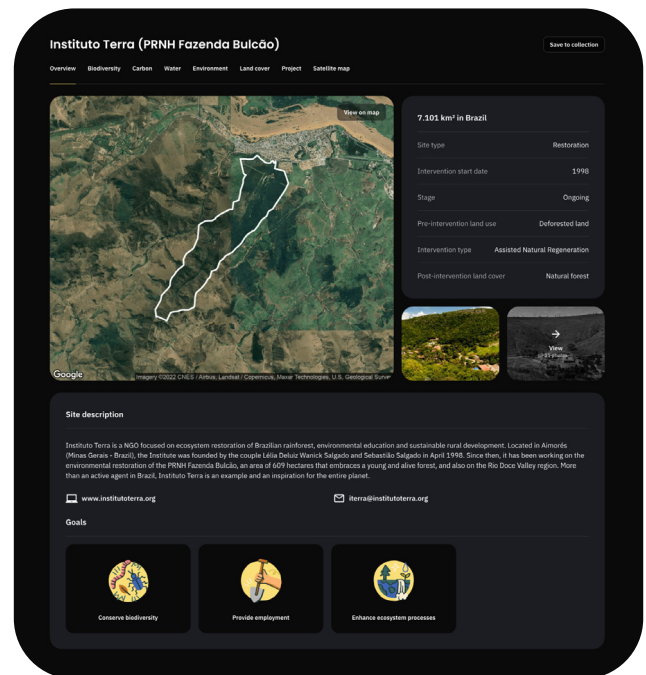# RESTOR

Mapping and monitoring restoration commitment
Case Study: Zurich Insurance Group

Zurich Insurance Group's commitment to restoring forests

Zurich Insurance Group (Zurich) has the ambition to be one of the most responsible and impactful businesses in the world. As an insurance company, it specializes in risk mitigation, and it views the mitigation of the threats posed by climate change and biodiversity loss as part of its mandate. Zurich has committed to aligning its own operations, investments and underwriting portfolio with a net-zero future, and also to supporting projects that combat climate change, enhance biodiversity, and support vulnerable communities.

Zurich supports a number of nature restoration and conservation projects, many of them initiated by its country offices around the world. The most significant and only groupwide project is the *Zurich Forest Project,* which will plant 1 million trees over eight years, to restore 700 hectares of Brazil's threatened Atlantic Forest. Zurich is collaborating with Instituto Terra, a Brazil-based non-profit organization devoted to restoring a section of forest on what had been a cattle farm.

Zurich selected this project because of its qualities as an

Preview of the Restor site for Instituto Terra, one of the restoration projects funded by Zurich

ecosystem restoration project, but also because of its unparalleled capacity to inspire people to learn more and take action to combat climate change and biodiversity loss. It is a great example of how nature restoration can result in carbon sequestration and biodiversity gains at the same time. Through its nature commitments and a report published just last month, Zurich also hopes to motivate other companies to consider biodiversity metrics when selecting climate action projects.

A collaboration to show impact

The *Zurich Forest Project* and other initiatives supported by Zurich prove that well-designed ecological restoration projects can combine carbon sequestration with biodiversity preservation. They also show that a forest is much more than a tree plantation, and that true restoration requires efforts that go far beyond planting trees. But if the impact of a restoration project cannot be measured only by counting the number of trees planted, how can it be measured? And how can its impact be communicated effectively to non-experts?

Zurich collaborates with Restor, a science-based open data platform that brings together maps, ecological data insights and geo-spatial data to provide a cost-effective and scalable impact monitoring tool. Restor presents monitoring data about the *Zurich Forest Project* and Zurich's other restoration sponsorships in an easily accessible, visually appealing format that is readily understood by the cross-functional team responsible for managing them.

Zurich also uses Restor to communicate the impacts of the *Zurich Forest Project* with its staff, clients, and the public. Zurich hopes that people

What does Restor offer?

Using Restor's high-resolution satellite imagery and 33 data layers showing carbon absorption levels, biodiversity, groundwater levels, and tree cover potential, organizations can **independently map, measure and monitor the impact of nature restoration projects** – cost-effectively and at scale. By using an open access platform such as Restor, organizations **enhance transparency, gain visibility and build trust and credibility** with stakeholders.

first become interested in the project because of its uplifting story of a forest restored, but then look beyond the trees and, using Restor, educate themselves on the impacts of climate change, such as droughts, extreme weather events, and impacts on communities. If people want to get involved in restoration, they can examine the carbon sequestration and biodiversity potential of different projects on Restor to determine which to support, or even plan new projects using the polygon drawing tool.

> "If we want to inspire others to take action, too, we need to be credible in our own engagement. For this, transparency is key, and even more so easy-to-understand, verified and trustworthy data. Restor helps us achieve that."

Heike Mittmann
Group Sustainability Communications Director, Zurich Insurance Group

Work with Restor to achieve your restoration goals

Restor's mission is to connect people and projects to scientific data, monitoring tools, funding, and each other, to increase the impact, scale, and sustainability of nature restoration efforts. Restor was founded on the belief that every company and individual can be a restoration champion. Restor is free and open for anyone to use. Zurich uses Restor to:

◆ see all projects it funds on one platform
◆ show the impact of its restoration projects, including biodiversity outcomes
◆ unite employees around a common goal
◆ identify the best projects to fund and deliver exceptional impact.

Join the community today to see how restoration professionals are working to restore nature in your area, and search and find the most impactful projects to support!

Preview of the Restor platform with all the restoration sites around the globe

Restor brings transparency, connectivity, and ecological insights to restoration and conservation efforts around the world. The Restor platform is easy to use and insights are based on the best available science and technology.

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