

TRENDS SHAKER

Newsletter #58

The monthly newsletter for socio-cultural trends

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IN THE SPOTLIGHT

The ecological transition: employees rely on their collective strength

Sources:

www.novethic.fr
www.la-croix.com

Scale change. As per a study published by Unédic - the organisation that manages France's unemployment insurance scheme - **80% of France's workers want a job that addresses the climate challenge**. This study carried out by Elabe among 2,000 participants also reveals that **a quarter of employees are considering changing companies so that their professional life reflects their environmental concerns**. **Just like the "Pour un réveil écologique" (for an environmental awakening) collective, which is calling on companies to respond to the climate emergency, employees are also looking for change**. "But when we're alone, it's sometimes difficult to take action", points out Frédéric de Dinechin, who, in 2020, co-founded **Alumni for the Planet, a network of university graduates that support the implementation of environmental initiatives within companies**.

In response to the growing number of **employee collectives seeking to transform the company from the inside out**, Quentin Bordet co-developed in 2021 a network to bring these groups together. Known as "**Les Collectifs**" (the Collectives), **this network already includes more than 10,000 employees** and key players such as **Pascal Demurger**, CEO of Maif, and **Yann Arthus-Bertrand**, President of the GoodPlanet Foundation. The Collectifs' website includes "an Atlas of actions" in which employees can find "**practical solutions based on what has already been done, be it in terms of raising awareness, changing life at the office, coming together to take action or influencing the company's business model...**", details Quentin Bordet.

In order to further pressure companies who have not yet gone green, **the "Pour un réveil écologique" collective "quickly understood that working with trade unions was vital. They are the ones who know how to make their demands heard"**, explains Antoine Trouche, the collective's coordinator. As such, the collective joined forces with the General Union of Engineers, Managers and Technicians (Ugict-CGT). Together, they created **the "work environment radar", a tool that not only allows employees to assess their company's response to ecological challenges, but also to promote their social and environmental demands**. Similarly, in the spirit of influencing the strategic choices of companies, **the first "environmental union" in France was created in 2020**.

The Printemps écologique union has already made its way to 170 small and large companies and today is backed by thousands of supporters.



The Yuka app wins two lawsuits against the charcuterie industry

Sources

www.ouest-france.fr
www.quechoisir.org

© Alain Jocard / AFP

Yuka is an app that allows consumers to scan product barcodes in supermarkets in order to **learn more about their ingredients**. **Condemned in 2021 for having used the “carcinogenic” mention on a number of charcuterie products containing nitrate, Yuka finally won its appeal against two industrial players: Mont de la Coste (Auvernou brand) and ABC Industrie.**

The judges thus recognised Yuka’s right to alert consumers on the risks of cancer associated to the nitrate salts added to charcuterie products.

They primarily based themselves on **a study carried out by the French Agency for Food, Environmental and Occupational Health & Safety (ANSES), which, last summer, confirmed the existence of a correlation between the exposure to the nitrites and nitrates in charcuterie products and the risk of cancer.** Yuka now awaits 7 June, at which point the ruling on a third appeal against the FICT (French federation of charcuterie and catering manufacturers) will be announced.

24 May marks a change in directions for Impact France. Known as the **“Medef of committed companies”** (the “Medef” being the largest employer federation in France), this employer organisation is now co-chaired by **Pascal Demurger**, CEO of MAIF, and **Julia Faure**, co-founder of the Loom clothing brand. Both intend to extend Impact France, which currently includes **1,200 companies and major networks such as B Corp (4,000 companies), “Commerce Equitable” (Fair trade) or the “Réseau des entrepreneurs chrétiens” (Network of Christian entrepreneurs) (3,600 companies).** In order to do so, they intend to integrate as many companies as possible, selecting them thanks to **Impact Score, a tool developed by Impact France to measure a company’s degree of commitment.** **By extending the scope of their association, both directors hope that Impact France will have an influence on the public debate.** *“Companies that take general interest and common good into account need to be heard”,* asserts Julia Faure.

Impact France: the network of committed companies is looking to gain traction

Source

www.lesechos.fr



© Julia Jæcklin



On 5 May, France reached its "Earth overshoot day"

Source

www.overshootday.org

© Unsplash - NASA

Every year, the American organisation Global Footprint Network calculates every country’s **“Earth overshoot day”, that is the date at which countries have consumed the resources that the planet can renew in one year.** For France, that day was 5 May.

In other words, **if all humans were to live like French people, by 5 May we would have consumed the resources that the planet can produce in one year.**

By this metric, the worst ranked countries include Qatar (overshoot day on 10 February), Luxembourg (14 February), followed by Canada, the United Arab Emirates and the USA (13 March). On the other end of the spectrum, Jamaica is much closer to equilibrium. The country will reach its “overshoot day” on 20 December.

Travelling by sailboat is on the rise. **Sailcoop, the first passenger sailing cooperative, has announced a fourfold increase in crossings between France and Corsica this summer.** As an alternative to express travel methods such as the plane or ferry, **travelling by sailboat puts the emphasis on taking the time and enjoying the journey.** As such, the crossing lasts between 15 to 24 hours (according to the wind), giving you the time to admire the dolphins or to witness a tuna fishing operation. **For €240, each customer is offered a comfortable overnight stay, including three meals prepared by a chef.** Sailcoop, which has just been awarded the **“César des Voyages responsables” (responsible travel award) in the maritime category,** is planning similar crossings to Italy, Greece and the West Indies. It also plans to **design sailing shuttles in order to decarbonise the fleet of short-haul launches over the long term.**

Sailcoop decarbonises sea travel

Source

www.novethic-fr.cdn.ampproject.org



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1 January 2024: all French people will be required to compost their waste

Source

www.futura-sciences.com



© pixels-mike-bird

Currently, only **34% of French people compost their organic waste** (food and green waste). **Starting on 1 January 2024, our habits will have to change. The French anti-waste law in favour of a circular economy will require all households to sort their organic waste and all local authorities to offer solutions.** Local authorities have the option to provide communal composters, or, as is already the case in certain towns, to participate in the purchase of individual composters. **Currently, organic matter makes up more than one third of our waste. As such, this measure could allow to recover close to 80 kilos of waste a year per inhabitant by transforming organic matter into biogas or fertilizer for soil.**

TECH & INNOVATIONS

SeaChange boosts the ocean's capacity to capture CO₂

Sources

www.techspot.com

<https://carbonherald.com>

www.actualites-news-environnement.com



© Unsplash - silas-baisch

Oceans are the world's largest carbon sinks, absorbing 150 times more CO₂ than air. To build on the natural capacity of our oceans, researchers at UCLA (University of California, Los Angeles) have developed **SeaChange, an electrochemical process that uses the ocean as a CO₂ sponge.** As such, the UCLA team built **a mini floating laboratory that pumps seawater** at the Port of Los Angeles. An electrical charge is applied to the flowing water, inducing a series of chemical reactions which ultimately **transforms the carbon dioxide into a white powder.** This powder, rich in calcium carbonate and magnesium bicarbonate, sinks to the seabed. Once the seawater has been stripped of its CO₂, the water is returned to the ocean where it will once again capture carbon dioxide.

The researchers estimate that 1,800 industrial-scale SeaChange facilities could capture 10 billion tons of atmospheric carbon dioxide per year. This corresponds to the baseline target set for 2050 to avoid the most catastrophic effects of human-induced climate change.

Upon reaching pump stations, the pressure of drinking water is reduced in order to avoid damaging or clogging the system. This once lost energy is now recoverable thanks to SOC, a company specialised in hydroelectric activities, and which has come up with an ingenious solution. Known as **Hydroforce**, this new technology uses existing pumps which it transforms into turbines to recover energy lost through pressure. This solution does not require any major work and can be installed in 10 to 20% of pump stations in France, can produce 20 kW to 1 MW of power per station. A first station will be equipped in Salles, France, and will provide 20 kW of installed power. This will cover 90% of the station's electrical consumption and reduce its energy expenditure by 25%.



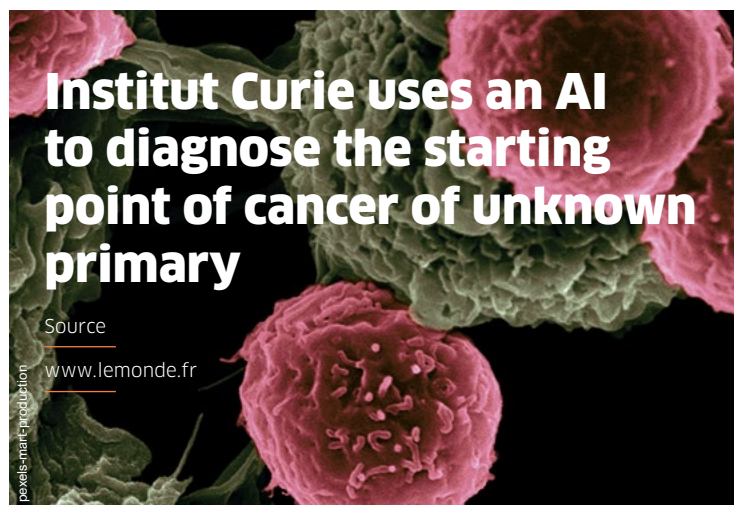
SOC optimizes hydroelectric activity

Source

www.lesechos.fr

© pexels-jose-francisco-fernandez-salera

HEALTHCARE



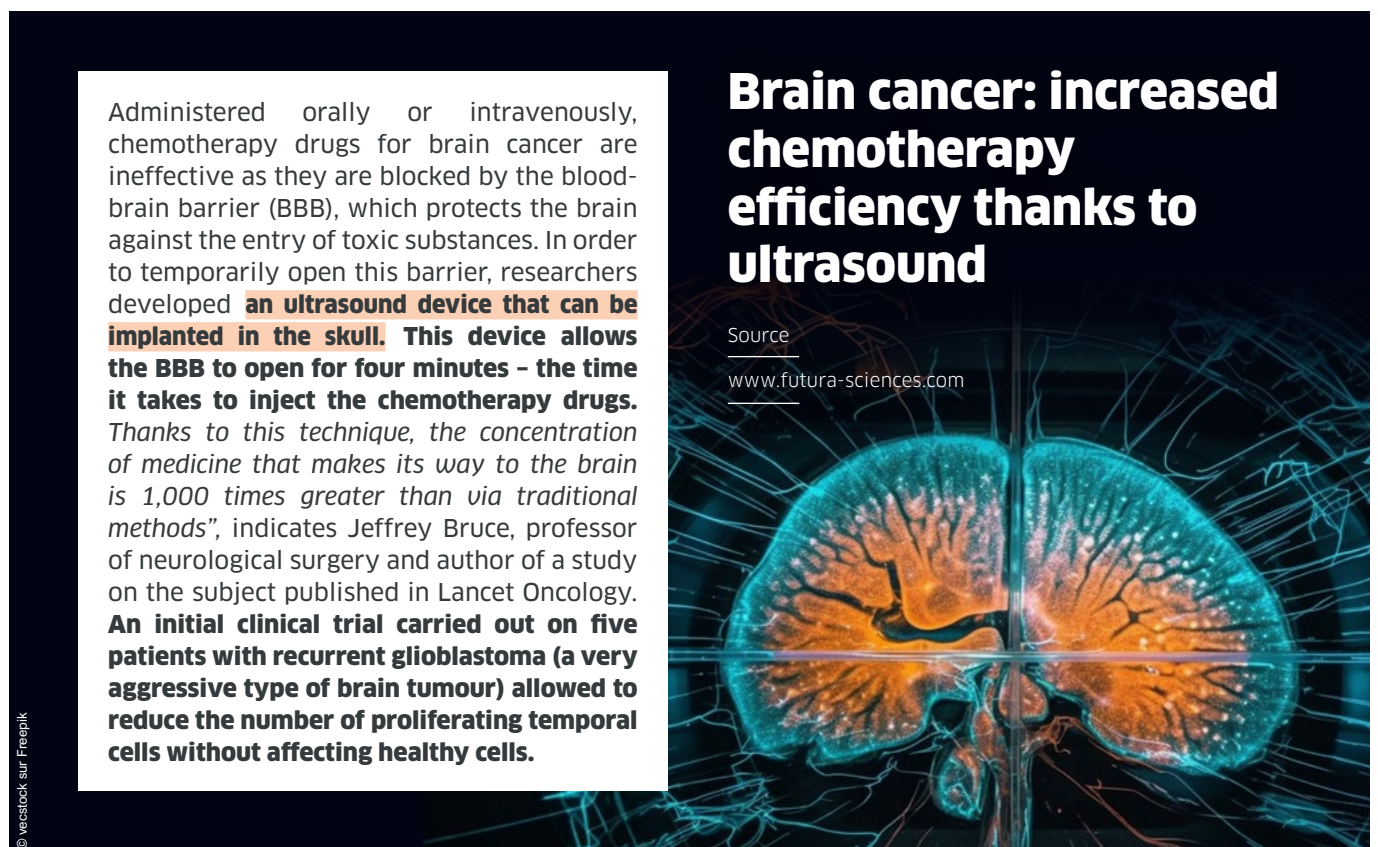
Institut Curie uses an AI to diagnose the starting point of cancer of unknown primary

Source

www.lemonde.fr

© pexels-mark-production

Nowadays, most cancers are treated in a targeted manner according to the **first affected organ, called the "primary"**. When a primary is not identified (known as an "unknown primary"), patients are treated with the broadest possible chemotherapy, which is a highly inefficient method. **In order to identify metastatic cancer of unknown primary, the Institut Curie has developed an AI using 20,000 RNA profiles of tumour cells from colon, breast and lung cancers, etc. Thanks to this AI, an initial patient with a metastatic cancer of unknown primary was given targeted treatment.** Concretely, **the algorithm detected kidney cancer with 95% certainty.** The patient was therefore treated without the use of chemotherapy (as the kidney is not very receptive to this treatment), and today is doing well.



Administered orally or intravenously, chemotherapy drugs for brain cancer are ineffective as they are blocked by the blood-brain barrier (BBB), which protects the brain against the entry of toxic substances. In order to temporarily open this barrier, researchers developed **an ultrasound device that can be implanted in the skull. This device allows the BBB to open for four minutes - the time it takes to inject the chemotherapy drugs.** *Thanks to this technique, the concentration of medicine that makes its way to the brain is 1,000 times greater than via traditional methods*", indicates Jeffrey Bruce, professor of neurological surgery and author of a study on the subject published in Lancet Oncology. **An initial clinical trial carried out on five patients with recurrent glioblastoma (a very aggressive type of brain tumour) allowed to reduce the number of proliferating temporal cells without affecting healthy cells.**

Brain cancer: increased chemotherapy efficiency thanks to ultrasound

Source

www.futura-sciences.com

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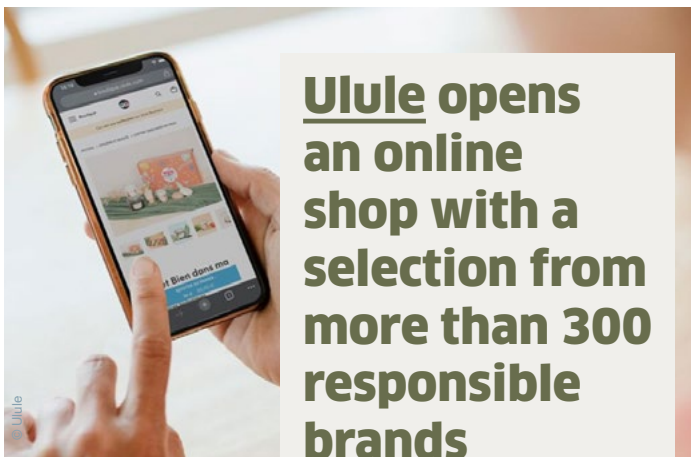
B Corp-certified, Back Market now aims to popularise the refurbished market in the USA

Sources

www.forbes.fr
www.e-marketing.fr

The French start-up **Back Market**, which specialises in the sale of refurbished electronic products, has announced that it has obtained **B Corp certification**, an international label that is awarded to companies that meet performance and environmental criteria.

“Highly regarded in the United States, this certification will allow Back Market to strengthen its legitimacy and provide consumers with added proof that other, more sustainable alternatives in the tech sector exist”, indicates Camille Richard, Director of sustainable development at Back Market. **This promising French start-up is seeking to accelerate its expansion in the USA and transform the purchasing habits of Americans who tend to overconsume new products.** It therefore aims to help shift the sector towards the circular economy.



Ulule opens an online shop with a selection from more than 300 responsible brands

The crowdfunding platform has just launched an **online shop offering nearly 8,000 non-perishable products that are “good for humans and the planet”**. **Ulule Boutique's** offering is structured into five categories: fashion, home, nutrition, culture & leisure and hygiene & beauty. It brings together **300 responsible brands, selected according to their proven environmental and social commitments.** As for the products, they are produced in **France or Europe and selected according to the materials used** (mainly natural, organic, recycled or upcycled materials), **the production method** (zero waste, short circuit, etc.) **and their sustainability.** Finally, **in order to complete this selection process, each brand is interviewed by a member of the Ulule Boutique team in order to discuss specific points.**

Source

<https://start.lesechos.fr>

Camif rents furniture for children's bedrooms

Source

www.carenews.com

Committed to promoting responsible consumption, **the Made in France furniture specialist has launched an innovative service: the rental of furniture for children's bedrooms.** Each pack includes a bed, a mattress, a chest of drawers or even a baby changing table, and costs between €50 and €90 a month (includes shipping, assembly and collection furniture). **Made in France, these items of furniture have been specially designed to withstand the test of time and a wide range of uses.** By **promoting the rental of furniture and increasing its lifespan, Camif aims to offer a more environmentally-friendly furnishing solution.**



With the private post-secondary course market becoming increasingly competitive and families struggling to find their way around a vast and complex offer, **the French Ministry of higher education has created a work group dedicated to increasing the visibility of private higher education.** While awaiting its conclusions, **the debate has turned to the ESSPIG (private higher education establishment of general interest) label.** For some, this label serves as an initial reference point, allowing to **identify non-profit institutions that carry out a public service mission.** However, according to the UGEI (Union of Independent Grandes Écoles) – two thirds of whose member institutions have the ESSPIG label – the fact that an institution is non-profit is not a quality criterion for the courses it offers. The work group is expected to share its conclusions before summer. **It may broaden the ESSPIG qualification or create a new label to clarify offers.**



How can we clarify the private higher education offer?

Source

www.letudiant.fr

World tour of managerial innovations

Source

<https://start.lesechos.fr>



© Eric Verrier

Alongside the association « **L'Odyssee managériale** », **Romain and Clément Meyer, two business school students, travelled through eight countries and visited more than one hundred companies with innovative management practices.**

In Colombia for example, they visited the Aequales consultancy firm. The firm **carries out pay inequality diagnostics within companies, and then asks male employees to come up with solutions which are then submitted to female employees.**

In Montreal, they visited Solon, a company in which **employees get together to create anti burn-out action plans.**

In Vietnam, they discovered that **napping is common practice in companies, and is even encouraged by CEOs.**

In the USA, they visited Blue Trail Software, a company which based its governance model on American democracy: **employees are split into different divisions (legislative, executive, judicial) in order to better share power.**

The IESEG Paris Junior Enterprise, winner of the ENGIE Prize for Best Partner in Higher Education



As a premium partner of the CNJE (National Confederation of Junior Enterprises), ENGIE offers its Junior Enterprises in France the opportunity to participate, each year, in the **ENGIE Prize for Best Partner in Higher Education. This Prize aims to recognise the Junior-Enterprises that invest in young people, that help students develop skills at their schools and that contribute to their future professional integration alongside institutions and companies.** For this 2023 edition, the three Junior Enterprise Prize finalists were: **ESSCA Junior Conseil, N7 Consulting and IESEG Conseil Paris.** ENGIE sought to reward their commitment to young people and their innovative ideas: ESSCA Junior Conseil's goal was to create a **"Mission-based Junior Enterprise" label**, offering students the opportunity to carry out meaningful actions while contributing in a positive manner to the transformation of society through their Junior Enterprise; **N7 Consulting worked alongside secondary school**

students to introduce them to the engineering profession and to show them that it is possible to have a positive impact on society through this line of work, which is not exclusively for men ; IESEG Conseil Paris carried out a study with the *Confédération des Grandes Ecoles* on international mobility among students and teachers in order to develop and promote **he various opportunities offered through academic exchanges.**

India, faces the challenges of its soaring population

Source

www.radiofrance.fr

As of April, India has the world's largest population at 1.428 billion. The country's population **by 2050 is expected to rise to 1.6 billion.** This increase in population is raising concerns about the country's economic and social future. **How will India provide work to the approximately one million young workers entering the job market every month? Today, 70% of students with a bachelor's degree can't find a job.** Unemployment rates have exceeded 8% and 80% of jobs are unofficial, i.e. they do not adhere to a labour code. Furthermore, the country will have to cope with a rapid rise in the number of elderly people.

In less than 20 years, 15% of the population will be over 60 years old. How will the country ensure that these 200 million people are taken care of given that families are less and less inclined to look after their elders and that there are few retirement homes in the country?



Offshore wind power in the North Sea: gigantic worksites underway

Source

www.lesechos.fr
<https://actu.fr/planete>

Gigantic worksites are currently underway to develop offshore wind power in the North Sea, where the seabed is shallow and the winds stronger than on land. As such, **Belgium and Denmark have begun constructing artificial islands that will be used to dispatch, store and distribute the electricity production of nearby offshore wind farms.**

For example, the installations in Denmark, which requires a \$34 billion investment, **will allow to create six gigawatts of electricity; more than enough to cover the entire consumption of Danish households.** Acting as control towers, **these islands which are located off the coast are not visible to the local population and will be able to connect to the electricity grids of neighbouring countries. In fact, the leaders of nine European countries (including France) got together during a summit in Belgium to coordinate their national policy in terms of offshore wind power.** Their goal is to **quadruple the size of their current fleet by 2030 and to reach 300 GW by 2050 in order to accelerate the continent's decarbonisation, thus allowing it to sever its dependence on fossil fuels.**



DID YOU KNOW?



Japan to launch the 1st first world championship for garbage collection

www.courrierinternational.com

In November, Tokyo will host the inaugural “SpoGomi” world cup. In this sport, participants compete over the amount of litter they can pick and sort in one hour. Invented in Japan in 2008, SpoGomi (a portmanteau of “sport” and the word for “waste” (gomi) in Japanese) is gaining major traction. In schools, the discipline is now officially included in the curriculum.



Wheelchairs to be fully reimbursed

<https://positivr.fr>

At the 6th France National Disability Conference, Emmanuel Macron announced **that wheelchairs would be fully reimbursed as of 2024.** At present, the French social security system reimburses a maximum of €5,200 for the purchase of an electric wheelchair, leaving certain people with disabilities with hefty after-insurance costs.



“Human composting”: an increasingly adopted practice in the USA

www.lesechos.fr

Since Washington State authorised “**human composting**” (the **transformation of human remains into compost**) in 2019, five other American states have legalised this environmentally-friendly alternative to burial or cremation. In Seattle, more than 220 people have donated their body to nature thanks to the **start-up Recompose.**