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MESSAGE FROM THE CHAIR AND DIRECTOR

2024 marked a significant transitional phase for the Audemars Piguet Foundation for Trees, accompanied by an in-depth review of its three decades of action from 1992 to 2022. This retrospective analysis enabled us to assess the overall impact of our initiatives, optimise our internal processes and redefine our strategy in order to strengthen our commitment to preserving forests and their ecosystems.

This annual report therefore represents a continuation of the projects launched in 2023 and beyond, as well as the final step before the transition to a new era. Solutions such as agroforestry and promoting sustainable non-timber forest products, which have been important drivers of our activities in the past, still make up the majority of our projects.

This report also highlights a wide range of projects designed to raise awareness about the natural world, as well as innovative initiatives concerning forest fire management and traditional knowledge preservation. Although these two themes have been addressed on an ad hoc basis to date, they are now among our key priorities.

Another new aspect is the deployment of an Organisational Development (OD) pillar that echoes the Foundation's desire to support the charitable sector by strengthening the institutional stability, empowerment and longevity of its partner organisations. Based on direct aid or the funding of intermediary structures, this support system aims to enhance the impact of NGOs.

These developments reflect our desire to adapt more effectively to current and future environmental challenges, while taking organisations' capacities and climate realities into account and by harnessing the traditional knowledge of local communities and indigenous populations.

Jasmine Audemars Chair Susan Simmons Lagreau Director



VISION

The Audemars Piguet Foundation for Trees works towards a sustainable world in which every individual can reach their full potential as part of resilient and autonomous communities.

MISSION

The aim of the Audemars Piguet Foundation for Trees is to contribute to the conservation of forests around the world by protecting the environment and raising awareness among young people.

It supports initiatives that champion sustainable practices and behaviour to strengthen the resilience of communities and natural environments.



Three values guide the actions of the Audemars Piguet Foundation for Trees:

- Audacity: being serious without taking ourselves too seriously paves the way for innovative approaches and making a difference.
- Sustainability: generating tangible, longterm positive impacts within the planet's ecological limits, without compromising the well-being of future generations.
 - Humanism: empowering everyone to make extraordinary things happen in line with their own ambitions.

CHALLENGES IN 2024

The challenges faced in 2024 were many and unprecedented. It was the hottest year on record and saw a range of extreme weather events, including devastating forest fires in several regions of the world, such as Greece, Ecuador, Canada and Bolivia, which lost almost 7 million hectares.

Despite efforts to conserve and preserve forests, deforestation and the decline of biodiversity are continuing at an alarming rate. We urgently need to reverse this trend if we are to achieve the United Nations' Sustainable Development Goals (SDGs) by 2030 and guarantee a liveable future. The actions of the Audemars Piguet Foundation for Trees, which places local communities at the heart of its initiatives, are part of this global effort.

Agricultural expansion is responsible for almost 90% of deforestation worldwide (Food and Agriculture Organization [FAO], 2021), which leads to CO₂ emissions and thus contributes to climate change. The latter is weakening the forests that still exist, making them increasingly vulnerable to large-scale fires in particular.

Forests' vulnerability to climate change is exacerbated by human practices, such as slash-and-burn clearing. This unchecked agricultural technique – which is deployed to meet the growing pressure for agricultural expansion – increases

the frequency and intensity of fires, accelerating the degradation of forests and compromising their resilience to climate change and disease. According to the FAO, projections made in 2024 indicate that 25 million hectares of forest land in the United States could lose more than 20% of their host tree surface area due to diseases and insects by 2027.

In the face of these threats, harnessing and updating ancestral know-how in sustainable forest management and preventing forest degradation play a crucial role in the ability of ecosystems to adapt.

Passed down from generation to generation, this traditional knowledge provides solutions based on the respectful management of local natural resources.

According to the World Bank and the United Nations Environment Programme (UNEP), indigenous communities, which represent 5% of the world's population, protect around 80% of the world's biodiversity, often through their traditional forest management practices.

As part of the SDGs, raising awareness from an early age is also a key lever for promoting the preservation of forests and underscoring the crucial role they play in meeting global environmental challenges. In this respect, a recent survey conducted by UNEP revealed that 75% of young people aged 18 and over feel concerned by environmental problems and 70% believe that fighting deforestation is crucial to the planet's sustainability.



MAIN AREAS OF INTERVENTION

Conserving and restoring forest ecosystems



Conserving and restoring forests, fighting deforestation and promoting the sustainable management of natural resources all help to preserve biodiversity and strengthen the resilience of communities and natural environments.

Raising awareness of environmental issues among young people



Showcasing natural sites and environments, developing educational tools and implementing outdoor learning modules all help to enhance knowledge, interest and respect for nature, while promoting sustainable practices and behaviour.

Preserving ancestral knowledge related to nature



Perpetuating traditional knowledge based on the sustainable use of natural resources helps to preserve biodiversity and strengthen the resilience of communities and natural environments.

Organisational Development



OD aims to consolidate NGOs' effectiveness, efficiency and resilience and promote best practices and knowledge sharing between peers. This contributes to the organisations' institutional stability, empowerment and longevity

Projects 16 projects 1 project Global England Italy France Switzerland 5 projects Cambodia 2 projects Colombia Indonesia Taiikistan Vietnam 17 projects Ghana Benin Morocco Burkina Faso Guinea Senegal Cameroon Tanzania Cape Verde Togo Democratic Republic Malawi Uganda of the Congo (DRC) 25 projects These figures include the projects selected, underway and completed countries underway in 2024.

THE FOUNDATION IN 2024:

THE YEAR IN FIGURES

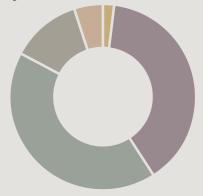
Breakdown of projects by theme



78% 78% 15% 2%

- Conservation/restoration
- Raising awareness
- Ancestral knowledge
- Organisational development

Geographical breakdown of projects



- **Europe:** 16 projects (39%)
- Africa: 17 projects (42%)
- Asia: 5 projects (12%)
- Latin America: 2 projects (5%)
- Global: 1 project (2%)

PROJECTS UNDERWAY IN 2024 AFRICA

In 2024, the state of Africa's forests was marked by several major challenges, including deforestation linked to agriculture, unsustainable logging and governance failures (Food and Agriculture Organization, FAO). To address these issues, an integrated approach is needed, combining conservation, sustainable development and the involvement of local communities.

The projects supported by the Audemars Piguet Foundation for Trees in Africa in 2024 focused on all of these dimensions. The projects completed during the year produced convincing results, benefiting forest ecosystems and biodiversity as a whole, as well as local communities.



Benin, Ghana & Ivory Coast





Organisation	Centre Régional de Recherche et d'Éducation pour le Développement Intégré (CREDI-ONG)
Project	Resilience and adaptation to climate change in the Sitatunga Valley
Duration	2023 – 2026

This project focuses on implementing conservation efforts targeting key biodiversity areas in the Sitatunga Valley. It includes strengthening the governance of the Sitatunga Valley Community Nature Park, a community conservation area spanning more than 80,000 hectares. By improving the park's ecotourism offer and services and promoting environmentally friendly economic activities, it is helping to create green jobs capable of ensuring the participatory conservation of biodiversity and high-potential natural habitats.

Organisation	Conservatoire et Jardin botaniques de la Ville de Genève (CJBG)
Project	Multipalms
Ouration	2023 - 2027

By studying the extraction channels for three groups of useful forest palms (raffia, rattan and doum), this interdisciplinary project conducted in Benin, Ghana and the Ivory Coast aims to provide sustainable agro-ecological solutions (multiplication, nurseries, domestication) for the active conservation of these often overexploited species and their natural environments, which are severely threatened by deforestation and drainage.

Creating furniture using R. vinifera. Benin



Burkina Faso





Organisation	Action Lutte Contre la Pauvreté (ALCP)
Project	Agro-ecological restoration and agroforestry in the green belt of the city of Ouagadougou
Duration	2022 – 2025

Launched in 2022, this project aims to help protect and enhance the unique environmental assets of Ouagadougou's green belt. It focuses on the sustainable management of natural resources, preserving the region's integrity while improving local people's economic prospects.



Cameroon





Organisation	Appui aux Initiatives de Développement (AIDE)
Project	Integrated management of mangrove landscapes in Douala-Edéa National Park
Duration	2022 – 2024

The aim of this project is to strengthen biodiversity conservation and limit the degradation of mangrove ecosystems in the Douala-Edéa National Park, while ensuring the sustainability of the livelihoods of the surrounding communities.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has had a positive impact on biodiversity, particularly through mangrove restoration. The following results were observed:

Species richness and diversity: restored areas show better flora regeneration than

Community receptiveness: positive changes in local knowledge and attitudes were noted

Income diversification: 45 temporary jobs were created in three villages by setting up village

Enhanced fishing industry: the installation of improved smokehouses and the distribution

ned community leadership: training on natural resource management,

Promotion of gender equality and female empowerment: women's involvement was

Cape Verde





Organisation	Associação Projecto Vitó
Project	Time for conservation of endemic threatened flora in Cape Verde's islands
Duration	2022 – 2025

Through this project, the Projecto Vitó organisation is supporting the implementation and management of the Fogo Biosphere Reserve in Cape Verde, which was designated as such by the United Nations Educational, Scientific and Cultural Organization (UNESCO) in 2020. Its action, which covers six islands in the archipelago, focuses on conserving two endemic tree species included on the International Union for Conservation of Nature's (IUCN) red list: Dracaena draco and Sideroxylon marginatum (both of which have 'EN' status). The work involves making an inventory of the two species' populations, implementing a monitoring plan for the Fogo Reserve's flora, cultivating plants intended for the reforestation of degraded areas in community nurseries, and awareness-raising and capacity-building initiatives for the monitoring and research team.

Democratic Rep. of the Congo (DRC)





Organisation	Actions Communautaires pour la Protection de l'Environnement (ACPE)
Project	Supporting the reconstitution of forest cover through agro-ecological practices
Duration	2022 – 2025

This pilot project aims to reduce the pressure on forest ecosystems in Kasangulu, in Kongo Central Province. It focuses on regenerating forest cover, which has been decimated by the abusive exploitation of natural resources and environmentally destructive practices, and diversifying sources of income for local communities.





Democratic Rep. of the Congo (DRC)





Organisation	Mbou-Mon-Tour (MMT)
Project	Support for sustainable development through the conservation and enhancement of local biodiversity
Duration	2022 – 2024

This project is part of a programme to protect local biodiversity and strengthen the socio-economic development of communities in Mai-Ndombe Province. It is based on three main components: raising awareness of the importance of conserving natural ecosystems, community forestry and support for ecotourism.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

Raising awareness: 11,856 people were informed through awareness-raising initiatives.

Conservation: no cases of poaching were recorded during the project. An application for a Local Community Forest Concession has also been drawn up and submitted.

Ecotourism and transport: acquiring a field vehicle has made it easier to transport tourists, researchers and other visitors. In addition, tourist capacity has been increased with the (ongoing) construction of five bungalows.

Capacity building: 24 village women have been trained to welcome, accommodate and prepare meals for tourists, increasing their involvement in conservation initiatives and enhancing their well-being.

Guinea



Organisation	Antenna Foundation
Project	Agro-ecological learning farms for food security in Guinea
Duration	2023 – 2027

The aim of this project is to set up agro-ecological farms in three climatic zones of Guinea: Maritime Guinea, Upper Guinea and Forest Guinea. In the long term, the multiplication of these farms on a larger scale will help to strengthen the resilience of rural communities while reducing their dependence on forest resources.

Mbou-Mon-Tour's base, DRC.



Madagascar





Organisation	Blue Ventures
Project	Blue Forests
Duration	2022 – 2024

This project aims to conserve and restore the mangrove forests and fisheries of Belo sur Mer by tackling the causes of deforestation and overexploitation of fishery resources. It focuses on training community associations and village forest management groups in mangrove forest governance. This training includes drawing up and implementing management plans that incorporate the replanting of degraded mangrove areas. Mangrove survival rates are monitored, while community supervisory committees are set up to ensure compliance with local regulations governing the use of marine and coastal resources.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has led to significant progress in a number of areas, including sustainable forestry, fisheries management and community well-being:

Mangrove protection: village management groups obtained the rights to 4,566 hectares of mangroves, which surpassed the initial target by 11%.

Mangrove reforestation: mangrove expansion has grown from two hectares at the start of the project to 51, with an 82% survival rate, which is well above initial expectations.

Guard patrols: 75 trained patrol guards identified and recorded 64 offences, helping to strengthe community mangrove conservation regulations.

Management measures: seven villages have implemented measures covering 576 hectares, and progress was made in the creation of a permanent no-fishing zone.

ncrease in crab catches: crab catches have risen sharply, from 249 grammes per fisherman at the start of the project to 6,028 grammes at the end, helping to improve resources and living conditions for local communities.



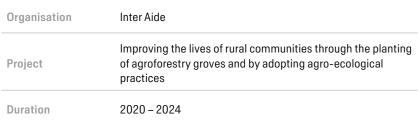
A greater bamboo lemur, Madagascar.

Organisation	Helpsimus – French Association for the Conservation of the Greater Bamboo Lemur
Project	Stepping up protection for a thousand hectares of forest fragments housing the largest population of greater bamboo lemurs in the wild
Duration	2024 – 2027

Marking a new phase in the 'Bamboo Lemur' programme, this project aims to ensure the protection of the forest fragments located within its area of operation and, consequently, protect the biodiversity they contain, including the largest wild population of greater bamboo lemurs. To this end, a three-pronged strategy has been put in place, aimed at ensuring the sustainable protection of the lemurs' habitat, supporting education and raising environmental awareness among children, and improving the organisation's logistical resources.

Malawi





Implemented in a disadvantaged and very densely populated area of the Lilongwe district, this project aims to protect biodiversity and the balance of the agrarian system through the sustainable management of agricultural and forestry resources. It also aims to improve the production capacities of farming families and their access to wood resources.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

Disseminating agro-ecological practices and setting up a village tree-planting initiative were well received in the villages included in the project.

Families helped: a total of 4,165 families were supported.

Trees planted: 562,596 trees were planted during the project.

Increased income: agro-ecological production has led to an increase in income for families equivalent to an extra two months' worth of food security.

Nurseries: 115 village nurseries were set up, producing tree seedlings of three local species and five species acclimatised to the region with the aim of producing firewood, timber and fruit

Seed banks: 37 community seed banks were created with Inter Aide's support.

Morocco

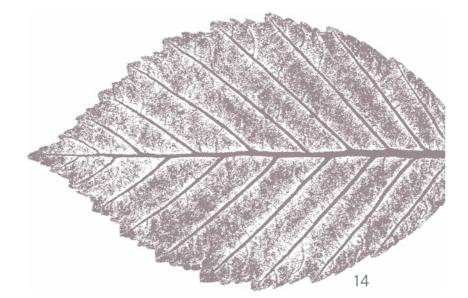




Organisation	N'Terractive
Project	Nourishing and medicinal forests
Duration	2022 – 2024

The aim of this project is to develop a nourishing and medicinal forest model that is tailored to Morocco to combat rural exodus and climate change. Based on sustainable farming practices that respect local traditions, this model incorporates a variety of crops. It is powered by solar energy and features an integrated irrigation system.

The aim is to train young farmers, create local jobs, generate additional income, improve public health, diversify diets, fertilise and regenerate the soil, and support reforestation.



Senegal





Organisation	International Rainwater Harvesting Alliance (IRHA)
Project	Sea forest
Duration	2021 – 2024

Through a combined landscaping initiative involving the restoration of the mangrove ecosystem, natural resource management and the reintroduction of agroforestry islands, this project is determined to halt the spread of saline land in the Sine-Saloum region. This phenomenon is one of the main causes of loss of plant cover, land degradation and aquifer contamination.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has had a significant impact in a number of key areas, including biodiversity, water resource management, erosion control and raising awareness among local communities. These results can be broken down as follows:

Transition to agroforestry: 28 agroforestry plots were developed over 25 hectares, with 15,258 trees planted. The tree survival rate was assessed at 73% at the start of 2024, i.e. 11,158 surviving trees.

Reforestation: two hectares of degraded areas (salt flats) were planted with 10,000 trees. These reforestation efforts did not produce the expected results, however, due to the high salinity of the soil and the climatic conditions.

Mangrove restoration: 82,600 mangrove seedlings were planted on 41.3 hectares of estuary coastline.

Fight against erosion: 1,600 metres of vegetative barriers for erosion control have been £set up around villages with and by the local communities, protecting almost 40 hectares of farmland

Water resource management: three retention ponds have been created to help recharge groundwater and improve water resource management.

Raising awareness: 3,000 people were informed about mangrove and agroforestry issues, while 2,500 schoolchildren were taught about the water cycle and the role of mangroves.

Planting a mangrove, Senegal.



Tanzania





Organisation	Istituto Oikos
Project	Mountain farmers and savannah pastoralists: conserving sustainable livelihoods in East Africa
Duration	2022 – 2024

This project aims to conserve and restore forests and pastures in Tanzania, where biodiversity is being degraded at an alarming rate. It includes a range of initiatives, such as training in the conservation and sustainable management of natural resources, raising awareness of the importance of the environment among children and young people, and creating sustainable incomes for isolated farming and herding communities.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

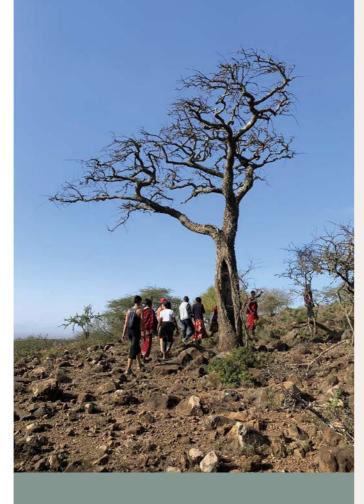
The project has achieved tangible results, which are reflected in benefits for the environment and local communities:

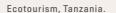
Reduction in illegal logging: a significant reduction in illegal logging and charcoal production has been recorded in two community forests spanning 36.5 hectares.

Planting of native trees: 4,160 trees have been planted around water sources and in areas

Raising awareness: 3,000 schoolchildren took part in awareness-raising campaigns (lessons

Alternative sources of income: three beekeeping businesses have been set up, providing economic opportunities for 20 people, including 17 women. These beneficiaries received 20 days







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Togo







Organisation	Association Morija
Project	Agroforestry and green entrepreneurship
Duration	2022 – 2025

The aim of this project is to promote environmentally friendly farming practices by setting up coffee and cocoa plots and restoring farmland through agroforestry. To achieve this, it is helping around a hundred rural young people in the prefectures of Kloto, Agou and Amou to set up and farm their plots of land, while educating local communities about the sustainable management of crops in parallel.

Organisation	Vétérinaires Sans Frontières Suisse (VSF-Suisse)
Project	MiKaGo – Miel, Karité, Gouvernance
Ouration	2021 – 2024

This project involves organising small farmers into cooperatives, with training in beekeeping and shea nut processing. By developing the honey and shea sectors, which are alternative sources of income to charcoal production, it aims to reduce the pressure on forests.





Uganda





Biovision Foundation Organisation Mpigi forest school Project 2021 - 2024 Duration

Founded in 2012, the Mpigi forest school aims to protect forests by raising awareness within local communities of their ecological, cultural and economic importance through the prism of traditional medicine.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

Increased income: at the end of the project, the income and livelihoods of 146 families

Official recognition: the training received by the healers is now recognised by both the national health authorities and national and international academic institutions.

Inside a nursery, Uganda.

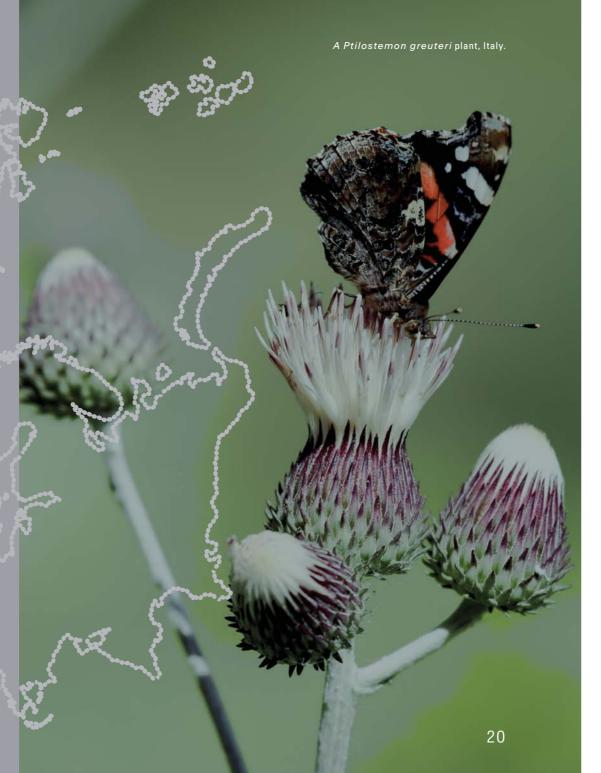




PROJECTS UNDERWAY IN 2024 EUROPE

In 2024, the Audemars Piguet Foundation for Trees continued its committed work to raise awareness of environmental issues among young people. Children and young people – the decision-makers and consumers of tomorrow, as well as the future agents of change – need to acquire the knowledge and skills necessary to meet the challenges of the 21st century, in a context marked by multiple environmental and social crises. Nature-based education, in particular, offers an ideal approach for encouraging environmentally friendly behaviour, while developing the social and emotional skills that are crucial to a child's well-being.

The projects supported by the Foundation in Europe have enabled a wide range of activities to be put in place, designed not only for children and young people but for their parents and teachers as well. These initiatives aim to create a genuine educational ecosystem that offers an immersive and collaborative approach to learning, strengthening the ties between individuals and their environment.



England



Organisation	The National Forest Company
Project	Creating a forest for learning II and III
Duration	2020 - 2024 / 2024 - 2027

The 'Creating a forest for learning' initiative, launched in 2017, aims to introduce regular outdoor learning to schools within the National Forest's scope. The Audemars Piguet Foundation for Trees, which supported the first phase of this programme, has renewed its partnership with The National Forest Company for a second and third phase. The first two phases have successfully established regular outdoor learning in 90% of the region's primary schools, compared with just 15% in 2017. The third part concentrates on extending the programme to secondary schools. It focuses on pupils with special educational needs and disabilities, while promoting the employability of young people in forestry and environmental professions.



SUMMARY OF THE PROJECT'S OVERALL IMPACT

This programme has had a major impact in connecting children who fall within the National Forest's scope to nature through regular outdoor learning sessions. To date, the main results are as follows:

Increase in outdoor learning: 90% of primary schools within the National Forest's scope now incorporate outdoor learning on a regular basis (compared to 15% in 2017). Outdoor learning also takes place occasionally in a further 10% of schools, with a high probability that it be will adopted on a regular basis over the next two years.

Financial support and training: 63 schools received financial support to improve their infrastructure and train their staff in outdoor learning. As a result, 72 teachers have been trained or are receiving recognised training at Forest School levels 2 or 3.

School progress: three more schools have been able to deliver outdoor learning and 12 schools have obtained 'champion' status (whose experience can serve as an example to others), including a first secondary school.

Programme adaptability: although there have been challenges (increased costs and academic pressure), the programme has been able to adapt and remain flexible to meet schools' needs.

Expansion to secondary education: the programme has begun to be extended to secondary schools, with a view to continuous development in order to maintain outdoor learning after primary school.

Annual report 2024

Audemars Piguet Foundation for Tree



Italy





Organisation	Jardin botanique de l'Université de Fribourg
Project	Conservation of threatened woody species
Duration	2021 – 2024

The aim of this project is to ensure the conservation of one of the most endangered woody species in the Mediterranean basin, Ptilostemon greuteri, which is not currently covered by any conservation plan. It includes actions designed to boost existing populations and reintroduce the species into new areas. The project also involves an in-depth study of the species to improve knowledge and expertise about its biology and ecology, with a view to planning its long-term conservation.

At the end of the project's implementation period, 50% of the activities that the organisation had set out to undertake had been completed. Here are a few examples:

Switzerland







Organisation	Alpes vivantes
Project	Sustainable protection of biodiversity in the Vaud Alps
Duration	2023 - 2026

The aim of this project is to protect the Vaud Alps, one of the most biodiverse regions in the Swiss Alps. To this end, the Alpes Vivantes association is setting up a range of initiatives to raise awareness, maintain and revitalise habitats, and control invasive exotic species.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project is making positive progress. A number of practical nature education and awareness-raising initiatives have been carried out in the Vaud Alps:

Raising awareness of wildlife: nest boxes for swifts and swallows have been installed in Bex. hey have helped to raise residents' awareness of the issues surrounding the survival of these

Combating invasive plants: Rumex, Giant Hogweed and Japanese Knotweed removal actions

Educational tools: various educational tools have been developed to raise awareness,

SUMMARY OF THE PROJECT'S OVERALL IMPACT

Ex situ activities: seed collection, conservation and storage; seedling cultivation.

Communication and awareness-raising activities: developing brochures and posters;



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Switzerland







The aim of this educational project is to create, preserve, promote and revitalise natural areas near schools in the Nyon-La Côte area. Currently being rolled out in two schools and aligned with the Canton of Vaud's Biodiversity Action Plan 2019 – 2030 and the Swiss Biodiversity Strategy, it includes the creation of living spaces with rich and varied ecosystems as a way of taking tangible action to promote biodiversity. These areas are created by schoolchildren and teachers under the supervision of specialists, offering numerous opportunities to raise awareness among young people of the need to protect the environment while also providing teaching aids that meet the goals of the *Plan d'études romand* curriculum for French-speaking Switzerland.



Organisation	Association de l'Arboretum national du Vallon de l'Aubonne
Project	Improving mediation and conservation
Duration	2022 – 2026

Since 2013, the number of guided tours of the Arboretum du Vallon de l'Aubonne has continued to rise. As a result, the events department needed reinforcing and a post for a scientific outreach officer was thus opened. In parallel, the project continues to support the conservation of the Arboretum's dendrological collections, so that it can be recognised for its true scientific value.

Organisation	Association Les arbres, entre visible et invisible
Project	'Les arbres, entre visible et invisible' learning trail
Duration	2024 – 2026

This project involves rehabilitating the Mas des Grandes Roches discovery trail, whose current state requires visitor numbers to be limited. The renovation is based on recent scientific discoveries about forests, which will be presented via educational audiovisual aids accessible to all throughout the duration of the walk. The trail, which will be renamed the 'Les arbres, entre visible et invisible' learning trail, will help to educate different visitors about sustainable development, while creating synergies between the region's key sustainability stakeholders.

Switzerland





Organisation	Association du Parc naturel régional Jura vaudois
Project	Toile verte
Duration	2022 – 2026

The Parc naturel régional Jura vaudois works to conserve its natural and landscape heritage. Various initiatives are being implemented on the ground to preserve the region's biodiversity, whose decline is largely due to a lack of functional corridors between various flora and fauna habitats. Through this project, the Park is committed to improving the quality of this network by supporting the restoration of biotopes, by planting native hedges and high-stemmed fruit trees, and by assisting local authorities in managing green spaces to encourage biodiversity in built-up areas.

Organisation	Association scolaire intercommunale de la Vallée de Joux (ASIVJ)
Project	Resonance wood and education in sustainable development
Duration	2024 – 2026

This project was put forward by teaching staff from Vallée de Joux primary and secondary school (EPS Vallée de Joux), who wanted to capitalise on the creation of an educational trail dedicated to resonance wood in Risoud Forest in 2023. The aim is to set up outdoor teaching modules in collaboration with educational staff working at the Parc naturel régional Jura vaudois and to produce teaching packs designed to create a link between outdoor teaching periods and classroom learning.

Risoud resonance wood learning trail, Switzerland





24

Switzerland





Organisation	BirdLife Suisse
Project	100 natural jewels for Switzerland
Duration	2022 – 2024

The aim of the project is to revitalise, restore and create valuable new habitats for biodiversity on at least 100 sites across various regions of Switzerland. Numerous initiatives have also been put in place to involve the general public, volunteers of all ages and schools in implementing these measures, helping to raise awareness and underscore the value of natural environments.

Organisation	Commune de Burtigny
Project	Water-forest trail – Fruit-producing edges of the Grandes Tattes forest
Duration	2021 – 2024

The aim of this project is to revitalise the edges that border the 200 hectares of forest in the village of Burtigny. In the long term, this revitalisation will make it possible to recreate a natural forest rich in shrub species. By enveloping the forest's external space in greenery, the project aims to increase plant and animal diversity while shielding the forest biotope from the effects of global warming.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project allowed numerous biodiversity conservation initiatives to be undertaken across Switzerland:

Initiatives: 134 initiatives were implemented in 21 cantons, including the creation of natural gardens and the redevelopment of the areas surrounding schools and retirement homes.

Volunteer work: approximately 23,000 hours of volunteer work were devoted to BirdLife, on top of the hours worked by the organisation's staff.

Ecological improvements: over 1,290 new trees and 15,100 shrubs were planted, along with 16 hectares of flower fallow, ruderal areas and flower meadows. In addition, 48 new ponds and more than 40 pools for amphibians were created.

Raising awareness: opening ceremonies, press articles, television reports and interpretive panels have helped to raise awareness of the richness and importance of natural environments among the general public.

JUE, SWILZEITAITU.	witzerland.	zerl	Swi	doe,
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'Journey to the centre of the fore: in search of Sylvette the ov educational trail, Switzerlar



Switzerland







Organisation	Forêtxcellence
Project	Forêtxcellence
Duration	2022 – 2027

The aim of this project, supported by the cantons of Bern,
Neuchâtel and Vaud, is to create a supra-regional value chain for
resonance wood from the Jura Arc. Pre-processed into boards,
the resonance wood is stored and displayed in a xylotheque in
Cernier (NE), where luthiers and instrument-makers can come to
obtain supplies in order to create unique musical works of art with
a clearly identified provenance. The site also aims to raise public
awareness about the richness of the Jura Arc forests.

Organisation	Forêt Valais
Project	'Journey to the centre of the forest: in search of Sylvette the owl' educational trail
Duration	2023 – 2026

This project is the result of collaboration between the Central Valais forest owners' association, Anniviers Tourisme and Forêt Valais. Comprising 11 stations made of local wood, the trail invites visitors of all ages to discover the challenges facing the forest and its importance to the Alpine ecosystem. It offers a fun approach to raising public awareness about the world of the forest, its usefulness, the fauna and flora that thrive there and the professions associated with it.

Switzerland

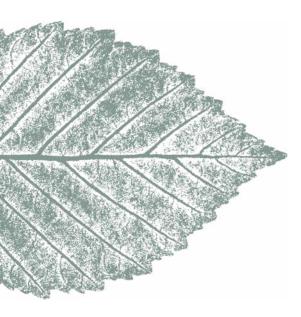






Organisation	Parc naturel du Jorat
Project	Reception infrastructure at the Parc naturel du Jorat
Duration	2021 – 2025

This project was launched to consolidate and enhance the visitor experience in the Parc naturel du Jorat, located at the heart of the largest forest on the Swiss Plateau. It includes the creation of a reception area and the development of themed educational trails, defined per school age group in line with the *Plan d'études* romand curriculum for French-speaking Switzerland. By improving the quality of its facilities, the park aims to enhance visitor awareness about the environment and the region's natural and cultural heritage.

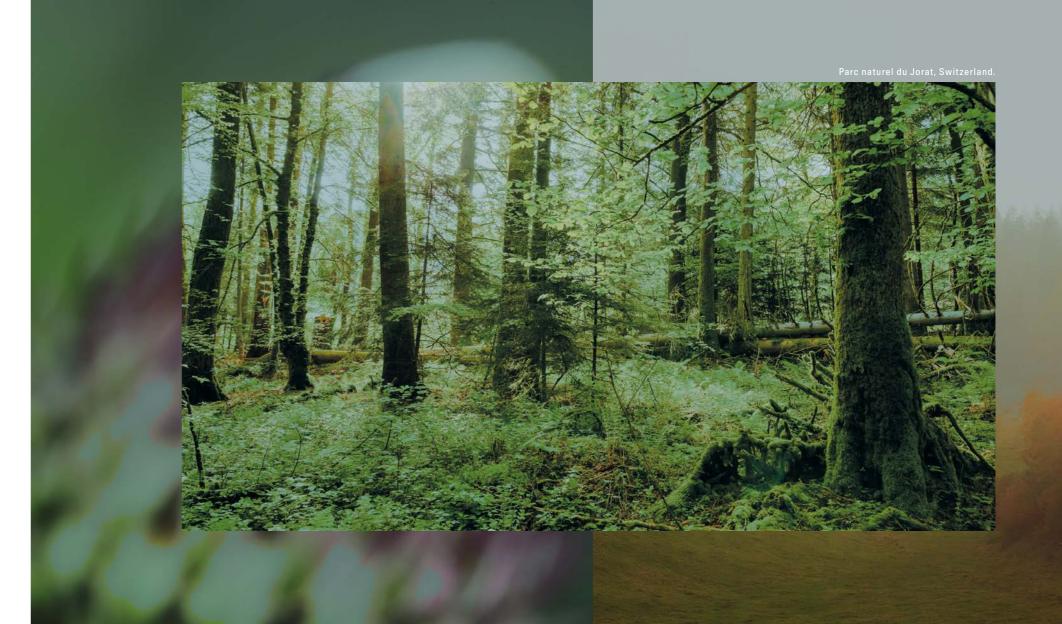


Organisation	Printemps d'abeilles
Project	A school for bees
Duration	2023 – 2025

The aim of the project is to raise awareness of the importance of protecting biodiversity among schoolchildren in 18 classes in nine schools in French-speaking Switzerland. It offers educational activities and events based on the beehive throughout the school year, in line with the Plan d'études romand curriculum for Frenchspeaking Switzerland.

Organisation	Town of La Chaux-de-Fonds
Project	Emergency aid
Duration	2024 – 2026

The Audemars Piguet Foundation for Trees made a donation to the town of La Chaux-de-Fonds to help rehabilitate green spaces and implement urban nature projects following a storm that occurred on 24 July 2023. This donation was allocated to three projects: 1) the renovation and reconstruction of Parc des Crêtets, with a particular focus on restoring the waterfall stream and its vegetation; 2) a plan to convert urban tree cultivation practices in order to recreate an urban canopy and provide more ecosystem services; and 3) the updating and completion of the urban public green space management plan.



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PROJECTS UNDERWAY IN 2024 ASIA

In Asia, as elsewhere, forests play a crucial role not only in biodiversity and climate preservation, but also in supporting millions of human lives Yet these vital ecosystems remain under threat from deforestation, often caused by local communities' dependence on forest resources, such as timber, medicinal plants and fruit, for their livelihoods.

To reduce the pressure on forests, it is essential to offer local communities viable alternatives that enable them to develop sustainab sources of income. Most of the projects supported in Asia in 2024 have helped communities to take this approach, while simultaneously promoting and disseminating their excellent environmental conservation practices.



Cambodia





Organisation	EPER
Project	Green Cashew
Ouration	2023 – 2026

The aim of this project is to make rural populations more selfsufficient in relation to forest resources, with a view to promoting sustainable rural development. It focuses, in particular, on the cultivation of organic cashew nuts by small-scale producers. By increasing their income, they are strengthening their resilience to climate change.



India







ganisation	Pragya
oject	Ancestral knowledge preservation, conservation and cultivation of endangered medicinal and aromatic plants in the Himalayas
ration	2020 – 2024

Medicinal and aromatic plants from the Himalayas are threatened by extraction to meet commercial demand. This project aims to address this issue by involving local communities in their protection. The main goal is to set up community groups responsible for protecting and conserving local areas rich in medicinal plants. At the same time, these groups also grow high-value plants to generate improved incomes.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has helped to improve the conservation of medicinal and aromatic plants in the Himalayas, while preserving traditional knowledge:

lentifying factors in species decline: major factors in the decline of medicinal and aromatic

Community involvement: 4,001 members of Himalayan communities were directly involved O village council leaders and 1,967 other community members.

aising awareness: more than 20,000 inhabitants in 60 villages have been made aware

Indonesia



Organisation	Cœur de Forêt
Project	Forest restoration and preservation on the island of Flores, Indonesia
Duration	2022 – 2025

This project aims to preserve the forest areas on the island of Flores in Indonesia, which have been seriously affected by the practice of slash-and-burn agriculture, leading to their reduction and the degradation of water resources. As these fires are mainly caused by livestock farmers wishing to create pastureland, the project includes the development of income-generating activities for farmers, as well as a programme designed to raise awareness.



SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has helped to address the problem of loss of forest cover due to the intensive use of fire. Five key actions – two curative and three preventive – have been implemented:

Experimental planting strategy: the aim of this action was to develop fire-resistant plantations. After several trials, a two-phase strategy was developed: 1) the planting of gliricidia, an exotic species resistant to fire and adapted to extreme conditions, and 2) the introduction of more fragile local species to diversify the ecosystem. Around 160 hectares are currently being regenerated, with 193,875 macro-cuttings (mainly *Gliricidia sepium*) and 76,000 trees planted.

Evaluation of the ecological impact of existing plantations: preliminary results from the study of two gliricidia monoculture 'forests' have shown that forest regeneration processe are maintained despite the presence of an exotic species.

Forest diagnosis: an ethnoecological study revealed that the relationship between humans and forests is gradually being lost, reducing communities' interest in protecting these ecosystems in favour of more productive agricultural land.

Forest botanical inventory: 357 botanical species, including 71 exotic species, divided into 243 genera and 98 families, were listed. This inventory highlighted the broad diversity of forest ecosystems in the area of operation in Flores. It has also led to the creation of a herbarium, the diversification of species in the nursery and the definition of a target ecosystem for planting.

Livestock-oriented agrarian diagnosis: local livestock systems and their impact on the ecosystem were examined. What emerged was an awareness of the difficulties faced by farmers and the need to use fire in the current system. This diagnosis provided farmers with ideas on how to successfully work without fire while improving their productivity.

Raising awareness: changes in attitudes and a heightened awareness among the population about the dangers of fires for the environment were observed. Local populations now tend to see fires as a real problem, which was not the case before.

Tajikistan



Organisation	Fauna & Flora International (FFI)
Project	Supporting local communities through the conservation of ancient fruit and nut forests
Duration	2020 - 2024

The aim of this project is to restore one of the last fruit and nut forests in Tajikistan. It is being carried out in collaboration with local communities, whose efforts to generate income are being supported by sustainably sourced forest products. These communities are also taking part in initiatives to protect the forest from overgrazing and encourage its recovery, in particular by planting 150,000 trees representing more than 30 native species.

SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has had a positive impact in terms of biodiversity protection and socioeconomic improvement. Its main results are as follows:

orest conservation: 4.83 hectares of forest have been protected by strategic fencing, reventing overgrazing and environmental degradation.

Tree planting: 183,509 endemic tree seedlings have been planted, enriching biodiversity and contributing to the resilience of the region's forest ecosystems

Increased local income: at the start of the project, the price of forest products was 0.40 somoni per kilogramme. Today, thanks to improvements in the quality and marketing of their products, the communities manage to sell them for 1.50 somoni – or even more – per kilogramme.

Sustainability: the project has left a lasting legacy that continues to grow, characterised by a balance between conserving natural heritage and boosting economic growth.



Fertilising a vanilla flower, Indonesia.

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Slash-and-burn in action, Indonesia.

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Vietnam





Organisation	GRET
Project	Empowering ethnic minority women through sustainable forest management in nature reserves
Duration	2020 – 2024

The aim of this project is to protect the natural areas of Pu Luong Nature Reserve and its buffer zones through inclusive and sustainable management. It focuses on empowering women from the Thai and Muong ethnic minorities, who face discriminatory attitudes and numerous difficulties. The project encourages their involvement in decisions concerning the nature reserve, so that they benefit from a fair share of the income generated. It also provides for the creation of community groups of women from these minorities, with the aim of developing a range of sustainable tourism services, allowing them to diversify their sources of income while reducing their dependence on forest resources.





SUMMARY OF THE PROJECT'S OVERALL IMPACT

The project has led to major advances in forest protection, women's empowerment and the participatory management of natural resources. Here are the main results obtained:

Creation of a participatory management model: a pilot profit-sharing model was introduced, with 57% female participation.

Strengthening women's economic independence: seven women's cooperative groups were set up, bringing together 237 members. These women have worked together to improve the qualit of local services (accommodation, motorised taxis, agricultural products) and resource sharing, while acquiring key business management skills.

Training and raising awareness: 77 officials from the reserve's management board and ocal departments have been trained in gender equality, responsible tourism and participatory approaches. In addition, around 1,020 members of the Thai ethnic minority (51% of whom were women) were involved in the project's activities.

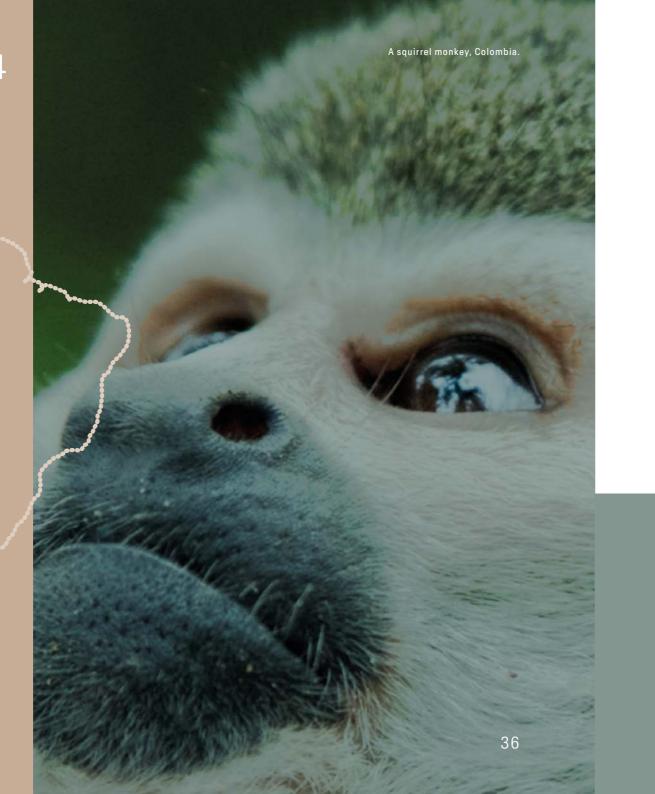
Reduced negative impact on the environment: cases of encroachment of activities on forests have been reduced by 56%, demonstrating the project's positive impact on natural resource conservation.

Indirect impacts on communities: around 6,678 women in 31 villages have been indirectly affected by the project, which will also have an impact on almost 20,000 tourists each year.

PROJECTS UNDERWAY IN 2024 LATIN AMERICA

Through the two projects it supported in Latin America in 2024, the Audemars Piguet Foundation for Trees focused on recognising, promoting and perpetuating the sustainable practices mastered by indigenous populations and local communities.

Recognising the rights of indigenous communities goes hand in hand with preserving the ancestral knowledge that is essential to protecting forests. Passed down from generation to generation, this knowledge incorporates sustainable agriculture and forestry practices that help to maintain the ecological balance and reinforce the resilience of forest ecosystems in the face of modern-day pressures.



Colombia





Organisation	Envol Vert
Project	Preserving the last dry forests through agroforestry
Duration	2022 – 2025

The aim of this project is to preserve the last dry tropical forests in Colombia located on the Caribbean coast, of which only 8% of the original surface area remains. This involves replicating agroforestry and silvopasture initiatives with farmers, enabling them to adapt to climate change while providing alternative economic and food supply sources to those gleaned from forests.

Peru



Organisation	Nouvelle Planète
Project	Protection of the forest through the official establishment of indigenous communities
Ouration	2021 – 2024

The aim of this project is to grant legal land titles to 44 indigenous communities (around 13,000 people) in the Lower Ucayali basin. This will make it possible to protect at least 200,000 hectares of Amazon rainforest, which are currently under heavy pressure from timber extractors who take advantage of the lack of official documents attesting to land ownership by local communities.





PROJECTS UNDERWAY IN 2024 GLOBAL

In 2024, the Audemars Piguet Foundation for Trees made a global contribution to a funding scheme for meso-projects championed by the IUCN's French Committee.

Eleven developing countries, mainly but not exclusively in Africa, are involved in this initiative.



uides from the Helpsimus organisation, Madagascar

Multi-country







Organisation	IUCN French Committee
Project	Support programme for biodiversity NGOs active in developing countries (ProBioDev)
Duration	2024 – 2027

The ProBioDev programme aims to improve the state of biodiversity in developing countries through civil society action and capacity building. It is structured into three main components: 1) a scheme for funding meso-projects driven by 11 civil society partnerships between a French organisation and a local organisation; 2) coordination of the group of French biodiversity stakeholders active in developing countries; and 3) capacity building and partnerships for organisations.





The village of Tompotanah on Tanakeke Island, Indonesia



SUMMARY TABLE PROJECTS SELECTED OR RENEWED IN 2024

SUMMARY TABLE

Africa

Country	Name of the organisation	Project title	Period
Benin, Ghana, Ivory Coast	Conservatoire et Jardin botaniques de la Ville de Genève (CJBG)	Multipalms	2024 – 2027
Madagascar	Helpsimus – French Association for the Conservation of the Greater Bamboo Lemur	Stepping up protection for a thousand hectares of forest fragments housing the largest population of greater bamboo lemurs in the wild	2024 – 2027

Europe

Country	Name of the organisation	Project title	Period
England	The National Forest Company	Creating a forest for learning III	2024 – 2027
Switzerland	Association des Amis de l'ESEP (Établissement scolaire Elisabeth de Portes)	Espaces vivants	2024 – 2027
Switzerland	Association du Parc naturel régional Jura vaudois	Toile verte (additional funding for the project of the same name selected prior to 2024)	2024 – 2026
Switzerland	Association Les arbres, entre visible et invisible	'Les arbres, entre visible et invisible' learning trail	2024 – 2026
Switzerland	Association scolaire intercommunale de la Vallée de Joux (ASIVJ)	Resonance wood and education in sustainable development	2024 – 2026
Switzerland	Town of La Chaux-de-Fonds	Emergency aid	2024 – 2026

Global

Country	Name of the organisation	Project title	Period
Multi-country	IUCN French Committee	Support programme for biodiversity NGOs active in developing countries (ProBioDev)	2024 – 2027

Africa

Country	Name of the organisation	Project title	Period
Benin	Centre Régional de Recherche et d'Éducation pour le Développement Intégré (CREDI-ONG)	Resilience and adaptation to climate change in the Sitatunga Valley	2023 – 2026
Burkina Faso	Action Lutte Contre la Pauvreté (ALCP)	Agro-ecological restoration and agroforestry in the green belt of the city of Ouagadougou	2022 – 2025
Cameroon	Appui aux Initiatives de Développement (AIDE)	Integrated management of mangrove landscapes in Douala-Edéa National Park	2022 – 2024
Cape Verde	Associação Projecto Vitó	Time for conservation of endemic threatened flora in Cape Verde's islands	2022 – 2025
Democratic Republic of the Congo (DRC)	Actions Communautaires pour la Protection de l'Environnement (ACPE)	Supporting the reconstitution of forest cover through agro-ecological practices	2022 – 2025
Democratic Republic of the Congo (DRC)	Mbou-Mon-Tour (MMT)	Support for sustainable development through the conservation and enhancement of local biodiversity	2022 – 2024
Guinea	Antenna Foundation	Agro-ecological learning farms for food security in Guinea	2023 – 2027
Madagascar	Blue Ventures	Blue Forests	2022 – 2024
Malawi	Inter Aide	Improving the lives of rural communities through the planting of agroforestry groves and by adopting agro-ecological practices	2020 – 2024
Morocco	N'Terractive	Nourishing and medicinal forests	2022 – 2024
Senegal	International Rainwater Harvesting Alliance (IRHA)	Sea forest	2021 – 2024

PROJECTS SELECTED BEFORE 2024

Africa (Continued)

Country	Name of the organisation	Project title	Period
Tanzania	Istituto Oikos	Mountain farmers and savannah pastoralists: conserving sustainable livelihoods in East Africa	2022 – 2024
Togo	Association Morija	Agroforestry and green entrepreneurship	2022 – 2025
Togo	Vétérinaires Sans Frontières Suisse (VSF-Suisse)	MiKaGo – Miel, Karité, Gouvernance	2021 – 2024
Uganda	Biovision Foundation	Mpigi forest school	2021 – 2024

Europe

Country	Name of the organisation	Project title	Period
England	The National Forest Company	Creating a forest for learning II	2020 – 2024
Italy	Jardin botanique de l'Université de Fribourg	Conservation of threatened woody species	2021 – 2024
Switzerland	Alpes vivantes	Sustainable protection of biodiversity in the Vaud Alps	2023 – 2026
Switzerland	Association de l'Arboretum national du Vallon de l'Aubonne	Improving mediation and conservation	2022 – 2026
Switzerland	Association du Parc naturel régional Jura vaudois	Toile verte	2022 – 2026
Switzerland	BirdLife Suisse	100 natural jewels for Switzerland	2022 – 2024
Switzerland	Commune de Burtigny	Water-forest trail – Fruit-producing edges of the Grandes Tattes forest	2021 – 2024

PROJECTS SELECTED BEFORE 2024

Europe (Continued)

Country	Name of the organisation	Project title	Period
Switzerland	Forêtxcellence	Forêtxcellence	2022 – 2027
Switzerland	Forêt Valais	'Journey to the centre of the forest: in search of Sylvette the owl' educational trail	2023 – 2026
Switzerland	Parc naturel du Jorat	Reception infrastructure at the Parc naturel du Jorat	2021 – 2025
Switzerland	Printemps d'abeilles	A school for bees	2023 – 2025

Asia

Country	Name of the organisation	Project title	Period
Cambodia	EPER	Green Cashew	2023 – 2026
India	Pragya	Ancestral knowledge preservation, conservation and cultivation of endangered medicinal and aromatic plants in the Himalayas	2020 – 2024
Indonesia	Cœur de Forêt	Forest restoration and preservation on the island of Flores, Indonesia	2022 – 2025
Tajikistan	Fauna & Flora International (FFI)	Supporting local communities through the conservation of ancient fruit and nut forests	2020 – 2024
Vietnam	GRET	Empowering ethnic minority women through sustainable forest management in nature reserves	2020 – 2024

PROJECTS SELECTED BEFORE 2024

Latin America

Country	Name of the organisation	Project title	Period
Colombia	Envol Vert	Preserving the last dry forests through agroforestry	2022 – 2025
Peru	Nouvelle Planète	Protection of the forest through the official establishment of indigenous communities	2021 – 2024



GOVERNANCE AND ORGANISATION

Based in Le Brassus, Switzerland, the Audemars Piguet Foundation for Trees is an integral part of the philanthropic vision of Audemars Piguet, which fully funds it. However, its activities are clearly separate from those of the company, and its independence is particularly guaranteed by strict rules of governance.

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COVER PHOTOS

A flower picker in Cerrado, Brazil The 'Bamboo Lemur' project site, Madagascar

PHOTOGRAPHS

Alpes vivantes

Anniviers Tourisme

Arboretum National du Vallon de l'Aubonne

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