

**74th Session of the UNECE Committee on Forests and the Forest Industry (COFFI)  
(18.10. – 21.10.2016)**

**Reception and Exhibition RVR „Clean Forest Forum“, October 19<sup>th</sup> 2016**

**Opening speech Armand Rudolf von Rohr, CEO and Founder RVR Service - Clean Forest Club**

“Honorary COFFI-Chair Christoph Dürr, honorary Roman Michalak section chief of the join timber and forestry section UNECE/FAO, honorary delegates, ladies and gentleman,

RVR Service Inc with its integrated Clean Forest Club, highly appreciates the official, letters of recognition that we have received from former Director UN Forum on Forest, Jan Mc-Alpine in 2013, from the Swiss Federal Council, Doris Leuthard in 2014 / 2015 and the highly respectful thank you letter from the Director of Forests, Land and Housing Division, UNECE, Ivonne Higuero.

We have the utmost respect for these letters and will try our best to fight for climate change mitigation and to give rise to biodiversity, clean water while also providing new employment opportunities within and outside of our company.

At this point, I would also like to invite you to our short presentation tomorrow at noon, in which I will show you what we believe to be a solution of creating a synergy between economy, ecology and society.

As I mentioned as keynote speaker on 20 March 2015 at the last year’s conference “Forest for Food. Food for Forests”, two deadly storms in 1997 and 1999 had a remarkable influence on me. As you know, the result was the founding of RVR Service Inc in 1999, of Clean Forest Club in 2007 and thereafter 2009, the sustainable business model: The RVR-CFC Concept.

With passion, endurance and with time, my awareness of climate change grew and I realized that it was business models such as the one I had created, that could help in climate change mitigation by diminishing carbon dioxide levels in the atmosphere. With a small team, I created concepts such as 1.Clean Forest (compensating every 100 washings of our towel-rolls with a tree planting); 2.Clean Products (making sure that our products could be reused or recycled to diminish waste; 3.Clean Road (compensating our fleet’s emissions, per 50 km 1 tree planting). Selecting reforestation projects according the Helsinki-Forest Criteria (1993) and agroforestry.

As company and an organisation, we are driven to fulfil the “aims for the sustainable development of European forests”, by helping to apply protective resolutions such as the Helsinki Forest Criteria (1993) and the Legally Binding Agreement of European Forests, Oslo 2011.

Our sustainable business model honours these protective and binding resolutions, especially article 11 through 17. With an alarming increase of natural disasters such as hurricane Matthew that has left the island of Haiti in ruins, or the countless forest fires in Australia and the United States, or the numerous and catastrophic floods in Europe, we should finally be urged to act proactively rather than reactively.

We feel sustainable business models such as the RVR-CFC “tree-to-tree” Concept, is an inevitable necessity that should be reinforced globally.

(introduction of paintings). I thank you for your attention and warmly invite to your reception. The buffet is now open.”