

Definition of SMART criteria

- **Specific:** range of actions that are directly or indirectly linked with biodiversity.
- **Measurable:** possibility to monitor their implementation through indicators of direct and indirect impacts, risks and progress and to identify, monitor and evaluate the effects on the state of biodiversity and on the evolutions of stakeholder's behaviors.
- **Additional:** that goes beyond mere compliance with current legislation or regulation, but also beyond current and past actions of the company, and results in positive, significant, tangible, direct or indirect impacts on biodiversity without negative impacts.
- **Realistic:** consistent with the company's activities as a whole, be it in terms of avoiding and reducing negative impacts or implementing measures beneficial to biodiversity. The objectives are defined proportionally to the company's size, means and activities.
- **Time-bound:** the objectives and planned actions evolve and are incorporated in an ambition that is ratcheted up regularly, in order to improve the ecological performance of the company. It is a true program with an explicit duration and implementation dates.