

M2i Group's individual commitments to act4nature international

Company overview

M2i Group is a French industrial company with four sites in France and one subsidiary in Chile employing three people. The company specializes in the design, formulation, and production of complex molecules for human health, animal biocontrol, and biological crop protection. Through its research laboratory in Lacq [64], its production facility in Salin de Giraud [13], and its manufacturing center in Parnac [46], M2i meets customer needs in custom chemistry and crop protection using pheromones as an alternative to pesticides.

The development of these non-toxic, eco-friendly, residue-free products protects the health of farmers, local communities, and consumers while preserving soil quality, groundwater, and biodiversity. M2i employs about 190 people, more than a quarter of whom work in R&D. It actively supports regional development by creating jobs in less industrialized areas, with over 110 hires since 2013. The group holds more than 110 marketing authorizations, is present in 60 countries, and achieved a turnover of approximately €30 million in the 2023/2024 fiscal year. M2i is a member of the WWF "Entreprendre pour la Planète" club and collaborates closely with organizations like FNSEA.

Although not subject to the CSRD, the company voluntarily works on sustainability reporting by developing policies, reporting processes, and a double materiality matrix.

Materiality analysis

Our simplified materiality analysis (Annex 1) highlights that our activities significantly impact human health and the environment. As a company specializing in biocontrol, we are particularly attentive to product quality, safety, and biodiversity impact. Our biodiversity commitments stem from our ambition to develop innovative and sustainable agricultural solutions. Our objectives include:

- **Developing new active ingredients from natural or bio-sourced origins** that are less harmful to the environment and more respectful of human health.
 - The commitments related to LCA (Commitments 2.1 and 2.2), the development of new biocontrol solutions (Commitment 7.1), and research on pollinators (Commitment 8.1) are directly aligned with this objective. The goal is to offer more sustainable and environmentally friendly products.
- **Optimizing manufacturing processes** to reduce energy and water consumption and minimize waste production.
 - Reducing our carbon footprint and optimizing energy and water consumption (Commitment 4.1) are concrete actions to achieve our commitments.
- **Recycling hazardous products**
 - In line with our research and development commitment (Commitment 8.1), our teams are dedicated to developing innovative formulation processes that minimize the use of solvents and wastewater. To foster a deeper appreciation for the importance of this research, we are providing biodiversity training to our teams (Commitment 1.1).
- **Collaborate with agricultural and environmental stakeholders** to promote sustainable farming practices and foster the transition towards responsible agriculture.
 - Partnerships with the CMN (Centre des Monuments Nationaux, Commitment 6.1) and WWF (Commitments 5.1 and 5.2) demonstrate the company's commitment to a collective approach and its desire to contribute to larger-scale projects.

The commitments made by the company are closely linked to the strategic objectives it has set for itself and stem from the materiality analysis and the expectations of our stakeholders.

As part of its ESG strategy, M2i wishes to create a double materiality matrix (Commitment 3.1) in order to precisely identify the most significant environmental and social issues linked to its activities. By protecting crops and users of its products, minimizing soil and water pollution, and preserving biodiversity, the Group wishes to affirm its commitment to sustainable and environmentally friendly agriculture.

Links to previous act4nature commitments

Our previous individual commitments, which were due to be completed by 2024, have been successfully achieved. Our commitments 5, 6 and 7 have now been finalized and focused on [sujet des engagements].

Commitment 5 : Actions to address the causes of biodiversity erosion (Annex 2)

Since 2020, M2i has enabled the avoidance of 72,437 tonnes of pesticides on 356,821 hectares thanks to its alternative solutions. Beyond these results, the Group has actively contributed to the evolution of public policies for crop protection, notably by participating in the development of the SNB¹⁾ and the SNDB²⁾.

- Our commitment to training, innovation, and sustainable development has led us to adopt a more comprehensive approach to the environmental assessment of our products. By integrating Life Cycle Assessment (LCA) into our strategy, we are strengthening our ability to offer more environmentally friendly solutions.

Commitment 6 : Employee engagement and awareness (Annex 2)

We have achieved 100% employee training and created a climate fresco, fostering a strong CSR culture within our company.

- However, recognizing the urgency of acting for biodiversity, we are committed to deepening our training and engagement efforts. Our new commitment reflects this ambition.

Commitment 7: Training and raising awareness among stakeholders (Annex 2)

Through its training programs, M2i supports farmers in adopting more environmentally friendly practices. These actions, carried out on an international scale, contribute to the dissemination of alternative solutions and the preservation of biodiversity.

- Having achieved our initial objectives, we aim to give this commitment a new dimension by making it more ambitious. We will therefore modify our indicators and broaden our scope to raise awareness among a wider range of stakeholders.

Ongoing individual commitments, initially scheduled to end in 2025, have been extended. Those that have been renewed with increased ambition will be marked with the symbol "↑". In parallel, four new commitments have been defined to address more specifically the biodiversity challenges identified in our initial materiality analysis. These will be marked with the symbol "NEW". These new commitments will be refined and specified in light of the results of the future double materiality matrix.

Individual commitments

Link to common commitments	Commitments	Scope	Indicator ³⁾	Mesurable objective [SMART]	Deadline
Commitment 1 - Training					
2 4 8	1.1 Top Management Training (72 executives) NEW	French production sites	To provide training on biodiversity issues to department heads and site managers through a specialized external organization or dedicated training resources (MOOCs)	100% of the target population was trained through webinars and awareness workshops	Early 2026
2 4 8	1.2 Awareness training for 119 non-managerial employees	French production sites	Update of the awareness module, with a priority focus on biodiversity	100% of teams in production, research, and packaging sites	Early 2026
Commitment 2 - Measuring the biodiversity footprint of products NEW					
3 4	2.1 Conducting a Life Cycle Assessment	Optimizing the production line process	Carrying out a Life Cycle Assessment (LCA) on the manufacturing processes of sexual confusion	Identify at least one criterion on resource use and validate the methodology used in the LCA	End 2026
3 4	2.2 Extend the LCA	All products	Carry out 100% of comparative LCAs between confusion products and reduce at least one identified criterion	Extend the use of the validated methodology to all sexual confusion products with the aim of reducing at least one resource-related impact	End 2028
Commitment 3 - Development of a double materiality matrix NEW					
2 3 8 9	3.1 Creation of a double materiality assessment	Group	Build a double materiality matrix using a methodology that meets the requirements of the CSRD to identify biodiversity-related impacts (IRO), risks, and opportunities (IRO)	Validation of the matrix by the Executive Committee and, if possible, with a consultative opinion from the WWF	End 2025
Commitment 4 - Carbon footprint assessment					
3 5 7	4.1 Measuring the carbon footprint and deploying actions with no impact on biodiversity	French production sites	Measure and reduce the TCO _{2e} per tonne of product produced, notably by using renewable energy, increasing the sourcing of bio-based materials, and optimizing wastewater recovery and recycling systems to reduce pressure on biodiversity	A 10% reduction in the carbon footprint to reach 38.7 tCO _{2e} /tonne of products manufactured	End 2025
Commitment 5 - Biodiversity conservation actions					
2 5 9 10	5.1 To take action	Group	Annual membership dues to the WWF's Corporate Partnership for the Planet ⁴⁾	Participation in biodiversity protection through support for the WWF's Pelagos Sanctuary initiative, which protects marine cetaceans in a maritime area subject to an agreement between Italy, Monaco, and France	End 2025
2 5 9 10	5.2 Wolf project NEW	Group	Approval of the project by the Ministry of Agriculture	Protecting wolves by using pilot deterrents to safeguard livestock, in partnership with WWF pilot farms and prefectural authorities	End 2026
Commitment 6 - Training actions					
2 5 9 10	6.1 To implement field actions Update ↑ Expand our scope of action by deploying actions with new CMNs and maintaining our agreements with current CMNs	Group	Implementing M2i solutions on 5 CMN sites to preserve their plant life	Collaborate with the Centre des Monuments Nationaux (CMN) through technical exchanges, the supply of treatment products, and team training to implement good biocontrol practices on the green spaces of French heritage sites	End 2025
Commitment 7 - Leveraging scientific expertise to develop and implement an effective environmental strategy					
1 3 5 6	7.1 Deploy expertise	Group	Develop new biocontrol solutions for sustainable agriculture and gardening, addressing new challenges such as new target insects, new crops, and new commercial application methods	Deploy at least one new solution annually, either through: - new actors (by raising awareness about the product and biodiversity issues), - new challenges (types of insects or application methods), - or systematic user training	End 2025
Commitment 8 - Increase our direct contribution to biodiversity					
	8.1 Finding solutions for pollinators		Research budget > €250k	Act to preserve pollinators by allocating a research budget of over €250k over 4 years starting in 2021, focusing on combating predators, parasites, and harmful substances	End 2025

1 SNB = Stratégie Nationale sur la Biodiversité.
 2 SNDB = Schéma National des Données sur la Biodiversité.
 3 Indicator for measuring implementation of the commitment.
 4 [Entreprendre pour la Planète > club | WWF France](#).

Appendix

Appendix 1: Materiality matrix



Appendix 2: Schedule tracking point

Commitment 1: Carbon Footprint

M2i Group measures its carbon footprint and commits to significantly reducing it within the next 5 years.

Deadline 2025

Completion of a carbon footprint assessment in 2024, based on 2023 data, by an external organization (Carbomatrix):
 Scope 1: 141 Tco2e
 Scope 2: 898 Tco2e
 Scope 3: 6791 Tco2e
 A ratio of 290 Tco2e/ME compared to 319 Tco2e/ME in 2019.

Following this carbon footprint assessment, a strategic plan is being validated by the executive committee, committing to spending and seeking subsidies to initiate an ecological transition focusing on energy (steam and solar). The group will launch feasibility studies and energy audits.

Commitment 2: Field Actions

Participation in biodiversity protection through support for the WWF's Pelagos Sanctuary, which protects marine cetaceans in a maritime area subject to an agreement between Italy, Monaco, and France.

Deadline 2025

M2i's Secretary General was appointed as a WWF ambassador in 2024. The company has collaborated with WWF on two white papers on biodiversity and water management and maintains an active membership, engaging in regular exchanges.

Commitment 3: Field Actions

Partner with the CMN to provide technical expertise, supply treatment products, and train teams in implementing effective biocontrol practices on French heritage sites.

Deadline 2025

Collaborative actions with:
 1) parc de Saint-Cloud (92210): providing technical support and treatment products for pines and oaks;
 2) supporting the archaeological site of La Turbie (06320) with technical advice and product demonstrations for pine tree treatments;
 3) providing training and product demonstrations for boxwood treatments at the Abbaye du Thoronet (83340), Château de Montal (46400), and Château de Bouges (36).

Commitment 4: Scientific Expertise and Environmental Strategy

M2i is dedicated to developing innovative biocontrol solutions for sustainable agriculture and gardening.

We have transitioned from traditional methods to advanced techniques such as paintball, trapping, and precision spraying, reducing our reliance on plastic. Our new "Press" packaging range further minimizes plastic use, and we have significantly reduced the number of plastic racks in vineyards.

Commitment 5: Protecting Biodiversity

M2i is committed to reducing pesticide use and promoting sustainable agriculture.

Deadline 2024

Since 2020, we have avoided 72,437 tons of pesticides and treated 356,821 hectares with our biocontrol solutions.

We have also actively participated in shaping public policies, contributing to the development of national biodiversity strategies and influencing regulations on pesticide use.

Commitment 6: Internal Mobilization

M2i Group is committed to raising awareness among its employees about environmental and biodiversity issues.

Deadline 2024

The group trains 100% of its employees annually on CSR issues. In addition, a climate fresco was created in 2023 to raise awareness among support teams. The Group has also drafted and disseminated an environmental policy, a social policy, and a responsible purchasing policy. These three policies present the Group's commitments, its impact results, and all its actions. Finally, a code of conduct has been drafted and approved. All of these documents are based on UN principles, ILO conventions, and the regulatory framework.

Commitment 7: Training and Awareness

M2i Group is committed to training stakeholders (farmers, teachers, distributors, applicators, etc.).

Deadline 2024

M2i regularly trains buyers, users, and future customers through its employees.

M2i is also a member of the ANSES plant protection products dialogue platform and the ANSES biotechnology, environment, and health dialogue committee. Furthermore, M2i is a member of FNSEA's solution contracts, offering its solutions. Finally, the Group participates in the MEDEF's environment, biodiversity, environmental law, and ecological transition committees.

Commitment 8: Increasing our direct contribution to biodiversity

M2i Group is committed to acting for the preservation of pollinators and has decided to allocate a research budget of over €250k over 4 years starting in 2021, to work on solutions addressing this issue, such as combating predators, parasites, and harmful substances.

Deadline 2025

Project Lotapis : Non-public appendix.
 Due to the need for further research, the Lotapis project, focused on pollinator conservation, will be delayed. Additional experiments, in collaboration with INRAE, CNRS, and beekeepers, will be conducted throughout 2025. Commercialization is now expected in late 2025.