

# DES HOMMES & DES ARBRES

collectif hybride  
et audacieux —





## **We are...**

*Entrepreneurs, foresters, artists, farmers, researchers, municipalities, manufacturers, civil society organizations, investors and bankers, naturalists, development agencies, individual citizens...*

## **We share a vision:**

In cities, in forests, in the countryside, trees are < an asset / a wealth >.

Caring for them, knowing them, offering them noble and long second lives, and valuing the services they offer, are sources of well-being, innovation, prosperity and resilience.



## The sparkle



2017-2032, a national program (fr)  
funded by the Secretary General for Investment  
150k€ grant +300k€ equity  
managed by



BANQUE des  
**TERRITOIRES**  
GROUPE CAISSE DES DÉPÔTS

Urban – rural  
cooperations

Assets-based  
innovation  
programs

Include social  
expectations  
(« acceptability »)

Researchers,  
Entrepreneurs,  
municipalities



## Who we are and what we do

A collective of diverse stakeholders working at provincial level (NUTS 1 Grand Est, fr) to foster, identify, accelerate & showcase innovative and locally relevant solutions *with* and *for* trees, benefitting local development.



- Enterprises
- Local authorities
- RDI + training orgs
- Labs / science
- Individuals
- Civil society & education
- Investors, development agencies
- Business development / sectorial lobbies



**+1 ad hoc**  
**non-for-profit organization**  
employing the facilitation team  
(4 pax.)



## How we do it

**foster, identify, accelerate & showcase** innovative and locally relevant **solutions**



### Thematic labs

> Needs and levers (ideation)



### Participatory appraisal of project relevance

> projects fit local expectations  
> recommendations & commitment



### Support by the collective

> access to resources



### Portfolio of solutions

> services, products, RETEX



## How we do it and the challenges we face

**foster**, **identify**, **accelerate** & **showcase** innovative and locally relevant **solutions**



### Thematic labs

> Needs and levers (ideation)

Where's the project developer ?



### Participatory appraisal of project relevance

> projects fit local expectations  
> recommendations & commitment

Where's the voice of local communities / CSOs ?



### Support by the collective

> access to resources

Dedicated resources ?  
Due diligence ?



### Portfolio of solutions

> services, products, RETEX

Knowledge management ?  
Upscaling ?



## Illustration: some projects (out of 42 to date)



Défi 5 : participation et mobilisation

### Assises des forêts et du bois du Grand Est

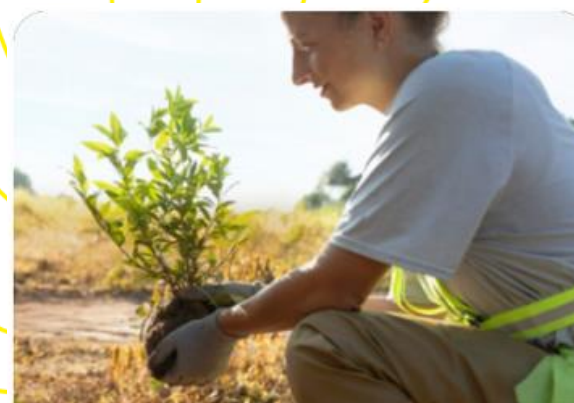
Réunir l'ensemble des acteurs concernés par les forêts, qu'ils soient professionnels, institutionnels,...



Défi 2 : écosystèmes

### Sylv'ACCTES Grand Est

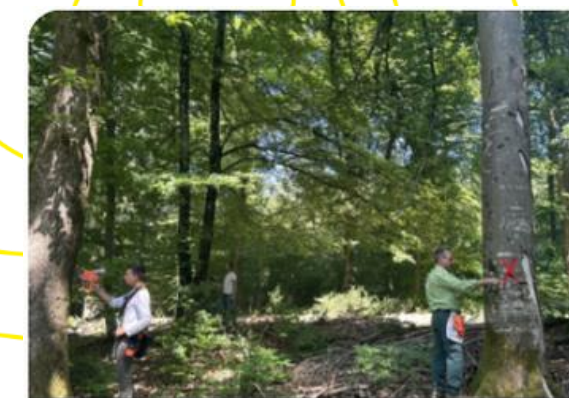
Construire les forêts de demain en finançant des actions forestières vertueuses ayant systématiqueme...



Défi 1 : services rendus par les arbres

### Bourse des services rendus par les arbres

Valoriser et contribuer financièrement à une gestion des arbres favorables à une augmentation du niveau des...



Défi 2 : écosystèmes

### Rol'Ink

Développer et commercialiser une solution innovante de marquage des arbres.



Défi 3 : Industrie

### Continuum numérique collaboratif

Développer une plateforme numérique pour favoriser la mise en réseau des professionnels de la filiè...



## People and Trees' challenges the projects tackle

1



Deepen knowledge of **services rendered by trees**, to better promote them.

2



Encourage practices for **thriving and resilient tree ecosystems**.

3



Foster **manufacturing transformation** towards a **value-driven** wood value chain.

4



Develop the **use of wood and plant-based solutions**, promote the benefits of trees.

5



**Mobilize everyone** for the future of trees, those who care for it, those who live off it.





## Do reach out



**Mathieu Ruillet**  
Director

[m.ruillet@deshommesetdesarbres.org](mailto:m.ruillet@deshommesetdesarbres.org)



**Magali Hudzia**  
Projects nurturer

[m.hudzia@deshommesetdesarbres.org](mailto:m.hudzia@deshommesetdesarbres.org)



**Charlotte Boby**  
Communications

[c.boby@deshommesetdesarbres.org](mailto:c.boby@deshommesetdesarbres.org)