

Brussels, 12/10/2015

Chart of Engagement - WeForest

A. A statement by the chief executive or equivalent expressing continued support for the Global Compact and renewing the participant's ongoing commitment to the initiative and its principles.

WeForest is an international non-profit association with following mission: create and promote a pioneer movement in large scale sustainable reforestation. As a CEO of WeForest, I am entirely devoted to follow all of the 10 UN Global Compact's Principles through our initiative: planting trees in tropical countries, where it makes most sense for the planet and for the local population.

B. A description of the practical actions that the organization has taken to support the Global Compact principles and to engage with the initiative. Practical actions should relate to one or more of the specific activities suggested to each type of non-business participant in support of the initiative.

Planting trees restores the planet's natural resources while providing social justice: planting bio-diverse and indigenous forests in tropical countries cools our climate and provides jobs for women and enables them to send their children to school.

Examples of projects:

- Burkina Faso - Greening the Desert
- Brazil - Restoring the Atlantic Rainforest
- India - Empowering Women Entrepreneurs in Land Restoration

WeForest thinks the companies are not the problem but the solution. We propose to embed trees planting in their activities. We have more than 100 active corporate donors to date, who are planting trees with us to promote their brand and products and to engage socially as a responsible company.

C. Measurement of outcomes (i.e. qualitative or quantitative measurements of results).

Nb of active planting site in the world (2014): 8

Nb of trees planted ((2014): 2,337,455

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Area planted: 1,776 ha

- WeForest values accountability and hires Deloitte every year to audit the accounts.
- The quality of the project reporting is why over 140 companies have already trusted WeForest: twice a year all active partners receive a thorough update on 'their' trees.
- All sponsorships (> 1,000 trees) are featured on the WeForest website.
- Donations (tax deductible, without VAT) cannot be promoted according to the Belgian VAT ruling ; only the logo will appear on the WeForest website.
- Certified projects by Plan Vivo: 1 of the planting sites (India) is certified and a second one (Burkina Faso) is in process.

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