



# Press Release

## ROVI plants a forest with 2,000 trees in the Madrid Sierra

- The group is collaborating with ReTree to recover an area of the Sierra del Rincón through reforestation with native tree species
- With this project, which forms part of its carbon footprint reduction strategy, ROVI will be able to offset part of the CO2 emissions generated as a result of its production activity

**Madrid, 27 March 2023**

Laboratorios Farmacéuticos ROVI and ReTree are collaborating to plant ROVI's Forest in the Madrid Sierra. It is an initiative that forms part of ROVI's carbon footprint reduction strategy and group employees have participated by activating the 2,000 specimens that make up ROVI's Forest using a QR code.

The space is in the Valle de los Sueños, an area of the Sierra del Rincón (Madrid), which is characterised by its exceptional forest ecosystems, among which its groves of native oak and pine trees stand out. With this reforestation project, ROVI and ReTree are partnering to recover an area that has been degraded through agriculture and livestock farming, as well as excessive felling. The Pyrenean oak (*Quercus pyrenaica*), the holm oak (*Quercus ilex*) and the stone pine (*Pinus pinea*) are the three native species chosen to reforest this space with which ROVI hopes to help slow down desertification and create employment in a rural environment, as well as to offset part of the CO2 emissions generated as a consequence of its production activity.

## REAL TIME DATA

From the web ([Bosque ROVI](#)), information on the Forest's evolution may be consulted thanks to artificial intelligence monitoring and satellite technology. Furthermore, real time data on the evolution of the tonnes of CO<sub>2</sub> absorbed by the forest since its creation, the surface area regenerated and the benefits to water resources, among other items, may also be seen.

In its first few weeks, ROVI's Forest has been capable of regenerating a space equivalent to 77 padel courts (15,380 m<sup>2</sup>), providing a benefit of 3,208.13 litres to water resources, and absorbing the emission of 3,171.82 kg of CO<sub>2</sub>.

## EMPLOYEE INVOLVEMENT

ROVI's employees have been essential to making this project materialise. Through a simple game, scanning a QR code, each employee has chosen which of the three available species they would like to plant, up to a total of 2,000 specimens (one employee, one tree). The tree activation campaign by ROVI workers ended in December 2022 and the planting of the Forest has now been completed.

“For ROVI, it is a very exciting project. We have significant industrial activity and, for many years, we have been working with the commitment to offset the CO<sub>2</sub> emissions we generate because we are aware of the impact they may have on the environment. This forest brings us much closer to this goal. It is only a few kilometres from our production plants in the Madrid Community and it is a tangible project that we can visit and help to keep growing through awareness and volunteering activities in the future”, explained Ana Fernández Lobato, the Health, Safety and Environment Manager of Laboratorios Farmacéuticos ROVI.

Pedro Pérez de Ayala, CEO of ReTree, added that, “For Retree this is a project that gives us leverage, since it shows the involvement of one of the largest groups in the Spanish pharmaceutical industry in the local environment. The planet belongs to all of us and we need many more companies to join the movement to restore the key ecosystems, which, furthermore, play a vital role in our health. Forests are the most important ecosystem of the peninsular environment and we must look after those that exist and recover those that have been lost, beginning with those closest to us.

## **About ROVI**

ROVI is a pan-European pharmaceutical company specialising and engaging in the research, development, contract manufacturing and marketing of small molecules and biological specialties. The company, which is undergoing a continuous process of international expansion, has subsidiaries in Portugal, Germany, the United Kingdom, Italy, France and Poland and markets a diversified portfolio of over 40 products. For further information, please visit <http://www.rovi.es>

## **About Retree**

ReTree is a company that specialises in digitalised reforestation. Its goal is to drive a movement to recover nature and live with it in harmony by raising awareness and seeking participation.

Together with environmentally-committed companies, which are the engine that drives this movement, ReTree plants forests of native trees that are cared for and monitored throughout their lifetimes. With the innovative development of a leading-edge technological tool in the sector that allows all kinds of data, such as the absorptions of each tree, to be measured in real time, it is possible to trace the different metrics associated to a forest. This allows the positive impacts of these ecosystems on the planet to be communicated, using a very powerful sensitisation tool, where the companies can relay the message.

Thus, ReTree, together with these committed companies, combats desertification, climate change and erosion, promoting biodiversity and the nutrient and water cycles.