



OVERVIEW

PROGRAMME

TUESDAY
APRIL 23RD

WEDNESDAY
APRIL 24TH

THURSDAY
APRIL 25TH

AM
8:15
9:00

opening doors

opening doors

opening doors

AM
8:15
9:00

OPENING PLENARY

PLENARY TO INSPIRE

NEW SPACES

11:00

11:15

HUBS TO CONNECT

- Home
- Lifestyle
- Nutrition
- Science&tech
- Finance
- Sports
- Cities

THE HOT SEAT

PLENARY TO INSPIRE

FAIR & INCLUSIVE

11:00

11:15

HUBS TO CONNECT

- Home
- Lifestyle
- Nutrition
- Science&tech
- Finance
- Sports
- Cities

THE HOT SEAT

PLENARY TO INSPIRE

TECH, SCIENCE & ETHICS

11:00

11:30

YOUTH HACK TIVATORS

11:45

GOOD VIBES ONLY

- Wild Card let it go
- Sparkshow pitching game
- Reverse Pitch startups
- Sustainable Art

- Corporate Hypnosis
- SB Brand Transfo tool crashtest
- Yoga body intelligence

1:15

PM
1:15

T H E M A T I C L U N C H T I M E

PM
1:15

2:00

HUBS TO CONNECT

- Home
- Lifestyle
- Nutrition
- Science&tech
- Finance
- Sports
- Cities

THE HOT SEAT

4:00

2:00

HUBS TO CONNECT

- Home
- Lifestyle
- Nutrition
- Science&tech
- Finance
- Sports
- Cities

THE HOT SEAT

4:00

2:00

CALL 2 ACTION
THE GRAND WORKSHOP

JOB FORWARD
SB 2019 PARIS

5:15

4:15

PLENARY TO INSPIRE

FEEL GOOD

HUBS WRAP-UP

6:30

4:15

PLENARY TO INSPIRE

VIRTUOUS VALUE CHAIN

HUBS WRAP-UP

6:30

5:30

CLOSING PLENARY

BLUETURN REVOLUTION

7:15

7:00 closing doors

7:00 closing doors

7:15 closing doors

8:00

THE EVENT IS BUILT AROUND TWO MAIN TYPES OF CONTENT:

1/ Inspiring plenary sessions.

The sessions are designed to open the mind, surprise, challenge, and trigger emotions and awareness. To optimize discussions, there are no keynote addresses and each panel includes one or more “corporates” and one or more “pirates”. Original formats have been devised to make the experience even more unique: *We Value What You Think (audience votes)*, *No Light No Fear (debate in the dark)*, *Uchronical debate (perspectives debate)*, *Empty Chair*, *Elevator Pitch*, etc.

2/ 7 thematic Hubs

Cities, Finance, Science & Technology, Nutrition, Sports, Lifestyle, and Home located in a central discussion area called the Shaker. Designed as spaces for discussion, testing, sharing and exploring, the Hubs are moderated by a different partner each day. Engagement is ensured by a convenient, collaborative approach.



THE HOT SEAT

This SB Paris exclusivity has been specially designed to give the floor to leaders who want to announce breaking news, a strategic action, or share a responsible program. This tribune is moderated by a committed journalist and widely relayed across social media.

YOUTH HACKTIVATORS:

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: the “Youth Hacktivators” will have the opportunity and responsibility of being the voice of the Millennials, challenging brands and their leaders, and enriching the debate.

JOB FORWARD :

Job Forward opens the doors of SB Paris to the general public on the afternoon of Day Three (April 25th – pre-registration required). This is a moment dedicated to human resources, corporate commitment, and motivating the vital forces in business. Where supply and demand, talent searching for meaning, committed brands, and new actors get together to build a connection between these different groups.

CALL 2 ACTION GRAND WORKSHOP :

If anyone is wondering what they will take away from SP Paris, the afternoon of Day Three is specifically dedicated to identifying key points to ensure efficient application. The “Call 2 Action” workshops are concrete formats that frontally address the specific barriers to change.



A number of principles are applied to meet the Sustainable Brands Paris eco-responsible policy. They are used in the selection criteria for our suppliers and service providers and are based on 3 sustainability pillars: **limiting environmental impact, facilitating positive social impact and encouraging a positive economic impact.**

Our event is designed and produced by the highest level of innovating and sustainable standards. Sustainable Brands Paris is built on 5 commitments: **Transparency, Respect, Inclusion, Sharing, Innovation/disruption.** These 5 commitments form the core of the Sustainable Brands Paris overall approach experience, and buying policy.

More details on www.sbparis.eu

WELCOME

NEW SPACES

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

AM

PM

FEEL GOOD

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

APRIL 23RD

9:00

WELCOME ADDRESS

KOANN VIKOREN SKRZYNIARZ – CEO Founder Sustainable Brands

GENERAL OPENING

"Become a sustainable brand, be bold!" #bcorp #positiveimpact
EMMANUEL FABER – CEO Danone – ERIN MEEZAN VP CSO Interface
> Moderator: CHRIS COULTER – CEO GlobeScan

9:30

FRESH FORWARD INTRO

Envision the world - by our Chief Poetic Officer VINCENT AVANZI

SESSION OPENING

1 - "The city is the best playground to engage citizens/consumers" Facilitating spaces of conviviality, social cohesion, inclusive communities, the City appears to be a crucial start point for brands to upscale positive impact
#empoweringpeople #cities #positiveimpact #socialcohesion #inclusion
DEVITA DAVISON – FoodLab Detroit – ANNE HIDALGO* – Mayor of Paris
ELISABETH LAVILLE – Founder CEO Utopies
> Moderator: MARION MOREAU

2 - "The magic of retail, a tangible way to pollinate" #retail #pollination
CANDICE COLLIN – Founder CEO CLEANBEAUTY - BEAUTYLITIC
SERGE PAPIN – Former CEO Systeme U – VERONICA REYERO – Anthropologist
> Moderator: THOMAS KOLSTER – Author, Expert in Sustainable Communication

3 - "The space superpower" Reinventing the mix on site is the trigger
#empoweringpeople #agriculture #nutrition #futureisgood
CATHERINE BERTHILLET – Founder Villa Shamengo
WALTER BOUVAIS – Founder CEO OpenLande
WILLIAM LFFEBVRE* – CEO Les Grands Voisins
> Moderator: TOM SZAKY – CEO Founder TerraCycle

11:00

11:15

7 HUBS + HOT SEAT



THE HOT SEAT

13:15

T H E M A T I C L U N C H T I M E

14:00

7 HUBS + HOT SEAT



THE HOT SEAT

16:15

FRESH FORWARD INTRO

Empower the people - by our Chief Poetic Officer VINCENT AVANZI

SESSION OPENING

1 - "My reason to engage" #inspiringstory #feelgood #positiveimpact
FRED MAZELLA – Founder Blablacar
> Moderator: MARION MOREAU

2 - "Who leads innovation: consumers or brands?"
#innovation #consumers #feelgood
DAVE MUENZ – Senior Vice President ESG – Kao Corporation
ESTHER VERBURG – VP of CR for Tommy Hilfiger Global
JUSTINE HARRIS – Global Head of Sustainable Business – Vodafone
> Moderator: SOLITAIRE TOWNSEND – Co-founder of Futerra

3 - "Thanks God it's Monday" Feel good at work: don't be afraid of happiness
#empoweringpeople #feelgood #workplace #nolightnofear
MYSTERIOUS INSPIRATIONAL HAPPINESS ADVOCATES. GUESS WHO?
> Moderator - JEAN-NOEL CHAINTREUIL – CEO Founder Change Factory

4 - "Quality of life is not an option"
Good air, water, food and health #pollution #feelgood #water #health
LISA HOGG* – EMEA Marketing Director TOMS
PATRICIA OLIVA – VP Global Marketing Evian
LISA PIKE – VP Environmental Activism – Patagonia
> Moderator – SANDRA PINA – CEO SB Madrid

18:30

5 - "How fiction will change the world"

> Moderator – SOLITAIRE TOWNSEND – Founder CEO Futerra

18:15

HUBS WRAP UP (Closing)

Hubs Shakers 7 leaders to share today key outputs

*to be confirmed

FAIR & INCLUSIVE

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

9:00

Icebreaker

FRESH FORWARD INTRO

Enlighten the planet - by our Chief Poetic Officer **VINCENT AVANZI**

SESSION OPENING

1 - "Is Sustainable Capitalism an opportunity or a potential fraud?"

#sustainablecapitalism #wevaluewhatyouthink #finance

MICHEL BAUWENS - Philosopher, Author - **CLARA GAYMARD** - CEO Cofounder Raise Moderator - **ALEXANDRE KOUCHNER**

2 - "A good life for everyone please" Sustainability gets mainstream

#empoweringpeople #goodlife #citizens

GUILIO BERGAMASCHI - Managing Director Biotherm - L'Oréal Group

AXEL DAUCHEZ - CEO Founder make.org

JOANNA YARROW - Head of Sustainable & Healthy Leaving IKEA Group

Moderator - **ROB CAMERON** - CEO Sustainability

3 - "The more you address differences, the better you innovate"

#empoweringpeople #inclusion #positiveimpact

GUILLAUME CAPELLE - Founder SINGA

DEBRITU MOGESSE MOYEE - Founder Coffee B Corp

> Moderator - **MAUREEN RAVILY & MARGAULT PHELIP** - AZAO

4 - "CSR: what have we done wrong and why are we on the right track now?"

#CSR #wearthefuture

MARION DARRIEUTORT - CEO Elan Edelman

VIRGINIE HELIAS - VP CSO Procter&Gamble Group

THOMAS KOLSTER - CEO Founder Goodvertising

> Moderator - **ALEXANDRE KOUCHNER**

5 - "How do we give the next generation better assets to succeed (where we've failed)?"

#empoweringpeople #millennials

JEFF KING - Founder Muse School

JOHN GOODWIN* - CEO Lego Foundation

11:00

11:15

7 HUBS + HOT SEAT



THE HOT SEAT

13:15

T H E M A T I C L U N C H T I M E

14:00

7 HUBS + HOT SEAT



THE HOT SEAT

16:15

FRESH FORWARD INTRO

Embrace our humanity - by our Chief Poetic Officer **VINCENT AVANZI**

SESSION OPENING

1 - "Don't stay out of the Loop" #theloopproject #retail #packaging

VIRGINIE HELIAS - VP CSO Procter&Gamble Group

BERTRAND SWIDERSKI - CSO Carrefour Group

TOM SZAKY - CEO Founder TerraCycle

2 - "The war on waste is a story of love" What's up on the package field?

#theloopproject #retail #packaging #plastics #zerowaste #cradle2cradle

DAVID AMAR - Founder Nous Sommes le Futur

ALEXIS OLAN HASS* - Adidas

> Moderator - **TOM SZAKY** - CEO Founder TerraCycle

3 - "Collapse or/and Resilience?" #empoweringpeople #retail #biomimetics

#planetaryboundaries

KALINA RASKIN - Managing Director CEEBIOS

4 - "Climate change heroes: guess who's next?"

Who owns the best trigger to act fast and furious #climatechange #finance

> Moderator - **ALEXANDRE KOUCHNER**

5 - "Virtuous value chain: how to value the virtuous?" #fashion #food #cosmetics

CARLO GALLI - VP Head Sustainability Nestlé Waters

YNZO VAN ZANTEN - Choco Evangelist Tony's Chocolonely

> Moderator - **MARION MOREAU**

6 - "Oui to Sustainable Cuisine" #cuisine #feelgood #positiveimpact

FRANÇOIS PASTEAU - French Chef

18:30

18:15

HUBS WRAP UP (Closing)

Hubs Shakers 7 leaders to share today key outputs

*to be confirmed

VIRTUOUS VALUE CHAIN

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

APRIL 24TH

AM

PM

TECH, SCIENCE & ETHICS

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.

YOUTH SB PARIS HACK TIVATORS

AM

PM

BLUE TURN

APRIL 2019

9:00

Icebreaker

FRESH FORWARD INTRO

Empower the future - by our Chief Poetic Officer **VINCENT AVANZI**

SESSION OPENING

1 - "Artificial Intelligence: for the best or the worst" #tech4good

JEAN-YVES ART - AI Human Rights Leader Microsoft

> Moderator - **DUNSTAN ALLISON-HOPE** - BSR

2 - "Fresh Forward in Africa" #startup #energy #health

> Moderator - **MARION MOREAU**

3 - "Innovation: is open science at risk?" #biotech #opencience

THOMAS LANDRAIN - Founder CEO JoGL

4 - "Act good and become rich" #cryptomoney #finance

PAUL ALLARD - Co-founders IMPAK - **NATHALIE GREEN** - CEO Doconomy

> Moderator - **MAXIME BAFFERT** - Managing Director - Viva Technology Paris

5 - "When we were in 2050"

#empoweringpeople #uchronicdebate

COLLECTIF ZANZIBAR AUTHORS*

> Moderator - **MATHIEU BAUDIN** - Founder Institut des Futurs Souhaitables

11:00

11:00

"We are the Future, let's talk"

Listen to what our « Youth Hactivators » have to say after 3 days hacking SB Paris.

#empoweringpeople #wearethefuture #millennials

Spokespersons Team from SB Paris Youth Hactivation trained by **Enactus** and

supported by **Le Manifeste Etudiant pour un Réveil Ecologique**

> Moderator - **ALEXANDRE KOUCHNER**

11:45

GOOD VIBES ONLY

> Wild Card - let it go

> Sustainable Art

> SB Brand

> Sparkshow - pitching game

> Corporate Hypnosis

Transfo tool crashtest

> Reverse Pitch - startups

> Yoga - body intelligence

13:15

T H E M A T I C L U N C H T I M E

14:15

CALL 2 ACTION THE GRAND WORKSHOP

SB Paris main giveaway:
the perfect toolbox to become a
successful in-home changemaker

17:00



Open to general public (on application).
Meetup moment between job seekers
and sustainable projects led by SB Paris
partners. Including thematic conferences,
workshops and one-to-one meetings.

17:15

CLOSING

"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).

#bluerevolution #wearethefuture

JEAN-PIERRE GOUX - Co-founder Blueturn

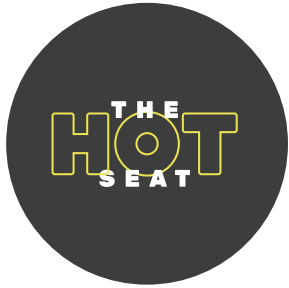
Closing the 3Day event with a chill out moment, cool music and friendly chatting...

19:15

THE END

*to be confirmed

11:30AM-1:15PM
2:00PM-4:00PM



On a keynote format, a CEO or a 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**

Running order to be defined

PATRICIA OLIVA - VP Global Marketing Evian
#circularity

EUAN MURRAY - CEO - The Sustainability Consortium
#finance

MARION DARRIEUTORT - CEO Elan-Edelman
#study

LAURA PALMEIRO* - United Nations Global Compact
#newmetrics

HENRIK GOTTERBARM - Head of North Europe Nestlé Waters
#plastic

FRANTZ BEZNIK - R&D Director - Global Head of Sustainable Innovation P&G
#water

VIRGINIE HELIAS - VP CSO Procter&Gamble Group
#csr

MAXIME BAFFERT - Managing Director VivaTechnology Paris
#tech4good

RACHAEL JAROSH - CEO Enactus
#millennials

STEVEN SERNEELS - CEO EVPA
#finance

ALEXANDRA PALT - CSO l'Oréal Group

More to come

**to be confirmed*

APRIL 23TH & 24TH