LifeTerra Award 2024 - lavera forest project receives first international award

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The lavera Forest Project and its associated Europe-wide commitment have been internationally recognized for the first time. lavera wins the LifeTerra Award 2024 in the category "Most impactful organization" for its planting projects with young people in France and Italy, as well as its continuous efforts to increase the number of trees across Europe.

In 2021, company founder Thomas Haase initiated the lavera forest project. The company has been working with nature for 35 years and is committed to preserving it, because "nature is the source for all our actions and our habitat as well as the basis for our cosmetics." This guiding principle is firmly anchored in lavera's sustainability strategy and shapes all operational processes.

The lavera forest project is financed through the sale of selected lavera products - because 10 cents per product are automatically added to the lavera forest project budget. With this, lavera realizes climate protection projects across Europe, including reforestation, nature conservation, environmental education, and research.

Planting Together for the future

Lavera has already provided over 45,000 trees across Europe and has reforested in a climate-friendly manner in the Hanover region, Thuringia, as well as in France and Italy. lavera collaborates with experts like Sven Kallen from LifeTerra, who, with as much passion as the lavera team, strive to contribute to more sustainability and biodiversity.

Lavera forest project receives international award for the first time

lavera was honored with the LifeTerra Award 2024 for its commitment and cooperation with LifeTerra in Italy and France. Sven Kallen, LifeTerra founder: "lavera provides fantastic support for the restoration of nature. Congratulations and thank you for the continuous commitment to more trees across Europe and involving the next generations to learn about and act against climate change."

In France, lavera planted trees in 2023 and this year in the park of Château de Chambord together with scouts and students. These trees can survive on the barren sandy soil with little water and withstand summer temperatures of up to 40 degrees Celsius.

In 2024, lavera donated around 700 trees and special shrub species for planting actions in the heart of Lombardy, Italy's industrial center, in April and May to strengthen the unique nature of the region and promote its ecological balance. The plantings took place in two significant areas: the historic park of Villa Annoni near Milan and the Cavalleri vineyard in Franciacorta.
https://www.lifeterra.eu/de/lavera-naturkosmetik

Nature Conservation for More Biodiversity

Sabine Kästner, Sustainability Officer at lavera, emphasizes the importance of these campaigns: "We are very delighted about the intensive cooperation with LifeTerra and would like to thank Sven Kallen and his team. Of course we are also very proud of the LifeTerra Award and our first recognition. Planting insect-friendly shrub species for more biodiversity is just as important to us as reforestation with trees, which are vital for the air quality and water balance of a region. They serve as natural carbon dioxide reservoirs, which is particularly important in the densely populated valley regions of Lombardy or in the historically valuable park of Chambord Castle in France. With our lavera forest project, we are helping to actively combat the challenges of climate change such as water scarcity and soil dryness."

Lavera's forest protection project initiative thus not only contributes to the important goal of a region to convert forests in a more climate-friendly way and to transform agricultural land or unused areas into forest and biodiversity-friendly areas.

Moreover, in cooperation with foundations such as LifeTerra, lavera makes actions such as these possible for associations or individuals who lack the means to transform natural areas in a climate-friendly way.

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Founder Sven Kallen. The main goal of the LifeTerra Foundation is to restore degraded land and strengthen our connection to the earth by organizing and promoting large-scale tree planting campaigns for all citizens. In addition, to empower future generations with knowledge, practical experience and tools so that immediate action can be taken to mitigate climate change.
https://www.lifeterra.eu/de/ueber-uns

lavera natural cosmetics

Since 1987, lavera Naturkosmetik has been committed to the beauty and health of the skin through high-quality, natural and sustainable 100% certified natural cosmetic products. With a deep commitment to environmental protection, lavera strives to preserve nature for future generations.

Further information about the brands and the sustainable commitment can be found here: www.lavera.de

https://www.lavera.de/ueber-lavera/nachhaltigkeit-engagement

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