**OBLIGATIONS OF THE PROJECT LEADER..... 5**

**PROJECT SUBMISSION ..... 6**

**CONTACTS ..... 7**

# OUR APPROACH

Founded in 2010, Reforest'Action is an enterprise designed to make an impact through the planting, conservation and restoration of forests in France and around the world. The primary mission of Reforest'Action is to contribute solutions to the two major risks facing humanity: climate change and the loss of biodiversity.

We fund different types of projects:

- **Restoration of forest tracts** affected by climatic or biotic hazards, such as storms, diseases, fires, droughts, etc.;
- **Expansion of plant cover** on abandoned plots or in urban areas;
- **Enrichment of impoverished forest stands** following analysis on a case-by-case basis;
- **Agroforestry and hedgerows**

The funds provided by Reforest'Action to the landowners are raised from companies and individuals seeking to protect the environment and enhance all long-term ecosystem benefits that flow from forests:

- **Social benefits** through the introduction of skills in forestry production and management, along with improvements in the quality of air, water and the well-being of people living in the vicinity;
- **Economic benefits** through income diversification of the beneficiaries, the production of timber and the development of employment in the wood sector;
- **Environmental benefits** via increased CO<sub>2</sub> storage and the enrichment of habitats for local flora and fauna.



## OUR PRINCIPLES

---

The criteria for project selection rely on the essential principles of our **Common Multifunctionality Base**. This allows us to assess the viability of a project to sustainably provide ecosystem services as well as develop resistance, adaptation and resilience to environmental imbalances (droughts, insect plagues, etc.).

### ESSENTIAL PRINCIPLES OF THE COMMON MULTIFUNCTIONALITY BASE

- **Species diversity**  
Selection of several species adapted to the area.
- **Habitats and biodiversity**  
Maintenance or introduction of objects to the plot which can be used as habitats for the local flora and fauna.
- **Retention of CO<sub>2</sub> in soils**  
Forestry methods avoiding as much as possible the release of CO<sub>2</sub> from the soil.

We also encourage the adoption of three other **aspirational principles**:

- **Mixed planting;**
- **Source diversity;**
- **Associated resistance.**

With this mind, the projects funded by Reforest'Action must aim to maintain, conserve or improve the biodiversity with regard to the area, ecosystem, species and gene pool.

To accomplish this, the priority should be placed on appropriate forestry management practices (e.g. reforestation and afforestation with tree species and sources adapted to the conditions of the area) and the use of maintenance, harvesting and transport techniques that minimise the damage caused to trees and/or soil.

You can find out more details about our Common Multifunctionality Base at this page: <https://bit.ly/2JfU9on> .

## CONTINUITY

---

The reforested plots must ensure the continuity of the ecosystem benefits provided by the planted trees. The plot must be sustainably managed even after the partnership comes to an end. This presupposes the prohibition of any form of deforestation or major and irreversible degradation of the forest.

Where the funded forest tracts are not preserved for 30 years (except in the case of a force majeure: storm, drought, fire, disease), the project leaders will be obliged to reimburse the full amount provided by Reforest'Action in order for that money to be reinvested elsewhere.

## OBJECTIVES OF FUNDED PROJECTS

---

Our project specifications are based on fundamental principles that enable the development of ecosystem services provided by forests over the long term. The projects funded by Reforest'Action have the following major objectives:

- Conserve or restore forest ecosystems and their biodiversity;
- Produce food and/or other products derived from forests (wood, bark, seeds, etc.);
- Protect agricultural plots (erosion, loss of fertility, etc.) and secure agricultural production;
- Store carbon dioxide.

# PROJECT SPECIFICATIONS

We distinguish between selective criteria, which determine a project's selection, and supplementary criteria that enable us to appraise the quality of a project.

## SELECTIVE CRITERIA

Planting of **50,000 trees/year minimum**;

Diversity of planted species: **two species minimum, mixed within the plot**;

History of area before planting: the plots to be reforested must have been affected by natural vagaries (storms, fires, diseases, etc.) or must be degraded land (abandoned or degraded farmland, brownfield land, etc.);

The project must be located **outside conflict or dangerous zones** (see [the travel advice map](#) or [the website](#) of the French Ministry for Foreign Affairs);

The project must not intend the planting of any **species categorised as invasive by the IUCN**

Project leaders must be able to show experience in the field of reforestation or agriculture;

Project leaders must be able to ensure periodic, quality information: GPS readings of plantations, reports, photos, videos, etc.

## SUPPLEMENTARY CRITERIA

Extent of **integration of local communities and minorities** in the project;

**Skills development** (training, awareness-raising, etc.) of local communities;

**Continuity** of the project over the medium and long term;

**Protection of soils**;

Selection of **indigenous or native species** allowing to enhance the **associated resistance** of the forest stands;

**Development of economic activities** connected to the project;

Absence of **pesticide use**.

# FUNDING

For every project, the amount of funding granted by Reforest'Action depends on the project's size, the expected benefits for the communities involved, the positive impact on local biodiversity and the amount of CO<sub>2</sub> that can be stored by the planted species (data assessed by Reforest'Action based on information supplied by the project leader). Reforest'Action's contribution will be calculated on the basis of the budget provided by the project leader. The funds contributed by Reforest'Action may be added to public subsidies. Additional funds from private bodies may not be sought by the project leader without the express agreement of Reforest'Action. The funds contributed to the project remain conditional on the money raised by Reforest'Action.

Funds will be released according to a schedule established by the project leader and Reforest'Action. No funds will be released until the following have been received:

- **Invoice from the project leader**, giving the description of the project's activities and the amount;
- **Report** informing on the number of trees planted, the project's impacts, any difficulties encountered, GPS coordinates, etc.;
- **Photograph** of the plantation: magnified trees planted in ground, wide shot of the planted site, planters in action.

## PROJECT LEADER

---

A project leader may be a natural or legal person (association, NGO, cooperative, individual, etc.). They must be able to prove two years of work on forestry or agricultural projects. Furthermore, they must:

- Hold a bank account that is specific to the activity of the project leader;
- Be legally established in the country where they carry out their activity.

## OBLIGATIONS OF THE PROJECT LEADER

---

In return for the funding provided by Reforest'Action, the project leader will have to sign a contract in which they agree to fulfil the following obligations:

- Allocate the funds received solely to the planting of the number of trees originally determined;
- Replace all dead trees in the first three years of their planting, and ensure a minimum survival rate of 80% of all planted trees after 3 years from the end of the work;
- Supply Reforest'Action with contact details of those responsible of monitoring the project for the 5 years following the provision of funding;
- Carry out or have carried out the planting work in strict accordance with the established project form;
- Provide Reforest'Action with a regular update (at least every quarter) including details on the planted trees, their GPS coordinates, identity of the beneficiaries, photos and a summary of activities carried out.
- The land owner(s) must be known and ownership, based on written or customary law, must be demonstrable and shown to Reforest'Action.
- Obtain the free and unequivocal consent of the stakeholders of the project(s) before tree planting commences (e.g. by means of public consultations).
- Reject all forms of forced, compulsory or slave labour, including recourse to trafficking, prison labour or work by soldiers, or the use of extortion, debts, threats, fines or financial penalties.
- Within the organisation's economic activities, no child must be compelled to carry out work to the detriment or likely to compromise their education, or any work prejudicial to their health or physical, mental, spiritual, moral or social development.
- Reject all forms of discrimination related to work, recruitment, training, assignments, welfare benefits, promotion policies and procedures, and other opportunities leading to better conditions, salaries or advancement.
- Make the plot(s) accessible to the employees and customers of the business that funds the plantation through Reforest'Action;
- Allow the erecting of a sign mentioning the name of said business if so desired.

Finally, the project leader must authorise Reforest'Action and its financial partners to publicly disseminate information on the funded projects using any type of medium (press, print, digital, etc.) in order to raise funds and promote the ecosystem benefits contributed by the projects.

Afforestation, reforestation and natural regeneration projects funded by Reforest'Action are presented on the website [www.reforestaction.com](http://www.reforestaction.com), alongside the GPS coordinates of the planting sites, the species planted and the type of plantation.

# PROJECT SUBMISSION

1

## COMPLETE THE PROJECT DESCRIPTION FORM

INTERNATIONAL PROJECTS DESCRIPTION FORM

Project title	
Location Country, State, Region	
Project start date	
Contact Entity, function, phone number, email	

International projects - Description form

The project leader must provide a presentation of the project or fill in the template supplied by Reforest'Action. This will enable Reforest'Action to assess the project's quality and adjudicate on its fulfilment of the selection criteria.

The provisional budget must take into account all costs, from the purchase of nursery seedlings to their planting, then their monitoring over time. It should also mention any other funding or self-funding available to the project leader.

This provisional budget will allow Reforest'Action to determine the subsidy it will grant.

2

## ITEMISE YOUR PROVISIONAL BUDGET

BUDJET PREVISIONNEL

N°	COMPTES	REVENUS	DEPENSES	BILAN
1	Revenu de vente			
2	Revenu de location			
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				

3

## ATTACH PHOTOS OF THE PROJECT



Photos of previous projects, the areas to be reforested and any other document deemed useful can be attached to the submission.

## CONTACTS

---

### **BIERINX, Caroline**

International projects manager

Asia, Africa, Oceania

[caroline.bierinx@reforestaction.com](mailto:caroline.bierinx@reforestaction.com)

### **GUENOUN, Jihane**

International projects manager

Latin America, North Africa

[jihane.guenoun@reforestaction.com](mailto:jihane.guenoun@reforestaction.com)

