

PRESS RELEASE

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International Day of Forests: Duramen, Fondation PSA and ADS 45 mobilize inclusion program workers to rebuild a forest in the Loiret.

- **The plots can be visited on Friday March 20 from 1 p.m. to 3 p.m., at La Main Ferme in Neuvy-en-Sullias (Loiret)**
- **5,000 trees are being planted on four hectares**
- **Eight inclusion program workers have participated in the project**

“This reforestation initiative is the second workforce inclusion project carried out as part of the partnership with Duramen and ADS 45. [After the afforestation of a plot in Saint-Viâtre](#) in Loiret-Cher on March 9, Neuvy-en-Sullias now has a turn to welcome people who are actively trying to enter the job market. Fondation PSA is proud to be contributing to this [project](#) by providing a mobility solution for the workers involved, thereby opening up new job opportunities for them,” said Karine Hillaireau, General Delegate of Fondation PSA.

“Forests are threatened ecosystems the world over. In Europe, and especially in France, we are lucky to have sustainable management guarantees for our forests, but that is not enough. To give forest habitats a future, we need to make a big effort to plant more trees to reinforce the presence of species suited to the changing climate. For the Neuvy-en-Sullias [project](#), we replaced Scots pines with maritime pines over most of the area covered by the project, and common oaks with sessile oaks on a smaller area,” said Bernadette Vallée, Chair of Duramen.

“[ADS 45](#) has always supported both public and private owners of forest areas. We help maintain plots: we can make clearings, secure roads and tracks, or, as in Neuvy-en-Sullias, rehabilitate devastated forests. This work allows us to recruit and support people experiencing particular hardship that is keeping them out of sustainable employment, and help them find a stable place in society again. The work they do is very rewarding, because participating in a community project helps people acquire specific skills that can allow some of them to access the jobs offered by the forestry industry,” said Emmanuel Godin, Director of ADS 45.

The project consisted in rebuilding a four-hectare windfall of Scots pine and common oak trees, devastated by a storm in late 2018. The ADS45 workforce inclusion organization took part in the project for the dismantling of oak tree tops destroyed by the storm. Four inclusion program workers, transported to the site, will plant the last maritime pines to mark the International Day of Forests.

The project serves to avoid losing a forest ecosystem and all the associated benefits for society: production of wood as a renewable material and energy source, fight against climate change, preservation of biodiversity and a source of local jobs. It also enabled workers on inclusion programs to acquire new skills in the forestry professions, in a sector where it is impossible to find a job without being mobile.

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About Fondation PSA: inclusive 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 nine years of activity, Fondation PSA has supported more than 600 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 were implemented 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.