# Tech for transparency (to consumers and brands)

**Trust and transparency**

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

**Tell unexpected Material Stories of the future**

**Rasa Weber** – Co-Founder – Studio Blond&Bieber
**Essi Johanna Glomb** – Co-Founder – Studio Blond&Bieber

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**Emmanuel Vivier** - Moderator – Co-Founder HUB Institute

TRANSITION FOR GOOD

HUB INSTITUTE
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**HUB
SCIENCE
AND TECH**

SB
2019
PARIS APRIL 23–25

## Trust and transparency

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

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TRANSITION
FOR GOOD
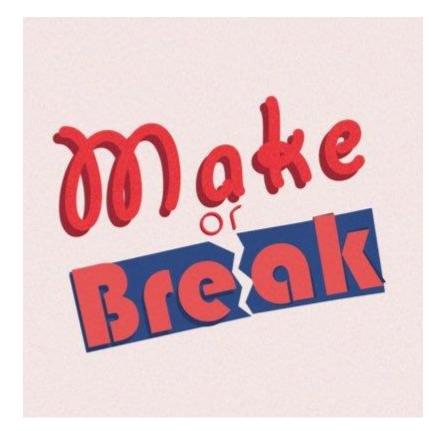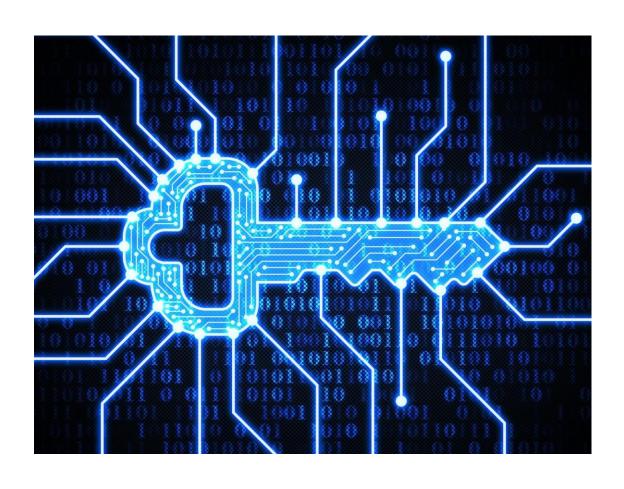
PEOPLE + PLANET + PROFIT

# TRANSPARENCY IS

# TAKE ACTION

Make or Break

# TRANSITION FOR GOOD ®

| | | AUDITER | PLANIFIER | TESTER & APPRENDRE | DEPLOYER | OPTIMISER |
|---|---|---|---|---|---|---|
| **Gourvernance 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. | | | | |

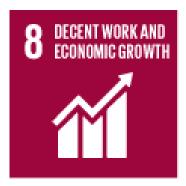# SUSTAINABLE DEVELOPMENT GOALS

## 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

**9/10 CONSUMERS**
WILL STOP PURCHASING FROM BRANDS THAT LACK TRANSPARENCY
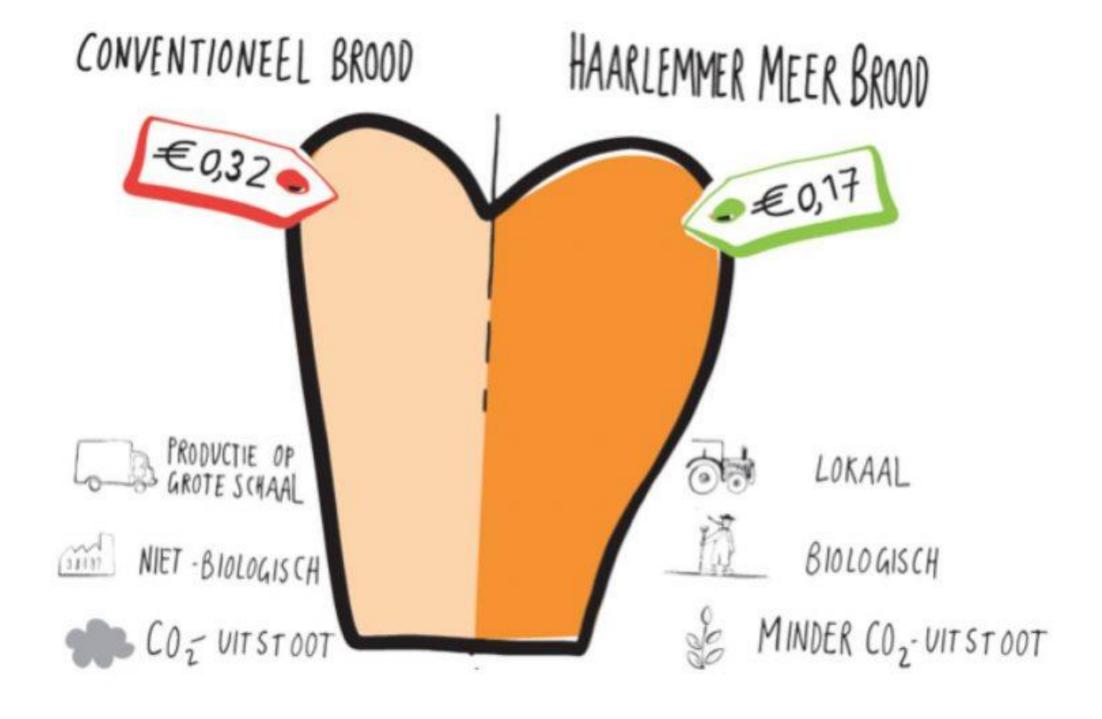
I ♥ MY COMPANY

| KERING | TIER 0:<br>STORES WAREHOUSE<br>OFFICES | TIER 1:<br>ASSEMBLY | TIER 2:<br>MANUFACTURING | TIER 3:<br>RAW MATERIAL<br>PROCESSING | TIER 4:<br>RAW MATERIAL<br>PRODUCTION |
|---|---|---|---|---|---|
| AIR EMISSIONS | | | | | |
| GHGS | | | | | |
| LAND USE | | | | | |
| WASTE | | | | | |
| WATER CONSUMPTION | | | | | |
| WATER POLLUTION | | | | | |

We put sustainability at the center of everything we do. It is an evolving goal and definition, and we don't have all the answers. But we want to focus on efforts that have the biggest impact. It influences four main areas:

---

**Reformation**          **Product**   **People**   **Planet**   **Progress**

# buffer

| Name | New! Base Salary | Old Base Salary (Prior to re-benchmarking, Oct 2018) | Buffer Role | Location | Level | Step | San Francisco Mkt 50th Percentile | Cost of Living Multiplier, Option 1 | New! Base Salary |
|------|------|------|------|------|------|------|------|------|------|
| **Founder** | | | | | | | | | |
| Joel | $276,250 | $225,518 | CEO | Boulder, CO, USA | 8 | 1 | $325,000 | 85 | $276,250 |
| | | | | | | | | | |
| **People/Finance** | | | | | | | | | |
| Nicole | $89,250 | $85,500 | People Engagement Manager | Portland, OR, USA | 3 | 1 | $105,000 | 85 | $89,250 |
| Jenny | $126,902 | $119,000 | Senior Operations Manager | Louisville, KY, USA | 4 | 1 | $149,297 | 85 | $126,902 |
| Stephanie | $89,250 | $83,590 | Operations Manager | Singapore | 3 | 1 | $105,000 | 85 | $89,250 |
| Courtney | $132,836 | $122,348 | Director of People | Nashville, TN, USA | 4 | 3 | $156,278 | 85 | $132,836 |
| Caryn | $153,000 | $123,279 | Senior Director of Finance | San Luis Obispo, CA, USA | 5 | 1 | $180,000 | 85 | $153,000 |
| Kyle | $81,422 | | Accountant | Jacksonville, FL, USA | 3 | 1 | $95,790 | 85 | $81,422 |
| Mandy | $85,850 | | Executive Assistant | Nashville, TN, USA | 3 | 1 | $101,000 | 85 | $85,850 |
| Keisha | $76,500 | | People Ops Manager | Farmington Hills, MI, USA | 2 | 1 | $90,000 | 85 | $76,500 |
| | | | | | | | | | |
| **Marketing** | | | | | | | | | |
| Alfred | $81,646 | $76,753 | Content Marketer | Singapore | 2 | 1 | $96,054 | 85 | $81,646 |
| Arielle | $81,646 | $72,132 | Community Strategist | Philadelphia, PA, USA | 2 | 1 | $96,054 | 85 | $81,646 |
| Ash | $90,196 | $86,785 | Content Marketer | Bury St Edmunds, UK | 3 | 1 | $106,113 | 85 | $90,196 |
| Bonnie | $71,825 | $71,744 | Social Media Manager | Nashville, TN, USA | 1 | 1 | $84,501 | 85 | $71,825 |
| Hailley | $90,196 | $86,785 | PR Specialist (Technical Publications Writer) | Colorado Springs, CO, USA | 3 | 1 | $106,113 | 85 | $90,196 |
| Kevan | $161,500 | $124,042 | VP Marketing | Boise, ID, USA | 6 | 1 | $190,000 | 85 | $161,500 |
| Mike E | $85,481 | $85,481 | Product Marketer | Sydney, Australia | 2 | 1 | $96,054 | 85 | $85,481 |
| Spencer | $81,646 | $80,976 | Full Stack Marketer | Aliso Viejo, CA, USA | 2 | 1 | $96,054 | 85 | $81,646 |
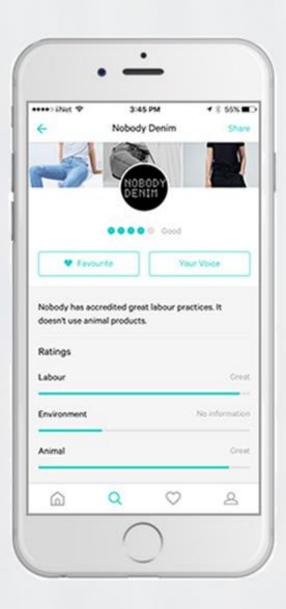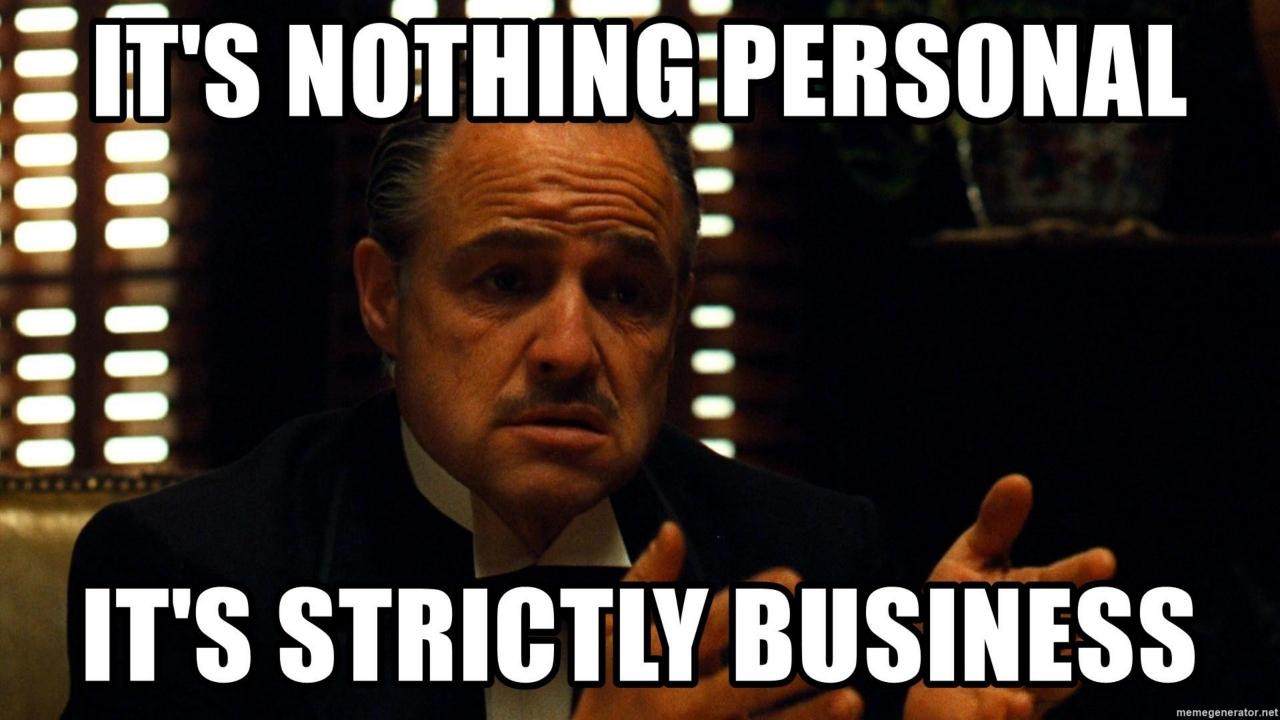
CONVENTIONEEL BROOD

HAARLEMMER MEER BROOD

€ 0,32

€ 0,17

PRODUCTIE OP GROTE SCHAAL

NIET-BIOLOGISCH

$CO_2$-UITSTOOT

LOKAAL

BIOLOGISCH

MINDER $CO_2$-UITSTOOT

3D KNIT

THE FOOTPRINT CHRONICLES

TEXTILE MILLS

FACTORIES

FARMS

patagonia

Données cartograp

# TRANSPARENCY IS

TRANSITION FOR GOOD

HUB
SCIENCE
AND TECH

# Tech for transparency (to consumers and brands)

SB 2019
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## Tell unexpected Material Stories of the future

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**Transparency in the beauty industry (B2B&B2C)**

**Candice Colin** – Co-Founder – Clean Beauty&Beautylitic

When **science and technology** reintroduce **trust and transparency** in the beauty industry

OFFICINEA

DÉCRYPTER
VOS PRODUITS DE BEAUTÉ
INSTANTANÉMENT

GLOSSAIRE
DES INGRÉDIENTS

COMMNENT
SONT FORMULÉS
VOS COSMÉTIQUES ?

INGRÉDIENTS
CONTROVERSÉS
OU POLLUANTS

CLEAN beauty ©

BEAUTYLITIC
INTELLIGENCE OF FORMULATION

marie claire    ELLE    GRAZIA    madame FIGARO    Good!    Sens santé    LE MAGAZINE DE LA SANTÉ    2  3  5  6
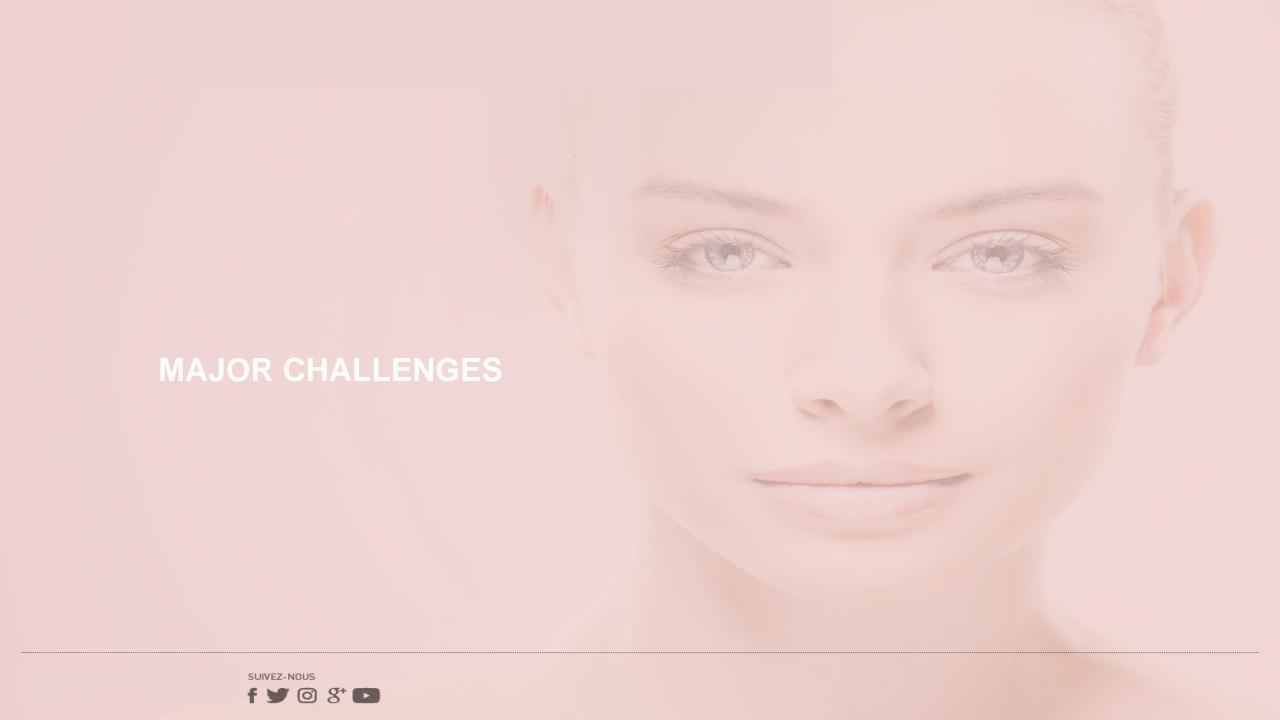
## WE ARE A PIONEERING BEAUTYTECH

WE COMBINE **CUTTING-EDGE SCIENTIFIC EXPERTISE** ON INGREDIENTS AND THE FORMULATION OF BEAUTY PRODUCTS WITH THE DEVELOPMENT OF **INNOVATIVE TECHNOLOGICAL SOLUTIONS FOR BEAUTY CONSUMPTION.**
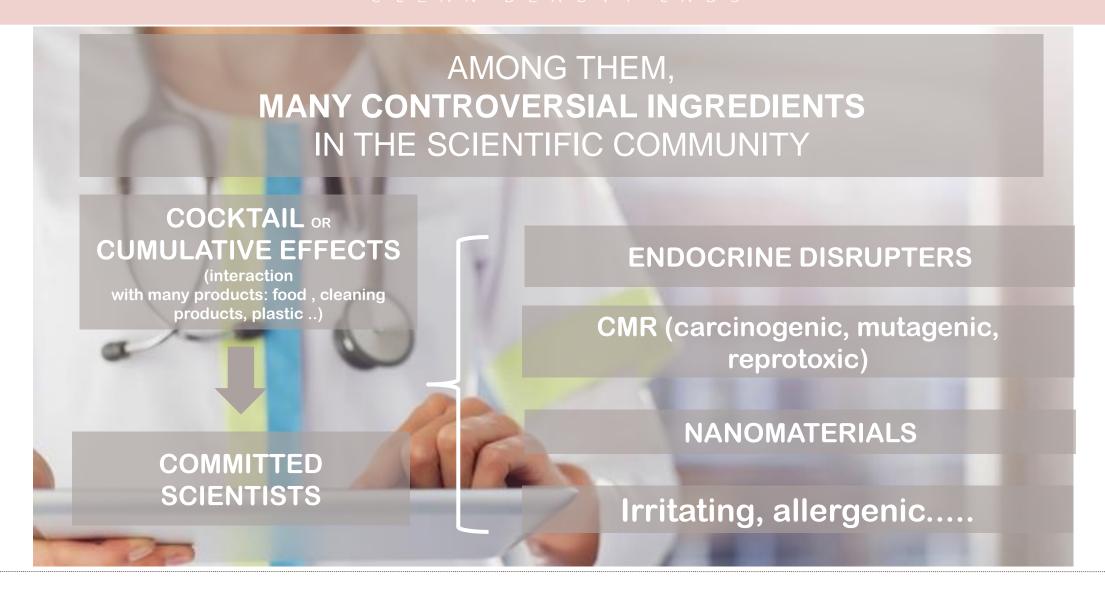
WE REINTRODUCE **TRUST AND** TRANSPARENCY
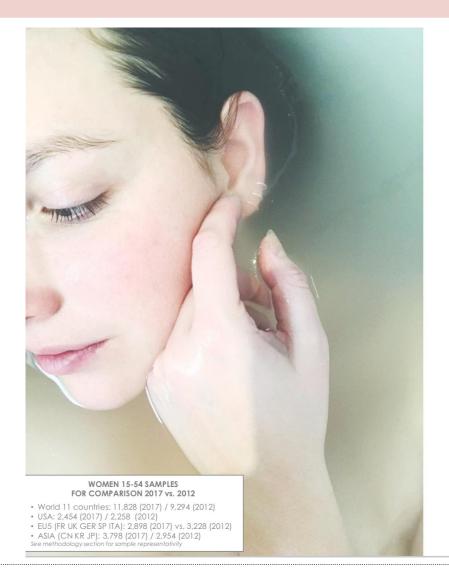FOR **A TRULY HEALTHY AND SUSTAINABLE WORLD OF BEAUTY**

# MAJOR CHALLENGES

OFFICINEA
CLEAN BEAUTY LABS

COSMETICS :
AN UNSUSPECTED COCKTAIL PARTY
OF CHEMICALS

Every day,
a woman applies to her skin on average
150 to 200 ingredients of
chemical origin

## CONSUMER EXPECTATIONS
## UNDERGOING PROFOUND CHANGE

- Loss of **trust in institutions and brands: widespread doubt about the word given.**
- Search for a healthier life: **explosion of the HEALTHY trend**
- Search for a **personal transformation**

# OFFICINEA
## CLEAN BEAUTY LABS

## SKINCARE SAFETY
## IS TOP OF MIND

I'm **INCREASINGLY WORRIED ABOUT SKINCARE PRODUCTS CONTAINING HARMFUL INGREDIENTS**

% 2017 – Evolution vs. 2012

| | TOTAL agree | STRONGLY agree |
|---|---|---|
| 🌍 | 69% **+3pts** | 22% **=** |
| 🇺🇸 | 59% **+9pts** | 19% **+5pts** |
| 🇪🇺 | 67% **+11pts** | 18% **+5pts** |
| ASIA | 78% **+3pts** | 22% **=** |

**WOMEN 15-54 SAMPLES
FOR COMPARISON 2017 vs. 2012**
- World 11 countries: 11,828 (2017) / 9,294 (2012)
- USA: 2,454 (2017) / 2,258 (2012)
- EU5 (FR UK GER SP ITA): 2,898 (2017) vs. 3,228 (2012)
- ASIA (CN KR JP): 3,798 (2017) / 2,954 (2012)
*See methodology section for sample representativity*

© SOCIOVISION 2019

SUIVEZ-NOUS

f 🐦 📷 g+ ▶
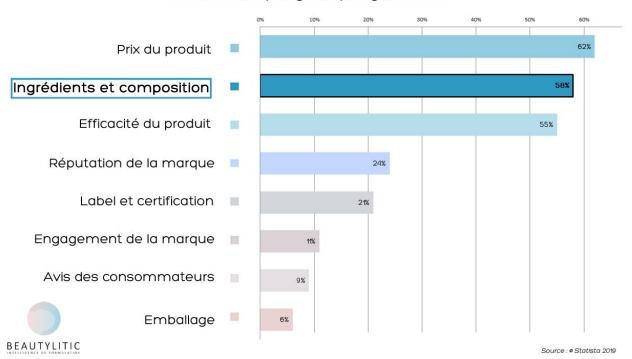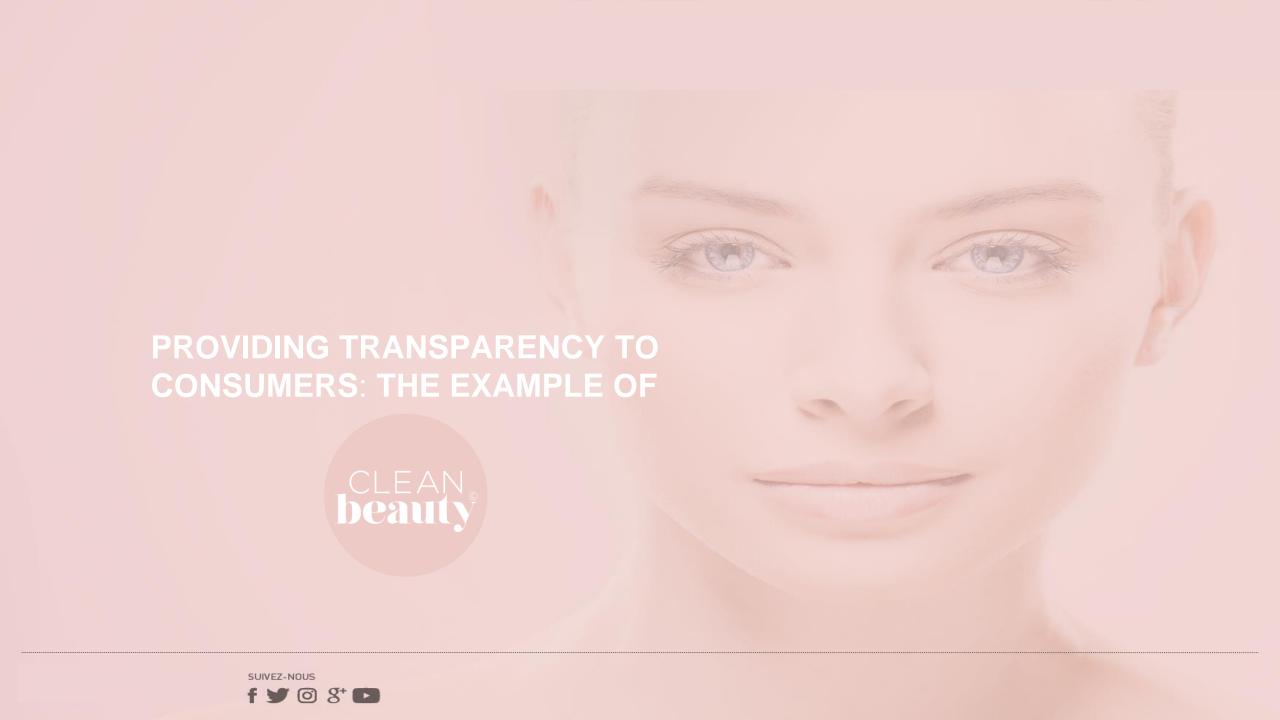
## COMPOSITION & INGREDIENTS
## 2nd CRITERIA FOR THE PURCHASE OF COSMETICS
## IN FRANCE
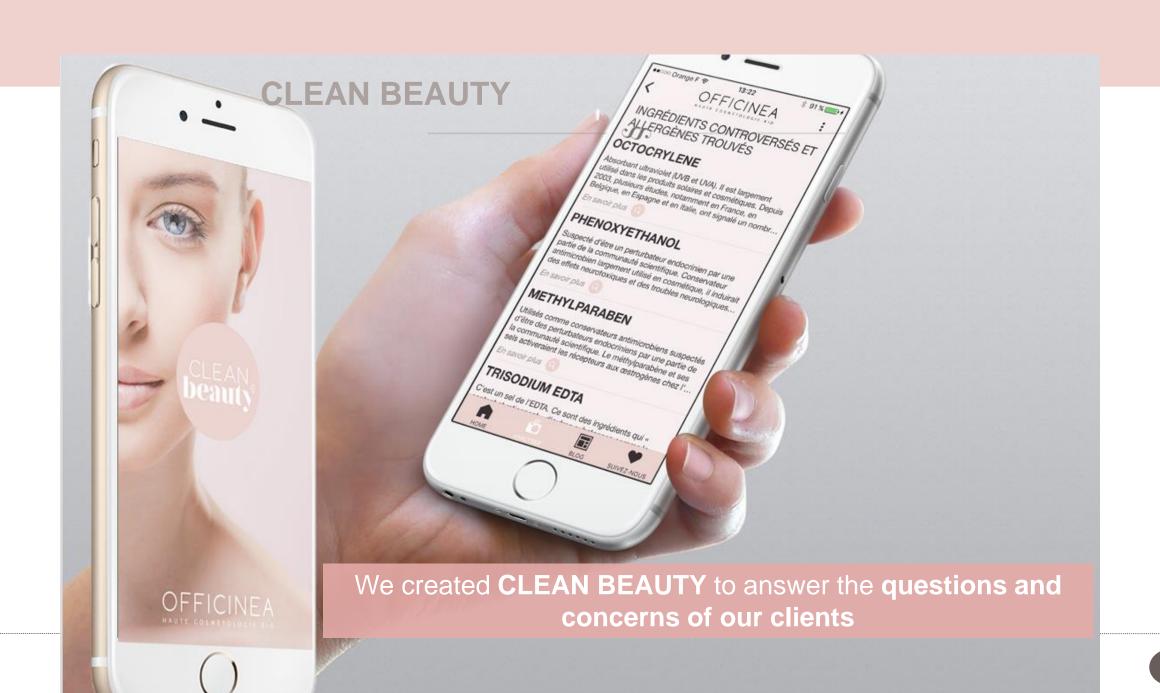
Aujourd'hui, à quoi faites-vous attention avant d'acheter un produit cosmétique (savon, shampoing, maquillage, crème..) ?
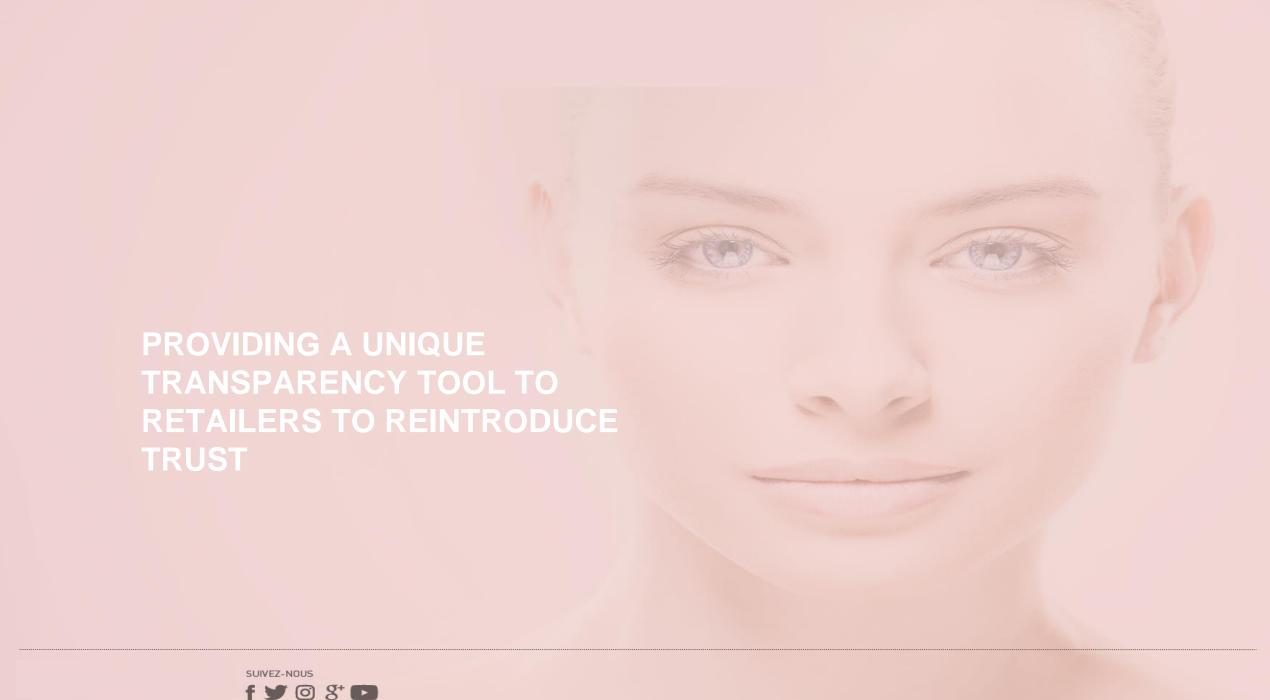
| Critère | % |
|---|---|
| Prix du produit | 62% |
| Ingrédients et composition | 58% |
| Efficacité du produit | 55% |
| Réputation de la marque | 24% |
| Label et certification | 21% |
| Engagement de la marque | 11% |
| Avis des consommateurs | 9% |
| Emballage | 6% |

BEAUTYLITIC
INTELLIGENCE OF FORMULATION

Source : © Statista 2019

# DISTRIBUTORS **UNDER SURVEILLANCE**

Distributors are considered just as **responsible as brands for product safety and lack of transparency / lack of shelf awareness**

The consumer, new expert

« **Mind the store** » movement in the United States

# THE CLEAN & SMART BEAUTY

**The alliance of science,
Tech and data
to build
a truly healthy and sustainable world of beauty**
#TRUST #TRANSPARENCY #HEALTHY

PROVIDING TRANSPARENCY TO CONSUMERS: THE EXAMPLE OF

CLEAN
beauty©

# CLEAN BEAUTY

We created **CLEAN BEAUTY** to answer the **questions and concerns of our clients**

# CLEAN BEAUTY

- CLEAN BEAUTY was developed by **a team of scientists led by a Doctor of Pharmacy specialized in cosmetology and formulation according to** a rigorous methodology.

- CLEAN BEAUTY has a database of unique controversial ingredients, fully scientifically documented.

- CLEAN BEAUTY has chosen not to evaluate or rate the products. CLEAN BEAUTY only provides scientifically documented information on controversial ingredients in the scientific community.

- CLEAN BEAUTY does not refer to any product database. There can therefore be no error in the composition. The ingredient lists are always up to date.

# PROVIDING A UNIQUE TRANSPARENCY TOOL TO RETAILERS TO REINTRODUCE TRUST

# BEAUTYLITIC: THE FIRST SAAS PLATFORM FOR COSMETICS ANALYSIS DEDICATED TO RETAIL AND E-COMMERCE

We have created **BEAUTYLITIC**
the first SaaS platform for the analysis of cosmetic formulations, intended for retailers and e-commerce to scientifically evaluate the composition of their entire beauty and hygiene offer in order to manage their referencing more effectively
and meet new consumer expectations.

# WE MAKE YOUR COSMETIC OFFER
# MORE INTELLIGENT

Our algorithms allow a detailed analysis of all of your beauty and hygiene products according to product category or consumer needs as well as to their more or less healthy nature or their activity.

### QUALITY ANALYSIS OF YOUR CURRENT OFFER

Our algorithms sort, classify and evaluate all of the products in your offer.

### MANAGEMENT AND RATIONALIZATION OF YOUR OFFER

You are able to control or rationalize your offer according to your qualitative objectives.

### SCIENTIFIC SELECTION OF NEW PRODUCTS

You dynamically submit the composition of each new product to our algorithms for a complete evaluation.

### RECOMMENDATIONS ADAPTED TO CONSUMER EXPECTATIONS

You are now able to recommend products according to ingredients that better meet your customers' expectations

### AUTOMATIC CLEAN BEAUTY LABELING

Our algorithms identify and dynamically label products that are guaranteed without controversial ingredients and/or allergen-free.

# BEAUTYLITIC - 2 METHODS

**BEAUTYLITIC**

INTELLIGENCE OF FORMULATION

**First SaaS platform for the scientific evaluation of cosmetics for retailers and e-commerce**

## 2 METHODS - ANNUALIZED SUBSCRIPTION

- **ANALYSIS OF THE RETAILER'S OFFER**

- **CLEAN LABELLING**

# ANALYSIS OF RETAILERS' OFFER

- **Algorithm for the analysis of formulas of beauty and hygiene products**, according to the more or less healthy nature of the ingredients used, according to their possible impact on the skin and/or health outside their cosmetic and galenic properties.

- **Ingredients data base**
  - 30 000 ingredients
  - +/- 120 harmful / controversial ingredients with full description about health and skin impact and scientific biography
  - + 1000 banned ingredients in Europe

# CLEAN LABELLING

## 3 levels of labelling
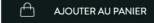


**Certificate allows the issuance of any type of traceability information**

**Tech for transparency (to consumers and brands)**

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**Transparency in the beauty industry (B2B&B2C)**

**Candice Colin** – Co-Founder – Clean Beauty&Beautylitic

## HUB
## SCIENCE
## AND TECH

# Tech for transparency (to consumers and brands)

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## How Blockchain drives traceability&trust in Food?

**Maxine Roper** – Co-Founder – Connecting Food

# A NEW ERA IN FOOD CONSUMPTION

## Trust in food has eroded

Just 33% of consumers have confidence in food

Versus 47% a year ago *

## Consumers demanding more transparency

Scanfood trends increasing: over 10 million users of major apps in France

Farmers markets / locavore trends on the increase

*\* Study by Center for Food Integrity, 2018*

OPPORTUNITY FOR TRANSPARENCY

FRAGMENTED & SILOED INFORMATION

INEFFICIENT SPOT & POST-EVENT AUDITING

COMPLEX & OPAQUE SUPPLY CHAINS

3

CONNECTING
◆FOOD

WE BUILD CONSUMER TRUST FOR OUR CLIENTS

BY PROVING PRODUCT QUALITY & BENEFITS

USING BLOCKCHAIN TECHNOLOGY

**CONNECTING FOOD**
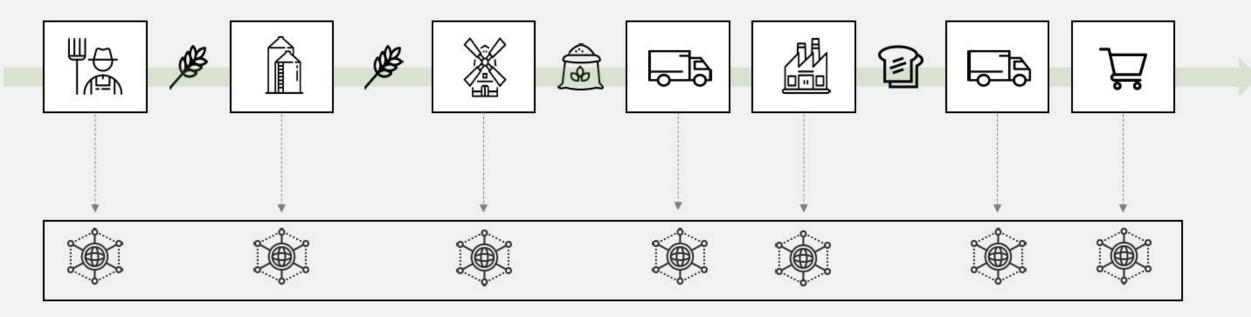
**Blockchain for real-time food traceability proving consumer promises are respected in every single product from the farmer to the consumer for our B2B clients**

# PROVING CONSUMER PROMISES ARE RESPECTED

30 audit criteria already available

Origin

Organic

GM-free feed

No antibiotics

No nitrates

Animal welfare

Product freshness

Fair trade

CONNECTING FOOD

**Value creation**

# BLOCKCHAIN ENSURES DATA IS TAMPER-PROOF
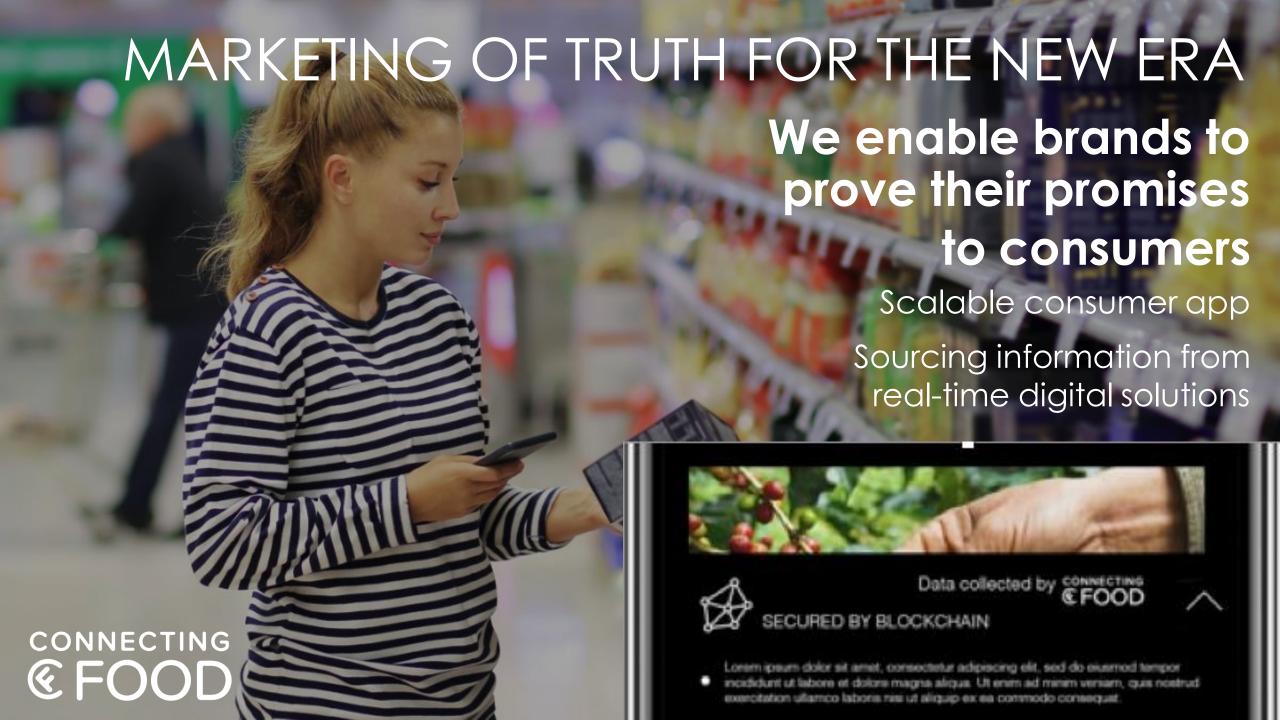
Ecosystem, flows and audits registered on Blockchain



Hyperledger Fabric

Interconnexion with other blockchains (network of networks)

**CONNECTING FOOD**

## Trusted third party

MARKETING OF TRUTH FOR THE NEW ERA

**We enable brands to prove their promises to consumers**

Scalable consumer app

Sourcing information from real-time digital solutions

Data collected by CONNECTING **C** FOOD

SECURED BY BLOCKCHAIN

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.

CONNECTING **C** FOOD

New marketing tool showcasing proof to build consumer trust and create value

**CONNECTING FOOD**
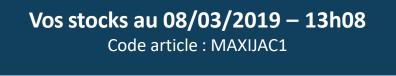
New end-to-end food chain ERP system, from farm to retailer

10

# NEW END-TO-END FOOD CHAIN ERP, FROM FARM TO RETAILER



To manage supply chain, quality, communication

# NEW MARKETING TOOL SHOWCASING PROOF TO BUILD CONSUMER TRUST & CREATE VALUE

## BATCH BY BATCH TRACEABILITY

Track the product journey back to the farm

Each batch number tells a unique story

## PRODUCT BENEFITS PROVEN

Blockchain as a trusted 3rd party, eg:

Organic wholegrain cereals

Locally sourced

## FARMER REMUNERATION

✓ Showcase ethical relations between the brand and farmers

✓ Proven remuneration on every batch

**Information sourced from B2B digital solutions**

**Certified by Connecting Food Blockchain**

# A POWERFUL ECOSYSTEM
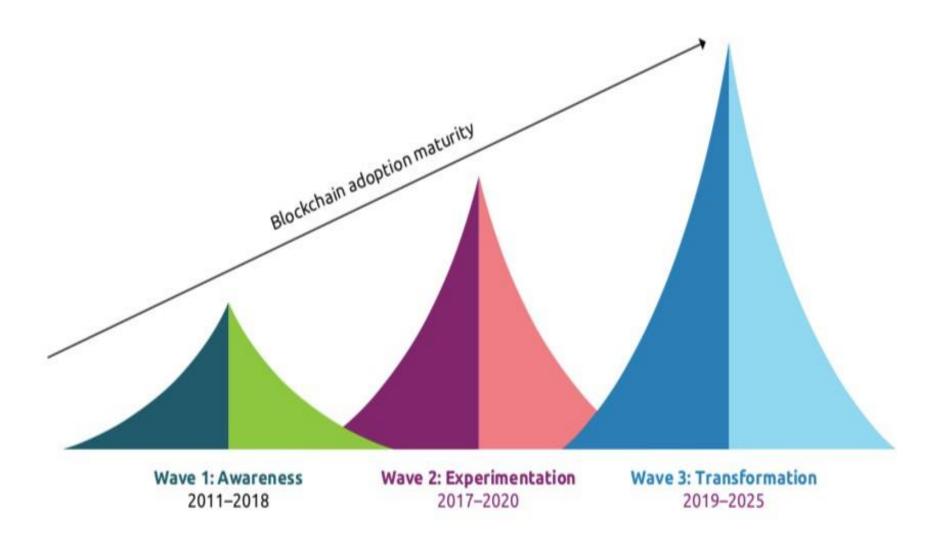
# THE MARKET IS MATURING TO INDUSTRIAL PHASE

Blockchain adoption maturity

**Wave 1: Awareness**
2011–2018

**Wave 2: Experimentation**
2017–2020

**Wave 3: Transformation**
2019–2025

**Source:** Capgemini and Swinburne University of Technology.

# CONNECTING FOOD IS UNIQUE

- **Strong Food and Ag knowledge**

- **Unique digital solutions to:**

    **Map complex supplychains**

    **Audit 100% of products in real-time**

- **Interoperability**

- **Already operational at scale on several product categories & processed food**

15

# PROJECT TEAM

**CHIEF CUSTOMER OFFICER**

**Consumer Digital Manager**

**Senior Project Manager**

**Project Manager**

# TECHNICAL TEAM

**CHIEF TECHNOLOGY OFFICER**

**Engines Rules Engineer**

**Blockchain Engineer**

**Full-stack Architect**

**UX Developer**

**Back-end Developer**

**DevOps Engineer**

**System Engineer**

**System Engineer**

**Developer**

**Founders
>20 years in international food & beverage groups**

CONNECTING FOOD

16

# A SAMPLE OF OUR CLIENTS

**RETAILER**

**LEADING CEREAL PRODUCER & COLLECTOR**

**DAIRY INGREDIENTS COOPERATIVE**

**REGIONAL BRAND**

**EGG & CEREAL COOPERATIVE**

**ROUNDTABLE – Educating market: Positive Impact is not Greenwashing**

**Mirela Orlovic** - Founder & CEO - UrbanMeisters
**Matthieu Witvoet** – Economy booster - CirculR
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TRANSITION FOR GOOD

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DIGITAL THINK TANK
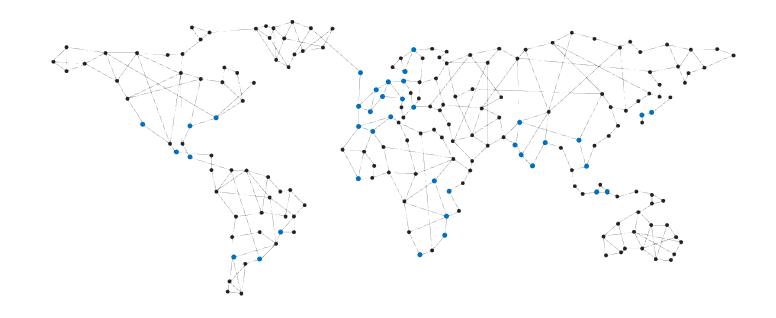
# CIRCUL'R : 1st INTERNATIONAL NETWORK OF CIRCULAR STARTUPS



**400 STARTUPS**

**30 MULTINATIONALS**

**200 CONFERENCES**

**120 ARTICLES**
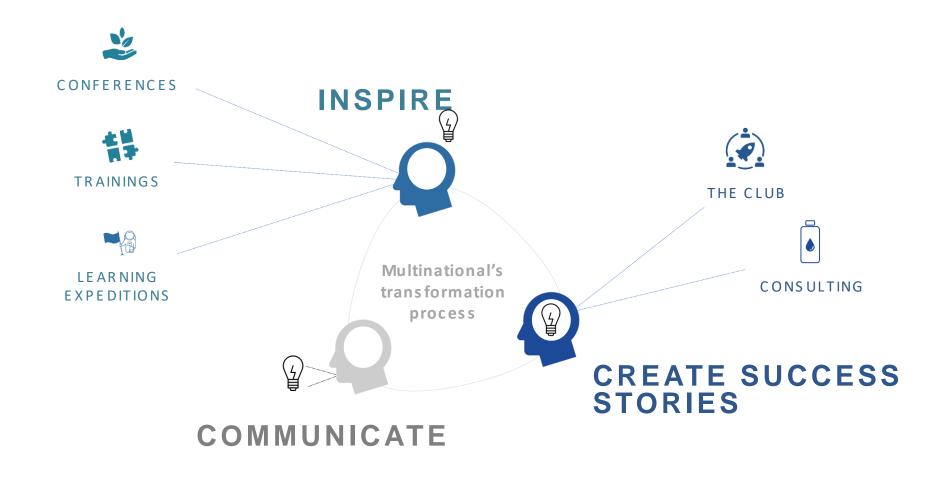
**20,000 FOLLOWERS**

# THE 3 STEPS TO SUCCESSFULY TRANSFORM COMPANIES

**INSPIRE**

Multinational's transformation process

**CREATE SUCCESS STORIES**

**COMMUNICATE**

# THE 3 STEPS TO SUCCESSFULY TRANSFORM COMPANIES

CONFERENCES

TRAININGS

LEARNING
EXPEDITIONS

INSPIRE

THE CLUB

CONSULTING

Multinational's
transformation
process

CREATE SUCCESS
STORIES

COMMUNICATE

# THE 4 DRIVERS OF CORPORATE SUSTAINABILITY



COMPETITION

EMPLOYEES

LEGISLATION

CONSUMERS

« SYSTEMS MAKE IT POSSIBLE, *PEOPLE* MAKE IT HAPPEN »

URBAN
MEISTERS
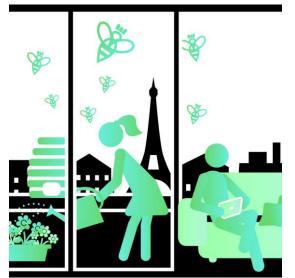
MAKING GREEN LIVING EASY & FUN

# URBAN MEISTERS

_Far removed from activism, policy-making, UrbanMeisters.com is about taking control back_

UrbanMeisters.com is the 1. international and sustainable lifestyle community for urbanites, a 30.000 followers strong and growing network of like-minded urbans from metropolis like Paris, London, Berlin, NYC, LA, ...



www.UrbanMeisters.com

At UrbanMeisters Greenies – including global sustainability influencers – share their knowledge to empower / 'meister' our community achieve everyday milestones in fighting city pollution and leading a happy, healthy, fun & green lifestyle.

We cover easy tips, the latest products, DIY & trends across food, fitness, fashion, beauty, home, work, … for the time-crunched, multi-tasking urban.

Our vision is to become the 1. green community & circular marketplace for sustainable brands & products.

# GREENING IT DIFFERENTLY