

SMART criteria

- **Specific:** a set of actions of various kinds with direct or indirect links to biodiversity.
- **Measurable:** effective implementation can be tracked using direct and indirect impact, risk and progress indicators. It is also possible to identify, monitor and evaluate their effects on the state of biodiversity and on changes in stakeholder behavior.
- **Additional:** which goes beyond simple compliance with legislation and regulation, but can also be additional to policy the company's past and present activities. Which leads to positive, significant, material, direct or indirect effects on biodiversity, without negative effects.
- **Realistic:** consistent with all the activities of the signatory company, whether in terms of avoiding or reducing negative impacts or biodiversity-friendly measures. The objectives of these actions are defined in proportion to the size, resources and activities of the company.
- **Time-bound:** objectives and planned actions evolve over time and are part of a progressive ambition to improve performance ecological footprint. It's a real program, with an explicit duration and implementation dates.