



Empowering people and organisations to restore the natural world.

Mission *Report*

2024



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ERS “Entreprise à *Mission*”

A WORD FROM THE CEO



2024 has been a pivotal year for ERS as we continue to advance our mission of empowering organisations to restore and protect the natural world. This year, we deepened our commitment to ecological restoration and community engagement, building on our status as an *entreprise à mission*.

Following the successful launch of our first standard and certification methodologies, we have now received over 140 project submissions, demonstrating a robust interest in our certification process. This growth underscores our commitment to ensuring that restoration efforts are impactful, verifiable, and grounded in science and collaboration.

At ERS, our mission remains focused: **to enable the restoration of 1%** of the planet by 2030. This ambition informs our daily operations and shapes our interactions with stakeholders. Each project we certify not only regenerates ecosystems but also supports local communities, reflecting our holistic approach to sustainability.

This report illustrates our ongoing dedication to accountability, inviting our partners and communities to join us in creating lasting environmental and social value.

Thank you for your continued trust and support.

Thibault Sorret | CEO at ERS - Ecosystem Restoration Standard





COMPANY PRESENTATION

Introduction

Our planet's natural ecosystems are experiencing critical decline, with more than two billion hectares of degraded land—an area nearly twice the size of Europe—urgently in need of restoration. This loss profoundly affects our environment, exacerbating climate change, accelerating biodiversity decline, and threatening the well-being of over three billion people globally.

In light of these pressing issues, Thibault Sorret and Priscille Raynaud established ERS in 2020, creating a global certification standard focused on nature-based carbon projects. Our company harnesses advanced technology to certify ecosystem restoration initiatives, empowering these projects to obtain the necessary resources to tackle climate change, enhance biodiversity, and improve livelihoods.

ERS's mission is straightforward: to empower organisations to restore the natural world.

2024 has been a defining year for ERS. It marked the launch of our certification processes, following the release of our standard and programme V1 in late 2023. By December 31, 2024, we had received over 140 project submissions, with 49 still undergoing certification. The strong response reflects the growing momentum behind our work, echoing the sentiment expressed in the introduction to our 2023 CSR and Mission report: "This new standard marks the beginning of a new chapter for ERS—a chapter where we can officially contribute to scaling up ecosystem restoration efforts worldwide."

As part of our efforts to expand impact, we also successfully raised €5 million in funding. This will enable us to scale our operations and explore new ecosystem types, and support the development of even more innovative projects through our certification framework. The first new methodology is expected to be published at the end of 2025.

Additionally, our standard is designed to comply with the highest market accreditations, including ICROA and ICVCM. This year, we submitted applications for accreditation from both bodies, with responses expected in 2025.

Key figures on December 31, 2024



25

employees



4+

years in operation



49

projects under
certification in
24 countries



€12.5M

in funding raised

Our journey so far

2021

- R&D kicked off with ESA and CNES

2022

- First pilot methodology (V0.9) published and first pilot projects certified

2023

- First methodology (V1.0) published
- Application to ICROA
- 5M€ fundraising

2024

- Start of project certification
- Application to ICVCM
- Publication of our upgraded methodology (V1.1)
- €5M fundraising



Our vision

ERS is more than a certification body; it is an organisation at the forefront of ecological and climate action. We take a holistic approach to restoring ecosystems, combining science-based methodologies, digital innovation, and strong stakeholder engagement to deliver measurable impact. Our unique value proposition includes:

- **Holistic certification standards:** ERS focuses on core benefits, not just co-benefits. We assess every project across three pillars: ecological recovery, carbon, and livelihoods. Our standard is also designed to align with key market accreditations (ICROA, ICVCM).
- **Speed and efficiency:** Projects can go from feasibility stage to a validated project design document (PDD) within 6–12 months. ERS provides ongoing support and uses digital tools to streamline the certification process and centralise carbon calculations.
- **Commitment to quality:** ERS-certified projects are recognised for their quality and command strong prices in the market.



OUR MISSION AND OBJECTIVES

Our mission

A. The legal framework

The legal foundation for mission-driven companies in France is relatively recent. Introduced in May 2019, the PACTE Law (*Plan d'Action pour la Croissance et la Transformation de l'Entreprise*) established the legal status of *entreprise à mission*. This innovation allows companies to define statutory objectives that extend beyond profitability to include social and environmental goals.

At ERS, adopting the *entreprise à mission* status was a natural fit. It reflects our core commitment to ecosystem restoration and strengthens our role as an economic actor in addressing pressing social and environmental challenges. This designation formally embeds these values into our governance, strategy, and operational models.

For ERS, being a mission-driven company is not just about creating economic value; it is about driving positive impact for both society and the natural world. It reflects our belief that businesses can and must serve as powerful agents for change.

B. Our mission statement

As of the end of 2024, our mission remains **to empower individuals and organisations to restore natural ecosystems**. This mission underscores our dedication to promoting ecological balance, tackling climate change, and enhancing biodiversity while supporting sustainable livelihoods for communities engaged in restoration efforts.

C. Defining our mission terms

- **Individuals:** People, including local community members, environmental advocates, and professionals committed to ecological restoration.
- **Organisations:** Corporations, NGOs, and governmental bodies collaborating with ERS to implement impactful restoration projects.
- **Restore:** The act of rehabilitating degraded lands, reintroducing native biodiversity, and improving ecosystem functions to create thriving, resilient environments.
- **Natural ecosystems:** Forests, wetlands, and other critical habitats that form the backbone of ecological health and biodiversity.

D. Upcoming change to our mission

To better align with our evolving activities, we have already planned to update our mission in 2025. The new mission statement will be: **to empower organisations to restore and protect the natural world**.

Why this change?

We have chosen to remove the word “individual” from our mission statement because our services exclusively target organisations, not private individuals. Additionally, we have added the word “protect” to reflect the expansion of the project types we’ll certify from 2025 onward. The world’s forests are being destroyed at an alarming rate, and urgent measures are needed to prevent further damage. Therefore, starting in 2025, ERS will begin certifying conservation projects aimed at preventing deforestation. This complements our existing commitment to certifying restoration initiatives, which remain a core part of our mission. The revised mission –**to empower organisations to restore and protect the natural world** – better reflects our broader scope moving forward.



Our objectives

To achieve its current mission, ERS set the following five objectives back in 2023.



Restore the health and function of natural ecosystems through the certification of restoration projects.



Regenerate natural carbon sinks.



Restore and protect local biodiversity, in particular, biodiversity hotspots.



Improve the living conditions of local communities and conserve their heritage and ancestral knowledge.



Direct investments from carbon markets towards restoration projects.

As part of the 2025 mission update, our objectives will be revised to better align with our expanded activities. These updated objectives are expected to be finalised by the end of 2025 and will be communicated in next year's report.

In the meantime, the objectives for 2024 remain unchanged, and this report provides an update on our progress towards achieving them.





Banegas, Costa Rica, *April 2022*



Mission *Report*

MISSION COMMITTEE INTRODUCTION

At ERS, becoming an *entreprise à mission* reflects our deep commitment to ecological restoration and the empowerment of communities. This legal designation aligns with our core objective: to restore natural ecosystems while fostering social and environmental resilience. Central to this status is the establishment of governance mechanisms that ensure our mission translates into actionable and measurable progress.

Why a "Référent de Mission"?

The need to uphold our mission and meet established objectives makes governance a cornerstone of our operational model. As an *entreprise à mission*, governance involves forming a dedicated group responsible for monitoring the fulfilment of our mission and translating it into operational actions.

As mentioned in the 2023 report, given ERS's emerging status and evolving structure, we have opted to begin not with a full mission committee but with the appointment of a "Référent de mission." This individual serves as the key figure responsible for mission oversight and execution. While initially operating independently, the "Référent de mission" will regularly collaborate with other team directors and external experts as needed, ensuring strong oversight across various areas of expertise.

Gauthier Masson, ERS's "Référént de Mission"

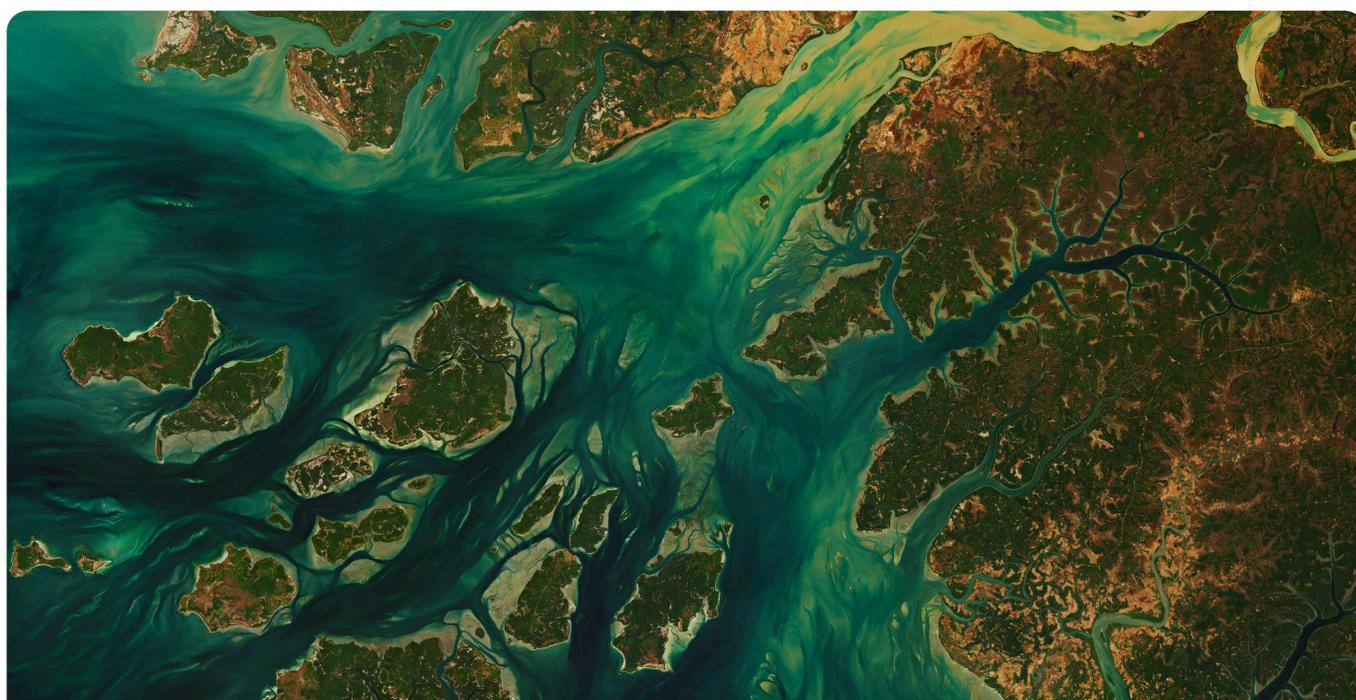
To lead this function, ERS appointed Gauthier Masson in 2023 as the "Référént de mission." Gauthier brings experience in circular economy initiatives as a consultant, along with a successful track record as an entrepreneur in the sector. His knowledge of carbon footprint analysis makes him an ideal internal fit for the role, which he has held for over a year. While Gauthier is the sole official appointee, discussions about our mission occur weekly with the leadership team, making it central to ERS's business strategy.

The future of the mission committee

In the future, ERS plans to establish a dedicated mission committee with clear and focused objectives.

However, this initiative will take time, as we first need to strengthen our internal structure and develop a robust framework for monitoring our mission before expanding our governance. Once established, this committee will play a key role in overseeing our mission and enhancing our organisational capacity by bringing together skilled, pragmatic, and committed members. The aim is to build a governance body that not only tracks progress but also offers valuable insights and innovative ideas to help support ERS's continued growth.

By engaging knowledgeable, passionate, and proactive individuals, we seek to cultivate a governance model that adapts and evolves, further solidifying our dedication to ecosystem restoration and active community involvement.





ACTION PLAN, OPERATIONAL OBJECTIVES AND INDICATORS PRESENTATION

Our action plan

Y0

Year 0 (2023) Laying the groundwork

- **Entreprise à mission designation:** Mission update following our business model change.
- **Defining indicators:** Developed key indicators to track project progress and mission alignment.
- **Appointment of Référent de Mission:** Gauthier Masson was appointed to oversee the mission and ensure its operational integration.
- **Operational framework development:** Focused on structuring internal processes to support future indicator tracking and reporting.

Y1

Year 1 (2024) Building foundations and tracking

- **Indicator implementation:** Finalise and implement the key indicators to monitor project progress and mission alignment. Ensure all relevant teams can collect and analyse the data.
- **Baseline data collection:** Begin tracking core indicators across all active projects, establishing baseline data for future comparisons.

Y2

Year 2 (2025) Strengthening monitoring and expanding communication

- **First mission audit with an OTI:** Have the first two years of performance as a entreprise à mission reviewed by an independent third-party.
- **Indicator review and adjustment:** Assess the first year of data collection and adjust indicators based on project performance and feedback.



Y2

Year 2 (2025) Strengthening monitoring and expanding communication (continued)

- **Mission progress evaluation:** Conduct an in-depth evaluation of mission progress and create a formal external report for stakeholders.
- **Operational refinements:** Integrate insights from the data into project design and execution, ensuring continuous improvement.
- **Communication and reporting:** Develop a bi-annual internal report summarising the data collected, lessons learned, and key areas for improvement.

Y3

Year 3 (2026) Establishing the mission committee

- **Lay the groundwork for committee:** Begin identifying potential members for the future mission committee, focusing on individuals with expertise in ecosystem restoration, carbon markets, and community engagement. If relevant, set up the committee.
- **Comprehensive impact report:** Publish ERS's first comprehensive impact report, highlighting three years of mission progress, challenges, and long-term objectives.
- **Continuous engagement:** Foster ongoing engagement with stakeholders, leveraging the committee or "Réfèrent de Mission" to introduce new initiatives and refine governance structures.



Our operational objectives and associated indicators

Statutory objectives	Operational objectives	KPI	Target
Restore the health and function of natural ecosystems through the certification of high-quality restoration projects	Contribute to the global expansion of land dedicated to ecosystem restoration	Number of projects certified	2025: 10 2030: 100
		Number of hectares of forests or degraded land restored each year	2025: 100 2030: 200 000
		Cumulative total of hectares of forests or degraded land restored	2025: 1 000 2030: 500 000
		Cumulative total of hectares of forests or degraded land under certification	2025: 1 000 2030: 1 500 000
Regenerate natural carbon sinks	Contribute to the annual increase of sequestered carbon through the certification of restoration projects	Tons of CO2 captured annually	2025: 1 000 2030: 2 000 000
		Cumulative tons of CO2 captured	2025: 1 000 2030: 5 000 000
Restore and protect local biodiversity, especially the within the biodiversity hotspots	Contribute to the growing number of ecosystem restoration projects carried out in biodiversity hotspots	Number of projects certified with biodiversity hotspots	2025: 2 2030: 15



Improve the living conditions of local communities and preserve their cultural heritage and ancestral knowledge	Assess project performance against United Nations the Sustainable Development Goals (SDGs)	Number of stakeholders benefiting from social additionality	2025: 100 2030: 10 000
	Check that part of the project funding benefits local communities.	Amount invested in local communities	2025: 200 000 2030: 1 000 000
Orient investments from carbon markets to restoration projects	Participate in the financing of ecosystem restoration projects thanks to our certification	Amount of projects funded	2025: 3 2030: 90
		Total project budget over four years	2025: 700 000 2030: 10 000 000

Report on key performance indicators (KPIs)

Having established our indicators last year, we are now able to report on them and transparently share our progress toward achieving our short- and long-term operational objectives.



Operational objective 1: Contribute to the global expansion of land dedicated to ecosystem restoration.

- **Number of certified sites:** Tracks the annual number of sites certified.
 - Short-term target (2025): 10
 - Long-term target (2030): 100
 - Progress in 2024: 3
 - Explanation: Since 2022, three projects are certified under ERS methodologies. At the end of 2024 we were in the process of certifying almost 50 projects and are on track to reach a total of 10 projects certified by the end of 2025.



- **Number of hectares of forest or degraded land restored each year:** Monitors the yearly hectares of reforested or restored land.
 - Short-term target (2025): 100
 - Long-term target (2030): 200,000
 - Progress in 2024: 4 hectares
 - Explanation: In 2024, one of our projects restored three hectares, and another one reported 1 hectare restored. The other project could not be included because they did not submit their information before the publication of this report. However, this indicator lack of certified data as this information is only declarative. Certification of projects under version 1.1 is expected to be completed by the end of 2025, which will enable us to report certified data.
- **Cumulative total hectares of forest or degraded land restored:** Measures the total hectares restored since the start of projects.
 - Short-term target (2025): 1,000 hectares
 - Long-term target (2030): 500,000 hectares
 - Progress in 2024: 141 hectares
 - Explanation: Based on declared data from 2 projects in 2024 and one project in 2023, a total of 141 hectares are under restoration. However, this indicator lack of certified data as this information is only declarative. Certification of projects under version 1.1 is expected to be completed by the end of 2025, which will enable us to report certified data and achieve our short-term target on schedule.
- **Plant survival rate:** Assesses the percentage of plantings that survive five years after restoration.
 - Progress in 2024: Tracking of this indicator has been discontinued.
 - Explanation: As this metric depends largely on effective management by project developers and lies beyond ERS's direct control, we concluded that it cannot be reliably monitored. Consequently, we have decided to stop reporting on this indicator and have replaced it with the following:
- **Cumulative total hectares of forest or degraded land under certification:** Measures the total hectares certified since the start of the company.
 - Short-term target (2025): 1,000 hectares
 - Long-term target (2030): 1,500,000 hectares
 - Progress in 2024: 322 hectares
 - Explanation: Since it began, ERS has certified 322 hectares in Costa Rica, Madagascar and Panama. We're now in the process of certifying 49 projects, representing several hundred thousand hectares of land. A significant portion of these projects is expected to be certified by 2027.



Operational objective 2: Contribute to the annual increase of sequestered carbon through the certification of restoration projects.

- **Tons of carbon sequestered annually:** Tracks the yearly total of carbon sequestered by projects certified by ERS.
 - Short-term target (2025): 1,000 tons of CO₂ captured annually
 - Long-term target (2030): 2,000,000 tons of CO₂ captured annually
 - Progress in 2024: Data isn't available yet
 - Explanation: CO₂ capture measurements begin only four years after a project's start. As a result, projects certified in 2022 will not have data available before 2026. However, one project currently under certification completed its audit in June 2025, reporting a total CO₂ capture of 37 tons between 2022 and 2023. Additional data from other projects is expected by the end of 2025.
- **Cumulative tons of carbon sequestered:** Measures the overall amount of carbon captured through all projects certified by ERS.
 - Short-term target (2025): 1,000 cumulative tons
 - Long-term target (2030): 5,000,000 cumulative tons
 - Progress in 2024: 37 tons
 - Explanation: One project currently under certification completed its audit in June 2025. The audit report confirmed a carbon capture of 37 tons between early 2022 and late 2023.





Operational objective 3: Contribute to the growing number of ecosystem restoration projects carried out in biodiversity hotspots.

- **Number of projects in biodiversity hotspots:** Counts the total projects conducted in biodiversity-rich areas as defined by Conservation International.
 - Short-term target (2025): 2 projects in biodiversity hotspot areas
 - Long-term target (2030): 15 projects in biodiversity hotspots areas
 - Progress in 2024: 1
 - Explanation: Since 2022, one of our certified projects is located in Costa Rica, a recognised [biodiversity hotspots](#). Additionally, among projects in advanced certification as of December 2024, two are located in biodiversity hotspots. This means we are on track to reach our 2025 target.



Operational objective 4: Assess project performance against United Nations the Sustainable Development Goals (SDGs).

- **Number of projects contributing to SDGs:** Tracks the amount of projects aligned with different Sustainable Development Goals (SDGs).
 - Short-term target (2025): 10 projects
 - Long-term target (2030): 100 projects
 - Progress in 2024: 3 projects
 - Explanation: The three projects we have certified are all restoration initiatives contributing to SDG 15: Life on Land. Some projects also contribute to other SDGs, which are detailed in our [Registry](#).



Operational objective 5: Check that part of the project funding benefits local communities.

- **Number of stakeholders benefiting from social additionality:** Measures the total community members positively impacted by ERS-certified initiatives.
 - Short-term target (2025): 100 people
 - Long-term target (2030): 10,000 people
 - Progress in 2024: 4
 - Explanation: Out of our three pilot projects, only one declared a total 4 workers employed. However, this indicator lack of certified data as this information is only declarative. Certification of projects under version 1.1 is expected to be completed by the end of 2025, which will enable us to report certified data and achieve our short-term target on schedule.
- **Amount invested in local communities:** Tracks financial contributions towards community development and preservation.
 - Short-term target (2025): \$20,000
 - Long-term target (2030): \$1,000,000
 - Progress in 2024: \$43,319
 - Explanation: Out of our three pilot projects, only 2 declared a total of \$43,319 of money benefiting local communities in 2024. However, this indicator lack of certified data as this information is only declarative. Certification of projects under version 1.1 is expected to be completed by the end of 2025, which will enable us to report certified data and achieve our short-term target on schedule.



Operational objective 6: Participate in the financing of ecosystem restoration projects thanks to our certification.

- **Number of funded projects:** Monitors the total restoration projects receiving financial backing.
 - Short-term target (2025): 3 projects
 - Long-term target (2025): 90 projects
 - Progress in 2024: 2 projects
 - Explanation: Two of the three projects we certified under version 0.9 have already found a funder.

- **Total project budgets over four years:** Tracks the cumulative investment in restoration projects over four years by ERS-certified projects.
 - Short-term target: \$700,000
 - Long-term target: \$10,000,000
 - Progress in 2024: \$573,765
 - Explanation: Since the three pilot projects started in 2022, \$573,765 have been invested. However, this indicator lacks certified data as this information is only declarative. Certification of projects under version 1.1 is expected to be completed by the end of 2025, which will enable us to report certified data and achieve our short-term target on schedule.

CONCLUSION FROM THE “RÉFÉRENT DE MISSION”



Becoming an *entreprise à mission* is not merely a legal status, but a continuous commitment that shapes our strategy and operational practices. After officially adopting this status in April 2023, ERS has dedicated the past year to laying a solid foundation for tracking and reporting our mission-driven impact.

In 2023, we established key performance indicators and appointed a dedicated Référent de Mission to ensure the integration of our purpose throughout the company. We have built operational frameworks to support data collection and progress monitoring – critical steps toward transforming our mission from vision into measurable reality.

The year 2024 marks a crucial phase of implementation. We are finalising the deployment of our indicators across all projects, enabling the collection of baseline data. Our portfolio of certified restoration projects is growing, with three projects certified and nearly 50 more in advanced stages of certification. This momentum places us well on track to meet our short-term target of 10 certified projects by 2025.

While some indicators, such as carbon sequestration data, will take additional time before becoming fully reportable, we remain committed to transparent and rigorous monitoring. We have also refined our approach by discontinuing indicators that fall outside our direct operational control, such as plant survival rates.

Looking ahead, 2025 will be pivotal with the first mission audit conducted by an Independent Third-Party Organisation (OTI), an essential step to validate our performance and drive continuous improvement. We will also deepen our evaluation

of mission progress, further embed learnings into project design, and enhance stakeholder communication through bi-annual reporting.

Our long-term ambition remains ambitious but clear: restoring vast ecosystems, regenerating natural carbon sinks, protecting biodiversity hotspots, supporting local communities, and channeling carbon market investments into impactful restoration projects. The groundwork we are laying today is vital to achieving these goals.

Gauthier Masson | Chief of Staff at ERS - Ecosystem Restoration Standard





Ecosystem Restoration Standard
info@ers.org | www.ers.org