

M2i's individual commitments to act4nature international

M2i designs, produces and distributes biocontrol pheromones, i.e. organic alternatives to conventional pesticides for plant and crop protection. Pheromones are natural and selective substances that only impact the targeted pests, with no effect on the rest of the biodiversity. We reproduce them according to biomimetic processes in order to use them for the integrated pest management against harmful insect pests. We are therefore committed on a daily basis through our business and our products in the fight against global warming and for the preservation of biodiversity. We are convinced of the importance of Nature, ecosystem restoration, and the need to make every effort to preserve biological diversity and promote a sustainable industry. For this, we are vigilant about our production methods, the information of stakeholders, the expansion of responsible solutions for the actors of the agricultural world in France and in 60 countries. Through act4nature, we formalize 9 commitments, involving the company and its employees, which concern our activity of plant biocontrol by pheromone. For several years, M2i has already implemented virtuous and measurable processes to manage its production of molecules of pheromonal active ingredients in the most responsible way possible: effluent management, waste reduction, decrease of solvent uses, implementation of synthesis and formulation processes sober in energy and water. Our commitments are therefore devoted to field actions and awareness-raising rather than to the environmental performance of our already satisfactory research and production sites.



N°	Act4nature common commitment	Theme	Individual commitment M2i	Objectives & measures	Deadline
1	1-3-5-6-7	Taking global action against the causes of biodiversity erosion	Pheromones are natural products, without residues, without inputs in the soil, selective (no harmful effect on the entomological fauna) and not harmful for human beings. They can be used anywhere in the world for the biological protection of plants and crops as a replacement for pesticides either in regulated use (EU regulatory type) or freely implemented and encouraged by the authorities (emerging countries).	Implement our solutions in 15 new countries to grow from 60 to 75 countries where our products are present. This objective will be facilitated by the implementation of collaborative R&D programmes conducted with technical institutes or academics in the countries: Swansea University (UK), Assist Asia in Vietnam, Plant Protection Department (Senegal) Cornell University (USA)...	2025
2	1-3-5-6-7	Acting at the global level against the causes of biodiversity erosion	The M2i Group is committed to taking action to reduce the use of conventional pesticides by contributing to the generalization of more responsible alternatives for farmers. This commitment is symbolized by the implementation of a follow-up of the tons of pesticides avoided thanks to the products manufactured and distributed by the M2i Group.	22,000 t of pesticides avoided annually by the end of 2024. (calculation method audited and approved by an external consultant). 22 000 t corresponds to the annual quantity used by a country such as Poland	2024
3	1-4 -5 -7	Increasing our direct contribution to biodiversity	The M2i Group is committed to acting for the preservation of pollinators and has decided to devote a research budget of more than €250k over 4 years from 2021, to work exclusively on solutions dealing with this subject such as fighting against predators, parasites or harmful substances. (~10% of R&D investments).	New and secured research budget >250K€ for a program conducted with the CNRS and INRAE and the beekeeping sector.	2025
4	2-5-9-10	Field actions	Participation in the protection of biodiversity, through support to WWF dedicated to the preservation of marine biodiversity in the Mediterranean (Pelagos project). M2i, which contributes to biodiversity on earth, wishes to contribute to marine biodiversity, especially in the Mediterranean, where we have a production site.	Participation of 5K€ annually in the WWF Entrepreneurial Club dedicated to the Pelagos project (aquatic biodiversity) + awareness of employees to volunteer for this cause via conferences held in some of our premises with WWF or dedicated visits to protected sites	2025
5	1-3-5-6	Scientific expertise and environmental strategy	The M2i Group is committed to developing new biocontrol solutions for agriculture and gardening by addressing new issues: new targeted insects, new crops concerned, new modes of application marketed.	Proof of concept of a new solution every year is an acceleration of the pace of our developments (2 or even 3 times faster than our normal pace). Commitment not to delay the launch of new R&D programs	2025
6	3- 5 -7	Carbon Footprint	The M2i Group measures the carbon footprint of its activity and is committed to significantly reducing it in the next 5 years.	Reduction of 10% (vs starting point end of 2021) of the Carbon footprint to reach 38.7t CO ₂ / T manufactured products, an acceleration of the trajectory initially planned which was 5%	2025 2024
7	2-5-9-10	Field actions	Collaborate with the Centre des Monuments Nationaux through technical exchanges, product supply, training, tutoring, popularization and skills sponsorship to implement good biocontrol practices on the green spaces of French heritage sites.	At least 5 CMN sites preserve their parks with M2i solutions on the 20 sites concerned by these issues on the territory. Structuring of the partnership by organizing at least an annual session to present new solutions and raise awareness of new green solutions for technical managers of green spaces & public at national and regional level	2025
8	2-4-7-8	Former and raise awareness among stakeholders	The M2i Group is committed to training stakeholders (farmers, teachers, distributors, applicators, etc.).	3 annual trainings given to stakeholders on the place of biocontrol in biodiversity issues. For example, via the AGROLAB association which promotes sustainable agriculture, the Biocontrol Occitanie-Aquitaine cluster that we chair, our partnerships with DEPHY pilot farms of the Ministry of Agriculture that present farmers with organic crop management solutions, the Assist Asia association that carries out stewardship on sustainable agriculture with Vietnamese and Cambodian farmers...	2024
9	2-4-7-8	Mobilize internally	The M2i Group is committed to raising its employees' awareness of environmental and biodiversity issues.	100% of employees informed about these issues via awareness-raising meetings, on-site product demonstrations, climate workshops, participatory operations with our products or prototypes...	2024