

Company: Lafarge Granulats Ouest

Location: Bretagne, France

Objective The two years renewable partnership between the Conservatoire and Lafarge aims to implement different actions to protect the natural floral heritage (vegetal species and habitats).

Context The Conservatoire, created in 1976, has been the first organisation in the world to specialise in the preservation of endangered plants. Its mission is to carry out the preservation of the floral heritage (vegetal species and habitats) from several places: the Armorican massif (“Massif armoricain”), France, the French Overseas territories, Europe and many other regions of the world including the oceanic islands.

Solution In September 2007 a convention is signed between the Lafarge group and the Botanic Conservatoire of Brest.

Result The partnership is based on three pillars:

- Operational actions (local and international programmes) launched to promote the preservation of flora and endangered habitats.
- Logistic programmes of the botanic Conservatoire: preservation ex situ of rare and endangered species, purchase of scientific brochures, information to visitors.
- Investments to modernize and renovate equipments to preserve species in situ, museum and pedagogic areas.

As part of the current partnership, Lafarge has supported two major actions led by the Conservatoire in 2007:

- The transfer of competences to Madagascar: the local floral heritage (vegetal species and habitats) is protected by the development of new preservation tools.
- The building of an area devoted to carnivorous plants in the greenhouses of the Conservatoire.

Partners Botanic Conservatoire of Brest

