»Preserving Our Forests«

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Forests are an abundant source of food and water hosting a diverse variety of life. Forests are vital to the well being of all life. They provide livelihoods to millions of people and communities.
Forests are home to immense amounts of biodiversities and they play a critical role in regulating water, soil and carbon cycles including our global climate. However, human activity is having an adverse impact on this fragile ecosystem. Scientist say our planet has lost about half its trees since the beginning of civilization. It is clear that we can not continue to put pressure on our forests without inversely loosing out on vital services this ecosystems provide to us.

Importance of forests

Forests provide us with a multitude of direct and indirect ecosystem services. They are home to a stern diversity of flora and fauna more than 80% of land species.
Forests provides us with resources like wood, food and medicine. They also regulate important ecosystem services. Providing our planet clean air and water, replenishing soil nutrients, preventing erosion and storing carbon thus managing our climate.

Fragile ecosystems

Over time as our population increase and our society grew to use more resources, human kind has placed increasing pressure on forests. Trees are cleared for building materials, paper products, fuel and to make space for agriculture, livestock and growing cities.
The wide spread destruction of trees is fuelling climate change and accounts for about 10% of global carbon emissions. In 2019 the world lost more trees than the land size of the United Kingdom.

Negative impacts

When forests are under threat, we are under threat. Without important resources and services forests provide from food to clean air, food and water is under threat.
This directly impacts our lives and our business. We will face more extreme weather conditions like heat, drought and more disease and pandemics. Now more than ever forests need to be conserved and restored.