Redesigning the good life

THE FULL PROGRAMME
The world is changing. Fast.

New social and economic paradigms are arising up where sustainable action is not an option. Talents in the work force, customers, shareholders, citizens seek meaning in life. Economic players value their contribution to the society.

They are ready for commitment. Are you?

Sustainability is an opportunity to innovate, a trigger to change the way we conduct marketing, management, business...

Sustainability drives performance.

Welcome to Sustainable Brands Paris

Design is all about finding solutions and making them a reality. And, clearly, our planet needs solutions. That is why Pixelis, a B-Corp certified, Branding for Good design agency, has stepped up to the challenge of organizing Sustainable Brands Paris.

Our ambition is to help brands become more aware and more efficient, to create more value, and to trigger positive, sustainable change.

It’s what we call making them “heroic”. We want to demonstrate that sustainability is not a burden, but an innovation driver in every dimension of business: in technologies, supply, marketing, HR, finance, and even the business models themselves. As branding experts, we believe that sustainability is also about responding to a need for meaning and purpose. This is what today’s consumer demands and what talent markets are seeking. And it is also what helps us reinvent business and markets. Because commitment has become the condition for success.

Pixelis is a company of creatives. In other industries we would call them innovators. Constantly on the lookout for new ideas and inspiring initiatives, we work within an ecosystem. This allows us to shift from an individual approach to a collective one, from a competitive mindset to a co-designing one.

And this is how we have built an exceptional network of partners and friends who contribute to this event.

Together, we can think Fresh Forward and redesign the good life.

Edouard Provenzani
President & Founder of Pixelis
THE HOT SEAT
Meet top level leaders delivering breaking news, making a strategic announcement, launching a new product/service or sharing a point of view. #theHotSeat

YOUTH HACKTIVATORS
50 young men and women under age 25. Attending the 3 days. They are the Future, you should talk to them. #YouthHacktivators

FREE WIFI
wifi: SBParis19 / password: freshforward
INSPIRING PLENARY SESSIONS
The sessions are designed to open your mind, surprise, challenge, and trigger emotions and awareness. Original formats have been devised to make your experience even more unique. Each panel always includes “corporates” mixed with “pirates” speakers.

7 THEMATIC HUBS
Addressing questions and potential or attested solutions, each Hub is paced to the beat of its Shaker - an agora-type space where you have the opportunity to explore innovative transformation tools, share feedback on case studies, engage with change makers.

Welcome Address + General Opening
9:00 AM
11:15 AM
1:15 PM
2:00 PM
4:15 PM
6:30 PM

NEW SPACES
Whatever the scale. Reinventing living spaces, retail spaces and experience spaces is the key to the good life.

THEMATIC LUNCHTIME
with Betty Nu Food & La Guinguette d’Angèle
1:15 PM
2:00 PM
4:15 PM

FEEL GOOD
No bullshit. Change yourself to really change the world: feeling good in both body and mind.

Hubs wrap up
6:30 PM

OVERVIEW
**WELCOME ADDRESS**

Koann Vikoren Skrzyniarz – CEO Founder Sustainable Brands
Guillaume de Vesvrotte - CO Global Sustainable Innovation, Pixelis

**GENERAL OPENING:**

“BECOME A SUSTAINABLE BRAND, BE BOLD!”

Emmanuel Faber – CEO Danone / Erin Meezan – VP CSO Interface /
Chris Coulter – CEO GlobeScan (Moderator)

#bcorp #positiveimpact

9:00 AM

**KEYNOTE**

“BE BOLD! Change yourself to really change the world: feeling good in both body and mind.”

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

1. MY REASON TO ENGAGE

Axelle Lemaire – Former French Minister - Partner Roland Berger /
Frederic Mazella – Founder Blablacar /
Marion Moreau – Head of SIGFOX Foundation (Moderator)

#inspiring #trigger #mystory #purpose

2. THANK GOD IT’S MONDAY

Feel good at work: don’t be afraid of happiness
Mysterious inspirational happiness advocates. Guess who…
Jean-Noel Chaintreuil – CEO Founder The Change Factory (Moderator)

#empoweringpeople #workplace #happiness #softskills #futureofwork

3. WHO LEADS INNOVATION: CONSUMERS OR BRANDS?

Justine Harris – Global Head of Sustainable Business - Vodafone /
Dave Muenz – Senior Vice President ESG - Kao Corporation /
Esther Verburg – VP of CR for Tommy Hilfiger Global /
Solitaire Townsend – Co-founder CEO Futerra (Moderator)

#innovation #bottomup #consumereducation #dreambig

4. BEYOND THE PRODUCT, MAKE THEM FEEL GOOD FOR GOOD

When Consumers turn activists
Lisa Hogg – EMEA Marketing Director TOMS /
Patricia Oliva – VP Global Marketing Evian /
Lisa Pike – VP Environmental Activism – Patagonia /
Sandra Pina – CEO SB Madrid (Moderator)

#positivecontribution #goodwater #goodfood #goodhealth #pollution #activism

5. TELL ME THE RIGHT STORY

AND I SHALL CHANGE THE WORLD

Lucie Beudet – Co-founder Konbini /
Tommy François – VP Editorial & Creative Services - Ubisoft /
Stephen Greene – CEO Rockcorps /
Solitaire Townsend – Co-founder CEO Futerra (Moderator)

#softpower #millenials #openyourmind

6. OUI TO SUSTAINABLE CUISINE

François Pastou - French Chef

The Hub Shakers’ 7 leaders share today’s key outputs

6:30 PM

**HUBS WRAP UP**

The Hub Shakers’ 7 leaders share today’s key outputs

6:45 PM
APRIL 23RD

HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

LIFESTYLE HUB

OVERVIEW
The future of retail
Engage with four different scenarios of doing business in 2030, explore the future evolution of the retail landscape, and workshop the implications for your business and how to act now.

Amy Lee - Head of Trends & Insights
Avery Dennison / Elisa Niemtzow - Managing Director Consumer Sectors, BSR
Edwina McKoennie - Manager Consumer Sectors, BSR

NUTRITION HUB

OVERVIEW
B Corps leading the way in sustainable nutrition
Eric Ezecchieli - Nativa

KEYNOTE
Slow food: Sustainable nutrition
Slow Food shares the philosophy and framework for cultivating, producing and distributing “Good clean fair” food.

Roberto Burdese - Slow Food Italia

CITIES HUB

BRAND URBANISM®: building sustainable partnerships between brands and cities

PANEL DISCUSSION
Elisabeth Laville - Founder & Chief Entrepreneur, UTOPIES
Carole Brozyna - Sustainability Director, 3C DECAUX
Arnaud Laferté - Director, 3C DECAUX

WORKSHOP
UTOPIES® Brand Urbanism® framework

SPORTS HUB

CASE STUDY
Paris 2024: Zero Carbon Games
Paris 2024 will set new standards for sustainable sports events by becoming the first Olympics to align with the Paris Agreement and one of the first signatories to commit to climate neutrality through the UNFCCC’s Sport For Climate Action Framework.

Georgina Grenon - Director of Environmental Excellence at Paris 2024

THOUGHT LEADERSHIP PANEL
Julie Paille - Senior Sustainability Consultant – Formula E
Viviane Fraise - Head of Sustainable Development - Roland Garros
Dan Reading - Head of Sustainability - International Sailing Federation

MINI DESIGN SPRINT
CROWDSOURCED SOLUTIONS
All Sports Hub delegates

HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

SCIENCE & TECH HUB

Tech for transparency (to consumers and to brands)

KEYNOTES
Trust and transparency
Mirela Orlovic - Founder & CEO - UrbanMeisters
Tell unexpected Material Stories of the future
Rasa Weber & Essi Johanna Glomb - Founders - Studio Blond & Bieber
Transparency in the beauty industry (B2B & B2C)
Candice Colin - CEO & Co-Founder - Clean Beauty & BeautyTiclist

ROUND TABLE
How Blockchain drives Traceability & Trust in Food?
Maxine Roper - Co-Founder - Connecting Food

EDUCATING MARKET: Positive Impact is not Greenwashing
Mirela Orlovic - Founder & CEO - UrbanMeisters / Matthieu Witvoet - Economy booster - Circur / Emmanuel Vivier - Moderator - Co-Founder - HUB Institute

HOME HUB

CONSUMER INSIGHTS EXPLORATION
The opportunity to empower household consumers as positive change agents
Take a deep dive into the latest consumer insights around sustainable behaviour change at home and beyond, and opportunities for effective brand engagement.

Jeanne Yarrow - Head of Sustainable & Healthy Living - IKEA Group
Chris Coulter - CEO – GlobeScan
Caroline Holme - Director – GlobeScan

COLLECTIVE DIAGNOSIS
Opportunities and challenges faced by brands when engaging consumers at home and beyond
Join an interactive session and share your experience. Contribute to the collective diagnosis and learn about potential solutions from your peers.

Caroline Holme - Director, GlobeScan
Perrine Bouchana - Associate Director, GlobeScan

COLLECTIVE BRAINSTORM
Brainstorm how to overcome the key challenges facing companies and investors as they seek to transform their business towards positive impact.

Eric Ezechieli - Nativa
Emmanuel Vivier - Moderator – GlobeScan

CONVERSATION
Virginia Dundas - Orsted
Yann Demont - Tribe Impact Capital
Laura Palmeiro - UN Global Compact

FINANCE HUB

OVERVIEW
Finance the transformation journey of Companies toward positive impact

CONVERSATION
Virginia Dundas - Orsted
Yann Demont - Tribe Impact Capital
Laura Palmeiro - UN Global Compact
Danone

CONVERSATION
Virginia Dundas - Orsted
Yann Demont - Tribe Impact Capital
Laura Palmeiro - UN Global Compact
Danone

THE HOT SEAT

On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

Interviewer: Cyrielle Hariel - Yahoo Green - Digital moderation by e-RSE

11:15 AM
Henrik Gotterbarn
Head of North Europe Nestlé Waters #plastic

11:40 AM
Marcello Palazzi
Global Ambassador Co-founder BLab #bcorp

12:05 PM
Eric La Bonnardière
CEO Evaneos #travel

12:30 PM
Javier Andres
CEO JMT Group #furniture

12:55 PM
Steven Serneels
CEO EVPA - Corporate Foundations, blessing or curse in building sustainable brands? #finance
**LIFESTYLE HUB**

**OVERVIEW**
Post-2020 sustainability strategy: developing next gen approaches

Workshop with leading brands and experts to develop strategies that engage your world, your business and your consumers. Learn with practical guidance and tools to take your strategy to the next level.

**CASE STUDY**
Common Goal
By creating a more thorough link between football players, managers, fans, organisations, brands, and football for good organisations, Common Goal has set out to join the global brands, and football for good organisations, football players, managers, fans, organisations, through football, the world’s greatest game.

**WORKSHOP**
Exploring key tensions in sustainable nutrition

 Tradition vs. innovation

 Quality vs. affordability

 Following vs. changing customer behavior

 Choice & food waste vs. efficiency & circularity.

**NUTRITION HUB**

**OVERVIEW**
Turning local impact and the contribution to local economic development into a key driver of brand building

**PANEL DISCUSSION**
The “Lokal is Beautiful” initiative of MCB
Bank in Mauritius

 Elisabeth Laville - Founder & Chief Entrepreneur, UTOPIES

 Raoul Gufflet - CEO MCB

**WORKSHOP**
Inventory of approaches and tools for brands to (re)valorize local economies.

**CITIES HUB**

**OVERVIEW**
Taking on the world’s greatest social challenges through football, the world’s greatest game

Neill Duffy (Moderator) - CEO at Purpose+Sport

**WORKSHOP**
MINI DESIGN SPRINT
CROWDSOURCED SOLUTIONS
All Sports Hub delegates.

**SPORTS HUB**

**OVERVIEW**
Tech to drive circular conception & innovation

Reviews and discussion on key trends and developments in circular economy innovation.

**KEYNOTES**
- Trends in circular conception
  - Mirisa Orije - Founder & CEO - UrbanMeisters

- Transforming Fashion for Good
  - Pingki Houang - Chief Executive Omnichannel - Fashion Cube, Mulliez’s textile brands (Jules, Brice, Pinikie...)

**INTERACTIVE DISCUSSION + WORKSHOP**
The Future-Fit business benchmark
Understand how the Benchmark is already being used and how you can get started

**EXPERTS PANEL DISCUSSION**
Learn from best practices and disrupting our thinking
Join the conversation with consumer engagement and behaviour change experts who will be asked to react to brands’ challenges (identified in the morning sessions) and to offer their advice.

Joanne Yarrow - Head of Sustainable & Healthy Living - IKEA Group

Laure Cucuron - General Manager - TerraCycle Europe / Chris Large - Senior Partner - Global Action Plan

**INTERACTIVE DISCUSSION + WORKSHOP**
Transforming Fashion for Good

- Tech to drive circular conception & innovation

**HOME HUB**

**INTERACTIVE DISCUSSION + WORKSHOP**
The Future-Fit business benchmark
Understanding the way the Break-Even Goals apply to your business.

Andrew Parry - Hermes Investment Management

Cora Olsen - Novo Nordisk

**SCIENCE&TECH HUB**

**OVERVIEW**
Understand how the Benchmark is already being used and how you can get started

**ROUNDTABLE**
Reduce, Reuse and Recycle: concrete and applicable solutions

**GLOBESCAN CONSUMER FRAMEWORK**
Running your next consumer campaign: Home action framework

**INTERACTIVE DISCUSSION + WORKSHOP**
The Future-Fit business benchmark
Understanding the way the Break-Even Goals apply to your business.

Andrew Parry - Hermes Investment Management

Cora Olsen - Novo Nordisk

**FINANCE HUB**

**OVERVIEW**
Understand how the Benchmark is already being used and how you can get started

**INTERACTIVE DISCUSSION + WORKSHOP**
The Future-Fit business benchmark
Understanding the way the Break-Even Goals apply to your business.

Andrew Parry - Hermes Investment Management

Cora Olsen - Novo Nordisk
Opportunities to seize. Let's redefine the rules for building an economic and social world that benefits everyone.

No planet B. It is crucial to rethink production chains both upstream and down.

Hubs wrap up
1. **IS SUSTAINABLE CAPITALISM AN OPPORTUNITY OR A POTENTIAL FRAUD?**
   - Michel Bauwens - Researcher, Author / Clara Gaymard - CEO Co-founder Raise
   - Clara Gaymard - CEO Co-founder Raise
   - Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
   
   #sharedvalue #commons #finance #governance

2. **A GOOD LIFE FOR EVERYONE PLEASE**
   - Sustainability goes mainstream
   - Giulio Bergamaschi - Global President Biotherm - L'Oréal Group / Alicia Combaz - General manager, Co-founder make.org / Joanna Yarrow - Head of Sustainable & Healthy Leaving IKEA Group / Rob Cameron - CEO Sustainability (Moderator)
   
   #affordability #citizens #wehavethepower #happiness

3. **THE MORE YOU ADDRESS DIFFERENCES, THE BETTER YOU INNOVATE**
   - Adam Boxer - Co-founder WSV / Guillaume Capelle - Founder SINGA
   - Debritu M. Lusteau - Co-founder of Moyee Coffee - Coffee B Corp
   - Garance Wattez-Richard - Head of Axa Emerging Customers
   - Margault Phelip - Archipel&Co (Moderator)
   
   #empoweringpeople #inclusion #opportunity #dontbeafraid #baseofthepyramid #creativity

4. **CSR: WHAT HAVE WE DONE WRONG AND WHY ARE WE ON THE RIGHT TRACK NOW?**
   - Virginie Helias - Chief Sustainability Officer P&G / Thomas Kolster - CEO Founder Goodvertising / Andrew Wilson - Executive Director Purpose Edelman
   - Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
   
   #meaculpa #purpose #movingforward

5. **HOW DO WE GIVE THE NEXT GENERATION BETTER ASSETS TO SUCCEED (WHERE WE’VE FAILED)?**
   - Jeff King - CA Head of MUSE School & CEO of MUSE Global / One Youth Hacktivator / Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
   
   #empoweringpeople #theyarethefuture #millennials #consumersoftomorrow #education

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**No planet B.**

It is crucial to rethink production chains both upstream and down.

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**“EMBRACE OUR HUMANITY”**

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

Hélène de Flandre - Harmonistic - Musician Facilitator

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1. **DON’T STAY OUT OF THE LOOP**
   - Virginie Helias - VP CSO Procter&Gamble Group
   - Tom Szaky - CEO Founder TerraCycle (Moderator)
   
   #theloopproject #retail #packaging

2. **THE WAR ON WASTE IS A STORY OF LOVE**
   - Consumer product waste
   - David Amar - Founder Nous Sommes le Futur - Circular Economy Pioneer
   - Alexis Olans Haass - Director Sustainability Global Brands - Adidas
   - Clemence Sanlis - Creative Loop Captain - Pixels
   - Tom Szaky - CEO Founder TerraCycle (Moderator)
   
   #theloopproject #retail #packaging #plastics #zerowaste #cradle2cradle

3. **COLLAPSE OR/AND RESILIENCE?**
   - Ignacio Gavilan - Director of Sustainability Consumer Goods Forum
   - Kalina Raskin - Managing Director CEEBIOS
   
   #empoweringpeople #retail #biomimetics #planeteryboundaries

4. **PLANET HEROES: GUESS WHO’S NEXT?**
   - Which are the best triggers to act fast and furious
   - Jean-François Cirelli - CEO BlackRock France / Santa Meyer-Nandi - Finding Sustenia
   - Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
   
   #climatechange #finance #individual #biodiversity #governance

5. **VIRTUOUS VALUE CHAIN:**
   - HOW TO VALUE THE VIRTUOUS?
   - Neliana Fuenmayor - Founder CEO A Transparent Company / Carlo Galli - VP Head Sustainability Nestlé Waters / Ynozo van Zanten - Choco Evangelist Tony’s Chocolonely
   - Marion Moreau - Head of SIGFOX Foundation (Moderator)
   
   #fashion #food #water #fairtrade #transparency

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**HUBS WRAP UP**

The Hub Shakers’ 7 leaders share today’s key outputs

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**11:00 AM**

**P L E N A R Y  T O  I N S P I R E  M O R N I N G**

- Master of Ceremony - Kristen Davis

**“ENLIGHTEN THE PLANET”**

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

Opportunities to seize.

Let’s redefine the rules for building an economic and social world that benefits everyone.

**9:00 AM**

- Master of Ceremony - Kristen Davis

**10:30 AM**

**PLENARY TO INSPIRE AFTERNOON**

- Master of Ceremony - Kristen Davis

**4:15 PM**

**4:30 PM**

**VIRTUOUS VALUE CHAIN**

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**6:30 PM**

**6:45 PM**

**6:45 PM**

**CLOSING 15’**

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**APRIL 24TH**

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**APRIL 24TH**

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**#SBPARIS19**

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**#SBPARIS19**

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**#SBPARIS19**

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**#SBPARIS19**
Chapter 1: Gathering your (unlikely) allies

Internal engagement to drive comprehensive change from the inside.

Chapter 2: Finding your collective battle cry

Building true and credible sustainable brands that respond to a greater need.

Christopher Sven - UBO
Helene Coulbaut - Nespresso France
Dick Ivarsson - IceBug

CASE STUDY - Moderator – CEO at O2 Management
Fabien Paget

Is your brand ready for tomorrow’s consumer?
Chocolate for Good…

Let’s deep dive into tomorrow’s consumer expectation
- What will consumers value tomorrow when they will shop for food?
#WasteNothing, #PlanetFirst, #BalancedLife
- What are the main CSR issues in the food industry facing?
#ValueTransparency #SharingValue
#Foodwaste #Nutrition&health #Planet
#Animalvegetal

Biomimetic cities: from “sustainable” to “regenerative” design
Collective creation of dream city’s regenerative characteristics.

Tarik Chekchak – Institute of Desirable Futures / Kalina Raskin and Estelle Cruz – CEEBIOS

How the sport of sailing is stepping up to take on ocean plastics

Fabien Paget – Moderator – CEO at O2 Management

The Ocean Race is setting new benchmarks for social and sustainable development, fan and community engagement, innovation and cutting edge technology and has become a global champion in the movement against ocean pollution.

Emilie Llorens – Sustainability Manager - The Ocean Race

Building your brand sustainable roadmap
- Imagine how a chocolate company can better meet consumers’ expectations and improve its social and environmental impacts.
- Let’s play together to build new ways to do business more responsibly.

Eric Mugnier - EY / Lénia Pineau - EY

CITIES HUB

COLLECTIVE WORKSHOP

“What would be the best characteristics of a biomimetic city?”
Key experts contribute to the vision of the biomimetic city and enrich the collective work with their experience on current projects.

Olivier Raffaelli - Company of Phalsbourg
Emmanuel Pauwels - Green Living

CONFERENCE - DEBATE + WORKSHOP

WITH OUR SPECIAL GUEST (12.15 PM)

Carolyn Batiz - Senior Manager, Membership and Development - The Sustainability Consortium
Alex Gerenshonen - CEO - SupplyShift

DEBATE + WORKSHOP

Is an ethical bank possible?
Triodos
BNP Paribas
Caisse d’Epargne
Afshin Mehrpouya
associate professor at HEC

How can digital ecology serve to the test (special award for the winners!)
The Sustainability Consortium will put you to the test (special award for the winners).

TOOL INTRODUCTION

Focus on messis, a tool designed to number the social and environmental impact of companies.

11:15 AM
Janek Seevaratnam
Senior Corporate Advisor, Charities Aid Foundation - Taking back purpose. What can Brexit teach us about being a sustainable brand? #socialimpact

11:40 AM
Marion Darrieutort
CEO Enactus #millennials

On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

Interviewer: Cyrielle Hariel – Yahoo Green - Digital moderation by e-RSE

12:05 PM
Rachael Jarosh
CEO Enactus #millennials

12:30 PM
Virginie Helia
CSO P&G Group – When will brands get their act together #purpose

12:55 PM
François Blanchon
CPO Sodexo - Partnerships to drive more sustainable and circular supply chains #services #supplychain

SPORTS HUB

TOUGH LEADERSHIP PANEL

Paul Meilhat - Skipper - Objective Globe
Scott Over - Commercial Director - International Sailing Federation
Emilie Llorens - Sustainability Manager - The Ocean Race

MINI DESIGN SPRINT

CROWDSOURCED SOLUTIONS

All Sports Hub delegates

11:15 AM
12:05 PM
12:30 PM
12:55 PM
Chapter 3: Arming your team for good with smart tools
Achieving next-generation eco-design in the consumer goods sector.

Chapter 4: Building a community engaged to change
Engaging with consumers to make smarter lifestyle choices.

NUTRITION HUB

Is the food industry ready for reliable product information?
Think out of the box…
Paul Angulo - EY & Éric Mugnier - EY

Make it – change your product right now!
How can you make it happen?
Discover EY tools and get inspired by the best examples in the non-food industry.
Joel Trenchon - SEB
Christelle Debrauwer - BIC.

CITIES HUB

Embracing cities complexity
WORKSHOP
Question cities and organizations through the lens of complexity theory and ecosystem understanding. Avoiding simplicity to actually connect and innovate with citizens.
Tarik Chekchak et Martin Serralta - Institut des futurs souhaitables

SPORTS HUB

Sports campaigns for good – sponsors, non profits, sports organizations and athletes collaborating for good
Simon Lewis (Moderator) - Chief Executive at Team Planet Sport and Advisor to WWF

LIFESTYLE HUB

Science & ethics: from risk management to opportunities
Arthur Le Menee - So Science

CONVERSATION
Responsible research & innovation: an opportunity for brands to reinvent themselves
Mélanie Marcel - So Science / Emmanuelle Fisse - Nestlé Water

COLLECTIVE WORKSHOP
How are your commitments addressing major hotspots in consumer goods supply chains?
The Sustainability Consortium Hotspot knowledge to global commitments.

CAROLYN BATZ - Senior Manager, Membership and Development - The Sustainability Consortium

TALKS & WORKSHOPS
On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

2:15 PM
John Goodwin
CEO Lego Foundation #kids

3:05 PM
Euan Murray
CEO The Sustainability Consortium #finance

On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

Interviewer: Cyrielle Hariel – Yahoo Green - Digital moderation by e-RSE
LAST DAY

THURSDAY APRIL 25TH

#SBPARIS19

INSPIRING PLENARY SESSIONS
The sessions are designed to open your mind, surprise, challenge, and trigger emotions and awareness. Original formats have been devised to make your experience even more unique. Each panel always includes "corporates" mixed with "pirates" speakers.

GOOD VIBES ONLY
Find the right energizer on one of the 8 workshops (Hubs & THE HOT SEAT).

CALL 2 ACTION
Dedicated to identifying key points to ensure efficient application, those workshops are concrete formats that frontally address the specific barriers to change.

JOB FORWARD
This is a moment dedicated to human resources, corporate commitment and motivating the vital forces in business.

TECH, SCIENCE & ETHICS
powered with VivaTech

Be smart.
It’s up to us to decide whether artificial intelligence, the learning machine, and biotech will be our allies in redesigning the good life: be smart, be ethical.

OVERVIEW

9:00 AM

PLENARY TO INSPIRE

11:00 AM

HUBS TO CONNECT

1:15 PM

THEMATIC LUNCHTIME
with Les Marmites Volantes & Monsieur Ticicote

2:15 PM

HUBS TO CONNECT

5:15 PM

PLENARY TO INSPIRE

7:00 PM

CLOSING
PLENARY TO INSPIRE
MORNING
Master of Ceremony - Kristen Davis

9:00 AM

“ENGAGE THE FUTURE”
Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

1. ARTIFICIAL INTELLIGENCE:
FOR THE BEST OR THE WORST
Jean-Yves Art - Senior Director Strategic Partnerships Microsoft
Elodie Nowinski - Dean of the Faculty of Creative Industries - City Of Glasgow
Dunstan Allison-Hope – Managing Director BSR (Moderator)
#tech4good

2. FRESH FORWARD IN AFRICA
Vena Arielle Ahouhansou - CEO KEA Medicals / Amira Cheniour - CEO Founder SEABEX / Nicolas Métro - CEO Founder Kinomé / Marion Moreau – Head of SIGFOX Foundation (Moderator)
#startup #energy #health

3. INNOVATION: IS OPEN SCIENCE AT RISK?
Thomas Landrain - Founder CEO Just One Giant Lab / Isabelle Vitali - Innovation & Business Excellence Director - Sanofi
#biotech #openscience #pharmaceuticals

4. ACT GOOD AND BECOME RICH
Money is the sinews of war
Nathalie Green - CEO Doconomy / Estelle Loroux Joky - Impact Capital explorer - IMPAK
Maxime Baffert – Managing Director - Viva Technology Paris (Moderator)
#empoweringpeople #cryptomoney #finance #smartsavings #carbonfootprint #inclusion

5. WHEN WE WERE IN 2040*
Science Fiction Authors / Mathieu Baudin - Founder Institut des Futurs Souhaitables
*Live translation from French to English

11:00 AM

WE ARE THE FUTURE, LET’S TALK
Listen to what our “Youth Hacktivators” have to say after hacking SB Paris for 3 days.
Spokespersons Team from SB Paris Youth Hacktivation trained by Enactus and supported by Le Manifeste Étudiant pour un Réveil Écologique
Kristen Davis – Master of Ceremony (Moderator)
#empoweringpeople #theyarethefuture #millennials #manifesto

11:30 AM

BLUE REVOLUTION IS THE ONLY WAY
Guided by an Astronaut, live an intimate and interactive experience of the Whole Earth in rotation captured from outer space (Blueturn Project).
Jean-Pierre Goux - Co-founder Blueturn / Claudie Haigneré - Astronaut
#bluerevolution #wearethefuture #overvieweffect

5:15 PM

Closing the 3-Day event with a chill-out moment, cool music and friendly chatting.

MIX DJ CLOSING
HUBS TO CONNECT
MORNING - 11:45 AM / 1:15 PM

GOOD VIBES ONLY

THE SPARKSHOW
by SparkNews
At the crossroads between TEDx and The Voice, the Sparkshow is a very dynamic and entertaining event giving the opportunity to big companies to answer a question echoing our current challenging times: “what concrete and meaningful actions have you initiated for a more sustainable world?” in front of a panel of international journalists with itchy buzzers.

meet us at The HOT Seat

ENLIVENED MINDS IN ACTION
by Karime Abib - Advantika
Discover a kind of meditation which is helping you to set and prioritize your goals, solve conflicts, take the right decisions in line with the Future Fit Business frame.

meet us at the Lifestyle hub

WILD CARD - LET IT GO
by Possible Future
Good vibes only! Keep calm... and experiment with an accelerated innovation challenge! Join Possible Future workshop to unlock your creativity and learn how to explore, invent and prototype at the speed of a startup.

meet us at the Sports Hub

SB TOOLBOX
by Kevin Hagen
Try and have your say on the new SB Brand Transformation Journey tool. The Sustainable Brands professional community has developed a framework and tool kit to help change makers, practitioners and internal advocates be more effective and deliver more value for their organizations. Showing this tool in Europe for the first time ever, we would be thrilled to hear and share your feedback. Conducive vibes only :) 

meet us at the Finance Hub

INNER SUSTAINABILITY TO INNOVATE OUTER SUSTAINABILITY
by Heart Math
Learn and apply cutting edge, peer reviewed science that has discovered a unique intelligence and power in the heart! Practice skills to reduce personal stress, sustain your own energy, while innovating sustainability solutions for the planet!

meet us at the Science&Tech Hub

YOGA - RELEASE YOUR SUPERPOWERS!
by Alice Vivian - MOJOM
Experiment and learn some magic tricks to release tensions, reduce stress and boost your energy! Based on yoga and martial arts techniques, this workshop will enable you to reconnect with your body and learn to activate its power.

meet us at the Cities Hub

CORPORATE HYPNOSIS
by Irene Toporkoff - HARTS
A short collective hypnotic and meditative sessions focussed on personal transformation and self empowerment through visualization and creative suggestions, initiation to the HARTS Method, a holistic and innovative approach to personal development.

meet us at the Nutrition Hub

REVERSE PITCHES
by French Impact
Join an ecosystem of trailblazers! Come and listen to companies and start ups involved in 2 major challenges: Inclusive Business and Circularity. Discover the Best Practices within companies and the latest innovations. Get connected to them.

meet us at the Home hub

powered by

THE SPARKSHOW
by SparkNews
At the crossroads between TEDx and The Voice, the Sparkshow is a very dynamic and entertaining event giving the opportunity to big companies to answer a question echoing our current challenging times: “what concrete and meaningful actions have you initiated for a more sustainable world?” in front of a panel of international journalists with itchy buzzers.

meet us at The HOT Seat

ENLIVENED MINDS IN ACTION
by Karime Abib - Advantika
Discover a kind of meditation which is helping you to set and prioritize your goals, solve conflicts, take the right decisions in line with the Future Fit Business frame.

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HUBS TO CONNECT
AFTERNOON - 2:00 PM / 5:00 PM

CALL 2 ACTION
THE GRAND WORKSHOP

HOW DO I COMBINE IMPACT AND FINANCE WITHOUT ARBITRATION?

HOW DO I CREATE MORE VALUE WHILE SELLING LESS PRODUCTS?

HOW DO I ENGAGE CUSTOMERS INTO CO-CREATION WITHOUT LOSING CONTROL OVER BRAND EQUITY?

HOW CAN I COMBINE DESIRABILITY WITH TRANSPARENCY?

HOW CAN WE CREATE A COLLECTIVE SHIFT ON KEY ISSUES THAT RARELY ARE A PRIORITY?

HOW DO I RELY ON A TINY BRAND TO DRIVE THE CHANGE FOR A GIANT LEADER WHO WANTS TO MAKE THE SWITCH FOR GOOD?

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Meetup moment between job seekers and sustainable projects led by SB Paris partners. Including thematic conferences, workshops and one-to-one meetings.

TALK#1
15’
To understand what sustainable commitment means for corporate brands.
Caroline Renoux
Founder Birdeo

TALK#2
15’
Work organization 3.0: a quick but exhaustive look on what’s cooking.

HANDS-ON WORKSHOPS
45’
Choose from 8 labs to help you better figure out what does connect “purpose” and “worklife” mean to you.
Birdeo - Pixis - Vendredi - SoManyWays - Neural Beings - MakeSense - TicketForChange - Noise - Orientation Durable

ONE-TO-ONE MEETINGS
60’
Dedicated time to meet with your future dream-job holder. Share your thoughts and goals with purpose-driven-work active players.
Corporate HR, switch-career path experts, social businesses, purpose-job wizards,…

WE ORGANIZE OUR EVENT ON THE HIGHEST AND MOST INNOVATIVE STANDARDS POSSIBLE.

IN THIS PERSPECTIVE, SB PARIS IS BUILT ON 5 PILLARS - TRANSPARENCY, RESPECT, INCLUSION, SHARING AND INNOVATION - THAT YOU CAN DISCOVER THROUGH 4 COMMITMENTS.

#werespect what we build
Our keywords: reuse, repurpose, or else recycle. We have chosen to rent scaffolding and decorate it with reusable wood, fabric, and stickers in recyclable PET.

#werespect where we sit
This area has been entirely furnished by our partners who are committed in terms of production modes (artisanal, eco-design, upcycling, etc.) and their social responsibility. The furniture has been rented, donated or loaned and each piece will be put back into circulation for a variety of other uses.

#werespect what we drink
The Fresh & Hot Bar menu puts the accent on seasonality, local organic supply, homemade and a Zero Waste approach on all fronts and served by a gender balanced team. Its structure has been designed with materials made from recycled waste.

#werespect what we eat
3 days = 3 experiences = 3 themes: health, indulgence, esthetics + social integration and world cuisine + Zero Waste. Three themes featured in homemade, seasonal vegetarian cuisine with a focus on local organic supply.

On a cultural note, SB Paris wanted a digital artist committed-to-our-values to create a totem to welcome all SB Paris attendees from the Entrance Hall. We were thrilled with the aKagreen response to our brief by Judith Darmont. We hope you enjoy the journey.

“I wanted to create an immersive space at the entrance that champions certain key values of SB Paris. An area of disparate mirrors expressing both the urgency to change perception and the need to include us in the change. Across is a wall of digital conveying a metamorphosing metaphor and uncovering our obvious link with nature - in collaboration with aKagreen -. We are all connected.”

Judith Darmont is a multi-sensory artist. She experiments with the widespread use of digital to create installations multiplying the space of creation in a field where techniques evolve and mix exponentially. In the 21st century, by addressing issues related to the place of the artist and art in the urban space, she is developing a field of exchanges, innovative cultural practices for all. Breath in the city. Urban poetry.
CITIES HUB

B-CORP .................. C1
A B-Corp “nest” to gather every interested B-Corp during the 3 days, to showcase B-Corp products and to spread the B-Corp philosophy in SB Paris. It's a great opportunity for each B-Corp and the community to share their unique point of view on business as a force for good with SB attendees.

FUTERRA ................ C2
Live the Good Life Goals in the Futerra corner. Find out about the personal actions everyone can take to support the Sustainable Development Goals. And head to the photobooth to get a snap with your favourite Good Life Goal.

PIXELIS .................. C3
Switch for good. New world, new branding culture, new branding solutions, new branding tools. To switch the message, switch the design. Join us for a creative experience. Explore the issue, know your strength and catch the trigger actions. 3 steps, 3 times to shake up the branding together !

HOME HUB

PROCTER & GAMBLE ........ H1
Our Closed Loop Home exhibit is an interactive and learning experience showcasing how leading brands such as Pampers, Ariel and Herbal Essences can be “a force for good and force for growth” through innovation that enables and inspires responsible consumption.

SHAMENGO ............... H2
Exclusive pre-views of the Villa Shamengo project starting building soon soon in Bordeaux. Discover tomorrow’s living lab building soon soon in Bordeaux. Villa Shamengo project starting.

CORNERS OVERVIEW

KLAXOON ..................... H3
The meeting revolution - Teamwork efficiency, every day.

YOUTH ACTIVATORS .... H4-H6
SB Paris is where the world of tomorrow is discussed. The future generations must have their say. That is why a group of 50 under-25’s will “hack” the event over the 3 days: come and talk to them.

FRIENDS FORWARD ....... H7
Utteria - We believe in a better future in which a symbiotic economy will replace the run towards exponential growth. Every day at SB Paris, we will seat with inspirational friends to talk about aspirations and dreams. Slow down for an hour and join us for a “philosophical break”. We will take a moment to question the idealistic vision of sustainability, the way to build a symbiotic movement and the stakes in new forms of education (in French).

SCIENCES & TECH HUB

PERRIER .................. ST1
Discover the Perrier experience...

NUTRITION HUB

BLEDINA .................. N1

LIFESTYLE HUB

LEGO ..................... L1
Engaging 60-minute hands-on building and coding sessions in which school children reflect on a real-world issue and work together to find potential solutions. The activity uses LEGO Education WeDo2.0 kits and bespoke child-led challenges which encourage them to explore problem solving and critical thinking, boosting confidence and collaboration in a playful learning environment.

EVIAN ..................... L2
Sustainability has always been at the heart of Evian. We need cross-industry collaboration to address the critical issue of plastic and Sustainable Brands is a great opportunity for us to not only engage with and learn from other companies who share our vision but showcase how together we are transforming our approach to plastic and changing the future of hydration. Come discover how we move from ambition to action on our corner!

ALPRO ..................... L3
Grab a plant-based coffee with our world champion barista and discuss with us how you can live more sustainably by eating more plant-based!

GARNIER .................. L4
Introducing Garnier Bio: a new organic certified skincare range that is certified efficient, certified pleasure by Garnier. Through the use of selected plants and their potent extracts, Garnier BIO offers efficient and sensorial products for every skin type. With an organic certification by Ecocert, no animal testing, 100% vegan formulas, renewable and fairly traded ingredients, and recyclable packaging - Garnier Bio is naturally committed!

BIOHERM .................. L5
Biotherm is fully committed to protecting the earth’s oceans through the Water Lovers program. Understanding the environmental impact of climate change and particularly the threat of plastic pollution, Biotherm has worked to apply an eco-friendly approach to product development. From the formula to the packaging of Biotherm Water Lover Suncare, Sun Milk and Sun Mist, Biotherm aims to limit its product’s environmental impact and preserve our planet’s oceans. #BEAWATERLOVER

KAO ....................... L6
Head to the Kao Corner on Wednesday 24th at 1.30pm for a live demonstration of Kao’s breakthrough packaging innovations, the Air-In-Film Bottle and ReFill Pouch. Dave Muenz, Kao’s Executive Officer and ESG Division Senior Vice President, will be leading the 10-minute demonstration, which will be followed by a 10-minute Q&A. Find out how these packaging solutions have, and will, transform the Japanese market and beyond.

L’ORÉAL ................... L7
L’Oréal is backed by the excellence of its Research and Innovation and its 3,870 researchers to fulfil all beauty aspirations around the world. Through its “Sharing Beauty with All” program, L’Oréal has made ambitious commitments to sustainable development across its entire value chain by 2020.

MY FRESH FORWARD TAKEAWAYS

not to forget to download my SB Paris virtual totebag on www.sbparis.eu/virtual-totebag
We are committed to SB Paris FRESH FORWARD values. We believe our brands have a key part to play in reinventing the good life and making the world a better place.

Our scope is to inspire, exchange and collaborate on major topics around sustainability. Attendees will be able to learn more about our brands, such as Alpro, Blédina and Evian, our commitments and how these are closely connected to our business.

We are sharing how we re-invent brands to make sustainability an integral part of their value proposition, making sustainable lifestyles a reality for the 5 bn people we touch each day.

Sustainable Brands provides the opportunity to engage with various stakeholders to harness collective thinking and action to accelerate the sustainability progress of brands. Sharing best practices and inspiring each another is critical.

Water and plastic are among the big challenges of today. To meet the needs of a population of 10 billion people by 2050, Nestlé Waters is participating in Sustainable Brands Paris to identify and implement collective solutions to meet these global challenges that we are facing.

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