

TRENDS SHAKER

Newsletter #54

The monthly newsletter for socio-cultural trends

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IN THE SPOTLIGHT

Will AI be inspired by the best in mankind?

Artificial intelligence (AI) is spreading everywhere. It is used by the facial recognition systems that unlock smartphones, by the chatbots that answer the questions asked by the people who visit a website and by multiple virtual personal assistants, such as Alexa, Siri, Google Home, etc. **AI is growing so strongly that it is expected to represent a market worth almost \$1,600 billion by 2030.** It is so successful that schools are experiencing difficulties in training qualified professionals at the pace demanded by the market's needs. Businesses, which are being hit hardest by this shortage, **are turning to hackathons, these intensive programming competitions, in which students work together for a few days to find original solutions to concrete industrial problems. Hackathons provide these students with an opportunity to think outside the box and to question the ethics of technologies that use artificial intelligence.**

While AI offers consumers increasingly targeted products and services according to their age, gender or geographic location, it also and inevitably discriminates against the populations that are not targeted, making it exclusive rather than inclusive by definition. **To produce AI that is representative of our societies, in particular, it is essential that as many women as men work on its development.**

While AI can guide our decisions, it can also discreetly influence us and take decisions in our stead.

AI can teach us new ways of learning, but it can also be misused to conceal our lack of knowledge. This is what a lecturer at the University of South Carolina criticised, after **discovering that one of his students had used ChatGPT to write a dissertation. This new chatbot, which was launched in November 2022 by OpenAI, can be used to produce a wide variety of texts on different subjects.** Every text it produces is clear and well constructed, but is also unique, a fact that, theoretically, means that the existing tools designed to detect cheating cannot expose cases of fraud, because they simply look for cases of copying and pasting from reference websites.

At a time when AI is growing exponentially, one fundamental question for our future consists of asking how can we build ethical, inclusive and transparent AI, which draws its inspiration from the best in mankind.

Sources:

www.futura-sciences.com

www.hbrfrance.fr

www.journaldugeek.com

<https://intelligence-artificielle.developpez.com>

GreenPods plans to use 2,000 hectares for regenerative agriculture

Source

<https://planete.lesechos.fr>

The ambition of **GreenPods** which was founded in **2020**, consists of **converting 2,000 hectares of land damaged by intensive agriculture to regenerative agricultural practices**. The company has bought the 170-hectare Granja farm near Toulouse, France to test its model. ***“We looked at the pod fruits markets, which make no economic sense at all. By way of example, Europe is the largest consumer of almonds in the world, but 80% of the nuts are grown in the United States”***, explains Martin d’Archimbaud, the co-founder of GreenPods. **GreenPods intends to plant almost 30,000 almond trees on 64 hectares of the Granja farm, half of which were planted in February 2022**. The rest of the farm will be used to rotate crops in order to prevent disease and to restore the health of the soil.

The organic-labelled Granja farm is the largest orchard to have received the low-carbon label from the French Ministry for the Ecological Transition. Over the estimated 25-year lifespan of the orchard, the farm will capture 4,575 tonnes of CO₂, which equates to 1,830 return flights between Paris and New York.



© Marcia-Cripps - Unsplash

The Triganos and Philippe Starck enter the low-cost hotel trade

Source

www.lesechos.fr



© Freepik

After the success of “Mama Shelter”, Serge Trigano, the son of Club Med’s former CEO, Gilbert, and his sons Jérémie and Benjamin are launching **“Oh Baby”**, a new concept **intended to reinvent the low-cost hotel sector**. Designed by **Philippe Starck**, the modular wooden buildings will contain **17 m² rooms that are comfortable, well-insulated and priced at between €90 and €110 per night**. The project also features a **digital customer journey, a 24-hour catering offer that uses dispensers of hot and cold meals**, and a restricted on-the-spot service, in order to limit staffing costs. To date, **€220 million have been raised to finance the 15 first hotels that will be located in or near big cities**, before expanding the offer to medium-sized towns. If the project is a success, the creators of “Oh Baby” plan to franchise the brand, including on the international stage.



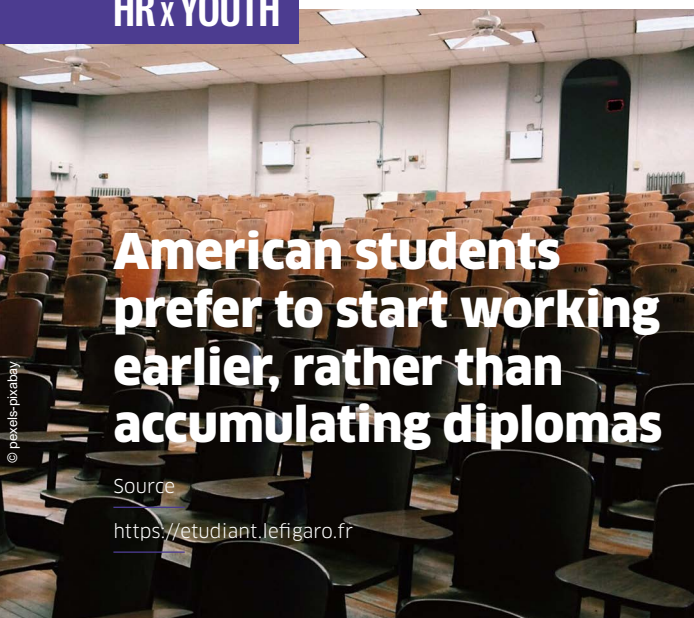
In a column in the “L’Opinion” magazine, **Pascal Demurger**, Managing Director of the **MAIF** Group, and **Nicolas Théry**, Chairman of the **Crédit Mutuel Alliance Fédérale**, have committed to investing more resources in favour of the common good.

“Every year, 10% to 15% of our net profit will be invested in projects focussed exclusively on environmental and inclusive performance, without any aims of turning a financial profit”, they explained. In concrete terms, the MAIF insurance company has created an **“ecological dividend”, which consists of donating 10% of its profits (approximately €10 million in 2022) to projects that address climate change and the protection of biodiversity.** In addition, every year, the **Crédit Mutuel Alliance Fédérale** bank will spend **15% of its net profit (approximately €500 million in 2022) to support environmental and socially responsible projects, in the form of a “societal dividend”.** According to Nicolas Théry, **if 199 other major corporations took similar measures, the investment requirements of the ecological and energy transition in France, estimated at between €80 and €120 billion, would be met.**

The luxury goods group Kering and L’Occitane have created **a fund to finance projects to protect and restore nature.** Located mostly in the countries where investors procure their main raw materials, **the eligible projects must encourage regenerative agriculture and promote the independence of women.** To date, the two groups have committed **€140 million, with the goal of ultimately reaching €300 million.** **The fund will be open to other companies in order to intensify its impacts in the field.** The progress of the projects will be monitored closely **to make sure that they achieve measurable results for nature, the climate and the means of subsistence of populations.**



HR x YOUTH



Students in the United States are deserting universities. **Over the last three years, the number of undergraduate students has dropped by about 7%. In 2019, the number of students had already dropped by 11%, in comparison with 2011. This trend can be explained partly by the high cost of a university education.** Students pay between \$10,000 and \$26,000 per year to study at State universities, while their private counterparts demand an average of \$30,000, or even up to \$60,000 for the most prestigious universities.

But, this decrease in numbers can also be explained by the appeal of the labour market. Relatively low unemployment and rising wages are encouraging young people to start working earlier, rather than spending more years at university.

The consequence is that the establishments that have been hit the hardest are trying to attract more students by reducing their registration fees, the number of lecturers and the range of courses, which makes them less attractive.

TRENDS SHAKER

Live

“Gender equality in tech and science remains an important challenge”

Today, only 37% of female high school students intend to pursue a career in the sciences. As a consequence, women are under-represented in STEM jobs (science, technology, engineering and mathematics) and only account for 17% of graduates in the French tech sector. The third episode of **Trends Shaker Live**, which will be recorded in partnership with Sogood on 8 February at CentraleSupélec, will address the reasons for this under-representation of women. **How can it be explained? How can the stereotypes be broken down? Which initiatives have already been taken, or should be encouraged, to make progress towards genuine gender equality?** To follow the podcast and question our guests directly, on 8 February at 5.30 pm, log onto the Twitter account [d’@ENGIEcareers](#).

Join us at Trends Shaker Live #3 on 8 February!

Do you want to listen to the preceding podcasts, or to listen to them again? In order to under the importance of biodiversity (episode 1) or the enthusiasm of young people for entrepreneurship (episode 2)? All the podcasts are available [here](#).

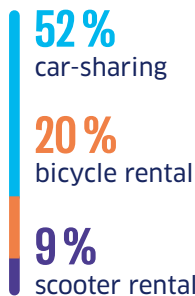


STUDY OF THE MONTH

One in two people in France car-share

According to a survey of about 1,000 people by Capterra in October 2022,

58%
of the French use shared mobility services



Sources:

www.maddyness.com
www.maddyness.com/2022

A survey by Fluctuo, a specialist in the sector, revealed that **almost 80 million trips were made in 2020 using this type of service. The French Government is rolling out a major car-sharing plan with a €150 million budget** in an effort to triple the daily use of car-sharing by 2027 and to avoid the emission of 4.5 million tonnes of carbon per year. The plan includes a **€100 bonus for drivers who register on a car-sharing platform** and **€50 million to help local authorities develop car-sharing infrastructures.**

Klaxit, the leader in short-distance car-sharing in France, is expecting a sharp rise in its activity in the coming months as a consequence. **This application enables travellers to make the trip from their home to work for free, and pays drivers about €100 per month, thanks to partnerships with local authorities or companies.** 80% of CAC 40 companies (Renault, Orange, BNP, etc.) and about 30 partner towns and cities in France (Rouen, Montpellier, Angers, Metz, etc.) have already adopted the application.



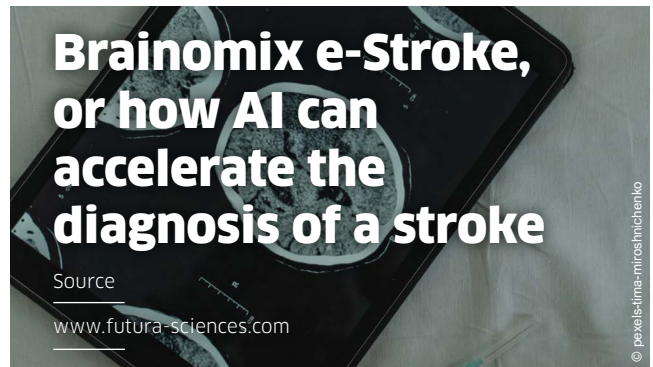
Eco Wave Power is to build the world's biggest wave farm

Source
www.hearzone.org

The Swedish company Eco Wave Power plans to build the biggest power plant in the world that uses the movement of waves to produce electricity in Turkey.

This **77 MW wave farm** will consist of **small floats that follow the upward and downward movement of the waves to drive hydraulic motors**. These hydraulic motors then drive electric generators. Unlike other types of existing wave farms, Eco Wave Power's system **does not float on the water, but is installed on jetties and dykes, which make better use of the difference in height between the waves and the seabed**. The company claims that these devices, which are easy to install and maintain, have a lifespan of 30 years can turn a profit in 3 years. **They are more efficient than wind and solar systems, because they have the advantage of producing energy 24 hours a day.**

In the event of a stroke, quick diagnosis and treatment is essential, **because millions of neurones are destroyed every minute, possibly resulting in irreversible damage**, in particular to the motor functions. Developed by a company based in Oxford, UK, **the Brainomix e-Stroke system reduces the time required to perform a diagnosis by more than 1 hour and helps to interpret the brain scan images, so that the most suitable treatment can be chosen quickly**. Thanks to this AI solution, which has been used on 111,000 cases of suspected strokes, **the number of patients who have recovered without any after-effects has increased three-fold, from 16% to 48%**.



Source
www.futura-sciences.com

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PROFILES OF THE MONTH

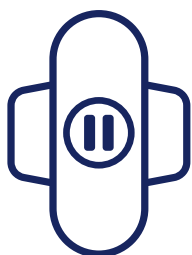
Seven French-speaking adventurers explore the wonders of the Antarctic

Source
www.trekmag.com

At the beginning of January, seven adventurers boarded the **16-metre long "L'île d'Elle" sailing boat to set off on an exploration of the Antarctic peninsular, one of the wildest places on earth**. The two-month **"Marins des glaces"** expedition brought together **Matthieu Tordeur** (the only Frenchman to have reached the South Pole solo and without assistance), **Hubert Lagente** (the expedition leader), **Jean-Yves Lepage** (who built the sailing boat and is an experienced skipper), **Ingrid Vanhée** (wildlife researcher), **Yaël Liebkind** (an actor in social circles), **Caroline Riegel** (director) and **Jérémie Villet** (wildlife photographer). **Kitted out with their photo and film cameras, the goal of these explorers is to sail into the Antarctic Circle, so that French-speaking primary school pupils can discover the beauty of Antarctica in real time**. Thanks to a partnership with the "Le Français, témoin des pôles" foundation, more than 7,000 primary school pupils have already registered to follow the adventures of the "Marins des glaces".



DID YOU KNOW?



Spain is about to introduce menstrual leave

www.huffingtonpost.fr

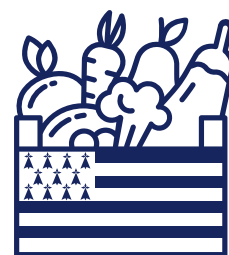
This is a ground-breaking measure in Europe. **On 15 December, the Spanish members of parliament voted in favour of a bill to introduce “menstrual leave” for women who suffer from painful periods.** The bill must now be passed by the Spanish senate to be adopted definitively.



“Quel Toupet” makes hair from pineapple plant waste

www.ouest-france.fr

Near **Lorient, France**, Anne-Claire Faignot and Marion Bolloc’h have created the **first plant-based hair from the fibres of pineapple leaves**, which were previously considered to be agricultural waste. When combed and tinted with plant-based dye, these fibres produce light and breathable hair that can be used by **wigmakers in the entertainment business to replace synthetic substitutes.**



In Brest, France, students can do their daily shopping for just €2

www.demotivateur.fr

Thanks to supplies from food banks, **the socially responsible Agoraé grocery store at the West Brittany University allows the most insecure students in Brest to cut their food costs.** All the products, including fruit, vegetables and cheese, are **sold for just 10% of their price in supermarkets.**