



Press release

Paris, 28 February 2022

## **Operation “1 policy signed = 1 tree planted”**

### **Crédit Agricole Assurances expands its action to encompass all life insurance and death protection policies**

Launched in 2019 in association with Reforest'Action and with the support of the Crédit Agricole Regional Banks, Operation “1 Policy, 1 Tree” for certain qualifying personal protection and savings policies, has enabled nearly 1 million trees to be planted, the equivalent of 900 football fields. The operation was extended to all Crédit Agricole Assurances life insurance and death protection policies on 1 January 2022.

Customers who participate in this national community reforestation operation will be given a code by their advisor, which they will be able to use by visiting [www.reforestaction.com](http://www.reforestaction.com) and choosing where they would like their tree to be planted. By stepping up the scope of its action and rolling out the measure to a broader customer panel, Crédit Agricole Assurances is going even further in its commitment to the environment, by increasing the number of trees planted or protected from 300,000 to 550,000 trees each year, thereby increasing its positive impact on the environment.

The renewal of French forests is being threatened by the combined effect of global warming and repeated health crises. Yet, faced with rising CO2 emissions, forests are the world's primary carbon sink and the main environment for our planet's biodiversity. Looking beyond these environmental issues, forests also involve economic and social aspects, with more than 440,000 jobs tied to these locations, and they are a source of raw materials for a timber industry that is growing rapidly.

Crédit Agricole Assurances, the leading insurer of French forests, is continuing its efforts to promote reforestation, biodiversity and efforts to combat climate change.

Launched in 2019 as part of Crédit Agricole Assurances' initiative in favour of French forests, this operation is in keeping with the Crédit Agricole Group's societal project.

The Crédit Agricole branches are participating in this operation.

#### **About Crédit Agricole Assurances**

Crédit Agricole Assurances is France's leading insurer and comprises the insurance subsidiaries of Crédit Agricole. The Group offers a range of savings, retirement, health, personal protection and property insurance products and services, which are distributed by Crédit Agricole Group banks in France and in eight countries worldwide by wealth management advisors and general agents. Crédit Agricole Assurances companies serve individual customers, self-employed professionals, farmers and businesses. Crédit Agricole Assurances has 5,350 employees. It reported 2021 revenues of €37 billion (IFRS).

[www.ca-assurances.com](http://www.ca-assurances.com)

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