

AFTER PLANTING 5,200 TREES IN THE SAHEL SINCE 2020 WITH NGO TREE AID, ALLAND & ROBERT CREATES ITS COMPANY FOUNDATION TO HELP WITH THE PREVENTION OF DESERTIFICATION IN AFRICA

By 2030, the Great Green Wall will have revived 100 million hectares of dryland to fight the advancing Sahara desert. How? By growing trees on an 8,000 km strip that stretches over twenty countries in the sub-Saharan zone, from Senegal to Djibouti. Partner of this initiative with the NGO Tree Aid, Alland & Robert reinforces its historic commitment to African communities and creates its company foundation.

In the Sahel, the consequences of climate change are significant. The climate crisis worsens the poverty of local populations, destroys food crops and endangers the future of young generations. One of the reasons for this disaster: the advance of the Sahara, accelerating from year to year. The Great Green Wall initiative was born in 2007 to counter this phenomenon.

In this context, Alland & Robert announces the creation of its **Company Foundation**. Its statutes were filed on May 11th, 2021 and its mission is to manage Alland & Robert's commitments to the environment and the Sahelian communities related to the acacia gum harvest. Alland & Robert is one of the major manufacturers of acacia gum worldwide. One of the foundation's main projects will be to strengthen the partnership between Alland & Robert and Tree Aid, a UK-based NGO (Non-Governmental Organization) expert of African drylands and reforestation, and a participant in the Great Green Wall project. In 2020, the first year of this partnership, Alland & Robert helped plant 3,600 trees which corresponds to approximately 36 hectares of restored land.



Committed to the African communities since the creation of the company in 1884, Alland & Robert decided to create a company foundation in order to give the necessary frame to its actions, and to further strengthen its historical involvement. The foundation will primarily finance local initiatives and organizations.

The Alland Company Foundation has two main priorities: supporting local communities and particularly women in terms of education, health and infrastructure, and the preservation of the African environment and biodiversity, especially in the countries where Alland & Robert operates.



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“The damage linked to desertification and drought is considerable in the Sahel. Local populations, biodiversity and environment are equally affected. Communities face major challenges to access to drinking water or healthcare. Children do not always attend school, and there are not enough schools. The Alland Company Foundation will support projects that address these critical issues, and ultimately help families lift themselves out of poverty. The Foundation will also support women who occupy a central economic, social and cultural role within local communities.”

Anne-Sophie Alland, Head of Strategy & Development at Alland & Robert, in charge of the creation of the Company Foundation.



“Tree Aid is delighted to be working with Alland & Robert to tackle the climate crisis and poverty in the drylands of Africa. Together, we have joined forces with communities to grow trees and restore land in support of the Great Green Wall across the Sahel. Tree Aid projects make sure trees thrive so they can provide nutritious food and incomes today, and look after the environment for tomorrow. Thank you to Alland & Robert for standing with Tree Aid and the people of the Sahel through this continued partnership”, Clare Hanley-Theare, Fundraising Manager, Tree Aid.

What is the Great Green Wall initiative ? Grow trees on an 8,000 km long strip in the sub-Saharan zone to stop the desert. To date, twenty countries have agreed to contribute to this project and the first results are significant: 12 million trees planted in Senegal in 10 years, 15 million hectares of land restored in Ethiopia, 5 million hectares of degraded land restored in Nigeria. In Niger, 5 million hectares of land have been brought back to life and produce each year 500,000 tons of cereals, enough to feed 2.5 million people. Ultimately, the Great Green Wall will be the largest living structure on the planet, 3 times the size of the Great Barrier Reef. The trees planted will sequester 250 million tons of carbon, and 10 million jobs in rural areas will be created.

CONSEQUENCES OF THE CLIMATE CRISIS IN SAHEL⁽¹⁾



46% of African land is degraded, jeopardizing the livelihoods of nearly two-thirds of the Continent's population.



20 million people in the Horn of Africa in 2017 declared on the verge of starvation following severe drought and food crises.



Millions are expected to migrate from degraded parts of Africa in the next two decades.



100 million population of the Sahel is expected to grow to 340 million by 2050.

¹Source : <https://www.greatgreenwall.org/>

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3 ACTIONS OF ALLAND & ROBERT IN AFRICA IN 2020

1/ Reducing poverty in Mali.

The Koulikoro region of Mali lost 86% of its forests to deforestation in 10 years. Most of the trees were cut down to make rooms for farms. In addition, the climate crisis is making the environment hotter and rainfall more unpredictable. People struggle to grow enough crops to feed their family or sell to make a living.

Alland & Robert supports a project aiming to train over 400 farmers to grow and protect trees, and restore degraded lands. Women's group are supported to make fuel-saving stoves that use half the firewood usually used in traditional stoves, which reduces the amount of trees being cut down. 2 tree nurseries have been set up and they have produced over 19,000 trees. Since 2017, Tree Aid have been working on restoring Koulikoro and they have recorded a 34% decrease in poverty in the households they are working with.

2/ Establishing effective community forest governance in Niger.

In Ethiopia, over 90,000 hectares of forests are being cut down every year. As a result, huge areas of land are no longer able to support plant life, and farming is becoming impossible. Alland & Robert supports a project in Dugda-Meki that helps people to restore their local environment, build sustainable businesses and grow nutritious food.



3/ Supporting ecosystems and communities in Ethiopia.

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ABOUT ALLAND & ROBERT

Created in 1884, Alland & Robert is a French family company and pioneer in natural tree exudates. With a strong focus on acacia gum, an entirely natural additive and ingredient, Alland & Robert exports to over 70 countries through a network of 40 distributors, tripling its turnover over the last 10 years. With the aim of providing high-quality natural gums, Alland & Robert is fully committed to sustainable growth in line with its active corporate social responsibility plan. This vision is supported by a large network of raw material suppliers in Africa, compliance with international certifications, a dedicated R&D team and partnerships with internationally recognized universities including Montpellier University.

For any request concerning the Alland Corporate Foundation: foundation@allandetrobert.fr

