

SB

2019

PARIS APRIL  
23-25

SUSTAINABLE BRANDS

# HSEIN FORWARD

Redesigning the good life

SBPARIS.EU



# Tech to drive circular conception & innovation

## Trends in circular conception



**Mirela Orlovic** - Founder & CEO - UrbanMeisters

## From by-products to luxury textiles



**Enrica Arena** - Co-Founder – OrangeFiber

## Transforming Fashion for Good



**Pingki Houang** - Chief Executive Omnichannel - Fashion Cube

## Reducing computing energy impact



**Miroslav Sviezeny** - COO & Founder - Qarnot Computing

## ROUNDTABLE - Reduce, Reuse and Recycle: concrete and applicable solutions



**Gilles Tisserand** - Marketing Director France&Benelux – Tetra Pak

**Lucie Soulard** - Co-Founder & COO - Place2Swap

**Jean Moreau** - Co-Founder & President - Phenix

**Julien Morel** - Moderator – Transformation Expert - HUB Institute



# Tech to drive circular conception & innovation

## Trends in circular conception



**Mirela Orlovic** - Founder & CEO - UrbanMeisters

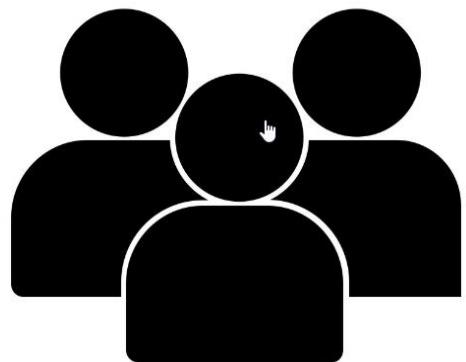


**TRANSITION  
FOR GOOD**



@UrbanMeisters

PEOPLE



+

PLANET



+

PROFIT



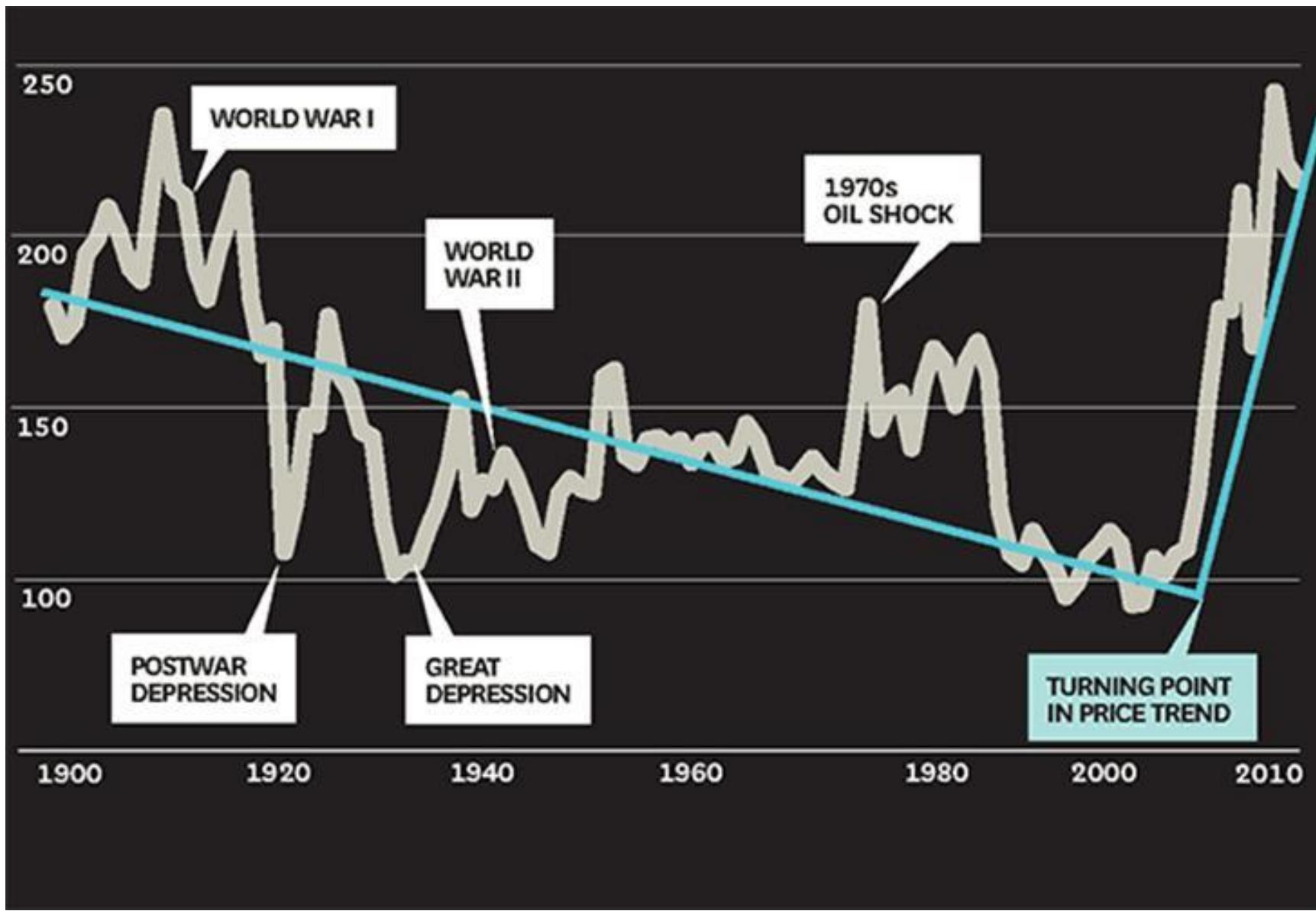
# TAKE ACTION













**9/10 CONSUMERS  
WILL STOP PURCHASING  
FROM BRANDS THAT LACK  
TRANSPARENCY**



I ❤ MY  
COMPANY



# SUSTAINABLE DEVELOPMENT GOALS

17 GOALS TO TRANSFORM OUR WORLD

**1** NO POVERTY



**2** ZERO HUNGER



**3** GOOD HEALTH AND WELL-BEING



**4** QUALITY EDUCATION



**5** GENDER EQUALITY



**6** CLEAN WATER AND SANITATION



**7** AFFORDABLE AND CLEAN ENERGY



**8** DECENT WORK AND ECONOMIC GROWTH



**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**10** REDUCED INEQUALITIES



**11** SUSTAINABLE CITIES AND COMMUNITIES



**12** RESPONSIBLE CONSUMPTION AND PRODUCTION



**13** CLIMATE ACTION



**14** LIFE BELOW WATER



**15** LIFE ON LAND



**16** PEACE, JUSTICE AND STRONG INSTITUTIONS



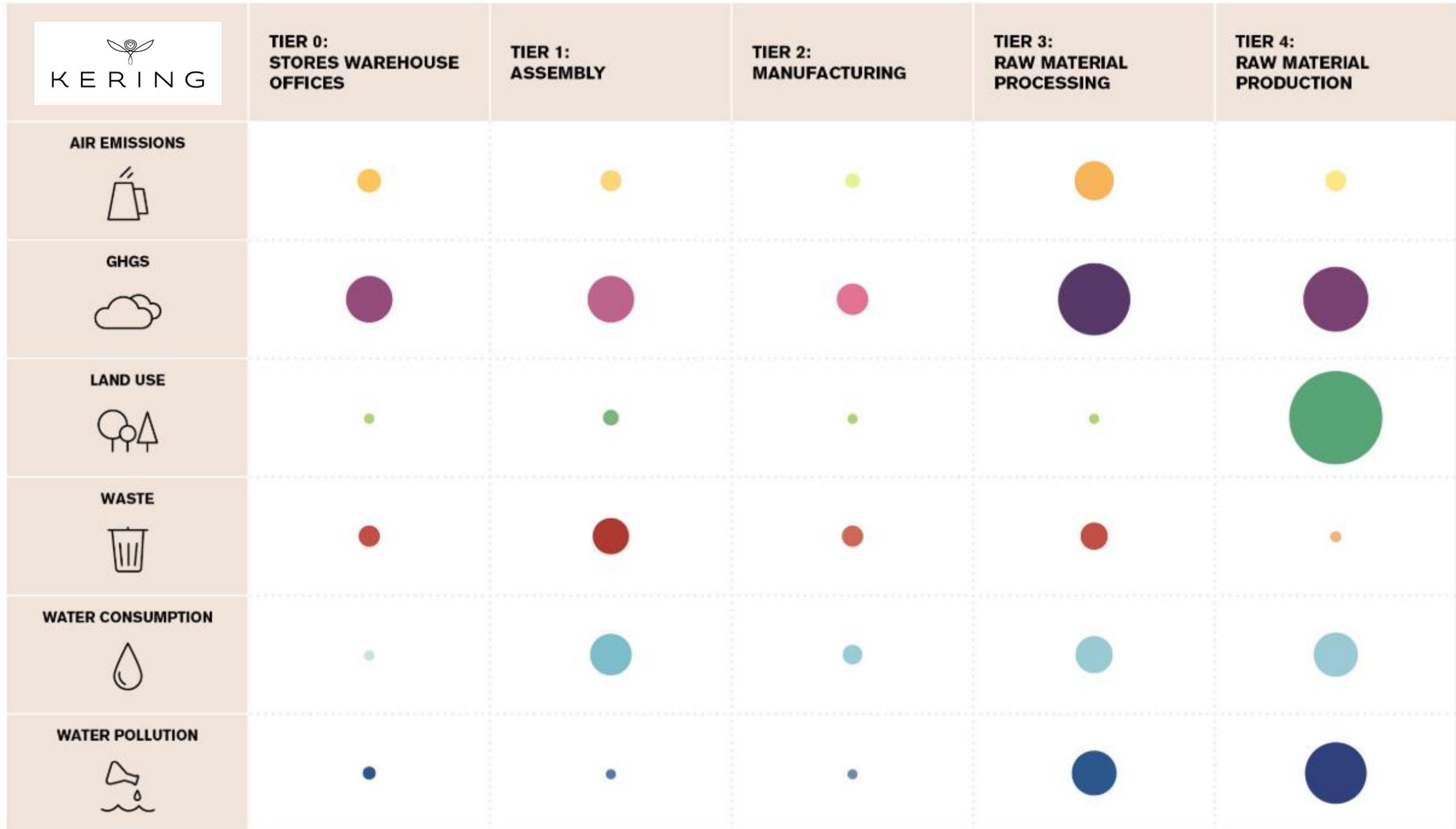
**17** PARTNERSHIPS FOR THE GOALS



**SUSTAINABLE  
DEVELOPMENT  
GOALS**

# TRANSITION FOR GOOD ®

		AUDITER	PLANIFIER	TESTER & APPRENDRE	DEPLOYER	OPTIMISER
Gouvernance Durable	Leadership	Stratégie et Purpose. Avantages concurrentiels.				
	Finance	Nouveaux KPIs de pilotage. Triple bottom line: Profit-People-Planet.				
	Culture et organisation	Valeurs et culture. Sustainable upskilling.				
Empreinte Environnementale	Innovation Produits & Packaging	Conception circulaire et sustainable open innovation.				
	Manufacturing & Supply Chain	Transparence et traçabilité. Challenger les normes.				
	Commercial & Relation Clients	Nouveau business model. Responsabilité et authenticité.				
	Marketing & Digital	Education. Dialogue ouvert. Co-développement.				
Empreinte Sociétale	Management des collaborateurs et des candidats	Symétrie des attentions collaborateurs. Empowerement.				
	Impact sur son territoire	Collaboration pre-competition.				
	Management des Partenaires	Co-développer avec ses fournisseurs.				

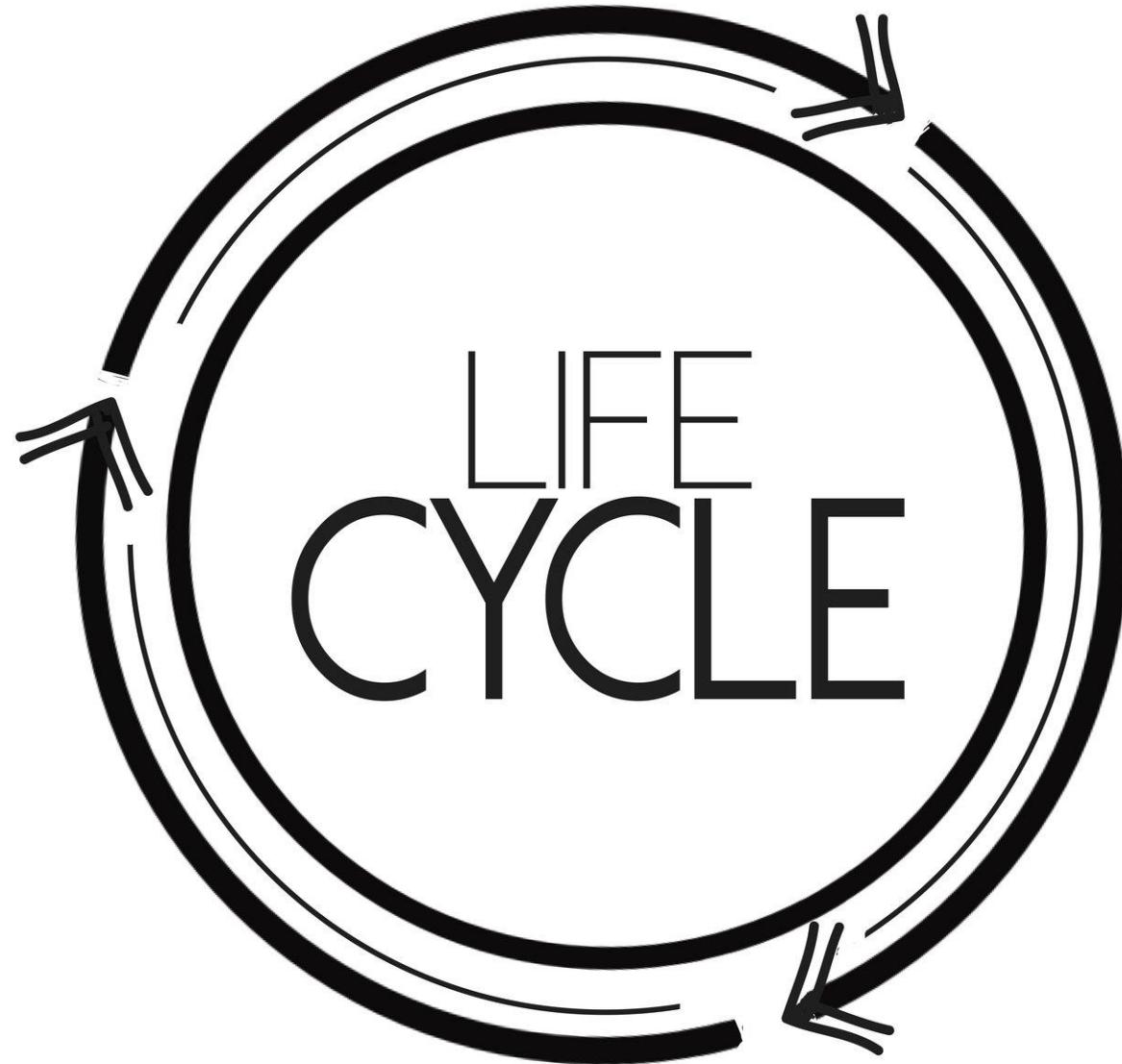






# TRANSITION FOR GOOD ®

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# **Vous n'êtes pas une Barbie, pourquoi porter un sac en plastique ?**

Chaque seconde, 4 sacs plastique  
s'échouent sur les côtes françaises

**DECOUVRIR**





# The modular phone that's built to last

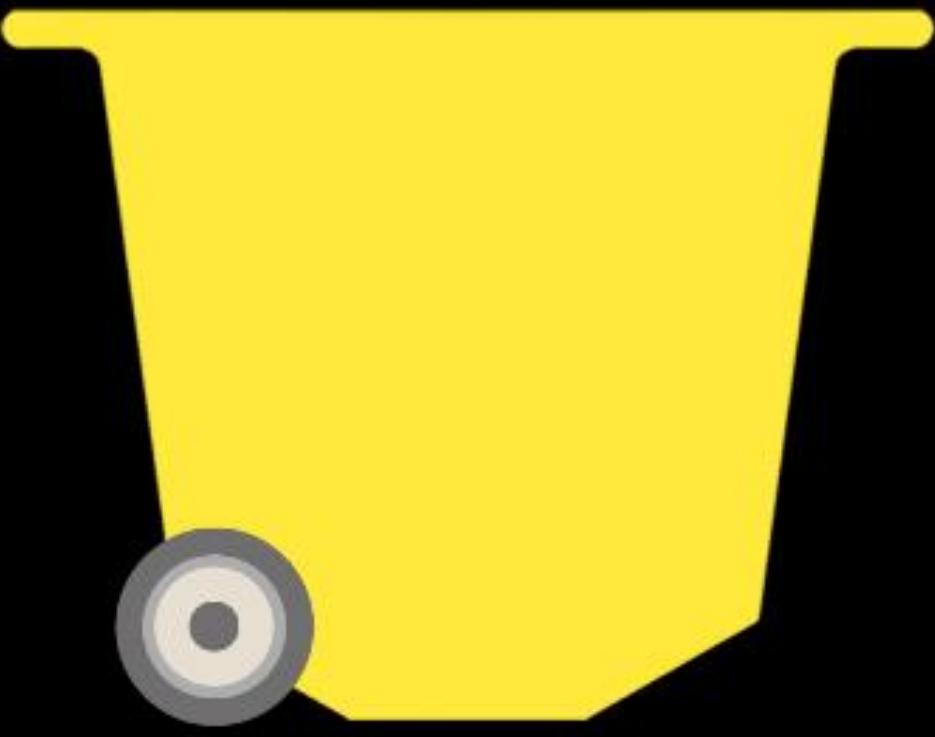
We've created the world's first ethical, modular smartphone. You shouldn't have to choose between a great phone and a fair supply chain.

[What's new with the Fairphone 2](#)[Explore the Fairphone 2](#)[Buy now](#)

a sharing  
community

# Pumpipumpe

[STICKER](#)[MAP](#)[ABOUT](#)[GET ACTIVE](#)[POINT OF SALE](#)[COMMUNITY](#)[CONTACT](#)





Buy • Sell • Trade  
Phones, Tablets & Smartwatches



**BUY**

Latest tech,  
great prices

**SELL**

Fast cash for  
your old device





**Reduce  
Reuse  
Recycle**







WILDWOOD



# BREWERY

*wildwoodbrewing.com*



**GUPPYFRIEND™  
Washing Bag**

\$29.75

#O2191

12 Reviews

Color none (none-000) ▾

Size ALL ▾

Qty 1 ▾

## Availability

Out of Stock

**ADD TO CART**This product is backed by  
our Ironclad Guarantee Return Policy

Need it today?

Check In-Store Availability



SHARE



Exclusive

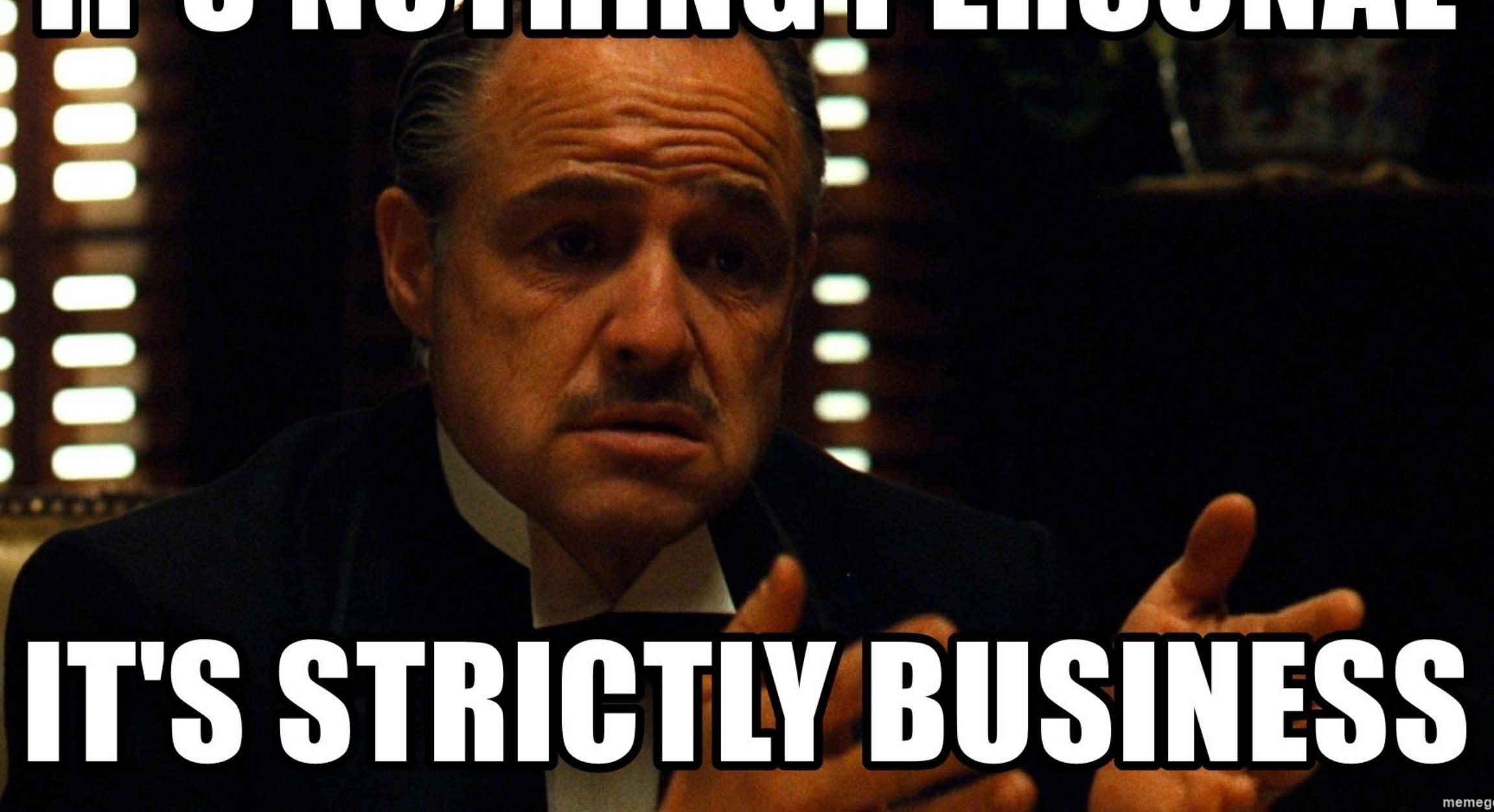


The GUPPYFRIEND™ Washing Bag protects synthetic garments and reduces the amount of microfibers that may enter rivers and oceans from washing. After washing garments in GUPPYFRIEND, remove the microfibers from the bag and throw them away in the trash.





**IT'S NOTHING PERSONAL**



**IT'S STRICTLY BUSINESS**



**TRANSITION  
FOR GOOD**



@UrbanMeisters



# Tech to drive circular conception & innovation

From by-products to luxury textiles



Enrica Arena - Co-Founder – OrangeFiber

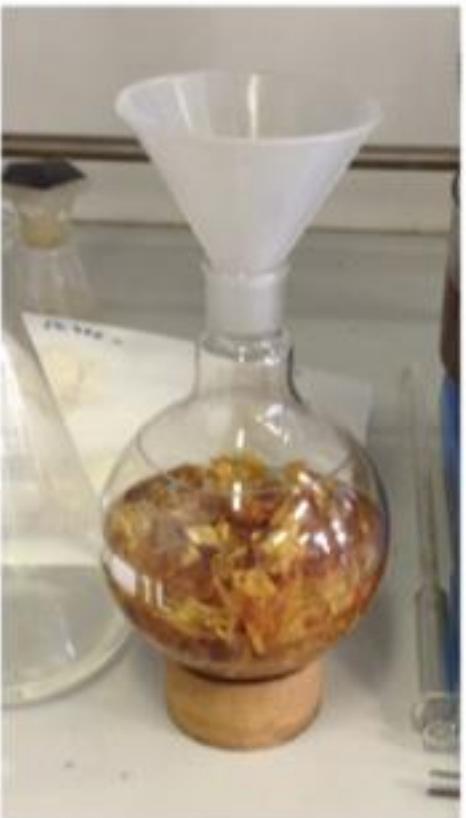


ORANGE FIBER













## SUSTAINABLE FABRIC FROM CITRUS BYPRODUCTS

- Silk like if 100% Orange Fiber Yarn
- Ready to be printed and dyed
- Customizable according to brand's need

A large, sprawling pile of discarded orange peels and pulp sits in the foreground, stretching across the bottom of the frame. In the background, a misty landscape with hills and what appears to be agricultural infrastructure like irrigation pipes or greenhouse frames is visible under a hazy sky.

## FROM A RENEWABLE SOURCE

- 60% of an orange is considered waste (after juice production)
- Over 70 million trees are logged yearly for fabrics
- 80% of orange juice production is from the US, Brazil, India and Mexico (IP)



ORANGE FIBER

ORANGE JUICE  
BY-PRODUCT

ADAPTED  
PULP

FIBERS

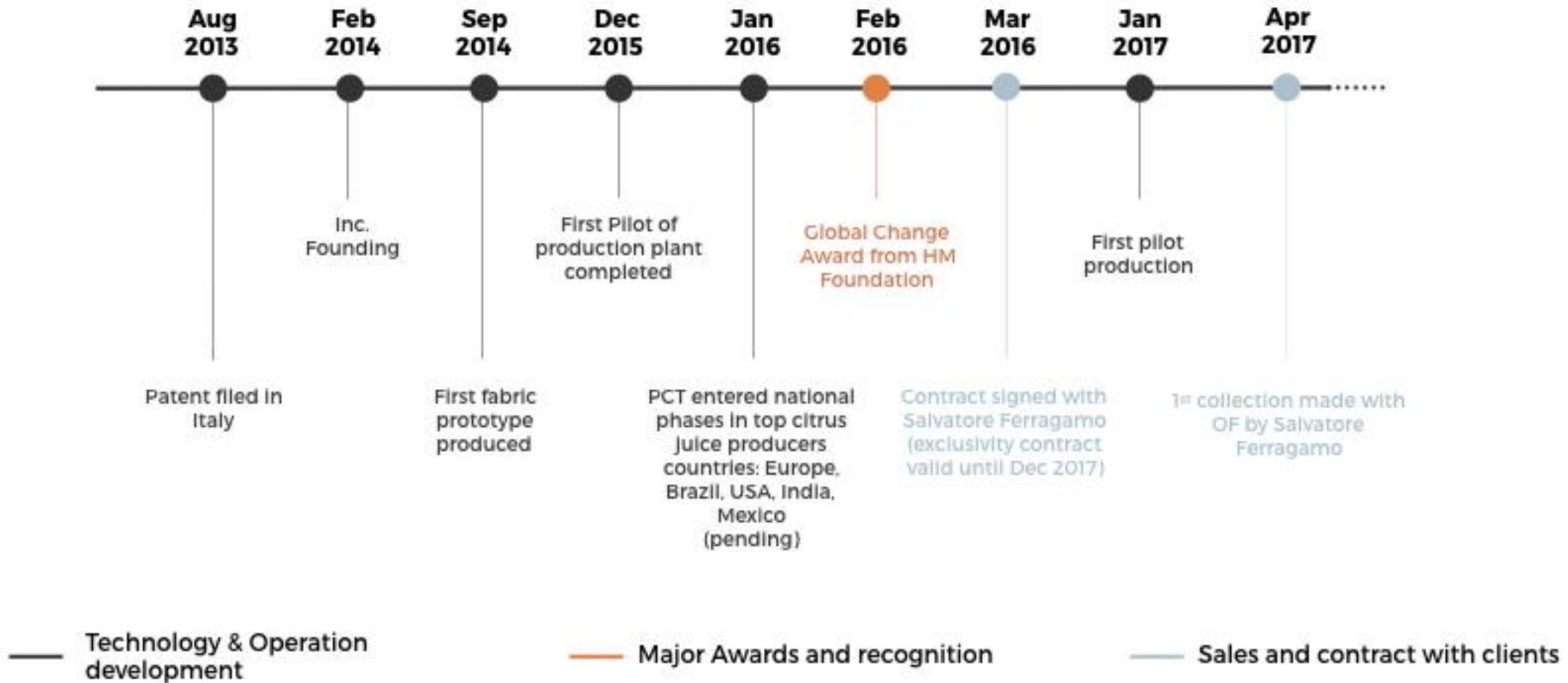
YARN

ORANGE FIBER  
FABRIC

Internal patented process

Partnership

## ⌚ FROM PATENT TO FIRST GLOBAL COLLECTION



FERRAGAMO ORANGE FIBER COLLECTION



## ④ OUR UNIQUE SELLING POINT



### Sustainability

Orange juice  
secondary product

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### Ingredient Brand

Communicate directly  
to end-consumers

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O + F + R



 H&M CONSCIOUS EXCLUSIVE 2019

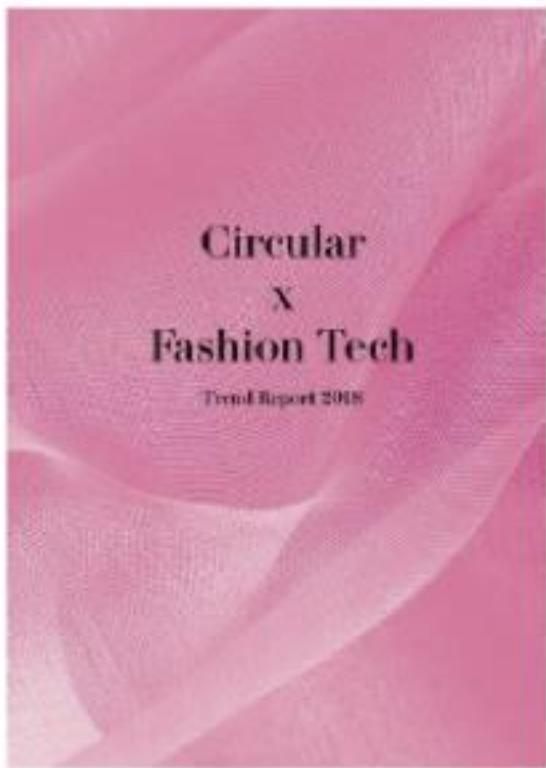


V&A MUSEUM - FASHIONED FROM NATURE





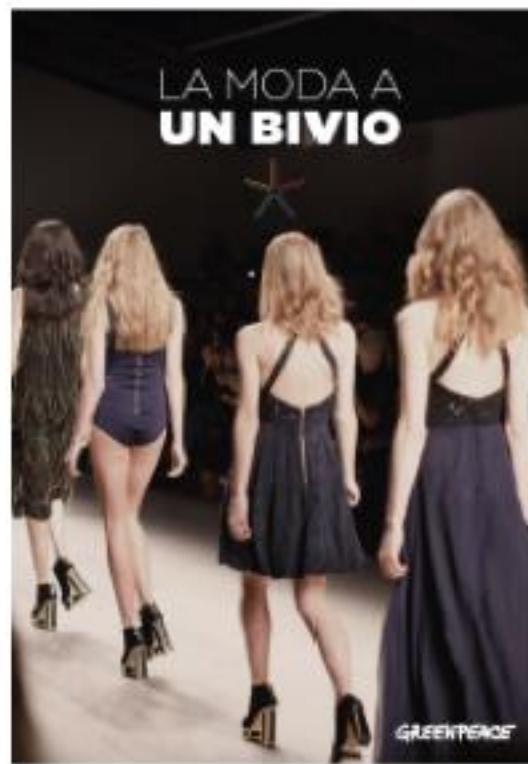
## ORANGE FIBER FEATURED IN:



H&M FOUNDATION &  
ACCENTURE - 2018



ELLEN MACARTHUR  
FOUNDATION & CIRCULAR  
FIBRES INITIATIVE - 2017



GREENPEACE - 2017



ARUP - 2017





*What if Fashion Brands collaborate  
with innovators & invest in them  
to create sustainable products?*



[orangefiber.com](http://orangefiber.com)



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*“Real luxury is based on **authenticity and sincerity** – product is almost secondary to the experience. But if your products are not in sync with a **higher set of values**, then you aren’t going to survive in this business”*

**Mr. François-Henri Pinault – CEO and Chairman, Kering Group**

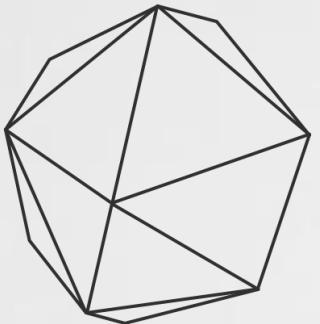


# Tech to drive circular conception & innovation

## Transforming Fashion for Good



**Pingki Houang** - Chief Executive Omnichannel - Fashion Cube



# fashion data

customer - product – supply

Transforming fashion  
for good?



# Thanks for welcoming me!



Pingki HOUANG  
fashion data president



showroomprive.com

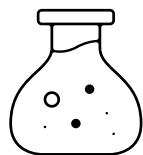




# WHY IS IT STILL SO DIFFICULT ?

“Despite the urgent nature of digital business transformation, only 3% of retailers are harvesting results from delivering and scaling data business initiatives”

Digital Business Transformation: A Retail Perspective - June 2018 - Gartner



## THE MAGIC SAUCE

Omnichannel retailers haven't found the magical equation yet to reinvent themselves in today's digitalized world



## ABILITY TO INVEST

Most of the retailer haven't the resources to invest as much as the retail giants in technologies & data science



## GATHER TALENTS

Catch business opportunities & reduce operational risks needs high demanded and costly business & data skills.

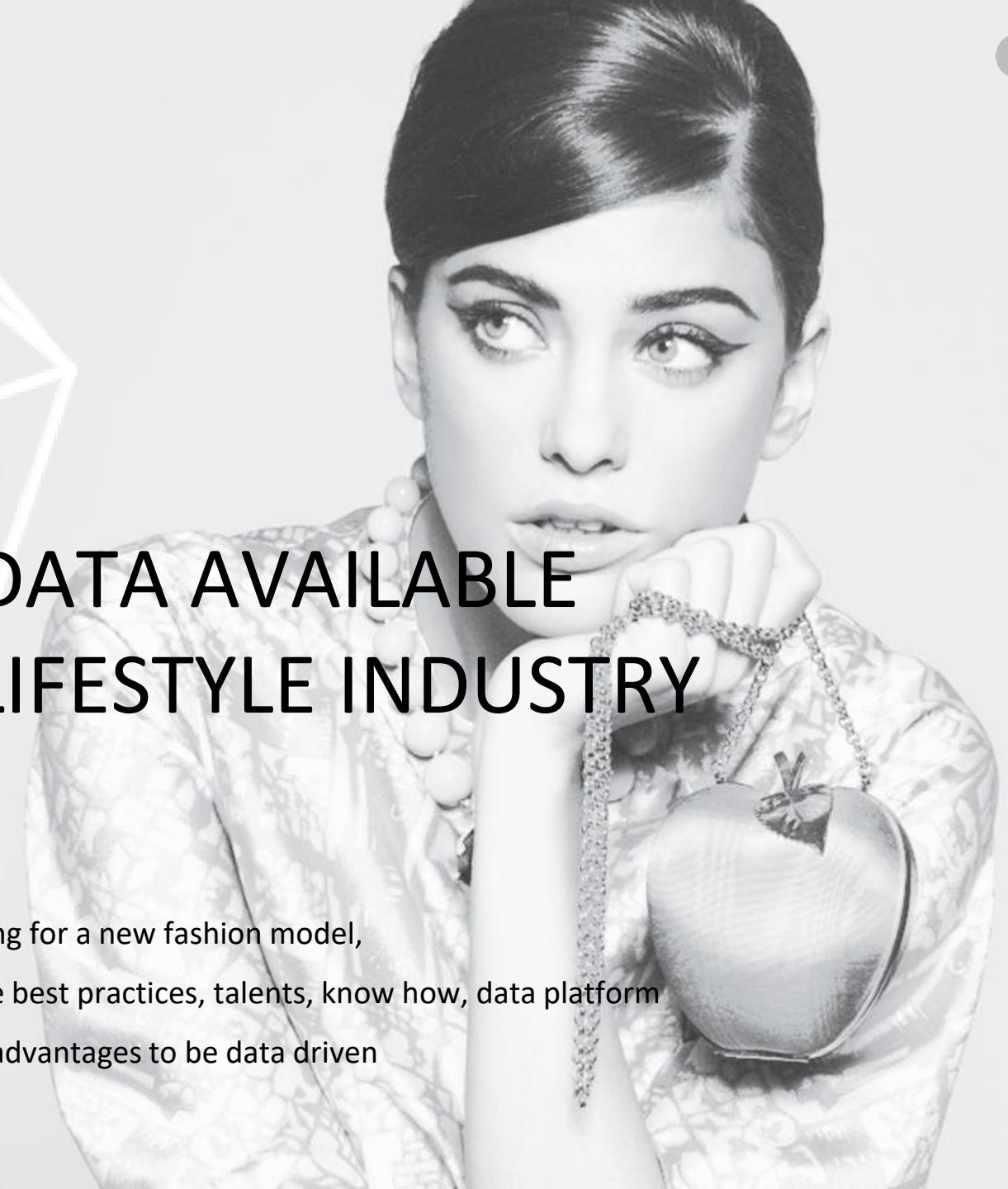


## COLLABORATE

To reach a critical size, retailers must have to set up new business models based on external collaborations and strong partnerships

# MAKE SMARTDATA AVAILABLE FOR FASHION & LIFESTYLE INDUSTRY

Fashion data is militating for a new fashion model,  
by bringing fashion retailers together to share best practices, talents, know how, data platform  
And thus, demonstrate advantages to be data driven



# 3 BUSINESS STREAMS

The performance of a fashion retailer relies on his ability to have simultaneously a strong supply, good products, in sufficient quantities and for the right stores, numerous and loyal customers more and more digitalized.

LOYAL

## CUSTOMER

Understand customers' behavior to anticipate their expectations, support them along their shopping journey and thus, boost their loyalty.

ACTIVATE

GOOD

## PRODUCT

Detect fashion trends & predict demand forecast in order to produce just the required quantities of goods, at the best price and at the right time.

FORECAST

RELIABLE

## SUPPLY & STORES

Guarantee the products availability taking into account the particularities of each store for an optimal flowing-rate and minimizing stock-outs.

OPTIMIZE



# CUSTOMER

Having a better understanding of customer needs to match their expectations by offering a individualized customer journey and thus improve their loyalty



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# AVERAGE CUSTOMER PROFILES

64

**1,3M**  
customers

**90%**  
Club members

**99,5%**  
Women

**724K**  
12m active

**576K**  
Inactive  
>12m

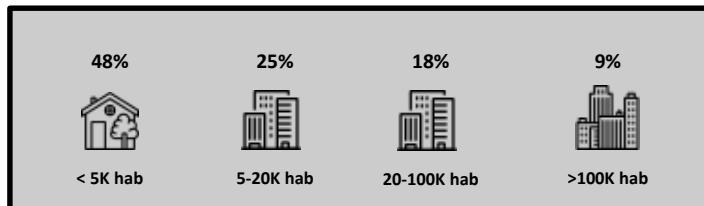
Ensemble de la base Client  
Focus actifs 12 mois

**49 years**  
Average age

**3,6 y**  
Average tenure

**1 674 €**  
Average income

## Size of the city



CA per Active	:	122,5 €
Average Basket	:	44,81 €
Average nb of items	:	2,1
Frequency	:	2,7
Return rate	:	2,5%
Share of articles bought with discount	:	54%



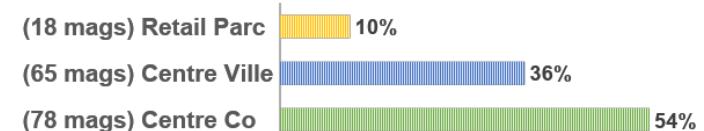
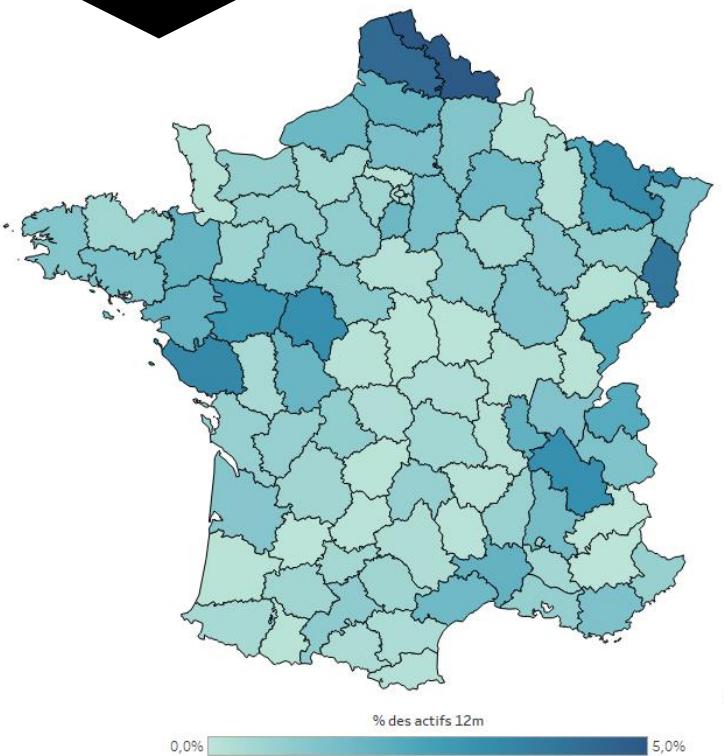
**3%**  
Cross channel

**31%**  
online visitors

**13%**  
ROPOers

**52%**  
Customers F3 \*

\* qui sont, ou ont été clients d'au moins une autre enseigne (hors gdm) de fashion3

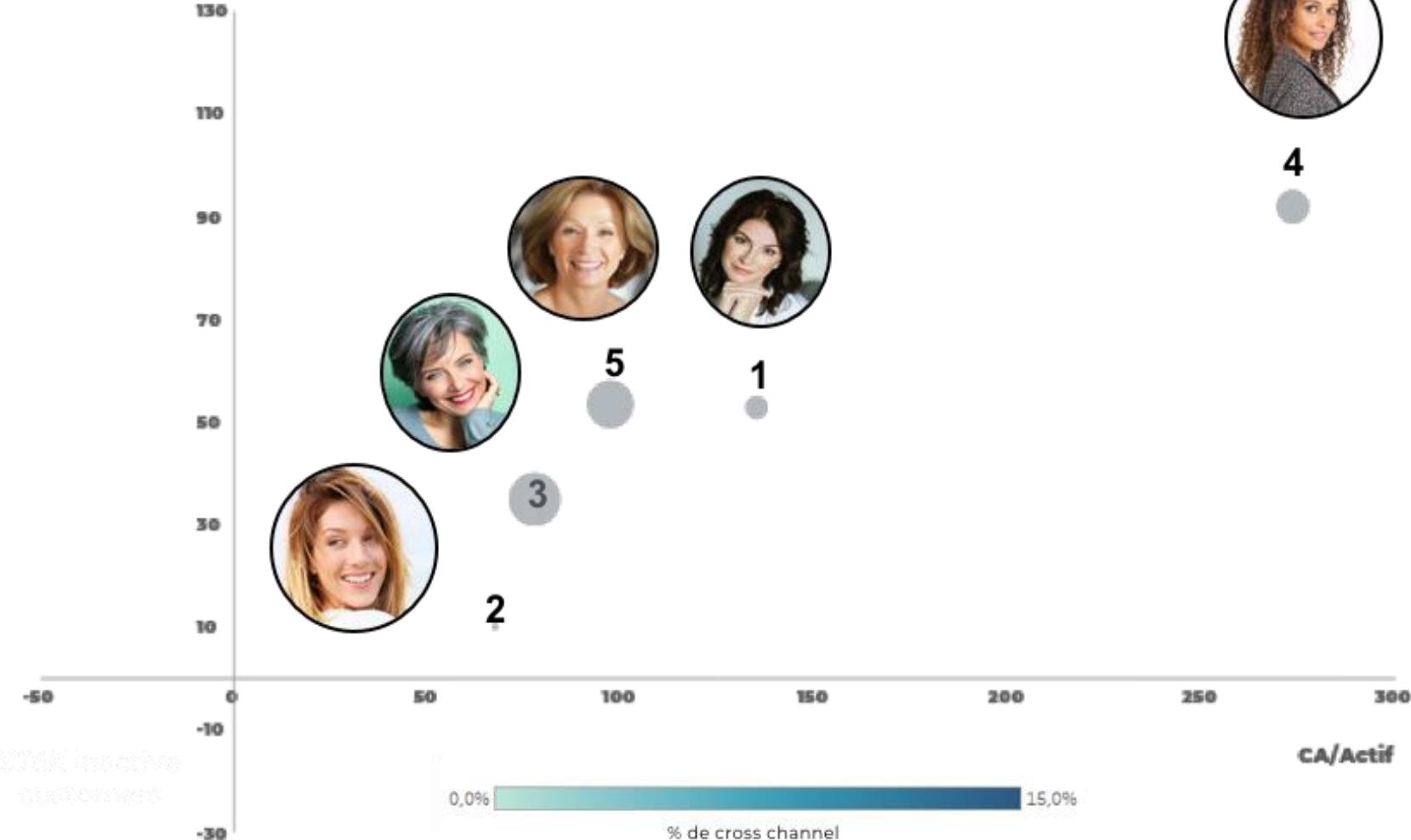


27 magasins n'ont pas de typologie d'emplacement de renseigné

# DATA DRIVEN BUYER PERSONA

The output of the analysis is 5 groups.

Brand attractiveness – index



## Segments :

- Segment 1 : « the regular buyer »
- Segment 2 : « the e- shopper »
- Segment 3 : « the occasional buyer »
- Segment 4 : « brand lover »
- Segment 5 : « I'm addict »



**MARIE**  
“The regular buyer”

40-49 years old

Country zone (city < 2000 inhab)

Customer for several years, she appreciates the brand

Employee

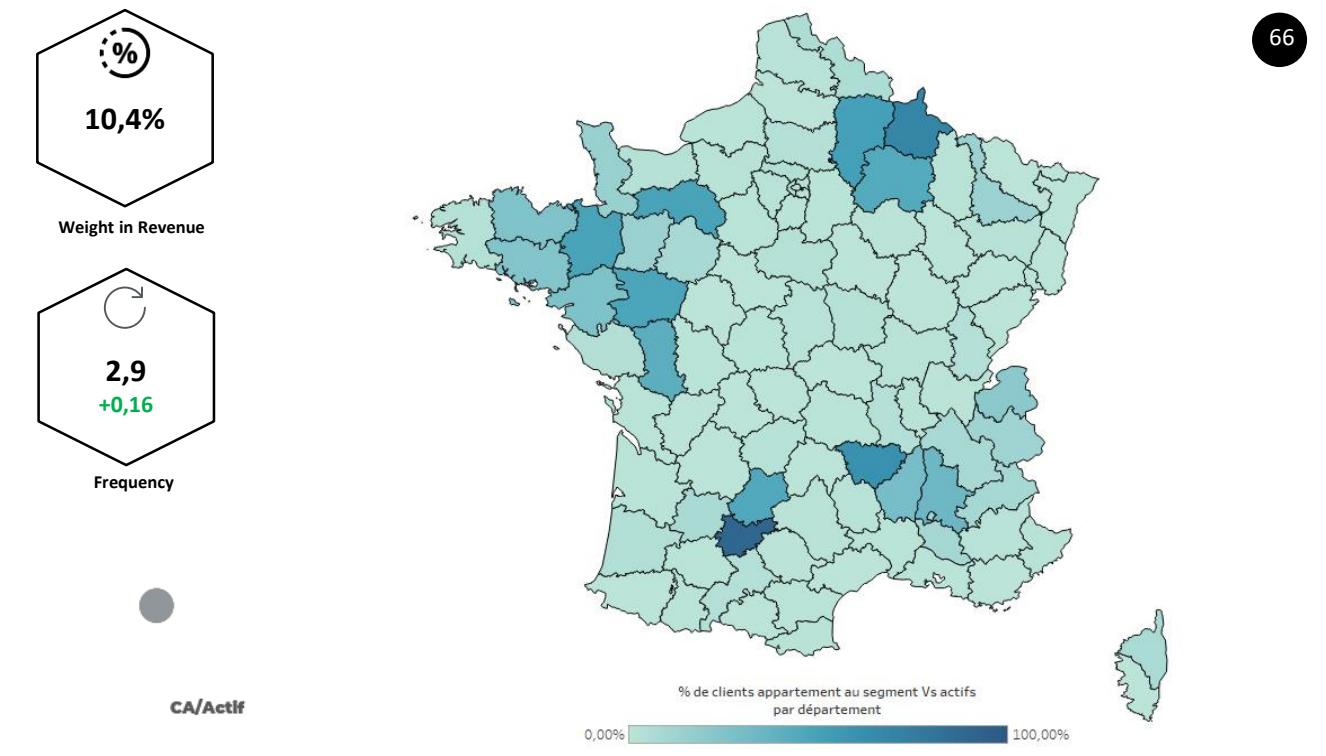
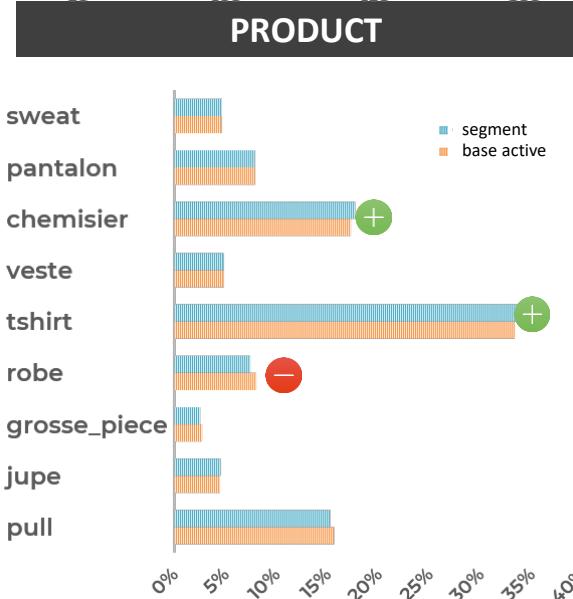
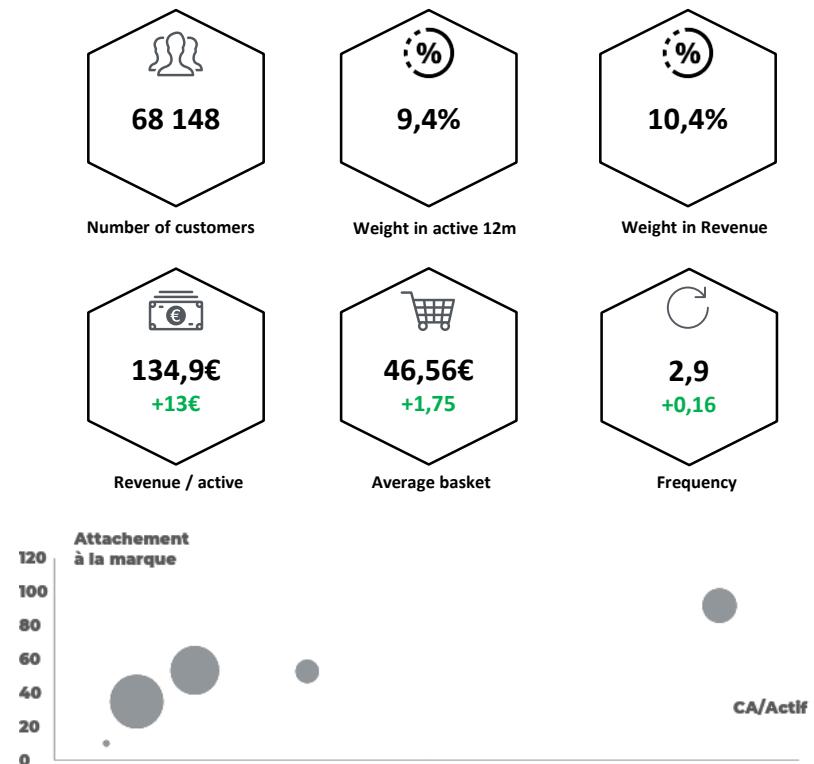
With incomes lower than the average (1 650€ net/month)

Married

Several children in the household

She owns her home

She visits rarely the website



### OTHER INFORMATION

Marie est une « **bonne cliente** ». Elle achète tous les 4 mois plusieurs articles pour un **montant supérieur** aux autres clientes (+3€).

Elle réalise la majorité de ses achats en magasin et s'oriente essentiellement vers des points de vente situés dans des **parcs d'activités commerciales (PAC)**.

Globalement, Marie est **moins sensible aux remises & promotions**.

Quand elle se déplace en magasin, Marie vient chercher une tenue complète et combine dans son panier **differentes familles** de produit. Elle affectionne d'ailleurs, plus que la moyenne (+2pts), l'offre d'accessoires proposée par Grain de Malice. Elle a également quelques formes mais consomme essentiellement de la **taille moyenne**.

Marie est très sollicitée et consulte ses mails de façon ponctuelle. En revanche, lorsqu'elle le fait elle sait **apprécié le contenu des communications CRM** de la marque (taux de réactivité élevé).



# PRODUCTS

Detect trends, predict sharply customers demand, to product only what we can sell, at the best price and at the right time.

# Fashion Trends - Heuritech

How to make a better product decision with trends  
forecacurves



fd

heuritech

SOLUTIONS FASHION DATA FOR

69

# FASHION TRENDS

A solution based on 4 strong pillars :

## Data sources & panels



Crawling of **3 millions of images & videos** from **Instagram** each day

Definition of **representative panels** of influencers & Voice of Web by **geographic area**

## Image recognition technology



## Platform with actionable insights



## Trend forecasting technology

### IN-HOUSE AI TECHNOLOGY:

- Seasonality detection
- Denoising
- Automatic trends detection
- Up to 1 year month forecasting
- Trend propagation from influencers to mass



Heuritech is an AI solution which combines **image recognition** on social medias (Instagram) and **scientific analysis**.

- *What are the big trends now ?*
- *What will be the big trends in 6 months, one year ?*
- *What are their best features (colors, shapes, prints...)*

Have an intuition about a trend ? Back it with data !



heuritech

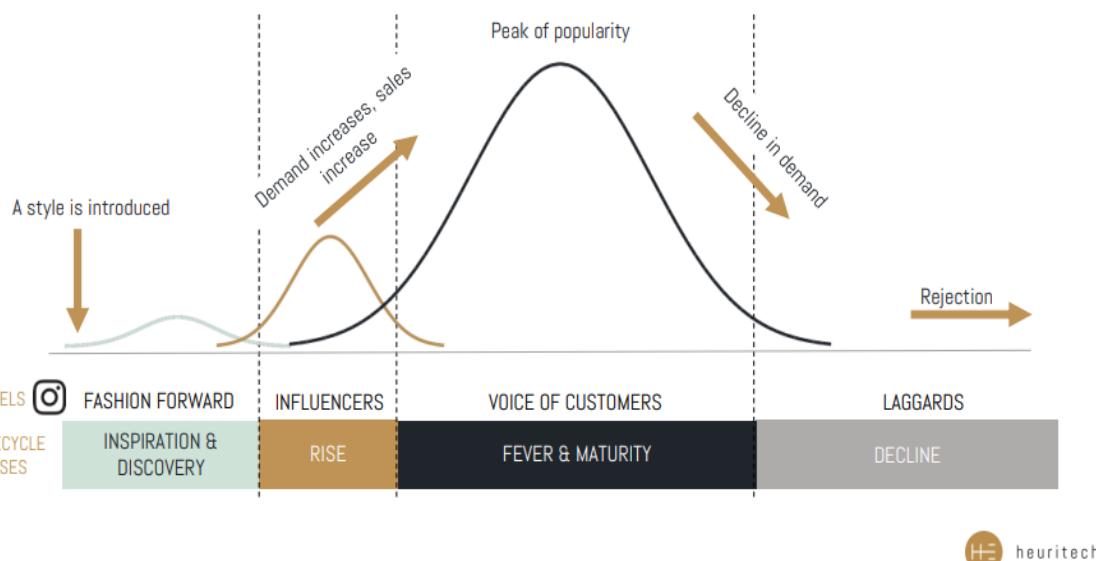
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# FASHION TRENDS

## Methodology - the consumer panels

### CAPTURING THE TREND PROPAGATION IN THE MARKET



### HEURITECH PANELS

#### HOW DID WE CONSTITUTE THE USERS PANELS ?

##### 3 LEVELS OF USERS

##### 1 FASHION FORWARD PEOPLE

- FASHION SHARP PEOPLE, SELECTED QUALITATIVELY BY OUR FASHION EXPERTS
- BASED IN EUROPE
- WITH MORE THAN 50K FOLLOWERS

THEY ARE THE TREND-SETTERS

##### 2 INFLUENCERS

- THEY HAVE LESS THAN 50K FOLLOWERS
- THEY FOLLOW THE FASHION FORWARD PEOPLE AND ARE FOLLOWED IN RETURN BY THEM
- THEY ARE PROVED TO SHARE FASHION RELATED & CURATED CONTENT (ATTEND FASHION SHOW..)
- BASED IN EUROPE

THEY ARE LESS SHARP AND KNOWN BUT STILL HAVE SOME INFLUENCE ON FASHION

##### 3 MAJORITY

- THEY FOLLOW THE FASHION FORWARD PEOPLE BUT ARE NOT FOLLOWED BY THEM IN RETURN
- THEY ARE MORE NUMEROUS AND ONLY FOLLOWING THE TRENDS





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heuritech

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# FASHION TRENDS

## Methodology - trend analysis

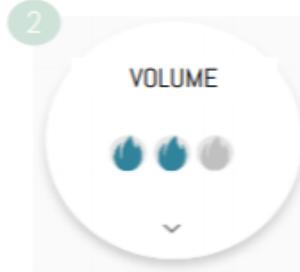
### HEURITECH METRICS

#### HOW DO WE ANALYSE A TREND ?

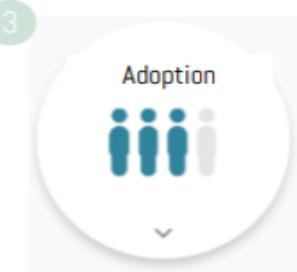
##### 3 METRICS



**Dynamic** of the trend during the past months captured through 7 patterns



**Volume level** of the trend in the market, based on its presence on social media



Expected **propagation** between 3 different consumer targets, from trend setters to the late majority

### TREND BEHAVIOR CLASSIFICATION

They can be automatically clustered into 7 **behavior categories**:



Fast-growing trend

#### RISING STAR



Growing at a slow pace

#### SUSTAINED RISER



Rising on season

#### SEASONAL RISER



Remaining stable

#### FLAT



Quickly declining

#### FALLING STAR



Declining at a slow pace

#### SUSTAINED DECLINER



Declining on season

#### SEASONAL DECLINER

# FASHION TRENDS



## Pimkie Usecase

Wicker bag



## Fashion Trends – FutureScore

How to make a better products decision with customer  
products' surveys



future  
score.io

pimkie®



The customer gets an email  
to invite her to join the  
products' survey

3 choices

Pimkie collection with  
products' pictures

SOLUTIONS FASHION DATA FOR

# CUSTOMER & PRODUCTS

FUTURESORE is a solution which combines **customer** and AI.

This tool enables to **get the feedback from our customers** about our collection before the production and to **test the sales potential** of our collection.

Before selling a product you need the right offer !



future  
score.io

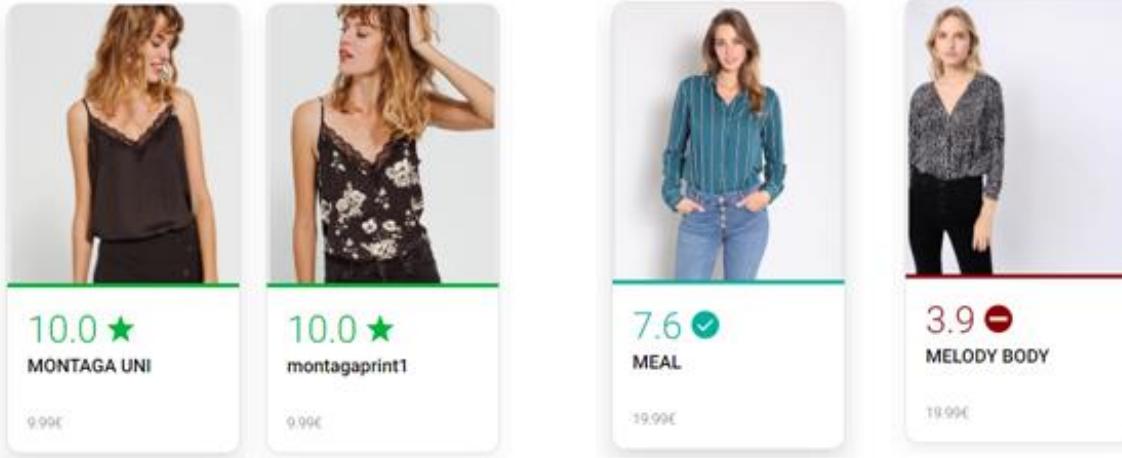
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# CUSTOMER & PRODUCTS

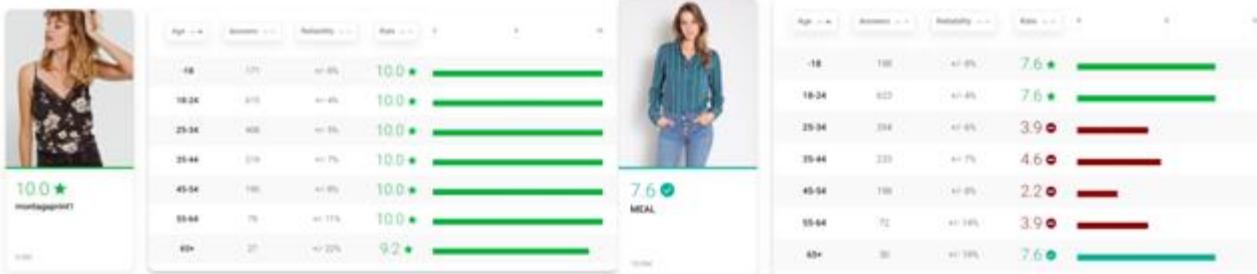
## DELIVERABLES ON THE PLATFORM

Products' ranking

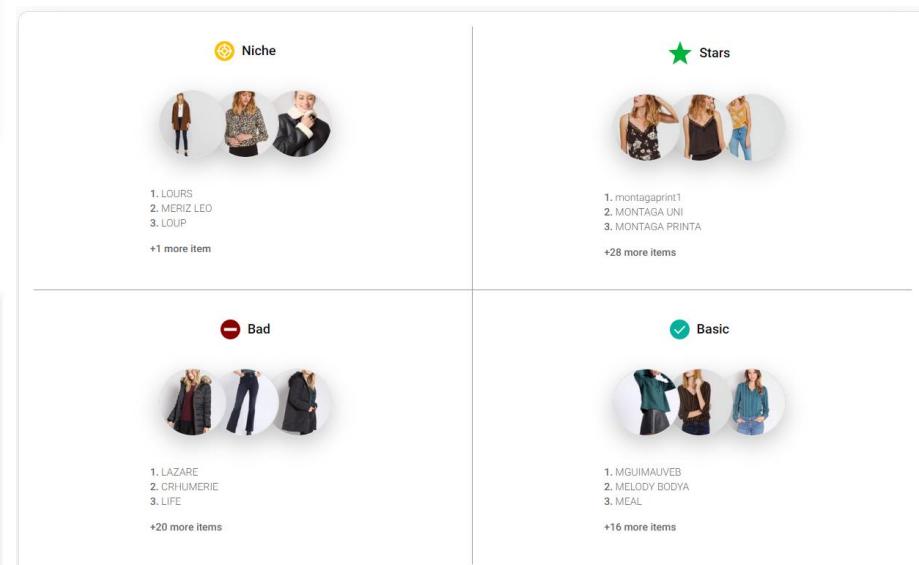


FUTURESCORE analyzes the answers and the profile of the responder to measure the attractivity of the items.

Breakdown by category of respondent age

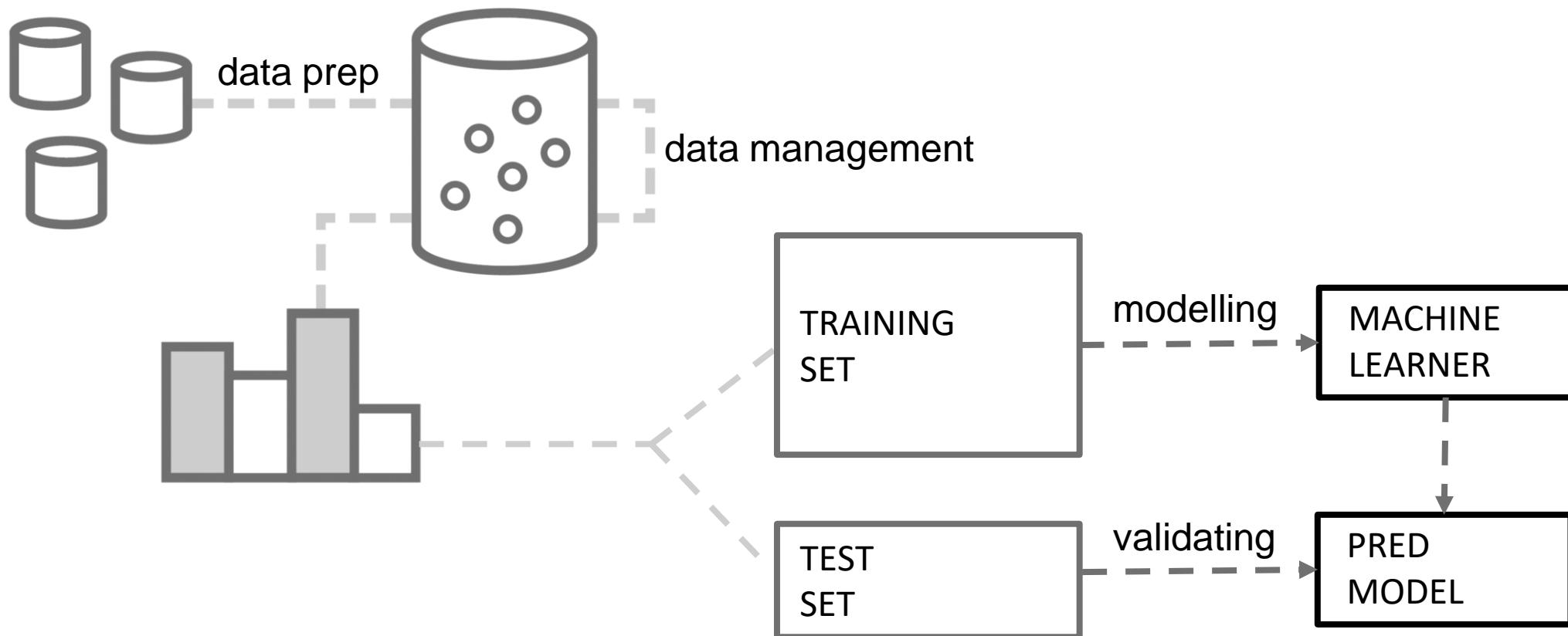


## Products' matrix



Fashion Trends – Repeat Orders

# BUILDING A MODEL



# ie. FORECAST PERFORMANCE

Result for FEB-APR 2019 (global view) - 7 first weeks





## SUPPLY & STORES

Ensure high level of stock availability, considering stores characteristics, to optimize inventory turnover and lower shortage.

# SUPPLY & STORES



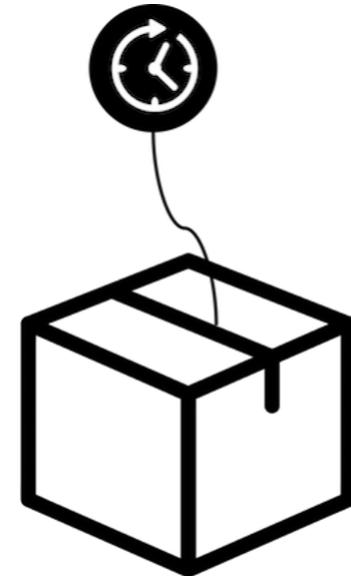
## STORE IDENTITY

Characterize and quantify shades of each store to better tailor the offer, adjust inventory, contextualize communication and take into account the competitive environment.



## SMART STOCK LEVEL

Smartly and automatically adjust the target stocks of each store for each reference, size, color and have the right quantities in the right place.



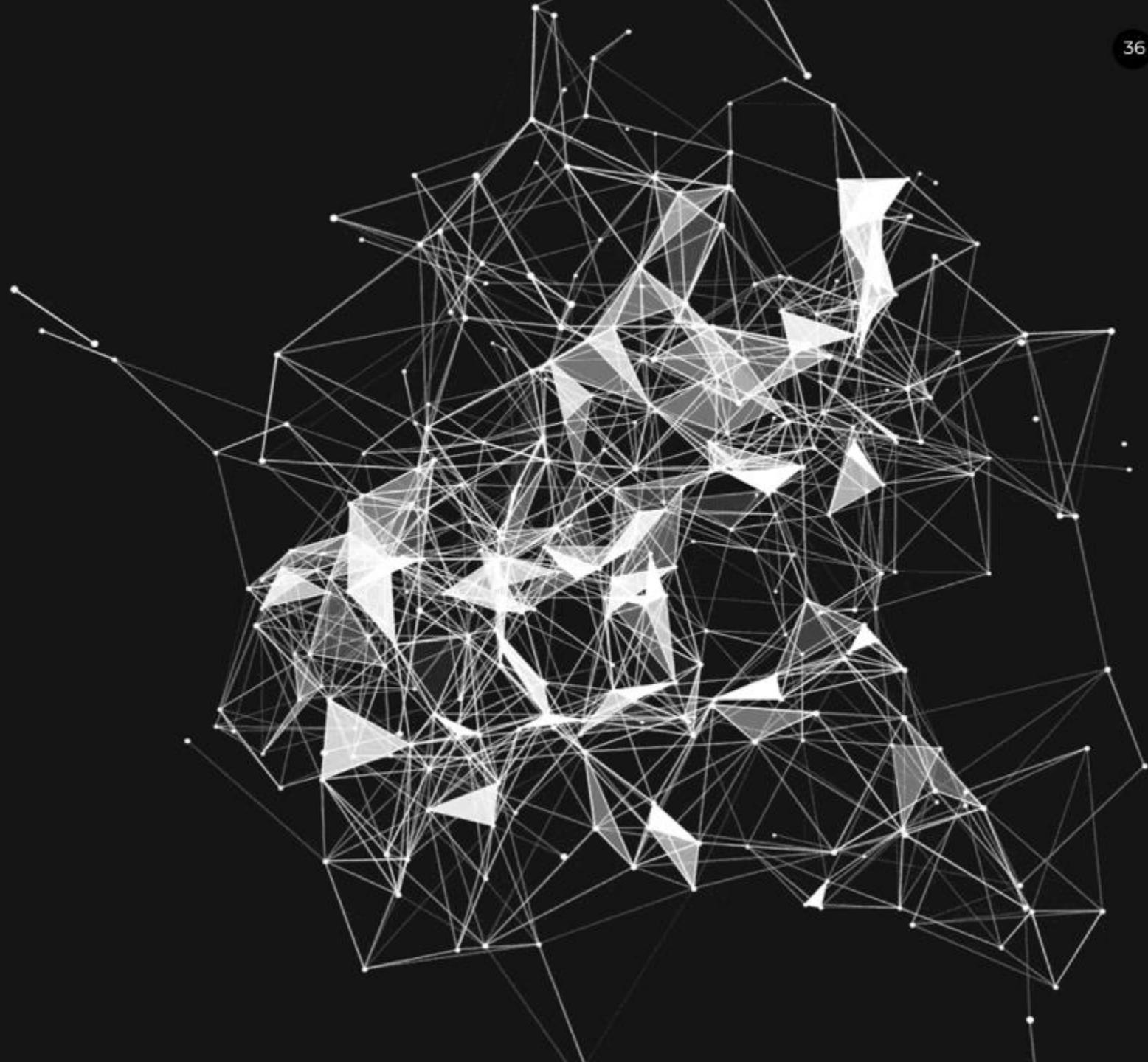
## ORDER PRIORITIZATION

Calculate a priority level for each manufacturing order to make the best supply decisions and get the goods to the right places, times, and prices.

# JARVIS

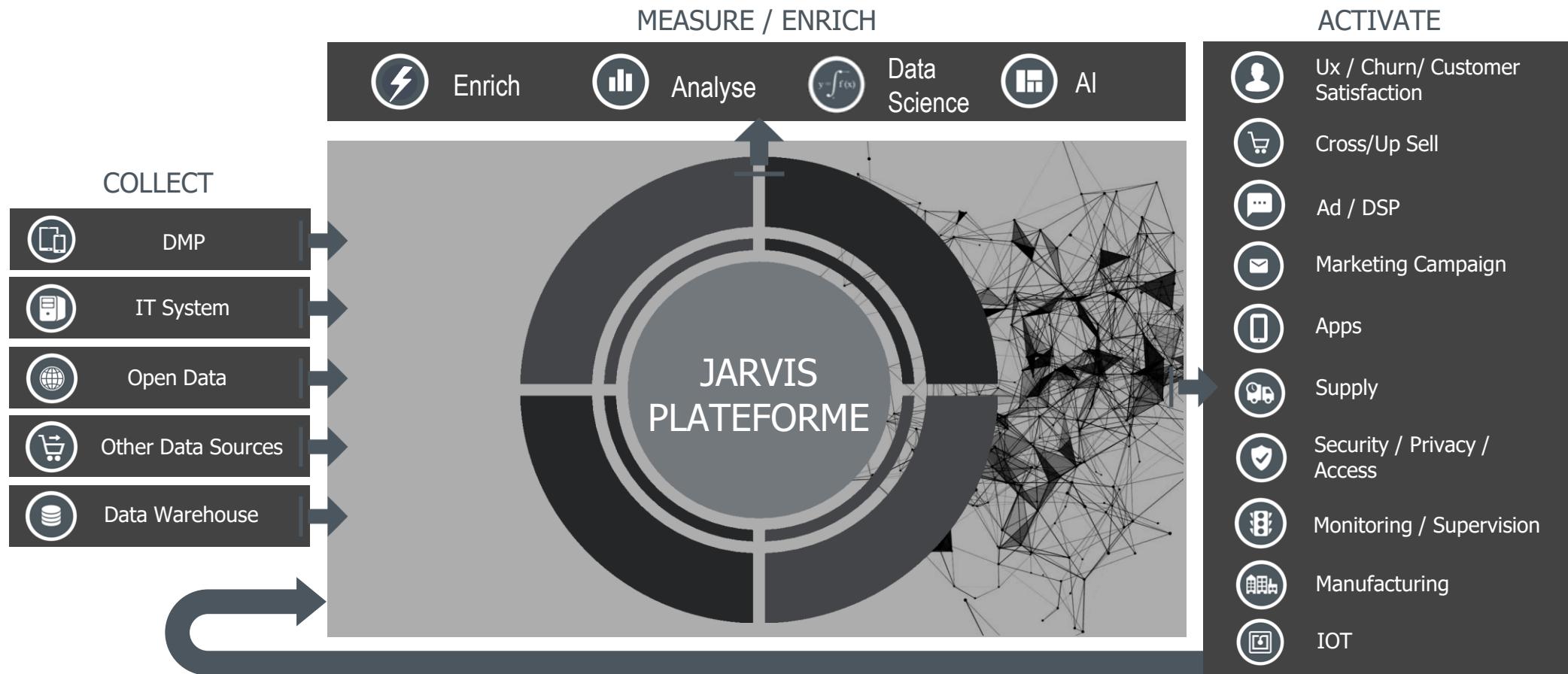


by fashion data



# Bigdata platform

Make data simply accessible, scalable then measure, enrich, activate all data In et Out



# Thanks for sharing!



**Pingki HOUANG**

fashion data president

[pingki.houang@fashiondata.io](mailto:pingki.houang@fashiondata.io)

+33 6 7482 5499





# Tech to drive circular conception & innovation

Reducing computing energy impact



Miroslav Sviezeny - COO & Founder - Qarnot Computing

# QARNOT

*Computing anywhere.*

Sustainable Brands  
April 23th 2019, Paris

Miroslav Sviezeny, COO & co-founder



# QARNOT



2010



30



Montrouge, France



Q

# *“digital factories”* - data centers

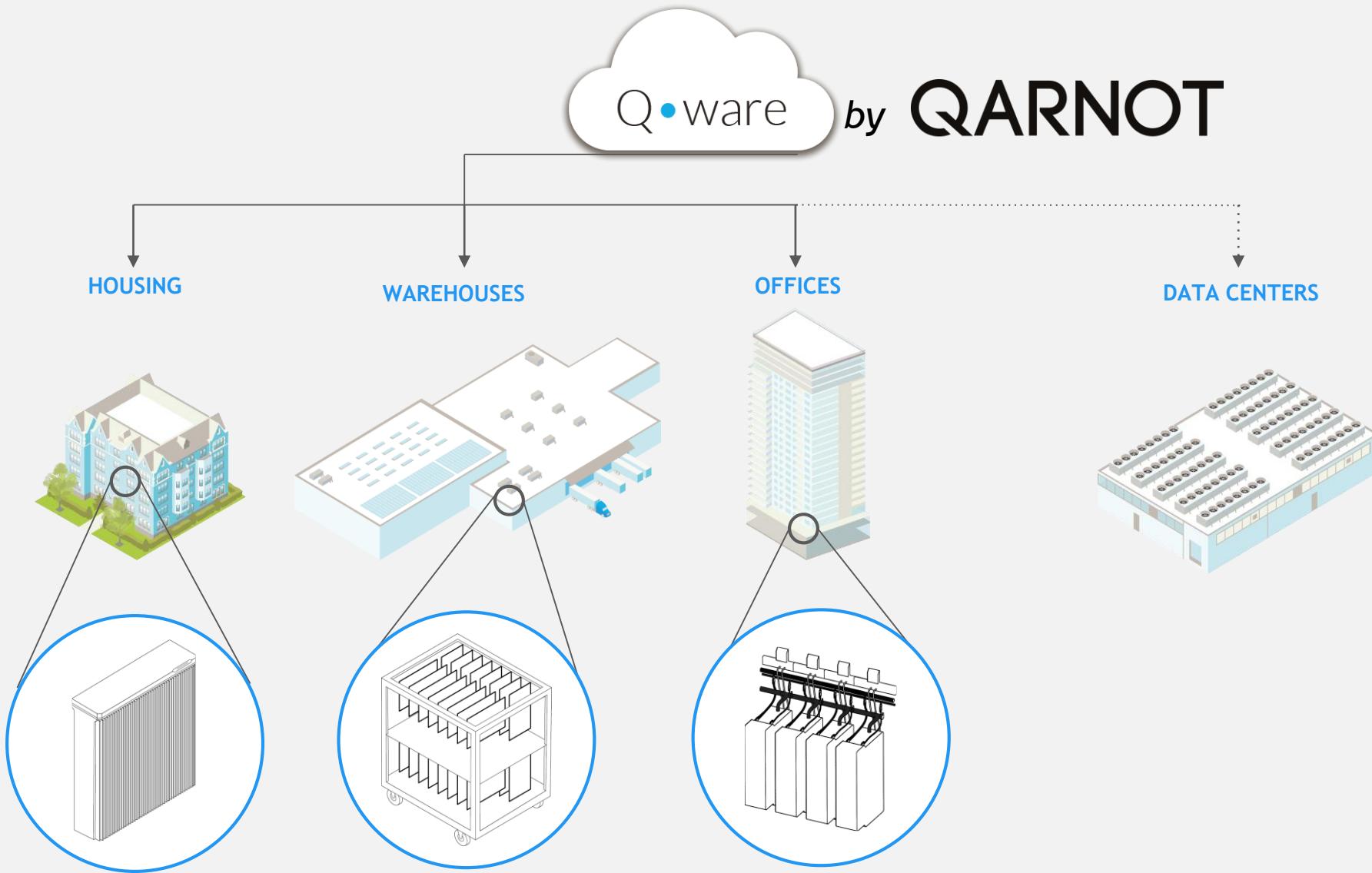


# QH-1

the first  
computing-heater



*Computing anywhere*



# QB-1

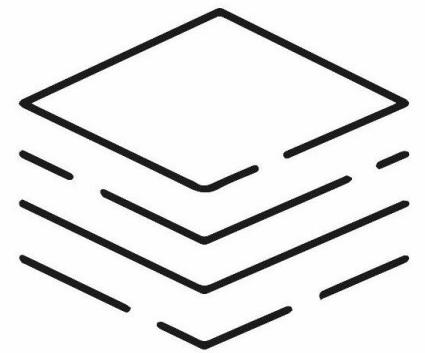
digital boiler





QS-1

heating system  
for warehouses

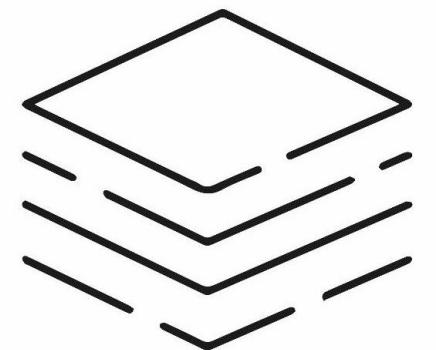


SCALE Max



Joint Venture

*Qarnot*  
X  
*Groupe Casino*



SCALE Max

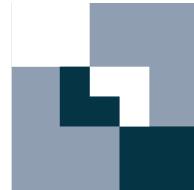


*Thanks for your attention!*

Sustainable Brands  
April 23th 2019, Paris

Miroslav Sviezeny  
[miroslav@qarnot.com](mailto:miroslav@qarnot.com)





# Tech to drive circular conception & innovation

## ROUNDTABLE - Reduce, Reuse and Recycle: concrete and applicable solutions

**REDUCE  
REUSE  
RECYCLE**



**Gilles Tisserand** - Marketing Director France&Benelux – Tetra Pak  
**Lucie Soulard** - Co-Founder & COO - Place2Swap  
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# Key challenges & opportunities for the food industry

... selected sources of untapped potential

## Sustainability



## Food safety, quality & waste



## Productivity & flexibility



## Consumer transparency & engagement





# Productivity across the food industry can be increased

## Energy Management

A continuous improvement approach

ABB

Tetra Pak and ABB will support you:

- Energy Assessment to understand the current situation
- Quantify improvement opportunities
- Identify required capabilities and assets
- Plan improvement activities and implement

Reduced

innovation

Production efficiency





# Retailers want to be better at responding to demands

## ... digital technologies can help optimise stock management

Consumer demands are changing more than ever.  
With the current value chain it can be difficult to respond  
to this challenge and complexity, which leads to  
increased waste, poor stock management and an  
inability to react to changes in consumer preferences



Achieve the right  
volume  
– right on time



Achieve precisely  
targeted pricing &  
campaigns

Achieve precise  
product recalls



Retail stock  
management

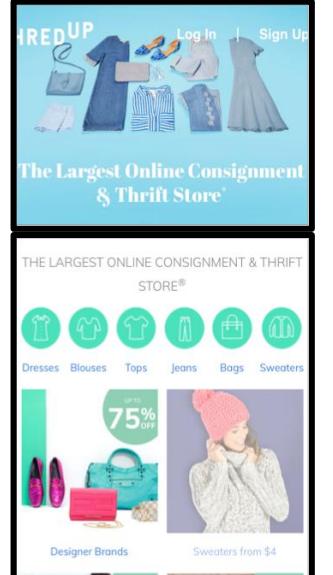
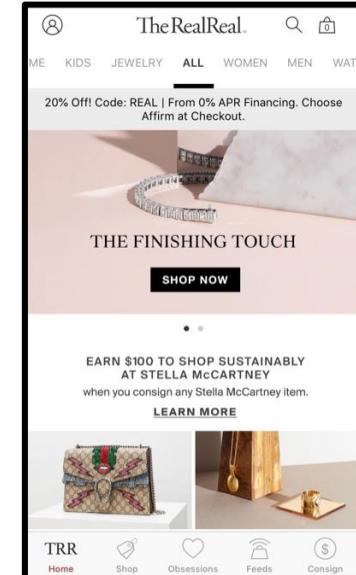
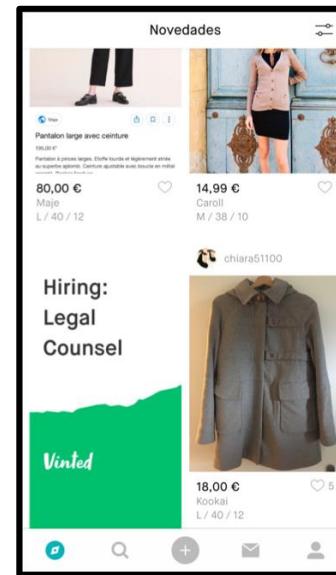
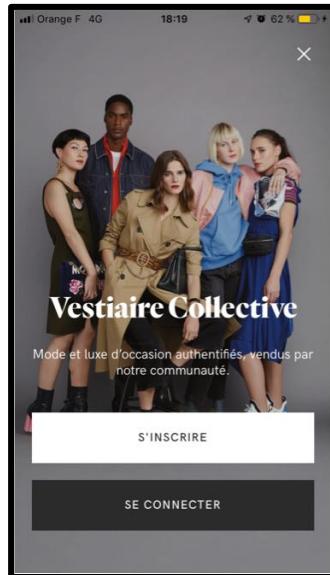
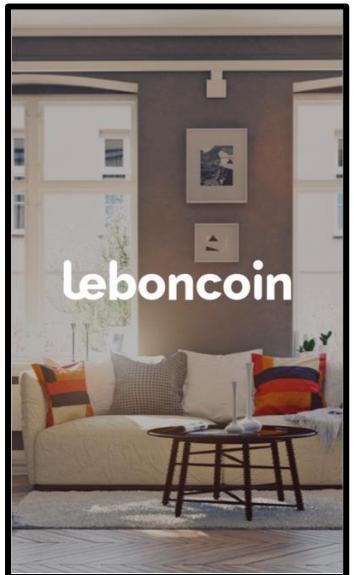


*Transform second-hand market into a lever  
of additional business*



# 2nd hand market is booming

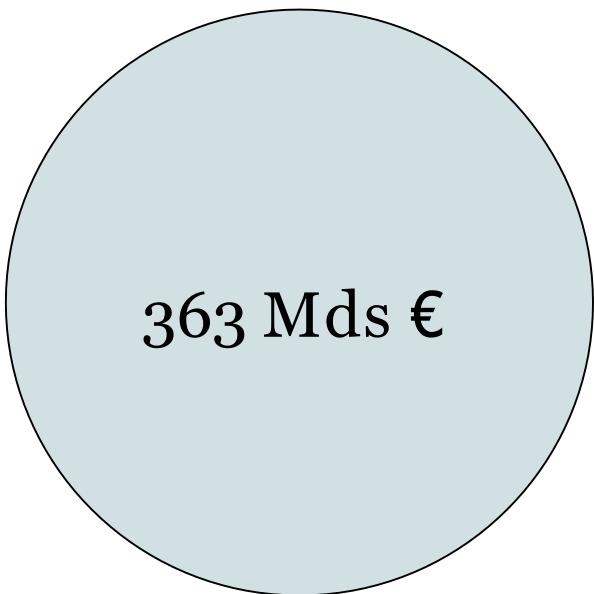
- ✓ Consumers have new consuming habits : look for **environmentally conscious solutions** and wait for **new services from their brands**
- ✓ Second-hand is a booming market but **brands & retailers are totally missing it**





# A huge market which is still to grow

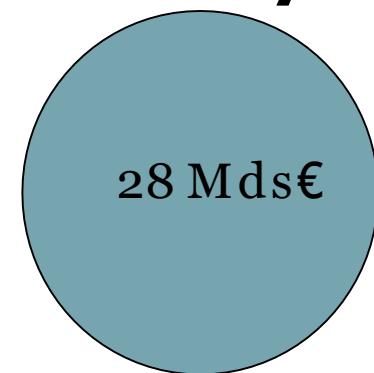
## Women Fashion



## Mobile



## Luxury



## Others



Source: report thred-up



Source: Berenberg



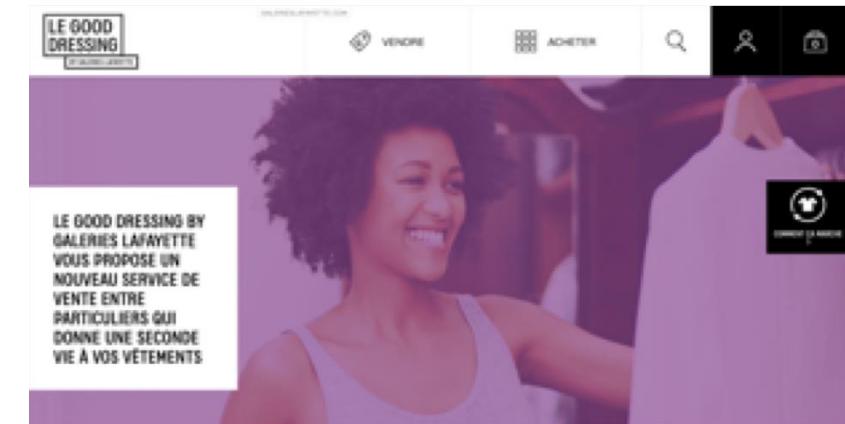
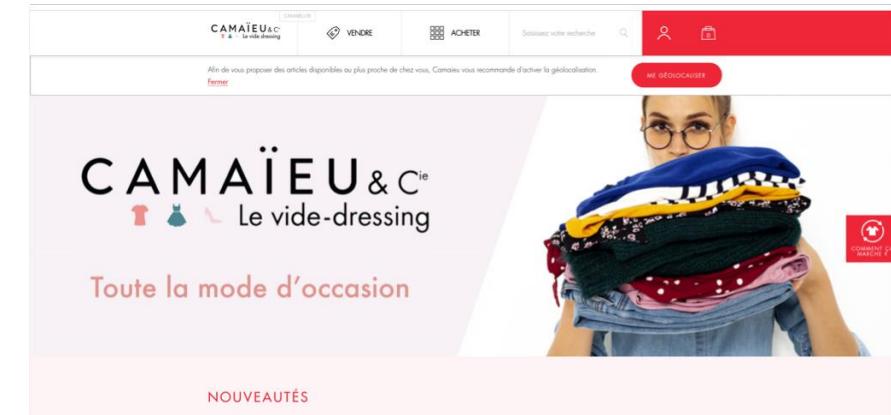
Source: IDC report



**Place2Swap is a #Tech4Good solution which transforms a threat into a huge business opportunity**

**A white label second-hand market place** to be plugged on retailers websites

**Totally customized to brands needs and strategy**





# 4 immediate benefits for retailers



## Additional Business

Thanks to a voucher system



## Drive-To-Store

Native omnichannel technology



## Customer loyalty

DB activation and  
2<sup>nd</sup>-hand data



## Circular economy

Extend product life cycle

- Transform a threat into a business opportunity
- Improve the carbone footprint



# Why Place2Swap is unique ?



**Owned technology**

#omnichannel  
#scalable  
#plug&play  
#customisable



**Triple expertise**

#Retail  
#NewConsumptionPatterns  
#tech/UX/data



# PHENIX

GIVING PRODUCTS A SECOND LIFE

**“Tech to drive Circular Conception & Innovation”**

Sustainable Brands - April 2019

# Waste management is today a worldwide problem

1/3 of worldwide food production is wasted

The linear economy is not sustainable anymore

Waste is the resource of the 21<sup>st</sup> century

Linear Economy



Recycling Economy



Circular Economy



A blue-tinted background image featuring two stylized Earth globes. One globe is positioned on the left, and the other is on the right, partially obscured by a large, semi-transparent recycling symbol (a triangle with arrows).

# Our mission :

**TURN WASTE INTO WEALTH**

**BY UNLEASHING THE POTENTIAL OF SURPLUS PRODUCTS**

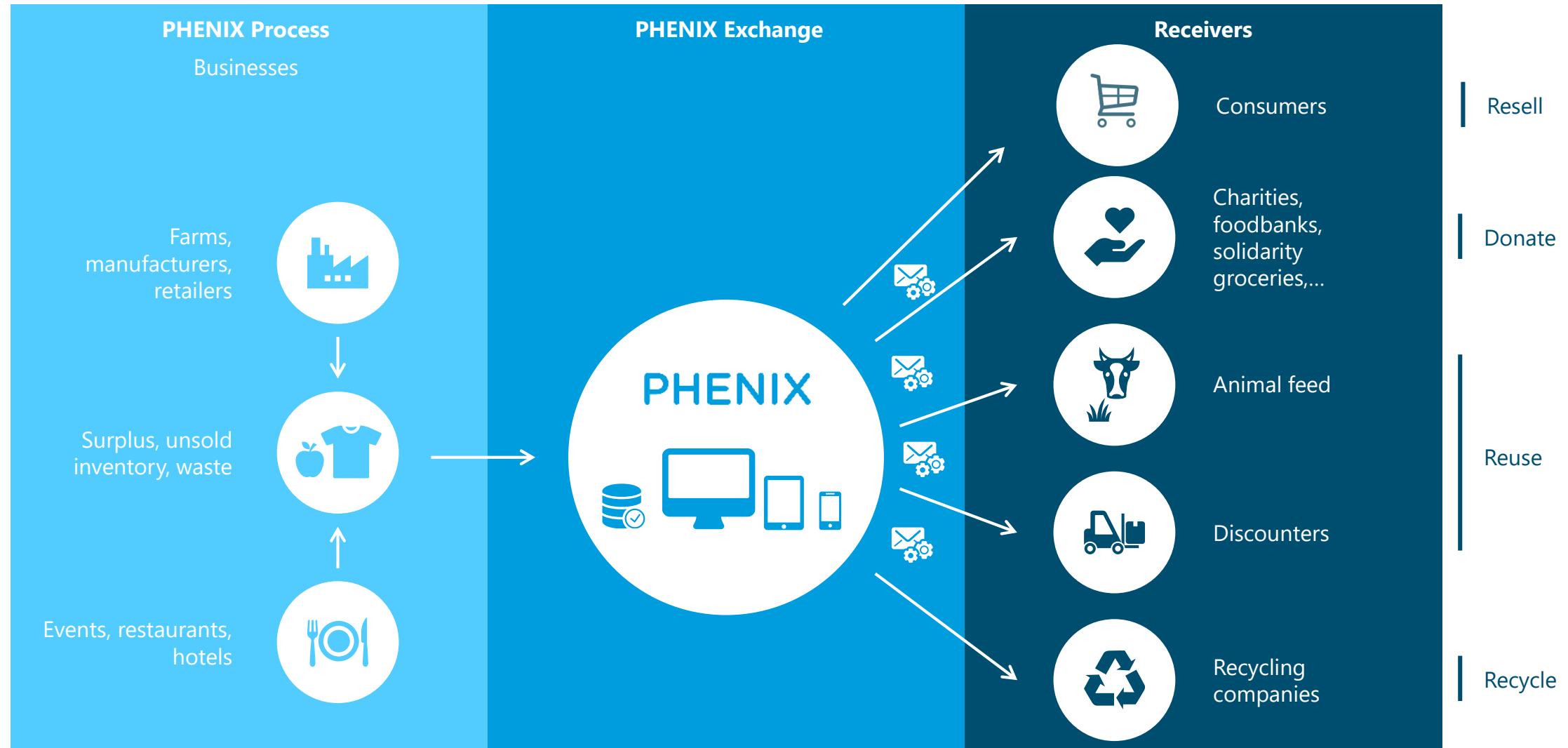
# PHENIX

A second life for your waste !



# TechForGood

The "Meetic of unsold products"





# PHENIX BtoC Mobile App

# Digitalise in kind donations

Tech For Good



ophenix

Bac à produit Importer un fichier Mes dons Mes ramasses Statistiques

E.Leclerc Razia Latif

Passage(s) prévu(s) le 08/02/2019

**1 168,44 €** Ramasse #96984 faite par RDC 61 AD Argentan est acceptée.

Évolution de la casse

● Perte sèche ● Don ● Vente date courte

Mois	Perte sèche	Don	Vente date courte
Octobre	1.25	0.75	0.25
Novembre	0.90	0.00	0.45
Décembre	1.75	0.00	0.35
Janvier	0.60	1.00	0.40

Casse du mois : Janvier 2019

Janvier ▾

Casse brute: 80 400 € HT  
Perte sèche: 23 557 € HT  
29 %  
26,8 t  
7,9 t

Évolution de la revalorisation

Mois	Perte sèche (%)	Vente date courte (%)	Total (€)
Janvier	44%	56%	80 400 €
Février	0%	100%	23 557 €
Mars	18%	82%	80 400 €
Avril	71%	29%	80 400 €

# nous



## épiceries anti-gaspi

vous





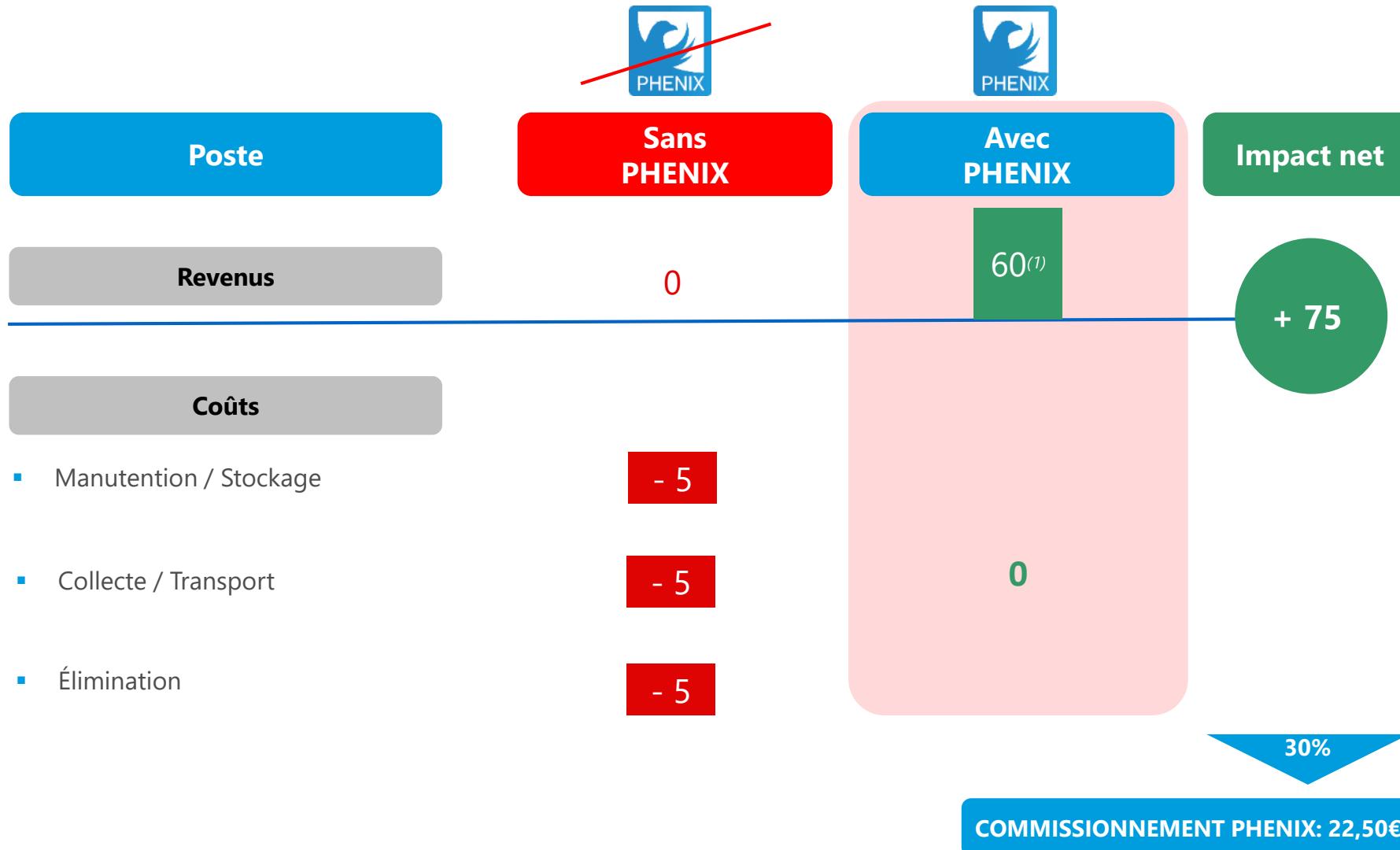


# Towards a #ZeroWaste retail !



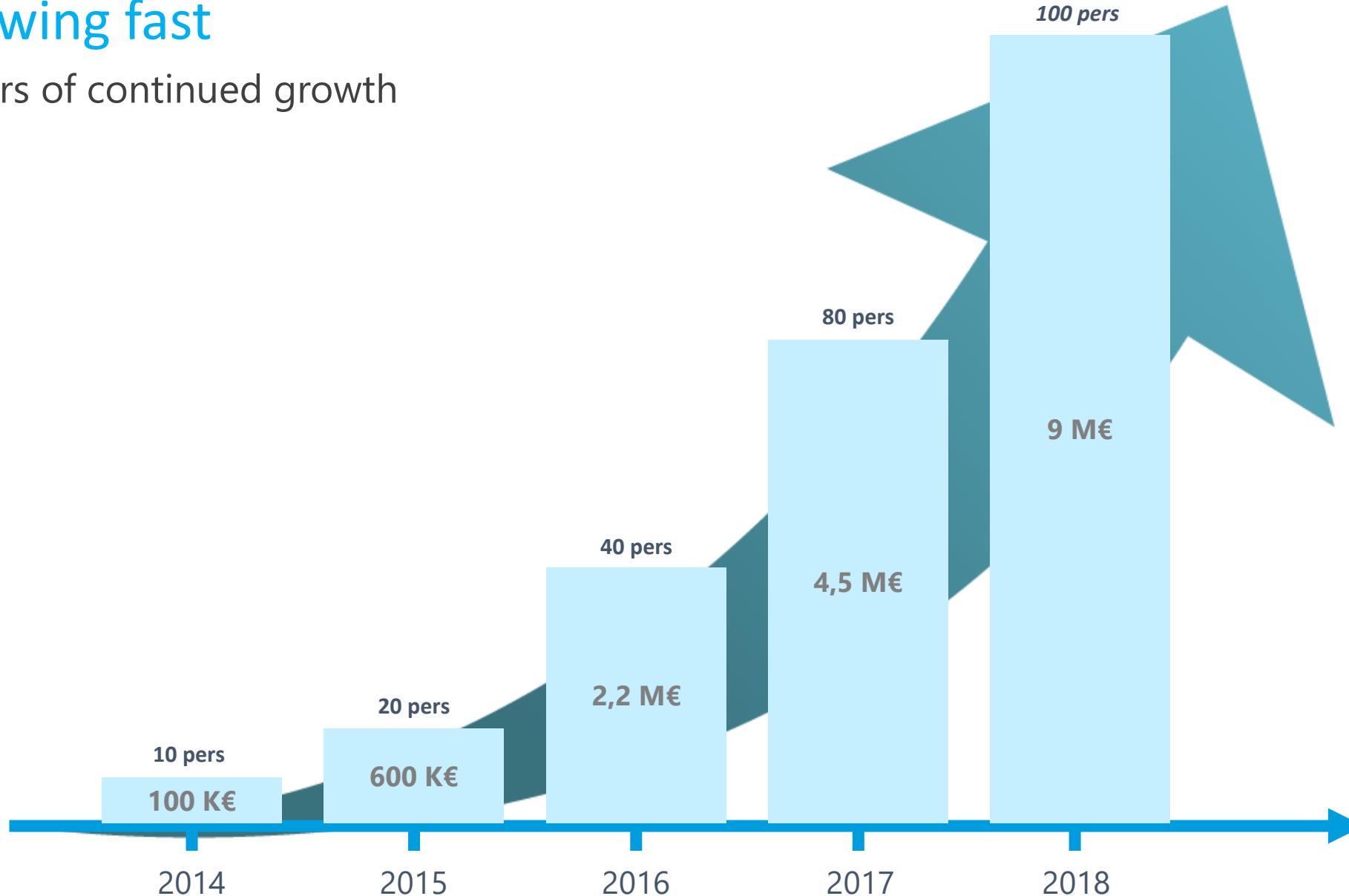
# A win-win business model : shared value creation

Example on a €100 in kind donation (book value)



# Growing fast

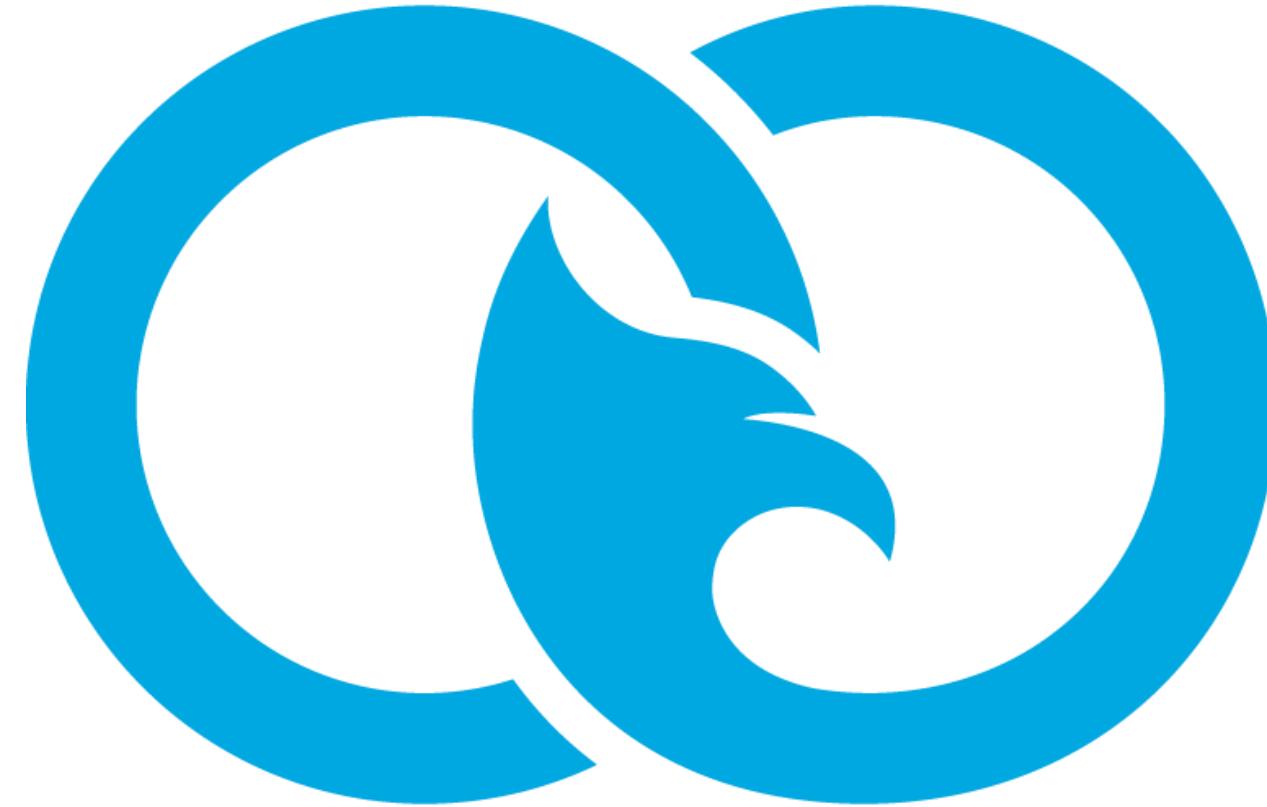
5 years of continued growth





Co phenix

More than 60 millions meals redistributed since 2014 !



## **Everyday, PHENIX is:**

**50 tons** of donated products  
**100 000 meals** redistributed by  
our charity partner organizations

#positiveimpact 



L'ORÉAL



BRICOMAN

LAPEYRE



Savéol



SEDIS ALIMENTAIRE  
société européenne de distribution alimentaire



## CONTACT

**Jean MOREAU**

*Co-Founder & President*



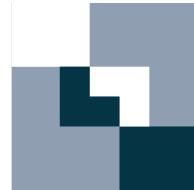
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+33 6 12 58 63 02



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[www.wearephenix.com](http://www.wearephenix.com)



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# Tech to drive circular conception & innovation

## Trends in circular conception



**Mirela Orlovic** - Founder & CEO - UrbanMeisters

## From by-products to luxury textiles



**Enrica Arena** - Co-Founder – OrangeFiber

## Transforming Fashion for Good



**Pingki Houang** - Chief Executive Omnichannel - Fashion Cube

## Reducing computing energy impact



**Miroslav Sviezeny** - COO & Founder - Qarnot Computing

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