



IMAGINE

A WORLD FOREST TEAM





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First, there is the real awareness of the consequences of climate change and the relevant challenges with regard to reducing our carbon (C) emissions: they are multiple, mutually corroborative, and risk endangering world peace and ultimately even the survival of humanity!

Then comes the urge to take positive action together with a firm conviction: in view of the huge challenges we face in the future, our best allies to preserve life on Earth are forests. They play a primordial role in the natural balance of the planet's ecosystems: by capturing and storing carbon (C), releasing oxygen and producing the humus that has been called «the Earth's nourishing skin». They also supply 75% of our water, protect biodiversity and create jobs. **A recent study by Zurich Polytechnic is unequivocal: provide 1 billion hectares of additional forest would reduce carbon (C) levels in the atmosphere by 25%.**

The most effective and fastest solution is therefore the large-scale preservation and regeneration of FORESTS!

There are many laudable, existing schemes, but they are no longer enough to prevent the impending catastrophe. We have entered into another dimension, another epoch: we must accelerate and amplify our action. **Along with reducing our respective carbon (C) footprints, it is now urgent to regenerate 1 billion hectares of additional forest in the next 10 years; a project that requires a funding of around 3 trillion euros.**

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Some people dismiss this as pie in the sky. **And yet it is possible, the projects exist and are only waiting for funding.** We all have to realise that there is no alternative. By 'all', we mean: you, us and, by 2030, the 9 billion human beings who will need forests to continue to be able to feed themselves, work, create, dream, and hand down to future generations.

It is possible if we imagine an entirely new model, a new framework, one that catalyses energies and focuses on action.

It is possible if we imagine a collective movement of can-do dreamers, people who do not just shrug their shoulders and give up.

It is possible if we imagine an approach that connects financial support to field experts with forest regeneration and plantation projects that are scrupulously committed to respecting ecosystems and involving local communities.

**Together let's create this movement,
this huge ACHIEVEMENT that the world is waiting for!**

**Together let's regenerate forests and finance
1 billion hectares of additional forest in 10 years!**

We are out of time for theories and protests, now we just have a duty to act quickly and effectively. We must be ambitious, each within our own individual means.

Alongside others, I pledge on behalf of Hennessy to bear witness to the urgency and our collective capacity to actively support this movement.

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Laurent Boillot



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A NEW FRAMEWORK

"IMAGINE" IS EVERYONE - HERE AND NOW

"IMAGINE" is a DO TANK, a catalyst of energies, a collaborative approach to explore the ways in which we can take action, a movement for our common future. It is not an association, foundation, or megaproject. Like any movement, «IMAGINE» will tend to evolve over time. "IMAGINE" is a conviction, a shared philosophy, a utopia that is set to become reality, A HISTORICALLY UNPRECEDENTED ACHIEVEMENT.

"IMAGINE" IS NOT ABOUT COMPENSATING, BUT ABOUT CONTRIBUTING!

It is not a way of exonerating ourselves from the necessary efforts to decarbonize our companies, but rather, at the same time, to accelerate the protection of the living world.

WHY JOIN OUR MOVEMENT?

With a looming global emergency, the acceleration of climate change and the devastating erosion of biodiversity, we are convinced that only by acting boldly can we avert the impending tragedy. This is your chance to be part of a positive and dynamic initiative. To join forces with others who are deciding to place action at the heart of their projects. To bring your own initiatives, strengths and ambition for the future to our movement.

HOW TO JOIN FORCES WITH THE MOVEMENT?

1.

ADD your voice to our call to action

By passing on, in your own name, the words of our call to action (p. 2).

2.

FINANCE a reforestation project

Participate, as appropriate to your means and the scale of your organisation, in financing the restoration or creation of forests.

3.

COMBINE your reforestation initiatives

By pooling our projects and sharing our know-how we can really take full measure of our collective impact.

TOGETHER, LET'S GO FURTHER AND FASTER BECAUSE...

- We are running **out of time**,
- We have means **to act, leverage influence and the potential to invest**,
 - Commitment and action are expected **of us by lots of people**,
 - With you on board, we will be **even stronger and more enthusiastic!**



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IMAGINE IS BASED ON SCIENTIFIC DATA

The “*The Global Tree Restoration Potential*” study published by the Federal Polytechnic School of Zurich (ETH Zurich) on July 5, 2019 in the journal “*Science*” is unequivocal: forests are our best ally in the fight against climate change because of their capacity to store carbon (C). But you have to think big. The researchers calculated that forest restoration would potentially capture up to 30% of the excess carbon (C) in the atmosphere as a result of human activity if these trees grew to full maturity.

“We analysed 78,774 satellite photos to estimate current forest cover and calculated that 1/3 of the earth’s surface is covered with forest. Then we categorised 10 soil and climate types to determine the most suitable areas on the planet for a particular type of forest. Excluding surfaces already covered by forest, farming and urbanisation, we determined that 1 billion hectares of additional forest could be regenerable, covering 0.9 billion hectares - the equivalent of the area of the United States. These trees could then capture 205 gigatonnes of carbon (C) over the next few decades, the equivalent of 5 times the amount of worldwide emissions in 2018, or 2/3 of total emissions caused by human activities since the Industrial Revolution.”

**Thomas
Crowther**

Biologist,
ETH Zurich,
co-author of
the study
“*The global
tree restoration
potential*”



3,000 BILLION

is the estimated number of trees on our planet, at the present time.

31% OF LAND

is now covered by forest, compared to 66% four centuries ago.

15 BILLION TREES

have been cut down in forests each year since the 1990s because of deforestation.

1 HECTARE OF FOREST STOCKS ON AVERAGE 6 TONNES OF CARBON (C) PER YEAR.

13 MILLION HECTARES OF FOREST

disappear every year from the surface of the Earth, an area 1/4 of that of France.

17% OF GREENHOUSE GAS EMISSIONS

are due to deforestation - more than the transport sector.

200 MILLION PEOPLE

live in or near a forest. They safeguard 80% of world terrestrial biodiversity. Placing our trust in them is the simplest and the least expensive solution for our collective survival.

80% OF TERRESTRIAL BIODIVERSITY IS FOUND IN FORESTS.



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A CONVERSATION WITH STÉPHANE HALLAIRE

To deploy its reforestation projects, Hennessy decided to base itself on the crowdfunding model used by Reforest'Action for its forestry projects. Created 2010, this social enterprise does not stop at planting trees: it has a more global approach to the regeneration of forests and the preservation of biodiversity.

Founder and President of Reforest'Action, the Maison Hennessy partner for "IMAGINE"



How did the Hennessy project come about?

"Essentially through a meeting of like-minded people! I happened to meet Laurent Boillot who told me about his awareness of the issues and his personal conviction regarding forests. Given my close involvement in the subject, I obviously agreed with him. He was looking for an expert partner to provide a link to local needs, so I explained our approach, our vision of environmental issues and the diversity of our projects worldwide, then the Hennessy team made their decision."

How do you go about choosing your projects?

"Reforest'Action manages projects in over 20 countries. In Europe, they mainly involve restoring forests damaged by fire, storms, disease and droughts linked

to global heating. In tropical areas, it is often a question of recreating forests and developing agroforestry to prevent deforestation. Whether we are restoring or creating new forests, we apply strict criteria to ensure that forests are composed of a diversity of tree species, increase biodiversity and serve local communities. Forests with a rich variety of species are much more resistant to the natural hazards and climate phenomena that are set to become more prevalent this century. They also provide more ecosystem services than mono-species forests. Projects must also involve the local communities, associations, forest workers and NGOs on whom we rely both for their intimate knowledge of the forest and its longer-term care, without which plantations would not be viable. And they are present on a daily basis. We provide them with support at every stage, with technical and financial assistance, and even a long-term follow up."

You often say:

«We don't plant trees, we plant forests», what is the difference between the two?

"Plant trees - yes, but a forest is far from being just a sum of its trees. It is a marvel of nature - a place of ecological interaction that is both essential for the equilibrium of the planet and vital for humanity. And they must be taken care of, because we must not confuse forest with plantation. A forest is a unique ecosystem composed of trees that humans can make use of, as long as they respect the fact that it is a natural environment with natural cycles. In other words, let life take shape, take on board the benefits of dead wood, and be aware of the life that exists within it: insects, fungi, bacteria, micro-organisms, etc. Our goal is to recreate an ecosystem that includes human beings. If they respect the forest, it will repay them many times over in the form not only of oxygen, but also water, wood, energy, food, and so on."



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OPTING TO TAKE ACTION TOGETHER

JOINING THE “IMAGINE” MOVEMENT means that you are opting to take action. It means sharing the three core convictions of our common project:

- ① The forest brings essential benefits to life on Earth,
- ② Throughout the world forest ecosystems are being degraded,
- ③ Together we really have the means to halt the decline - taking action is not just a utopian ideal.

And **RESPECTING THE KEY PRINCIPLES** of the project:

- Share information on the emergency in our networks and with our stakeholders.
- Take concrete action with reforestation projects.
- Respect essential quality criteria: protecting and restoring biodiversity, social development, carbon (C) capture.
- Make a long-term commitment (at least 5 years) to ensure that ecosystems are mature and autonomous.

INDICATORS of our actions:

- CLIMATE:
Number of tonnes of carbon (C) stored
- BIODIVERSITY
Number of hectares protected or restored
- SOCIO-ECONOMIC DEVELOPMENT:
Number of people positively impacted by project.

WHAT ARE THE IMPACTS of a reforestation project?

(An example only, there is **no minimum** investment.)

Example of a 2019/2020 project for 450,000 trees at a cost of 400,000 euros in Peru:

- 68,000 tonnes of carbon (C) stored over 30 years
- 500 hectares of biodiversity protected / regenerated
- 2,500 people positively impacted



HENNESSY SPEARHEADS THE MOVEMENT

Hennessy and Laurent Boillot are leading the way. Inspired by the belief that large-scale forest protection and regeneration together are the most effective and fastest solution to combat climate change, the Maison has initiated a series of projects and taken on a long-term commitment in association with Reforest'Action.

2020, SET THE BALL ROLLING

In France, we have encouraged our 1,000 employees to plant a 3-hectare mixed forest of 4,500 trees, composed mostly of oaks, on our Bagnolet site in Charente. A particularly appropriate project for our Maison, given that our greatest Cognac Grands Crus partially derive their subtle, round, woody taste from Charentais oak barrels.

In Kenya, we are financing the planting of 250,000 trees of various species in the heart of the protected Mount Kenya forest, a joint project with Reforest'Action and its local partner, Trees For Kenya. The goal is to participate in the restoration of the Mount Kenya National Park, create forest gardens that help local communities protect their crops and diversify their sources of income, and raise awareness in young people in local schools.

This project is in line with the Maison's aim to reach out and connect with all cultures worldwide.

A 10-YEAR AMBITION

Just as our savoir-faire has taken form over time, the Maison decided to opt **for a 10-year** commitment. We have set ourselves the objective of investing XX million euros in various projects worldwide, with a particular focus on **France, Africa, China and the United States**. This progressive ramping up of the project will ensure it has real impact and that projects are **both viable and sustainable**.

Projected benefits:

- Between **50 and 100 million trees** planted
- Around **400,000 people positively impacted** (plantations in developing countries in particular generate significant extra income for villagers).
- Between **150 and 300 million new refuges** for animals, plants and fungi.
- Between **7 and 15 million tonnes of carbon (C)** captured over 30 years.

These projects are part of the Maison's wider policy of sustainability and reflect our historical commitment to the preservation of natural resources and the protection of the environment in general.

IMMEDIATELY ACCESSIBLE PROJECTS

To take concrete action right away, **five Reforest'Action projects are available:**



BRAZIL

RESTORE THE AMAZONIAN RAINFOREST AND FIGHT DEFORESTATION

PLANTING OBJECTIVE:
200,000 trees

REQUIRED FUNDING:
€ 530,000 ex-tax

MAIN SPECIES PLANTED:
Cocoa tree, acai, cupuaçu, peach palm tree, andiroba, Brazil nut, lipstick tree, courbaril

GOALS:
To reduce deforestation through agroforestry, restore degraded areas of forest, create edible forest gardens within protected reserves

LOCAL PARTNER:
RioTerra



INDONESIA, SUMATRA

RESTORE AND PROTECT MANGROVES

PLANTING OBJECTIVE:
250,000 trees

REQUIRED FUNDING:
€ 350,000 ex-tax

MAIN SPECIES PLANTED:
5 species of mangrove tree

GOALS:
To preserve biodiversity, counter climate change, protect coastlines and curb rising sea levels, boost the economic development of local communities through revenue-generating activities linked to the mangrove.

LOCAL PARTNER:
Yagasu



AFRICA, GUINEA

CREATION OF FOREST GARDENS AND RESTORATION OF THE MANGROVE

PLANTING OBJECTIVE:
300,000 trees

REQUIRED FUNDING:
€ 462,000 ex-tax

MAIN SPECIES PLANTED:
Avocado trees, orange trees, mango trees, gmelinas, acacias, mangrove trees

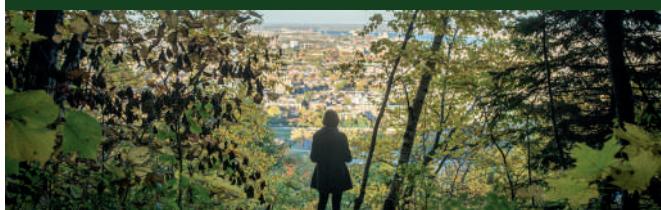
GOALS:
Agroforestry protects nearby food crops, and can help against biodiversity loss. The mangrove will protect villages from rising sea levels and prevent coastal erosion.

LOCAL PARTNER:
RENASCEDD

IMMEDIATELY ACCESSIBLE PROJECTS

To take concrete action right away, **five Reforest'Action projects are available:**

EUROPE



CONTRIBUTE TO CARBON NEUTRALITY IN EUROPE (GREEN DEAL)

PLANTING
OBJECTIVE:
1 million trees

REQUIRED
FUNDING:
€ 1,980,000 ex-tax

MAIN SPECIES PLANTED:

Species suited to local conditions (oak, pine, douglas fir, maple, cedar, hornbeam, etc.).

GOALS:

To restore and adapt European forests to climate change, strengthen biodiversity, and contribute to sustainable economic development in Europe by the creation of non-offshore jobs.

PARTNERS AND ASSOCIATES:

Local foresters, nursery owners, national forestry organisations, local NGOs, associations of forest owners, local authorities, etc.

URBAN FOREST



CREATE OASES OF COOLNESS AND BIODIVERSITY

PLANTING
OBJECTIVE:
1,000 sq m

REQUIRED
FUNDING:
€ 70,000 ex-tax

MAIN SPECIES PLANTED:

oak, whitebeam, spindle, hornbeam, lime, dogwood, hawthorn, holly, field maple, elderberry, etc. Urban plantations cover a very wide range of species to suit local conditions. More than 20 different types of tree are planted in each project.

GOALS:

Contribute to the well-being of city dwellers.

PARTNERS AND ASSOCIATES:

Local authorities.



JOIN OUR TEAM
AND BE PART OF THE MOVEMENT :



Laurent Boillot

PRESIDENT
AND CEO
THE MAISON HENNESSY

lboillot@hennessy.fr



Sandrine Sommer

CHIEF SUSTAINABILITY
OFFICER
MOËT HENNESSY

ssommer@moethennessy.com



Stéphane Hallaire

FOUNDER
AND PRESIDENT
REFOREST'ACTION

stephane.hallaire@reforestaction.com



Gildas Bonnel

FOUNDER
AND PRESIDENT
SIDIÈSE AGENCY

gbonnel@sidiese.com



Frédéric Dufour

PRESIDENT
RUINART

fdufour@ruinart.com



Romain Spitzer

PRESIDENT LVMH FRAGRANCE
BRANDS
GIVENCHY | KENZO PARFUMS

rspitzer@lvmhfb.com



Catherine De Vaivre

SVP OF FRENCHFOUNDERS

catherine@frenchfounders.com



Morgan Cohen

ASIA PACIFIC
GENERAL MANAGER
GIVENCHY | KENZO PARFUMS

mcohen@lvmhfb.com



JOIN OUR TEAM
AND BE PART OF THE MOVEMENT :



Aria Ardalan

CEO OF BUYBOX

aria.ardalan@oonetic.com



Mondher Abdennadher

CO-FOUNDER OF
LES NAPOLÉONS

ma@lesnapoleons.com



Nathalie Gonzalez

DEPUTY GENERAL
MANAGER NESPRESSO

nathalie.gonzalez@nespresso.com



Olivier Rousseau

GENERAL DIRECTOR
VERALLIA FRANCE

olivier.rousseau@verallia.com



Thierry Geffroy

CEO OF SAMSIC GROUP

thierry.geffrory@samsic.fr



Stéphanie Delamarre Daussy

CSR DIRECTOR - SAMSIC

stephanie.delamarre@samsic.fr