FEBEA
FÉDÉRATION DES
ENTREPRISES DE LA BEAUTÉ

BIODIVERSITY AND COSMETICS

A practical guide for SMEs
and committed players

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EDITORIAL

TOGETHER, "TAKING CARE OF YOU, RESPECTING THE BEAUTY OF THE WORLD"

We are very proud to present this Biodiversity Guide for companies in the cosmetics sector. This document is in line with the collective commitments made by the FEBEA and the entire industry to preserve life.

Biodiversity is at the heart of our business. Natural resources are the very source of many cosmetic ingredients: plant-based active ingredients, essential oils, waxes, minerals, etc. Our sector is therefore deeply dependent on ecosystems and the resources they provide. Preserving biodiversity means preserving our ability to innovate, guarantee the quality and safety of our products, and pass on an intact natural heritage to future generations.

For several years now, cosmetics companies have been demonstrating their commitment to sustainability. In 2021, the FEBEA published its first Biodiversity Guide — Best Practices in the Cosmetics Industry, bringing together concrete and inspiring initiatives led by players of all sizes. More recently, the work carried out by the "Roquelaure — Businesses and Biodiversity" working group, in conjunction with the Ministry for Ecological Transition, has identified common levers for action and strengthened the sector's collective mobilization.

SMEs represent 82% of our member companies: this new guide aims to support them, in particular, in defining and implementing their biodiversity strategy. It proposes a structured approach — from diagnosis to action — to enable each company to assess its dependencies, reduce its impacts, and contribute positively to the preservation of ecosystems. This educational exercise is at the heart of the FEBEA's mission: acting as a transmission belt between companies, regardless of their size, the FEBEA brings together energies and accelerates the scaling up of innovative solutions.

We would like to commend the many companies that have already taken ambitious and exemplary steps. Their actions show that the cosmetics sector can be a driver of positive change, combining excellence, innovation, and respect for life.

This guide is the result of a collective effort, driven by the conviction that preserving biodiversity is not only a responsibility, but also an opportunity for the future. We invite all companies in the sector to take up this challenge, share their experiences, and contribute to this joint initiative.

Emmanuel Guichard
General Delegate
of the FEBEA

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A big thank you to Thomas Busuttil for his insights and expertise on the concept of regenerative business, which have opened up the discussion to ambitious and inspiring approaches.

Finally, the FEBEA would like to commend all its member companies for their ongoing commitment to nature. Thanks to their actions, innovations, and desire to progress, the sector is moving forward every day toward reducing its impact and making a positive contribution to biodiversity. This collective commitment demonstrates the industry's ability to mobilize to preserve and restore life.

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1. INTRODUCTION

Understanding biodiversity

Biodiversity, short for "biological diversity," refers to all forms of life on Earth, their interactions, and the ecosystems they comprise. It can be broken down into three levels: the diversity of ecosystems (forests, oceans, wetlands, etc.), the diversity of species (animals, including humans, plants, and microbes), and the genetic diversity within each species. This "living fabric" is the result of billions of years of evolution and is a fundamental pillar of life on Earth.

Biodiversity provides essential goods and services: the air we breathe, the water we drink, the food we eat, and the raw materials we need for our industrial activities. These ecosystem services also include climate regulation, crop pollination, and soil fertility. Biodiversity is therefore essential not only to our well-being but also to our economic activities.

However, human activities directly threaten biodiversity. Since 1970, vertebrate populations (mammals, birds, fish, amphibians) have declined by an average of 73% worldwide[1] and around one million animal and plant species are threatened with extinction in the coming decades[2]. The IPBES (Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services) identifies five main factors contributing to biodiversity loss:

- **Land and sea use change,** including deforestation, urbanization, and intensive agriculture, which destroy natural habitats.
- **Direct exploitation of organisms,** including overfishing, excessive hunting, and overexploitation of natural resources.
- **Pollution,** including plastic waste, chemicals, and industrial emissions that contaminate ecosystems.
- **Climate change** alters environmental conditions, disrupting natural cycles and species ranges
- **Invasive alien species** compete with local species for resources, often to the detriment of native biodiversity.

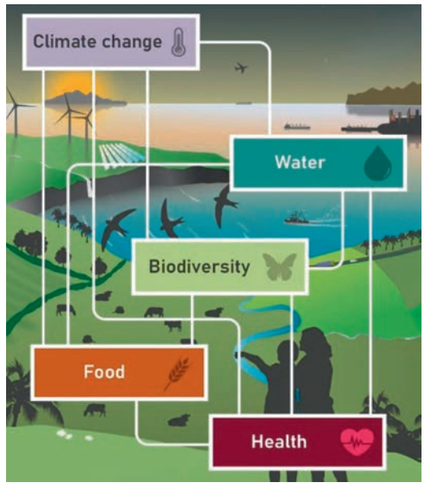


Figure 1: Biodiversity, climate, water, health, and food issues are closely linked and require a comprehensive and integrated approach (source: IPBES Nexus report, 2024)

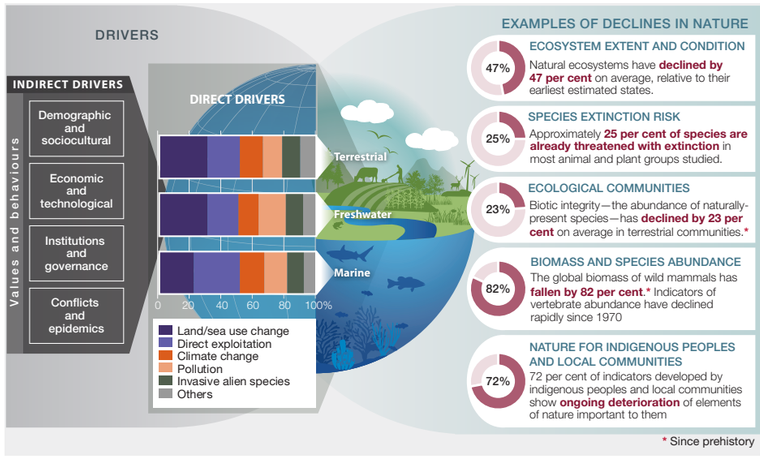


Figure 2: Examples of declines observed in nature worldwide, highlighting the decline in biodiversity caused by direct and indirect drivers of change (Source: IPBES report, 2019).

Taking action today to halt the decline in biodiversity is a collective responsibility that is essential to ensuring a sustainable future for generations to come.

[1] Source: WWF World Wide Fund for Nature (2024): Living Planet Report. https://www.wwf.fr/rapport-planete-vivante
[2] Source: IPBES (2019): Summary for policymakers of the global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem https://files.ipbes.net/ipbes-web-prod-public-files/2020-02/ipbes_global_assessment_report_summary_for_policymakers_en.pdf

LINKS BETWEEN BIODIVERSITY AND ECONOMIC ACTIVITIES

The global economy is heavily dependent on nature: **more than 55% of global GDP depends on healthy biodiversity**[3]. Biodiversity plays a crucial role in supporting a multitude of ecosystem services that are essential to the functioning and sustainability of businesses.

- **Provisioning services**, such as food, raw materials, and water, come directly from ecosystems and are fundamental resources for many industries.
- **Regulatory services**, such as crop pollination, air and water purification, and climate regulation, help maintain environmental conditions conducive to production and stable operations.
- **Intangible contributions**, such as recreational opportunities, inspiration for innovation, and employee well-being, enhance business resilience and competitiveness.

Ecosystem services are the goods or services that humans can derive, directly or indirectly, from the proper functioning of ecosystems to ensure their well-being.

These services are sometimes overlooked by businesses:

- Supply of natural resources.
- Regulation of natural phenomena (temperature, rainwater filtration, pollination, etc.).
- Intangible contributions (leisure, health, inspiration, etc.)

Figure 3: Categories of ecosystem services. Source: Guide for Businesses and Biodiversity: Keys to Action. MEDEF (2021). https://www.medef.com/uploads/media/default/0019/98/13856-guide-biodiversite-juin-2021.pdf

This dependence of businesses on ecosystem services makes them vulnerable to biodiversity loss. Ecosystem degradation can lead to a scarcity of natural resources, increased costs, and instability in supply chains.

LINK BETWEEN BIODIVERSITY AND CLIMATE CRISIS

The climate crisis and biodiversity loss are intrinsically linked phenomena. Global warming is altering natural habitats, disrupting species' life cycles and making certain ecosystems more vulnerable. In a healthy ecosystem, carbon dioxide (CO_2) is partially absorbed by vegetation, particularly forests and wetlands, which play a key role in regulating the climate. However, this role as a "carbon sink" is being undermined by two major dynamics: on the one hand, droughts and heat waves, which are becoming more frequent due to climate change and affect plant growth; on the other hand, deforestation and soil degradation significantly reduce the ability of ecosystems to absorb CO_2.

> This dynamic creates a vicious circle: the climate crisis accelerates biodiversity loss and ecosystem degradation, which in turn weakens their ability to regulate the climate, thereby exacerbating global disruption.

[3] Swiss Re Institute Biodiversity and Ecosystem Services (BES) Index (2020). https://www.swissre.com/institute/research/topics-and-risk-dialogues/climate-and-natural-catastrophe-risk/expertise-publication-biodiversity-and-ecosystems-services.html#/

Protecting biodiversity therefore contributes directly to mitigating climate change, and vice versa. Nature-based solutions (reforestation, wetland restoration) not only store carbon but also strengthen the resilience of ecosystems to climate impacts.

WHY SHOULD SMES TAKE UP THIS ISSUE?

In the World Economic Forum's Global Risks Report 2025[4], the top four risks for businesses over the next 10 years are directly related to biodiversity: extreme weather events, biodiversity loss and ecosystem collapse, critical damage to terrestrial balances, and natural resource shortages.

Figure 4: World Economic Forum Global Risks Perception Survey 2024-2025 **Global risks by severity over the short and long term**

At the European level, 72% of businesses, or around 3 million, are critically dependent on ecosystem services and are likely to face significant economic challenges due to ecosystem degradation (Source: ECB 2024: Report "Climate-related and nature-related risks in the euro area"[5] (European Central Bank, April 2024)

Small and medium-sized enterprises (SMEs) have a key role to play in preserving biodiversity. While their individual impact may seem limited compared to large corporations, their collective actions can have a considerable effect. In addition, SMEs are often more agile and closer to their stakeholders (suppliers, customers, local communities), which enables them to adopt more sustainable practices and respond quickly to the expectations of consumers, who are increasingly concerned about environmental issues.

Addressing this issue offers many advantages:

- **Risk reduction:** Preserving ecosystems ensures a stable supply of raw materials.
- **Economic opportunities:** Consumers increasingly value companies that are committed to environmental protection. Adopting biodiversity-friendly practices can strengthen the brand, attract a committed customer base, and meet growing legal requirements, while improving competitiveness.
- **Access to financing:** Committing to a biodiversity-friendly approach can provide access to public or private financing, support mechanisms for ecological transition, and partnerships with committed players in the value chain.
- **Regulatory compliance:** Public policies are strengthening environmental sustainability requirements. Taking these issues into account allows companies to anticipate future obligations.
- **Participating in local life and strengthening your company's roots in the community:** Actions to promote biodiversity are inherently local and enable companies to strengthen their ties with their community.

The involvement of every stakeholder, regardless of size, is crucial to reversing the current trend of biodiversity loss and ensuring a sustainable future for future generations, as well as contributing to the sustainability of business models. The cosmetics sector is particularly exposed due to its dependence on natural resources and is therefore taking action to reduce its impact and preserve nature.

SME tip

The Ecological Transition for Businesses platform lists the financing mechanisms for which biodiversity projects may be eligible. Each company can enter its SIRET number and the mechanisms for which it is eligible will be automatically sorted.

[4] https://www.weforum.org/publications/global-risks-report-2025/
[5] https://www.ecb.europa.eu/press/economic-bulletin/articles/2024/html/ecb.ebart202406_02-ae87ac450e.en.html

2. QUIZ

What kind of biodiversity actor are you?

Before exploring the practical advice and tools for building a responsible sourcing strategy, let's take a moment to gain a clearer understanding of your "biodiversity" profile.

This short questionnaire invites you to answer a series of simple questions.
For each answer, note down your points. At the end, the total will reveal your profile: what kind of biodiversity stakeholder are you?

YOUR IMPACT ON BIODIVERSITY

Count the ★ and ▼

Certain ingredients are associated with direct risks of deforestation. Do you use ingredients such as palm oil (and its derivatives), coconut, or soy in your formulas?

a) We do not use any of these materials in our formulas ★
b) We use them in our formulas without knowing their origin ★★
c) We use them and have at least a partial traceability or certification system ★★★
d) I am not sure whether these materials are present in our formulas. ▼

In the last 10 years, have you built or expanded any premises:

a) No ★
b) Yes, on land that was already developed ★★
c) Yes, on natural or agricultural land ★★★

Are any of your premises located near (e.g., within 200 m) a protected natural area?

(Natura 2000 areas, Ramsar sites, nature reserves, national or regional parks, listed sites, etc.)

a) No
b) Yes ★★★
c) I don't know ▼

What is the main source of energy used at your sites?

a) We mainly use renewable energy (solar, wind, etc.). ★
b) We use a standard energy mix, including renewable and non-renewable energy.★★
c) We mainly use natural gas ★★
d) We mainly use carbon-based energy, such as coal or oil. ★★★
e) I don't know ▼

How would you describe the mode of transport used for your goods from their place of production?

a) We favor carbon-free logistics (rail, river transport, electric vehicles, etc.) ★
b) We mainly transport by road (trucks, utility vehicles) ★★
c) We do a lot of international maritime transport ★★
d) We often transport by air ★★★

Which description best fits your packaging?

a) My packaging is mainly single-use and a significant proportion is not recyclable ★★★
b) My packaging is mainly single-use, but all of it is recyclable ★★
c) A significant proportion of our packaging is reusable ★
d) I don't know ▼

Do you use mineral raw materials such as pigments or metallic dyes (mica, zinc, iron, titanium, etc.)?

a) No, never ★
b) Yes, for some products ★★
c) Yes, these ingredients are an essential part of our offering ★★★
d) I don't know ▼

Are your production sites located in areas affected by drought?

a) No ★
b) Yes, we have already had a drought decree ★★
c) Yes, we have drought decrees every year ★★★
d) I don't know ▼

YOUR DEPENDENCY ON BIODIVERSITY

Count the ✿ and ▼

Among the ingredients that make up your products, how many are of natural origin?

a) None, or very few.
b) A few (5-20%) ✿
c) A significant proportion (20-50%) ✿✿
d) The majority (more than 50%) ✿✿✿
e) I don't know ▼

Do you use ingredients from species considered rare or protected (IUCN Red List)?

a) No, we only use ingredients that are not endangered and are widely cultivated ✿
b) Yes, for a few products/ranges only ✿✿
c) Yes, they are key ingredients in our formulas ✿✿✿
d) I don't know ▼

What is the percentage of water in your finished products?

a) Very low (less than 5%)
b) Low (5-20%) ✿
c) A significant proportion (20-50%) ✿✿
d) More than 50% ✿✿✿
e) I don't know ▼

Has your company been directly affected by extreme weather events in the last 5 years (floods, storms, droughts, heat waves, etc.)?

a) Yes, we have experienced one or more climate events that have disrupted our activities. ✿✿✿
b) Yes, one or more events have occurred, but without a significant impact on our business. ✿✿
c) No, no such events have affected our business. ✿
d) I don't know. ▼

ACTIONS TAKEN

What actions have you already implemented in your company? Count the ♥

- Systematically integrate environmental criteria into your purchasing processes ♥♥
- Take biodiversity issues into account when creating new products ♥♥♥
- Make it easier to choose vegetarian options in the company cafeteria ♥
- Sow/plant honey-producing species on the company site ♥
- Support more sustainable agricultural practices in your supply chain ♥♥♥
- Reformulate your flagship products to reduce the impact of the formula at the end of its life ♥♥
- Market reusable packaging ♥♥
- Implement employee awareness initiatives ♥
- Reduce water consumption at production sites ♥♥
- Select certified suppliers (AB, COSMOS, FSC, etc.) ♥♥
- Integrate biodiversity into your corporate communications ♥
- Conduct a carbon footprint assessment ♥♥
- Communicate with consumers about the proper use and end-of-life of products ♥

DISCOVER YOUR BIODIVERSITY PROFILE!

This simple assessment is a starting point to guide your approach, identify priorities tailored to your context, and prepare the next steps using the advice and tools presented in this guide.

IMPACTS

If you have less than 10 ★ : Your activity has relatively little impact on biodiversity, but that doesn't mean your company isn't contributing to biodiversity loss. Your impacts can still be addressed through targeted actions.

If you have between 10 and 18 ★ : Your business has a moderate impact on biodiversity. You have limited certain major risks (deforestation, pollution, artificialization, etc.). By continuing to act proactively, you will not only help preserve ecosystems, but also strengthen the resilience and sustainability of your business.

If you have more than 18 ★ : Your activity has a significant impact on biodiversity, which represents a financial, social, reputational, and ethical risk! It is urgent and necessary to implement corrective actions to reduce these impacts and, why not, even contribute positively.

DEPENDENCIES

If you scored more than 9 ✿ : Your business is highly dependent on ecosystems and biodiversity, which represents a major strategic challenge for your company. The degradation of ecosystems could directly threaten your resources, processes, or supply chains. It is imperative to thoroughly assess these dependencies and implement solutions to reduce the risks associated with biodiversity loss.

If you have between 5 and 9 ✿ : Your business has a moderate dependencies on biodiversity, which means that you are exposed to certain risks related to ecosystem degradation, but you have some leeway to anticipate and manage these issues

A proactive approach will not only enable you to reduce risks, but also to explore opportunities related to better management of your interactions with nature.

If you have less than ✿ : Your business appears to be less dependent on ecosystems and biodiversity, which may limit the direct risks associated with ecosystem degradation. This limits immediate risks, but does not exempt you from long-term consideration. Even indirect dependencies may emerge (water, agriculture, climate, etc.).

ACTIONS

0 to 8 ♥ - first steps
You are in the start-up phase, with some actions already underway. This guide can help you amplify your efforts by targeting effective and accessible actions.

8 to 18 ♥ - deployment
You are in a committed and structured dynamic, with a variety of actions. This guide can help you reinforce the impact of your initiatives and integrate them into an overall strategy.

More than 18 ♥ - consolidation
You have implemented a solid set of concrete actions covering a variety of areas. This guide can give you some additional ideas and will be useful in raising your suppliers' awareness of these issues.

If you have more than 5 ▼, the first step will be to find out more about the composition of your products, your packaging, and the situation at your sites (offices, factories, etc.). Collect data by surveying your suppliers and operational teams!

3.

BIODIVERSITY & COSMETICS

Links, pressures and opportunities

IMPACTS ON BIODIVERSITY ACROSS THE COSMETIC VALUE CHAIN

The value chain encompasses all stages, from the sourcing of raw materials to the distribution of finished products, including processing, manufacturing, and marketing.

At each link in this chain, **direct** impacts (such as the extraction of natural ingredients or manufacturing processes) and **indirect** impacts (such as transportation, packaging, or consumer use of products) can affect biodiversity, both upstream (suppliers, harvesting of raw materials) and downstream (use, end of life of products).

Level 1	R&D	Procurement	Production	Marketing & Sales	Distribution	Use & Post-use
Level 2	Analyse market trends	Define suppliers for ingredients and/or packaging materials	Set up and maintain equipment and machinery	Develop marketing strategies	Identify distribution channels (wholesalers, retailers, online…)	Provide B2B technical support (training)
	Research active ingredients	Produce, extract and transform ingredients and packaging materials	Produce the formula (mixing, heating/cooling, stabilisation, etc.)	Design advertising campaigns	Store products before distribution	Use the product (consumer)
	Develop new formulas	Pack and distribute ingredients	Control product quality	Promote products and manage POS materials	Manage orders and delivery terms	Receive customer enquiries (questions, complaints)
	Test product safety and efficacy	Manage receipt and quality control of ingredients and packaging	Fill and package the finished product	Manage customer and partner relations	Oversee sales and stock	Manage returns stock (unsold and expired)
	Obtain patents	Store ingredients and manage supplier packaging	Perform final packaging and product labelling			Manage packaging waste and recycling

Cross-functional activities (Data, HR, Finance, IT, Management Control)

Figure 5: Cosmetics sector value chain. Source: sectoral double materiality analysis, FEBEA & Cap Gemini (2024)

It is relatively easier for a company to control its direct impacts than its indirect impacts, which require collaboration with stakeholders in the value chain. However, it is outside of its operations that most of a company's impacts occur: only a holistic approach can significantly reduce its biodiversity footprint.

Like any economic activity, **the cosmetics industry contributes, to varying degrees, to the pressures on biodiversity.**

IMPACT TYPE	UPSTREAM IMPACTS	DIRECT IMPACTS	DOWNSTREAM IMPACTS
Habitat degradation	Raw materials linked to deforestation and intensive agriculture	Physical footprint of sites	
Pollution	Agricultural inputs, waste from production sites of raw materials, ingredients and packaging	Industrial emissions Noise and light pollution	Packaging waste Aquatic pollution linked to certain substances used in products
Climate change	Emissions from agricultural production of ingredients and packaging materials	Emissions from finished product manufacturing and transport	Emissions from hot water use during product application by consumers
Resource exploitation	Species harvesting (wild collection) Irrigation water use Mining operations	Water use in formulas and operations	Water consumption linked to consumer product use
Invasive alien species	International transport		

Figure 6: Summary of the impacts of cosmetic products throughout the value chain

UPSTREAM IMPACTS: RAW MATERIAL SOURCING

Upstream activities in the value chain correspond to the five factors of pressure on biodiversity:

- **Land and sea use change**, mainly through the production of agricultural raw materials from intensive farming. Commodities such as palm oil and coconut oil are produced from monocultures that are often responsible for deforestation, particularly in Southeast Asia. Palm oil, used in around 70% of beauty and hygiene products[6], is a prime example.
- **Direct exploitation of resources:**
  - To obtain plant-based active ingredients (argan, frankincense, shea, jatamansi, etc.), certain species are overexploited, threatening their survival in their natural habitat. The global market value of medicinal and aromatic plants has increased by more than 75% in two decades[7].
  - Growing demand for bio-based ingredients is leading to the conversion of agricultural or natural land into specialized plantations, putting additional pressure on ecosystems.
  - Mineral pigments (mica, talc, zinc, iron, titanium) come from non-renewable mineral resources. Their extraction causes soil degradation, water pollution, and habitat destruction.
  - Agriculture and raw material extraction use significant water resources and can cause chemical pollution through agricultural inputs.
- **Pollution:** The use of plant protection products for growing plant ingredients is a source of soil and water pollution, altering local biodiversity.
- **Greenhouse gas emissions:** The production and processing of certain ingredients can be very energy-intensive, particularly during extraction, heating, or cooling processes. Intensive agriculture also contributes to greenhouse gas emissions, mainly through the use of nitrogen fertilizers, which release nitrous oxide (N_2O), a gas with a very high global warming potential. The production of packaging materials such as glass, aluminum, and steel also remains a significant source of CO_2 emissions, while plastic generates emissions throughout its life cycle, from production to end of life.
- **Invasive species:** Although not specific to the cosmetics sector, international freight transport is a factor in the spread of invasive alien species. Some of these species are also used in cosmetics

IMPACTS RELATED TO INDUSTRIAL OPERATIONS

Cosmetics production sites exert direct pressure on natural environments. Water is the most visible example: it is both a major ingredient in formulations and an essential resource for industrial processes (cleaning facilities, cooling, preparing ingredients). In areas of water stress, this dependence can increase competition with local uses and weaken ecosystems.

Chemical discharges are another major issue. If effluents, solvents, or by-products are not properly treated, they can contaminate soil and aquatic environments, with lasting effects on local biodiversity. The quality of the wastewater and industrial waste management system is therefore crucial.

The **location and physical footprint of factories** also have an impact: land artificialization linked to the construction of buildings, roads, and logistics infrastructure leads to habitat loss and contributes to the fragmentation of surrounding ecosystems.

Finally, industrial processes consume energy and generate **greenhouse gas emissions**.

[6] UEBT (2023). Sector Transitions to Nature Positive: Deep Dive on Beauty and Biodiversity. However, this figure must be put into perspective with the major sectors that use palm oil, 80% of which is used for food (vs. 10% for cosmetics) globally and 49% for food and 34% for biofuels in the EU. (Source: Ministry of Ecological Transition)

[7] Schindler, C., Heral, E., Drinkwater, E., Timoshyna, A., Muir, G., Walter, S., Leaman, D.J. and Schippmann, U. 2022. Wild check - Assessing risks and opportunities of trade in wild plant ingredients. Rome, FAO. https://www.fao.org/3/cb9267en/cb9267en.pdf

DOWNSTREAM IMPACTS: DISTRIBUTION, USE, AND END OF LIFE

The distribution of products, particularly by air freight, is also a significant source of GHG emissions, but it is mainly the consumer use of rinse-off products (shower gels, shampoos) that leads to indirect emissions, particularly through the heating of domestic water. This phase accounts for up to 45% of companies' Scope 3 emissions[8].

Cosmetic packaging accounts for 5% of plastic packaging placed on the market in France[9]. In the absence of effective collection or recycling, this packaging can end up in the environment and break down into microplastics, impacting ecosystems.

With regard to formulation, regulations on the use of many substances have been significantly tightened, and manufacturers are developing more biodegradable formulas. However, certain ingredients, such as some sunscreens, have an impact on marine life.

NATURE: A VITAL RESOURCE FOR THE COSMETICS INDUSTRY

The cosmetics sector is deeply linked to biodiversity. The natural resources it uses, directly or indirectly, come from the richness of terrestrial and aquatic ecosystems: agricultural commodities for the production of ethanol, glycerin and surfactants used in skincare products, and various perfumery, aromatic and medicinal plants are used in the composition of botanical active ingredients and fragrant components.

The loss of biodiversity therefore poses a major risk to the sector, as the degradation of ecosystems can lead to a scarcity of natural raw materials, limiting their availability or reducing their quality, and thus weakening supply chains.

Faced with these pressures, companies may be forced to resort to synthetic alternatives, often derived from non-renewable resources. This shift could affect both the competitiveness and brand image of the sector, at a time when consumers are demanding natural and traceable ingredients.

Beyond ingredients, biodiversity provides essential services that indirectly support the cosmetics sector, such as pollination and climate regulation, which are necessary for agricultural production, and the quality of water resources, a fundamental ingredient in formulas.

DEPENDENCY TYPE	UPSTREAM DEPENDENCIES	DIRECT DEPENDENCIES	DOWNSTREAM DEPENDENCIES
Products or goods derived from ecosystems	Natural raw materials from agriculture or wild harvesting (pollination) Rare or sensitive resources		
Regulation of the water cycle and water quality	Water demand for plant cultivation Dependence on hydrological regimes	Good-quality freshwater required for formulation and facility cleaning	Water consumption by the user (rinse-off products) and dependence on aquatic ecosystems to absorb residues (biodegradability, pollution)
Climate regulation	Crops sensitive to climate disruption	Stable climatic conditions needed for certain processes and supply chains	
Soil functioning / microbial biodiversity	Healthy, fertile soils needed for sustainable cultivation of cosmetic plants		
Waste regulation / environmental purification			Product biodegradability dependent on the proper functioning of ecosystems

Figure 7: Mapping of the dependencies of cosmetics activities on biodiversity

Analysis of the cosmetics sector's impacts on and dependencies on biodiversity, as well as a study of its materiality, show the extent to which the health of ecosystems determines the sustainability of the sector's economic model. The findings are clear: each link in the value chain - from raw material sourcing to formulation, from production to distribution, to product use and end of life - can generate pressure on biodiversity, but also represents a tremendous opportunity for action.

[8] FEBEA study – Carbone 4 (2023): https://www.febea.fr/etudes-et-rapports/etude-emissions-ges-du-secteur-cosmetique-leviers-decarbonation-a-mutualiser

[9] CITEO FEBEA 4R eco-design plan. Data from 2020 declarations: https://extranet.febea.fr/fr/node/386392

SECTORAL DOUBLE MATERIALITY ANALYSIS

Find out more about the results of the sectoral materiality analysis: Double materiality analysis of the cosmetics industry[10]

Under the CSRD (Corporate Sustainability Reporting Directive), the companies concerned must carry out their double materiality analysis, i.e. assess both:

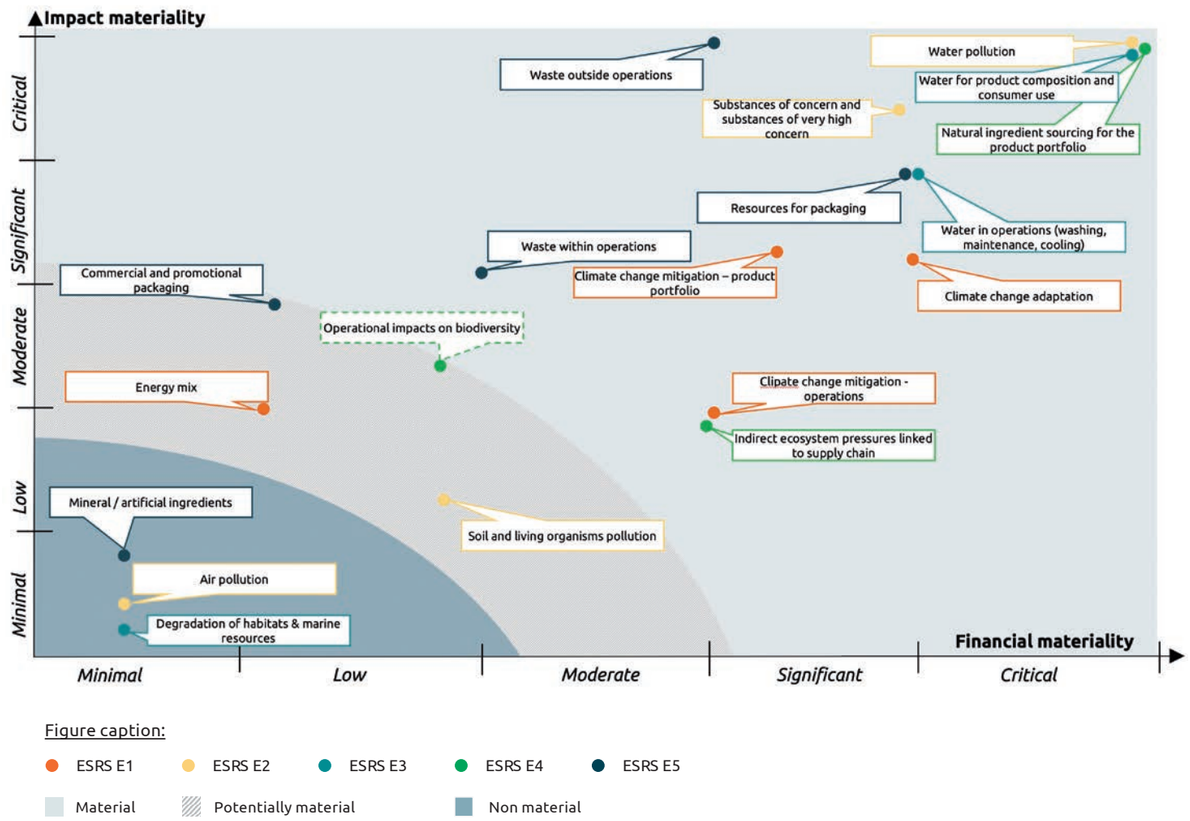
- impact materiality: how their activities affect the environment and society (inside-out dimension)
- financial materiality: how environmental, social, and governance issues can impact their performance and economic resilience (the "outside-in" dimension)

Recent work carried out by FEBEA (French Federation of Beauty Companies), and Cap Gemini collaboration with numerous players in the sector, has enabled a unique sector-wide double materiality analysis to be carried out. This study highlights that issues related to biodiversity and ecosystems (covered by ESRS E4) are indeed material for the cosmetics sector and must therefore be considered a priority in companies' sustainability strategies.

This brings us back to the concept of impacts and dependencies: companies have a significant impact on biodiversity, particularly through the use of natural resources, land transformation, and pollution. Conversely, they are also heavily dependent on ecosystems for access to plant-based raw materials, the stability of agricultural ecosystems, and water quality.

This sector-specific work provides a valuable reference framework to help companies identify their impacts (negative or positive) and their dependencies on living organisms. It also provides guidance for the initial stages of a materiality analysis tailored to their scale.

DOUBLE MATERIALITY MATRIX - LONG-TERM ENVIRONMENTAL RISKS



[10] https://www.febea.fr/etudes-et-rapports/analyse-double-materialite-la-filiere-cosmetique-travail-inedit-collaboratif-la

4.

TAKING ACTION IN YOUR COMPANY

The following operational sheets are practical tools that can be used directly by companies in the cosmetics sector. They combine methodological guidelines, actions tailored to the realities of companies, useful resources, and concrete testimonials. The idea is to show that it is possible to take action at your own level, step by step, while generating benefits for nature, economic performance, and local stakeholders.

The first step is to **define your biodiversity strategy:** assess impacts and dependencies, measure risks and opportunities, then prioritize issues to build a clear and progressive action plan. This approach allows you to link biodiversity to the company's strategic choices and guide its priorities.

The next step is to implement **biodiversity governance**, which defines responsibilities, integrates biodiversity into decision-making processes, and mobilizes teams around common goals. This internal organization is essential for a credible and sustainable approach.

From there, the company can take action on its products and implement an eco-design approach for its formulas and packaging. Sustainable sourcing and traceability of raw materials, with particular attention paid to at-risk supply chains, certifications (AB, COSMOS, UEBT, FairWild, RSPO, ROC, etc.), and international regulatory frameworks (Nagoya, CITES, European Regulation on Deforestation) help reduce the impact of its formulas.

Packaging and circularity are levers that can be used to influence the transformation of material flows. Waste hierarchy and the "4R" principles (Reduce, Reuse, Recycle, Reincorporate) are all approaches that reduce resource extraction and plastic pollution, and therefore pressure on biodiversity.

Finally, **site management** addresses territorial anchoring and the reduction of local pressures: water and waste management, ecological continuity, night lighting, invasive species, and ecological monitoring. This component enables companies to enhance the ecological quality of the environments in which they operate.

4.1 DEFINING YOUR BIODIVERSITY STRATEGY

Committing to biodiversity begins with a clear vision and a structured strategy. For cosmetics companies, which are often dependent on natural resources and exposed to multiple challenges throughout their value chain, defining a biodiversity strategy enables them to transform these dependencies into levers for innovation and resilience. This approach consists of understanding their impacts and dependencies on living organisms, assessing the associated risks and opportunities, and then building a coherent and realistic action plan.

The first step is to establish a solid diagnosis: this makes it possible to prioritize issues, identify priorities, and develop targeted actions, whether to reduce pressure on nature or actively contribute to its regeneration. Finally, setting measurable objectives and monitoring progress ensures the credibility and effectiveness of the approach over time.

ESTABLISHING YOUR BIODIVERSITY DIAGNOSIS

ASSESS YOUR DEPENDENCIES AND IMPACTS

To better understand its impacts and dependencies on biodiversity, a cosmetics company will need to map its main raw materials (origin, naturalness, certification) and, as far as possible, their ecosystems of origin and the stages of processing; and assess the direct impacts (resource consumption, pollution, waste).

To do this, the company can use accessible tools such as the Biodiversity Diagnosis offered by Bpifrance (➜ see page 71). These tools make it possible to identify the main issues related to biodiversity and prioritize the actions to be implemented.

To establish an effective initial biodiversity assessment, there is no need to resort to complex tools or costly audits. An initial approach can be based on internal data already available within the company:

- **Purchasing:** list of raw materials used (origin, naturalness, certifications, seasonality) and volume per supplier

This analysis can be based on freely available resources, for example by simply comparing with SBTN's High Impact Commodity List[11].

- **Production :** water and energy consumption, environmental emissions, waste management.
- **R&D and formulation:** types of active ingredients, extraction or transformation processes.
- **Packaging:** materials used, recyclability, origin (e.g., FSC-certified wood or not).
- **Logistics:** transportation of raw materials and finished products (distances, modes of transport).
- **Supplier relations:** codes of conduct, environmental clauses, sustainable practices.

Astuce PME

The goal is to build a clear and structured vision of the interactions between your activities and biodiversity, starting from what already exists. Begin with what you know, even if it's only partial, and then fill in the gaps as you go along. The key is to lay the first bricks, not to have a perfect vision from the outset

MEASURING BIODIVERSITY: YES, BUT WITHOUT GETTING LOST IN COMPLEXITY

Biodiversity is multifaceted, local, living, and dynamic. Unlike carbon, it cannot be summed up by a single indicator. Measuring its status or evolution is therefore complex, and there is no single or universal method.

The most important thing for an SME? Take action.

The risk is wanting to measure too much, too soon, and getting stuck because of the complexity of the tools or the lack of data. Our message is simple: don't wait until you've measured everything to get started.

First and foremost:

- Identify your areas of potential impact (raw materials, processes, packaging, etc.).
- Identify biodiversity hot spots: particularly sensitive geographical regions, products, or sectors.
- Take concrete action to avoid, reduce, or restore.

An imperfect but active approach is always more useful to biodiversity than a perfect measurement without action:

- **Start simple.** Conduct a qualitative assessment of your raw materials or supply areas.
- **Be pragmatic.** Identify one or two key ingredients that are important for biodiversity and focus on them to initiate an approach.
- **Rely on your partners**. Your suppliers or customers may already have biodiversity data or initiatives in place.
- **Measure what is useful for your decisions.** An indicator is only valuable if informs more responsible action or choices.

SME tip

Keep in mind that your main impacts are probably outside your operations. However, the simplest and quickest actions to implement are those under your direct control and can therefore be a good first step.

[11] https://sciencebasedtargetsnetwork.org/wp-content/uploads/2024/07/High-Impact-Commodity-List-v1-1.xlsx

STEPS OF THE BIODIVERSITY DIAGNOSTIC

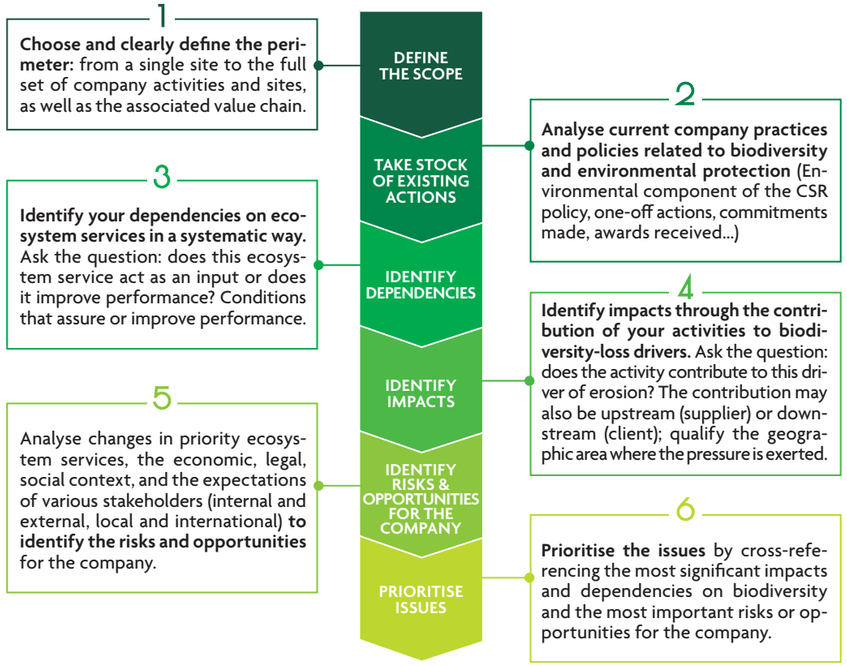
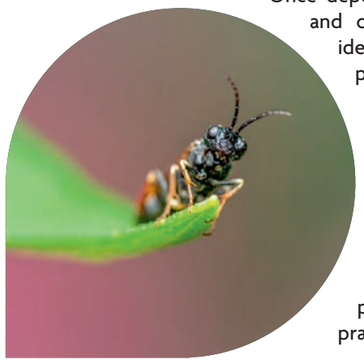


Figure 8: The stages of biodiversity assessment (Source: MEDEF guide "Businesses and biodiversity: keys to action" (2021)

ASSESSING RISKS AND OPPORTUNITIES



Once dependencies, impacts, risks, and opportunities have been identified, the challenge is to prioritize them and then translate the assessment into a concrete, progressive action plan tailored to the size and capabilities of the company. The action plan aims to reduce negative pressures on biodiversity while promoting existing positive practices.

Biodiversity risks can be **physical, regulatory, economic**, or **reputational**. A cosmetics company that is heavily dependent on natural ingredients (oils, essential oils, plant extracts, algae, etc.) may experience significant disruption if certain species become rare or protected, or if extreme weather conditions affect agricultural yields. These physical risks can lead to supply instability, increased costs, or reduced quality.

On the **regulatory** front, increasing traceability requirements (such as the European CSRD Directive or the CS3D Duty of Care Directive) are putting pressure on companies and requiring compliance measures. Failure to anticipate these developments may result in loss of access to certain markets, even if the company itself is not subject to regulatory requirements: large groups may use them as criteria for selecting their suppliers. Finally, from a reputational standpoint, the unsustainable exploitation of natural resources can damage a **brand's image**, particularly in a sector such as cosmetics, where consumer expectations for sustainability are high.

Biodiversity can also be a source **of product innovation** (e.g., new active ingredients inspired by nature, biomimicry, diversification of species used), local value creation (e.g., partnerships with sustainable agricultural sectors), or a **lever for continuous improvement** (eco-design, reduction of the ecological footprint).

In addition, commitments to biodiversity facilitate access to certain public or private **funding** or **support mechanisms** for ecological transition.

SME tip

Communicating with senior management or the finance department about risks can be a more effective way of mobilizing resources than simply talking about impacts.

DEVELOP AN ACTION PLAN

Once dependencies and impacts have been identified, the next step is to assess the risks and opportunities that biodiversity represents for the company. This analysis allows you to move from a descriptive assessment to a strategic reading of the issues, integrating biodiversity into the company's risk management and innovation dynamics.

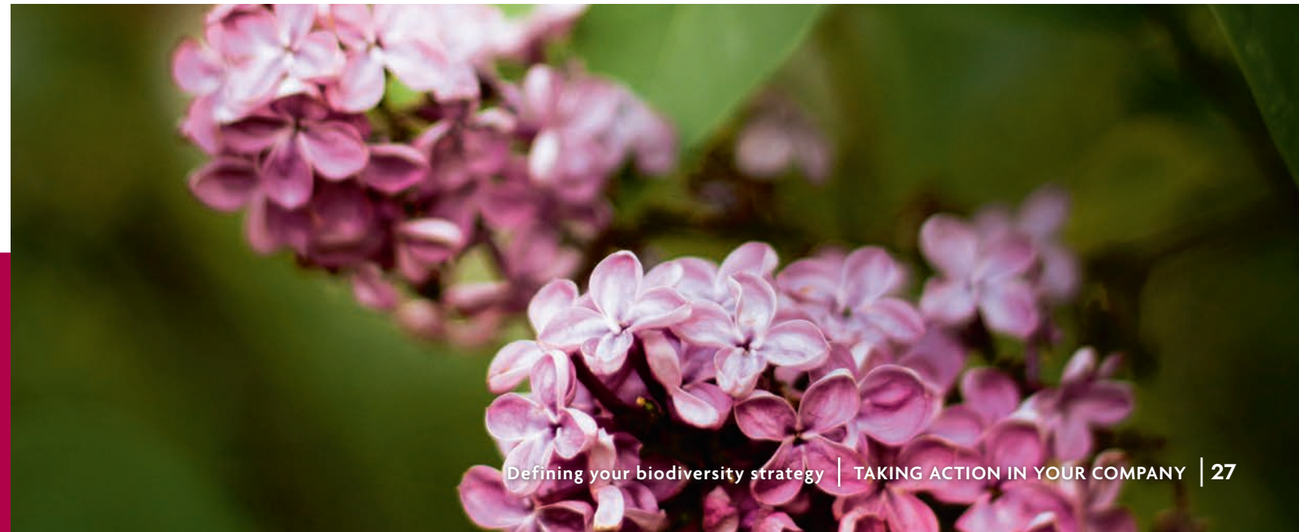
PRIORITIZE ISSUES

Measuring biodiversity requires identifying the "critical" stages in the value chain, i.e., the stages or activities that exert the greatest pressure on natural environments (raw material extraction, transportation, subcontracting, product use, etc.).

Companies can use sector analyses, case studies, or existing assessment tools to guide their approach. These frameworks not only help identify priority impacts, but also select relevant indicators, monitor changes in pressures, and evaluate the effectiveness of actions taken. Objectifying the issues using these tools then makes it easier to define measurable objectives and mobilize internal and external stakeholders.

Selecting the issues on which the company wishes to focus its efforts requires cross-referencing quantitative parameters (such as the weight of an ingredient in the raw materials portfolio) and qualitative parameters (severity of risks, reputational issues, feasibility of actions).

- The first criterion is weight share of overall business activity: prioritize areas that represent a significant share of the company's revenue, production volumes, energy consumption, carbon footprint, and biodiversity. Reducing the impact on these major levers can yield significant benefits across the organization.
- Next, the severity of the risks must be assessed: evaluate the potential impacts of each activity on ecosystems, natural resources, biodiversity, but also on social conditions (human rights, security, equity). Activities or practices that present high risks — due to their location, intensity, or indirect effects — must be treated as a priority, even if their economic weight is lower.
- Reputational issues are another decisive factor: certain activities, practices, or industries attract increased scrutiny from stakeholders (NGOs, media, consumers, investors). Whether these are sensitive issues (climate, plastic pollution, deforestation, working conditions) or sectors that are regularly exposed to criticism (palm oil, mica, vanilla, etc.), anticipating and addressing these issues helps to secure the company's credibility and prevent reputational crises.
- Finally, it is wise to seize opportunities for "quick wins": some actions are easy to implement quickly, thanks to solutions that are already available (e.g., adoption of certification standards, improvement of energy efficiency, substitution of materials, evolution of internal processes). These rapid results reinforce the company's commitment, generate tangible benefits, and facilitate internal buy-in.
- Conversely, it may be strategic to undertake longer-term projects: initiating complex or costly projects from the outset, but which address major environmental, social, and reputational issues. These initiatives, even if they require more time, position the company as a pioneer and ensure greater resilience in the medium and long term.



The FEBEA's Guide to Good Practices[12] lists nearly 200 examples of good practices implemented by companies in the sector.

REDUCING IMPACTS AND MAKING POSITIVE CONTRIBUTIONS

Once the impacts and dependencies of the cosmetics sector on biodiversity have been identified, the central question becomes: how can we reduce them? To this end, there is a structuring framework that is used in both public policy and corporate strategy: **the mitigation hierarchy.**

This progressive approach aims to minimize the impact of human activities on nature, following a clear order of priority:

STEP	OBJECTIVE	EXAMPLES
1. Avoid	Eliminate the impact before it occurs	• Replace a risky ingredient (e.g., uncertified, linked to deforestation) • Source bio-based ingredients from zero-pesticide supply chains, backed by robust certifications • Eliminate polluting or non-essential operations • Ensure that a sufficient buffer zone is maintained between areas of water stress or rich biodiversity and new sites
2. Reduce	Limit the scope or intensity of the impact	• Optimize processes to consume less water or energy • Choose suppliers committed to preserving biodiversity • Integrate circular economy approaches: eco-design, industrial ecology, functional economy, reuse, repair, recycling • Choose ingredients with a better environmental profile • Implement environmental management at production sites (ISO 14001, EMAS)
3. Restore	Repair ecosystems that have already been impacted	• Support a project to restore natural habitats in the supply area • Purchase biodiversity certificates (from robust and recognized programs, such as SNCRR – natural sites for compensation, restoration, and renaturation) • Work with a supplier to replant local species
4. Transform	Contribute to sustainable change	• Fund an off-site conservation project • Support a fair and regenerative supply chain • Participate in an agroecological transition program

Positive contributions go beyond managing direct impacts to generate net benefits for biodiversity, for example by supporting the transition of agricultural supply chains, financing ecosystem restoration, or contributing to the creation of protected areas.

The mitigation hierarchy should not be confused with the ERC (Avoid-Reduce-Compensate) sequence of Law No. 2016-1087 for the restoration of biodiversity, nature, and landscapes, which is a regulatory requirement when designing and implementing land use plans, programs, or projects.

➜ The mitigation hierarchy is not a toolbox but a logical sequence to be followed to minimize your impact on nature.

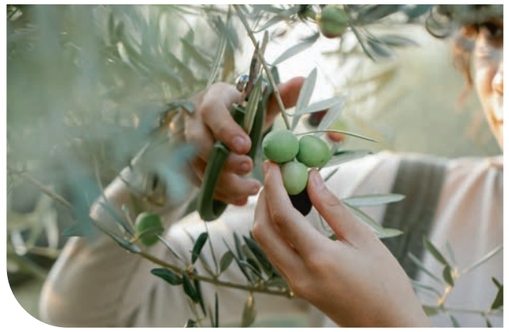
[12] https://www.febea.fr/etudes-et-rapports/guide-biodiversite-bonnes-pratiques-du-secteur-cosmetique

MONITOR AND EVALUATE PROGRESS

An action plan only makes sense if it is monitored over time. Even if an SME does not have the resources to carry out complex reporting, it is important to have a few simple indicators in place to check the progress of actions and adjust the strategy if necessary.

Examples of biodiversity indicators suitable for SMEs:
- % of certified or traceable natural ingredients.
- Number of suppliers assessed on their environmental practices.
- Volume of recycled or recyclable materials used in packaging.
- Number of employees trained or made aware of biodiversity issues.
- Measured reduction in certain consumption (water, energy, inputs).

Regular monitoring (e.g., once a year) makes it possible to highlight progress to stakeholders, feed into external communications (CSR report, website), and identify new areas for improvement.



SET SMART OBJECTIVES

A good action plan starts with well-defined objectives. It is essential to formulate pragmatic, measurable objectives that are adapted to the available resources. The SMART method (Specific, Measurable, Achievable, Realistic, Time-bound) can be used to guide this formulation.

Examples of SMART objectives:
- Increase the proportion of certified sustainable ingredients in formulas to 60% within three years.
- Train 100% of buyers on biodiversity issues by the end of the year.
- Reduce plastic waste from packaging by 30% within 2 years.
- Implement monitoring of biodiversity-sensitive raw materials starting next year.

These objectives can be grouped around a few priority areas such as responsible purchasing, eco-design, environmental management, innovation, and awareness-raising.

The action plans of the Entreprises Engagées pour la Nature[13] (Companies Committed to Nature) are examples from all sectors, verified and validated by juries comprising a public institution, an environmental association, and a representative of the private sector.

The MEDEF guide[14] **"Businesses and Biodiversity: Keys to Action" (2021) provides concrete examples of action plans implemented by companies in all sectors.**

[13] https://engagespourlanature.ofb.fr/entreprises/engagements
[14] https://www.medef.com/uploads/media/default/0019/98/13856-guide-biodiversite-juin-2021.pdf

4.2 IMPLEMENTING BIODIVERSITY GOVERNANCE

Corporate governance refers to the set of rules, processes, and practices that determine how a company is managed and controlled. This includes how decisions are made, how the company's objectives are defined and measured, and how the various stakeholders (such as shareholders, employees, customers, and suppliers) interact with the company.

Even today, biodiversity is rarely explicitly addressed in decision-making processes, purchasing policies, and sometimes even CSR policies. However, integrating biodiversity into governance makes it possible to structure a coherent, consistent, and credible approach.

In the cosmetics sector, where natural resources are at the heart of products and production processes, this integration is essential for guiding decisions, securing supplies, anticipating regulatory risks, and meeting consumer expectations.

GIVING BIODIVERSITY A CLEAR PLACE IN CORPORATE STRATEGY

For a biodiversity action plan to be effective and sustainable, it cannot be based solely on a few one-off actions.

It must be part of the company's overall strategy and be subject to structured, even simple, management. The biodiversity approach must also be aligned with its product innovation strategy and other CSR policies, such as climate strategy or responsible purchasing.

Even for an SME, it is possible to formulate a clear and inspiring commitment to biodiversity. This could take the form of a statement of intent incorporated into an existing strategic document: CSR policy, brand manifesto, responsible purchasing charter, or even the company's website.

Example: "As a cosmetics company that uses natural resources, we are committed to preserving biodiversity by reducing our impact and promoting more sustainable sourcing."

This type of simple but assertive message sends a strong signal to stakeholders (customers, suppliers, employees) and facilitates the integration of biodiversity into operational decisions.

To effectively integrate biodiversity into its governance, a company can also start by identifying a biodiversity representative within its teams or committees. Without necessarily creating a dedicated position, this representative will be responsible for ensuring that biodiversity issues are taken into account in strategic decisions and for monitoring key indicators.

RAISE AWARENESS AND TRAIN TEAMS

Employees play a crucial role in a company's commitment to biodiversity. This internal commitment can be initiated by a strong desire on the part of senior management and executives (top down), who must clearly communicate the values and concepts related to corporate social responsibility (CSR) strategy.

This internal mobilization improves the working environment and makes employees active participants in the company's commitment to biodiversity. It also promotes a long-term vision and a focus on sustainability.

Employees, united around common projects and values, become sources of ideas and projects for the company, thus contributing to a bottom-up approach.

The IUCN has published a guide[15] that lists best practices and proposes solutions for mobilizing all company stakeholders (executives, managers, operational staff) in favor of biodiversity, notably by deciphering the various arguments and their effectiveness with regard to the target audiences.

To gain the support of teams, initiatives must be fun, recurring, and participatory. Employee awareness can be raised in several ways:

- **Training and education:** Technical training, educational days, workshops, seminars, conferences, and occasional discussions on biodiversity are essential. Digital tools such as MOOCs and webinars are also increasingly being used for online training.
- **Concrete commitment:** On-site, actions such as participatory science activities, species observations and counts, as well as collective food-related projects (gardens, vegetable gardens, composting) can be implemented. These initiatives raise employee awareness and improve local biodiversity.
- **Mobilization:** Internal communication can be carried out via brochures, posters, flyers, best practice guides, news on the company's website, social media, and occasional events such as photo contests or Nature Day.

The FEBEA has created, with its members, the Fresque de la cosmétique[17]: a collaborative tool aimed at raising awareness among professionals in the sector about the environmental and social issues specific to the cosmetics industry and supporting companies in changing their practices.
For more information, to participate in a workshop, or to organize a session at your company: https://fresque-de-la-cosmetique.fr/

[15] UICN France (2018). Raising awareness and mobilizing company employees in favor of biodiversity. What means, what arguments? Overview of practices and perspectives, Paris, France. https://uicn.fr/wp-content/uploads/2018/06/uicn-france.mobilisation-des-entreprises-web.2018.pdf
[16] CDC Biodiversité (2019). Forum Biodiversité & Économie n°2, Businesses and biodiversity: time for action, Mission Économie de la Biodiversité, BIODIV'2050 n°18, produced in partnership with the French Agency for Biodiversity, https://www.cdc-biodiversite.fr/wp-content/uploads/2023/06/BIODIV-2050-N18-FR.pdf
[17] https://fresque-de-la-cosmetique.fr/

IDENTIFY YOUR AVAILABLE RESOURCES

To be feasible, a biodiversity action plan must be based on a clear assessment of available resources. This includes not only budget, but also time, internal skills, tools, and partner involvement. This step is essential for transforming ambitions into concrete actions.

Internal capacity for action SMEs often have limited resources, but they are also highly agile. It is therefore important to clearly identify:

- **Available human resources:** who can lead the initiative internally (CSR, purchasing, management, production)? Is there a designated contact person?
- **Available skills:** do employees have a good understanding of biodiversity issues? Is training necessary for certain key functions?
- **Financial resources:** what budget can be allocated (even a modest one) to get started? Is there any public or private funding available (e.g., calls for projects, BPI France grants, regional programs)?
- **Internal tools:** Is there a purchasing tracking system, a CSR dashboard, or a supplier database that can be expanded to include biodiversity criteria?

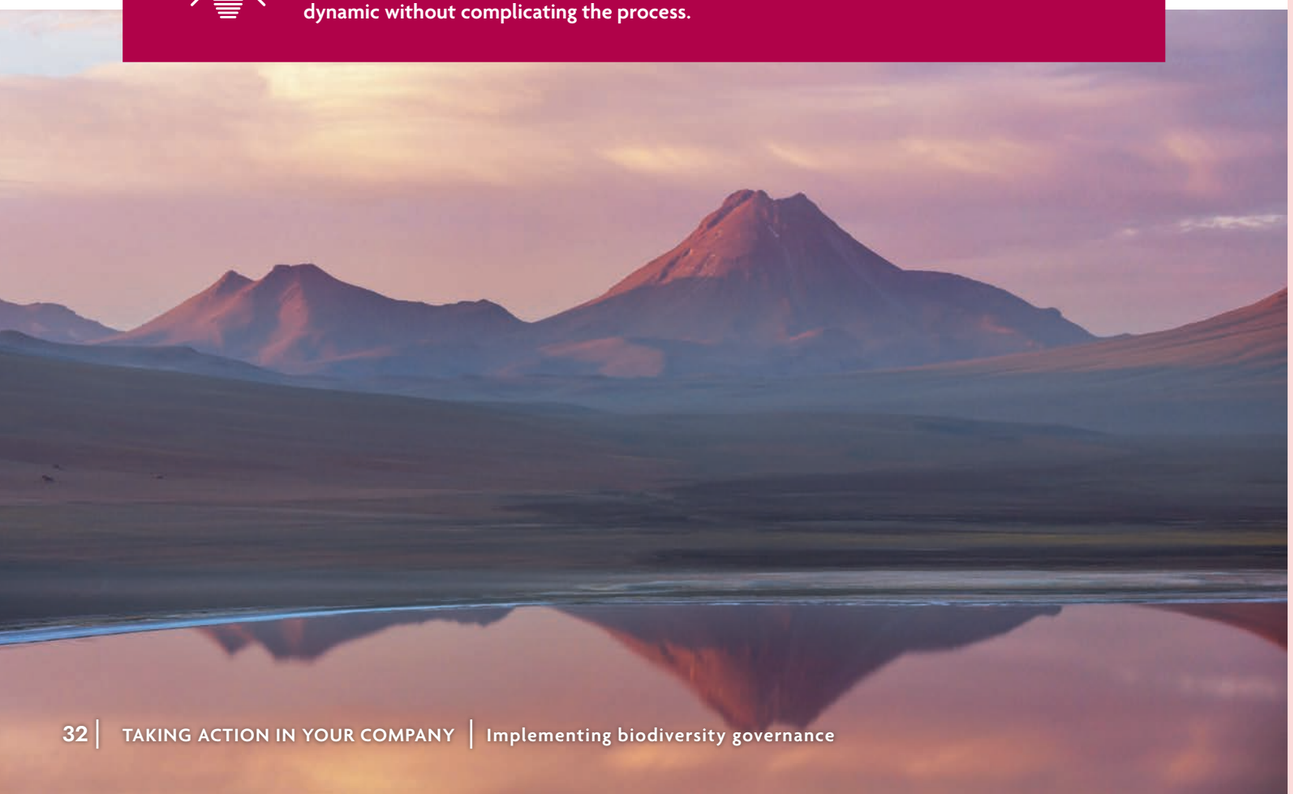
Involve suppliers and partners Suppliers – upstream in the value chain – play a key role in the success of the action plan, especially for companies that are heavily dependent on natural raw materials.

It is therefore useful to:

- **Assess their level of maturity** on biodiversity issues (e.g., certifications, sustainable agricultural practices, environmental commitments).
- **Engage in regular dialogue** to understand their constraints and identify common levers for improvement.
- **Co-develop solutions:** substitution of high-impact ingredients, search for more sustainable supply chains, better traceability, contractualization of environmental criteria.
- **Share best practices:** SMEs can also play a leading role by disseminating clear requirements or promoting the most virtuous suppliers.

SME tip

tart with the 3 to 5 most strategic or influential suppliers to initiate a constructive dynamic without complicating the process.



CHECK-LIST: INTEGRATING BIODIVERSITY INTO GOVERNANCE

Strategic commitment

- Is my management committee truly involved in biodiversity issues?
- Have I identified biodiversity as a strategic issue for the company?
- Have I defined clear and measurable biodiversity objectives?
- Are these objectives aligned with the company's vision and mission?
- Have I included my biodiversity commitments and results in annual reports and communications to partners and shareholders?

Roles and responsibilities

- Are biodiversity-related roles clearly defined at every level of the organization?
- Does each department understand its share of responsibility for protecting biodiversity?
- Have I appointed a biodiversity representative within the team or CSR committee?

Decision-making processes

- Have I incorporated biodiversity criteria into my decision-making processes?
- Are the impacts of my projects (new or existing) on biodiversity systematically assessed?
- Do my investment and purchasing decisions take biodiversity into account?

Awareness and training

- Have I set up awareness and training programs tailored to biodiversity issues?
- Are my stakeholders (internal and external) informed and trained?
- Do I organize field activities (group days, volunteering) to mobilize my teams?

Collaboration and partnerships

- Have I entered into partnerships with local associations, researchers, or other companies around biodiversity?
- Have I incorporated biodiversity criteria into the selection and evaluation of my suppliers?

Monitoring and reporting

- Have I defined indicators to monitor my impact and progress on biodiversity?
- Do I regularly measure and analyze these results?
- Do I communicate these results transparently to my stakeholders?

Innovation and continuous improvement

- Do I encourage innovation to develop biodiversity-friendly solutions?
- Have I committed to a process of continuous improvement to reduce my negative impacts and increase my positive contributions?

Sophie DARTOIS,

CSR and Communications Manager at Phocéenne de Cosmétique

COMPANY TESTIMONIAL

La Phocéenne de Cosmétique is an independent French company that has always placed naturalness, French manufacturing, and the preservation of life at the heart of its strategy. Committed to a structured and measurable CSR approach, it aims to integrate biodiversity at all levels of decision-making and production, from the choice of ingredients to raising awareness among its employees. Its testimonial illustrates how clear and consistent governance can make these commitments sustainable and concrete.

Can you introduce La Phocéenne de Cosmétique and explain the main areas of biodiversity preservation you are committed to?

Founded in 1996 in Salon-de-Provence, La Phocéenne de Cosmétique is now France's leading soap manufacturer and the leading SME in the hygiene and beauty sector in large and medium-sized stores, with iconic brands such as Le Petit Olivier, Lovea, and Les Laboratoires Vendôme. Its mission statement, "Always doing better for beauty and well-being," is based on three strategic pillars: reducing the environmental impact of its activities through eco-design, preserving life in its supply chains and territories, and placing people at the center of every project.

These principles guide all of the company's decisions and reflect a strong conviction: tomorrow's economic performance will depend directly on the preservation of natural resources and biodiversity.

How are these commitments implemented and communicated at the corporate governance level?

Biodiversity issues are integrated into the CSR roadmap and managed at the highest level of the company. The Executive Committee and the Board of Directors regularly monitor the targets of a 20% reduction in CO_2 emissions by 2033 and a 20% reduction in virgin plastic by 2027.

This governance is based on specific indicators, consolidated reporting, and a continuous improvement approach.

The operational implementation of this strategy is led by a CSR and Communication division, which coordinates biodiversity and sustainability actions across the company. This structure reflects the gradual integration of biodiversity into decision-making processes through direct coordination between the R&D, Purchasing, Marketing, and Executive Management departments.

In 2021, the company launched an assessment of its biodiversity footprint in partnership with CDC Biodiversité, which revealed that nearly 80% of its impact came from agricultural sourcing (land use, water consumption). These results have helped to guide priorities for action and establish biodiversity as a cross-functional strategic issue.

What actions are you taking to raise awareness and mobilize your employees on these issues?

Awareness-raising requires a pragmatic and participatory approach. Between 2023 and 2025, a program was launched at the logistics warehouse to create a hedge of 200 plants and establish an ecological corridor by strengthening the connection between environments. Teams are also involved in brand-led initiatives: for example, employees can participate in awareness-raising activities led by the Oceania association, a partner of the Lovea brand, to teach children about cetacean protection. These initiatives aim to bring employees closer to the concrete issues of biodiversity and strengthen the corporate culture around living organisms.

How are biodiversity issues taken into account in your decision-making processes (purchasing, product development, innovation, choice of supply chains)?

Since 2017, a strict formulation charter has guided all product development: a minimum of 95% natural ingredients, the exclusion of all ingredients of animal origin (except bee products), and strict limitations on petrochemical derivatives and sun filters to protect marine ecosystems.

This policy mobilizes the R&D teams, who anticipate regulations and voluntarily apply criteria that are stricter than legal requirements.

Biodiversity issues are also integrated into decision-making processes through several levers.

The Green Impact Index, an environmental and social assessment tool validated by AFNOR, now includes a specific biodiversity indicator, which encourages teams to favor the least impactful choices in terms of formulation, sourcing, and packaging. The circular economy projects implemented at the organic olive oil mill in the Gard region, particularly the recovery of co-products and sustainable management of the estate, demonstrate an approach where industrial decisions incorporate ecosystem protection.

Finally, the enhanced traceability approach in sensitive sectors (palm, coconut) is part of a clear decision-making framework, where environmental criteria are taken into account on an equal footing with economic criteria.

Do you collaborate with external stakeholders (NGOs, researchers, industry groups, other companies) to strengthen your approach?

We work with many stakeholders to reduce the biodiversity footprint of our activities and contribute to the preservation of our supply chains and territories: our R&D laboratory is developing an upcycled active ingredient from the by-products of organic olives from our Domaine du Petit Olivier - le Moulin de Cante Perdrix. In addition, to get involved in the region where its Monoï de Tahiti active ingredient is sourced, Lovea supports the NGO Oceania for the protection of marine environments and environmental education.

Finally, in the Argan sector in Morocco, the Village Solaire cooperatives are leading an agroecological reforestation and fair trade development project. These partnerships reflect an approach that is both regional and international, focused on creating shared value.

What advice would you give to a company that wants to integrate biodiversity more effectively into its governance?

We believe that the first step is to measure in order to act more effectively. Identifying key levers of impact, often in agricultural sectors, helps to embed biodiversity in governance and structure a credible action plan.

Next, you need to get your teams involved: internal mobilization and transparency are the best levers for sustaining these commitments over time. Finally, don't go it alone: cooperating with peers and local stakeholders accelerates progress and gives meaning to each initiative.

4.3 RESPONSIBLE SOURCING STRATEGY

Implementing a responsible and demanding purchasing policy is an essential lever for limiting the impact of the value chain on biodiversity and ensuring sustainable sourcing.

In the cosmetics sector, the diversity of raw materials derived from biodiversity requires a differentiated approach to fully understand the issues related to their environmental impact.

It is particularly important to distinguish between agricultural commodities on the one hand, and specialty raw materials on the other, including perfume, aromatic and medicinal plants (PAMP), as these two categories present very different dynamics and risks for biodiversity.

Agricultural commodities are large-scale, often intensive agricultural crops that provide basic raw materials for the cosmetics industry, such as oils, alcohols, surfactants, etc. The cosmetics sector generally accounts for only a very small share of the market for these crops, so the levers for action are relatively limited. However, it is possible to help reduce the impact of these crops by favoring certified materials (such as RSPO for palm oil) or those produced using more sustainable agricultural practices such as organic farming.

In contrast, specialty ingredients often occupy a different place in cosmetic sourcing. These plants are generally harvested (or cultivated) on a smaller scale, often locally, and are intended for the extraction of active ingredients, fragrances, or essential oils that characterize the specificity of a cosmetic product. These plants can be cultivated or collected in the wild and may be supported by fair trade and/or sustainable initiatives, such as Fair Wild or UEBT certifications, which guarantee not only the preservation of natural resources, but also a positive social impact for the local communities involved in harvesting or cultivation.

QUESTIONS TO ASK

Identifying raw materials at risk

- Have we identified plant-based raw materials that pose a high risk to biodiversity in our supply chains?
- Do we have a clear map of our agricultural supplies, including ecologically sensitive areas?
- Do we take into account the risks of deforestation, overexploitation, or soil depletion in our sourcing choices?

Dialogue with key suppliers

- Do we maintain regular dialogue with our suppliers or producers about the agricultural practices they use?
- Have we jointly developed improvement plans or common objectives for the transition to more sustainable practices?
- Are our suppliers informed and aware of the company's expectations in terms of biodiversity?
- Do our suppliers provide us with accurate information on industrial processing and production conditions?

Support for agroecological transition

- Can we engage in pilot projects, collective initiatives, or certification programs that incorporate biodiversity criteria?

IMPLEMENTING A RESPONSIBLE SOURCING STRATEGY

The implementation of more sustainable sourcing strategies is a key lever for embedding biodiversity conservation in the strategy of SMEs in the cosmetics sector. This involves integrating rigorous criteria throughout the supply chain in order to minimize environmental impact, preserve natural resources, and ensure ethical practices (respect for human rights, decent work). These approaches are based on establishing transparent, balanced, and sustainable partnerships with actors in the value chain, from producers to formulation laboratories.

In concrete terms, this involves:

- Selecting ingredients from sustainable sources that are not threatened or overexploited, and certified where possible (organic, fair trade, etc.).
- Developing privileged partnerships with transparent suppliers who can guarantee the traceability of their products and their compliance with environmental and social standards.
- Establishing clear criteria for the evaluation and regular monitoring of suppliers, including audits or self-assessments on sustainable practices.
- Integrating innovation to promote the use of local, bio-based ingredients or those derived from biodiversity-friendly processes.

WHAT CRITERIA SHOULD BE INCLUDED IN YOUR SUSTAINABLE SOURCING STRATEGY?

For an SME, the key is to focus on ingredients and raw materials identified as key and a few priority criteria: traceability, respectful agricultural practices, absence of endangered species, social requirements, etc.

An SME may have limited influence over its supply chain or limited ability to require information from its partners that is considered confidential. However, it is always possible to select suppliers pragmatically, based on objective and verifiable data, such as:

- Selecting supply chains that offer visibility on:
  - Geographical origin and cultivation methods (see box) or able to document the absence of impact on ecologically sensitive areas
  - The processing and manufacturing stages of finished products
- Favor local or regional sourcing whenever possible
- Give preference to suppliers whose ingredients are certified (organic, fair trade, sustainable), as these labels constitute a validated external guarantee.
- The supplier must be able to guarantee compliance with applicable regulations
- The supplier has ISO 14001 certification, which demonstrates that it has implemented a structured environmental management policy with a commitment to continuously reducing its ecological impact.
- A supplier who clearly communicates its commitments to social responsibility (working conditions, respect for human rights) and environmental responsibility through published CSR reports or policies

The table below presents various evaluation themes. For each of these themes, minimum and ideal criteria are proposed to guide the evaluation of suppliers and service providers, while enabling the company to engage in a process of continuous improvement.

EVALUATION THEME	MINIMUM CRITERION	IDEAL CRITERION	COMMENT
Origin of the material	Declared country of origin (e.g., "Brazil" for palm oil)	Precise coordinates or name of the farm, cultivation area, harvesting area, or extraction area	Allows for the evaluation of agricultural or harvesting practices (type of crop, local pressures on biodiversity)
Certifications & labels	Supplier declaration or self-declaration (e.g., "from sustainable agriculture")	Certification validated by a third party (e.g., COSMOS, FairWild, UEBT, AB, ROC)	Certification allows for external control; in the absence of a label, verify the average practices of the sector
Processing operations	Countries of the main stages (e.g., extraction, refining, formulation)	Contact details and precise names of processing sites for each key stage (e.g., refinery, distillation site, formulator)	Allows for the evaluation of processing practices (types of solvents, local waste, etc.)
Regulatory compliance	Comply with applicable legal obligations	Anticipate future obligations, integrate voluntary audits	Mandatory depending on the type of ingredients. Recommended to prepare early

INTEGRATE SUSTAINABLE AGRICULTURAL PRACTICES INTO THE CHOICE OF RAW MATERIALS

For a company committed to sustainability, the choice of raw materials cannot be separated from the agricultural practices used to produce them. Selecting ingredients from sustainable production methods is a key step in building a responsible supply chain that values nature while meeting consumer expectations.

Intensive agriculture, the dominant model for several decades, has significantly increased agricultural yields. However, this model is increasingly contested due to its negative impacts on the environment, such as soil degradation, water pollution, reduced biodiversity, and greenhouse gas emissions. In response to these challenges, new agricultural models are emerging that reduce the use of inputs, restore soils, and protect associated fauna and flora.

AGRICULTURAL PRACTICE	MAIN OBJECTIVE	KEY PRACTICES	IMPACT ON BIODIVERSITY
Organic farming	Respecting natural cycles and ecosystems, in particular by prohibiting the use of chemical inputs and GMOs.	No synthetic pesticides, long crop rotations, organic fertilizers.	Protection of pollinators and living soils, traceability.
Agroecology	A systemic approach that integrates ecological principles into the design and management of agricultural systems.	Hedges, ponds, plant cover, mixed farming, biocontrol.	Improves habitats, limits erosion, reduces inputs: valued for natural ingredients.
Regenerative agriculture	Agricultural practices aimed at restoring and improving ecosystems, focusing on soil health and carbon sequestration.	No tillage, permanent cover crops, composting, agroforestry.	Active contribution to carbon storage and fertility.
Conservation agriculture	A set of agricultural practices aimed at minimizing tillage, maintaining permanent soil cover, and diversifying crops to improve soil health and reduce erosion.	No-till farming, cover crops, diversified rotations. Maximum reduction of inputs and no plowing.	Maintains microorganisms, improves climate resilience, and promotes extract quality.

Of the types of agriculture mentioned, only organic farming is governed by European regulations that are applied in a harmonized manner by all Member States. It is considered a comprehensive production system that allows for the awarding of an "organic farming" label. Regenerative agriculture, although still emerging, is beginning to be recognized by various certifications and labels such as Ecocert, but there is not yet an official European label specifically dedicated to it. The same is true for conservation agriculture, which is widely practiced around the world but less so in Europe, and is now recognized through a label called "Au cœur des Sols" (At the Heart of the Soil). More broadly, agroecology differs from previous approaches in that it is not defined solely by techniques or specifications, but by a systemic vision of agriculture. It integrates agronomic, environmental, social, and economic dimensions, and can encompass certain practices derived from organic, conservation, or regeneration agriculture, without being limited to a single label. Agroecology is also promoted by the FAO and the European Union as a framework for agricultural and food transition.

HOW TO SHAPE A RESPONSIBLE SOURCING CHARTER

In addition to the CSR selection criteria that can be applied to their supplies, companies can formalize a supplier charter or contractual CSR clauses.

- **Supplier charter:** Draft a summary charter (1 to 2 pages) outlining the priority requirements (traceability, environment, social issues), to be signed by each supplier. In this case, adopt an educational rather than a punitive tone to get partners on board, especially smaller ones.
- **CSR contractual clauses:** Include generic or tailored clauses in contracts that remind suppliers of their obligation to comply with current legislation, as well as specific expectations (use of certified materials, traceability documentation, absence of prohibited practices such as child labor). Specify the control procedures (annual self-assessment, submission of invoices or certificates, etc.).

The "Responsible Supplier Relations and Purchasing" (RFAR) label validates the alignment of purchasing practices with the company's CSR strategy and the quality of the tools used to measure and manage responsible purchasing policy.

Charters or contractual clauses **clarify the company's expectations** of its suppliers in terms of biodiversity, respect for fundamental rights, reduction of environmental impacts, etc. They are also essential tools for **aligning practices among teams and facilitating internal and external communication**.

Of course, a charter alone does not guarantee the effective implementation of a responsible strategy. Without monitoring, verification, or enforcement mechanisms, the commitments in the charter remain voluntary and may not be respected. It must therefore be supplemented by operational tools (evaluation procedures, performance indicators, audits, reporting) to ensure effective monitoring and impact.

SME tip

To be useful, a supplier charter must be precise and operational: a simple declaration of intent that is too vague or too general will have little practicle impact. It will also be necessary to be mindful of the administrative burden it may represent, particularly for small businesses, if its requirements are not proportionate to their size and capabilities.

TOWARDS MORE RESPONSIBLE FORMULAS

The chemical composition of products and their impact on ecosystems is one of the major challenges related to biodiversity.

The sector is already strongly committed to these issues and is implementing more responsible approaches inspired by the principles of green chemistry. This aims to design or select substances and processes that reduce the use of non-renewable resources, waste production, and toxicity to the natural environment.

For companies that do not have direct control over formulas — particularly when they use subcontractors or specialized suppliers — the challenge is above all to better understand and question the practices of their partners.

Some accessible levers may include:

- Incorporating biodegradability or ecotoxicity criteria into specifications or calls for tenders
- Engaging in dialogue with suppliers to identify alternatives with less impact
- Promoting transparency on ingredient composition and existing certifications
- Incorporating biodegradability criteria for ingredients and formulas, in particular for rinse-off products that are likely to quickly enter aquatic environments
- Promoting existing initiatives (substance safety assessment, use of bio-based solvents, reduction of waste)

The goal is not to radically transform formulas overnight, but to engage in a gradual process of continuous improvement, tailored to the capabilities and role of each company in the value chain. These first steps will enable a constructive dialogue with suppliers and ultimately contribute to a more environmentally friendly offering.

COMPLYING WITH REGULATORY FRAMEWORKS

Nagoya Protocol

The Nagoya Protocol (2010) regulates access to genetic resources and associated traditional knowledge, and requires the fair sharing of benefits arising from their use. Any company using plants derived from wild biodiversity must ensure compliance with national ABS (Access and Benefit Sharing) laws, obtain prior consent, and sign a sharing agreement. This approach guarantees the ethical exploitation of resources and benefits local communities. The UEBT has advanced expertise on this subject and offers support to companies.

Combating imported deforestation

Committing to a "zero deforestation" policy means eliminating the risks of deforestation. This involves mapping sensitive sectors (e.g., palm oil, soy), traceability down to the plot level, and, for example, the use of recognized certifications (RSPO, Rainforest Alliance, etc.). This commitment helps limit damage to critical ecosystems and ensures compliance with regulations such as the European Regulation on imported deforestation (EIDR).

Published in June 2023, the EIDR aims to end the import of unsustainable forest products that contribute to deforestation and degradation in producing countries.

It covers seven commodities: coffee, cocoa, rubber, palm oil, soy, beef, and wood, as well as some of their derivative products such as leather, charcoal, printed paper, etc. All of the products concerned are listed in Annex 1 of the EIDR. Companies affected by the regulation will be required to exercise due diligence prior to any placing on the market (import or domestic sale) or export, in order to ensure that the product being marketed has not caused deforestation or forest degradation. Companies must be able to trace their supply chain and enter this information into the European TRACES information system, enabling them to generate a due diligence declaration.

The CGDD has created a website dedicated to regulatory news on imported deforestation.

Protected species

After the destruction and fragmentation of natural habitats, the overexploitation of wild species is one of the major causes of biodiversity loss.
The Convention on International Trade in Endangered Species of Wild Fauna and Flora, known as the Washington Convention and by its acronym CITES, has been in force since July 1, 1975. It currently regulates the cross-border movement of more than 38,000 animal and plant species. Companies must verify that the raw materials they use are not covered by this convention.

Lists of animal and plant species covered by CITES

EXAMPLES OF RECOGNIZED LABELS AND CERTIFICATIONS

Labels and certifications play a crucial role in helping cosmetics companies take biodiversity into account when sourcing ingredients and packaging by offering guarantees on the origin, sustainability, and environmental impact of raw materials. These labels verify compliance with production methods that limit the destruction of ecosystems, promote species preservation, encourage organic or sustainable agricultural practices, and ensure socially responsible sourcing.

Labels are tools that inspire confidence, but they are no substitute for vigilance in the field, particularly in high-risk sectors. It is also essential to find out about the scope of each certification and understand its limitations.

In general, it is necessary to give preference to labels that are certified by independent third-party organizations.

AGRICULTURAL LABELS AND CERTIFICATIONS / SUSTAINABLE PRODUCTION

COSMOS (Natural/Organic)
https://www.cosmos-standard.org/fr/
COSMOS is a certification applied to finished cosmetic products and the raw materials used in these products. This label requires, in particular, that organic plant ingredients meet strict standards, that ingredients are traceable, and that the percentage of organic ingredients is clearly indicated on the finished product.

AB (Agriculture Biologique)
https://agriculture.gouv.fr/la-certification-en-agriculture-biologique
The Organic Agriculture (AB) label is the official French label aligned with European Union regulations on organic agriculture. It covers agricultural products — raw or processed according to the rules — requiring, in particular, the absence of synthetic pesticides, the exclusion of GMOs, respect for biodiversity, soil and animal health, and environmentally friendly production practices. The AB logo is issued by approved certification bodies that carry out regular inspections.

Rainforest Alliance
https://www.rainforest-alliance.org/fr/
Rainforest Alliance certification covers farms (and producer groups) in many countries, with the aim of promoting more environmentally and socially responsible practices. The scope includes crops such as coffee, cocoa, bananas, citrus fruits, nuts, aromatic or spicy plants, etc.
The main requirements of the standard include landscape and biodiversity conservation, practices that improve soil health, crop resilience, water management, and impact reduction, as well as social and governance aspects (working conditions, training, respect for communities, transparency, etc.). Traceability in supply chains (from the farm or plot to the processed product) makes it possible to verify that the criteria are being met.
With the Regenerative Agriculture Standard, Rainforest Alliance offers a higher level of certification for producers who are already committed, with an increased focus on soil regeneration practices, biodiversity, and climate adaptation.

RSPO (Rountable on Sustainable Palm Oil)
https://rspo.org/
RSPO certification applies to palm oil, palm kernel oil, and their derivatives. It offers several supply chain models: Identity Preserved (IP), Segregated (SG), Mass Balance (MB), and the credit model ("Book & Claim"). The IP and SG models require certified products to be physically separated from non-certified products. The Mass Balance model allows mixing with non-certified materials, as long as certified volumes are tracked transparently. The credit model allows the purchase of an equivalent certified quantity when direct physical traceability is not possible.

Fair wild
https://www.fairwild.org/
FairWild certification applies to the collection of wild plants, mushrooms, and lichens, as well as to actors in their supply chain, including processing. It is based on a standard divided into three dimensions: ecological, socio-cultural, and economic. It requires on-site audits by accredited bodies, a risk assessment for the species collected, and collection practices that respect wild populations. FairWild also provides for a premium fund for collectors, fair remuneration, and traceability and transparency mechanisms in the collection chain.

Fair for Life
https://www.fairforlife.org
Fair For Life certification is an international standard for fair trade and social and environmental responsibility applicable to many sectors (food, cosmetics, textiles, etc.). It allows fair trade products to be marketed worldwide, provided that 80% of the agricultural raw materials they contain are certified fair trade; In this case, the Fair For Life logo can be displayed on the front of the packaging and the product can be labeled as "fair trade." This rule is part of a transparency and traceability approach aimed at guaranteeing fair working conditions, fair remuneration for producers, and agricultural and industrial practices that respect the environment and human rights.

FSC (Forest Stewardship Council)
https://fr.fsc.org/fr-fr
FSC, created in 1993, is an international NGO born out of an environmental and social coalition, whose mission is to promote ecological, social, and economic forest management with a rigorous global standard. It emphasizes strong protection of the rights of indigenous peoples and a concrete commitment to an established forest management plan. FSC is often preferred for large forests or those with high environmental value, particularly in tropical regions and for global export.

PEFC (Programme for the endorsement of forest)
https://pefc.org/
Forest certification attests to compliance with the environmental, social, and economic functions of the forest. Founded in 1999 by small and medium-sized European forest owners, PEFC is based on a flexible local system, adopted by each country or region according to its specific characteristics. PEFC certification is granted on the basis of a commitment to continuous improvement, favoring small forests in Europe and temperate zones. It recognizes different national standards under an umbrella approach and is therefore considered less demanding than FSC certification.

Other international standards exist to regulate large agricultural commodity sectors, such as **Bonsucro (sugar cane), RTRS (soy), Pro Terra (sustainable agricultural products), and SuCCESS (vegetable oils)** certifications. These standards aim to ensure sustainable land management, traceability, reduced emissions, and biodiversity protection in production areas under high ecological pressure. These systems, often structured by performance levels, operate according to a logic similar to that of the RSPO: they evaluate producers' practices throughout the value chain, from the field to the finished product.

REFERENCE FRAMEWORK AND METHODOLOGICAL FRAMEWORKS

Several initiatives now offer reference frameworks to encourage more sustainable sourcing practices, preserve biodiversity, ensure the traceability of raw materials, and support local communities.

UEBT (Union for Ethical BioTrade)
https://uebt.org/francais
The UEBT promotes ethical sourcing that respects biodiversity and local communities. Its scope covers botanical ingredients used in the cosmetics, pharmaceutical, and food industries. The certification provided by the UEBT assesses the traceability of raw materials, the agricultural practices implemented, and the social conditions of the communities involved. Audits are carried out by independent third parties and guarantee transparency right down to the collection or cultivation site.

ROC (Regenerative Organic Certified)
https://regenorganic.org/
The ROC label is based on a comprehensive approach aimed at developing regenerative agricultural practices. The goal is to restore soils, promote biodiversity, and ensure animal welfare while incorporating strong social commitments. Applicable to agricultural raw materials, including those used in the cosmetics sector, this certification is independent and offers three distinct levels: bronze, silver, and gold. Each ROC-labeled product benefits from complete traceability from the farm to the end user.

Sustainable Coconut Partnership
https://www.coconutpartnership.org/
This initiative aims to structure a sustainable coconut industry by incorporating high social and environmental standards. Based on the principles of the SAI Platform, the framework put in place offers commitments for progress for producers and processors. Although still in the development phase, the system aims to improve the traceability of products from the coconut industry, even if full certification of products and ingredients is not yet available.

CHARTERS AND GOOD PROFESSIONAL PRACTICES

Charters and guides to good practice also provide a framework for responsible practices by professionals.

AFC Charter (French Association of Harvesting Professionals)
https://www.cueillettes-pro.org/cueillir/le-guide-des-bonnes-pratiques
The AFC charter aims to preserve wild plant resources by defining protocols for sustainable harvesting.
Intended primarily for the cosmetics, food, and herbal medicine sectors, it is based on voluntary commitments developed from the field expertise of harvesters. It ensures sustainable management of wild plants through specific rules, such as mapping harvest sites and respecting natural cycles.

Fair Trade Charter
https://www.commercequitable.org/wp-content/uploads/notre-collectif/charte-cef.pdf
The Fair Trade France charter sets out a clear framework for the social and environmental commitments of companies that use raw materials sourced from fair trade supply chains. Its objective is to increase transparency and encourage sustainable agricultural practices that promote biodiversity. It works in conjunction with certified third-party labels, such as Fair for Life, enabling stakeholders to formalize and harmonize their commitments.

VIGILANCE IN THE FINANCING OF EXTERNAL ECOLOGICAL REGENERATION AND RESTORATION PROJECTS

Ecological regeneration and restoration actions can take the form of financing external projects, such as the restoration of degraded natural areas, reforestation, or the protection of essential habitats.
For SMEs, particularly those with long or complex value chains, this type of initiative is a powerful lever for making a positive contribution to biodiversity without being directly involved in the technical implementation. However, it is crucial to adopt a rigorous and critical approach to the projects financed in order to ensure that environmental promises are kept.

It is therefore recommended that renaturation program offers be analyzed according to the following grid:

CRITERION	EXPECTED EFFECTS
Additionality	The project must generate benefits that would not have occurred without the project's intervention
Measurability & Verifiability	Environmental benefits (e.g., carbon sequestration, biodiversity) must be measurable, traceable, and verifiable by third-party auditors
Permanence	The benefits (e.g., carbon storage) must be long-lasting and avoid any risk of reversal
Environmental impact	The project must have a net positive impact on the ecosystem: reforestation, biodiversity, soil quality, etc.
Stakeholder engagement	Consultation with local communities, respect for indigenous peoples' rights, shared governance
Monitoring & transparency	Available data, clear methodology , regular updates on impact monitoring
Social co-benefits	Local jobs, food security, education, gender equality, etc.
Legal compliance	Respect for local, environmental, and land laws

It is therefore important to be careful not to finance initiatives that have little or no real impact and could taint your efforts with suspicions of greenwashing, which undermines the credibility of your company's responsible approach.

TAKING BIODIVERSITY INTO ACCOUNT IN NON-RAW MATERIAL PURCHASES

For an SME in the cosmetics sector committed to a responsible approach, taking biodiversity into account should not be limited to ingredients alone. Other categories of purchases — packaging, energy, transportation, services, investments — have a significant impact on ecosystems and biodiversity. Integrating these considerations into the overall purchasing policy reduces the company's overall footprint and strengthens its environmental credibility.

- **Packaging** accounts for a significant share of resource consumption and waste production. The use of non-recycled plastics and non-biodegradable materials, or their dispersion in the environment, causes lasting pollution, particularly in the form of microplastics that affect aquatic wildlife. In addition, the production of raw materials for packaging (oil, wood, etc.) can lead to deforestation and habitat destruction. It is therefore essential to focus purchasing on eco-designed packaging: recycled or bio-based materials that are reusable or refillable, and that minimize the volume and complexity of the materials used.

- **The energy** consumed in the manufacture, storage, and distribution of cosmetic products has an indirect impact on biodiversity through greenhouse gas emissions and air pollution. Choosing renewable energy suppliers, optimizing consumption at sites and warehouses, and incorporating low-carbon criteria into energy choices all contribute to the protection of ecosystems.

- **The transport** and logistics of raw materials, packaging, and finished products generate polluting emissions that contribute to climate change and the degradation of natural habitats.

  A responsible purchasing policy includes prioritizing low-impact transport solutions (short distances, non-polluting modes) and operators committed to low-carbon approaches.

- **Purchases of services** (maintenance, cleaning, marketing, consulting) **and equipment** (machinery, IT equipment, furniture) must also incorporate environmental criteria to limit their ecological impact.
  For example, choose environmentally friendly service providers, favor durable and repairable equipment, and promote recycling or reuse at the end of its life.

SME tip

For your cardboard packaging, ask your suppliers if they can offer certified alternatives (recycled cardboard, paper from sustainably managed forests, recycled/recyclable films). This is a small but visible step that quickly reduces your biodiversity footprint and can be promoted to your customers.

Olivier DECAZES,
co-founder of Odelia

COMPANY TESTIMONIAL

Laboratoires ODELIA, through its brand L'Officine du Monde, uses nigella (Nigella sativa, black cumin), an ancient plant well known in traditional medicine from Morocco to India for its anti-inflammatory properties. The company wants to bring a modern perspective to nigella based on science, innovation, quality, and traceability.

You work with different sourcing territories for black cumin, notably Ethiopia and Tunisia. What guided you in these choices?

Several things, starting with chance encounters with producers who are passionate entrepreneurs. In Ethiopia, we work with a committed and visionary entrepreneur. In Tunisia, we work with a producer who uses a highly innovative solvent-free extraction technique that maximizes the active ingredients in black cumin and offers different varieties of black cumin, with varying concentrations, for different uses.

What practices are in place in these sectors and how do they contribute to preserving biodiversity?

With these two producers, we are fortunate to meet entrepreneurs who are deeply concerned about their ecosystem: in Ethiopia, the seeds are generally harvested by women, using agroforestry techniques, with training to make the most of their land's potential and a contract that ensures they receive fair remuneration. The plants (nigella, but also cardamom, peppermint, etc.) have been selected for their anti-inflammatory and antibacterial properties, but also for their endemic nature, which gives them these unique qualities.

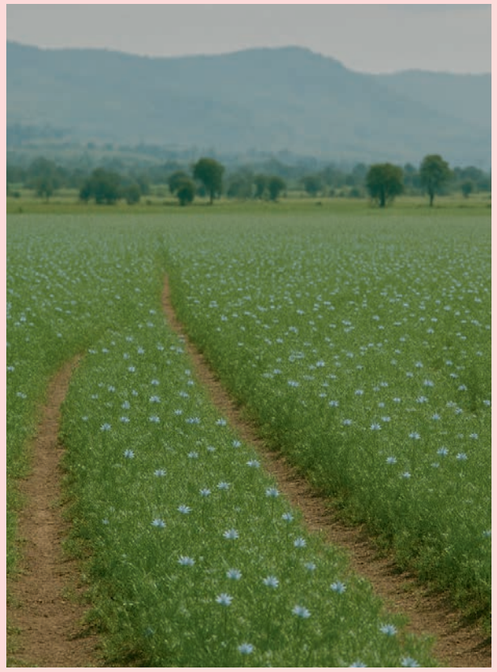
How do these relationships with producers enrich your understanding of biodiversity issues?

The more I learn about nigella, the more I am convinced that we have a natural treasure here. Ultimately, we want to set up a French black cumin industry because Nigella sativa consumes little water, supports pollinators, and has high added value for producers. It could grow south of the Loire River and replace a number of crops that currently require too much water. Working with our partners in Ethiopia, Egypt, and Tunisia allows us to appreciate the variety of black cumin, to think about future uses (balms, infusions, etc.) at different concentrations, and to test various extraction techniques.

What challenges do you face in ensuring a sustainable supply? What are your prospects?

There is currently a wide variety of production (Turkey, Yemen, India, etc.) but no real quality standard. Our ambition is to make the most of the diversity of nigella seeds by sourcing them from different regions, studying and promoting these differences, and then offering them in different forms and for different uses. At the same time, the French industry will enable us to develop a standardized and titrated ingredient.

We believe that we are at the very beginning of the history of high-quality black cumin. Although it has been extensively studied, a great deal of agronomic and pharmacological research is still needed to maximize its active ingredients, particularly its thymoquinone concentration. Based on French research, we believe that the potential for exploiting this natural active ingredient is immense.



Stéphanie GASTALDIN,
founder of Linae

COMPANY TESTIMONIAL

Stéphanie Gastaldin is the daughter and granddaughter of flax farmers in Normandy, a region with a long history of flax cultivation. Linaé was born out of this personal history: she chose to place organic flax at the heart of her business approach because of its local, eco-responsible values and its benefits for the skin.

Can you introduce Linaé and explain why you chose to place organic flax at the heart of your approach?

Linaé is a brand of natural organic flaxseed skincare products, born from a personal story and strong regional roots. Flaxseed naturally became central to our approach: it is a versatile active ingredient, rich in omega 3, 6, and 9, with soothing, moisturizing, and protective properties, perfectly suited to all skin types, even the most sensitive. Beyond its cosmetic benefits, flax is a symbol for us: a symbol of sustainable commitment, controlled traceability, and a return to basics.

What motivated you to structure or support a French organic flax industry?

However, French organic flax remains rare and undervalued in the cosmetics industry. Our motivation was therefore to support local, sustainable farming that respects the soil, while ensuring complete traceability from seed to cosmetic ingredient.

How does this industry work in practice today?

Today, we are fortunate to be able to rely on a solid network of flax growers in Normandy, a region historically linked to this crop, through a partner cooperative. This cooperative allows us to select our batches of flax seeds according to strict criteria, ensure complete traceability, and guarantee optimal quality. The seeds are then processed locally to obtain our cosmetic active ingredient, in line with a short supply chain and sustainable development approach.

The sustainability of this sector relies on constant dialogue with farmers to address the agronomic challenges of organic farming, a long-term commitment with our partners, and growing demand for French natural cosmetics, which gives meaning to this approach.

How does this approach help preserve local biodiversity or limit environmental impacts?

By choosing organic flax grown in Normandy, we support agriculture that is free from pesticides and chemical fertilizers, and which respects the soil, natural cycles, and biodiversity.

Flax is a plant that requires little water and grows easily in temperate climates: it is a naturally virtuous crop that is well suited to our region.

By working with local stakeholders and promoting short supply chains, we reduce the carbon footprint associated with transport and encourage more responsible and resilient production. Finally, by making use of every part of the seed, we are contributing to a more circular and sustainable economy.

Do you think this experience with flax could be extended to other raw materials or inspire a new, more grounded and responsible model of cosmetic development?

Absolutely. Our experience with flax shows that it is possible to rethink cosmetic development in a more local, traceable, and sustainable way. This model, based on a local, organic raw material that is well known in its region and on solid partnerships with agricultural stakeholders, can be easily transposed to other French plants or natural resources.

It shows that value can be created in different ways: by promoting local expertise, controlling the production chain, and reducing environmental impact while meeting the expectations of consumers who are looking for meaning, transparency, and effectiveness.

This approach paves the way for a new cosmetics model that is more rooted in its territory, more respectful of nature, and more resilient in the face of current climate and economic challenges.

What advice would you give to an SME in the cosmetics sector that would like to take steps to promote biodiversity by looking at the origin of its raw materials?

The first piece of advice would be to start by getting closer to the ground. Meet local producers, understand seasonality and agricultural constraints, and identify the plant resources already present in the region. It is essential to choose a raw material that makes sense — both for its cosmetic value and its local roots — and then build strong, lasting partnerships with players in the industry. This approach takes time, but it creates a fairer, more traceable, and more responsible value chain, while strengthening the brand's identity.

It is a real opportunity to stand out while making a concrete contribution to preserving biodiversity.

Carole GARCIA,
founder of Graine de Pastel

COMPANY TESTIMONIAL

Based in Toulouse for over twenty years, Graine de Pastel has set itself the mission of reviving an emblematic plant of the South-West: woad (Isatis tinctoria). From organic cultivation on 60 hectares in the Gers region to the development of patented active ingredients incorporated into its skincare products, the company embodies an original model: scientific, agricultural, and deeply rooted in the local area. Having become a mission-driven company in 2023, it is committed to "combining science and care for the earth for the benefit of the skin."

Can you briefly describe Graine de Pastel and the role that the region and nature play in your overall approach?

What sets us apart is that we have recreated an integrated supply chain, from the cultivation of the plant to the formulation of cosmetics. We cultivate 60 hectares using organic farming methods and, at the same time, develop our own patented active ingredients. It's an approach that is both scientific and deeply rooted in the earth. In fact, I chose to study for an agricultural degree in 2023 because I like to define myself as a "founder & farmer."

Having become a mission-driven company in June 2025, our purpose is clear: to revive this plant heritage by combining science and care for the earth.

Why did you choose to revive the woad industry in the Southwest?

There are three main reasons for this choice. First, there is the heritage aspect: woad is a medicinal plant that has been known since ancient times but has fallen into disuse.

Reviving it means helping to preserve and revive a regional plant heritage. Secondly, there is a scientific reason: our research has revealed the exceptional richness of woad in essential fatty acids, proteins, polyphenols, and bioflavonoids. This work has resulted in four cosmetic patents covering anti-aging, antioxidant, and anti-blemish active ingredients, as well as a nourishing oil.

Finally, there is an economic and social reason: purchasing the land allows us to control the entire chain, bring added value to farmers, and strengthen the vitality of the region.

What lessons have you learned from having structured an industry, from cultivation to marketing?

I have learned three main lessons. First, the power of collaboration. Reviving a forgotten, non-food crop requires working hand in hand with farmers, organic cooperatives, research laboratories, and institutional

players. Second, scientific rigor. We had to reconstruct a virtually non-existent cultivation itinerary, based on ancient writings, test germination, select our seeds, and formalize appropriate agronomic practices.

Finally, strategic independence. This is valuable but demanding: our first harvest in 2023 was very poor due to insufficient irrigation after sowing.

These uncertainties remind us that learning is a lifelong process and that we must remain resilient.

How does this approach fit in with biodiversity?

Biodiversity is at the heart of our mission, and this translates into very concrete actions. We have been certified organic since 2017, which excludes pesticides and chemical fertilizers. We practice crop rotation, alternating pastel with ancient wheat, sunflowers, or chickpeas, and we leave part of our land to alfalfa to regenerate the soil. Our methods are based on an agroecological approach: shallow tillage, natural composting, and preservation of microbial life. We also contribute to ecosystems by planting 2 km of forest hedges with the Arbres & Paysages association and installing beehives to encourage pollination. Finally, we practice sustainable water management. Pastel, which is hardy and resource-efficient, only requires occasional irrigation at the time of sowing. This responsible management allows us to limit our impact while preserving the quality of our crops.

What have been your main successes and the difficulties you have encountered?

Among our successes, I would mention the creation of an agricultural and industrial sector around pastel, the obtaining of four patents on our cosmetic assets, Cosmos Organic certification in 2017, and the purchase of our 60 hectares of land, a guarantee of independence and sustainability.

But we have also faced several challenges.

Climate hazards, particularly the drought of 2022, have severely affected our crops. We also had to convince some farmers to revive a lost crop, or even to agree to sell their land to a "novice." Finally, organic farming remains demanding and costly, in a context where some players are turning away from organic farming due to a lack of support.

We hope that one day we will benefit from collective communication that better highlights its benefits, particularly for human health.

What advice would you give to a company in the cosmetics sector that wants to start thinking about biodiversity, and more specifically about the origin of its raw materials and its regional roots?

I believe that it all starts with a deep conviction on the part of the leader and a long-term vision. You have to remain humble, persistent, and open to learning.

In concrete terms, I would advise first conducting a territorial assessment to identify local resources and potential partners. Next, integrate biodiversity and traceability from the design stage onwards, aiming for certification and ensuring the quality of raw materials. Finally, invest in research and education to scientifically demonstrate the benefits of the active ingredients, explain the positive impacts of agricultural practices, and engage stakeholders. Today more than ever, consumers expect transparency and proof.

4.4 PACKAGING AND CIRCULARITY

The circular economy is an economic model that aims to minimize waste and optimize the use of resources. The circular economy promotes the reuse, repair, recycling, and recovery of materials and products throughout their life cycle.

Integrating the principles of the circular economy reduces waste production and decouples value creation from resource consumption, thereby helping to reduce pressure on natural ecosystems. This requires a shift away from traditional linear models (extract, manufacture, consume, dispose) in favor of reuse, recycling, sustainability, and moderation.

Furthermore, circularity reduces waste, which is a major factor putting pressure on biodiversity. These transformations offer the cosmetics sector an opportunity to reduce its impact while strengthening its resilience.

	Waste collection		Sorting & recycling	Raw materials from recycling
Habitat change	Site footprint & soil sealing		Site footprint & soil sealing	Avoided deforestation Reduction in consumption of natural land
Pollution (water, air, soil)	Transport	Recovery of plastics and waste	Pollution Fire risks	Avoided emissions
Climate change	GHG emissions		GHG emissions	Avoided GHG emissions
Invasive alien species	Transport		Greening of sites Material storage	Transport
Overexploitation of natural resources				Avoided exploitation of natural resources

Unfavourable impact — Favourable impact

Figure 9: Positive and negative impacts of "waste" activities on biodiversity (Source: Forum Biodiversité et Economie n°2, October 2019. https://www.ofb.gouv.fr/sites/default/files/Fichiers/Actes%20de%20colloques/18%20FR%20BD.pdf)

Adopting eco-design principles from the product design stage onwards reduces resource consumption, associated pollution, and waste generation upstream.

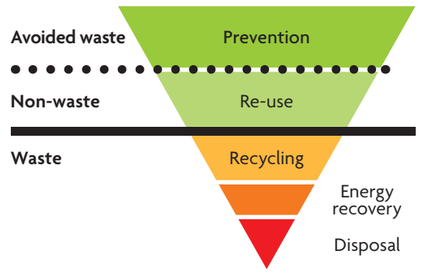


Figure 10: Waste hierarchy (Source: Zero Waste France)

The waste hierarchy[18], a founding principle of the circular economy, guides the actions to be taken to limit the environmental impact of packaging by establishing an order of priority for resource and waste management. This hierarchy prioritizes waste prevention, followed by preparation for reuse, then recycling, and finally other forms of recovery such as energy recovery, with disposal as a last resort. This means that recycling should be considered a last resort, as it does not solve all the problems associated with waste management, particularly for plastics, which remain only partially and imperfectly recyclable.

The regulatory framework around circularity has recently been significantly strengthened with the Anti-Waste Law for a Circular Economy (AGEC) in France and the European Packaging and Packaging Waste Regulation (PPWR), which impose increasing obligations on companies: integration of recycled materials in packaging, reducing the volumes placed on the market, developing reuse, and improving the recyclability of the materials used (see box). These texts remind us that packaging circularity is not limited to recycling, but is based above all on a profound transformation of production and consumption patterns in order to protect biodiversity in the long term.

REGULATORY FOCUS IN FRANCE AND EUROPE

Between 2020 and 2021, two laws introduced new obligations and structured activities related to the circular economy in France.

- The law on combating waste and promoting a circular economy, known as AGEC (Law No. 2020-105 of February 10, 2020)
- The law on combating climate change and strengthening resilience to its effects (Law No. 2021-1104 of August 22, 2021)

The AGEC law sets out several priority areas, including ending the sale of single-use plastic packaging by 2040. Among the implementing decrees, the 3R decree[19] (Reduction, Reuse, and Recycling) defines three objectives for 2025:

- A 20% reduction in single-use plastic packaging compared to 2018, with at least half of this achieved through reuse and recycling
- A 100% reduction in "unnecessary" plastic packaging
- Aiming for 100% recycled packaging through the implementation of operational channels.

Decree 2022-507[20] sets the proportion of reused packaging placed on the market annually by 2027 at 10%.

It is important to note that these targets do not apply individually to companies: they are collective, set at the level of France as a whole.

The Climate and Resilience Law sets out other obligations and prohibitions, including a ban on providing consumers with unsolicited product samples as part of a commercial initiative[21].

[18] Article L. 541-1 II of the Environmental Code
[19] https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000043458675
[20] https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000045536300
[21] https://www.legifrance.gouv.fr/jorf/id/JORFTEXT000049467618

The PPWR Regulation (ackaging and Packaging Waste Regulation), part of the European Green Deal, aims to harmonize the regulatory obligations of different Member States with regard to household and professional packaging. It introduces ambitious measures to reduce packaging waste and encourage the circular economy:

- Minimizing the weight and volume of packaging
- From 2030, all packaging placed on the European market must be designed to be recyclable. Recyclability will be assessed using European standards
- By 2030, plastic packaging for cosmetic products (known as "contact sensitive") must contain recycled material: 30% for PET packaging and 10% for other types.
- Packaging must carry a harmonized label containing sorting information by August 12, 2028. The effective implementation of these obligations requires the publication of secondary legislation that will provide the necessary operational details on calculation methods and assessment tools.

French regulations will be adapted to incorporate European requirements into the Environmental Code.

THE PLASTIC ACT: A COLLECTIVE ROADMAP TO REDUCE THE PLASTIC FOOTPRINT OF PACKAGING

In June 2021, the cosmetics sector made a voluntary commitment through the Plastic Act, a collective action plan to reduce its plastic footprint by 2025. Led by the FEBEA, it is structured around the 4R principle: reducing the amount of plastic used, reusing packaging, recycling, and incorporating an increasing proportion of recycled material into new packaging. Through this commitment, the sector intends to exceed legal requirements and accelerate its transition to more sustainable and environmentally friendly packaging, while pooling the efforts of all companies, regardless of their size or individual progress on these issues.

This roadmap sets very ambitious targets for 2025, going beyond the provisions of the AGEC law:

- **REDUCE** the amount of plastic used by 15% by making eco-design the norm and opting for concentrated formulas and large formats
- **REINCORPORATE** 10 to 25% of plastic into new packaging by giving all companies access to recycled resins suitable for cosmetic products.
- **REUSE** 20% of plastic by making 100% recyclable refills standard, enabling companies of all sizes to develop bulk offerings, and developing pilot projects for returnable packaging that can be reused.
- **RECYCLE** 100% of plastic packaging by raising consumer awareness of sorting in the bathroom and improving the effective recyclability of cosmetic packaging.

The Plastic Act can serve as a guide for any company in the sector to define its own trajectory and build its action plan.

HOW CAN YOU IMPLEMENT THE PLASTIC ACT IN YOUR COMPANY?

Several initiatives now offer frameworks to encourage more sustainable sourcing practices, preserve biodiversity, ensure the traceability of raw materials, and support local communities.

REDUCTION

Reducing packaging means first and foremost identifying unnecessary elements so they can be eliminated and optimizing the remaining units by concentrating the product, reducing thickness or empty space, and rethinking how the product is used.

Reducing packaging can also lead to economic gains.

Actions to be implemented include:

- Removal/optimization of secondary elements: cases, batch films, covers on closure systems, etc.
- Optimization of closure systems, concentration, and thickness reduction.
- Optimization through the marketing of large formats (which reduce packaging intensity, i.e., packaging weight per mL of product).
- Reduction of packaging through product evolution, for example by developing solid products or formulas to be diluted.

REUSE

In cosmetics, there are three ways to reuse packaging: refills, bulk purchases, and returnable packaging.

- Refilling
  The reuse of cosmetic packaging through refilling is now the most widespread method in the sector. According to a study conducted by Senseva for FEBEA in June 2025, **Understanding and removing barriers to accelerate consumer adoption**[22], 59% of cosmetics consumers purchased refills in the past year, demonstrating a growing interest in this practice – mainly motivated by reduced environmental impact and economic benefits. While reuse through refilling does not completely eliminate packaging, it is a concrete and immediate lever for engaging the sector in a circularity approach and contributing to waste reduction, while gradually meeting consumer expectations and regulatory objectives.
- Bulk
  Bulk, which involves filling the container directly at the point of sale, is mainly suitable for liquid products with a low microbiological risk, such as perfumes, washing gels, or shampoos, in order to guarantee health safety while reducing the production of new packaging. Several experimental initiatives are being launched to test this approach, including the Pharma Recharge consortium, which is rolling out multi-brand dispensers in pharmacies, allowing consumers to refill their containers with different cosmetic products.
- Deposit-refund system
  Deposit-refund packaging is a more complex reuse method to implement: this approach relies on the establishment of specific logistics loops for the collection, transport, and washing of packaging to ensure its safe reuse. Deposits can take the form of a monetary deposit returned to the consumer upon return, or be based on incentive mechanisms such as discount vouchers for future purchases, thereby promoting engagement and loyalty. Among notable sector initiatives, the Coalition Consigne (Deposit Coalition) is a good example of the collective effort to structure and develop these systems, which, although demanding, offer significant potential for sustainably reducing the environmental impact of cosmetic packaging.

REINTEGRATION OF RECYCLED MATERIALS

The use of recycled materials helps to reduce the use of natural resources, reduces environmental impacts by avoiding resource extraction and processing, and strengthens recycling channels by ensuring their viability.

In theory, packaging can contain 100% recycled material, but in practice, companies are often limited by the availability and cost of recycled material, as well as its aesthetic appeal. Companies must also consider the need for food contact suitability for their packaging, depending on their products and formulations.

RECYCLABILITY

Packaging is considered recyclable when it can be collected, sorted, recycled, and the material thus produced can be used in a new product or packaging.

Manufacturers are particularly encouraged to favor single-material packaging.

Assessing recyclability requires identifying the sector in which the packaging will be used and ensuring that there are no disruptive elements that will prevent sorting or recycling. These include carbon black, which prevents the packaging from being detected at sorting centers, PVC, ABS, or ceramic packaging, for which there is no recycling stream, and metal elements in the pump of a PET bottle, which disrupt the flow.

For more details on recyclability criteria, please refer to the FEBEA Elipso recyclability guide[23]

[22] Winning study in the "EncoRE plus de réemploi" call for projects, which received financial support from CITEO
[23] https://www.febea.fr/etudes-et-rapports/guide-la-recyclabilite-emballages-cosmetiques-plastique-elipso-febea-version

DON'T FORGET PROFESSIONAL PACKAGING!

In conclusion, it is essential to remember that professional packaging must also be fully integrated into a circular economy approach. This type of packaging often benefits from a more centralized and controlled flow, which can facilitate the implementation of concrete and effective actions to reduce environmental impacts. In France, an Extended Producer Responsibility (EPR) specific to professional packaging will come into force on January 1, 2026, thereby strengthening the obligations of companies in this segment. Among the rapid and pragmatic actions to be deployed are reducing the amount of material used, for example by optimizing the size and shape of packaging or favoring recycled and recyclable materials. On the reuse side, the implementation of deposit systems or dedicated circuits for the collection and cleaning of reusable containers (bottles, flasks, cans) can significantly reduce waste production. These approaches, which are often simpler and less costly to implement on a professional scale, contribute significantly to reducing the cosmetics sector's footprint while complying with new regulatory requirements.

WHAT ABOUT BIODEGRADABILITY?

Biodegradability complements the principles of circularity by helping to reduce persistent waste and integrating into natural cycles, while encouraging the use of renewable resources.

Biodegradability refers to the ability of a product or material to break down naturally under the action of microorganisms (bacteria, fungi) into simple elements such as water, carbon dioxide, and biomass, without leaving toxic residues in the environment. Ideally, this decomposition should take place in less than six months under favorable conditions, such as suitable humidity and temperature. Biodegradability should not be confused with bio-based, which simply means that the material is derived from renewable plant resources, but does not necessarily imply that it is biodegradable.

Compostability is a specific form of biodegradability with stricter requirements: a compostable product must degrade rapidly (usually in less than 12 weeks) in industrial compost and produce compost that can be used as agricultural fertilizer.

Thus, not all biodegradable products are compostable, and vice versa. However, be careful!

- Cellulose is biodegradable, but paper and cardboard packaging also contains inks and glues and sometimes has a plastic coating. Cardboard packaging is therefore not necessarily biodegradable or compostable and must not be disposed of in the environment under any circumstances.
- The AGEC Law (Article 13) prohibits the use of the term "biodegradable" on packaging and products; plastic products and packaging that can only be composted in industrial facilities may not be labeled as "compostable."
- Compostability can be encouraged for types of packaging that increase the collection of bio-waste, such as bags for organic waste.
  The Packaging Regulation (PPWR) will even make compostability mandatory for certain categories of packaging, including labels on fruit and vegetables, coffee capsules, and tea bags. However, most European countries do not have industrial composting facilities for packaging.
- Bio-based plastics must be recyclable and must not disrupt recycling channels.

Anne-Marie GABELICA,
founder and CEO of oOlution

COMPANY TESTIMONIAL

Can you briefly introduce oOlution and explain why the issue of responsible packaging is central to your approach?

Since 2013, oOlution has been developing facial care products with 100% natural formulas, free from petrochemical ingredients. Since its creation, the company has placed reducing its environmental footprint at the heart of its strategy. The brand considers its packaging to be a major lever for environmental progress: limiting waste, reducing its carbon footprint, and promoting circularity. oOlution has therefore implemented a pioneering deposit and reuse system, in line with the principles of the circular economy and responsible innovation.

What concrete actions have you taken to reduce the impact of your packaging?

Even before the launch of the range, a life cycle assessment (LCA) was carried out to identify priority areas for action. On this basis, the brand chose single-material packaging to facilitate recycling and the reintegration of materials. The bottles are designed without metal parts, and the secondary packaging is made from bio-based sugar cane and is compostable.
These choices are fully in line with the eco-design principles outlined in the guide: resource efficiency, elimination of superfluous elements, recyclable and lightweight materials.

How are you developing reuse and what lessons are you learning from it?

Since 2019, oOlution has taken another step forward with the introduction of a deposit system: primary packaging can be returned to the brand to be cleaned and reused. Returns are fully covered by the company, which has already collected more than 30,000 bottles.
Experience shows that reuse is not only possible but also well received: customers are happy to support the initiative, provided it is simple, practical, and hassle-free. This initiative perfectly illustrates one of the major drivers of circularity highlighted in the guide: the shift from recycling to reuse, supported by a relationship of trust and transparency with consumers.

What role do these actions play in your overall biodiversity strategy?

Responsible packaging indirectly contributes to the preservation of biodiversity by reducing pressure on natural resources and the production of plastic waste. For oOlution, consistency between formulation, sourcing, and packaging is essential: explaining to customers that the cases are compostable is an integral part of the brand message, just like the natural composition or origin of the ingredients.

What concrete benefits have you observed? ?

The brand has seen strong support from its community: tens of thousands of customers support and value the approach. Environmental commitment is a factor in customer loyalty and differentiation, as well as a source of pride for internal teams, who identify with a more virtuous approach to cosmetic care.

What advice would you give to a company that wants to reduce its impact through its packaging?

At oOlution, it all started with a life cycle assessment (LCA) carried out with the support of ADEME (the French Environment and Energy Management Agency) when the brand was created. This quantitative and comprehensive approach made it possible to identify the main levers for action and set clear priorities, such as excluding aluminum from primary packaging.
Other companies, particularly SMEs, can draw inspiration from this approach without necessarily carrying out a full LCA: the key is to adopt an eco-design approach, assessing the impacts at each stage of the product's life cycle and focusing on the most structural actions (reuse, reduction of volumes, choice of recyclable or bio-based materials).

4.5 SITE MANAGEMENT

Land artificialization, particularly linked to logistics and industrial activities, is one of the main drivers of biodiversity loss. By promoting the preservation and restoration of often fragile or fragmented ecosystems on their sites, even on small areas, companies can play an active role in safeguarding biodiversity.

For example, vegetation helps combat heat islands through its thermal regulation functions (shading, evapotranspiration) and limits the risk of flooding by promoting water infiltration. In addition, plants capture and filter pollutants in the air, soil, and water, thereby helping to improve environmental quality. Certain vegetated areas also play an important role in carbon and water storage.

ON AN EXISTING SITE

If you own or rent a production plant, logistics center, or office space, you can reduce the pressure on biodiversity at your site by taking a few simple steps:

Turning off non-essential outdoor lighting at night **reduces light pollution** and avoids disrupting the natural cycles of wildlife. For example, install motion detection systems for security lighting so that it only comes on when necessary. Light fixtures directed toward the ground and equipped with sensors minimize light dispersion.

Permeable surfaces (such as porous paving stones or green roofs) limit the impact of soil artificialization in driveways and parking lots. For example, replacing concrete surfaces with grass grids or honeycomb slabs filled with soil and gravel allows water to infiltrate and promotes vegetation growth.

The development of **green networks**, which act as ecological corridors, facilitates the movement of species and strengthens connectivity between natural habitats fragmented by urbanization or industrial infrastructure. On sites, planting **local species** around the edges creates refuge areas — such as flower meadows, diverse hedges, or copses — that provide valuable habitat for local wildlife, including pollinators that are essential to the balance of ecosystems. Installing nesting boxes, insect shelters, or resting areas for these pollinators further promotes biodiversity.

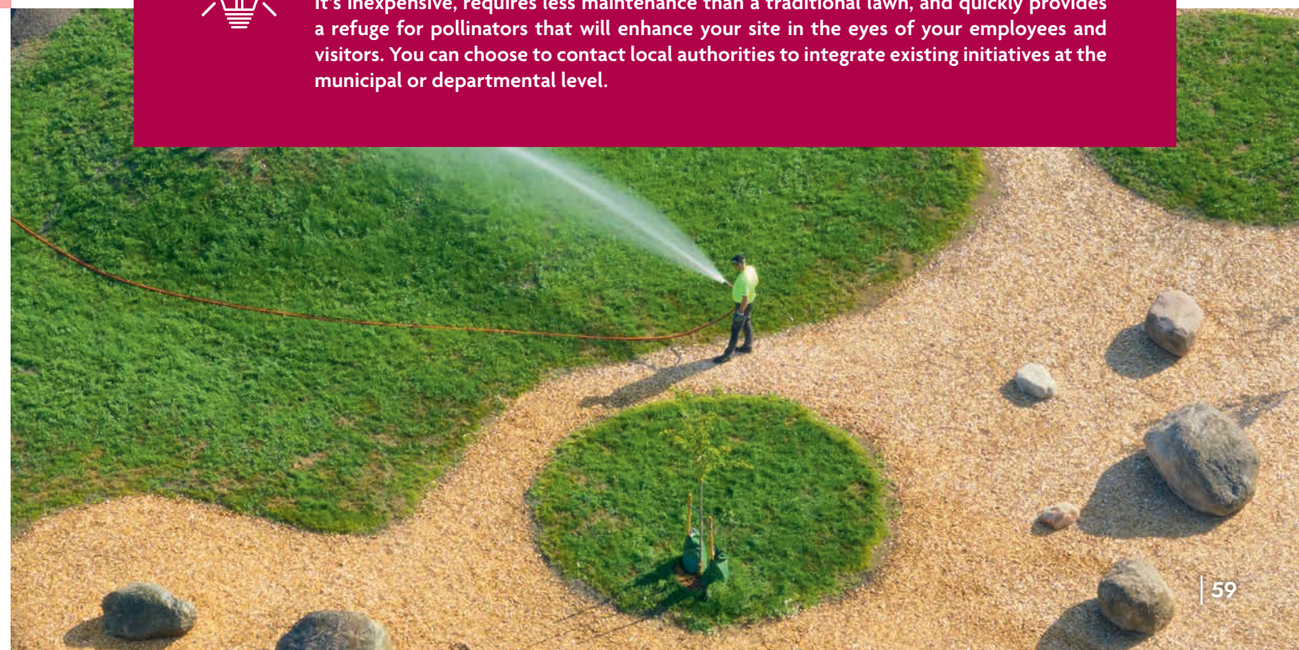
Differentiated management is an essential complement: adjusting the frequency and timing of mowing or cutting, leaving areas unmaintained, preserving dead trees or dead wood on the ground are all simple actions that increase habitats and promote associated wildlife. These practices contribute to the ecological resilience of the site and reduce maintenance costs at the same time.

Finally, make the most of every surface: in highly urbanized areas, **greening roofs and facades** is an opportunity to recreate habitats while improving thermal insulation and rainwater management. Even fences and walls can be transformed into biodiversity supports with local climbing plants.

Site management is not limited to vegetation: it must also take into account the presence and needs of **wildlife**. Certain species still find refuge in urban and industrial areas, provided that suitable facilities are available. Bats, for example, play an essential role in regulating nocturnal insects; they can be encouraged by installing artificial roosts on facades or in trees. Amphibians benefit from the creation of temporary ponds or wetlands, which provide them with breeding sites and contribute to the natural water cycle. As for nesting birds, they benefit from the installation of nesting boxes adapted to local species, the preservation of old trees, and the careful maintenance of hedges and copses.

SME tip

Start small: choose a pilot area (e.g., a strip of lawn, a parking lot embankment, or a little-used corner of the site) and transform it into a flower meadow with local species. It's inexpensive, requires less maintenance than a traditional lawn, and quickly provides a refuge for pollinators that will enhance your site in the eyes of your employees and visitors. You can choose to contact local authorities to integrate existing initiatives at the municipal or departmental level.



With 11 practical fact sheets, the practical guide Promoting Biodiversity on EQIOM Sites[24] presents in detail a number of concrete actions that site managers can draw inspiration from.

Sheet 1 - Ecological continuity in order to take into account the surrounding natural areas (rivers, hedges, meadows) and reconnect these fragmented environments to encourage the movement of species.	**Fact sheet 2 - Differentiated management of grasslands:** adapt mowing frequency and interventions according to the constraints and uses of the areas to preserve local flora and fauna. This promotes ecological diversity and reduces maintenance costs.	**Fact sheet 3 - Planting or renovating a hedge:** Planting diverse hedges with local species improves ecological corridors, creates refuges for wildlife, protects soils, and limits erosion.
Fact sheet 4 - Rainwater collection basin: Creating vegetated basins promotes aquatic biodiversity while ensuring rainwater management. Gently sloping banks and local plantings are recommended.	**Fact sheet 5 - Vegetated swales:** Replacing ditches with grassy swales increases water infiltration, filters pollutants, and supports a variety of flora and fauna.	**Fact sheet 6 - Wildlife shelters:** Preserving old trees and walls and installing nesting boxes, insect hotels, or piles of stones provides shelter and protection for many species (birds, insects, bats, amphibians).
Fact sheet 7 - Pollarded trees: Planting and maintaining pollarded trees (regularly topped) promotes habitats in crevices that are suitable for various species. They are also well suited to the constraints of industrial sites.	**Fact sheet 8 - Green roofs:** Greening roofs (especially extensive roofs) with diverse substrates and local species promotes urban biodiversity, while improving water management and thermal insulation.	**Fact sheet 8bis - Green fencing or walls:** When hedges are not possible, greening fences or walls with local plants increases the vegetated area and provides habitat for small animals.
Fact sheet 9 - Management of invasive alien plants: This fact sheet details best practices for preventing their introduction and controlling their proliferation: manual or mechanical removal, mowing, planting of competing local species	**Sheet 10 - Installing a diverse meadow:** Creating flower meadows composed of local species that are favorable to pollinators enriches biodiversity by providing food and shelter, with management adapted in particular to mowing practices.	**Sheet 11 - Stakeholder communication and awareness:** Establish engaging internal and external communication to explain biodiversity issues, promote the actions taken, and engage stakeholders in the long term.

WATER MANAGEMENT

Climate change is increasing the frequency and intensity of droughts, which means that the design and management of green spaces must be adapted. On an industrial or tertiary site, this starts with choosing local, resilient plant species that can withstand hot conditions and low water availability, while also offering ecological benefits (food and shelter for wildlife). With the increase in droughts linked to climate change, it is essential to design water-efficient landscaping by choosing local, resilient species that are adapted to hot and dry conditions in order to minimize irrigation requirements. Where possible, it is preferable not to water and to let plants adapt naturally to the environment.

When watering is essential, it should be done sparingly, favoring economical systems such as drip irrigation and watering at night to reduce evaporation. Finally, the recovery and reuse of rainwater or gray water offers a sustainable alternative, allowing for occasional watering without resorting to drinking water.

The FEBEA's Guide to Water Conservation[25] provides a comprehensive overview of the challenges and solutions for responsible water management throughout the cosmetic manufacturing process. It contains more than 50 examples of actions implemented by companies in the sector.

[24] https://uicn.fr/wp-content/uploads/2023/08/guide-pratique-promouvoir-la-biodiversite-sur-les-sites-eqiom-12062017-vf.pdf
[25] https://www.febea.fr/presse/le-secteur-cosmetique-se-mobilise-la-sobriete-hydrique

BENEFITS FOR THE COMPANY

The creation of areas rich in biodiversity within industrial or logistics sites also has a significant human benefit. These green spaces create a more pleasant and peaceful working environment for employees, offering places to relax and reconnect with nature, as well as combating heat islands, thereby improving the well-being of your teams.

By involving employees and stakeholders in ecological initiatives, you not only promote the success of these projects, but also strengthen the commitment and cohesion of your teams. Organizing participatory projects for planting, maintenance, and species inventory creates a sense of belonging and shared responsibility.

SME tip

According to the Human Spaces report, improving the living environment with plants on site improves employee well-being by 13% and motivation and productivity by 8%[26].

Working with local associations to implement and monitor actions allows you to benefit from their expertise and strengthen ties with the community. Promoting the results of your initiatives through on-site displays and internal and external communication can motivate and raise awareness among more people, while highlighting your company's efforts in terms of social and environmental responsibility.

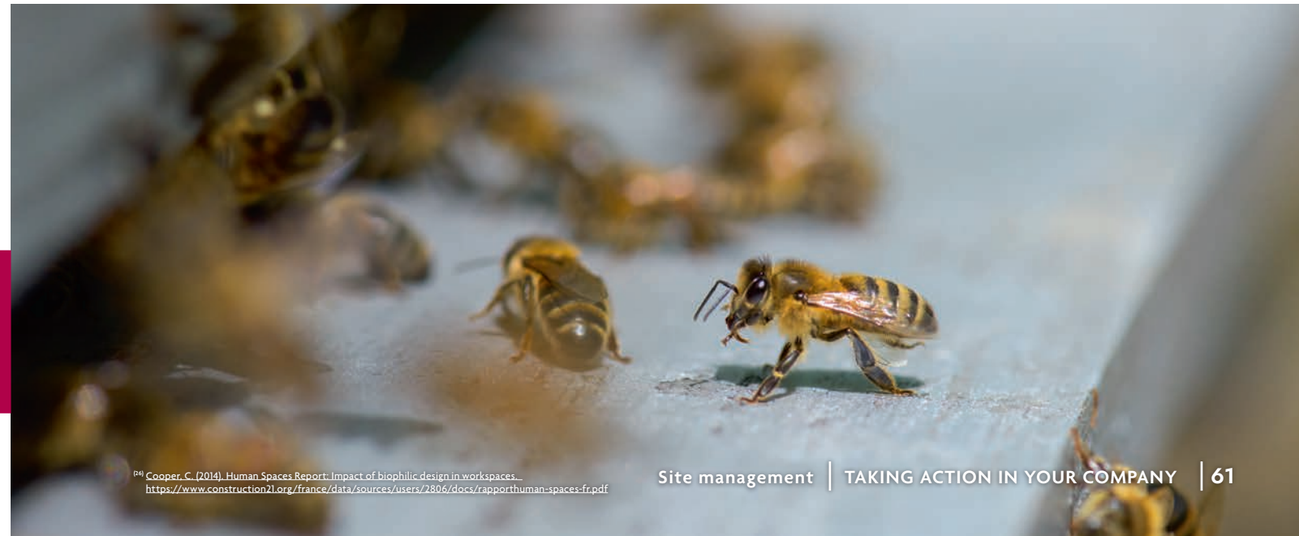
ECOLOGICAL INVENTORIES

Establishing an ecological inventory is a key step in understanding the biodiversity issues associated with a site and guiding management actions. These inventories make it possible to identify the species present (flora, fauna, habitats) and to identify the most sensitive or richest areas to be preserved. Carried out by naturalist associations, consulting firms, or through participatory science programs, they provide a valuable initial snapshot (diagnosis) and then serve as a basis for monitoring changes in the environment over time.

For SMEs, it is possible to adopt a gradual approach:

- start with simple protocols (bird counting, pollinator observation, bat monitoring), often available free of charge through national platforms such as Vigie-Nature and its network of partner associations;
- then supplement these with in-depth inventories conducted by experts, highlighting protected species, ecological continuities, or priority habitats.

The results of an ecological inventory are doubly useful: they enable priority actions to be targeted (e.g. creating a pond, planting local species, reducing lighting) and objectively promoting the progress made to employees, customers, and partners, particularly in the context of certification processes.



[26] Cooper, C. (2014). Human Spaces Report: Impact of biophilic design in workspaces... https://www.construction21.org/france/data/sources/users/28006/docs/rapporthuman-spaces-fr.pdf

LABELS AND NETWORKS

Commitment to biodiversity on a site can be promoted through various labels that provide both external recognition and a methodological framework. They make it possible to structure actions, monitor them, and demonstrate the company's commitment to stakeholders.

- The BiodiverCity Label, promoted by the International Council for Biodiversity and Real Estate (CIBI), assesses and promotes the consideration of biodiversity in real estate and development projects. It applies to new or renovated buildings and is based on four criteria: stakeholder commitment, ecological design, ecological potential, and benefits for users. It serves as a benchmark for companies that build or renovate their sites with biodiversity in mind from the design stage onwards.

- The Biodiversio association, recognized as a Committed Partner for Nature by the French Office for Biodiversity, aims to support companies in measuring and managing their biodiversity footprint on their sites. Their program enables companies to assess the state of biodiversity on their sites, define priority actions, and monitor their effects over time. They also offer consulting and training services.

- Les Jardins de Noé is a national biodiversity conservation program developed and run by the Noé association since 2009, which seeks to create a network of gardens that promote biodiversity through 10 simple and concrete commitments: planting local species, reducing the use of chemicals, welcoming wildlife, preserving water resources, etc. A label, to be renewed each year, recognizes the commitments made in favor of biodiversity.

- The LPO (League for the Protection of Birds) offers companies and local authorities support in implementing biodiversity initiatives through the "Refuges LPO" program. This scheme encourages the ecological management of spaces by adhering to a charter of 15 commitments, including the preservation of natural habitats, the limitation of chemical products, and staff awareness. Obtaining the "Refuge LPO" label promotes a concrete and sustainable approach, while integrating the site into a vast national network of actors committed to nature.

These labels should not be seen solely as communication tools: above all, they offer a structured methodology and monitoring indicators that enable SMEs to assess their progress and make their actions more sustainable. They also facilitate dialogue with local stakeholders and reinforce the credibility of CSR initiatives.

ON A NEW SITE OR AN EXPANSION

When creating a new site or expanding an existing one, a company has the opportunity to integrate biodiversity-friendly practices from the outset. This starts with careful planning to minimize land artificialization and preserve existing natural habitats. Using sustainable building materials and techniques, as well as permeable surfaces, can reduce environmental impact.

Companies wishing to create or expand a site must check whether their project is subject to environmental assessment. Article R122-2 of the Environmental Code list the projects that must undergo a systematic environmental assessment or a case-by-case review based on defined criteria and thresholds. Established by the law of July 10, 1976, environmental assessment aims to inform decision-makers and authorities about the potential impacts of the project on the environment and human health, while promoting public participation for greater transparency. This process assesses various environmental aspects, such as biodiversity, soil, water, air, climate, and cultural heritage, in order to minimize negative impacts and justify the choices made.

Environmental assessment Ministry of Ecological Transition[27]

Article 101 of Law No. 2021-1104 of August 22, 2021, known as the "Climate and Resilience" law, introduced Article L.171-4 into the Construction and Housing Code (CCH), which defines an obligation to green or solarize roofs. This obligation applies to new buildings, extensions, and major renovations, as well as covered parking lots accessible to the public with a footprint of more than 500 m². At least 30% of the building's roof must incorporate a renewable energy production process or a greening system. This percentage will be increased to 40% in 2026 and 50% in 2027. Exemptions are provided for, for example, certain ICPE categories, heritage constraints, or architectural difficulties, but also if the cost of the work required to install such a system exceeds a rate set by ministerial decree.

Obligation to produce renewable energy or green roofs[28]

Greening walls and roofs:

- Greening reduces energy costs thanks to the thermal insulation it provides. Reducing indoor temperatures through greening during the summer months translates into savings on air conditioning energy costs.
- Green walls and roofs protect buildings from weather damage and other harmful factors (ultraviolet rays, daily temperature fluctuations, atmospheric gases, etc.) and significantly increase the lifespan of materials. By greening a roof, it is possible to extend the life of the roof's waterproofing to up to 50 years, whereas the waterproofing of a bare roof has an average life span of 15 years.

The CdC Biodiversity guide on building greening and biodiversity[29] **presents concrete solutions for implementing wall and roof greening.**

The Ecological Transition for Businesses platform includes building greening among the projects eligible for public funding and lists the associated schemes: https://mission-transition-ecologique.beta.gouv.fr/projets-entreprise/vegetalisation?theme=biodiversite

[27] https://www.ecologie.gouv.fr/politiques-publiques/levaluation-environnementale
[28] https://entreprendre.service-public.fr/vosdroits/F38107
[29] https://www.cdc-biodiversite.fr/wp-content/uploads/2023/03/BIODIV-2050-NI3-FR-MD.pdf

BEES, A BAD IDEA?

Regardless of the available surface area, planting honey plants, whose flowers produce large quantities of nectar and pollen, provides food resources for bees and other foraging species and therefore contributes to the preservation of pollinators.

On the other hand, while setting up beehives to protect biodiversity may seem like a good idea, it carries several risks and drawbacks. Honeybees (Apis mellifera) introduced into urban hives compete with wild bees and other pollinators for food resources. Wild bees, which play a crucial role in pollination, may see their resources decline, harming their survival and local biodiversity.

Urban beehives can also pose health problems for the bees themselves. The high density of hives can promote the spread of diseases and parasites, such as varroa mites, which can affect the health of bee colonies.

Preserving biodiversity requires a more holistic approach than "simply" installing hives. It is crucial to protect and restore natural habitats, reduce pesticide use, and promote sustainable agricultural practices. Hives are only a small part of the solution and can even be counterproductive if not managed properly.

It should also be noted that the installation of hives in France is subject to specific regulations. Anyone owning one or more hives must declare them online using the Cerfa form[30]. The distances to be observed between hives and neighboring properties or public roads are determined by prefects, in accordance with Articles L.211-6 and L.211-7 of the Rural and Maritime Fishing Code. These distances may vary depending on the department and are specified by prefectural decrees. In addition to national rules, local regulations may apply, so it is necessary to check with the town hall and the Departmental Directorate for Population Protection (DDPP) before installing hives.

These authorities may impose specific distances or other special conditions.

Pollinis'Actions is a program supported by the OFB and available to businesses. It allows you to assess how a garden meets the needs of pollinators and offers practical advice on how to take action.

[30] Available at https://entreprendre.service-public.fr/vosdroits/R15642

BIODIVERSITY CHECKLIST FOR INDUSTRIAL, LOGISTICS, AND TERTIARY SITES

Planning and governance

- Have I appointed a biodiversity representative within my company or called on an external expert?
- Have I integrated biodiversity into my site management plan or environmental strategy?
- Am I aware of the local ecological issues (green/blue infrastructure, ZNIEFF, Natura 2000, wetlands, protected species) around my site?
- When undertaking development projects, have I applied the ERC sequence (avoid, reduce, compensate)?

Soils and surfaces

- Have I reduced soil sealing (permeable parking lots, grass pavers, honeycomb slabs)?
- Have I identified any potentially polluted areas on my site and implemented monitoring or corrective measures?
- Do I practice differentiated management of my green spaces (less mowing, adapted late mowing)?

Vegetation and habitats

- Have I chosen local and diverse species that are adapted to the future climate, avoiding invasive species and horticultural varieties that are of little use to wildlife?
- Have I created or reinforced hedges, flower meadows, or copses to promote ecological continuity?
- Have I considered greening the roofs or facades of my buildings?

Water and climate

- Have I implemented stormwater management solutions (basins, swales, vegetated infiltration)?
- Have I installed a system for collecting and reusing water (rainwater, gray water)?
- Do my landscaping features help to create shade and reduce heat islands?

Local wildlife

- Have I installed wildlife shelters (nest boxes, insect hotels, bat roosts, wood or stone piles)?
- Have I limited and directed outdoor lighting to reduce light pollution?
- Have I set up biodiversity monitoring on my site (inventories, participatory science, partnerships with associations)?

Employees and stakeholders

- Are my employees involved in concrete actions (planting, maintenance, participatory inventories)?
- Have I developed local partnerships (nature associations, schools, local authorities) to reinforce my actions?
- Do I communicate internally and externally about my initiatives and their results (on-site displays, CSR reports, events)?

Pierre-Yves BONHOMMÉ,
Technical Director at Mayoly

COMPANY TESTIMONIAL

Mayoly, an independent, international French pharmaceutical group, has been committed for several years to a structured CSR approach that includes preserving biodiversity at its industrial sites. The Dreux site, particularly notable for its location in a wetland area and its proximity to the Blaise River, is a concrete example of this commitment. Its local initiatives demonstrate a pragmatic approach based on the restoration of natural environments and the mobilization of teams.

What concrete actions have you implemented at your Dreux production site to preserve or restore biodiversity?

The Dreux site covers 12 hectares, bordered by two branches of the Blaise River and classified as a "wetland." We have been engaged in ecological restoration activities for several years: in 2015, we removed old locks to restore the river to its natural course. Non-invasive electric fishing before and after the work showed the return of sensitive species, such as eels, which are an indicator of good water quality.

Since 2019, biodiversity has been an integral part of our CSR roadmap. In partnership with the Eure-et-Loir Nature association, we have carried out a fauna and flora assessment of the site, identified several areas with high ecological potential, and launched a program to restore one wetland area per year between 2023 and 2025 (reed beds, natural ponds, tall herbaceous vegetation). These operations are supervised by specialists and financed by an annual budget of €5,000 to €10,000.

How do you raise awareness and involve your employees in these initiatives?

Awareness-raising is an integral part of our approach. Every year, we organize participatory workshops led by our partner association: building birdhouses and insect hotels, training in bird watching as part of a national survey, and managing shared herb gardens on site. We have also trained all 300 employees in the Fresque du Climat (Climate Collage) program to broaden their understanding of environmental issues and strengthen consistency with our other CSR initiatives. This mobilization creates a collective dynamic and a real sense of pride in belonging.

How do these initiatives fit into and support your overall CSR strategy?

Our local biodiversity actions are part of the site's 2023–2025 CSR roadmap, which is structured around four priorities: reducing CO_2 emissions (scopes 1, 2, and 3), lowering water consumption, reducing waste, and ecological restoration.

The Mayoly Group has also established a common management system for all its sites, notably through the calculation of the biotope coefficient per surface area (CBS) and the implementation of responsible purchasing charters that integrate biodiversity issues. These local initiatives therefore directly feed into the group's overall strategy.

What benefits have you seen as a result of the biodiversity initiatives at your site?

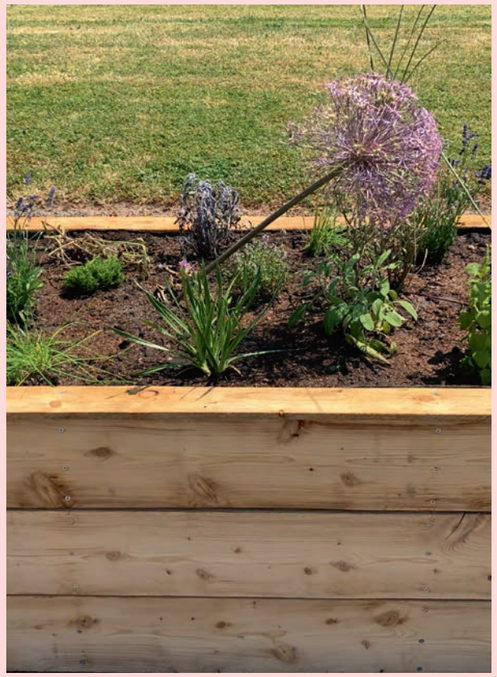
The benefits are primarily ecological and human. Ecologically, we have observed the return of sensitive aquatic and riparian species and an improvement in the quality of the environment. Humanly, these initiatives strengthen internal cohesion and the attractiveness of the company: more and more candidates mention their interest in our CSR and biodiversity commitments during recruitment. Even if the direct economic impacts are low, these actions contribute to the site's resilience and its territorial anchoring.

What were the main challenges encountered in implementing these actions? What are the next steps you are considering to go further?

The main challenge is sustainability: maintaining the restored areas requires constant vigilance and a recurring budget. We also need to maintain momentum over time, despite staff turnover and other operational priorities. The next steps are to maintain these areas, roll out the "ecolonomy" approach (integrating ecological criteria into industrial projects) at the Dreux site, and monitor the evolution of our CBS indicator with medium-term progress targets.

What advice would you give to a company in the cosmetics sector that wants to commit to biodiversity?

My advice would be to start simply: work with a local naturalist partner, plan concrete and realistic actions, such as restoring one area per year, and involve your teams at every stage. It's better to have an imperfect but active approach than a perfect project that never gets off the ground. The key is consistency and coherence between CSR commitments and actions on the ground.



5. TOOLS AND CONTACTS

To support companies in their transition to more biodiversity-friendly practices, there are now many tools, frameworks, and mechanisms specifically designed to meet their needs. These resources enable them to assess their impact on nature, identify areas for improvement, structure their approach, and benefit from support tailored to their sector and size. These frameworks and tools thus play a key role in guiding, raising awareness, and supporting action, making the ecological transition more accessible, pragmatic, and consistent with current biodiversity issues.

TOOL	MAIN OBJECTIVE	TARGET	ENTRY LEVEL
Entreprises engagées pour la nature	Voluntary structuring of a biodiversity action plan	All sizes	All profiles
MOOC Biodiversité	Training and awareness program	All sizes	Beginner to intermediate
Diag' Biodiversité	Initial diagnosis with expert support	SMEs	Beginner
Lab Transition Nature	Awareness, management tools, resource	All sizes	Intermediate
ACT Biodiversité	Comprehensive assessment, traceability, accountability	Large companies/mid-sized companies	Advanced (for companies already engaged in initiatives)
Norme ISO 17298	Integration of biodiversity into the strategy and operations of organizations	All sizes	All profiles, assistance in structuring strategy

The Entreprises et Biodiversité (Business and Biodiversity) platform, developed by the Orée association with the support of the French Biodiversity Agency, summarizes all the available tools, with the option to select those applicable to the cosmetics sector

FEBEA GUIDE TO GOOD PRACTICES IN BIODIVERSITY

For several years now, the cosmetics sector has been undergoing a profound transformation, notably through the implementation of sustainable supply chains, the measurement of its footprint on biodiversity, and the reduction of its environmental impact. In order to support the entire sector in moving faster and further, FEBEA published a guide to best practices in the sector in 2021. This has enabled all cosmetics companies, regardless of their size, to draw inspiration from these experiences and implement them on their own scale.

This guide lists best practices in the sector to provide everyone with concrete, transferable examples that can inspire new actions and thus accelerate the ecological transition of the entire sector.

In total, the guide brings together 176 best practices from companies of all sizes. It presents numerous examples of existing initiatives that any company can choose to participate in.

The guide[31] is available on the FEBEA website

[31] https://www.febea.fr/etudes-et-rapports/guide-biodiversite-bonnes-pratiques-du-secteur-cosmetique

COMPANIES COMMITTED TO NATURE

The "Companies Committed to Nature" program, led by the French Office for Biodiversity (OFB), is now the benchmark for French companies wishing to structure, highlight, and gain recognition for their commitments to biodiversity. It is aimed at all companies – microbusinesses, SMEs, mid-cap companies, and large groups – regardless of their level of maturity on the subject. Faced with the growing challenges associated with the erosion of biodiversity, companies are called upon to play an active role. This program enables them to do so within a clear, progressive framework that is aligned with national and European ambitions.

By joining the program, a company can:

- Develop a biodiversity roadmap using methodological tools provided by the OFB
- Gain visibility through public recognition of its commitment and participation in national events
- Anticipate regulatory changes, such as the CSRD, or future biodiversity reporting
- Enhance its attractiveness by rallying its teams around a meaningful cause
- Access resources and feedback by joining the Club des engagés, a forum for exchange with other committed companies and regions.

A program accessible to companies of all sizes

It offers methodological support, regardless of the company's level of progress. It is therefore possible to join without having a defined biodiversity strategy: the main thing is to formulate an action plan within a year of joining.

Aid such as the BPI/OFB Biodiversity Diagnosis, which is 40% co-financed, can facilitate this step. It enables companies to diagnose their dependencies and impacts and identify actions to be implemented.

The three main stages of the process:

1/ **Membership:** The company begins by signing the 10 principles of joint commitment , which lay the ethical and methodological foundations of the program.

2/ **Commitment:** Within the following year, the company must formulate a structured multi-year action plan (2 or 4 years) aligned with the SMART principles (Specific, Measurable, Attainable, Realistic, Time-bound). Actions may relate to purchasing practices, site management, employee awareness, or product innovation.

3/ **Monitoring and promotion:** A monitoring report is required every two years. It is reviewed by a panel composed of institutional and associative actors and representatives of economic actors, who may issue recommendations to strengthen the approach. At the same time, companies are promoted on the official website and through program events.

Concrete benefits for companies

➜ Align existing commitments (zero deforestation, traceability, circularity) with an integrated roadmap

➜ Strengthen the credibility of initiatives with customers, distributors, and investors

➜ Identify progress indicators tailored to the business (traceability, use of labels, green spaces, etc.).

Integrate a collective dynamic

By joining the Club des Engagés, companies benefit from privileged access to a community of mobilized actors (companies, local authorities, federations). They can participate in discussions, working groups, or become ambassadors for the program themselves. This dynamic not only enables individual progress, but also contributes to sectoral transformation.

Companies committed to nature

The FEBEA is a "Committed Partner for Nature." Explore its commitments:
https://ofb.gouv.fr/ambassadeurs-programmes-engages-nature/federation-des-entreprises-de-la-beaute

BPIFRANCE BIODIVERSITY DIAGNOSIS

Diag Biodiversité, launched in partnership between Bpifrance and the French Office for Biodiversity (OFB), is designed to help French SMEs, regardless of their sector, identify their impact on ecosystems and their dependence on the services provided by nature. Over a period of three to six months, a certified expert conducts a biodiversity materiality analysis covering the entire value chain (impacts, risks, opportunities). Internal teams are made aware of the issues, and then an initial operational action plan is jointly developed — an essential step in integrating the approach into the Entreprises engagées pour la nature (Businesses Committed to Nature) program. This program is 40% subsidized by the OFB (remaining cost ≈ €6,000 excluding tax). Offered as part of the national deployment plan, it targets nearly 300 companies over three years.

By joining the Biodiversity Diagnosis, the company gains a structured framework for integrating biodiversity into its strategy, with a methodology compatible with transparency and reporting requirements (CSRD, ESRS E4). It takes the first steps towards becoming a "Company committed to nature," which opens up monitoring by the OFB, enhanced public positioning, and access to the Club des engagés, a network for the exchange of best practices. This assessment is a strategic tool for anticipating regulatory changes, strengthening the credibility of its CSR commitments, and structuring its concrete actions in favor of biodiversity.

Diag BPI France

LAB TRANSITION NATURE

The Lab Transition Nature, co-piloted by WWF France and the French Office for Biodiversity, functions as a true innovation laboratory for companies.
Launched in March 2025, this network brings together companies, NGOs, public authorities, and experts to help translate biodiversity commitments into science-based targets, in particular through the Science Based Targets for Nature (SBTN) methodological framework. It complements the "Businesses Committed to Nature" program by offering workshops, feedback, operational guides, and collective work on strategies aligned with ecological thresholds to be respected.This mechanism is particularly useful for companies ready to raise their biodiversity ambitions: it enables them to define targets for reducing their impact on ecosystems, structure coherent transition plans, and position themselves as pioneers. Directly linked to the national EEN program, the Lab facilitates the transition from declarations of intent to strategically rigorous implementation by sharing robust methodologies, accurate data, and collective mobilization. Please note that you must have taken steps with EEN to join the Nature Transition Lab.

Nature Transition Lab

MEDEF BIODIVERSITY MOOC

The MOOC "Businesses & Biodiversity: Take Action," co-hosted by the League for the Protection of Birds (LPO), MEDEF, and OFB, is a free, self-paced online training course (6 to 9 hours) intended for all professionals, including small businesses. It helps participants understand the importance of biodiversity issues for businesses, identify appropriate levers for action within their core business or site, and structure an initial action plan. The educational program is organized into three sequences: understanding the urgency, devising solutions, and taking action through practical and collective steps. This format uses a combination of videos, quizzes, feedback, and methodological tools to promote a concrete and collective understanding of the subject.

This MOOC also provides direct access to the Entreprises engagées pour la nature (Companies Committed to Nature) program, in particular via the ambassador course aimed at microbusinesses and SMEs with fewer than 10 employees: the responses to the proposed activities can be used as the basis for the application to join the pro national program. It is therefore fully integrated into the biodiversity support ecosystem offered by the OFB, as an accessible educational springboard enabling the transition from diagnosis and awareness-raising to an officially recognized structured commitment.

Access the MOOC
https://mooc.formation.lpo.fr/

ACT BIODIVERSITY

ACT Biodiversity is a methodological framework developed by ADEME and the ACT Initiative program, in partnership with the OFB, the final version of which will be launched in early 2026. It aims to support companies in the robust assessment of their ecological transition strategy, specifically in relation to biodiversity. Ultimately, the method will also serve as an accountability tool, aligned with European (CSRD, green taxonomy) and international (Global Biodiversity Framework – GBF) requirements.

A method based on pressures on nature

The method is based on the analysis of the five major pressures defined by IPBES: land and sea use change, pollution, overexploitation, invasive alien species, and climate change. These pressures are assessed across three spheres of influence: direct operations, upstream (suppliers), and downstream (use/end of life).

ACT Biodiversity structures its assessment around nine thematic modules: governance, strategy, key pressures, dependencies, value chain, adaptation, trajectory, evidence, and sectoral alignment. These modules combine sectoral indicators, quantitative data, internal policies, and monitoring mechanisms to provide a holistic and rigorous view of the biodiversity transition.

https://actinitiative.org/fr/act-biodiversity/

What are its specific features?

- Multi-criteria assessment: combines performance, narrative consistency, and credibility of the trajectory.
- Sectoral approach: assessment grids are available for several sectors (cosmetics grid currently under development).
- Strategic orientation: the method integrates the economic model, R&D levers, supplier commitments, and product transformation.
- Regulatory alignment: designed to anticipate CSRD requirements and align with the TNFD or SBTN.
- Climate-biodiversity complementarity: ACT Biodiversity is part of the ACT suite of tools (climate, transport, finance, etc.) for integrated reporting.

The beta version of the method was published at the end of 2023, followed by a road test with a dozen pilot companies from January to June 2024. This feedback is currently being analyzed in order to adjust the modules and indicators.

The final version is scheduled for release in early 2026. The aim is to integrate it into regulatory frameworks such as the CSRD and the future National Biodiversity Strategy 2030.

ISO 17298 - INTEGRATION OF BIODIVERSITY INTO THE STRATEGY AND OPERATIONS OF ORGANIZATIONS

Published in 2025, ISO 17298 marks an important step in the international recognition of biodiversity as a pillar of sustainable development. Based on standardization work carried out in France around NF X32-001, it proposes a methodological framework designed to help organizations (companies, associations, public institutions) integrate biodiversity into their strategy, governance, and operational activities.

The standard is structured around four main stages:

- **Identify the expectations of internal and external stakeholders**, as well as dependencies, impacts, risks, and opportunities related to biodiversity
- **Assess the interactions between the organization's activities and ecosystems**
- **Define and implement a proportionate action plan**, including measurable objectives and monitoring indicators
- **Ensure that these actions are consistent with the CSR strategy**, other standards (ISO 14001, ISO 26000) and national or European regulatory requirements.

ISO 17298 does not just define a method: it helps companies to structure their biodiversity approach in concrete terms, by clarifying roles, priorities and progress indicators. For players in the cosmetics sector, it provides a common basis for dialogue with stakeholders (suppliers, local authorities, NGOs, and institutions) and promotes greater consistency between governance, procurement, and site management.

Finally, this standard stands out for its universal and adaptable nature: it can be implemented by any type of organization, regardless of its size or maturity on the subject, with a view to continuous improvement and a measurable contribution to the preservation of life.

ISO 17298
https://www.iso.org/fr/standard/17298

LOCAL SUPPORT

Beyond these national measures, companies can find valuable support from local actors, who can help them adapt to the realities on the ground. Regional biodiversity agencies (ARBs) are often the first point of contact: they bring together local authorities, associations, and socio-economic actors, and can direct companies to the right contacts and existing measures.

Water agencies, present in each of the major river basins, support numerous projects that promote biodiversity and adaptation to climate change, including actions carried out by companies. **Regions and local authorities** are also developing their own biodiversity strategies (regional biodiversity strategies, territories committed to nature, sensitive natural areas, etc.), which pave the way for partnerships and appropriate funding.

Regional and national nature parks, nature conservatories, and marine nature parks offer opportunities for direct collaboration, whether to promote sustainable practices, get involved in restoration projects, or support a territorial branding approach. Finally, a variety of actors in the field – nature conservation associations, consulting firms, ecological engineering and landscaping companies – provide concrete expertise to translate commitments into measurable actions: ecological diagnosis, space management, environment restoration, and team awareness.

6.

GOING FURTHER: REGENERATIVE COSMETICS

FROM BIODIVERSITY PRESERVATION TO A REGENERATIVE "AMBITION"

By Thomas Busuttil - Founder and CEO of La Cinquième Saison

This guide shows how biodiversity is, particularly for the beauty sector, a crucial foundation for the sustainability of its activity and, more broadly, for our common future. It also highlights the fragility and major degradation of this biodiversity and therefore the need to protect it, but also to repair, restore, and rehabilitate the soils, landscapes, plant and animal species that have been impacted by human activity.

In this sense, setting a regenerative "ambition" in relation to one's activity is a natural extension of the focus on biodiversity that structures this guide.

A SIMPLE PRINCIPLE, BUT COMPLEX TO IMPLEMENT

In principle, adopting a regenerative ambition is relatively simple: it consists of **giving back to nature and society more than we take from it**. It refers to the concept of "net positive" or "**net positive impact**." This concept demonstrates how a company seeks not only to reduce or even eliminate its negative impacts, but also to simultaneously create value that is not only economic and financial, but also environmental and societal, ultimately **creating overall value that exceeds the environmental and social resources used to produce that value.**

But developing and implementing a regenerative strategy is obviously more complex for a company to integrate...

Exploit, minimize, contribute, regenerate: the four steps for a company to become regenerative.

If we look back at the history of companies and how they have gradually integrated this multi-dimensional approach into their activities, we can identify the different stages of progress that need to be completed in order to become regenerative:
Originally, companies were solely focused on **exploiting resources**, with the sole objective being purely economic and the sole purpose being to increase the financial value of the company.

At the beginning of this century, the concept **of corporate responsibility** was a first step toward taking into account the social and ecological impacts of business. In this case, companies sought to **minimize and mitigate their impacts**, but without fundamentally questioning their methods of sourcing, operating, or distributing their products and services.

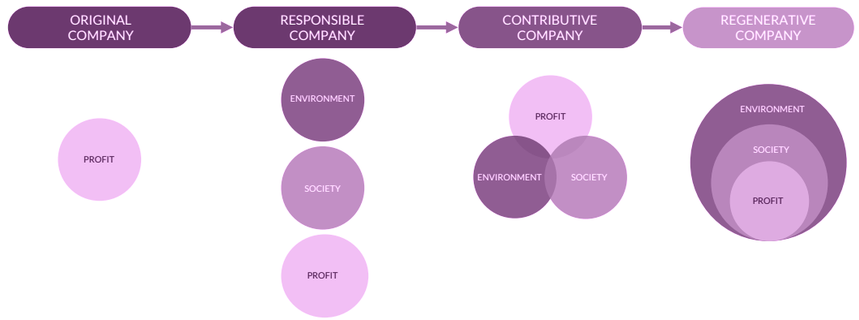


Figure 11: The four stages of regeneration

Over the past decade, the concept **of the contributory enterprise** has emerged. In addition to increased efforts to reduce their impacts, for example by **integrating circular eco-design, recycling, or upcycling principles** into their business models, ... or **formalizing policies for decarbonization or respect for human rights** in the value chain, these so-called contributory companies have also integrated into their activities **the desire to generate environmental and social contributions** at the same time as they create economic value. Applied, for example, to an asset procurement policy, this translates into the integration of agroecological approaches that will be accompanied by training or even co-development programs to empower suppliers and enable them to implement these practices.

The acceleration of environmental and social impacts demonstrated by the IPCC and IPBES, the emergence of a consensus on planetary boundaries and the fact that two-thirds of them have been exceeded, etc., have gradually led to the concept **of regenerative business**. The ambition then goes far beyond the contributory business.

THE 4 KEYS TO A REGENERATIVE BUSINESS

First and foremost, it requires **a profound change in mindset** in order to conceive of the role and impact of a business in relation to its human and ecological environment.

This major change consists first of all in **moving from a fragmented approach** (i.e., one that separates economic, social, and environmental dimensions) **to an integrated approach** that recognizes that every action taken by a company has economic, social, and environmental impacts at the same time.

This regenerative approach must also **incorporate an ecosystemic logic of partners (nature being considered a partner!) again moving from a unidirectional relationship** (in its relationship with nature to extract the resources necessary for its growth, as in its relationships with its subcontractors) **to a symbiotic relationship** in which **all stakeholders are interdependent** (without pollination there are no raw materials, without know-how there is no production, etc.) and **which is based on a collaborative approach of co-evolution.**

The regenerative ambition will also be embodied by **the desire, on the one hand, to strive to eliminate its negative impacts** (for example, ensuring that its formulas and packaging are completely safe, both from a toxicological and ecotoxicological point of view, ensuring 100% recycling of its process water in a dry factory approach, guaranteeing a minimum wage and social protection for local populations where raw materials are sourced, etc.) **and, on the other hand, maximizing all social and environmental contributions related to its actions** (e.g., a sunscreen that is not only harmless to corals but also contains trace elements that boost their resistance to bleaching and help them regenerate, ensuring that the wastewater from my factory does not pollute the environment but also helps to improve the water quality around my site, relocating part of my production closer to my supply chain in order to redistribute part of the value locally, etc.).

Finally, this ambition requires **defining the framework and territorial scope within which the company operates**. This territorial scope may vary (site, region, country, planet) but allows both to better build and prioritize the regeneration trajectory desired by the company and to evaluate retrospectively all forms of direct and indirect economic, social/societal, and environmental value creation generated in order to fully promote them to its stakeholders.

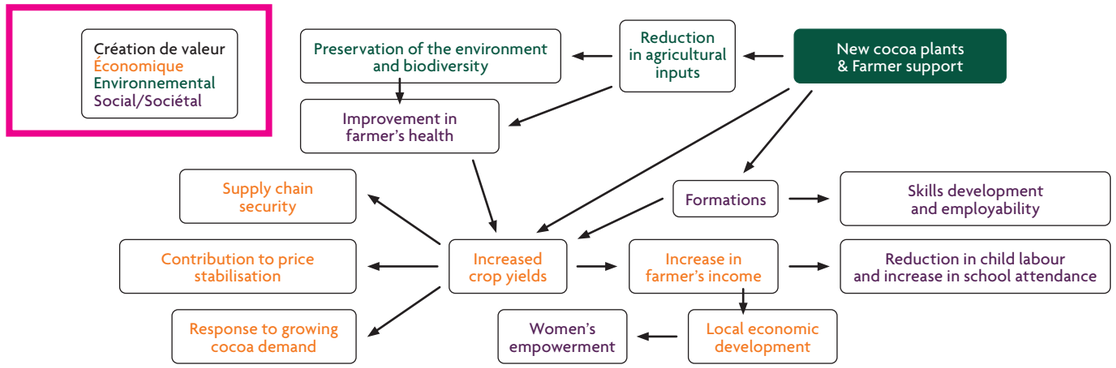


Figure 12: Systemic value creation dynamics, example of a sustainable procurement policy in the agri-food sector (example of cocoa)

THE 5 CROSS-CUTTING LEVERS TO BE INTEGRATED INTO A REGENERATIVE APPROACH

The implementation of this regenerative ambition must, of course, **extend to the entire value chain of the company and all its stakeholders.**

Beyond that, it must also take into account five cross-cutting dimensions that will enable its achievement:

1/ **Culture :** developing a "regenerative culture" means working both on **training/raising awareness among its managers, employees, and stakeholders (shareholders, governance bodies, suppliers, etc.)** to support them in this transformation, and on **the organization of the company** so that it reflects the systemic and cross-functional approach of regeneration. Working to **break down silos between functions and promote the autonomy of teams and employees**, particularly those in the regions concerned, are two examples of the organizational changes that need to be implemented.

2/ **Economic model(s):** becoming regenerative requires a thorough review of the business model. It therefore requires the **development of a "natively" sustainable innovation policy** that explores circular, functional, and service-based models (i.e., based on usage and performance vs. ownership) that are collaborative and inclusive. This evolution can be done gradually to test these innovations before scaling up. Hence the existence of several business models that coexist and evolve over time.

3/ **Alliances:** as we have seen, this regenerative approach can only work within **an ecosystem of partners based on collaboration and co-evolution.** Hence the importance of clearly identifying and prioritizing them and **clarifying the terms for sharing value**, both to motivate them and to be able to promote the efforts made to stakeholders.

4/ **Data:** the way in which this regenerative ambition is taken into account and evaluated also requires **a fundamental rethinking of the type and granularity of the data needed for this evaluation.** This work is key both to **steering the process and to promoting it in the company's regenerative narrative.** It ties in with the organizational dimension to ensure the collection, processing, and use of this data.

5/ **Communication:** given the efforts made to achieve this regenerative ambition, it is also essential to **create and nurture the narrative of this transformation** towards regeneration. Building a structured and structuring narrative will thus make it possible to promote the entire approach to customers, shareholders/partners, employees, communities, NGOs, etc. It will also form the basis of **"regenerative marketing", enabling the company to differentiate itself from its competitors, nurture customer relationships, differentiate its strategy and offerings, and attract and retain employees.**

> Regeneration is a goal and an ambition. It enables companies to gradually realign their activities and give them meaning and consistency (alignment and consistency between our thoughts, feelings, words, and actions). It embodies the company's understanding and desire to be part of a world where the economy develops with respect for human and non-human life, because it is this co-evolution that is the basis of its robustness and resilience over time.

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