

Rueil-Malmaison, December 11, 2019

To mark COP25, Fondation PSA and Duramen have signed a partnership agreement to promote workforce inclusion in the forestry industry

- **The project, aimed at achieving inclusion through forestry work, covers a group of 25 hectares of tree plantings in France’s Centre-Val de Loire region.**
- **Employees accepted into the program will acquire new jobs skills in fields related to environmental protection, including tree planting, sustainable forest management and adaptation to climate change.**

“Forests contribute to the common good,” said Karine Hillaireau, Managing Director of Fondation PSA. “They preserve biodiversity, regulate the water cycle, limit soil erosion, filter air pollution and generate jobs locally. We have made two observations:

- In France, individuals, who often lack the means and skills to maintain them sustainably, own 74% of forests;
- Workforce inclusion programs are still not enough represented in the forestry industry, which is highly technical and requires considerable worker mobility.

In response to the situation, Fondation PSA has sought to give people trying to enter the workforce the chance to move into these meaningful jobs. The new partnership brings them a mobility solution while supporting cooperation between their workforce inclusion programs and Duramen, an environmental non-profit. The partnership is consistent with Groupe PSA’s [strong commitment](#) to the fight against climate change.”

“The forestry industry lacks forestry entrepreneurs,” said Bernadette Vallée, Chair of Duramen. “Partnering inclusion programs with the projects we support can sometimes help create vocations, and always opens up practical training opportunities matching realities on the ground. Forests are facing cruel climate-related challenges. Planting, a sector dominated by manual labor and one-person businesses, provides one of the best outcomes. With the backing of Fondation PSA, we are delighted to be able to support [projects](#) to maintain multi-functional forests and preserve natural environments, while bringing people together.”

The [project](#) involves helping the workforce inclusion sector support people wishing to move into jobs related to environment protection, with the assistance of dedicated local agencies (*Structures d’Insertion par l’Activité Economique* – SIAE). The various SIAEs are specialized in apprenticeship and building skills among people trying to enter the workforce. With the support of Fondation PSA, they will develop training programs in forestry, put in place the necessary framework for proactive jobseekers to engage in forest work, and organize transportation to the planting locations. The project will start with a trial run in the town of Saint Viâtre, with workforce inclusion organization ADS 45.

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About PSA Foundation: Solidarity mobility at the heart of our actions

Fondation PSA was created in June 2011, as part of the Group's commitment to taking an active role in the development of socially responsible, socially inclusive mobility. It is a strong part of its social responsibility policy, expressed through support for innovative local initiatives and management of national partnerships. In eight years of activity, Fondation PSA has supported more than 500 projects led by associations, NGOs and general interest organizations.

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About Duramen:

Duramen (MEcéNat pour une gestion forestière DURABLE, or sponsorship for sustainable forest management) is a non-profit operating in France's Centre-Val de Loire region. Its purpose is to provide financial support for afforestation/reforestation or other forestry projects bringing environmental value added to forests. It enables companies or individuals to take practical action for the environment by financing their forestry projects. Duramen takes a similar approach to COP21, in particular because both share the critical objective to reduce greenhouse gases. Making the choice to fund a project means helping foster carbon sequestration, reducing the impact of climate change, contributing to the development of a renewable raw material, and ensuring rural activity and local jobs, and represents the promise of a positive outcome for the environment.

About ADS 45:

ADS 45 (Association pour le Développement et la Solidarité) is a non-profit that has been active for more than 25 years in France's Loiret department, between the Loire, Sologne and the Forêt d'Orléans, seeking to help people without work and excluded from the community, fostering their inclusion by offering them a genuine job. ADS 45 boosts the potential of jobseekers through work (a total of 40 workforce pathways have been implemented to date in 2019) and support, while enhancing the natural environment through the maintenance and remediation of ecosystems and sensitive environments such as streams, wetlands, undergrowth and dry meadows.