

REFORESTATION

A corporate sustainable commitment

*Today, companies fulfil
more than a simple
economic function.*

At the heart of the societal challenge, they are aware of the general role they must play to benefit their ecological, social and cultural environment. Focussing on collective intelligence, leading companies are directly adopting a CSR (corporate social responsibility) approach to their development and innovation strategies. Their activities are driven within a citizen-centric perspective and their values are focused on actions that benefit the common good.

Sylva Nova proposes an original and pragmatic plan for environmental action: **reforestation.**



Reforestation

The urgent requirement to plant and replant trees no longer needs to be demonstrated.

The UN has also made it one of its 17 "Sustainable Development Goals":

protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, halt and reverse land degradation and halt biodiversity loss.

Forests are the most biologically-diverse ecosystems on land, hosting more than 80% of the terrestrial species of animals, plants and insects.

They play a significant role in:

- | Reducing natural disasters
- | Mitigation of climate change through carbon sequestration and contribution to the balance of oxygen, carbon dioxide and humidity in the air
- | Water filtration
- | Procurement of shelter, jobs and security for forest-dependent communities
- | ...

Contributing to reforestation is:

- | Positively addressing Earth's environmental challenges **known and shared by all**
- | Being a **participant** in shaping our own future and that of future generations
- | Enabling the completion of projects lacking funds, or in need of additional budget **without use of public money**
- | Becoming actively engaged and a part of a global **long-term** vision
- | Protecting **life** in all its forms
- | ...

Reforestation provides an **opportunity** for responsible companies to support a public interest initiative.





Making a commitment with Sylva Nova

For more than 20 years, Sylva Nova has been developing in-depth knowledge of forestry and its challenges: consultancy, forest management, FSC® certification and reforestation.

As a field actor at national and international levels, as well as an expert for the UN, today Sylva Nova connects forests needing (re)forestation with companies that wish to contribute:

IDENTIFICATION OF SITES NEEDING REFORESTATION

- | Exclusive selection of projects with environmental added-value: reforestation takes place following storm damage, fire, crop failure or simply to increase the overall forest surface area by planting on neglected land.
- | No geographical limits to the choice of forest sites (one or more) in a portfolio of existing projects or in a search for different action areas on request. The main projects currently identified include: Armenia | Belgium | Spain | France | Ireland | Italy | Kazakhstan | Lebanon | Portugal...
- | Possibility of partnering existing institutional programmes such as the Forest Landscape Restoration (FLR) projects defined by the United Nations.

FINANCE AND COMMITMENT MANAGEMENT

- | Financing by the tree for overall management.
- | Transparent management of funds transferred to Sylva Nova (Belgian private limited company) in compliance with Belgian sponsorship legislation.
- | A letter of undertaking signed by the land owners (private and public): acknowledgement of the sponsor and the sums donated, forest maintenance (at least 20 years), access to the site and visibility, information...

OPERATIONAL PLANTING MANAGEMENT

- | With the support of local partners.
- | In compliance with technical rules and local legislations.

REGULAR INFORMATION (WRITTEN AND VISUAL) AND PROJECT MONITORING

By putting its name to an environmental commitment and with appropriate communications (*), your company benefits:

- | From a **brand image** whose visibility is strengthened by positive values in the eyes of your stakeholders.
- | From an opportunity to develop your staff's **feeling of belonging** and **motivation** around a collective scheme that makes sense and gives them personal fulfilment from an ethical project.
- | From a better **integration** in the local community, with the public authorities and civil society in general.
- | ...

Planting a forest is adding value to a region and a community for several generations.

(*) The different forms of communication to promote and give visibility to your societal commitment in a manner that is coherent and consistent with your communication practices include:

- | Press: Releases and conferences
- | Events: Awareness day, visits to a forest plantation or replantation site...
- | Internal media: Intranet, internal newsletter, special courses...
- | Digital communication: News updated regularly on your website, social networks (such as Twitter | LinkedIn | Facebook...)
- | Annual report: CSR type non-financial information part
- | Creating a communication practice with actors in the forest sector (advertorials in specialist magazines, joint speeches at conference or events...)
- | Corresponding visuals making the project more real, concrete and tangible

**sylva
nova**

Sylva Nova SPRL

Etangs de la Julienne, 4 | B-4601 Argenteau | Belgium

T +32 (0)4 379 88 34 | M +32 (0)475 53 79 38 | info@sylvanova.eu

www.sylvanova.eu



Publication produced according to ecological standards