

TRENDS SHAKER

Newsletter #47

The monthly newsletter for socio-cultural trends

SOCIETY - page 2

BRANDS - page 3

TRENDS SHAKER LIVE - page 4

ENVIRONMENT - page 5

STUDY OF THE MONTH - page 6

TECH / INNOVATIONS - page 6

HR x YOUTH - page 7

DID YOU KNOW? - page 8

IN THE SPOTLIGHT

Meaningful work for a positive impact

As crisis follows crisis and the WHO records a 25% increase in depression and anxiety worldwide, feeling as though our work makes sense never been so important. Employees are affected by this quest for meaning, as are the future graduates of France's *grandes écoles*, 92% of whom say they want to get involved in some kind of social and environmental action.

Nearly one in two young people is thinking about setting up a company and 84% of them see it as a means of social engagement.

As shown in the documentary "**Start Up For A Reason**" by Mehdi Balamissa and Adilson Borges, **impact entrepreneurship is a powerful tool for solving some of the most pressing local issues.** According to the film's directors, we need to build on this momentum and create an international community of impact entrepreneurs, who could share proven solutions across continents, helping to solve major challenges around the world.

Along the same lines, **Lyon-based start-up Time For The Planet (TFTP)** has launched a **global crowdfunding campaign with the ambitious goal of raising one billion euros to support 100 innovative projects combating greenhouse gases worldwide.** More than 42,000 people are already participating in the TFTP project. TFTP relies on open source software, meaning that all the innovations can be

used by anyone who asks. Innovations receiving financing include **Project Vesta** which aims to **put olivine (a type of green sand from volcanic rock) along the edge of the ocean.** Placing this green sand on only 2% of the world's beaches would make it possible to absorb 100% of the gases emitted each year by humans, says Project Vesta's promoter.

In France, impact entrepreneurship is gaining ground. Through an initiative to map start-ups with an impact, Bpifrance Le Hub and France Digitale have listed 727 start-ups that employ nearly 18,000 people and have raised no less than 4.4 billion euros in total since they were created. Tapping into this general enthusiasm and conscious of the need to help companies and local authorities mobilise their employees around a social or environmental topic is **OuiLive** which **organises connected challenges with a positive impact.** On OuiLive's mobile app, employees take part in **sporting or creative challenges (photo or video) that generate real actions:** planting trees with Reforest'Action, coral restoration with Coral Guardian or an action that benefits the community with Emmaüs Solidarité. **All of which strengthens team cohesion and gives meaning to the commitments they make.**

Sources:

<https://www.hbrfrance.fr>

<https://www.novethic.fr>

<https://www.bfmtv.com>

<https://leseclaireurs.canalplus.com>



Each year, Bitcoin mining consumes 130 TWh of electricity, equivalent to the annual energy consumption of the Netherlands.

To reduce this impact and **turn Bitcoin into a sustainable energy source**, cryptomining company MintGreen has developed a **home heating system that uses thermal waste from cryptomining**. MintGreen is putting the system's effectiveness to the test by signing a 12-year contract with Canadian company Lonsdale Energy Corporation (LEC) to provide hot water and heating to part of the city of North Vancouver. A total of **50,000 residents will benefit from these installations** which, according to MintGreen, **will put nearly 96% of crypto-thermal waste to good use, thus avoiding the release of 20,000 tonnes of greenhouse gases into the atmosphere**.

In Busan, South Korea, a government-backed team of developers is building **a connected city which, once finished, will contain 30,000 homes in an area of 11.8 km²**. Costing a total of **5.6 billion dollars**, the aim of the **"Eco Delta Smart Village"** is to **use data to create a healthy, sustainable everyday environment**.

For now, **54 volunteer households have been selected at random to take part in the experiment**. For three years, they will pay no rent (just water and electricity charges) but must agree to have their data collected. Connected devices will study the quality of the air in the house, their sleeping habits, and the amount of rubbish they produce. A large central mirror will allow them to keep an eye on every aspect of their health, while providing them with the day's news or the weather. **Eventually, the goal is to establish a standard model of a smart city that can be replicated elsewhere**.



Anant University in Ahmedabad is opening a school in August 2022 to teach engineers how to create technological solutions to climate change.

Engineering mathematics, climate simulation, environmental engineering, climate finance, climate chemistry, behavioral science... the curriculum of this unique course has been designed by **Miniya Chatterji, one of India's most respected voices on sustainable development, in collaboration with professors from MIT and prestigious Indian institutes of technology**. The climate industry is short of skilled engineers and, with **India committed to achieving carbon neutrality by 2070**, this new job-oriented Bachelor's degree will allow students to join a booming sector.

According to the IFC, the climate industry will generate 23 trillion dollars globally and 3 million jobs in renewable energy in India by 2030.



© Pexel - Timas Mirshinchenko

Doctolib raises €500 million to become France's biggest "unicorn"

Sources

<https://www.linkedin.com>

<https://www.usine-digitale.fr>

The French online medical services platform, used by 60 million Europeans, has raised 500 million euros from its historical investors Eurazeo, Bpifrance and General Atlantic, **valuing the company at 5.8 billion euros.**

"This financing will allow us to create 3,500 new jobs in 30 cities in France, Germany and Italy over the next five years," said Stanislas Niox-Château, CEO and co-founder of Doctolib. It will also allow the company to create new services for patients, such as sharing paperless prescriptions and a messaging system they can use to communicate with their doctors. For healthcare professionals, the platform wants to **develop new medical and administrative software** and is planning to **launch a free secure messaging service between caregivers this year.** It also plans to **strengthen its teams of cybersecurity experts** to guarantee its users the highest standards of data confidentiality.

Deepki raises €150 million to reduce the environmental impact of tertiary buildings

Source

<https://www.maddyness.com>

Deepki, a French start-up specialising in the energy efficiency of corporate real estate, has raised 150 million euros from Highland Europe, One Peak Partners, BpiFrance, Hi Inov and Statkraft Ventures.

The start-up, created in 2014, has developed software to measure the environmental performance of commercial real estate and suggest improvements.

This substantial fundraising will allow it to strengthen its teams in Europe (from 150 to 400 employees by 2023) and expand into the United States. **Deepki expects to double its turnover to 30 million euros in 2022.** The company's growth can be explained by the tightening of regulations on the environmental quality of buildings. **In France, all commercial buildings over 1,000 m2 will have to reduce their energy consumption by 40% by 2030, 50% by 2040 and 60% by 2060.**

© Urplash - Matthew Hamilton

Michelin creates inflatable sails to help ships save fuel

Source

<https://planete.lesechos.fr/solutions>

Today, 90% of the global goods trade is conducted by maritime shipping, emitting 1,076 million tonnes of carbon dioxide every year (i.e. 3% of global CO₂ emissions).

To reduce its carbon cost, the world's leading tyre manufacturer has designed an **inflatable, retractable sail that could increase a ship's fuel efficiency by up to 20%, resulting in fewer greenhouse gases released into the atmosphere.** Equipped with small air compressor that blows it into shape, this fully automated device called the **WISAMO** is still in the test phase. The prototype is 17 metres high with a surface area of 100 square metres, but these inflatable sails could eventually increase fivefold in volume. The cost of the system has yet to be determined. For Michelin, the aim is for the fuel savings generated by the sail to make up for the cost of the sail's purchase over the course of a vessel's leasing contract, usually five to seven years. The savings will be all the greater given that fuel costs and carbon taxes are expected to continue to rise.

© Wisamo



LISTEN, LISTEN AGAIN AND SHARE THE EMISSION!

"Climate change and biodiversity: the same combat!"

Did you tune in to the first **Trends Shaker Live**, the new show created by ENGIE and So Good analysing the major societal trends of our time? If you missed these 60 minutes of lively debate, here's a quick look at the topics that were raised. **What is biodiversity? How is it linked to the climate? What can we do to preserve it? Where does human responsibility lie?**

Behind the microphone of this Trends Shaker Live, two experts provide valuable insight: **Pauline Millot**, in charge of CSR and Innovation at ENGIE Renewable Energy, and **Bruno David**, a naturalist specialising in palaeontology and the sciences of evolution and biodiversity, and President of France's National Natural History Museum. **They shed light on the causes of biodiversity erosion, the dynamics at work and the solutions that need to be implemented, and explain the importance of reconnecting humankind with nature. "For a long time, we thought of ourselves as separate from nature, with humans on one side and nature on the other. Today, we're**

starting to realise that we are interdependent with the rest of the living world," explains Bruno David, who believes that the future is in our hands and that there's considerable scope for progress when it comes to preserving biodiversity, whether for citizens, states or companies. "We're making strong commitments to understand our footprint on the living world and on the climate," said Pauline Millot on the subject of corporate responsibility. "For every new project to produce renewable energy (wind, solar photovoltaic, hydroelectric and biogas), **we work in collaboration with ecologists, research departments, environmental associations and local communities to understand the behaviour of different species and better protect them. Thanks to this pool of expertise and complementarities, we can define the best project in terms of biodiversity, the most energy-efficient and the most adapted to the local community,"** she explains.



See you in June for the second Trends Shaker Live: « Entrepreneurship, the new holy grail for young people? »

The show will be recorded live from the ENGIE stand at Vivatechnology. We'll be talking about transversal management, intrapreneurship, innovation, work-life balance, the hybridisation of work... The show will be broadcast live from the Twitter account [@ENGIEcareers](#).

Interview with **Pauline Millot**, in charge of CSR & Innovation at ENGIE Renewable Energy

After her one-year Master's degree at the University of Paris Saclay, Pauline Millot continued her studies at École des Mines with a post-master from the Higher Institute for Environmental Engineering and Management (ISIGE). She is an **environmental engineer and deploys and coordinates the CSR strategy of the Keolis Group and France Renewable Energy.**



What do you like about what your job?

What I like about my job as an environmental engineer is that I can **reconcile the preservation of the living world with human society.** That's what drives me on a daily basis. I'm amazed by the living world and I'm lucky enough to work with people who have the same fascination as I do, whether it's the strategy department, the CSR department of the Keolis Group or the operational teams. **My teams are motivated, always ready to share their expertise with associations or local communities, always ready to think about how to better preserve this or that species.** I find that wonderful!

Are large corporations and nature conservation compatible?

Of course they are! **Regardless of the size of the company or the economic actor, each entity and each person has their share of responsibility, their role to play in preserving biodiversity and fighting climate change.** At their level, companies have their resources, their scope, their expertise and their network that helps them to implement their commitments and draw up their strategy to ensure that biodiversity is being taken into greater consideration at every moment, whether at the operational level or at the level of decision-making and commitment committees.

Hectar agricultural campus launches its start-up accelerator

Source

<https://www.lenouveleconomiste.fr>



Created by Xavier Niel and directed by Audrey Bourolleau, the **600-hectare Hectar agricultural campus where agricultural entrepreneurs of the future come for training is launching its start-up accelerator.** So far, 11 candidates have been selected to receive **six months of support for the rapid development of their business in France or abroad, followed by several years of follow-up.** They'll have access to Hectar's agricultural network as well as the network of HEC, a partner in the operation. One of the candidates selected is TerraTerre, whose aim is to **accelerate agriculture's transition to a more sustainable, low-carbon model.** To achieve this, **the start-up acts as an intermediary between farmers who want to upgrade their practices and companies who will be able to support them financially by buying certified low-carbon credits.** For farmers, these carbon credits could represent an additional income of 15,000 euros over five years. And for companies, the scheme allows them to offset their incompressible emissions.

It's a first. Following a ruling by its constitutional court, **Ecuador has become the first country in the world to grant wild animals a true legal status with specific rights.** This includes the right to **"exist, flourish and evolve".** Ecuador is a pioneer in this field. **In 2008, it was already the first country in the world to recognise environmental rights on a constitutional level.** With this new decision, the Ecuadorian constitutional court isn't equating animals to human beings, but recognising their right to be free within the context of interactions between species. What this actually means is that **hunting, fishing, gathering and forestry are still allowed as long as they are performed within other pre-existing laws (e.g. those that protect endangered species), and are conducted in ways that limit suffering.**

Ecuador becomes the first country to grant rights to wild animals

Source

<https://www.huffingtonpost.fr/entry>



Tara Polar Station to explore the Arctic ice pack

Source

<https://www.sciencesetavenir.fr>

The **Tara Ocean Foundation is launching the construction of a new scientific polar base that will conduct regular drift expeditions through the Arctic ice pack from 2024.**

The **Tara Polar Station**, a vessel designed by Breton architect Olivier Petit, **will host scientists from all over the world for successive 18-month missions until 2045.**

In temperatures ranging from **-20°C to -45°C, the researchers will study the impact of climate change on Arctic biodiversity.** Main lines of research will focus on the migration of marine organisms to the Arctic and their impact on long-isolated ecosystems. Designed in partnership with numerous international research institutions (CNRS, CEA, CNES, Laval University, Maine University, etc.), **this project is part of France's "Balancing the Extremes" polar strategy for 2030, in an era of increasingly alarming imbalances in the Arctic and Antarctic.**



The new faces of the “citizen consumer”

Although the relationship between brands and consumers has gone digital with the crisis, it has also got stronger. In spite of the distance, brands have stepped up their efforts to keep their promises. And consumers have enjoyed all the attention.

According to the fourth X Index (BETC Fullsix's barometer of customer experience), consumers have become “time-intolerant”.

They now want brands to match the quality of service of the world's top actors, such as Amazon.

That said, more and more consumers are buying directly from brands, bypassing retailers:

60% of customers say they have a better customer experience on the websites of the brands.

Digital technology has turned them into "expert consumers", who expect salespeople not only to be efficient, but also knowledgeable.

As "citizen consumers", they are very attached to the connection between the brand's values and their purchasing experience. Any lack of consistency will have an immediate impact on the emotional bond and loyalty to the brand.

And the trend for second-hand purchases has become widely entrenched: in 2021,

50% of online shoppers bought reconditioned or second-hand products online.

Source:

<https://www-relationclientmag-fr.cdn.ampproject.org>

TECH / INNOVATIONS

New award scheme celebrates women entrepreneurs

Source

<https://www-challenges-fr.cdn.ampproject.org>

Faced with the worrying lack of gender diversity in French start-ups and "unicorns", the **Women's Forum and BNP Paribas have launched the "French Women Entrepreneurs 40"**. Consisting of 20 start-ups, 15 SMEs with turnovers of 10 to 50 million euros and five ISEs with turnovers of 50 to 150 million euros, **the list is intended to give national and international visibility to French women entrepreneurs**. Launched in partnership with Bpifrance, Be a Boss, RSE EcoVadis and HEC Paris, **the "French Women Entrepreneurs 40" will unveil the final selection of 40 women entrepreneurs in November 2022**, following a call for applications on its website www.fwe40.com. **The winners will benefit from financing, mentoring and access to local economic networks.**

The investment fund Educapital raises €100 million

Sources

<https://www.lefigaro.fr>
<https://www.la-croix.com>

© Unsplash - Ben White



Education and training technologies are enjoying a boom, with a global market estimated to be worth more than 500 billion dollars by 2025.

"With the pandemic, the education technology sector has gained 5 to 10 years in terms of uptake of new habits," observes Marie-Christine Levet, co-founder of Educapital. Four years after launching its first fund, **this French investment company has raised 100 million euros** from Bpifrance, Hachette Livre, Bayard and several private investors. The fund, which provides financial support for start-ups like Labster (virtual laboratories for language learning), Preply (online language course marketplace), Lunii (audio story boxes) and 360Learning (vocational training), aims to **help as many people as possible access quality education.**

"Innovation allows this education to become personalised, with the help of data and artificial intelligence. It also makes it more immersive, thanks to virtual reality and serious games. Basically, it makes it possible to adapt to the habits of younger generations," explains Marie-Christine Levet.

HR x YOUTH

When it comes to recruitment, qualifications and experience aren't everything. So-called **"soft skills" or interpersonal skills are now taken into account by all recruiters.** In the digital sector for example, which is constantly evolving, what recruiters look for above all are candidates who know how to adapt quickly. "For an SME manager, a talented individual isn't someone with a five-year degree. It's someone with above-average competence and interpersonal skills. And what we're seeing is that this perception of talent, peculiar to SMEs, is now spreading to certain large groups," explains Philippe Mutricy, Director of Research at Bpifrance. **Danone, for example, has been holding collective recruitment sessions without a CV to assess the ability of candidates to work together. Other companies use personality or logic tests.**

"It lets us break away from traditional methods, by focusing on candidates' personal qualities - the ability to interact, create links, bounce back, foster dialogue, etc.," explains recruiter Lydie Brunisholz. Ten years ago, for some positions, her clients only wanted candidates with five-year degrees. Today, things have changed, she can offer them candidates with two-year degrees and strong potential.

Recruiters are focusing more and more on soft skills

Source

<https://www.lemonde.fr>



© Pexels Fox

How INSA Lyon is promoting gender diversity in engineering courses

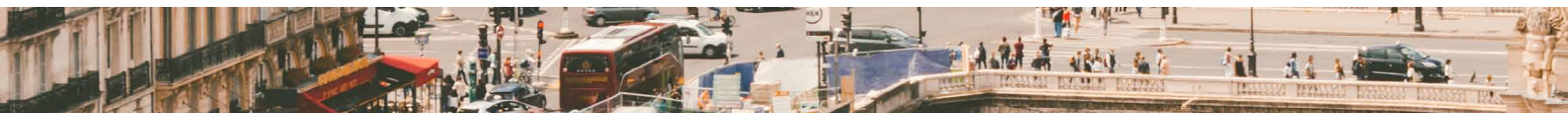
Source

<https://www.cge.asso.fr>



At INSA Lyon, the percentage of women in the first year has gone from 32.5% in 2012-2013 to 47% in 2020-2021. A sharp increase which, according to Clémence Abry-Duran, gender equality officer at INSA Lyon's Gaston Berger Institute, **can be explained by the range of courses on offer at the school, a recruitment system without entry exams and a proactive policy to promote gender diversity.** For example, the school has renamed 50% of the buildings on campus after women scientists. It conducts action programmes in middle and high schools to help young people discover scientific careers. It has set up a hotline and uses a zero-tolerance policy to combat gender-based violence, which hinders the development of female students. Finally, it incorporates the gender dimension into its courses and research, and structures its actions in a more systemic way so that everyone can get to grips with the subject.

To train the future managers of **Deeptech** - where **startups develop disruptive innovations to meet major contemporary challenges** - École des Mines in Paris and PSL University (Paris Sciences & Lettres) are opening a new **advanced master's degree in deeptech entrepreneurship & innovation**. The aim of this one-year **career-oriented course, which includes work experience** (1 week of classes per month, 3 weeks of internship in a deeptech company per month) is to **train high-level scientists and engineers to manage innovative projects**. Product design, innovation financing, risk assessment, intellectual property... at the end of the course, students will be capable of handling the development of complex products. They'll also have access to a network of high-potential startups, research centres in institutions of excellence, investors and deeptech incubators.



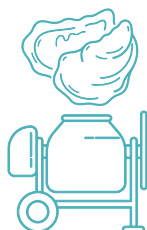
DID YOU KNOW?



Disney creates residential areas “infused with magic”

www.disneyphile.fr

The American leisure giant has launched Storyliving by Disney, a company that creates “vibrant new neighbourhoods infused with the company's special brand of magic”. The first community, Cotino, is currently being brought to life in Rancho Mirage, California.



You can make concrete from oyster shells

www.20minutes.fr

Manufactured by Colas from crushed oyster shells, sand, water and low-carbon cement, **this new form of concrete is particularly environmentally virtuous**. It was used to build a cycle path in Bouzigues (oyster country), at a cost equivalent to traditional concrete.

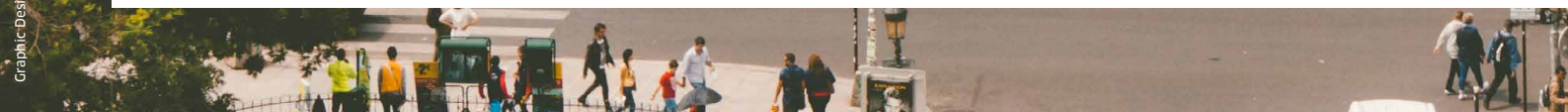


Simple Maps shows you the positive impact actors near you

<https://start.lesechos.fr>

Simple Maps is a new **mobile app that lists more than 339,000 local actors (businesses, associations, institutions etc.) involved in the circular economy**. It's fun and allows users to earn “good points”, which can be converted into coupons for making purchases in partner shops.

© Unsplash - Imur Kalimullin
 Graphic Design: dewcom.fr - April 2022



All “watchers”

If you spot interesting or unusual “people, ways of life” societal information, share them at: valerie.gaudart@engie.com or julie.philippot@engie.com. Thanks to everyone for your contribution!