

TRENDS SHAKER

Newsletter #48

The monthly newsletter for socio-cultural trends

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IN THE SPOTLIGHT

Why it's time to incorporate all living things into business

The sixth "planetary boundary" has just been transgressed, according to researchers from the Potsdam Institute for Climate Impact Research and the Stockholm Resilience Centre. The concept, created in 2009, defines nine global boundaries - i.e. nine processes that regulate the Earth's stability and resilience, including **climate change, biodiversity loss, ocean acidification, chemical pollution and global water use**. The "green" water cycle (water from atmospheric precipitation absorbed by plants) is the sixth boundary to be transgressed. What this means is that forest soils are drying out, pushing us closer to the tipping point where tropical areas could turn into savannah.

Meanwhile, France is getting deeper into ecological debt. "Overshoot Day" in France, i.e. the day on which the country has consumed more natural resources than nature can regenerate in that year, has jumped from 29 July in 2021 to 5 May in 2022, says the WWF. **In other words, France consumed its natural resource budget for the year in just four months.** To push Overshoot Day back by 25 days, drastic changes are required. We would need to **halve the rate of land reclamation by 2030** compared to the rate of the last ten years, **halve food waste, carry out 700,000 complete renovations each year, develop renewable energy and make massive use of low-carbon mobility.** This will take a huge effort.

Sources:

<https://bonpote.com>
<https://www.novethic-fr.cdn.ampproject.org>
<https://www.novethic.fr/actualite>
<https://start.lesechos.fr>
<https://www.ladn.eu>

According to Les Collectifs, a network of conscientious professionals aimed at transforming companies from within, **companies may be part of the problem, but they are also part of the solution.**

"It only takes 10% of the employees to change the whole company," they say. In his essay *Apocalypse Work: Demystifying work to face the 21st century*, the sociologist Franz Gault explains that **corporate governance needs to integrate not just humans, but all living things. We need to draw inspiration from animist societies who know how to live as equals with other beings in nature, while also doing more to democratise companies** By moving beyond the sociocratic model (which encourages team decision-making) to more advanced models such as cooperatives, we can strengthen companies' social and environmental responsibility and address the challenges of our century, he says.

Marble: speeding up solutions for "hard-to-decarbonise" sectors

Source

<https://www.maddynews.com/?p=1324734>

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Marble in Paris **was founded in 2021 by Benjamin Tincq, an engineer, entrepreneur and ClimateTech expert,** and British national Jonny Everett, former mentor and manager of Entrepreneur First. **This new venture studio** (company that creates startups using shared resources) **is on a mission to speed up the development of technologies needed for the so-called "hard to decarbonise" sectors.** The idea is to generate disruptive innovations. The first four start-ups, currently under development, are working on **solutions to decarbonise the chemical industry through bio-production, capture atmospheric CO₂ at minimal energy costs, or produce low-carbon fuels on a large scale.**

Financed by an international panel of DeepTech and climate investors, **Marble offers nine-month mentorship and guidance programmes for start-ups, including operational, technical and financial support.**

"I no longer believe the smart Silicon Valley entrepreneurs are going to save Earth." According to Navi Radjou, co-author of *From Smart to Wise: Acting and leading with wisdom*, **Silicon Valley entrepreneurs are burning billions of R&D dollars to invent gadgets that nobody needs.** He cites the case of Juicero, a start-up that went bankrupt after raising 120 million dollars to develop a WiFi-enabled "smart" juice machine that sold for 400 dollars.

The author says it's time to use our intelligence to solve real problems, like fighting climate change, providing everyone with access to drinking water or ending poverty and hunger.

"What we need," he says, "are **wise innovators.**" Entrepreneurs who **"lead with a business mind, social heart and ecological soul"**, who know how to amplify the talent of others and co-create value with their ecosystem of partners. In other words, **entrepreneurs who use their intelligence to uplift humanity.**

Silicon Valley and society? Questions to Navi Radjou

Source

<https://www.ladn.eu>

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START-UP OF THE MONTH

VitroLabs raises \$46 million to produce cell-cultivated leather

Sources:

<https://positivr.fr/>

<https://www.prnewswire.com>

California-based start-up **VitroLabs Inc. has raised 46 million euros to build the world's first large-scale production facility for lab-grown leather.** The material, cultivated from animal cells, has the look, feel and performance of traditional leather. This will help to **limit the environmental impact of leather production and improve animal welfare.** Investors include Leonardo DiCaprio and the global luxury group Kering, parent company of the Gucci, Saint Laurent and Balenciaga brands.

"We believe that innovation is key to addressing the sustainability challenges that the luxury industry is facing, which is why we are very interested in the potential of biomaterials such as cultivated leather," stated Marie-Claire Daveu, Director of Sustainable Development and Head of International Institutional Affairs at Kering.



Too Good To Go, the app that helps fight food waste, **has launched an educational programme for primary school pupils.**

The programme ***Mon école anti-gaspi*** ("My anti-waste school"), developed with education professionals and supported by the French Ministry of Education, **uses learning sheets, posters, videos and board games to encourage very young children to pick up the right habits for reducing food waste.**

Tested on 600 pupils in nine primary schools, *Mon école anti-gaspi* has won over teachers, as much for its entertainment value as for the variety of support materials, the complementary nature of the activities and the fact that they fit perfectly into the school curriculum. **"Since the launch of the pilot phase in October 2021, over 640 schools have contacted us asking to be involved in the project! Which shows that there's a need to talk about the subject in schools,"** said Lucie Basch, co-founder of Too Good To Go.

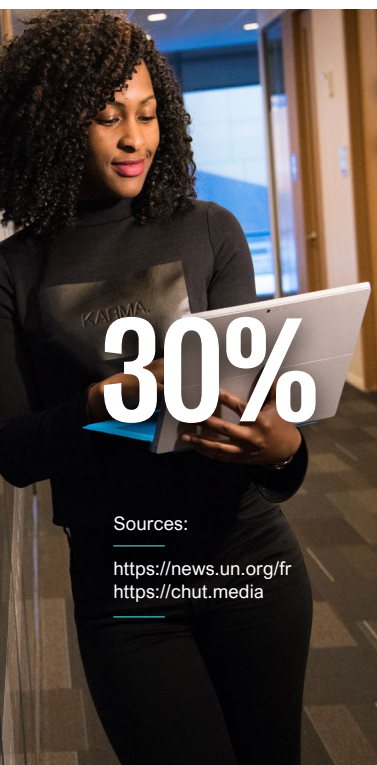
At Yves Rocher, 5-6% of cosmetic products remain unsold and 1-2% end up being destroyed. The French brand has joined forces with the Romanian start-up bonapp.eco to put a stop to this waste. The **app, which has been downloaded 40,000 times, connects consumers with retailers to sell food that is close to expiration date. The food is sold at a discount of up to 80%.**

Now, consumers can also use the app to locate Yves Rocher products close to home that are 2-3 months from their expiry date, at discounts of 60% or more.

Yves Rocher has 44 stores in Romania, six of which have already joined the bonapp.eco network.



STUDY OF THE MONTH



Still not enough women and too little diversity in the digital professions

According to a study by the International Telecommunications Union (ITU), **women have less access to the internet than men, and feel less safe online.** As a result, there are 30% fewer women in ICT (information and communications technology) jobs than men. **"We can no longer afford to ignore the talents of half the world's population,"** says **Abdulla Shahid**, President of the United Nations General Assembly. All the more so as **the ICT sector is short of workers**, explains Anthony Bakkine, founder of **Diversidays, an association for digital inclusion: "Today in France, a third of new job offers are in tech and digital professions."** He thinks start-ups have an important role to play: "We need to provide our employees with extensive training in inclusive practices", as well as measure the actions companies are taking. There are tools, he says. **The Diversity and Inclusion Index for example, created in 2021 by the minister Elisabeth Moreno with the support of the CNIL, measures very specifically what companies are doing in terms of disability, social diversity and gender equality.**

Sources:

<https://news.un.org/fr>
<https://chut.media>

Sylvia, an agroforest in central Paris

Source

<https://start.lesechos.fr>



In the southern part of Paris' 14th arrondissement, the **former carpark of the ENS Jourdan campus, covering 2,430 square metres, is now home to Paris' first agroforest.** A total of 400 nut trees will be planted to produce walnuts, hazelnuts, almonds, pistachios, chestnuts, etc. **These will be used to make the first 100% Parisian flour (i.e. without wheat), supplying a dozen partner bakeries.** The land will also be used to cultivate flowers, raspberries, blackberries, currants, blueberries, blackcurrants and other berries.

The aim is to produce a harvest of 6.7 tonnes per year. But the true ambitions of the project lie elsewhere: **Sylvia will be a socio-cultural and educational spot for local residents (including schoolchildren). It will also become an environmental shield that captures carbon and preserves biodiversity.**

The project has a budget of 250,000 euros and is supported by three entities: **ENS Jourdan, the "Parisculteurs"** (the agricultural programme of the City of Paris) and **Cultures en Ville**, an urban agriculture start-up.

Did you know that buildings alone account for 40% of global energy consumption? And that, after transport, it's the sector that emits the most greenhouse gases? In an effort to limit their impact, several hotels have gone green. **On 19 May, the Hilton chain opened the United States' first zero-carbon hotel. Hotel Marcel in New Haven, Connecticut runs entirely on electricity. The building is 100% powered by solar panels on the roof.** And 12 Tesla chargers have been installed in the car park so travellers can fill up - without fossil fuels. In the UK, too, a carbon-neutral hotel opened last year in central London. And Norway has even more ambitious plans: **to open a self-sustaining hotel in 2024 that will generate surplus energy.**

Pioneering hotels go zero-carbon

Source

<https://www.jadn.eu>



World's largest wildlife overpass to be built in California

Source

<https://www.geo.fr/environnement>

On Route 101, near Los Angeles, **work has just begun on what will be the largest ecoduct ever constructed, linking the two parts of the Santa Monica Mountains in California.**

64 metres long and 50 metres wide, the overpass will provide a safe passage for mountain lions, snakes and toads seeking to cross the dangerous 10-lane stretch of road.

The overpass **will be populated with indigenous plants on each side, forming walls of vegetation to help reduce light and noise for the nocturnal animals as they cross over.** The extraordinary project is expected to be complete in 2025. Most of the construction will happen at night to limit disturbance. The crossing will cost 90 million dollars to build. Private donations will cover 60% of the cost; the rest will come from public funds. Leonardo DiCaprio's foundation raised 300,000 dollars. **An "inspiring example" of public-private partnership, according to California's governor Gavin Newsom.**



See you on June 15

New Trends Shaker Live out on 15 June at Viva Technology: "Entrepreneurship: the new holy grail for young people?"

Trends Shaker Live, which was created by **ENGIE** and **So good** and analyses the major trends of society is back for a **second episode focusing on entrepreneurship, which is attracting more and more young people.** Why do they choose this path? What incites them to start their own business? Has it got easier? And what are companies doing to attract more young talent? If you'd like to know the answers to these questions, **join Trends Shaker Live on 15 June at the Twitter account @ENGIEcareers** and put your questions live to our guests!

HR x YOUNG PEOPLE

Created by the **Hub Institute**, this new private school in Paris' 8th arrondissement opens its doors in October 2022. The first class of 25 postgraduate-level students will be enrolled in a **Master of Science in project management, innovation & sustainable development.** Subjects cover marketing, communication, management, finance and logistics. The classes will be taught from an impact/sustainability standpoint and will be offered in project mode, in small groups, to encourage learning and practice. After graduating, students will be able to apply for a range of positions (sustainable development communication officer, circular economy project manager, CSR manager...) while taking advantage of the Hub Institute's reputation to make their training credible to recruiters.

The school aims to train 500 students and to open in eight French cities in the next five years. It is also planning to develop on a European and international level.

School of Impact, the new school focused on the environmental transition

Sources

<https://start.lesechos.fr>
<https://www.thegood.fr>

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Why empathy is becoming an essential leadership skill

Source

<https://www.forbes.fr>

A global study by Qualtrics found that **42% of people had experienced a decline in their mental health since the pandemic.** In these difficult times, the empathy of managers has become a critical skill for the well-being of their teams. A study of 889 US employees by Catalyst demonstrates this.

Empathy drives innovation, engagement and inclusivity in a team. It encourages cooperation and improves the work-life balance. It leads to greater mental health in the team and even causes others to be more empathetic.

Leaders can demonstrate empathy by asking themselves **two questions:** "If I was in his/her position, what would I be thinking? (cognitive empathy), "how would I feel? " (emotional empathy). They also need to **try to understand an employee's struggles and offer to help.** Because **great leadership also requires action.**



Stanford receives \$1.1 billion to create a new school on climate change

Source

<https://www.nytimes-com.cdn.ampproject.org>

Stanford University has been given 1.1 billion dollars - **its largest donation to date - by the venture capitalist John Doerr and his wife Ann to fund a school focused on climate change and sustainability.** The new school, to be known as Stanford Doerr School of Sustainability, **will offer a curriculum focusing on climate change, planetary science, energy technology and food-and-water security.** It will also feature several interdisciplinary institutes and a centre focused on developing practical solutions to the climate crisis. The courses will be taught by **90 professors from the university**, to be joined by 60 more over the next decade. Alongside the gift from the Doerrs, the university said it had raised an additional 590 million dollars, some of which would be used to construct two new buildings.

TECH / INNOVATIONS

The **Solar Desalination Skylight** has just won the **2021 Lexus Design Award**. Created by **New Zealand architect Henry Glogau**, this ingenious invention use **sunlight to produce drinking water from seawater or polluted water. And uses the salt brine left over from the evaporation process to generate electricity.** The device looks like a ceiling lamp equipped with a small drain to collect fresh water. **During the day, the LED strip light is charged by a small solar panel. At night, 12 seawater batteries keep the device running.** Henry Glogau's Solar Desalination Skylight **is designed for communities with very few resources**, like Nueva Esperanza in Chile. It can be built using readily available materials, such as cans and plastic bottles.



Architect Henry Glogau creates a solar distiller that produces drinking water

Source

<https://www.neozone.org>

Airbus tests the hydrogen aeroplane

Source

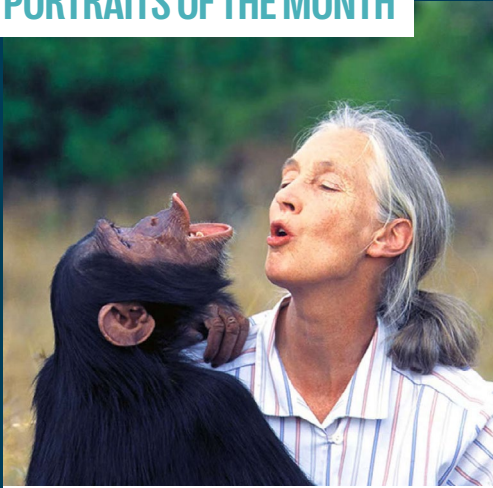
<https://www.sciencesetavenir.fr>



In the hope of achieving **carbon neutrality by 2050**, Airbus has set its sights on hydrogen. The aircraft manufacturer **plans to market a hydrogen-powered medium-haul jet in 2035** and has signed a partnership with **engine manufacturers Safran and General Electric to test a hydrogen engine on an A380.** This will involve several challenges for the engineers. **Hydrogen, which has the advantage of not emitting CO₂ emissions, releases three times more energy than kerosene but takes up four times as much space.** Liquid hydrogen needs to be stored at -253°C. This requires the construction of a leakproof tank capable of maintaining the temperature, as well as the development of a hydrogen injection system.

To produce a "low-carbon" synthetic fuel, ENGIE and Safran have invested in Ineratec, a German start-up capable of producing 3,500 tonnes of fuel per year.

ENGIE and Infinum also plan to start constructing a plant near Dunkirk in 2026. Aim: to manufacture synthetic fuels using a combination of 300,000 tonnes of CO₂ captured from ArcelorMittal's steel production facilities and green hydrogen, produced by a 400 MW electrolyser built nearby.



Today, at the age of 88, the world-renowned ethologist and anthropologist is involved in a global approach to protecting biodiversity, demonstrated by the work of her foundation and her international youth programme Roots and Shoots, which brings people, animals and the environment together.

Jane Goodall, the woman who changed our understanding of animals

Source

<https://www.sogoodstories.com/magazine>

Even as a young child, Jane Goodall loved animals. By observing them, she quickly realised **that they feel the same emotions as humans**. After studying to be a secretary, she went to Kenya where she met **Louis Leakey**, a renowned palaeontologist who encouraged her to study chimpanzees. Following her dream, she **went to Tanzania to live among chimpanzees**. She filmed one of the primates stripping a small branch to dig up termites. This was in the 1960s. **"At the time, it was thought that only humans made tools. This was proof that we shared more with them than we wanted to admit,"** she explains. Her discoveries were unsettling. To gain credibility in the scientific community, she acquired a PhD in ethology at Cambridge and continued her research, which would revolutionise the way we look at our close cousins.

Matina Razafimahefa, 24, has created a school for coders that's raising living standards in Madagascar

Source

<https://start.lesechos.fr/innovations-startups>

Born in Côte d'Ivoire to Franco-Malagasy parents, Matina Razafimahefa spent the first ten years of her life in Madagascar. In 2009, in response to the economic crisis, her parents decided to move to France. Matina was a gifted tennis player and enrolled in a sports study programme in Nantes, where she learned "resilience, discipline, and how to push herself". It was there that she decided to create **Sayna, a school where Malagasy people can learn to code - and improve their standard of living at the same time**. This gamified online training course takes the form of a video game, played over a period of **three to six months**. **The monthly fee of 9.90 euros is accessible to low-income students and learners have the opportunity to carry out paid assignments as web developers**. To date, **2,300 Malagasy people have signed up** and the entrepreneur has recorded a **turnover of 300,000 euros**, a threefold increase in one year.



After raising 600,000 dollars from Launch Africa Ventures, Orange Ventures and the Malagasy investors' club (MAIC), Matina Razafimahefa has plans to raise between 4 and 6 million euros to replicate the model across the African continent, as well as in Asia and France.

DID YOU KNOW?



Karma, the search engine that protects biodiversity

<https://positivr.fr>

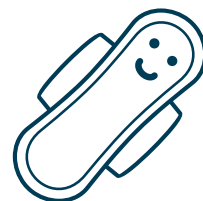
Launched in 2022, **Karma Search** uses the same algorithm as Google, but it **protects your data and donates half of its revenues to associations committed to protecting biodiversity.**



First hotel in space set to open in 2025

<https://www.lebonbon.fr>

California-based start-up **Orbital Assembly Corporation** has announced plans for **two luxury space hotels, Voyager and Pioneer**, due to open in **2025** and **2027**. The hotels feature permanent gravity control and will be able to accommodate a total of 428 people.



Company introduces menstrual leave

<https://www.20minutes.fr>

Since 8 March, **the furniture company Louis** (18 employees including 7 women) has been offering **one day of menstrual leave per month to its female employees suffering from painful periods**, without any medical justification or loss of pay. For Thomas Devineaux, founder of Louis, **the measure "takes the mental load off and supports well-being at work".**

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