



Annual activity report 2022

Reforest the planet by participating in projects selected by a committee of independent experts based on ecological and social criteria.



SPONSORS WHO SUPPORT THE PROJECT



Monique BARBUT

former Honorary Executive
Secretary of the United Nations
Convention to Combat
Desertification and President of
WWF.

“ Restoring land delivers rapid results, costs relatively little, and enables people to regain not only their food self-sufficiency but also financial independence. It creates green jobs locally, particularly for the most vulnerable sections of the population, especially women and young people. ”



Jean-François CLERVOY

astronaut, founder of AirZeroG, veteran of three space missions to study the atmosphere, refuel the Russian space station Mir, and repair the Hubble Space Telescope.

“ The Earth is a spaceship travelling at 30km per second around the sun, and we are all crew members, not just passengers, i.e. with a role and responsibilities for managing this vessel. ”



Jean JOUZEL

climatologist and glaciologist, member of the French Academy of Sciences. From 2002 to 2015, he was vice-president of the scientific group of the IPCC, an organisation co-awarded the Nobel Peace Prize in 2007.

“ The Government as a role to play, but we citizens can influence the course of events. ”



Jean-Louis ETIENNE

Doctor and polar explorer, he was the first person to reach the North Pole solo.

“ Trees are the common denominator of life for all species. Ubiquitous on every continent, they provide the planet and humanity with a wealth of potential. Trees are material for building and heating, home and shelter for biodiversity, the water tower between the earth and sky, an oxygen supplier and climate regulator, they sequester carbon, guarantee soil conservation, and can reconcile agriculture and nature.
Here's to Citizen Trees! ”

A TREE FOR YOU, A TRUSTWORTHY PARTNER



From the outset, A Tree for You has sought to be a trusted partner and offer donors who commit to reforestation projects the best possible support. To do so, our first choices were: to function as a **not-for-profit organisation**; to choose the **donation channel** for projects to be selected based **more criteria** than just carbon capture; to run projects **both in France and around the world**; and surround ourselves with the **best plantation partners**. But they are more besides.

Why choose A Tree for You over another plantation operator?

For its expert committee, which selects and monitors projects.



A Tree for You has set up a **selection committee**, independent of its Board of Directors, made up of scientists and experts. No project can be presented for donations unless chosen by this committee whose experts validate the competence of planting partners and select, guide, and monitor the planting projects over three to five years. In this way, it guarantees the projects approved are sound and properly steered over the long term.

Because a tree financed by A Tree for You is not only planted, it lasts.



In reforestation projects, operators often plant more trees than are expected to still be growing a few years on. A Tree for You takes into account the anticipated mortality or selection rate of the trees in the price of the tree, to ensure those financed by donors will grow for many years to come. The A Tree for You team keeps a close eye on the number of perennial trees for each project.



- I. Editorial : Chairman's message
- II. They're talking about us
- III. The association
- IV. Project selection
 - 1. Selecting project
 - 2. An expert selection committee
 - 3. Plantation partners
- V. Our founding members
- VI. *A Tree for You* in figures
- VII. Planting projects
- VIII. They support us
- IX. Governance
 - 1. An experience team
 - 2. GA & Executive board annual calendar
- X. Financial report and income statement





Carrying out reforestation projects to promote human development in harmony with the environment, preparing a more resilient world for future generations. This is A Tree for You's mission statement.

In 2022, thanks to *A Tree for You's* existing and new supporters, the association raised an exceptional amount of money and looked forward to 2023 with confidence.

In 2022, the association's partnership with *AIR FRANCE* changed from giving passengers a four-year opportunity to make donations from the ticketing system to making donations with their miles from the Flying Blue frequent flyer programme. Raising funds through Flying Blue better highlights the general interest nature of the association's mission and projects, which have a long-term social and environmental impact for future generations.

The *TotalEnergies* Foundation is continuing to sponsor a vast agroforestry programme in Kenya and Ethiopia, as part of the Climate-Environment component of the *TotalEnergies Foundation* programme.

For several years now, *Bobbies*, followed by *Red by SFR* then *FairMoove*, have been offering their customers the chance to donate to planting projects. They match their customers' donations or make a donation themselves. *Mécénat Chirurgie Cardiaque*, *Fondation Étincelle*, *Orchestra*, *Aéroclub Latécoère*, *Ecoway Partners*, *Amaïtierra*, *MyComm* and *Turquoiz* renewed support for *A Tree for You's* projects in 2022.

In 2022, the association further strengthened its presence in the world of tourism by signing partnerships with *Leclerc Voyages*, *Auchan Voyages*, *Havas Voyages*, and *Villanova*, with others under discussion for 2023.

More new sponsors joined *A Tree for You* for the first time in 2022, often in original ways involving their employees or customers: *BackBase*, *Goodeed*, *Michelin*, *Fondation l'Or en Cash*, *Koesio*, *Bip & Go*, *Mayoly*, *Eris Mizar*, *Phone Recycle Solutions*, *CoolMoove*, *Photo Filmage Paris...*

On the IT side, 2022 was a year of strengthening the robustness of the association's information system, which will continue in 2023.

The number of projects managed by *A Tree for You* in 2022 increased with eight new ones and the selection of two new plantation partner associations in South America: *Humedales Sustentables A.C.* in Mexico and *Impulso Verde* in Colombia. As a result, 51 projects on four continents were presented to donors on the *atreeforyou.org* platform in 2022.

Field audits were carried out in 2022, enabling the team and/or volunteers to observe progress on the ground by some of our projects in France, Kenya, and Ecuador.

The association has plenty of plans for 2023. These include strengthening and expanding partnerships, collecting recurring donations from private individuals, and stepping up communications. of *A Tree for You's* communications.

André-Jean Guérin Chairman, *A Tree for You*

THEY'RE TALKING ABOUT US



franceinfo:

Le Parisien

 **consoGlobe**
consommer mieux - vivre mieux

Automobile Propre

FRANCE-ANTILLES
MARTINIQUE

LE FIGARO
Voyage



LOOK-TRAVELS

JOURNAL
ALSACE

ouest
france 

L'ECHO
touristique

Air **JOURNAL**


avem

PA **PRESSE**
AGENCE
la lettre économique et politique de P A C A

THE ASSOCIATION



A Tree for You is a **not-for-profit association** (under French 1901 law) working to **promote human development in harmony with the environment**. Since 2017, it has been **operating fair trade tree planting projects in France and around the world**, working **closely with NGOs and local communities** to maximise both **the social and environmental impacts of the projects**.

The association allows **individuals, institutions, and companies to support its planting projects** by making donations in exchange for **tax receipts**.

A Tree for You selects local NGOs and co-constructs projects with them thanks to its **committee of recognised and independent, volunteer experts**. The projects implemented and **monitored** by the association **have a long-term impact for future generations**: soil stabilisation, **tackling climate change**, **resilience** of local communities, enriching biodiversity, regulating **water cycles**.



© A Tree for You

Donating through A Tree for You is:

1. **Simple and transparent:** A Tree for You provides a breakdown of the price of the trees, the people involved on the ground, the work schedule, geolocation of the plantations – for each and every project. A Tree for You is a partner you can trust;
2. **Traceable:** donors choose where they wish to plant a tree. After donating, they join a social network dedicated to the project and receive news of their trees for at least three years;
3. **Educational:** each project details the species planted, beneficiaries, expected survival rate(s), and the environmental and social benefits,, in order to raise awareness among donors of forestry and agroforestry issues;
4. **Inclusive:** offering a wide range of projects on every continent and trees at every price, A Tree for You is a window of opportunity for everyone to donate!

Joining the A Tree for You community of donors means playing an active role in the great collective ambition to reforest the planet.

PROJECT SELECTION



Trees deliver many benefits! A Tree for You selects its projects based on **five criteria and one imperative**.

They must benefit **soil enrichment, the water cycle, and climate**. They must **enable biodiversity to flourish** and **help human populations develop an activity in harmony with nature**.

Last but not least, **plantation operators** who submit projects to A Tree For You must guarantee extremely high levels of **supervision and technical monitoring to ensure the plantations are sustainable**.



POPULATION

trees, combined with agroforestry crops or harvested in forests under sustainable conditions, help develop local employment.. In this way, local inhabitants are the first to protect the plantations.



WATER

trees regulate the water cycle. They encourage water to infiltrate the soil, so reducing the risk of flooding and erosion. They evaporate a significant amount of water, creating a cooler, wetter local microclimate.



CLIMATE

trees capture CO2 and use it to grow their trunks, branches, leaves, and roots. They help store CO2 in the soil, thereby tackling the greenhouse effect. The tree species planted are chosen for their ability to adapt to climate change. By cooling the local microclimate, trees improve the well-being of people and livestock and favour certain crops in hot climates.



BIODIVERSITY

trees shelter and feed numerous animal species, fungi, and useful bacteria, contributing to a richer biodiversity. In agroforestry, trees make it possible to limit the use of insecticides and fungicides by encouraging the presence of auxiliary species.



SOIL

trees help enrich and restructure the soil by capturing atmospheric CO2, nourishing soil life, and anchoring to the soil with their roots. In this way they help tackle soil degradation, impoverishment, and erosion. Combined with other plants, trees effectively combat desertification.

PROJECT SELECTION AND MONITORING COMMITTEE



Planting partners and projects are selected by a **committee of independent, voluntary experts**, all competent and recognised in their field.. Their profiles are complementary, with experts in agricultural and economic development abroad, a professor of Life and Earth Sciences, and a forestry engineer.

The selection committee met twice in 2022, analysed **five projects proposed by planting partners**, and selected **three new planting partners**.



Anneke DE ROUW

agronomist and ecologist, HC research fellow at the French National Research Institute for Sustainable Development



Samuel REBULARD

agricultural engineer and aggregate in Life and Earth Sciences. He is jointly responsible for preparing students the State teaching certificate (agrégation) at Université Paris-Saclay and author of *Défi Alimentaire* (Belin Education, 2018)



Alain RIVAL

agronomist, manager of R&D projects in tropical agriculture and forestry at CIRAD



Jean-Louis JANEAU

hydro-ecologist and soil specialist at the French National Research Institute for Sustainable Development



Jean-Marie LEJEUNE

forestry engineer at the French Ministry of Agriculture and Food

PLANTATION PARTNERS



Since planting is **not something that can be improvised**, since **technical monitoring of projects is key** to their long-term success, and since **building a real-life project** for local people is essential: A Tree for You, together with its Selection Committee, has **chosen planting partners from among the most recognised and experienced actors in the field**, with a local presence and track record of success in planting. Nothing would be possible without them! Experts and **trusted partners**, they ensure projects are properly carried out on the ground and provide support and follow-up for beneficiaries.



Ils réalisent avec A Tree for You des projets d'agroforesterie, de sylviculture en France et dans le monde entier

OUR FOUNDING MEMBERS



AIRFRANCE



Air France connects people and cultures and meets the growing demand for travel worldwide. Aware of the implications of its activity for the environment, the company is committed on a daily basis to implementing concrete actions to ensure this mission is sustainable, while preserving the environment and promoting social progress.



The **Directorate General of Civil Aviation** is basing its strategy for the ecological transition of air transport on three main priorities: putting aviation back in its rightful place; tackling climate change; and reducing all the local issues linked to air transport, especially air quality at airports and noise suffered by people living nearby.



French Waterways Management Authority (*Voies Navigables de France*, VNF) manages and promotes the 6,700km of waterways in France, their 4,000 associated structures, and 40,000 hectares of land. Convinced of the multiple benefits of trees, through their essential role in preserving biodiversity, managing rainwater, preventing soil erosion, and helping reduce concentrations of fine particles, VNF takes care of them all along its river infrastructure.

A TREE FOR YOU IN FIGURES - TOTAL TO END 2022



© A Tree for You

866,178

trees already planted



+ de 13,000

project beneficiaries



51

projects

43

private donors

+ de 130,000

donateurs privés



1,696,678

permanent trees planted by the end
of all the projects carried out



7,5 M€

total budget for projects



© APAF Togo

THE PROJECT – 51 IN TOTAL



CANADA – Ontario: planting trees to restore ecosystems 2021



FRANCE – Meudon forest 2022: planting sessile oaks and various fruit trees to replace diseased chestnut trees



France – Beauce: Agroforestry on arable land



France – Gironde: Tree planting amidst vineyards in Saint-Emilion



Mexico – restoring the tropical forest in the Selva el Ocote reserve and introducing silvopastoral system



Colombia – reforestation in the Alto Andes to conserve páramos and preserve water resources with local Pasto communities



Togo – Lake TOGO: agroforestry, forestry and market gardening in 10 villages on the shores of Lake Togo



Lebanon – Restoring ecosystems and supporting local communities in Hammana and Anjar



CHINA – Liming: agroforestry gardens with trees and medicinal plants



Madagascar – Mahavotra 2021 : Agroforestry and forestry on the watershed near Lake Itasy



THEY LENT US THEIR SUPPORT IN 2022



To help A Tree for You collect our proposal from their customers, employees, partners... or make a donation themselves. the amounts needed to carry out the projects, we rely on 'dissemination' partners.



Offer customers or employees the opportunity to donate when making an online purchase

AIRFRANCE

Auchanvoyages

HAVAS VOYAGES

FLYING
BLUE
FOR ME

bobbies
PARIS

RED
BY SFR

mycomm
your event...

FairMoove



Motivate their stakeholders during special operations

BIP & GO
Télépéage

AÉROCLUB
Pierre-Georges Latécoère

VILLANOVO
VILLAS EXTRAORDINAIRES | SERVICES SUR MESURE

VOYAGES
E.Leclerc

FONDS
OR EN CASH



Goodeed

FairMoove

MICHELIN

ECO WAY
Partners

THEY LENT US THEIR SUPPORT IN 2022

MECENAT
CHIRURGIE
CARDIAQUE
enfants du monde



koesio



TotalEnergies
FOUNDATION

FONDATION
ETINCELLE



Photo
Filmage
Paris

Amaïtierra

Distributeur éco-responsable de produits d'exception

TURQUOIZ

bobbies

PARIS

ORCHESTRA
— The Leisure Platform —

MAYOLY
Entreprendre pour votre santé.
Chaque jour.

PRS | PHONE
RECYCLE
SOLUTION

Backbase

FairMoovè

AIRFRANCE

FairMoovè

mycomm
your event...

bobbies

PARIS

TotalEnergies
FOUNDATION

R=D
BY SFR

Ruchanvoyages

HAVAS VOYAGES



Support one or more
specific projects to help
protect the environment



Support and promote
development of the
association

AN EXPERIENCED TEAM



André-Jean GUÉRIN

Chairman
Member of the Académie
d'Agriculture
Honorary general engineer of Ponts
des Eaux et des Forêts



Lionel GUÉRIN

Treasurer
Chairman, Aéro-
Biodiversité
Former CEO of
Transavia and ex-DGA
of Air France



Hanh NGOC HÀ

Secretary,
President of Zebunet
(not-for-profit
association)



Gérard FELDZER

Founding vice-president
The man behind the idea of A
TREE FOR YOU.
Expert in eco-mobility



**Geneviève FERONE-
CREUZET**

Vice-Chairwoman
Pioneer of corporate environmental
rating, President and Founder of
Casabee



Vincent ETCHEBERE

representing the company and
supporting Air France on the Board
of Directors. He is Director of
Sustainable Development and New
Mobilities at Air France.



**Jean-Luc
MATHIEU**

Member of the Board of
Directors
Honorary member of the
Court of Auditors



**Dominique
POISSON**

Member, Treasurer up to
May 2022. Agricultural
engineer, former CIO,
former quality control in an
IT services company



Joëlle TOURÉ

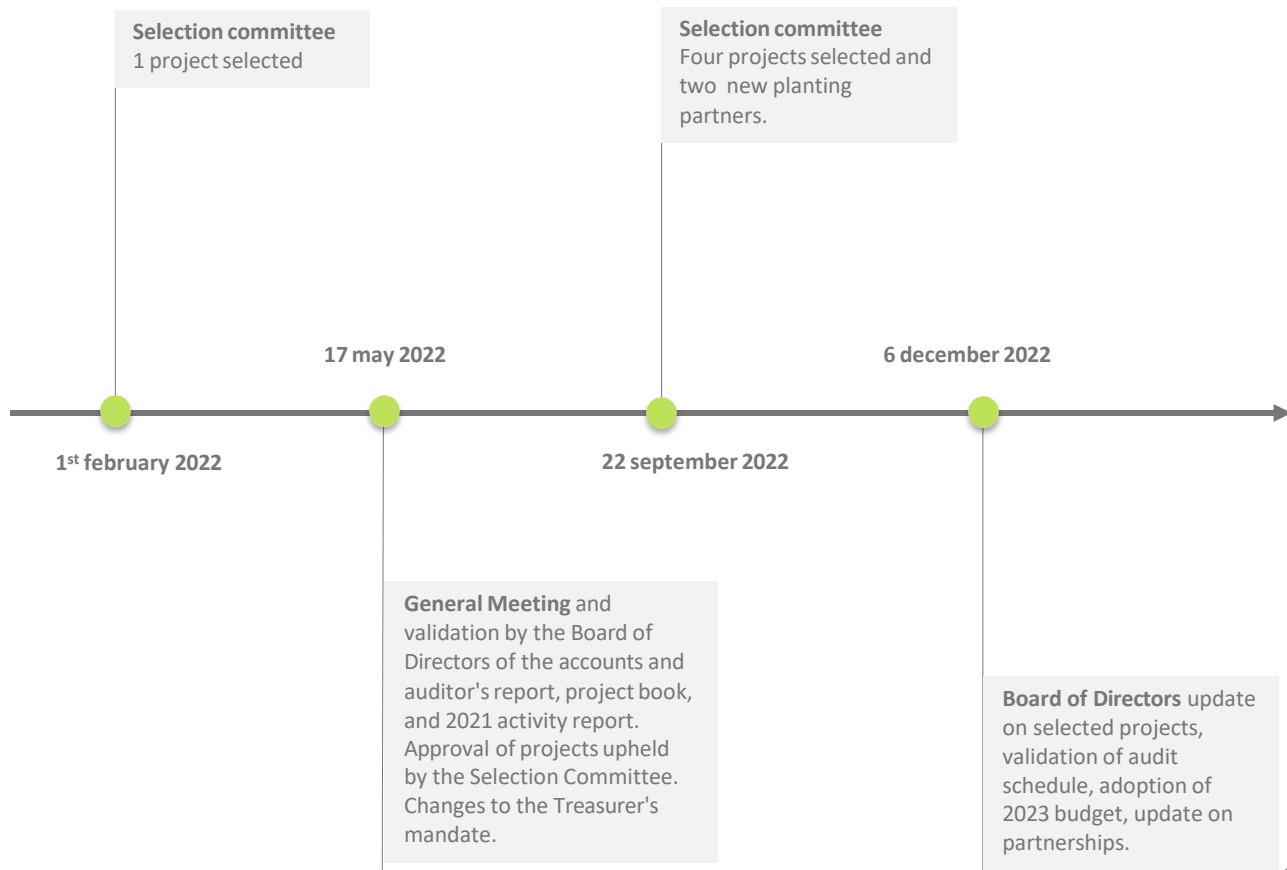
Managing Director of A Tree
For You, agricultural
engineer, and former
partner in a consultancy
firm



Aimy CARADEC

Project coordinator, A Tree
For You, and environmental
jurist

GOVERNANCE : ADMINISTRATIVE CALENDAR FOR 2022





For A Tree for You, 2022 was its fifth year of operations.

Main partners, notably *Air France* since the end of 2018, *Bobbies* since 2020, *Red by SFR* since 2021, and *FairMoove* in 2022, have greatly helped spread the word about our association's proposal to finance the amenities provided by tree planting. As a result, donations greatly increased in 2022. The two large-scale projects in Ethiopia and Kenya are continuing and scheduled to run for several years. Many corporate and institutional sponsors support the projects run by *A Tree for You*.

This welcome growth is encouraging us to continue enhancing our monitoring and reporting procedures – in line with our commitment to donors and sponsors with regards rigour and transparency. Since the 2019 financial year, the association has complied with the accounting plan for associations and exceeded the regulatory thresholds requiring the involvement of a Statutory Auditor. Keen to publish a statement on the use of resources since this date, we have set up an analytical monitoring system for expenditure and to standardise the rules for allocating this expenditure to the various functions carried out by our association. The 2022 accounts have been approved by an auditor.

The financial report is available on request: contact@atreeforyou.org

The balance sheet fell from €5,089k at 31/12/2021 to €4,774k at 31/12/2022. The decrease was mainly due to the continuation of major projects in Ethiopia and Kenya, resulting in a dip in the association's commitments, despite the increased number of projects and hence commitments to other projects.

The association's annual funds rose from €1,236k to €1,855k between 2021 and 2022. Resources apart from financing for the two projects in Ethiopia and Kenya are increasing strongly, from €730k in 2021 to €1,201k in 2022, an increase of 65% – confirming the success of A Tree for You.

Out of all the funds raised in 2022, 35% will be dedicated to the projects in Kenya and Ethiopia, 64% will come from private individuals and corporate sponsors for other planting projects, and 1% from various supporters to cover our overheads.

USE OF RESSOURCES ACCOUNT 2022

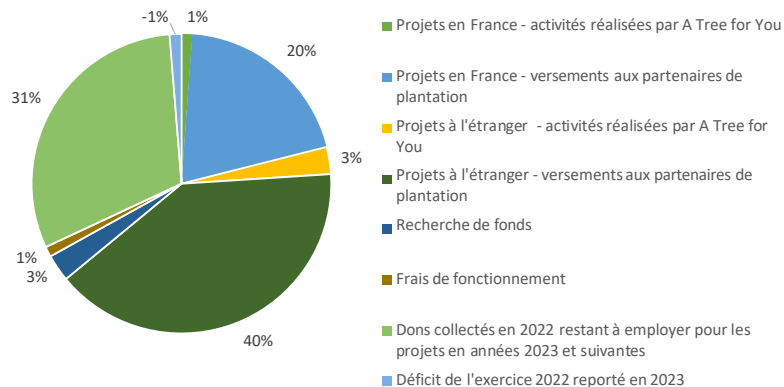


The total resources available in 2022, which are growing strongly, amount to €2,278k, including €424k of resources carried over from previous years and used in 2022. Almost all these resources (over 99%!) come from public generosity – individuals, companies, and private institutions.

In 2022, 95% of the donations collected went towards carrying out the projects, with the remaining 5% covering A Tree for You's overheads. In this way, at least 95% of every donation made to a plantation project is used exclusively for A Tree for You's social missions.

In 2022, total uses for the financial year amount to €1,590k, to which should be added €718k of donations collected in 2022 and to be carried forward to subsequent years, minus €29k of deficit carried forward to 2022. Of the €1,590k, 94% is dedicated to the association's social missions. The costs incurred by A Tree for You in seeking funds and undifferentiated distribution partners represent less than 5% of the year's expenditure. The costs linked to the association's statutory operations account for between 1% and 2%.

Emplois en 2022 de l'ensemble des ressources, soit sur 2 278 k€



Projects run over several years. A significant proportion of the funds raised from the public in year A are implemented from year A+1 onwards.

By the end of 2022, this proportion will have risen to 61% of donations collected in 2022 and earmarked for plantation projects. It is added to the balance of donations collected in previous years.



© Bois Négoc Energie



© SHEN



© Impulso Verde



© PUR Projet



© AFAP



© PUR Projet



© CONANP



© Kinomé



© Eau de Coco



© Ishpingo