

## BEST WISHES FOR 2016!

06.01.16



**“The best time to plant a tree was 20 years ago.  
The second best time is now.”**

*Chinese proverb*

To mark the New Year, ECOCERT would like to share with its clients and employees, real-world initiatives which are full of hope for the future of our Earth. Following the COP21 and its initiatives aimed at raising awareness of climate change, **ECOCERT is promoting the planting of 1,000 trees** through **Reforest'ACTION** projects around the world.

Customers, partners and employees have been given **access to the ECOCERT forest**, allowing them to plant a tree in the country of their choice. **Every tree that's digitally planted on the virtual plot will be planted in the real world by Reforest'ACTION's private partners** (social enterprises, NGOs, etc.) in association with various public entities (city and regional governments, educational authorities, etc.).



Each participant is contributing to supporting “the restoration of degraded forests and the socio-economic development of populations through reforestation”, and can monitor the project that they have chosen at any time in the “news” space.

“Ever since ECOCERT was created, we've been convinced that sustainable approaches are a crucial part of the solution to the social, environmental and economic challenges facing us today. They are at the heart of what we do.”  
*William Vidal, President of ECOCERT*

All of ECOCERT's teams wish you a year of hope and tolerance in a world that's respectful of all living beings!