



UNDERSTAND ALERT **TAKE ACTION** FOR THE FORESTS

Forests are humankind's allies. They are indispensable to the preservation of social and ecological balances and provide multiple invaluable services every day. They have a major role to play in climate, biodiversity, but also on socio-economic development. However, their benefits are often misunderstood! It is essential to be aware of the services rendered by forests and to understand the threats they face in order to realize the importance of protecting and restoring them.



THE FOREST AND ITS SUPERPOWERS



THE CLIMATE

Forests are our largest land-based carbon sinks and are impressive carbon pumps. As trees absorb carbon dioxide to fuel their growth, they transform it and release oxygen, thus storing the CO₂ and purifying the air.

1/4 OF FRANCE'S ANNUAL GREENHOUSE GAS EMISSIONS ARE ABSORBED BY THE FRENCH FOREST.



BIODIVERSITY

Biodiversity is the very basis of our life on Earth. Forest ecosystems harbour 80% of land-based biodiversity, from plants and animals small and large to fungi and bacteria, which all depend on one another for life.

75% OF THE FRESH WATER AVAILABLE FOR HUMAN USE COMES FROM THE FOREST



WATER

The forest plays a vital role in the water cycle. Among other things, it helps cool the air and contributes to rain cloud formation, while purifying the water and retaining it in the soil.

80% OF LAND-BASED BIODIVERSITY IS FOUND IN THE FOREST



LAND PRESERVATION

Trees help minimise phenomena such as erosion, flooding, high-water events and landslides.

FORESTS ENABLE **25%** OF THE WORLD POPULATION TO MEET THEIR NEEDS



SOIL QUALITY

Trees act like natural fertilisers and enrich the soil, boosting the quantity and quality of harvests.

THE FOREST SOIL ABSORBS **6x** MORE WATER THAN A GRASSLAND PLOT OF EQUAL SURFACE AREA



SOCIAL AND ECONOMIC DEVELOPMENT

Forests are home to millions of people and they are also a social and economic driver, as a source of jobs, food, timber and other materials harvested from the forest.

WHEN WELL PLACED IN THE CITY, TREES CAN REDUCE AIR TEMPERATURE BY 2-8°C



HEALTH & WELL-BEING

The forest is a great place to recharge your batteries and its trees produce oxygen, purify the air and benefit our immune system. In the city, trees protect against pollution and act as a natural air-conditioning system.

DURING A DAY'S WALK IN THE FOREST, THE HUMAN BODY PRODUCES **30%** MORE IMMUNE CELLS THAN DURING A DAY'S WALK IN TOWN



THE ECOLOGICAL TRANSITION

If wood comes from sustainably managed forests, it is much more energy-efficient than other materials and helps store carbon, even in processed wood products.



FORESTS UNDER THREAT



DEFORESTATION

This is the decrease in forest areas to make way for other land uses.

Deforestation (mainly in tropical zones) affects local inhabitants, ecosystems and species, and releases greenhouse gases. While there are multiple causes, farming is by far the largest contributor to deforestation. More than half of deforestation in the world is directly linked to the forest being converted for pasture or crops.

12 M ha
THE TOTAL FOREST AREA DESTROYED IN 2018

= 30
FOOTBALL PITCHES PER MINUTE



THE EQUIVALENT OF 14.8 M HA INCLUDING

5.1 M ha

IN COUNTRIES WITH A HIGH DEFORESTATION RISK.

RAW MATERIALS IMPORTED BY FRANCE THAT POSE THE GREATEST RISK



SOY



BEEF & LEATHER



PALM OIL



COCOA



RUBBER



PAPER PULP



WOOD



FOREST DEGRADATION

This is mainly due to climate change which leads to drought and storms, and increases the number of exotic diseases and insects numbers imported with globalisation.

These hazards reduce the forest's capacity to provide goods and services, such as CO₂ storage, biodiversity protection, timber production, and so on.

For example:

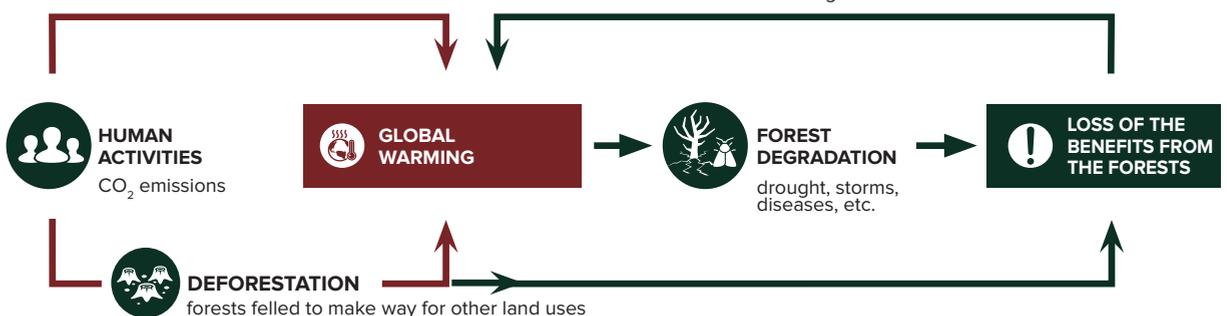
42%
OF TREE SPECIES IN EUROPE ARE THREATENED WITH EXTINCTION

500
THE FRENCH FOREST IS HOME TO 300 INSECT PEST SPECIES AND 200 FUNGAL PATHOGENS

50%
OF THE FRENCH FOREST WILL BE EXPOSED TO A HIGH RISK OF FIRE BY 2050



Among other impacts, degraded forests no longer fill their carbon storage role.





GOOD EVERYDAY HABITS TO PRESERVE THE FORESTS.

We can all do our bit from day to day by consuming more responsibly.
If we all change a little, we can change everything!

ECO-HABITS FOR THE FOREST

ECO-HABIT #1



« I EAT PORK AND POULTRY LESS OFTEN BUT I CHOOSE BETTER QUALITY. »

When I eat meat, I enjoy it more, with high-quality, labelled products from local sources.

ECO-HABIT #2



« I EAT BEEF LESS OFTEN BUT I CHOOSE BETTER QUALITY. »

I try not to eat too much industrial meat and meat-based ready meals (hamburgers, lasagne, etc.). I select meat with a quality label from a local source.

ECO-HABIT #4



« I AVOID PALM OIL IN MY GROCERIES! »

I cut down my consumption of industrial and processed foods. I learn how to read food labels, starting with the items I consume regularly.

ECO-HABIT #3



« I MAKE LIMITED AND RESPONSIBLE USE OF LEATHER. »

I limit my use of leather and I check where it comes from. I take part in the circular economy by opting for second-hand goods whenever possible.

ECO-HABIT #5



« I TAKE THE TRAIN OR OPT FOR CAR-SHARING TO CUT MY FUEL CONSUMPTION. »

Palm oil is largely used to produce biofuel. I cut down on car journeys to reduce my fuel consumption.

ECO-HABIT #6



« I EAT FEWER PROCESSED CHOCOLATE ITEMS »

I cut down on industrial (processed) chocolate such as confectionery bars and I treat myself to good-quality, "responsible" chocolate!

ECO-HABIT #7



« I BUY RECYCLED OR CERTIFIED PAPER »

I cut down on my paper use, I recycle and I opt for responsible recycled or certified paper.

ECO-HABIT #8



« I CHECK THE ORIGIN OF THE WOOD IN THE PRODUCTS I BUY »

I buy wood products from local, certified sources, I reduce my consumption of single-use products that are hard to recycle or reuse, and I recycle wooden items and furniture I no longer use.

AND MORE GENERALLY... I REDUCE MY CARBON FOOTPRINT AS FAR AS POSSIBLE TO HELP TACKLE CLIMATE CHANGE, WHICH HAS A MAJOR IMPACT ON FOREST DEGRADATION.

Find explanations and practical advice in our "Understanding, increasing awareness and taking action for the forest" guide.



RESTORING & EXPANDING THE FOREST

TAKE ACTION NOW

Trees take time to grow and reach the maturity at which they absorb maximum CO₂ and render an array of services such as oxygen production, water filtering and soil retention.

Given this time frame, we need to take action now by:

- › **Planting and protecting trees.**
- › **Restoring degraded plots in a way to make them more resilient to climate change.**
- › **Focusing on the natural regeneration of current stands to fortify them.**



MAKE THE MOST OF THE FOREST'S MULTIFUNCTIONAL POWERS!

The key is restoring forest ecosystems so that they can fulfil their multifunctional role to benefit the environment, society and the economy.

- › Environmental function: CO₂ storage, biodiversity preservation, soil protection and protection against natural hazards.
- › Economic function: jobs, timber production, a food source, etc.
- › Social function: a habitat, a source of health and well-being, recreation, etc.

Each forest project should take these different aspects on-board.

DIFFERENT REFORESTATION PROJECTS



PROJECTS IN FOREST ENVIRONMENTS

OBJECTIVE: planting varied species adapted to the local ecosystem or encouraging natural regeneration to enhance and restore the multifunctional forest.



PROJECTS IN URBAN ENVIRONMENTS

OBJECTIVE: planting urban forests to help develop greener, more sustainable and more attractive cities.



PROJECTS IN AGRICULTURAL ENVIRONMENTS

OBJECTIVE: developing agroforestry by planting trees and bushes on agricultural land.

HOW DO I TAKE PART?



- › Join in tree planting sessions in winter.
- › Provide financial backing to well-reputed reforestation operators.
- › Help increase widespread awareness of the challenges and benefits of the forests.



Reforestation is essential but it will never compensate for the efforts we all need to make to cut our CO₂ emissions – starting today.

TO MAKE SURE YOU SELECT THE RIGHT REFORESTATION PROJECT, CHECK:

- › the quality of the organisation in charge, and of its local partners
- › the diversity of species planted or regenerated
- › the information available on how funds are used
- › what follow-up and reporting is available to keep track of projects over the long term