

Presentation

Our missions

Partner businesses and communities for the environment: Dialogue, test, propose

Founded in 1992, Orée is an association that brings together members from diverse areas to discuss and test specific integrated environment management solutions throughout France.

The name *Orée*, which was chosen by its founding president, is a reference to a quote from Henry David Thoreau's *Walden; or, Life in the Woods* ("*Whenever the economy progresses, the edge of the forest retreats*") and speaks to the commitment of the association to proposing solutions to the consequences of indiscriminate growth at the expense of nature, so as to bring economy and environment into balance.

Orée and the environment: For an economy at the service of man

- A constructive forum for operational action and dialogue between all of these agents.
- Information and assistance integrating environmental and societal criteria in decision-making mechanisms, taking economic realities into account.
- Involvement in a consultation process that respects the differences of each agent in society.
- A legitimacy of proposals from members and other stakeholders via experimentation, and the sharing of good practice.
- A representation of members, expression of their concerns and the formulation of proposals on an institutional level.

The sense of joint action

The experience of national partnership

For *Orée* and its members, business parks, a meeting point for businesses, communities, associations and managers, represent a "vast laboratory for the analysis and detection" of transversal themes: collective management, consultation, transport, risks, etc.

Synergy at the service of business

This synergy between business and communities allows *Orée* to help businesses, large groups and SMEs develop their environmental policy: awareness training for personnel, the availability of information to the citizen-consumer, the involvement of sites and affiliates, awareness among suppliers and subcontractors, environmental product design, etc.

Assistance and tools for effective action

- Information and tools for environmental management, with one department dedicated to ecological business management.
- Field accompaniment and the implementation of joint operations.
- Theme-based national, European and international exchanges.

Our services

From exchanging to sharing experiences

7 priorities

Biodiversity and Economy
Eco-design of products and services
Industrial ecology - transports logistic
Environmental risks
Environmental expertise
Environmental labeling and reporting
Public Health and environment

The wealth of working groups: Active participation and the formulation of practical tools

With members of Orée and the participation of external parties, theme-based working groups allow you to:

- Compare experiences and *savoir-faire*
- Open up this participation to the different areas of your business
- Regularly take stock of one or more of the proposed subjects
- Prepare practical tools to assist with decision-making
- Develop your structure through your participation.

Between 10 and 25 participants meet every two or three months to discuss an issue that arises from a collective approach to analysis on your environmental information needs. Proposals that result from these meetings are sent to businesses, in particular SMEs, collectives and business parks.

Examples: The environmental management of ecological business management, the eco-design of products and services, biodiversity and business, expertise, etc.

Orée also participates in certain projects of other environmental associations: *Association 4D, Comité 21, ORSE, EPE Bruxelles, Pro Recyclage, etc.*

Orée debates meetings

The aims of these meetings are to strengthen ties between members of the network and help anticipate future issues and problems. They also aim to provide concrete responses to questions specific to certain typologies of agents, situations and commitments, etc. Members meet in an informal and convivial setting with keynote speakers, experts, personalities, etc.

The source of proposals of the Orée network

Orée's experience is now widely recognised and valued by various bodies that represent public authorities and economic agents. In addition, the participation of the Association is increasingly sought after at national consultations, allowing members to express their concerns and formulate proposals at an institutional level.

From information to communication

Weekly newsletter

This newsletter contains the week's main news on innovative environmental approaches, environmental management and governance. It contains news selected using our sources and split up into different sections, ranging from general news to more specific information on members or the life of the Association. Back issues are available in the members-only section of the website.

www.oree.org

Visited on average by 600 internet users each day, it is both a resource centre and an intermediary for communication with a large audience. On your personalised webpage you can set out your position, missions and actions in favour of the environment and sustainable development. This website provides you with access to practical tools: theme-based dossiers, download guide, report on the Grenelle de l'Environnement, etc.

An area is reserved on the website for members of the Association, allowing them to access additional technical content, minutes of working groups and the members' directory.

Interventions

Orée and its members regularly emphasise the experience of the network at meetings, symposiums and salons in France and elsewhere in Europe. A table of statements summarising the year's events provides you with information on this type of intervention.

Press review

Each month, some 50 articles on current environmental affairs with an emphasis on regulation, ecological business management, biodiversity and eco-design are sent to members with an HTML summary. Theme-based compilations are also available on request.

Orée's letter (La lettre d'Orée)

A quarterly publication with more than 10,000 readers, Orée's letter is an account of events within the network and main trends in the environmental sector. Contains information on hot events, feedback on field information, new members, partnerships, an interview with a particularly active member in the area of the environment and sustainable development.

From awareness to accompaniment

Awareness and training tools (collection of Orée guides, internal training sessions, symposiums, etc.): an aid for the diagnosis and implementation of operations.

The collection of theme-based guides and files

Orée guides are prepared in working groups. The themes addressed reflect the current concerns of all agents (private and public) and associations committed to the environment. The guides can be ordered or downloaded from the Publications section of our website, www.oree.org.

Support in the set-up and execution of your projects

A set of competences at your disposal to provide you with outside counsel and advice for the implementation of your environmental projects, such as the co-organisation of meetings and awareness training for your personnel, suppliers and subcontractors.

Regular symposiums and conferences

Each year, Orée organises a symposium to take stock of the issues developed within the Association. Members can participate in this event, the minutes of which are published as a special issue. Eyewitness accounts rich in learning are put forward. Each year, Orée also represents its members at the Salon Pollutec.

PUBLICATIONS (existing publications in English)

Biodiversity and Climate Symposium – Before and After Copenhagen

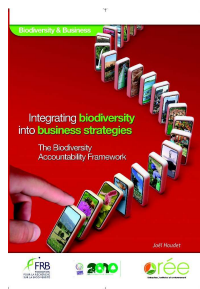
Following the symposium on biodiversity held in Paris on 5 November 2009, a special issue comprised of the addresses given by our guests and a DVD were published.

You can also find the minutes of the symposium in [French](#) and [English](#), as well as [videos](#) of our participants.

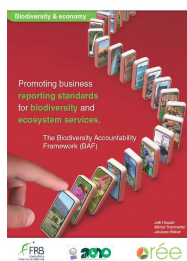


Integrate biodiversity into the strategy of businesses

Objective: To reconcile economic activity and biodiversity, or “form a team with life”, to use the words of Robert Barbault; and the need to mobilise businesses and create new tools. The guide “Integrate biodiversity into the strategy of businesses” is a response to this dual challenge.



Promoting business reporting standards for biodiversity and ecosystem services



Charter of the Association

“LOCAL MEMBER BUSINESSES AND COMMUNITIES”

As a member of Orée, my association promises to observe the following principles during the course of its activities:

ITS CONCEPT OF THE ENVIRONMENT AND SUSTAINABLE DEVELOPMENT:

1. It sees the economy as being at the service of man and the environment as:
 - > One of its three areas of responsibility, along with the economy and social issues
 - > A determining factor in sustainable development.

ITS STRATEGIC OBJECTIVES:

2. It establishes formalised environmental management and drafts a code of good environmental practice within its organisation.
3. It poses the principle of compliance with regulation as the minimum objective to be met.
4. It sets objectives for reductions in the impact of its activities on the environment.

ITS ACTIVITIES:

5. In its activities, it incorporates:
 - > The safety and protection of humans and the environment
 - > The conservation of natural resources
 - > The fate of its products after use.
6. It prepares a risk assessment for its products and services, and adopts the preventative and precautionary measures required to minimise these risk.

INTERNAL ORGANISATION AND COMMUNICATION:

7. It provides awareness and training to its personnel on safety and the environment.
8. It consults on all development projects that can have an impact on citizens.
9. It develops accurate, transparent environmental communications tools.

ACTION OUTSIDE THE ASSOCIATION:

10. It promises not to participate in any action whose objectives are counter to the protection of the environment and/or the citizen.
11. It participates in external projects and initiatives in order to promote consideration of the environment.

An environmental dynamic

Founded in 1992, the **association Orée (businesses, territories and environment)** brings together businesses, national communities and associations to discuss and test specific integrated environment management solutions throughout France. The name *Orée*, which was chosen by its founding president, is a reference to a quote from Henry David Thoreau's *Walden; or, Life in the Woods* ("Whenever the economy progresses, the edge of the forest retreats") and speaks to the commitment of the association to proposing solutions to the consequences of indiscriminate growth at the expense of nature, so as to bring economy and environment into balance.

Orée is:

- **A source of proposals** and maintains regular contact with institutions, government agencies and professional associations. As such, its voice has been heard on issues relating to eco-design, expertise, governance, industrial ecology and biodiversity at the Grenelle de l'Environnement.
- **A facilitator** in the assembly of projects (seminars, awareness workshops, training, etc.)
- **A creative forum for formulating practical tools to help integrate the environment into agents' strategy.**
- **A place of expertise** that offers its members access to its networks of competences to conduct best environment practice

7 priorities

Orée's focus is on emerging environmental issues. The essence of the association is expressed in its 7 priority topics:

- 1) **Eco-design of products and services:** Creation of an online platform <http://ecoconception.oree.org>
- 2) **Business and biodiversity:** French and English language editions of the guide "Integrate biodiversity into the strategy of businesses". You can also find the [minutes](#) of the symposium "Biodiversity and climate".
- 3) **Environmental risk:** The launch of a guide in 2010.
- 4) **Ecological business management:** New edition of *The Plan for Inter-Company Transport: A Tool for Mobility Management in Business Parks*. Publication of the guide *Implementing a Business Ecology Approach in a Business Park*. Coordination of the COMETHE project (www.comethe.org).
- 5) **Environmental labeling and reporting**
- 6) **Environmental expertise:** Publication of a special issue of Valeurs Vertes and a summary
- 7) **Health and environment**

All Orée works can be seen on www.oree.org/en

Orée is a major source of information on environmental management. An interactive platform, it provides access to substantial technical and theme-based content and allows the user to download its guides, which can be delivered by its working groups, online. Extranet access reserved for members allows them **privileged access to information** and receive a weekly newsletter, a monthly environmental press review and a legal news alert.

Contact us:

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The Board of Directors is chaired by Ghislaine Hierso, hierso@oree.org, *Veolia Propreté*, and is made up of Patricia Savin, *Cabinet Savin Martinet Associés*, secretary-general; Alain Chabrolle, *Rhône-Alpes regional council*, vice-president of communities; Bruno Lhoste, *Inddigo* vice-president of businesses, Catherine Ronge, *O2France*, treasury.

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