



Entreprises, territoires et environnement

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Edito

In 2010, Orée continued to promote best environmental practices through its 7 priorities.

Thus, in 2010, the International Year of Biodiversity, Orée, in conjunction with the French Institute of Biodiversity (FRB) and with support from the

Ministry of Ecology, and the Ministry of Foreign Affairs, organized a "side event" in Nagoya (Japan) on the theme of "Business and Biodiversity" as part of the COP 10 of the Convention on Biological Diversity (CBD). For the occasion, a special French-English publication, "Promoting business reporting standards for biodiversity and ecosystem services", was released as a result of the proceedings of the "Economy and biodiversity" working group chaired by Michel Trommetter, and Joël Houdet's thesis (CIFRE Industrial Agreement for Training through Research/Veolia Environnement/Agro-ParisTech) which was successfully presented in October 2010.

The platform dedicated to the **eco-design of products and services** was translated into English: <http://ecoconception.oree.org/en> and the "eco-design" competence hubs resulting from the agreement entered into with the Ministry of Economy and Finance, (DGCIS 1st section) were launched.

Orée also tested its methodology for conducting a free and contentious **panel discussion** with a forum of experts who examined the question "Is it necessary to recycle everything?"

The proceedings of the COMETHE project (Conception of Methodological and Evaluation Tools for Industrial Ecology), initiated in 2007 as part of the French national research agency (ANR) call for tender, were presented on March 24th in Dunkerque during a symposium organized in partnership with the 12 partners and the *Caisse des Dépôts et Consignations* (CDC).

The industrial and territorial ecology working group continued to work on the sustainable management of **business parks**, a "sustainable transportation of goods and logistics" section was developed, and a "CaféOrée" launched this process. For industrial ecology, territorial approaches are being implemented as part of the DGCIS agreement (2nd section).

2010 saw the outcome of Orée's work on the management of environmental risks, with the launch of the interactive risk management guide (in French only) **dedicated to small and medium-sized businesses and industries**, created in partnership with the AMRAE (Association for the Management of Business Risks and Insurance), Veolia Environnement, LVMH and the DRIEE Ile de France (Regional

and Inter-departmental Directorate for Energy and Environment).

Pollutec, in December 2010, was an opportunity to present these works, as was the Businesses and Environment awards (Prix Entreprises et Environnement), during which a new "biodiversity and businesses" category was proposed. These awards are supported by the Ministry of Ecology and Crédit Coopératif; they were increasingly successful this year, with more than 280 applications received.

CaféOrée sessions made it possible to reflect upon themes with a significant impact on the sustainable management of the environment, notably "Soil, the foundation of biodiversity, a vulnerable and little known heritage" in February 2010. BibliOrée and CinéOrée sessions, launched in 2010, were a way to open our reflections on environmental awareness to a broader audience. The Orée website (www.oree.org) was developed and attracts an increasing number of visitors. It was translated into English in May and will be translated into Spanish in 2011.

In January, Orée, in conjunction **with its members and partners**, organized a **strategic committee** with a view to defining new guidelines and actions. This committee decided to refocus on two major themes: "**Health and Environment**" and "**Environmental labeling and reporting**", already addressed in our different debates or discussions but the priority level of which had to be formalized.

Orée continued to be a major player in national debates, in particular by participating in the preparation of the National Biodiversity Strategy, in the monitoring of the "Grenelle de l'Environnement" in the national Agenda 21 Committee, or in the Sustainable Development and Environment Commission of the CNIS (National Council for Statistical Information).

2011 is a pivotal year in the preparation for decisive events in 2012 for a better integration of social and environmental issues, in particular the World Water Forum in Marseille, Rio+20, the Convention on Biological Diversity in New Delhi and the continued debates of the climate convention after Durban.

This will also be a crucial year for Orée who will celebrate its 20th anniversary in November 2012.

I wish to thank our members and partners once again, as they have confidence in how we manage our projects, which could not be completed without their support.

I am delighted to welcome Emmanuel Todd, who I also wish to thank, to our General Meeting. In a context of climate change and depletion of resources, where the effects of demographic growth have tangible consequences on the environment, he proposes a theme which is at the heart of these concerns: "**New Demographic issues**" (p.1).

Ghislaine Hierso
President



Interview with Emmanuel Todd

A graduate of the Paris Institute of Political studies with a PhD in history (Cambridge University), Emmanuel Todd is a political scientist, demographer, historian, sociologist and essayist whose theories analyze the functioning and evolutions of our societies as a whole, his lecture relates to the theme "New Demographic issues".

The population of the planet will continue to rise for some time but the issue of an "explosion" in the world's population is no longer a research topic for demographers. The fertility rate has decreased everywhere and a decline in the population is already noticeable in an increasing number of countries.

The idea is no longer to understand the demographic transition mechanism but to determine why post-transitional fertility thresholds vary so much from one country to the next. In France it seems that a balance has been reached, showing good stability with two children per woman, measured in terms of total fertility rate. In Germany, Japan or Russia, the indicator is much lower, around 1.4 children per woman, and over periods long enough to foresee a long-term imbalance.

Curiously, these discrepancies are probably due to differences in traditional family structures, notably concerning the status of women. Modern oppositions seem to reflect old and defining anthropological differences. These results are all the more surprising as the countries experiencing a demographic crisis are often the stars of global economy and rank amongst the world's top exporters.

Demographers believe that Germany, Japan, South Korea and China are also in jeopardy. The hypothesis of a conflict between economic efficiency and demographic balance must be raised. These long-term consequences must be envisaged."

Last books :

La Diversité du monde : Famille et modernité, Ed. du Seuil
Après l'empire Essai sur la décomposition américaine, Ed. Gallimard

Le Rendez-vous des civilisations, avec Youssef Courbage, Ed. du Seuil

Après la Démocratie, Ed. Gallimard



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Forum Expertise

“Is it necessary to recycle everything” ?

As a result of the reflections of the “Environmental expertise” working group, an innovative methodology for panel discussions was tested from 2010 to 2011, based on the theme “Is it necessary to recycle everything?”. Three meetings of fifteen individuals representing waste management stakeholders (businesses, eco-organizations, associations, academics) were organized (16 November 2010, 18 January 2011 and 21 February 2011) in the presence of ten observers.



Sylvie Bénard, LVMH's Environment Director, Orée director, Co-chair of the working group



Michel Becq, Adviser to the Central secretariat of the Senate's Commissions Service, Orée member, Co-chair of the working group



Eric Flamand, Sustainable Development & CSR advisor, member of Orée, debate mediator

Under the supervision of Orée, a group of experts (specialist associations, NGOs, businesses etc.) was set up to answer the question: “Is it necessary to recycle everything?”. The primary purpose of the **three meetings organized between November 2010 and February 2011** was to showcase the opinions of these experts, with all their nuances, and put them into perspective so as to underline the group's dynamics and the diversity of the issues.

Unlike certain public debates which generally concern the construction of infrastructures and specific projects, the question asked by the “requester” – in this case Veolia Environnement – included different issues and cascading sub-questions, characteristic of a question formulated in

How was the “environmental expertise” working group set up?

Sylvie Bénard : In 2005, Orée organized the Senate's 10th Ecological Meetings, in partnership with Valeurs Vertes magazine, on the theme of Legitimate experts for a genuine debate. This conference highlighted the need for reliable, unbiased and independent expertise in order to make the right decisions in terms of environmental management; it also emphasized how difficult it has become to justify a decision using an expert's opinion without this expert being challenged or questioned. This is why at the end of this conference, in my ability as Orée chairwoman (2003-2008), I proposed the creation of an innovative, cross-sectional, multi-skills entity open to all with a view to generating and organizing panel discussions. This is how a working group was assembled in 2006, aimed at specifying the implementation conditions of this forum in the form of a methodology.

What are the main features of this methodology and how is it unique?

Michel Becq : This methodology is based on an ethics committee, a guarantor and a moderator. The ethics committee is the cornerstone of the proposed system. It establishes the methodological rules of the debate, sets up the panel of experts and acts as the intermediary between the entity requesting an opinion and the experts. The guarantor attends the meetings but does not take part in them. His/her role is to observe compliance with methodological rules and identify potential problems. He/she is also responsible for ensuring that potential whistle blowers are placed under protection. The moderator coordinates dialogue, guaranteeing proper allocation of speaking time and the smooth progress of the debate. At least two exchange meetings are organized, with one month between these meetings. Special attention is attached to the time dedicated to the debate and its pace. Furthermore, the objective is not necessarily to reach a consensus but rather to create a “map of informed opinions” on the subject.

a relatively open or even philosophical manner. The “is it necessary” question inevitably leads to the “why” question, then the “how” and its alternatives. Secondly, the question of recycling “everything” goes far beyond that which simply consists in questioning the relevance of recycling. Last but not least, the debate is all the more complex as “recycling” is one of a number of elements in terms of waste management and prevention methods, the hierarchy of which can evolve depending on technical feasibility, economic profitability and social/environmental impact criteria.

In short, the main lessons which emerged from the panel discussion are as follows:

1. Yes, “it is necessary to “recycle””, given the imperatives in terms of resource preservation, reduction in various pollutant sources and compliance with regulations. However, while experts have mixed feelings about France's possible backwardness in this domain, it is obvious that recycling is not sufficient and efficient in itself to separating economic development and raw material requirements. Furthermore, it is necessary to identify health and social acceptability constraints, to define the optimal balance of responsibility between producers and consumers, and to question our consumer society model as well as the corporate business model.

What are the steps leading to the debate? How are the experts selected?

Sylvie Bénard : The initial stage is to understand and define the scope of the question asked by the entity requesting an opinion. It is then necessary to agree on the terms (creation of a glossary), assess existing knowledge (including a bibliography) and identify key expertise holders due to their experience or knowledge. Expertise must always be multi-disciplinary.

Michel Becq : Unbiased expertise is guaranteed by the creation of a panel of experts with potentially diverging opinions, the preliminary acknowledgment of each expert's sources of influence or interest and the permanent control of the unbiased and contentious nature of the debate. As impartiality and independence cannot be decreed but depend on the perception of third parties, the biases to be prohibited and the dependencies to be avoided should be identified at an early stage.

What is your assessment of this initial methodological test?

Michel Becq : Far from a conference with fixed monologues or the affirmation of an “expert's truth”, this forum was a genuine panel discussion contributing to a number of ideas, which made it possible to examine the question raised in depth, compare visions and establish a map. Whether accompanied by complementary documents or not, the mediator's dynamic summary was universally regarded as essential for the coherence and progress of the debates. The information required on each expert (education, career, voluntary work, range of skills, conflicts of interests) was perceived as a key issue for assessing the pertinence of the opinions voiced. The evaluation of the process as a whole will include a questionnaire for the participants.

2. As for the question of whether “it is necessary to recycle everything”, the debates have ultimately revealed two approaches, in accordance with Max Weber's now traditional theory, simultaneously opposing and combining ethics of conviction – “creating and uniting all the conditions making it possible to ‘recycle everything’” – and ethics of responsibility – i.e. “as far as objectively feasible and viable”... Thus, as illustrated by multiple examples, the debate showed that it is pertinent to combine a pragmatic approach considering each piece of waste and each recycling option on a case-by-case basis with a systemic approach enabling the comparison of all alternatives within the hierarchy of waste prevention and treatment methods.

3. To conclude, the debate underlined the need expressed by all stakeholders and decision-makers to acquire a tool – multi-criteria interpretation chart? Cost/benefit analysis for each product? Map of questions?... – which would determine the state of the art in terms of methodological analysis (LCA, impact analysis, SD analysis etc.) according to the pertinence of time scales and the level of pressure of public policies.

Completion of the COMETHE project



COMETHE
Conception d'Outils METHodologiques et d'Evaluation
pour l'écologie industrielle

Conception of Methodological and evaluation Tools for Industrial Ecology



With support from the Caisse des Dépôts et Consignations

The COMETHE project was the winner of the 2007 Call for projects of the Research Program on Eco-technologies and Sustainable Development (PRECODD) launched by the French National Research Agency. The primary objective of this 3-year research-action project (2008-2011) is to **design a methodological and tools for the implementation of industrial ecology approaches.**

COMETHE's added value lies in the production of knowledge in technological and social science domains, and ultimately in the reinforcement of expertise in industrial ecology. Pilot projects made it possible to test and develop, within a **comprehensive tool**, a range of complementary methodological and technical modules designed for businesses as well as public entities such as local authorities, in particular industrial park managers.

COMETHE is coordinated by the **Orée association** and involves twelve partners with multi-disciplinary competences.

Consortium members: experts and local stakeholders mobilized

Research and expertise center : Orée - Troyes University of technology (CREIDD) – University of Lille 3 (Clerse) – Auxilia - Systèmes Durables – Evéa.

Local stakeholders : Chamber of Commerce and Industry of Troyes and the Aube department - Greater Troyes –Aube Departmental Council–Industrial Ecology Club of the Aube department- Compagnie Nationale du Rhône - Yprema - Ecopal (Dunkerque Urban Community, Dunkerque Chamber of Commerce and Industry, and Dunkerque Promotion).

This research is based on 5 pilot territories: a variety of situations for a diagnosis adapted to the reality of the field

- The Pouzin maritime industrial site (Ardèche), in the process of development and commercialization ;
- The Lagny-sur-Marne industrial parks, managed by the Marne et Gondoire conurbation committee in the Seine-et-Marne department (in the process of requalification) ;
- The Métropole Savoie economic area, via the steering of the Savoie–Technolac Technopole (ISO 14001 certified) ;
- **2 advanced territories in terms of industrial ecology:**
 - the Dunkerque territory, via the ECOPAL association (Nord department)
 - the Aube territory (Nogent-sur-Seine industrial parks, Greater Troyes industrial park and Torvilliers industrial area), via the Industrial Ecology Club of the Aube department (CEIA).

The conference for the completion of the COMETHE project was organized in Dunkerque on March 24th with a view to presenting the results of the project and the research perspectives as well as assessing the state of the art and the dynamic of field projects.



Paul Schalchli, Yannick Vissouze, Ghislaine Hierso

Results of the COMETHE project

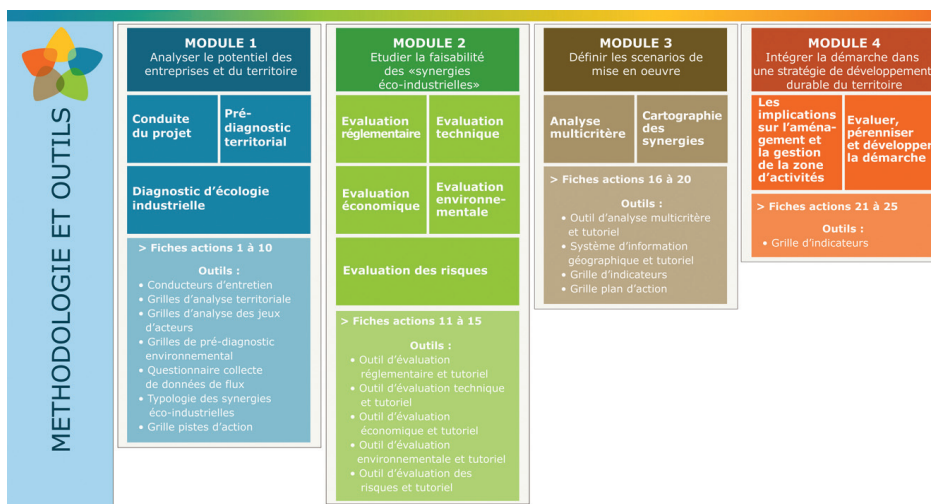
Internet platform hosting the COMETHE methodology and tools :

www.comethe.org

- 4 modules specifying the stages of the process / 25 action sheets and associated practical tools

Engaged actions on experimentation territories

Territory	Actions initiated
Aube territory	Water reuse and recovery of waste-water calories in partnership with a paper manufacturer
Dunkerque territory	Shared collection and local recovery of fermentable waste, group procurement of office paper, shared maintenance of oil separators
Pouzin territory	Site development permit integrating industrial ecology (shared services, standardization of transport streams etc.)
Métropole Savoie territory	Shared procurement, standardized fertilizer project based on aggregate by-products (manure etc.), heating and compressed air network
Marne et Gondoire territory	Concrete waste recovery and industrial water recovery in the process of examination



For more information : Paul Schlachli schlachli@oree.org

New Members

Orée is pleased to welcome new members (since November 2010) :

France : Agoodforgood - Alliantis - Communauté de Communes de Guéret St Vaury - Dauchez Payet - Maisons du Monde - Idea 35 - Mac Donald's - Nomadeis - SOFRED - CAPEMM - CICF (Chambre de l'Ingénierie et du Conseil de France) Infrastructure et environnement - STIPE - VNF (Voie Navigable de France)

International : SAPINO - filiale ONAPAR (Maroc) - Arebs (Belgique) - Eco Conseil Entreprise (Belgique)

All the Orée members on www.oree.org

Orée's Team

Communication : Layla Mathieu, mathieu@oree.org et Cécile Couteau, couteau@oree.org • **Biodiversity and econmy / expertise** : Gaël Gonzalez, gonzalez@oree.org et Marie Deguillon, biodiverse@oree.org • **Industrial and territorial ecology** : Paul Schalchli, schalchli@oree.org et Séverine Halioua, halioua@oree.org • **Eco-design** : Thomas Mahias, mahias@oree.org • **Environmental risks** : Geoffrey Desmartin, desmartin@oree.org • **Administration** : Fabienne Davallan, davallan@oree.org • **Manager** : Sylviane Bantchik, bantchik@oree.org • **Managing Director** : Nathalie Boyer, boyer@oree.org



A word from the Managing Director

The Orée team continually commits to responding to your expectations in the best possible way. At the beginning of 2011, Orée organized events on varied themes: **CaféOrée** on eco-socio-innovation (in partnership with Ethicity), **ConfOrée** on the International Year of Forests (in partnership with Maisons du Monde), **BibliOrée**: presentation of *Au Temps des comptoirs* by Ph. Chalmin and A. Giraudo, and **CinéOrée**: screening of Jérôme Raynaud's film *Jaglavak, Prince des insectes* presented by Jacques Weber. Work and actions in conjunction with members and institutional partners continue.

Discover Orée's other ongoing actions !

Environmental risks

In addition to the guide dedicated to small and medium-sized businesses and industries, a **guide dedicated to territorial authorities**, key players in the management of environmental risks, will be published. Regulations and citizens' expectations require a better understanding of risk management by territorial stakeholders in terms of **major risks** (natural and technological) or **environmental health**. The working group will focus on *the Territorial management of environmental risks* and will also deal with the vulnerability and adaptation of the territories.



<http://risques-environnementaux.oree.org>

DGCIS Mission (General directorate for competitiveness, industry and services) - Ministry of Economy, finance and industry

Industrial ecology section

Objective: implement industrial ecology approaches in pilot territories.

Analysis of Material and Energy Flows has started in 4 of the 5 pilot territories, as part of the territorial diagnosis phase or data collection phase among the panels of selected companies. The Bordeaux Urban Community has joined the other four pilot territories (Jean Mermoz business and industrial parks in La Courneuve in the Seine Saint Denis department; the Seine Estuary, a project initiated by *Ecologie Industrielle Estuaire*; Roanne Territory; Carros Le Broc & la Plaine du Var industrial area) and has just selected its service provider who will begin the survey in May. A second inter-territorial meeting will be held in September 2011 to present the results of the analysis of material and energy flows and the initial possible synergies of each project.

Eco-design section

Objective: set up competence hubs to unite local eco-design stakeholders (businesses, academics etc.) throughout the French territory.

The first meetings of the 5 eco-design competence hubs made it possible to initiate a unifying dynamic among regional stakeholders (exchanges and sharing) and therefore to identify strategies of action for setting up these hubs. The next meetings will focus on taking a closer look at these strategies of action. The third meeting of the Southwest hub will be held on 30 May 2011 and will be an opportunity to present the results of the territorial diagnosis of the Greater South West's eco-design approaches.

Eco-design symposium

On June 22nd, Orée will organize an eco-design symposium in the Post Office's auditorium: "what can eco-design bring to a company's commercial strategy?", with the objective of combining theoretical contributions and actual feedback from an environmental and economic perspective, with the approaches of designers and eco-design experts. An exhibition of eco-designed products will also be organized as part of this exchange meeting.

Biodiversity

Since 2006, Orée's "Economy and biodiversity" working group has focused on how to integrate biodiversity into the strategy of economic actors. In 2009, the proceedings of the Biodiversity and economy working group related to the development of a Biodiversity Assessment of Organizations approach which will make it possible to take into account the interdependence in relation to biodiversity and ecosystem services in operational management while providing stakeholders with accounting reports.

A call for the implementation of case studies has been made.

As part of this work, the launch of case studies makes it possible to implement the strategies of action and methodologies resulting from the reflections of the working group. Setting up a case study allows to:

- ▶ identify the major **issues** relating to biodiversity and ecosystem services for the organization,
- ▶ improve your **environmental management tools**,
- ▶ analyze the **links between environmental performance and economic performance**,
- ▶ establish **action recommendations** for taking into account / reporting interactions with biodiversity and ecosystem services for the organization,
- ▶ **promote the organization** through the publication of the future Orée guide in 2012

I hope many of you will be involved in Orée's events this year. The team and I remain available for any request you may have.

Nathalie Boyer, Orée's Managing Director

France Agenda

The most important dates in 2011

- 2011 : organization of Rio + 20 with the NGO group and the Ministry of Ecology committee
- May 27th : VivAgora symposium (Paris)
- September 26th-28th : Global conference, The planet workshops
- October 10th-16th : Social and responsible investment week
- November 23rd-24th : European Economic Debates, Confrontations Europe
- November 29th – December 2nd : POLLU-TEC fair "Today's exhibition for tomorrow's solutions to environmental and energy challenges"

International Agenda

The most important dates in 2011 and 2012

- 2011/2020 : Biodiversity decade
- 2011 : International Year of Forests and French's overseas year
- 2012 : International Year of sustainable energy for everyone
- 2011 May 24th-25th : OECD's 2011 forum (Paris)
- 2011 May 26th-27th : G8 summit (Deauville)
- 2011 June 5th : International Environment's day
- 2011 September 30th : Sea's world day
- 2011 November 3rd-4th : G20 summit (Cannes)
- 2011 November 28th – December 9th : COP 17 Climate (Durban)
- 2012 February 20th-24th : The 6th global sea's symposium
- 2012 March 12th-27th : The 6th world water forum (Marseille)
- 2012 June 4th-6th : 2012 Earth summit (Rio de Janeiro)
- 2012 October 8th-19th : Convention on Biological Diversity (New Delhi)
- 2012 November : 20th Orée's birthday www.oree.org
- 2012 November/December : COP 18 Climate changes

Orée Agenda

The next working groups :

- Environmental risks working group – May 17th (am)
- Biodiversity and Economy working group – May 18th (pm)
- Transportation and logistics working group (am) and industrial and territorial ecology (pm) – May 19th
- Biodiversity and eco-design of products and services – May 31st (pm)

Orée events :

- ConfOrée : New COMETHE website launch with the French national research agency (ANR) and the Caisse des Dépôts et Consignations (CDC) – June 14th
- ConfOrée : eco-design and business strategy – June 22nd
- ConfOrée : Forum of Experts on the question "is it necessary to recycle everything" report - June
- Colloque Orée on soil and land influence - November

All the working groups and Orée's events are on : www.oree.org/en

Website in Spanish in June !

