

# TRENDS SHAKER

## Newsletter #53

The monthly newsletter for socio-cultural trends

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### IN THE SPOTLIGHT

## Protecting biodiversity, a challenge for states and cities alike

From 7 to 19 December in Montreal, the **COP15** brought together governments from around the world to jointly establish **a global action plan in favour of biodiversity**. At a time when a million plant and animal species are facing extinction, the governments focused on the **five human factors responsible for the drop in biodiversity**.

The 5 human factors responsible for the drop in biodiversity:

- **the exploitation of land and sea** (with, in particular, intensive farming, soil artificialisation and deforestation)
- **the overexploitation of biological resources** (water, wood, stone)
- **pollution** (water, land, sea)
- **climate change**
- and finally **invasive non-native species** that threaten the native ones and that favour the outbreak of epidemics.

In line with this commitment to the protection of biodiversity, **the European Parliament and the member states of the European Union (EU) came to an agreement on 6 December to ban the import of products that contribute to deforestation**. *"This is a first in the world! This goes as far as the coffee we have for breakfast, the chocolate we eat, the coal in our barbecues, the paper in our books. It's radical,"* proudly states Pascal Canfin, Chair of the Committee on the Environment for the European Parliament. The relevance of this agreement is undeniable as, according to the WWF, **16% of the world's deforestation is due to EU imports**.

Rather than waiting for the member states to agree on pro biodiversity measures, **many cities have already taken action**. For example, in **Medellin**, Columbia, large green corridors were created. The Basque city of **Vitoria-Gasteiz** is surrounded by a large green belt. And some large cities such as **San Francisco** or **Montreal** are increasing their efforts. **Quebec's economic capital has set out to plant 500,000 trees by 2030, create biodiversity corridors, ban pesticides and single-use plastic and limit urban sprawl by building upwards rather than on a greater surface**. In her opening speech at the 7<sup>th</sup> Summit for Subnational Governments & Cities that took place during the COP15, Montreal's mayor Valérie Plante reminded us that **"the cities and local governments are key and vital partners"**. In other words, that they have to work in unison - which is not always the case - to implement good practices and preserve biodiversity.

Sources:

[www.futura-sciences.com](http://www.futura-sciences.com)  
[www.lemonde.fr/planete](http://www.lemonde.fr/planete)  
[www.alternatives-economiques.fr](http://www.alternatives-economiques.fr)

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Nineteen executives from major French companies, such as Accor, Renault and Veolia, have signed an article in *Le Monde* supporting the new version of the European directive on corporate sustainability reporting (CSRD).

Recently adopted, this new directive requires more than **50,000 major companies and EU-listed companies to publish information concerning their impact on ecosystems, climate change, deforestation and local populations.**

For these leaders, the “ambitious implementation of **non-financial information** will allow companies operating in Europe to benefit from a new economic model that is in line with the social, economic and environmental challenges of the 21st century”. For Laurent Babikian, Global Director of products at CDP (an international non-profit organisation that publishes data on the environmental impact of large companies), **these ambitious standards must be adopted at the international level to create a truly sustainable and equitable economy.**

PROFILE OF THE MONTH

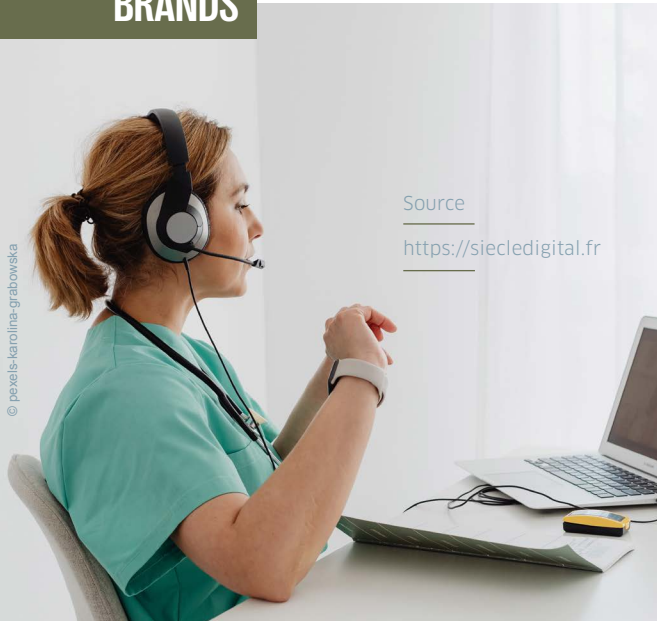
**Sophie Adenot**  
**a helicopter pilot turned astronaut**



Fascinated by space at a very young age, Sophie Adenot sought to “**explore the limits of the second dimension**”, or in other words, to journey upwards. She **studied engineering at the National School of Aeronautics and Space (ISAE-Supaéro)**, before going on to earn a **Master of Science** from the renowned Massachusetts Institute of Technology (MIT) in Boston. She then joined **Airbus Helicopters** where she trains as a helicopter pilot and joins the squadron tasked with transporting France’s head of state. After clocking in 3000 hours of flight time on 22 types of helicopters, and completing an aircraft pilot’s license, a glider pilot’s license and a military parachutist’s license, Sophie Adenot applied to join the **new cohort of ESA astronauts**. The drastic selection process lasted **18 months**. The lieutenant-colonel successfully overcomes all challenges and **becomes, at 40 years old, France’s second woman astronaut.**

She will now undergo three years of rigorous training in order to prepare for her future mission in the European space station and to fulfil her childhood dream to journey to the stars.

Source  
[www.lemonde.fr](http://www.lemonde.fr)



Source

<https://siecedigital.fr>

## Amazon Clinic the new e-health service for common ailments

Following the failure of Amazon Care and the purchase of One Medical for \$3.9 billion, the e-commerce giant launches **Amazon Clinic, an e-health service for common ailments** such as **acne, seasonal allergies or sinusitis**. Available in **32 American states**, this service allows users to quickly book an online consultation with a clinician via a secure chat, and to obtain a prescription. They can then order their medication directly from **Amazon Pharmacy**. The question now is whether or not this service will gain more traction than Amazon Care.

On 12 December, The Bouygues Telecom Foundation inaugurated the second cohort for Incub'Asso, its incubator for socially or environmentally active associations. Created a year ago, **Incub'Asso provides complete support and a host of structural services for young associations under three years of age, for a one- to three-year period.**

Under the guidance of a mentor trained by Pro Bono Lab, the five new winners were able to discover the partners that will support them: **AssoConnect**, a management software dedicated to associations, **Citizing**, a strategy and project assessment consulting service, and **Impact Track**, an impact measurement platform. The winners include **l'Équipage Solidaire, a mutual aid association that delivers unsold products to students**, or **Éloquence de la Différence, an association that organises eloquence contests for people who stutter, encouraging them to go exceed their expectations.**

## The Bouygues Telecom Foundation encourages citizen engagement

Source

<https://www.carenews.com>

## EvidenceB accelerates the fight against school dropout rates

Source

<https://start.lesechos.fr>

Created in 2017, the French startup specialised in **adaptive learning** has just raised **four million euros from Educapital, the leading European fund dedicated to the education sector**, with the support of Finorpa and IRD Gestion, its long-standing investors. In parallel, **EvidenceB won a tender launched by the French Ministry of National Education and Youth to roll out a teaching application for French and mathematics at the start of the next academic year.** Aimed at year 11 students, this application will be centred around both cognitive science (a field that allows to better understand the knowledge acquisition process) and artificial intelligence.

**Concretely, it will be able to identify the student's level and adapt exercises accordingly.**

## Some companies are turning to referral bonuses as a hiring strategy

Source

<https://www.lemonde.fr/emploi>

At a time when many sectors are affected by candidate shortages, **companies are turning to the advantages of co-opting. This technique, which consists in drawing on the networks of employees in order to uncover strong profiles,** is used in particular by the **RATP Group** and the **Paris Saint-Joseph Hospital Group**. In this private hospital, **referral bonuses can be as high as 3000 euros for key positions in particular** (nurse anaesthetists, operating room nurses and midwives). **“Co-opting is a particularly effective recruitment tool. Not in terms of volume, but in performance,”** states Mathilde Le Coz, HR Director for the audit firm Mazars and Head of the HR Lab. **“Co-opting guarantees successful integration since the recruited person shares the same values,”** explains Virginie Linard, Head of HR Operations and Employee Experience within the Up Group. According to the survey “Rentrée sociale : s’adapter aux nouvelles réalités” [Social entry: adapting to new realities], **51% of HR Departments use co-opting.** And according to the APEC, **44% of SMEs use this method to recruit executives.**



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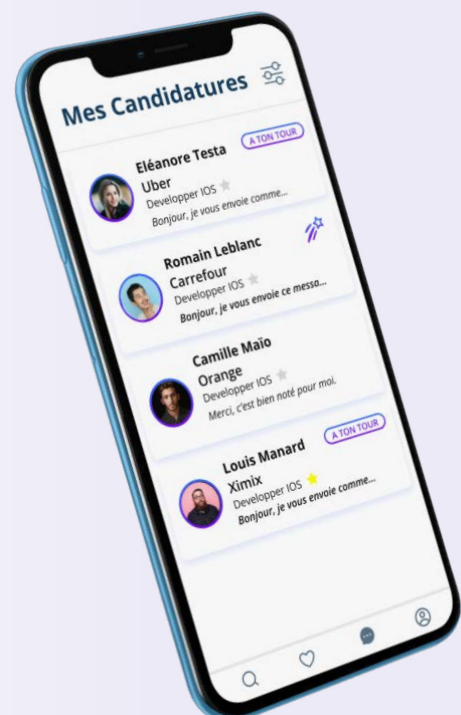
## Jobamax, the job dating app for 18 to 30 year olds

Source

<https://start.lesechos.fr>

The idea isn't new but it has taken off recently. **Launched in April 2022, the Jobamax application presents itself as the “Tinder of jobs” dedicated to 18 to 30 year olds.** It keeps the swiping system that dating apps use. When the user swipes left, they reject the job offer. However, if they swipe right, the offer is added to their wishlist allowing them to later apply. **“I wanted to make job hunting fun and less time consuming”,** explains the company's founder Alexandre Guenoun. This young HEC, Cornell and Yale graduate raised more than 400,000 euros to develop the algorithm and its interface. He has also secured a partnership with Talent.com, allowing him to pool 250,000 offers for internships, work-study programmes, fixed-term contracts and permanent contracts in all fields of activity.

**Since its creation, the application has gained a new subscriber every four minutes. It has registered more than 700,000 interactions and led to more than 1,200 successful hires throughout France.** The young startup aims to have 200,000 users by summer 2023.



## STUDY OF THE MONTH

# A quarter of young consultants leave their consulting firm

**Today, 81% of consulting firm employees are 35 years old or younger and, every year, 25% of them leave their job.**



This is revealed by the latest Syntec survey, the federation that brings together the profession's stakeholders. **Disengagement rates among young people can, in part, be explained by a work overload**, considered to be "normal" in the world of consulting, but also **by the disappointment of young people faced with unchallenging tasks** (you have to move up the ranks to be assigned more complex missions).

**Young consultants are showing greater interest in sustainable development than in finance, and are no longer hesitating to leave firms in droves to join companies specialising in the environmental transition.**

Aware that they must adapt, consulting firms are modifying their practices in an attempt to keep these young talents. For example, at BearingPoint, as of this year, maternity leave is extended by two months and paid at 100% of salary.

Source: <https://start.lesechos.fr>

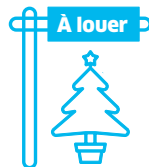
## DID YOU KNOW?



### Paris wants to use its sewer system for heating

<https://positivr.fr>

In the 10<sup>th</sup> arrondissement of Paris, Suez plans to install a 60-metre long heat exchanger which will supply 60% of the heating for five public buildings. This **reversible technology, which produces heat during the winter and cold air in the summer**, will likely be adopted throughout the capital. The City of Paris is studying 14 other sites for similar projects.



### In Lyon you can rent your Christmas tree

<https://france3-regions.francetvinfo.fr>

Both cost effective and environmentally friendly! For about thirty euros, Lyon's residents can rent a Christmas tree for two to three weeks. The plant protection company behind this new service **collects the trees after the holidays and maintains them until the following year.**



### Biocoop supports the creation of organic farms

<https://www.carenews.com>

Biocoop gives its clients the option to round up their purchase to the euro to support **Terres de liens**, an association that is a pioneer in the fight against the destruction of farmlands. Since February, **more than €62,000 were collected across 287 shops.**



The Trends Shaker team  
**wish you all**  
**an excellent holiday season!**

**All “watchers”**

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