



ACTIVITY REPORT 2024



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EDITORIAL

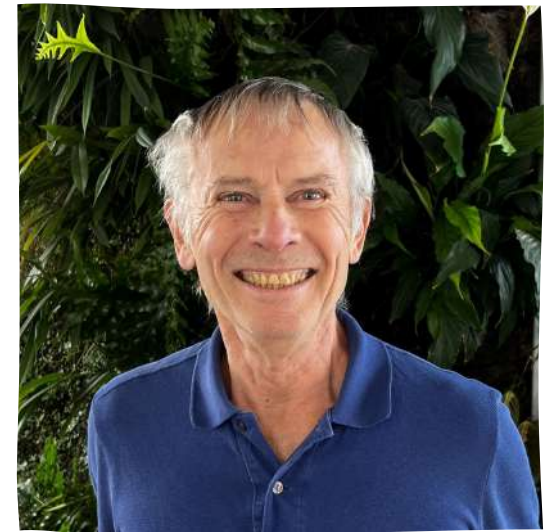
PLANTING TREES IN FRANCE AND BEYOND, FOR A WORLD WHERE PEOPLE AND NATURE THRIVE TOGETHER

Given the current context, our mission is no easy task.

Widespread inflation has increased the implementation costs of our projects. Climate change is being felt in force, with unusually heavy rainfall postponing planting seasons — as was the case in France in 2024 — and extremely rare rainfall weakening the growth of young trees, in South America, for instance, where the effects of el Niño were particularly severe.

Despite these challenges, together with our planting partners in the field, we are more motivated than ever to continue our mission, because trees quite literally change the lives of the project beneficiaries, strengthening their resilience in the face of uncertainty. Indeed, this is what they tell us.

I would like to thank the patrons and donors who are supporting us and our mission over the long term — fully aware that real environmental and social impact takes time to grow.



**ANDRÉ-JEAN GUÉRIN,
PRESIDENT**

**JOËLLE TOURÉ,
EXECUTIVE DIRECTOR**



EDITORIAL

WE ARE TIRELESSLY CONTINUING OUR MISSION TO SUPPORT BENEFICIARIES ON THE GROUND, HELPED BY OUR LOCAL PARTNERS.

This year, our Scientific Committee selected three new partners: Agroof in Brittany, PermaVinea in Ain, and Arbre aux Abeilles in Lozère — all further strengthening our presence across France.

In Borneo, our collaboration with the Danau Girang Field Centre is a major step forward. Thanks to their well-recognised expertise, both in planting and women's inclusion, we can now assess the real-world impact of tree planting on plots of land previously used for growing oil palm.

Several projects now form a direct bridge with scientific research. In Brittany, for instance, integrating planting with livestock farming is the tangible result of years of applied research.

Internally, our structure goes from strength to strength. The skills-based sponsorship offered by F31, a management tools expert, has boosted our operational efficiency. Thanks to our digital developments, donors can now set up monthly donations and, via an interactive world map, receive a planting certificate.

Securing funding remains the main challenge for our association. To expand our supporter base, in 2024 we developed our expertise in communications, fundraising, and media relations.

A photograph of a lush green landscape with many trees and a person walking in the distance. The trees are tall and thin, with green foliage. The ground is covered in dry grass and some green plants. A person is walking in the middle ground, wearing a blue shirt and a blue cap. The sky is clear and blue.

A COMMITTED AND RIGOUROUS ASSOCIATION

GROWING SOLUTIONS

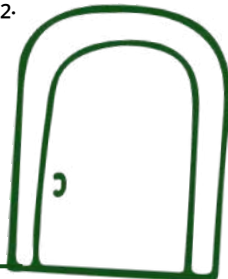


It all began in 2017 with Gérard Feldzer, a former airline pilot with a paradox: passionate about flying, he is nevertheless keenly aware of its environmental impacts. Yet instead of wallowing in guilt, he decided to take action!

His first initiative, 'Un arbre, une vie', was based on the poetic idea of linking tree planting to a major life event, like a birth, for example.

But soon Gérard realised that the impact of a tree extends way beyond symbolism or absorbing CO₂.

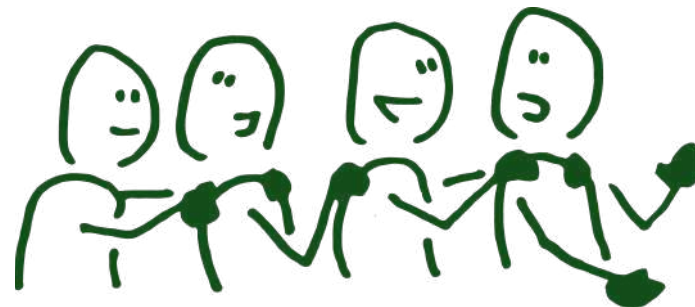
Then fate knocked on his door!



A friend, Joëlle Touré – an agricultural engineer seeking a new career path – happened to drop by Gérard's barge moored in Paris (now the association's offices).

Supported by André-Jean Guérin, now president of the association, the trio created A Tree for You, a public interest (1901 French law) association. They inspired several leading figures from the scientific, associative and business worlds to join them in this environmental and human adventure.

Today, A Tree for You boasts a wide range of skills and expertise that are put to good use in its social purpose.



A man in a dark blue t-shirt and black pants is bent over, using a wooden-handled hoe to dig in a field. He is barefoot and appears to be working in a rural, agricultural setting. The background shows a clear blue sky and some greenery.

CLEAR COURSE OF ACTION

Thanks to our donors, together with scientific experts and local stakeholders, we are planting trees in France and across the globe to tackle the three major challenges of our century: **social inequalities, threats to biodiversity, and climate change.**

TO ACHIEVE THIS, WE LEAVE NOTHING TO CHANCE ...



Our projects are rigorously studied and selected to address real local issues.



Stringent project monitoring is carried out over the long term.



We adopt a humanist approach to local partners and stakeholders.

OUR IMPACT

Together, since 2017, we have transformed hectares... and lives.

69 PROJECTS LAUNCHED ACROSS 15 COUNTRIES

OVER 63 000 LOCAL BENEFICIARIES SUPPORTED

OVER 137 000 PRIVATE DONORS ENGAGED

OVER 1 700 000 LONG-LASTING TREES PLANTED



TESTIMONIALS FROM BENEFICIARIES

“

**THANKS TO THE TREES,
OUR SOIL IS MORE FERTILE AND WE
DON'T NEED TO USE CHEMICAL
FERTILISERS ANYMORE.**

**THIS IS BETTER FOR THE LAND,
AND OUR HEALTH TOO.**

AFI, A FARMER IN TOGO

”



**PLANT TODAY
CHANGE TOMORROW**

ACT FOR A WORLD WHERE PEOPLE AND NATURE PROSPER TOGETHER.

Why are trees a universal solution for a world seeking ecological and social equilibrium?



Help and improve living conditions for local people



Stabilise and prevent soil erosion



Tackle climate change



Enrich biodiversity



Regulate water cycles

In reforestation projects, it's common practice to plant more trees than the number expected to survive after a few years.

At A Tree for You, the expected mortality and selection of trees is already factored into the price of each tree. This ensures the trees funded by donors are truly destined to grow for many years to come. This target number of long-lasting trees is closely monitored by the A Tree for You team throughout every project implementation.

A BUSY YEAR IN THE FIELD



15 AND 16
JANUARY 2024

Audit in Cognac and
visit to Saint-Emilion,
France, with our
sponsor *Beauty
Success*



FROM 11 TO 22
MARCH 2024

audit in Colombia with
our local partner
Impulso Verde



27 MARCH
2024

Field trip to
Montmorency, France,
with our sponsor
Fonds Or en Cash



29 NOVEMBER
2024

Field trip to the
Beauce region of
France



DECEMBER
2024

field trip to Togo by
our sponsor *Mécénat
Chirurgie Cardiaque*



OUR PROJECTS HAVE NO BORDERS



[See all our projects here](#)

A high-angle, close-up shot of a dense tropical forest. The canopy is thick with various shades of green, from deep forest green to bright, sunlit yellow-green. Sunlight filters through the leaves, creating a dappled light effect. The overall impression is one of a healthy, thriving ecosystem.

SPOTLIGHT ON FOUR PROJECTS WITH WIDE-RANGING IMPACTS

RETHINKING FRENCH VINEYARDS

➤ Overview:

- **Location:** Ain Region, France
- **Partners:** Permavinea with La Cuverie
- **Objective:** planting in vineyards using agroforestry and permaculture practices
- **Budget:** €43,790
- **Trees planted:** 1,510 long-lasting trees
- **Species planted** (20 types): walnut, hazel, white mulberry, weeping willow, field maple, wild pear, fig, greengage plum...

➤ Why this project?

Winegrowers Aurélien and Pierre are increasingly feeling the impacts of extreme weather events like droughts and frosts. Planting trees within the vineyards will help regulate the water cycle and improve soil fertility — key measures for adapting to climate change.

➤ Timeline:

October 2024
Soil preparation

Winter 2024/2025
Tree plating

Up to 2028
Monitoring and maintenance

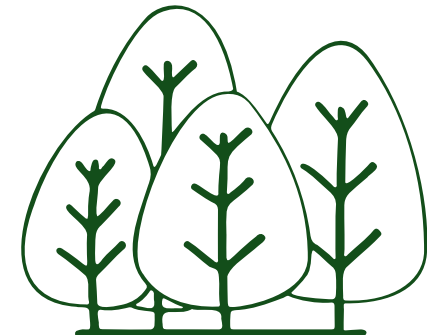


It's important to rethink how we farm. At La Cuvrie, we believe in sustainable viticulture — an approach that respects both the land and future generations.

This project is about more than wine — it's a living, transforming ecosystem.

A huge thank you to A Tree for You donors for making this possible!

Aurélien, winegrower and project beneficiary



BRINGING LIFE BACK TO THE BORNEO JUNGLE

➤ Overview:

- **Location:** the island of Borneo, Malaysia
- **Partners:** Danau Girang Field Centre et KOPEL
- **Objective:** reforestation with local communities in the heart of a wildlife sanctuary
- **Budget:** €144,375
- **Trees planted:** 26,250 long-lasting trees
- **Species planted:** Local species found naturally in the surrounding forest, such as Bayur (*Pterospermum sp.*), Belian (*Eusideroxylon zwageri*)...

➤ Why this project?

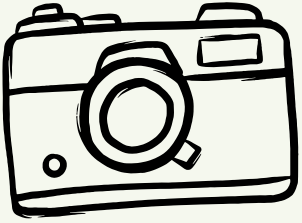
It will revive one of Borneo's last existing biodiversity sanctuaries. On land once used for oil palm plantations, trees will help restore degraded forests, boost biodiversity, and tackle climate change.

➤ Timeline

July 2025 and 2026
Soil preparation

August 2025 and 2026
Tree plating

2027 to 2030
Monitoring and maintenance



The Kinabatangan River area is home to exceptional wildlife that includes the Bornean orangutan, Borneo elephant, proboscis monkey, Sunda clouded leopard, Malayan sun bear, and Sunda pangolin — all protected species.

Restoring these forest zones will improve habitat quality and reconnect fragmented forest patches.



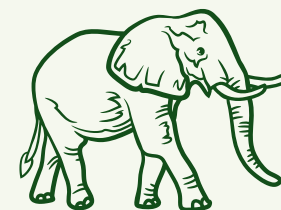
Proboscis monkey living in the Lower Kinabatangan Wildlife Sanctuary



Riverine site undergoing restoration in the Lower Kinabatangan Sanctuary



A clouded leopard from the Sunda Islands



PLANTING AND RAISING AWARENESS IN AFRICA

➤ Overview:

- **Location:** Madagascar
- **Partners:** Eau de Coco and Bel Avenir
- **Objective:** educational mangrove reforestation project
- **Budget :** €364,452
- **Trees planted:** 66,264 long-lasting trees
- **Species planted:** Orange mangrove (*Bruguiera gymnorhiza*), Red mangrove (*Rhizophora mucronata*), Yellow mangrove (*Ceriops tagal*), Grey mangrove (*Avicennia marina*), Flowering mangrove (*Sonneratia alba*)

➤ Why this project?

It seeks to restore Madagascar's natural coastal resources, as well as tackling food insecurity by establishing mangroves over the long term.. Pedagogy is a key element of this project: pupils from local schools take part in planting days and receive year-round environmental education.

➤ Timeline

2024 to 2026

Planting trees

2024 to 2026

Raising awareness among schoolchildren

2027 to 2029

Monitoring and maintenance



For over 20 years, Eau de Coco has worked in Madagascar to improve living conditions and raise awareness of environmental issues among young people.

Our partnership with A Tree for You is strengthening our long-term, educational reforestation work, involving children and communities to sustainably protect the mangrove ecosystem.



*Stéphane Hamouis, Director,
Eau de Coco*



PROTECTING THE ECUADORIAN AMAZON

➤ Overview:

- **Location:** Tena, Ecuador
- **Partner:** Ishpingo
- **Objective:** participatory reforestation
- **Budget:** €522,500
- **Trees planted:** 95,000 long-lasting trees
- **Species planted:** timber and fruit trees, with 10–20 varieties per plot, including the reintroduction of endangered native species.

➤ Why this project?

It addresses biodiversity loss and builds on earlier reforestation efforts in Tena using valuable tree species. The sustainable agroforestry model improves living standards for the Kichwa people, while protecting adjacent primary forest.

➤ Timeline

2025
Setting up nurseries

2025 to 2027
Tree planting and training

2027 to 2029
Monitoring and maintenance

Between 500 to 600 local families will benefit from this project.



Tree planting delivers both **ecological and economic advantages**. For instance, fruit orchards can increase household income by over 30% in just three years and even double it within five. Timber trees also represent long-term capital — each tree can earn a farmer around \$200 when harvested, roughly two decades after planting.

The aim is to create a virtuous cycle: for every tree felled, a new one is planted — so ensuring lasting benefits for future generations.



A beneficiary taking plants from the community nursery to take home and plant on her land.



Visit by beneficiaries of the Ishpingo Foundation's experimental farm



Minga (collective work) within a community nursery

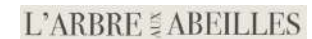




A PRECIOUS COMMUNITY

OUR PLANTING PARTNERS

You can't improvise tree planting. Our Scientific Committee rigorously selects operators experienced in the field and firmly rooted locally. These trusted experts and partners provide project beneficiaries on the ground with direct technical guidance and support.



OUR AMBASSADORS



A Tree for You is fortunate to benefit from the invaluable support of one patron and three ambassadors. Their commitment helps raise the profile of our mission and work.



MONIQUE BARBUT

Former Executive Secretary of the UN Convention to Combat Desertification,
President of WWF France



JEAN-FRANÇOIS CLERVOIS

Astronaut, veteran of three space missions studying the atmosphere, supplying the Mir space station, and repairing the Hubble Space Telescope

Founder of AirZeroG



JEAN JOUZEL

Climatologist and glaciologist, member of the French Academy of Sciences,

Vice-chair of the IPCC Scientific Panel from 2002-2015 (co-recipient of the 2007 Nobel Peace Prize)



JEAN-LOUIS ETIENNE

Doctor and polar explorer, the first man to reach the North Pole solo

[Read their testimonies here](#)

OUR PARTNERS & CORPORATE SPONSORS

From financial support and employee engagement to promoting our initiatives among their stakeholders, around 15 companies and foundations joined us in 2024 — including newcomers Nénés Paris and Déguite&co. **We would like to warmly thank them!**

©AFAP

KEY FIGURES

- **€860,000 collected**
- **Over 15 companies committed**
- **2 new partners**

➤ BLACK FRIDAY SOLIDARITY WITH BIP&GO

Bip&Go, a leading, French, electronic toll payment provider, pledged to plant one tree for every new subscription during their Black Friday Solidarity event in November. Thanks to this great initiative, 3,484 trees will soon be planted in Normandy, France, as part of our hedgerow project.

We would like to extend our thanks to Bip&Go, who have supported us since 2022!



> SKILLS-BASED SPONSORSHIP WITH F31



In 2024, we were fortunate to benefit from our very first skills-based sponsorship, with F31, a specialist in business management tools. Their expertise helped us greatly simplify our project monitoring systems, as well as our general and analytical accounting tools.

A huge thank you to Émilien and Alexis for their commitment and professionalism — their support has significantly enhanced our association's efficiency and accuracy!



> INNOVATION GOES GREEN – WITH SAFRAN AIRCRAFT ENGINES



For the past three years, Safran Aircraft Engines has organised an innovation award to encourage employee creativity. The more employees get involved in generating new ideas, the more the company commits to supporting associations.

Thanks to this collective effort, 1,249 trees will be planted in the forests of Montmorency and Lozère in France.

THANK YOU

TO OUR MAIN SUPPORTERS

Flyingblue
AIRFRANCE KLM

TotalEnergies
FONDATION

BIP&GO
Télépéage

SAFRAN
AIRCRAFT ENGINES

FONDATION
ETINCELLE

R=D
BY SFR

BEAUTY
SUCCESS
Parfumerie & Institut

leDélirant

RAID
LATÉCOÈRE-AÉROPOSTALE

bobbies
PARIS

ORCHESTRA
— The Leisure Platform —

FairMoove

MYCOMM.

AS WELL AS ALL OF OUR PARTNERS AND SPONSORS

OUR INDIVIDUAL DONORS

Supporting A Tree for You means choosing a transparent planting initiative that delivers tangible environmental and social impacts. **We warmly thank our 137,000 donors, whose support brings our projects to life every day and drives them forward in the field.**

> GROWING DONATIONS

The funds raised in 2024 increased by +14% compared to 2023.
We are really proud of this achievement.

> SUPPORTING US LONG TERM IS NOW POSSIBLE!

In 2024, we launched recurring donations via direct debit on our website. Donors can now choose to give monthly to support our ongoing work.

“I'm **DELIGHTED** to be able to follow the projects over time. This is so rare!
Corinne, donor



A BIG THANK YOU!



KEY FIGURES

> **137,000 donors**

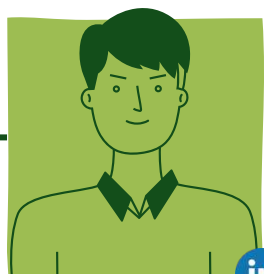
> **€1.9 million
raised in 2024**

> **Donors from 39
different
countries**

ENGAGED GOVERNANCE AND TEAM

General assembly

BOARD OF DIRECTORS



**ANDRÉ-JEAN
GUÉRIN**

President
Member of the French
Academy of Agriculture.
Honorary General Engineer
of Bridges, Water and
Forests



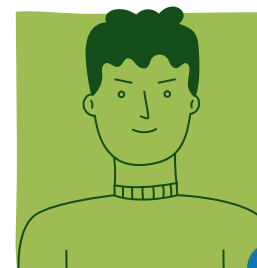
LIONEL GUÉRIN

Treasurer
President, Aéro-Biodiversité.
Former CEO of Transavia
and former Deputy CEO of
Air France



HANH NGOC HÀ

Secretary
President of the association
Zebunet



GÉRARD FELDZER

Vice-President
Founder of A Tree for You.
Expert in eco-mobility.
President of Aviation sans
Frontières



**GENEVIÈVE FERONE
CREUZET**

Vice-President
Pioneer in corporate
environmental ratings.
Co-founder and partner,
Prophil



**EMMANUELLE
BOUR POITRINAL**

Vice-President.
General engineer of
bridges, water and forests.
President, Club des
Bioéconomistes.
Member of the General
Council for Food,
Agriculture and Rural Areas
(CGAAER)



ODILE CHEREL

Vice-President
Vice-President, Aéroclub
de France, Aéro-
Biodiversité, and the Air and
Space Museum



**VINCENT
ETCHEBEHERE**

Board Member representing Air
France.
Director of Sustainability and
New Mobility, Air France

OPERATIONAL TEAM

JOËLLE TOURÉ

Executive Director
Agronomist



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AIMY CARADEC

Project Coordinator
Environmental law
specialist



SCIENTIFIC COMMITTEE



SAMUEL REBULARD

Agronomist. Senior lecturer in Life and Earth Sciences. Co-director of the agrégation preparation course at Paris-Saclay University. Author of *Le Défi Alimentaire* (Belin Éducation, 2018)



ANNEKE DE ROUW

Agro-ecologist. Senior researcher at the French public research institution IRD



ALAIN RIVAL

Agronomist. R&D project manager in tropical agriculture and forestry at the French agricultural research and cooperation organisation CIRAD



SÉRAPHINE GRELLIER

Lecturer and researcher at the University of Tours. Ecohydrology expert. Leads international research projects (in Asia, Africa, and Europe)



JEAN-LOUIS JANEAU

Hydro-ecologist and soil specialist at the French public research institution IRD



Our planting partners and projects are selected by this independent Scientific Committee, made up of volunteers all highly competent and recognised in their fields. Their expertise spans agricultural and economic development, university teaching, and international research in ecohydrology and life sciences.

In 2024 : Seven scientific committee meetings were held to select six new projects and three new planting partners. They monitor the projects over time and also visit the field with the operational team to audit them.

FINANCIAL REPORT

STABLE RESOURCES

For A Tree for You, 2024 will be its seventh year of operation. Thanks to our supporters, the association has been able to maintain a high level of donations and resources, with a total of **€2,691,000** (including the use of dedicated funds from previous years), **99% of which comes from the generosity of the public - individuals, companies, associations and private institutions.**

For several years now, Flying Blue has been offering its cardholders the opportunity to donate their miles; Safran Aircraft Engines encourages innovation among its teams; Bip&Go, Red By SFR, Beauty Success, FairMoove and Bobbies raise awareness of our projects among their customers; the TotalEnergies Foundation, the Etincelle family foundation and many other sponsors and individual donors together enable the planting of hundreds of thousands of trees every year. MyComm has once again supported A Tree for You this year with its structural costs.

Since the 2019 financial year, the association has exceeded the regulatory thresholds and complies with the accounting plan for associations, which requires the intervention of an auditor and the publication of a statement of use of resources.

In 2024, we further strengthened our management procedures with the sponsorship support of F31, in order to fulfil our commitment to rigour and transparency towards our donors. The complete financial report for the 2024 financial year, approved by our auditor, is available on request at contact@atreeforyou.org.

The balance sheet rose from €4,883,000 to €5,052,000 in one year, mainly due to the association's commitment to new projects, despite the progress made on ongoing projects.

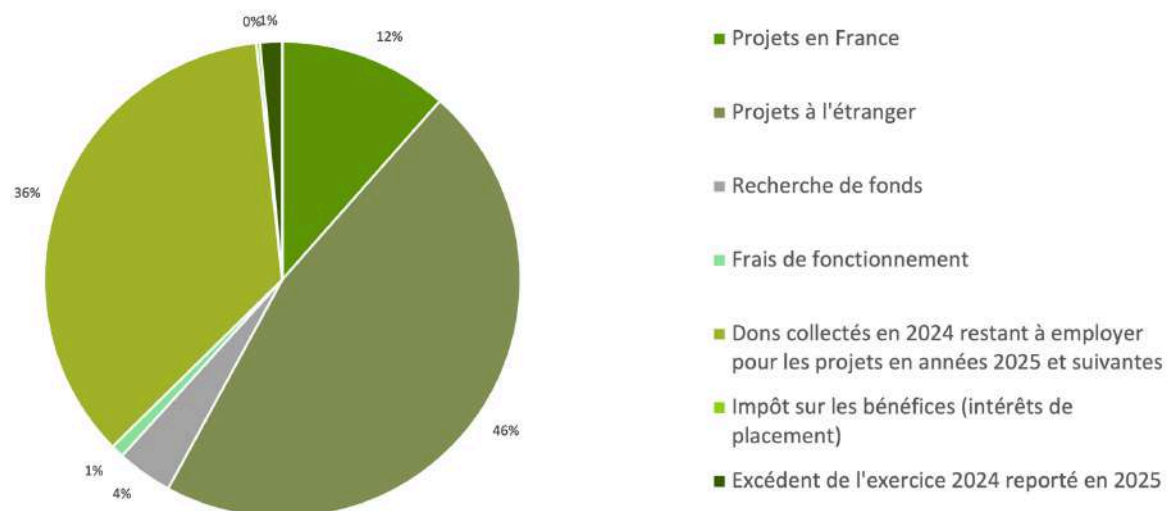
The total resources collected in 2024 amounted to €2,009,000, of which 36% is dedicated to two large-scale projects in Kenya and Ethiopia, 53% is contributed by individuals and 7% by corporate sponsors for planting projects. To cover our structural costs, 4% of resources come from investments in term accounts and are contributed by our various supporters.

92% OF DONATIONS USED FOR PROJECTS

In 2024, 92% of donations collected (excluding the Ethiopia-Kenya programme) will go towards implementing and monitoring projects, with the remaining 8% covering A Tree for You's administrative costs. In December 2024, the Board of Directors decided to increase the percentage of donations allocated to administrative costs from 7% to 10%, while reducing the portion dedicated to project monitoring by A Tree for You from 13% to 10%, thereby maintaining 80% of donations for the work of planting partners. **This means that at least 90% of each donation collected and allocated to a planting project is exclusively used to carry out planting projects, i.e. the association's social missions.**

In 2024, total expenditure for the financial year amounted to €1,692,000, to which was added €959,000 in donations collected in 2024 and carried forward to subsequent years, and €41,000 in surplus carried forward to 2025. Of this €1,692,000, more than 92% is devoted to the association's social mission. The costs incurred by A Tree for You for fundraising and seeking partners for dissemination represent 6% of the year's expenditure, and the costs related to the statutory operation of the association account for less than 2%.

Emplois en 2024 de l'ensemble des ressources, soit sur 2 691 k€



The projects are spread over several years. Thus, a significant portion of the funds collected from the public in year A is implemented starting in year A+1 and subsequent years.

By the end of 2024, this portion will reach 50% of the donations collected in 2024 and dedicated to planting projects. It will be added to the remaining donations collected in previous years.

READY TO TAKE ACTION? LET'S PLANT!

Everyone can take part today in tackling tomorrow's social and environmental challenges. So, are you ready? Let's plant!

COMPANIES

Together, let's develop your environmental and social sponsorship:

- Designate funds globally or for a specific project
- Donate a percentage of your revenue or profits
- Engage your employees (in-house challenges or salary-rounding initiatives)
- Mobilise your customers (loyalty points, checkout donations, shared-revenue products)

Your corporate donation is 60% tax-deductible (corporate tax)



INDIVIDUALS


Support our projects with a personal donation that is 66% tax deductible (income tax)

- Choose your planting project and make a one-off or recurring donation on our website
- Give your loyalty points or donate via our partner networks

Flyingblue
AIRFRANCE  KLM

R=
BY SFR

bobbies
PARIS



THANK YOU FOR YOUR SUPPORT!

Let's continue this adventure together...
www.atreeforyou.org

