

TRENDS SHAKER

Newsletter #55

The monthly newsletter for socio-cultural trends

BRANDS - page 2

INTERNATIONAL - page 3

HR x YOUTH - page 3

TECH & INNOVATIONS - page 4

ENVIRONMENT - page 5

HEALTH - page 5

STUDY OF THE MONTH - page 6

DID YOU KNOW? - page 7

IN THE SPOTLIGHT

What will the management of tomorrow look like, de demain, according to the press?

Each year, the highly-anticipated **"Thinkers50 Radar Class"** highlights individuals whose work could well transform the way companies are organised and managed. The 30 researchers, experts and philosophers that are featured in this rating look into, for example, **how to create more inclusive work environments or how best to build solid relationships between people with different backgrounds.** While their work underlines the need to focus on diversity, equality and inclusion in work environments, these are not yet part of corporate strategies. **In fact, a study carried out by Institut Choiseul points out that France is trailing in this area. Only 61% of French companies (compared to 85% of companies worldwide) include women, seniors, persons with disabilities or visible minorities in their corporate strategies.** And this disparity is particularly present in start-ups: as per the study, **they represent the most discriminatory environment in the entire business landscape.** But things are starting to change, in particular thanks to initiatives such as "Chance" or "Les entreprises s'engagent", which help companies adopt more inclusive practices.

Faced with a new generation that aspires to real change, this transformation is all the more vital. According to a study conducted by the EDHEC Business School, **young people want a more "human" approach to management; one that takes into account the well-being of each individual.** For the new generation, excessive stress and suffering due to work is no longer a viable option.

Work should promote the acquisition of skills, personal growth and social ties. The organisation of the hierarchy must change; **managers** are no longer seen as figures of authority, but as **benevolent guides who should trust and empower employees, allowing them to explore their creativity.** The rise of remote work has transformed our relation to time, workspaces and work ties, and this is reflected in **the desires of young talent who seek flexibility, independence, cohesion and workspaces that embody the corporate culture.**

In fact, the study outlines that 89% of young people want to be part of a collective adventure at work, focusing on a common challenge. The study also highlights that 96% of young people feel that companies have a role to play in tackling the world's major issues (social and environmental) and that 73% feel that it is important to benefit from time off work to work on a project with a societal impact.

According to Cécile Dejoux, Professor of Management and Researcher at Cnam University and lecturer, we are witnessing **a trend towards "care" management. Self care, team care and planet care** are now central elements in corporate environments.

Sources:

www.lesechos.fr
<https://www.challenges.fr>
<https://business-cool.com>
www.edhec.edu
www.capital.fr

AXA Climate and Blunomy launch a training programme for the most carbon-intensive sectors

Source

<https://www.assurbanque20.fr>

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To help companies and institutions better understand the challenges of decarbonization, **AXA Climate** and transition expert **Blunomy** have developed **the Net Zero School**. This new training programme combines theoretical courses and concrete examples illustrating the challenges of decarbonizing the most carbon-intensive sectors such as oil, gas, food, road transport, pharmaceuticals and cement.

Its goal is to help service providers and industrial players reduce their digital footprint by identifying measures to be implemented throughout their value chains.

It also covers the opportunities created by the transition, the current obstacles, best practices and the challenges that stakeholders may face throughout their decarbonization process.

The **European leader in online DIY** has announced the launch of its **Carbon Score** system, *a tool designed to measure the carbon footprint of the products on their website, allowing each person to be as informed as possible on their consumption choices*, as indicated on the ManoMano website.

Developed in partnership with **Greenly**, expert in the development of carbon compatible solutions, this Carbon Score system is based on the methods used by ADEME (The French Agency for Ecological Transition). **The score will be calculated according to the analysis of the product's life cycle, i.e. by adding up the greenhouse gas emissions produced during the product's various production and marketing stages (extraction of raw materials, manufacturing, distribution, use, and end of life).** **The tool will be rolled-out in April 2023 on 15% of the website's products, with the goal of reaching 70% of its products by 2024.**

ManoMano launches a Carbon Score system for its products

Sources

www.lefigaro.fr
<https://about.manomano.com>

© pixels-and-reel-piacquadio

NASA and Boeing join forces to create a more fuel-efficient aircraft

Sources

<https://www.gqmagazine.fr>
<https://www.aeroweb-fr.net>

© Unsplash - avr-richards

The US space agency has selected Boeing **to develop, by 2028, a new experimental aircraft whose technologies may equip the next generation of commercial aircraft.**

Named **the "Sustainable Flight Demonstrator"**, this new **single-aisle aircraft will be equipped with large ultra-thin wings held by stays, allowing to reduce fuel consumption and carbon emissions by 30% compared to the most fuel-efficient single-aisle aircraft currently available.**

NASA will invest \$425 million to carry out this project. As for **Boeing and its partners, they are expected to invest an estimated \$725 million.** As stated by Bill Nelson, NASA administrator, their goal is simple: **to manufacture future airliners "that are more fuel efficient, with benefits to the environment, the commercial aviation industry, and to passengers worldwide".**



In Egypt, start-ups are fighting against plastic pollution

Source

<https://www.jeuneafrique.com>

In Egypt, 5.4 million tons of plastic are produced each year and only 11 to 15% of this waste is recycled. The rest usually ends up in illegal dumps that flow into the Nile and the Mediterranean, poisoning aquatic life. For example, 92% of the fish that are caught in Alexandria contain microplastics. In an attempt to mitigate this pollution, entrepreneurs have started recycling the country's plastic waste (biggest plastic polluter in the Middle East and Africa).

As such, VeryNile purchases between ten and twelve tons of plastic from fishers in order to recycle it as fuel. On their end, TileGreen, which aims to recycle between three and five million plastic bags by 2025, uses this waste to create bricks that are "twice as strong as concrete". Despite these efforts, more initiatives are needed to control plastic pollution, especially as annual plastic production is set to triple to 1.2 billion tons worldwide by 2060 (source: OECD).

Station F invites governments and companies to replicate their model

Sources

<https://business-cool.com>
<https://stationf.co/news>

Since its creation in 2017, the world's biggest start-up campus has received tons of requests on how to replicate their model. In response, Station F has launched its Immersion Program, an immersive programme destined to governmental organisations, foundations and companies that are looking to understand the keys to the company's success. Following a first edition held in October 2022 with organisations from the three countries, Station F will once again offer the two-day Immersion Program in April 2023. The incubator will present its various partnerships, how they were created and deployed, as well as the mistakes it committed and the lessons learned. The programme will also allow participants to engage with campus partners and to create ties with other international ecosystems.



HR x YOUTH

Which jobs are trending on LinkedIn?

Sources

www.strategies.fr
www.larevuedudigital.com
<https://www.linkedin.com>

The leading platform for recruiters has published its 2023 ranking of the 25 most in-demand jobs in France. By analysing the trades that have most increased in terms of demand over the last five years, LinkedIn has identified that sales jobs and digital trades continue to be among the most sought-after trades by French companies. These trades alone represent more than 50% of the jobs for which demand has most increased. This ranking also highlights that the impact of climate change and the energy crisis has led to new needs for energy and sustainable development jobs. The same is true for cybersecurity positions, which is experiencing strong growth due to the rise of cyber-attacks.





Cargo aircraft reinvented to be electric and to surf on water

Sources

<https://www.futura-sciences.com>
<https://www.futura-sciences.com/tech>

© Pyka

The US aircraft manufacturer Pyka has just launched the world's first autonomous electric cargo aircraft.

Named **Pelican Cargo** (as it is loaded from the nose), **this carbon-free cargo plane has a range of over 320 km, a cruising speed of between 100 and 150 km per hour and can carry up to 180 kilos of cargo.**

Although far from being able to match the capacities of traditional large cargo planes, the aircraft was designed to carry small loads without emitting any CO₂, offering significant delivery speeds compared to land transport. On its end, **the Darpa** (agency of the United States Department of Defense responsible for the development of emerging technologies) **is working on a seaplane capable of quickly transporting large amounts of cargo over long distances.** Designed as a seaplane, the **Liberty Lifter** will be able to **“surf” on water thanks to the wing-in-ground effect**, which increases lift thanks to the cushion of air between the aircraft and the water's surface.

CES 2022: innovations that improve our daily lives

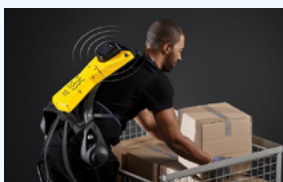
Source : www.ouest-france.fr



Among the innovations presented at **the 57th edition of the Las Vegas CES (the biggest tech event in the world)**, some even have the potential to change our lives.



For example, **the Clean Water Pathfinder robot** developed by the French team at **Acwa Robotics** allows to check the state of water pipes and detect any leaks (a very useful innovation given that 20% of France's drinking water is lost due to leaks).



On its end, **the Cray X exoskeleton** from the German company **German Bionic** supports both lifting and walking.



The **graphene radiator** from the Korean company **Graphene Square** consumes 30% less energy than a traditional radiator.



Developed by Singapore's **Aevice Health**, the smart stethoscope allows to detect abnormal pulmonary sounds and records measurements, allowing doctors to make rapid clinical decisions.

France will study the DNA of 4,500 marine species

Source

<https://www.huffingtonpost.fr>

This is a truly colossal project. With a €41 million investment from the French State, **the Atlasea programme aims to create a “genetic map” of the thousands of marine species (fish, algae, unicellular organisms) that live in the waters of Metropolitan and Overseas France.** This represents a monumental task given that **France has the second-largest maritime space in the world.** Managed jointly by the CNRS (French National Centre for Scientific Research) and the CEA (French Alternative Energies and Atomic Energy Commission), **this programme will allow researchers to study the decline in maritime biodiversity, to discover new species and to use the genetic data that is collected for economic and medical purposes.**



© Unsplash - linc-thaester

Planteurs d'Avenir wants to cover France with hedges within 30 years

Source

<https://www.nouvelobs.com>

Planteurs d'Avenir has tasked itself with the ambitious challenge of replanting, by 2050, the hedgerows that have been uprooted due to intensive farming practices since the 1950s. In order to achieve its goal, **the association has created a first plant nursery in Martillac (Gironde) and plans to open four more this year in order to produce 500,000 plants per year in France.** Vital to agricultural ecosystems, the hedgerows that surround fields offer numerous advantages. **They capture CO2, strengthen the soil, improve water cycles and the balance of underground microorganisms, promote biodiversity and protect crops from certain pests.** Financed by the French Office for Biodiversity and private partners, **the association has come up with the great initiative of providing a small income for framers: a hedge represents carbon credits, wood that can be sold or even fruit.**

© Unsplash - jala-vue



Healthcare becomes the leading business sector for Dassault Systèmes

Source

<https://www.lesechos.fr/tech-medias>



pexels:marf-production

A turning point in the history of Dassault Systèmes. **For the French 3D software publisher, healthcare is becoming its leading business sector in terms of turnover growth, ahead of aeronautics and defence.** In 2022, healthcare turnover exceeded the billion euro mark, representing **20% of the group's revenues** which reached \$5.6 billion last year (17% growth). This diversification into the healthcare sector has been in the works for more than a decade with the acquisition of **Accelrys** in 2014 (for \$750 million) and **Medidata** in 2019 (for \$5.8 billion). **The French company now aims to cover the entire chain of the healthcare ecosystem, from the development of molecules for new drugs to patient care, including clinical trials and prevention.** It is also marketing a digital copy of a human heart (Living Heart) and is developing digital copies of the brain, the cardiovascular system and human cells, in order to simulate the spread of a cancerous cell.

AI to facilitate breast cancer diagnosis

Source

<https://www-europe1-fr.cdn.ampproject.org>

This is a world first. **Within three months, the Institut Curie in Paris will test an artificial intelligence capable of detecting cancerous cells ten times faster than is currently possible.** Delivering a diagnosis will only take **five minutes**, compared to the current forty minute wait time. Additionally, the algorithm will allow for **greater accuracy and the detection of cancers measuring a few millimetres.** Finally, it will be able **to determine the severity of a cancer.** The pathologist will then be able to prioritise the most serious cases.

STUDY OF THE MONTH

CSR: which companies are the most committed according to young people?

For the **2nd publication of its CSR** (corporate social responsibility) index, **Universum** has surveyed more than **1,200 students and young graduates (minimum 5 years of higher education)** to identify **the French employers with the most attractive CSR policies.**

Source

<https://start.lesechos.fr>



The top ten companies are:

1. **Decathlon**
2. **BlablaCar**
3. **Carrefour**
4. **EDF**
5. **SNCF**
6. **Airbus**
7. **Doctolib**
8. **ENGIE**
9. **Crédit Agricole**
10. **BNP Paribas**



The study indicates that when young people are looking for a job, they are above all concerned with **corporate social commitments (57%), far ahead of economic and environmental commitments (39% and 38%, respectively).** Young people are also particularly interested in **well-being at work, gender equality, respect for individuals and equal opportunities.**



The study also highlights marked differences between women and men respondents.

Women tend to compromise less in their values and are more concerned with the social aspect of companies (a priority for 70% of women vs. 43% of men).

As for the men, they show greater interest in the economic aspect of the impact (50% vs. 28%), such as providing support to the local economy or socially-responsible investments.



The final point highlighted by the study concerns the trust that young people place in the communications of employers concerning CSR topics: **38% consider "that they are genuinely committed", i.e. +10 points in one year.**



DID YOU KNOW?



Kim Kardashian gave a marketing lecture at Harvard

<https://business-cool.com>

The social media star was invited by the prestigious US university, Harvard, in order to speak about **the marketing strategy behind her fashion brand SKIMS, which is valued at \$3.2 billion** and which sets itself apart has the distinctive feature of promoting body positivity and inclusiveness.



Montpellier to offer free public transport by late 2023

<https://positivr.fr>

As of 21 December 2023, all public transport in the city of Montpellier will become free for all its residents. This initiative, which may cost the city between 29 and 42 million euros per year, aims to relegate the use of vehicles and thus **reduce CO2 emissions in order to protect the environment and climate.**



A black rhino is born in France!

<https://www.carenews.com>

After 17 years of attempts, the Doué-la-Fontaine Bioparc Zoo in the Pays de la Loire region has finally been graced with the birth of a black rhino calf. This is an exceptional event given that **throughout 2021, only two black rhino calves were born in captivity worldwide.** The species, which had a population of 100,000 in 1960, was decimated for the alleged virtues of its horn and is today in **“critical danger of extinction”**.