



REALITY France Italy

Testimonial from Vie Chrétienne magazine N°91

« OUR COLLECTIVE AMBITION IS TO AVOID WASTE »

By reselling construction materials destined for the dumpster, Articonnex is going against the grain of the profession, while at the same time drawing on the social doctrine of the Church. Result: a rare motivation of its employees, as its co-founder Emmanuel Morel attests.

The collective ambition of our young company, Articonnex, is to avoid wasting building materials. This business creation project took shape with a carpentry manager friend who explained to me that, like his colleagues, he was throwing away too much new material. Today, this partner, Jean Clair le Floc'h, looks after the technical side of the business. My brother Raphael manages everything digital, in particular online sales... As for me, I'm mainly in charge of human resources and the re-use of materials.

35 Staff members

In March 2021, we opened our first warehouse in Orvault, near Nantes, in the Loire - Atlantique region. Others followed, in nearby Sainte -Luce -sur-Loire, then in Brittany in Vannes and Rennes, and in Maine -et- Loire in Angers. Today, Articonnex employs 35 people, and the company will continue to grow by opening other store warehouses. We have little difficulty in recruiting because, thanks to our mission, we can offer certain employees working hours that are conducive to their personal lives. In fact, our company is only open from Monday to Friday, from 10am to 6pm. We do not wish to open on Saturdays, in particular to allow for family life. Our current customers support this choice and are adapting to it.

« On the whole, we let our benevolence towards everyone shine through, but we don't flaunt our faith.»

By giving our employees a sense of responsibility in accordance with the principle of subsidiarity, we are able to interest and motivate them in their work. We also strive to be respectful of our suppliers, customers and delivery drivers, respecting the dignity of each, as recommended by the social doctrine of the Church. My two partners and I come from a Christian background, and I'm a member of the Christian Entrepreneurs and Leaders. On the whole, we're kind to everyone, but we don't flaunt our faith.

All our employees share the same desire to limit waste and help change attitudes in the building industry. Since 2021, we have returned 100,000 tonnes of material to the market.

The complex calculation of the “carbon gain” that our action has already generated is underway.



BOTANICAL GARDENS IN ITALY

Botanical gardens are veritable green “oases” within our cities, and living laboratories of biodiversity. Far from urban chaos, they offer residents a place of tranquillity and beauty, but they also represent an important educational tool on sustainability and environmental protection.

Many institutions linked to botanical gardens are developing environmental education projects for children and adults alike, to raise awareness of the need to conserve our biodiversity, through interactive workshops, guided tours and themed itineraries. Visitors can learn to recognize different plant species, understand the importance of plants to life on earth, and gain a better understanding of how plants react to climate change.



These projects also often involve “learning by doing” activities such as planting and tending plants, collecting seeds or observing pollinating insects up close. The aim is to cultivate a sense of responsibility and concern for the environment, and to promote more sustainable behaviors and lifestyle choices. Botanical gardens are a valuable resource for conservation.

International Commission on Ecology UdJ

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