

MANAGEMENT TERRITORIAL ET CONFLITS ENVIRONNEMENTAUX INDUSTRIELS :
À LA RECHERCHE DE LA BIODIVERSITÉ
*TERRITORY MANAGEMENT AND ENVIRONMENTAL INDUSTRIAL CONFLICTS:
IN SEARCH OF BIODIVERSITY*

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What is the real consideration for biodiversity within organizations whose activities affect it?

CASE STUDY 1 -

Conversion of power plant (E.ON/Uniper) unit from coal to solid biomass, Meyreuil, Metropole Aix-Marseille



CASE STUDY 2 – Stopping the discharge of red muds of the Gardanne alumina plant (Alteo), in the National Park of the Calanques (Cassis), Metropole Aix-Marseille.



ONE THEORETICAL CONTRIBUTION : CLASSIFICATION:

Knowledge filters

Filters Themes	Anthropocenic	Ecopragmatic / ecomodernist /eosystemic	Promethean
Man-Nature interactions	Man affects nature on a scale that threatens the very existence of life.	Man and Nature may have benefits to interact under certain conditions	Nature is imperfect (threatening). It must be improved by/for humans.
Religion, myths, metaphors	Culpabilité, punishment, apocalypse	Reconciliation, redemption, mercy, forgiveness	Prometheus, cornucopia horn
Perspectives	Pessimism	Circumspection	Optimism (confidence)
Action principles and justifications	Precaution (sobriety)	Awareness (prudence)	Innovation (risk-taking, audacity)
Solutions	Top-down regulation	Bottom-up devices (co-construction)	Less regulation (barriers of innovation)

SOME MANAGERIAL CONTRIBUTIONS:

- Biodiversity is often invisible, it is a nascent issue, far from being institutionalized
- **The interest of building "myths of Nature" for the consideration of the biodiversity issue**

Thank you for your attention

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