

lavera

NATURKOSMETIK



PLANTING PROJECT FOR THE FUTURE OF CHAMBORD

Chambord at the end of February 2023 / 25 April
International Tree Day

**lavera and
lavera Thomas Haase Foundation
donates deciduous trees to "Life Terra" for „Scouts
Unitaires de France“ and the „Plantons pour l'avenir“
endowment fund**

Successful cooperation in Chambord: The Life Terra foundation¹, the Plantons pour l'avenir², the Scouts Unitaires de France³ scout association and the Lavera Thomas Haase Foundation are jointly implementing a reforestation project in France.

Thanks to the tree donation from Lavera from the Lavera Forest project, 400 scouts, Sven Kallen from Life Terra and lavera employees were able to plant a total of 8729 trees on the Chambord national estate under the guidance of regional foresters sponsored on behalf of Lavera.

Climatic changes in Europe such as drought, heat or storms stress the importance of tree population and thus also France's forests, around 16 million hectares of which makes up around 30% of France's total area⁴. In 2010, more than 1500 centuries old oak trees had to be chopped down in the famous Fontainebleau Forest, 60 km south-east of Paris, due to lack of rainfall⁵. And also, more than 5000 hectares Chambord forest which surrounds the world famous Renaissance castle has also been suffering from drought with its sandy soil for years.

Plan together for the future

In order to preserve the forest as an environmental asset, the foundation fund "Plantons pour l'avenir" (plants for future) was created in France in 2014, which has set itself the goal of supporting organizations with projects that protect French forests in a climate friendly manner rebuilt: <https://www.plantonspourlavenir.fr/>



„Climate change, which is coming at a very fast pace, is too fast for the forests to adapt naturally to the climatic change,“ explains forester Tancrede Neveu, representative of the Plantons pour l'avenir endowment fund, at the planting campaign in Chambord.

Together with associations such as INRAE⁶ or Life Terra, the endowment fund is looking for forest types that can adapt to the climatic conditions for the coming decades.

„Trees that we plant today have to be adapted to the climate so that they will still be around in 40 or 50 years' time,“ says Mr. Neveu.

There are many support programs in France, but the challenges are great, also given that around three quarters of French forests are in private hands (owned privately). So, initiatives like lavera's are very welcome. France wants to plant 1 billion trees⁷ in the coming years. This requires investments in tree nurseries, in infrastructure and in teams. Education programs and educational work are needed to get forest owners to rethink and adapt forest management to climate change.⁸

„Experience shows that it is not the right way to take cheap seedlings and plant monocultures again,“ explains the founder of the foundation, Sven Kallen from the environmental organization Life Terra, who organized the event and got the lavera Thomas Haase foundation and lavera to sponsor it via 'lavera Forest Project'.⁹

¹ Life Terra is one of the largest climate protection initiatives in Europe and wants to plant 500 million trees.

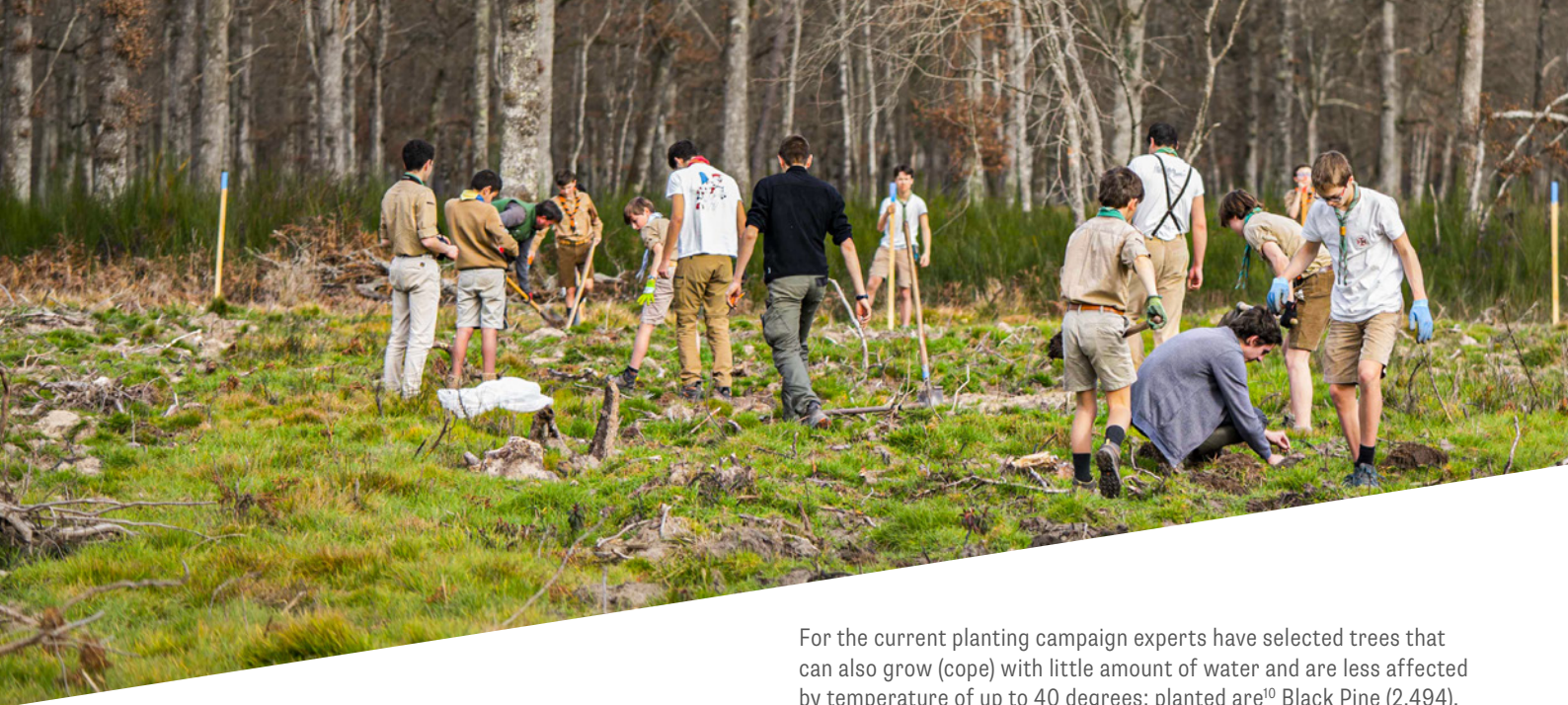
² Plantons pour l'avenir (Plants for the future) is a private, independent, non-political endowment fund created in 2014, <https://www.plantonspourlavenir.fr>

³ <https://www.scouts-unitaires.org/accueil/qui-sommes-nous/>

⁴ <https://lmy.de/KbxZIRWn>

⁵ <https://www.youtube.com/watch?v=TzW01HKall>

⁶ National Institute for Agricultural Research (INRAE, National Research Institute for Agriculture, Food and the Environment), <https://www.inrae.fr/>



Nature is particularly close to the heart of company founder Thomas Haase and the brand inventor of lavera natural cosmetics. That is why he initiated the lavera forest project in 2021 to reforest forest areas and to preserve ecologically valuable areas that leads to diversity. Thomas Haase: “ For 35 years now, one of our goals has been to preserve nature. As a natural cosmetics manufacturer, we work with nature every single day - and that is exactly what modern forestry needs(demsnds)”.

A tree donation from lavera went to Life Terra for the Scouts Unitaires de France scout association and plantons pour lavenir endowment Fund this year

Mr Pierre du Couëdic - Président des Scouts Unitaires de France, who was also on the site in Chambord: “on our 50th anniversary, which we happened to celebrate last year at the Chambord national estate, we made a promise: 30,000 scouts want 30,000 trees plant. The idea is that if our scout activities take place with forest owners a little all over France, it is always about sensitizing our young people to the world of Forest, the world of life and nature.”

⁷ <https://www.slobodenpecat.mk/de/makron-kje-zasadam-edna-milijarda-drvoja-zadagi-obnovam-shumite-koi-giopustoshija-pozharite/>

⁸ <https://www.plantonspourlavenir.fr/le-programme-sensibiliser/>

⁹ <https://www.lavera.com/uk/lavera-world/commitment-sustainability/reafforestation-project?language-switched=1>

¹⁰ The species planted were Black pine (Pinus nigra), Corsican Pine (Pinus nigra subsp. salzmannii var. Corsicana Sessile Oak (Quercus petraea), Coast redwood (Sequoia sempervirens), Turkey oak (Quercus cerris), Holm oak (Quercus ilex), Red oak (Quercus rubra), Wild Service tree (Sorbus torminalis), Service tree (Sorbus domestica).

For the current planting campaign experts have selected trees that can also grow (cope) with little amount of water and are less affected by temperature of up to 40 degrees: planted are¹⁰ Black Pine (2.494), Corsican Pine (1.793), Sessile Oak (1.003), Coast redwood (815), Turkey oak (690), Holm oak (490), Red oak (285), Wild Service tree (220), and the Service tree (210).

Prof. Fleisch, Chairman of the Lavera Thomas Haase Foundation: “We are particularly pleased about this project, as Plantons pour l'avenir, Life Terra, lavera and the Thomas Haase Foundation are pursuing common(mutual), important goals for the world of tomorrow: reforestation, to promote or initiate environmental education and research projects while combining fun and environmental protection measures. As a foundation, it is important to us that young people experience how easy it is to achieve sustainable success together through commitment and setting an example.” And the young people of today hopefully will be able to experience this in the unique forest area of Chambord in 50 years' time.



Images available for free. Documents link desired (requested). Please send queries to presse@lavera.de Sabine.Kaestner@lavera.de (Sustainability) or Alena.Zdrzalek@lavera.de (PR France)

LAVERA BEAUTY, NATURALITY, EFFECTIVENESS – OUR RECIPE FOR SUCCESS SINCE 1987

Ever since the lavera brand was founded in 1987, the goal of founder and owner Thomas Haase has been to make natural cosmetics accessible to everyone. In the meantime, lavera is one of the most successful natural cosmetics brands in Germany with the aim of constantly re-decoding the active secrets of nature and depicting them in innovative and natural products. Sustainability has always been a matter of the heart at lavera, and so the brand is not only committed to various national and international climate protection projects, but also consistently uses reusable materials for product packaging. From the product idea to delivery, everything comes from a single source in the Hanover region. Around 250 lavera products are available in 40 countries. Certified natural cosmetics: lavera. nature you feel.

Lavera Thomas Haase Foundation

The Lavera Thomas Haase Foundation was founded in 2020 by Thomas Haase, founder of the natural cosmetics manufacturer Laverana and inventor of the natural cosmetics brand lavera. It serves both non-profit purposes in our society and social projects. The overriding goal of the foundation is to preserve the company and the brand and to develop them sustainably in order to secure jobs. The foundation is financed by the company's distributed profits.

One focus of the foundation is the promotion of further education projects including environmental education in cooperation with non-profit organizations.