

**CSR – Best Practices of France  
(in english)**



**CSR-BEST-PRACTICE**  
**COUNTRY France**

**Name of Company:** Advent Agri  
**Sector:** Agroindustry  
**Core Business:** use of potato starch  
**Address:** Haussimont (51)  
**Contact person:** Pascal Foy  
**Function:** Chairman  
**Number of employees:** 100 (60 permanent, 40 seasonal)  
 Sources: Ministry of ecology and sustainable development; Newspaper *La Marne Agricole*: <http://www.la-marne-agricole.com>,  
 Telephone conversation of 20 April 2007

**Description of the company:**  
 Advent Agri is a simplified limited company owned 60% by the Sphère group (specialising in packaging) and 40% by an agricultural cooperative. It was created in August 2006.

**How does the company show social responsibility?**

**(e.g. Social responsibility, responsibility to environment, employees, community)**

**Responsibility to the environment:**

Creation of a natural and biodegradable product to combat forest fires. Powder based on potato starch and natural ingredients. Mixed with water, it forms a gel to be sprayed over the objects and targets to be protected. When the flames approach, this gel is transformed into an energy-absorbing carbon protective foam. It can also be used directly against fire.

**Social responsibility:** taking over of a production site for potatoes in the Champagne-Ardennes region (the Haussimont starch plant) threatened with closure. Maintenance of industrial activity: job preservation (of which 100 direct and around 200 indirect: farmers, seed companies and subcontractors). Creation of new jobs.

**Responsibility to civil society:** support for local development by safeguarding the agricultural chain.

**What are the reasons, the history for the CSR activities?**

The Haussimont starch plant, previously owned by a Dutch group, was threatened with closure. Farmers organised into a cooperative sought to take over the site, but in order to achieve this, needed to raise financial resources, and find new outlets for agro-resources. In connection with another company (bio-cr ation), they developed the anti-fire gel based on potato starch. The product, patented by bio-cr ation is exclusively used (from 2007 onwards) by the company Advent Agri, which moreover is working on other leads for promoting the product, such as bioplastics.

**What is the profit for the company on these CSR activities?**

The safeguarding of the jobs of farmers involved in the company and the first important benefit for Advent Agri.

The creation of a strong brand image is also fundamental for this young company in the start-up phase which thus emphasises its innovative character, its concern to develop products which respect the environment and its positive impact on local activity.

The company has won several prizes: for innovation (Ministry of Research, 2006, eco-product prize for sustainable development 2006 from the Ministry of Ecology and Sustainable Development.

**What is the profit for the stakeholder of the company?**

The fire gel allows the reduction of costs of intervention against forest fires, by reducing the resources to be deployed. This limits water consumption significantly.

Development of innovative channels for the promotion of agro-resources: agromaterials: firstly, the fire gel, but in the future, dustbin sacks, agricultural films, etc.

Safeguarding of jobs by maintaining the potato starch chain. Creation of new jobs foreseen through the future creation of a bio plastics granules unit.

**Pascal Foy**, Chairman of Advent Agri, interviewed by LA MARNE AGRICOLE: *“The peasant in me is very satisfied. We have achieved the objectives set 18 months ago. Our alliance with the Sphere group within the context of Advent Agri is a very important event for farmers. By thus shortening the chain which links us to the consumer, we can expect a further enhancement of the value of our products. At a time when sustainable development enters into every discourse, the recovery of the Haussimont site is a concrete example of this: We shall maintain and expand economic activity based on innovation, linked to the preservation of the environment, saving and developing jobs within a rural context. The threat linked to the departure of Avebe has been transformed into a genuine opportunity.”*



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<p><b>Name of Company:</b> L' Artésienne  <b>Sector:</b> printing  <b>Core Business:</b> printing of paper  <b>Address:</b> Lièvin (62)  <b>Contact person:</b> Ignace Motte  (imotte@artesienne.com)  <b>Function:</b> manager  <b>Number of employees:</b> 53  Source: www.alliances-asso.org</p>	<p><b>Description of the company:</b>  SCOP (Cooperative production company) created in 1967 by 14 employees of a printing works in Lens.  The employees hold 89% of the capital.</p>
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**How does the company show social responsibility?**  
(e.g. Social responsibility, responsibility to environment, employees, community)

Towards the environment:

- finding partners to treat its refuse (inks, solvents, varnishes, papers, printer and photocopier cartridges, aerosols, neon) in specific chains.
- raising the awareness of clients to this approach in order to motivate them to use the companies with an "imprim' vert" [green printing] label, to use recycled paper, etc.
- to monitor the origin and nature of raw materials (recycled paper, chlorine- and chemical free paper, vegetable oil-based inks in the place of hydrocarbon-based varieties, natural pigments, water-based rather than solvent-based varnishes).

Towards employees:

- employee share ownership.
- employees become associates after 2 years of seniority

**What are the reasons, the history for the CSR activities?**  
(e.g. high fluctuation rate, high costs for environment, many accidents in the workplace, many ill employees, consumer criticism, NGOs, instruments for recruiting staff).

The l' Artésienne print works has voluntarily sought to evaluate its social and environmental responsibility with the aim of safeguarding the environment. Hence, following the drafting of a company report in 2003, l' Artésienne decided on a larger assessment of the biophysical environment, and thus became the first company in the Pas de Calais to submit to this kind of demand.

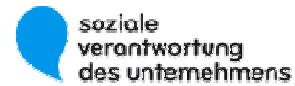
**What is the profit for the company from these CSR activities?**

Financially, the costs generated by the recovery and reprocessing of waste, as well as by specific investments are largely offset by the resale of "paper clippings".

Socially, the pride in belonging to a more civic company; improvement of working conditions through the use of less toxic products and greater employee motivation.

Sale, contribution of a new client base aware of these concerns.

**What is the profit for the stakeholder of the company?**  
Safeguarding the environment



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**COUNTRY France**

<p><b>Name of Company:</b> Ronckier  <b>Sector:</b> cattle breeder and cheese producer  <b>Core Business:</b>  <b>Address:</b> Killeme (59)  <b>Contact person:</b> Jean-Bernard Ronckier  <b>Function:</b> director  <b>Number of employees:</b> 4  <a href="http://www.alliances-asso.org">http://www.alliances-asso.org</a></p>	<p><b>Description of the company:</b>          Limited company (SA) created in 1985. In partnership with professional schools in the region.</p>
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**How does the company show social responsibility?**  
 Responsibility towards the environment  
 The cattle breeder treats effluents with an entirely natural and sustainable process. Within the context of its Control Plan for pollution of agricultural origin, Mr. Ronckier purifies its residual used water from livestock breeding and cheese production

**What are the reasons, the history for the CSR activities?**  
 Jean-Bernard Ronckier symbolises the responsible farmer: "I live by nature, I respect it". He has developed a natural and innovative method for eliminating agricultural effluents. The irrigation procedure has a social utility. This technique has been deployed for the first time in French agriculture.

**What is the profit for the company out of these CSR activities?**  
 This responds to the objectives of sustainable development, and the nitrate directive of the European community.  
 The fields are no longer contaminated by effluents containing bacteria, nitrates, and phosphate, the willows absorb them and then the wood is used as heating wood (cost reduction).

**What is the profit for the stakeholder of the company?**  
 Sustainable agriculture.  
 Inspection of operation in order to reproduce the process.  
 Fields less contaminated by effluents.



**CSR-BEST-PRACTICE**  
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**Name of Company:** Tanneries Nouvelles Pechdo  
**Sector:** skins and leather  
**Core Business:** Tannery  
**Address:** Millau Aveyron (12)  
**Contact person:** Ademe Midi Pyrennées  
**Function:**  
**Number of employees:** 59  
 Sources: Ademe, <http://www.ademe.fr>

**Description of the company:**  
 The company Tanneries Nouvelles Pechdo is a medium-sized company with 51 employees. It specialises in the processing of cattle skins.

**How does the company show social responsibility?**

The principal activity in the field of social responsibility is the environment.

**What are the reasons, the history for the CSR activities?**

The production process includes an operation which consists of separating the raw skin from the residues of fat and meat. Pechdo produces 1,700 tonnes of these residues per year which constitute refuse (glue stock).

The elimination of this refuse is extremely expensive and estimated at over Euro 140,000 per year.

Within the context of its environmental policy, Pechdo decided to reduce these expenses and to make use of these fatty by-products for energy.

In order to recover the residues, the company drew on another company: Lacaze SA, to transform the residues into fuel and produce hot water.

The company's initiative was supported by Ademe (French Environment and Energy Agency).

**What is the profit for the company out of these CSR activities?**

By virtue of this new process, the company recovers 80% of residues and has reduced its production costs for hot water. Each tonne of residue produces 318 kWh per year and has permitted an energy gain of 540,000 kWh. The company saves 45,000 Euros per year. This new process has permitted the creation of one new job.

The company won first prize for the "Trophies for economical and clean technologies" in the category "small- and medium-sized companies", organized by Ademe.

**What is the profit for the stakeholder of the company?**

**(Lower emissions to the environment, higher acceptance by the stakeholder, e.g. consumer, support of disadvantaged groups, better working and living conditions of employees and citizens)**

This process responds to the definition of corporate social responsibility:

- environmental aspect: reduction of greenhouse gas emissions linked to the reduction in the use of transport and the preservation of sanitation networks
- economic aspect: creation of a new chain of residue recovery
- social aspect: reduction of olfactory pollution linked to the storage of residues.



**CSR-BEST-PRACTICE**  
**COUNTRY France**

**Name of Company:** Triselec  
**Sector:** Selective sorting  
**Core Business:** Waste recycling, development  
**Address:** SEM TRISELEC, ZI de Petite Synthe, 59640 Dunkerque  
**Contact person:** Serge Roulez (serge.roulez@triselec.fr)  
**Function:** operational director  
**Number of employees:** 180 per year (sorters employed for fixed terms, with renewable 4-month contracts)

**Description of the company:**  
 Creation in 1989. Mixed economy company.  
 Initiative of the Urban Community of Dunkirk. 6 recycling chains: glass, cardboard, steel, aluminium, plastic, miscellaneous materials.

**How does the company show social responsibility?**

The principal activities in the field of social responsibility are the protection of the environment, energy saving and the employment of individuals in difficulty.  
 Public harnessing of refuse (common industries, deriving from commerce and private users, environmentalists, hospitals, etc.). Between 1990 and 2005, 207,300 tonnes of refuse recycled; resulting in a saving of 31,250 tonnes of oil and 95,000 tonnes of water.  
 Recovery, sorting and development of refuse: civic actions. Effectively,  
 a) sorting at source: raising awareness of residents regarding the sorting of plastics, paper, glass, metal.  
 b) development of sorting by virtue of the circulation of limited compactor dump trucks which strengthen public services.  
 c) employment of staff in difficulties and being reintegrated: the company has chosen mixed manual and automatic sorting. The company takes part in requalification (in environmental professions) of a public in economic difficulties without a sufficiently high level of education.

**What are the reasons, the history for the CSR activities?**

The creation and development of the enterprise were supported by Ademe (French Environment and Energy Agency) and by the Region of Nord/Pas-de-Calais.  
 TRISELEC was created to emphasise the social responsibility of local authorities in an industrial and polluted region.

**What is the profit for the company from these CSR activities?**

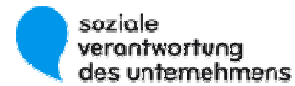
For the company: feedback along the chain, since the company has developed partnerships with industries which manufacture recycled products. E.g. A sustainable partnership developed with Eco-emballage, which grants preferential prices to plastics and cardboard sorted by Triselec.  
 Good brand image, since the company observes recognised standards:  
 - Triselec has ISO 9001 certification: effectiveness of internal organisation; which allows clients' confidence to be gained.  
 - Triselec has ISO 14001 certification due to its desire to minimise the impact of its activities on the environment and for its policy of risk prevention.

- Triselec has MASE certification (Improvement of company safety). Areas: Safety, Hygiene, Environment. This means a major involvement of the directors of the company in these areas, the implementation of internal provisions for staff training as well as for inspections.

**What is the profit for the stakeholder of the company?**

For the local authority: Energy savings, lower cost linked to refuse treatment. Integrated refuse management by the local authority, with a concern for optimal development.  
Reinsertion of individuals in difficulty.





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