

Company: Granulats Vica

Location: Niévroz, France

The odyssey of the wild pollinators



In 2015, Vicat initiated the “Odyssey” initiative, dedicated to the preservation of pollinating insects and wild bees. The Odyssey approach mainly includes the implementation of concrete actions in quarries, while conducting communication campaigns with employees and the general public on the need to preserve biodiversity through an educational approach: numerous developments and biodiversity spaces designed to bring “shelter and cover” to wild pollinators and bees, educational communication and environmental awareness materials aimed at the general public have been prepared, actions are carried out in partnership with various bodies.