

TRENDS SHAKER

Newsletter #60

The monthly newsletter for socio-cultural trends

NATURE
pages 2 and 3

POSITIVE TECHNOLOGY
page 4

COMPANY
pages 5 and 6

CALL TO ACTION
page 7

WISH LIST
page 7



TOP STORIES

Reforestation a surface the size of Germany and Spain by 2050 thanks to a drone!

Morfo is a success story that combines biodiversity, deeptech and young entrepreneurs. It has already reforested more than 600 hectares, i.e. 800 football pitches!

The challenge is not just to plant trees in abundance, but to introduce a wide range of species to favour the return of diversified ecosystems, thus ensuring soil resilience. *“One of the main challenges of sustainable and effective reforestation is understanding ecosystems to preserve biodiversity”*, explains Pascal Asselin. We need a scientific and analytical approach, and we need to transition to an industrial scale to speed things up.

Source: www.maddyness.com



Adopt an axolotl

Source: [Courrier international](#)

A fight is taking place in Mexico to save the axolotl, an iconic animal that is in danger - and not only because its name is hard to pronounce! Scientists are rallying to preserve this precious part of local biodiversity, urging people **to adopt this small aquatic animal online**, by asking them to pay 600 pesos (around 32 euros). **The funds collected for this campaign will help towards conservation and awareness-raising initiatives to protect this unique species and maintain the balance of ecosystems.**

The orange: good for you... and the planet!

Source: [Upworthy](#)



Orange peels dumped in a national park by a juice company have led to the spectacular transformation of a site. The regenerated land burst with vegetation, demonstrating how this unexpected incident had positive effects. Stunning images illustrate this transformation, highlighting the positive impact on the environment. **This is a powerful lesson in the need to rethink how we process our waste and adopt creative approaches to preserving nature.**



COP 28: a flop or a historic agreement?

Sources: [Le Monde](#), France Info [here](#) and [here](#).

During the COP28 held in Dubai, the participating nations agreed to **"transition away from fossil fuels"** to combat climate change. While the term "exit" was not explicitly reintroduced, the agreement marks the first UN decision to deal with all fossil fuels (oil, gas, coal). Another noteworthy detail is the creation of a **"loss and damage" fund**, which has been requested by developing nations for decades, to finance the irreversible damage caused by climate change. **Experts are divided when it comes to their views on the results.** While the climatologist François Gemenne highlighted the ambitious nature of the agreement, the palaeoclimatologist Valérie Masson-Delmotte pointed out the "limits" of the agreement, in particular the lack of funding for the loss and damages fund.



A little Rhino that will one day grow up

Source: [video.lefigaro.fr](https://www.lefigaro.fr)

A glimmer of hope for the Sumatran rhino! A young male has just been born in a reserve in western Indonesia, where less than 80 members of this endangered species remain. This marks a crucial moment in the fight to protect species!



Protecting the climate: the cheaper alternative

Source: [Ademe](https://www.ademe.fr)

The climate clock is ticking... and, according to the Ademe report, **inaction could cost France up to 7 GDP points per year by 2100**. Taking too long to act could lead to an annual loss of €180 billion - far more than the annual budget of €66 billion required to decarbonise its economy. The report highlights the political urgency to transition immediately to avoid colossal economic losses down the road.



The Cloud Maker lives on in our hearts

Source: [RFI](https://www.rfi.fr)

Yacouba Sawadogo, also known as “The Cloud Maker” from Burkina Faso, passed away on 3 December. In the 80s, he helped revitalise his region using the ancestral Zai method, which allowed to create a thriving forest despite initial scepticism. His knowledge has since travelled across borders, inspiring regions as far as Kenya. **“The man who stopped the desert” brought a thriving ecosystem to life in what once was an arid landscape.**



When I go out, I turn off the lights and light up my street.

Source: [Sud Ouest](#)

Urrugne, in French Basque Country, has revolutionised night-time lighting thanks to the innovative application "J'allume ma rue" (I light up my street). Although street lights switch off between 11 pm and 5.30 am, but residents can, on demand, switch them back on thanks to their smartphone. The outcome? In six months, the electricity bill was reduced by €40,000. **In addition to being economical, this initiative helps preserve the biodiversity by limiting night-time disturbances for animals.** Other communes are now taking interest in this pragmatic approach developed in Urrugne.

The carbon weight of tomorrow' finance

Source: [Societe Generale-FORGE](#)

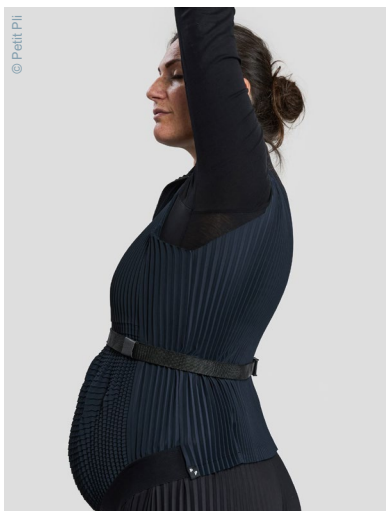
For the first time, a report has proposed **a way of calculating the carbon footprint of financial instruments based on blockchain (security tokens).** This report paves the way to greater transparency in terms of reporting and could serve as a basis for new developments in terms of measuring and reducing the carbon footprint of financial infrastructures.



From CO₂ to plastic

Source: [Technology Networks](#)

Researchers from the University of Liège have developed **a new technique for manufacturing easily recyclable polyurethane plastics** using carbon dioxide (CO₂) as a raw material. This advance paves the way for sustainable and versatile plastics, thus contributing to the efficient recycling of plastic waste.



Petit Pli, high-impact fashion

Source: [The Impact Story](#)

Petit Pli, a clothing revolution! Created by Ryan Mario Yasin, an aeronautical engineer from London, this brand originally produced adaptive clothing for children aged 9 months to 4 years. It is now launching a collection for adults.

Given that, on an annual basis, 30 kg of clothing are thrown away per person in Europe, the brand offers an ingenious solution to extend the lifespan of clothing. An idea that is shaking up the world of fashion!

The French Transition makers of 2023 are shaking things up!

Source: [Les Echos Start](#)



Feris Barkat

gets suburbs involved in the transition

At 21 years old, this young man from Strasbourg, co-founder of Banlieues Climat, is an advocate of integrating working-class neighbourhoods into the environmental transition. His approach? Punchy social media content, political and media campaigns, and even slam poetry.

Léa Falco

and the environmental awakening

Léa Falco, a figure in the media landscape, has played a key role in the drafting of the “Pour un réveil écologique” (For an environmental awakening) plea, becoming one of the spokespersons for the collective. As a politically-engaged activist, she has not turned her back on the world of business, and sits on the board of the Businesses Convention for the Climate (CEC). In June 2023, she also released her first essay titled “Faire écologie ensemble” (Tackling the environmental issue together).



Mamadou Dembele

a high-impact optimist

On his Instagram account “The Impact Story”, Mamadou Dembele shares inspiring projects to his 250,000 followers, offering some good news every Monday. His infectious optimism is also reflected in his podcast, which gives a voice to those who are making a positive impact.

Louise Tschanz

the pioneer of ecocide

At 36, Louise Tschanz is a dynamic lawyer at the head of Kaizen and is taking on the battle against the chemical powerhouse Arkema over its discharges near Lyon of PFAS, the “forever chemicals”. Using legal action for environmental damage, she aims to stop the pollution created by this company and claim damages. Pioneering the first complaint for ecocide in France in 2021, her goal is to enforce the “polluter pays” principle and to strengthen environmental standards.



Arthur Auboeuf

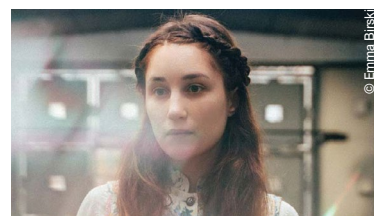
mobilises citizens to protect the planet

Hailing from a small village in the Jura region of France, in 2019 he co-founded Time for the Planet (now Team for the Planet) with the ambitious goal of raising a billion euros to create 100 companies fighting against climate change. Thanks to the participation of citizens, Team for the Planet researches and finances innovations that help reduce greenhouse gases.

Léna Lazare

the art of civil disobedience

At 25 years of age, Léna Lazare is a spokesperson for Youth for Climate in France and an activist with Soulèvements de la terre, which promotes civil disobedience. Despite a small presence on social media (3,000 followers on Instagram), her voice is echoed in the media and politically-engaged writings, notably in the Terrestres magazine.



Mapping impact start-ups

Source: [Impact France](#)

The fourth edition of the mapping of French impact start-ups reveals high growth despite difficult economic conditions. **The number of impact start-ups has grown by 6% and employment in the sector has risen by 2,000 positions in one year, for a total of 32,000.** Energy, circular economy, agriculture and mobility are the most represented sectors, with innovative start-ups developing cutting-edge technological solutions.



Mapping des
startups à
Impact



© Pixels-time-miroshin/istock

At Limoges, we're planting

Source: [La Nouvelle République](#)

Limoges is causing a stir by transforming its flower beds into breathtaking vegetable gardens grown by its municipal staff! **The city has recently organised its third free vegetable distribution, drawing in hundreds of residents.** The initiative aims to transform the municipality into a **"nourishing city"** by regularly distributing its harvest to the population. The initiative has enjoyed unexpected success, drawing in participants of all ages. Moreover, schools throughout the city are also benefiting from these vegetables.



© Santiago Felipe/Getty Images

A song to save salmon

Source: [Radio France](#)

Björk and Rosalia have teamed up to produce "Oral", a new single condemning industrial salmon farming in Iceland. **Björk, who is known for her commitment to the environment, wants to use the song rights to provide financial support to the inhabitants of the fjords who are fighting against this industry.** This powerful collaboration exposes the harmful consequences of intensive salmon farming and calls for action.

CALL TO ACTION

The 2tonnes workshop is transformed thanks to the Donut theory!

2tonnes is a workshop that proposes a response to the climate emergency by inviting participants to build a transition scenario to limit climate change to +1.5°C. Through a simulation on the next 30 years, participants are invited to take both individual and collective decisions to try and limit greenhouse gas emissions. **The 2tonnes workshop has been updated to include economist Kate Raworth's Donut theory, which looks at the economy from the point of view of striking a balance between satisfying human needs and respecting planetary limits.**

SIGN UP

FOR A WORKSHOP
NEAR YOU OR ONLINE,
IN FRENCH OR IN ENGLISH !



WISH LIST FOR SOCIALLY-RESPONSIBLE GIFTS



Humus

Kevin and Arthur - two agronomy students, with two different approaches to the environmental crisis: Kevin has launched a worm-composting start-up in the world of green capitalism, while Arthur tries to regenerate his family's pesticide-afflicted field. Author Gaspard Koenig explores contemporary paradoxes, illustrating the tension between environmental ideals and social realities, from Normandy's "bocage" terrains to Silicon Valley.

O de l'Observatoire

[Babelio](#)



A jacket to raise awareness of climate change!

A stylish "Warming Stripes Jacket" to raise awareness of climate change. The jacket uses coloured stripes to graphically represent rising temperatures over time; an original example of how fashion can be used to raise awareness of environmental issues.

[The Good goods](#)



"The Monocle Companion: Fifty Ideas for a Better World"

This new paperback book that tackles topics such as the importance of words, how to travel responsibly, finding friendship in a world of solitude, the need to rethink our eating habits to save the planet, and a whole host of other innovative ideas. This is an inspiring collection of thoughts for those looking to make the world a better place.

[Monocle](#)