

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

March 11th 2021, 16:00 – 17:00 CET

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**WE VALUE
NATURE**

10-DAY CHALLENGE

11 – 24 March 2021

Events and activities for
naturally-smarter businesses



Get involved in The We Value Nature 10-Day Challenge

- Sign up to receive **daily challenges**. Each challenge can be completed in around 10 – 20 minutes and will help you take the next step on your nature journey.
- Register for practical, interactive sessions.



wevaluenature.eu/10-day-challenge





**WE VALUE
NATURE**

Supporting



**CAPITALS
COALITION**



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« House rules »

- Be on mute
- Use the chat
- Raise your hand
- If you want, you can put your camera on 😊

Note that the session is being recorded

Shared resources

- A document to share ideas and experiences
<https://docs.google.com/document/d/1cLkygm4Lq6-Z3XHE3PUqoEILdss7SYcG0HXWLQ5OJLs/edit?usp=sharing>

What to expect for the next hour

- A presentation with concrete examples from our business partners
- Interactivity
- Discussion and exchanges between participants

IUCN French Committee

- **IUCN** (International Union for Conservation of Nature) : an international organization with more than 14 000 members and 17 000 experts
- **IUCN French Committee** : the french IUCN network of organizations and experts
- The **Business & Biodiversity programme** reinforces since 2007 the business' implications to reduce their impacts on biodiversity and restore ecosystems



2nd country with the biggest numbers of members in the Union

7 thematic programs

62 members

250 experts

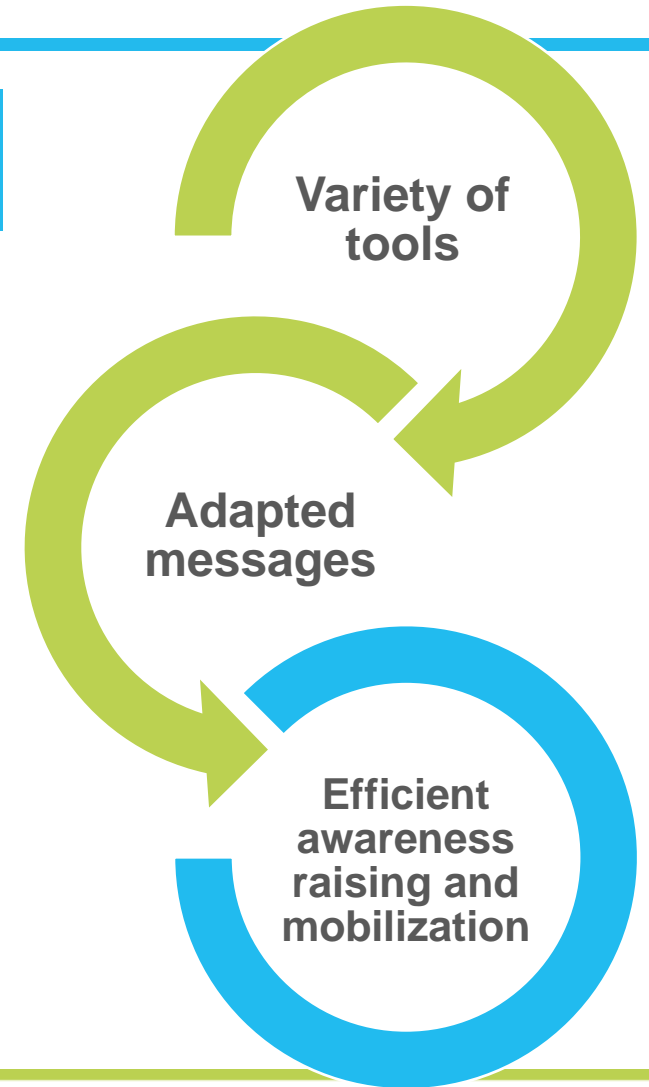
7 business partners

Raise awareness and mobilize business employees in favor of biodiversity

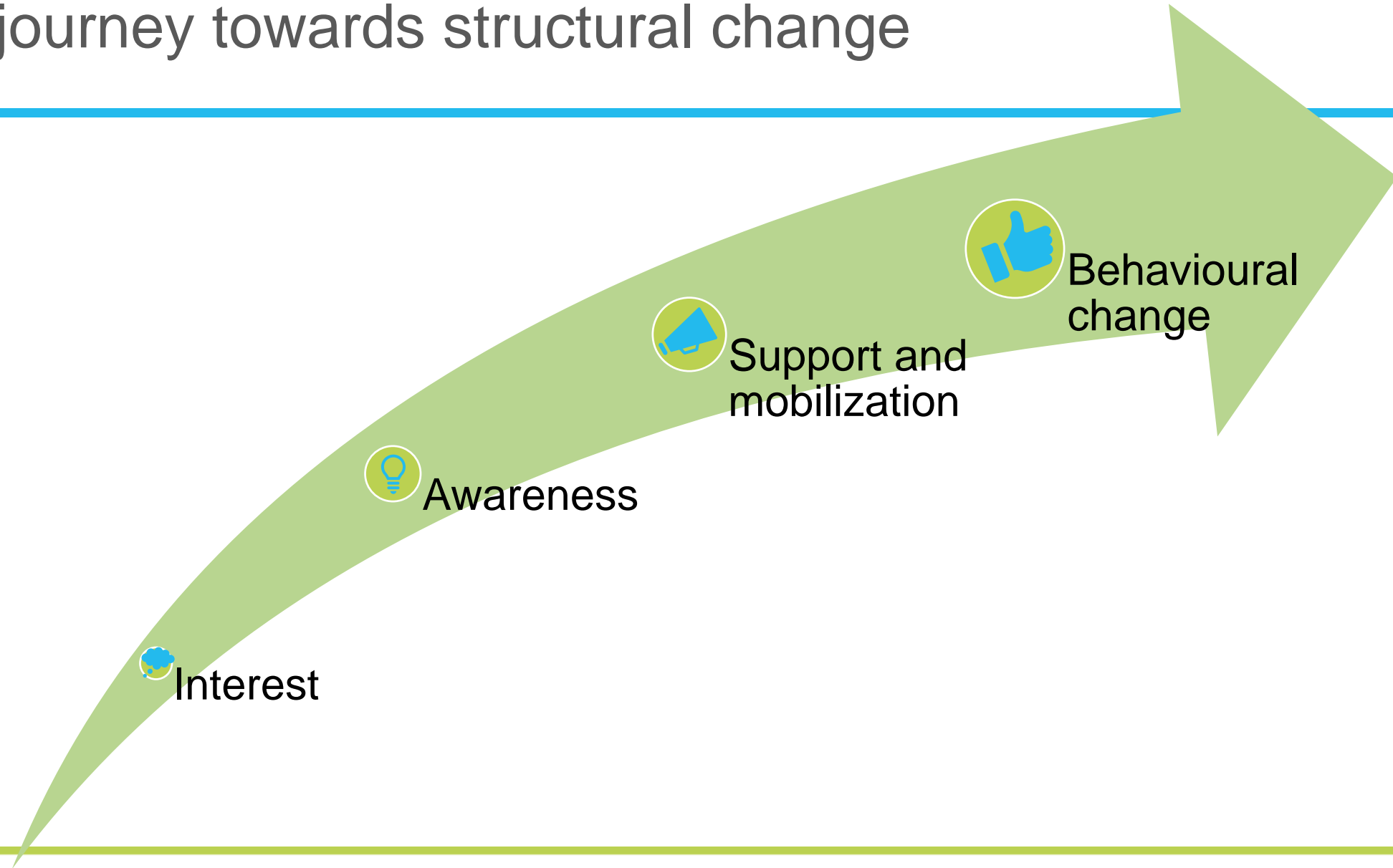
Which means, which arguments?



- Published in French in 2018
- 2 years of work
- A collaborative thinking
 - ➔ +70 contributors : business representatives, members, expert, etc.
- Inventory of practices, feedback and analysis



The journey towards structural change



1. A varied and appropriate use of tools

1. Take the commitments to the highest level of the company and appoint a biodiversity referent

→ Ex. to be developed by Veolia



2. Improve the internal and external visibility of the commitment

3. Enable employees to take action on their sites and support their civic commitment

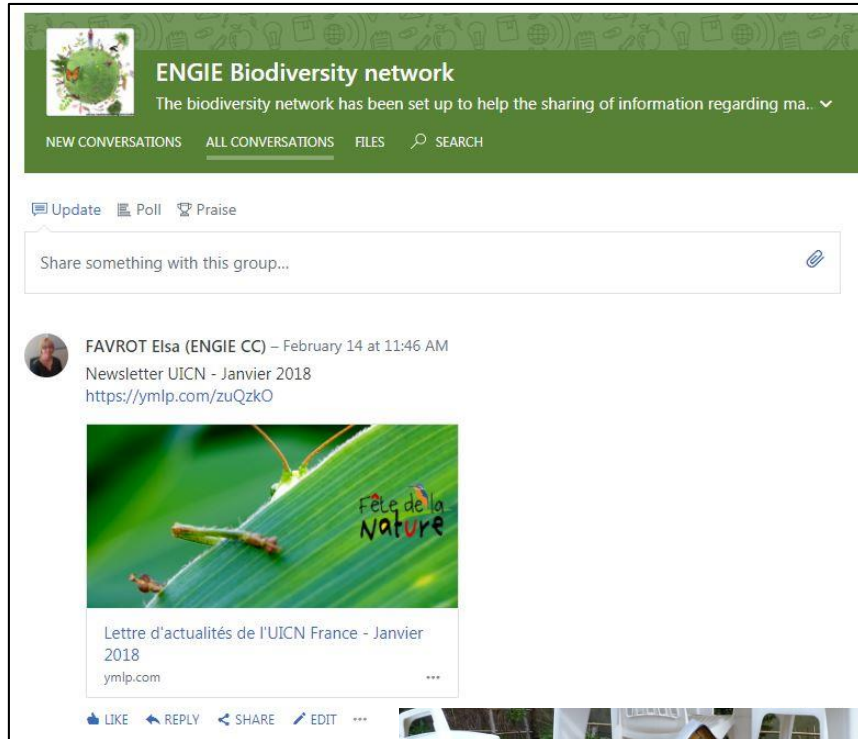
→ Ex. to be developed by L'Occitane and HeidelbergCement France



4. Make biodiversity an event

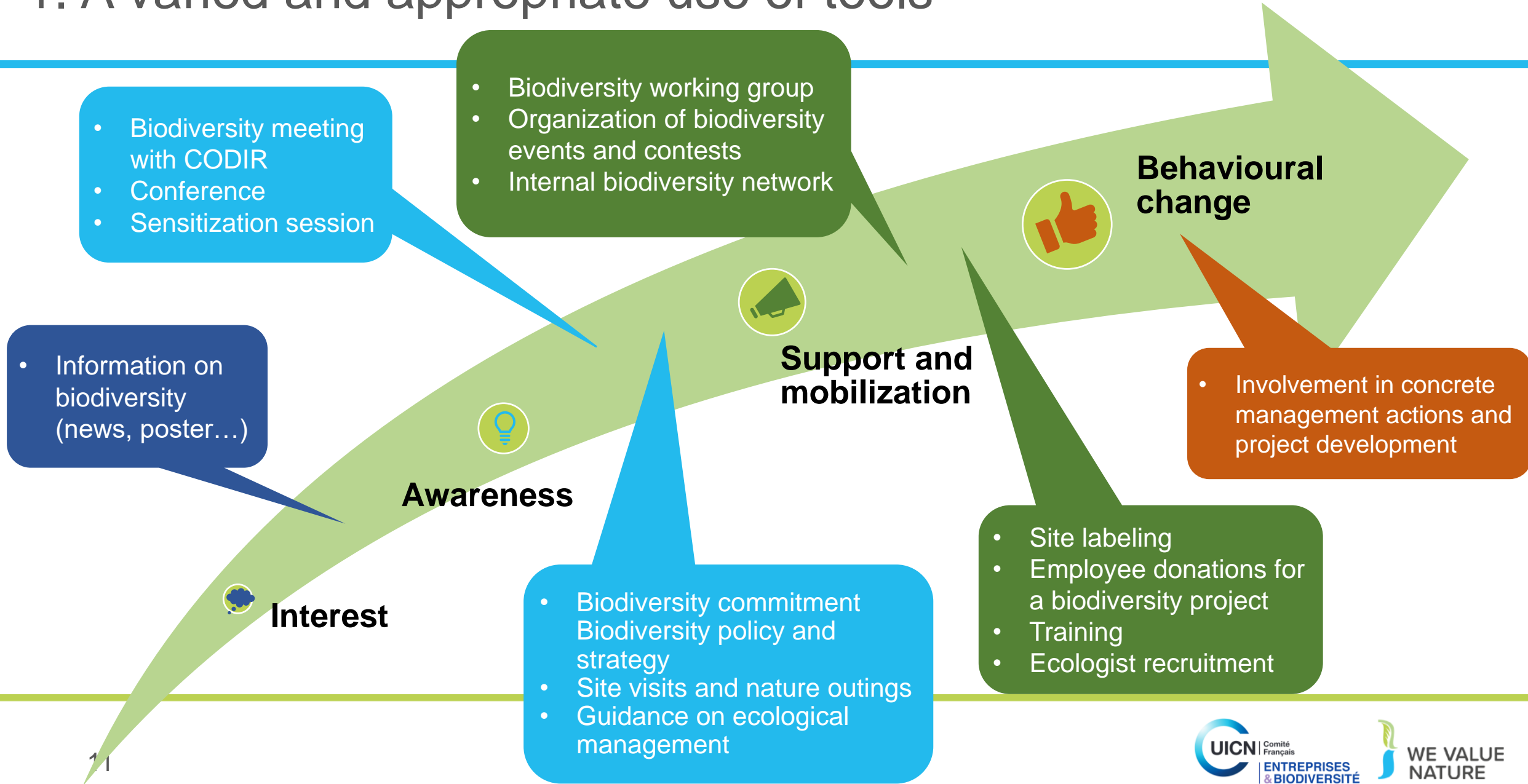


1. A varied and appropriate use of tools



5. Bring knowledge through paper documents and digital communication
6. Build a biodiversity network
7. Establish moments of dialogue on biodiversity
8. Foster the development of skills of employees through training

1. A varied and appropriate use of tools



2. Matching the messages to the target audience and to the expected outreach



2. Matching the messages to the target audience and to the expected outreach



CEO and senior executives

- Protecting Biodiversity
- Group commitment
- Reputation
- Responses to the expectations of stakeholders and the challenges of the territory
- Development of the company's activity, funding opportunities
- Risk management and regulation
- Law compliance



Executive managers

- Protecting Biodiversity
- Group commitment
- Reputation
- Responses to the expectations of stakeholders and the challenges of the territory
- Risk management and regulation
- Law compliance



Operational managers and on-site workers

- Protecting Biodiversity
- Group commitment
- Personnel and professional development
- Risk management and regulation
- Law compliance

3. Sensitization and mobilization in action



Employees at the heart of a partnership

Valérie CAUCHI
HeidelbergCement France



Employee community investment programme

Elsa BUECKLY
L'Occitane



Involvement at the highest level of the company

Coline JACOBS
Veolia

GSM – HeidelbergCement France

Employees at the heart of a partnership

HeidelbergCement France



- French construction company: through **Ciments Calcia** (production and distribution of cement), **Unibéton** (ready-mixed concrete), **GSM** (production and distribution of aggregates)
- A **national biodiversity strategy** initiated more than 15 years ago
- 2 of the 7 **act4nature international** individual commitments are **Strengthen local biodiversity partnerships** and **Adopt biodiversity awareness programs for employees**

Action : GSM Paris Region and LPO Normandy (French Birdlife member) partnership



AGIR pour la
BIODIVERSITÉ
NORMANDIE

The LPO Normandy accompanies GSM Paris region on **environmental management measures** and **biodiversity awareness actions**

A partnership covering 7 industrial sites and the administrative headquarters

A large team involved: from the LPO Normandy, to the environmental manager and all the staff of these sites

GSM – HeidelbergCement France

Employees at the heart of a partnership



Creation of shelters by employees



Example of LPO's pedagogical panel

• Key factors of success

- **Common actions** (Installation of feeders and nest boxes, Fight against invasive alien species and Creation of flower meadows) and **site-specific actions**
- Actions implemented by employees on their working hours
- Actions systematically coupled by **pedagogy** (pedagogical panels and cards for each action)
- Identification among employees of “**biodiversity ambassadors**”

• Attention points

- Difficulty in mobilizing **all staff on site** at the same time
- **Organize regular actions** to take into account the staff turnover and maintain their commitment
- Currently, complex to organize with the health crisis

L'OCCITANE GROUP

Employee community investment programme, acting in solidarity

- **1 day per year offered to employees** to support **social & environmental causes** by **volunteering** with **charitable associations**
- For **all** employees with more than **3 months of service**
- **1000 days offered** since **2012**



Nature



Solidarity



Disability



Local heritage

L'OCCITANE GROUP

Employee community investment programme, acting in solidarity

- **Key factors of success**

Strong sponsorship from the Direction

Internal mentors

Clear rules and process

In line with the group's commitments

Local projects

Good internal communication

- **Attention points**

Need to be coordinated to animate and unite the internal mentors

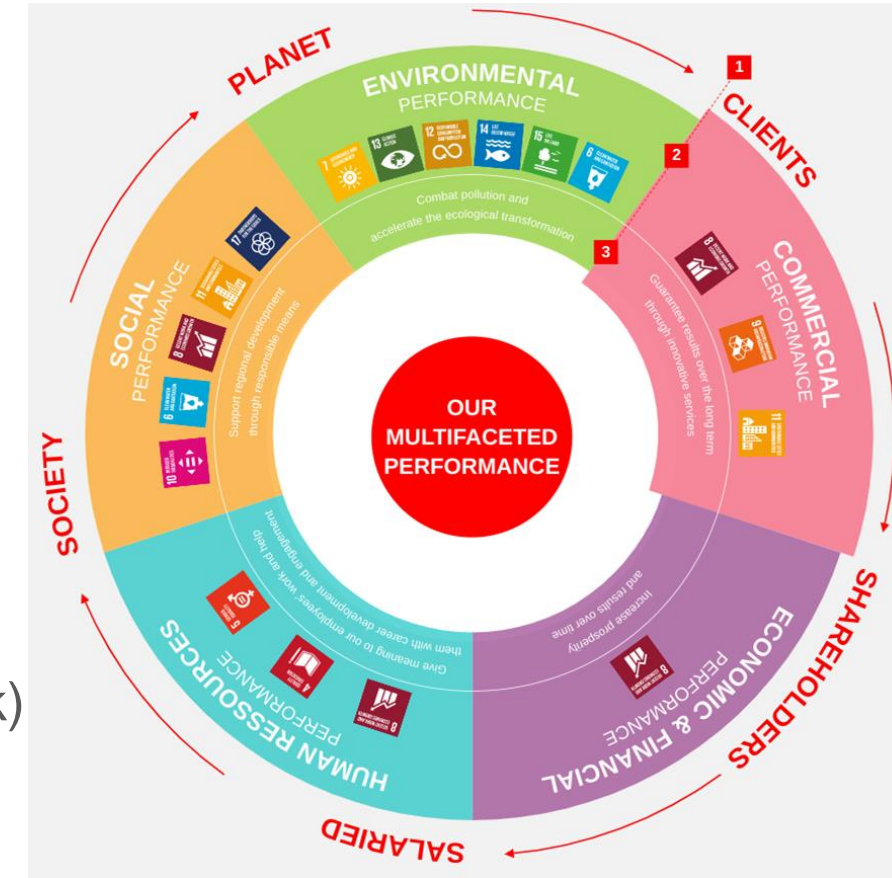
Not the same level of investment depending of the sites

Dependence on unforeseen events

VEOLIA

Involvement at the highest level of the company

- **Veolia's Purpose => new governance:**
 - > Veolia's Purpose (in 2019)
 - > 2020-2023 plan: 18 KPI (plural performance)
 - > **EXCOM Sponsor by KPI** + dedicated team + network
- **Sponsors support:**
 - > Objective follow-up
 - > Red flag / EXCOM
 - > Proposals to maintain or restore the trajectory
- **Key factors of success:**
 - > regular review and open discussion (operational feedback)
- **Attention points:**
 - > Group size / transversality



Any questions ?





Key takeaways

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

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 with the company's activities

Our other work

In English:

- ✓ PANORAMA Solutions : [Strengthening business involvement for biodiversity through a working group built on trust and collaboration](#)
- ✓ [Corporate biodiversity reporting and indicators. Situation analysis and recommendations](#)

In French:

- ✓ IUCN French Committee website : <https://uicn.fr/>
- ✓ [Sensibiliser et mobiliser les salariés d'entreprises en faveur de la biodiversité](#)
- ✓ [Les espèces exotiques envahissantes sur les sites d'entreprises : Livret 1 et 2](#)
- ✓ [Le reporting biodiversité des entreprises et ses indicateurs.](#)

Feedback



<https://wevaluenature.eu/Feedback>

Our social media



Our contact info

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