

# PRESS REVIEW

## BUSINESS

**Procter & Gamble : Les principales marques de P&G, dont Pampers, Ariel et Herbal Essences, renforcent leur leadership en matière de consommation responsable**

*Zone Bourse*

<https://m.zonebourse.com/PROCTER-GAMBLE-COMPANY-4838/actualite/Procter-Gamble-Les-principales-marques-de-P-G-dont-Pampers-Ariel-et-Herbal-Essences-renforcent-28472651/>

**SB'19 Paris, Day 3: Confidence, Cautionary Tales About a Tech-Driven Future**

*SB World*

<https://sustainablebrands.com/read/defining-the-next-economy/sb-19-paris-day-3-confidence-cautionary-theses-about-a-tech-driven-future>

**Danone CEO Directs Brands to 'Be Bold or Die'**

*SB World*

<https://sustainablebrands.com/read/leadership/danone-ceo-directs-brands-to-be-bold-or-die>

**P&G Brands Aim to Expand Leadership in Responsible Consumption**

*SB World*

<https://sustainablebrands.com/read/behavior-change/p-g-brands-aim-to-expand-leadership-in-responsible-consumption>

**SB'19 Paris: The Future of Leadership Is Bold, Brave and Feminine**

*SB World*

<https://sustainablebrands.com/read/leadership/sb-19-paris-the-future-of-leadership-is-bold-brave-and-feminine>

## **Dozens of Corporates, 200+ Large Investors Urge White House to Keep Paris Promises**

*SB World*

<https://sustainablebrands.com/read/collaboration-cocreation/dozens-of-corporates-200-large-investors-urge-white-house-to-keep-paris-promises>

## **SB'19 Paris, Day 2: Virtuous Value Chains, Next-Gen CSR and Redesigning the #GoodLife**

*SB World*

<https://sustainablebrands.com/read/leadership/3-lessons-learned-from-sb-19-paris-day-1>

## **Leading P&G Brands Including Pampers, Ariel and Herbal Essences Expand Leadership in Responsible Consumption**

*Business Wire*

<https://www.businesswire.com/news/home/20190424005170/en/Leading-PG-Brands-Including-Pampers-Ariel-Herbal>

## **SB'19 Paris, Day 3: Confidence, Cautionary Tales About a Tech-Driven Future**

*SB World*

<https://sustainablebrands.com/read/defining-the-next-economy/sb-19-paris-day-3-confidence-cautionary-tales-about-a-tech-driven-future>

## **Leading P&G Brands Including Pampers, Ariel and Herbal Essences Expand Leadership in Responsible Consumption**

*Yahoo*

<https://finance.yahoo.com/news/leading-p-g-brands-including-080000380.html>

## **Des marques activistes**

*Stratégies*

<http://www.strategies.fr/blogs-opinions/editos-billets/4028342W/des-marques-activistes.html>

## **Frédéric Mazzella, président-fondateur de BlaBlaCar : 'En 2019, on devrait avoir honte de lancer un business sans se préoccuper de son impact sur la planète'**

*Business Insider*

<https://www.businessinsider.fr/frederic-mazzella-president-fondateur-de-blablacar-en-2019-on-devrait-avoir-honte-de-lancer-un-business-sans-se-preoccuper-de-son-impact-sur-la-planete/>

## **SB'19 Paris: The Future of Leadership Is Bold, Brave and Feminine**

*SBWorld*

<https://sustainablebrands.com/read/leadership/sb-19-paris-the-future-of-leadership-is-bold-brave-and-feminine>

### **Dozens of Corporates, 200+ Large Investors Urge White House to Keep Paris Promises**

*SB World*

<https://sustainablebrands.com/read/collaboration-cocreation/dozens-of-corporates-200-large-investors-urge-white-house-to-keep-paris-promises>

### **Sustainable Brands Paris**

*Dontt*

<https://dontt.dk/day-1-sustainable-brands-paris/>

### **3 Lessons Learned from SB'19 Paris, Day 1**

*SB World*

<https://sustainablebrands.com/read/leadership/3-lessons-learned-from-sb-19-paris-day-1>

### **P&G Fabric Care brands Like Ariel and Lenor Commit to 45% Plastics Packaging Reduction in the UK by 2025**

*AP News*

<https://www.apnews.com/Business%20Wire/6b18346c85a849b3a9c6b7f29d7cfafd>

### **P&G Brands Expand Leadership in Responsible Consumption**

*Nonwovens Industry*

[https://www.nonwovens-industry.com/contents/view\\_breaking-news/2019-04-24/pg-brands-expand-leadership-in-responsible-consumption](https://www.nonwovens-industry.com/contents/view_breaking-news/2019-04-24/pg-brands-expand-leadership-in-responsible-consumption)

### **Leading P&G Brands Expand Leadership**

*Business Ghana*

<https://www.businessghana.com/site/news/business/186223/Leading-P-G-Brands-Expand-Leadership>

### **Pampers introduces '7 Acts for Good' at Sustainable Brands**

*Fibre2Fashion*

<https://www.fibre2fashion.com/news/apparel-news/pampers-introduces-7-acts-for-good-at-sustainable-brands-249034-newsdetails.htm>

### **Science fiction et fantasy : Fahrenheit 451, Things from the Flood, SB Paris 2019, Stephen King et autres actualités**

*ACTUSF*

<https://www.actusf.com/detail-du-fil-de-l-info/science-fiction-et-fantasy-fahrenheit-451-things-from-the-flood-sb-paris-2019-stephen-king-et-autres-actualit%C3%A9s>

### **Seven #SBParis19 trends required to accelerate change**

*SB Madrid*

[https://sustainablebrandsmadrid.com/blog/six-sbparis19-trends/?utm\\_source=BD+Su+stainable+Brands+Spain&utm\\_campaign=942f8caf4d-EMAIL\\_CAMPAIGN\\_2019\\_05\\_10\\_10\\_03\\_COPY\\_02&utm\\_medium=email&utm\\_term=0\\_0a39186ef3-942f8caf4d-170010753](https://sustainablebrandsmadrid.com/blog/six-sbparis19-trends/?utm_source=BD+Su+stainable+Brands+Spain&utm_campaign=942f8caf4d-EMAIL_CAMPAIGN_2019_05_10_10_03_COPY_02&utm_medium=email&utm_term=0_0a39186ef3-942f8caf4d-170010753)

### **Three signs that this year's Sustainable Brands Paris marked a real moment of change**

*Futerra*

<https://www.wearefuterra.com/2019/05/three-signs-that-this-years-sustainable-brands-paris-marked-a-real-moment-of-change/>

### **Frédéric Mazzella, président-fondateur de BlaBlaCar : 'En 2019, on devrait avoir honte de lancer un business sans se préoccuper de son impact sur la planète'**

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### **SB Paris 2019, l'événement européen sur l'innovation et le développement durable**

*L'ADN*

<https://www.ladn.eu/news-business/actualites-annonceurs/sb-paris-2019-evenement-innovation-developpement-durable/>

### **Où consommer durable et engagé à Paris ?**

*L'ADN*

<https://www.ladn.eu/nouveaux-usages/usages-et-style-de-vie/carte-consommer-durable-engage-paris/>