

## We Value Nature 10-Day Challenge Event

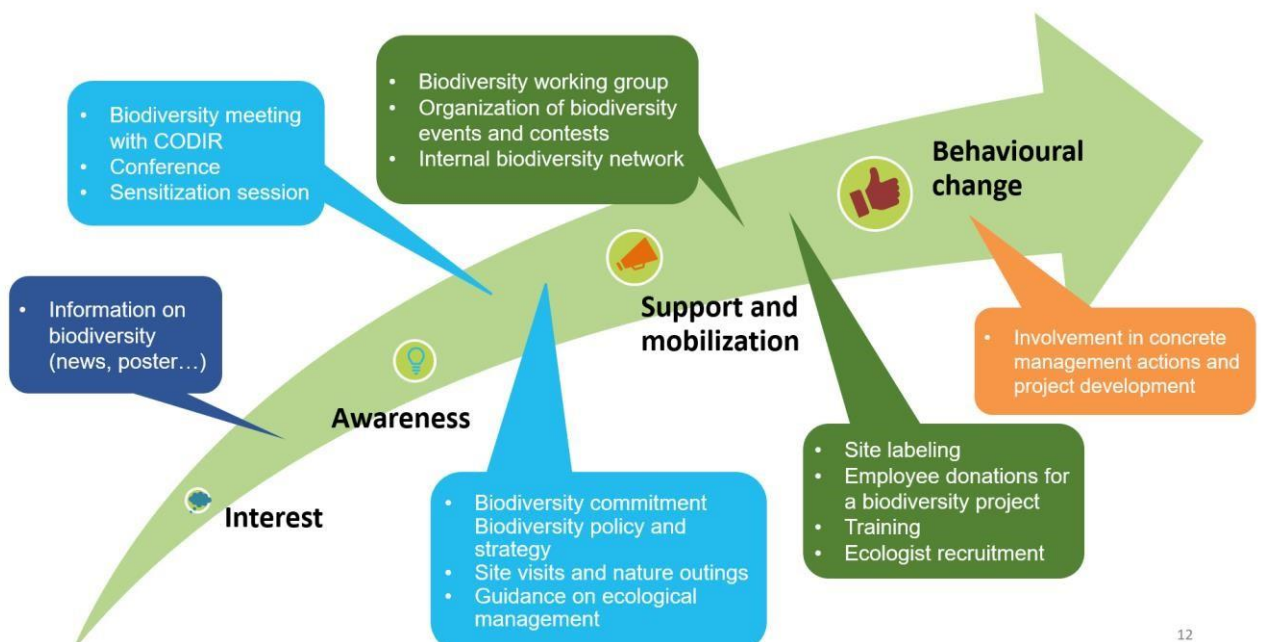
### How to raise awareness and increase engagement for biodiversity among your employees?

March 11<sup>th</sup> 2021

#### Session summary & key takeaways

*Key takeaways:*

1. Mobilization is a journey that requires progressively reaching stepping stones. Starting with interest and awareness raising, moving to support and mobilization action to finally experience behavioural change. To get to action, you first need solid bases.
2. You can use a variety of tools to mobilize and raise awareness among your employees:



3. To be efficient, undertaken actions must match the target audience whether they are CEOs, executives or operational workers. Employees participate differently in awareness-raising and mobilization mechanisms. The receptivity of a worker to the arguments used depends

on many parameters such as what are their missions within the company, their managerial level, their past experiences and their sensitivity to environmental issues. It is therefore more effective to use suitable arguments, which will make sense to the targeted interlocutor.

### Warm thanks to the speakers for the insights shared:

Valérie CAUCHI, Head of the Environment department, HeidelbergCement France

Elsa BUECKLY, CSR Environment Manager, L'Occitane

Coline JACOBS, Biodiversity Manager, Veolia

### Key solutions presented / actions to take

To mobilize your employees you need:

1. An engaging social approach and governance involving the highest level of governance:
  - Rely on an ambitious biodiversity strategy
  - Integrate biodiversity in the system management
  - Benefit from visible support from the hierarchy
  - Promote employee involvement
  - Ensure a regular monitoring of the approach
2. A mechanism leading to action and a discourse of experience:
  - Adapt the system to the desired objective and target audience
  - Demonstrate pedagogy and interactivity
  - Use a well-argued, pragmatic discourse, illustrated by examples
  - Highlight initiatives and individuals
  - Encourage field experiences in contact with nature
  - Link your action with the company's activities

### Useful resources

- (In french) [Sensibiliser et mobiliser les salariés d'entreprises en faveur de la biodiversité](#). Comité français de l'UICN. (2018).
- (In french) [Fresque de la biodiversité](#)
- Climate change Collage <https://climatecollage.org/>
- PANORAMA Solutions : [Strengthening business involvement for biodiversity through a working group built on trust and collaboration](#)
- [Branding Biodiversity, The new nature message](#). Futerra sustainability communications. (2015).