

Réserves de
BIOSPHERE



FRANCE

ENGAGE ENTERPRISES TO MOVE TOWARDS MORE SUSTAINABILITY

A CHARTER FOR ECO- PLAYERS



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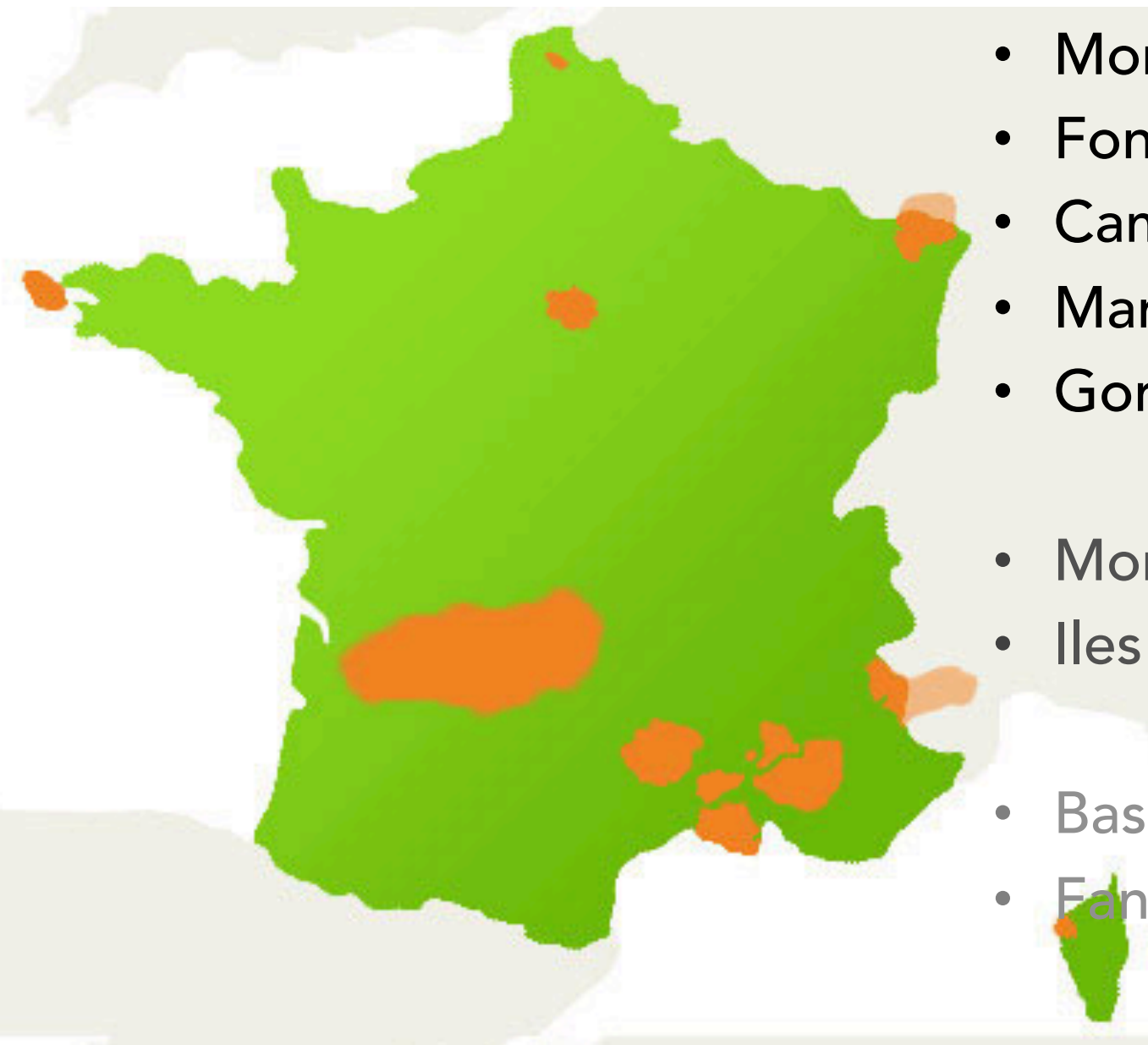
Principles

- Progress strategy for BR enterprises or association
- Voluntary participation
- Collective approach
- Free adhesion and free definition of commitments (for 3 years)
- double sponsorship and public declaration of commitments

Concerned partners

The BR coordinator and voluntary participants :

- All types of enterprises, associations, craftsmen, farmers...
 - Touristic providers (Fontainebleau)
 - Winemakers (Mont Ventoux)
 - Craftsmen, associations which promote culture and sensibilisation...
- Technical partners : chambers of commerce/ agriculture and tradesmen, environmental associations...
- With the support of MAB France



- Mont Ventoux
- Fontainebleau Gatinais
- Camargue
- Marais Audomarois
- Gorges du Gardon
- Mont Viso
- Iles et mer d'Iroise
- Bassin Dordogne
- Fango

Methods of implementation

- Identification of potential players who are interested to progress
- => Individual meetings, exchanges/discussions...
- Collective meetings to introduce themselves to the network, to share experiences, and define commitments
 - Workshop to inform ecoplayer participants about the Biosphere reserve (what is it? Why is it different to live/work here?)

Advantages for the BR

- To promote our BR and our projects to the local community
- Engage participants with the capacity to act for the BR in every day activities
- To have the benefit of BR ambassadors!
- To realise an overall vision of the biosphere reserve (important when the BR is divided between several administrations...)

Advantages for eco-participants

- To show their activities,
- To explain their willingness to progress
- To be advised by a technical committee and a scientific committee, by MAB France according to their own commitments
- To be recognized by UNESCO, by local authorities
- To build projects together

Limits and difficulties

- It's a network developed by and for eco-participants : we need time to organise!
- Challenge for BR is to keep a good standard of network animation
- We are still developing our method : we lack stability...
- Ecoplayer recognition by UNESCO is not very known by the authorities and public...
- Recognition which is less known than some labels...

Solutions

- Find public money or sponsorship to create new actions (supported by network)
- Sensitize local and national authorities about this recognition, with MAB support to communicate