

## PRESS RELEASE

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### **Forestry: Fondation PSA, Duramen and ADS 45 launch their first workforce inclusion project for the afforestation of agricultural land**

- **Inauguration of the inclusion project on Monday, March 9, in Saint-Viâtre (Loir-et-Cher)**
- **Four workers on inclusion programs to work on the first project**
- **Planting of nearly 10,000 pine trees on five hectares**

“To find a job in rural areas, you need not only to be mobile, but also to have the skills needed by local businesses. The forestry industry can be a source of jobs with a future when that mobility and the right skills are combined. Fondation PSA is lending its support [to inclusion in forestry professions](#) through a partnership with two local players. Fondation PSA brings its expertise in mobility to this project, which opens up the prospect of jobs in the field of environmental protection,” said Karine Hillaireau, General Delegate of Fondation PSA.

“Duramen is delighted to be part of this [partnership](#) with Fondation PSA. The afforestation will give back value to this abandoned farming land, helping sequester and store CO<sub>2</sub>. It will also help better preserve biodiversity, improve water filtration, produce wood (a renewable material and energy source), and generate sustainable local jobs,” said Eric de la Rochère, Founder of Duramen.

“As the leaders of ADS 45, are very excited about the launch of this first [project](#) supported by Duramen and Fondation PSA. Aside from providing jobs to people who have been out of the workforce for a long time, it will help them acquire new skills, discover an area of activity complementing our other projects in natural areas, and perhaps position themselves for the jobs available in this sector,” said Emmanuel Godin, Director of ADS 45.

Fondation PSA, Duramen and workforce inclusion association ADS 45 have signed a partnership agreement to promote forest preservation in the Centre-Val de Loire region and workforce inclusion in the forestry industry. The first project to be supported is located in Saint-Viâtre. It covers the afforestation of five hectares of abandoned agricultural land, earmarked for the planting of 1,800 Corsican pines, 7,200 maritime pines and a dual windbreaker of birch, hornbeam, checker trees and lime trees to the west of the plot.

The project will contribute to the production of wood, the preservation of local forest ecosystems and all the benefits that forests offer society: fight against climate change, protection of soil against erosion, preservation of biodiversity, regulation of the water cycle and local jobs. It will allow workers on inclusion programs in the region to gain new skills that are all too lacking in forestry, where jobs are all highly technical and require considerable worker mobility.

Come and attend the project launch between 10.30 a.m. and 2.00 p.m. at Villepalay – 41210 Saint-Viâtre (on the D93 between Saint-Viâtre and Nouans-le-Fuzelier).

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### **About PSA Foundation: inclusive mobility at the heart of our actions**

[PSA Fondation](#) 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 nine years of activity, Fondation PSA has supported more than 600 projects led by associations, NGOs and general interest organizations.

Media library: [medialibrary.groupe-psa.com](http://medialibrary.groupe-psa.com) / [@GroupePSA\\_EN](https://twitter.com/GroupePSA_EN)

### **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.