

The logo consists of a yellow square divided into two vertical sections. The left section contains the letters 'SB' in a bold, black, sans-serif font. The right section contains the year '2019' in a smaller, black, sans-serif font.

SB 2019

The logo consists of a yellow square divided into two vertical sections. The left section contains the word 'PARIS' in a bold, black, sans-serif font. The right section contains the text 'APRIL 23-25' in a smaller, black, sans-serif font.

PARIS APRIL 23-25

#SBPARIS19



FRESH FORWARD

Redesigning the good life

THE FULL PROGRAMME

AN EVENT BY

pixelis X branding for good

Welcome to Sustainable Brands Paris

Design is all about finding solutions and making them a reality. And, clearly, our planet needs solutions. That is why Pixelis, a B-Corp certified, Branding for Good design agency, has stepped up to the challenge of organizing Sustainable Brands Paris.

Our ambition is to help brands become more aware and more efficient, to create more value, and to trigger positive, sustainable change. It's what we call making them "heroic". We want to demonstrate that sustainability is not a burden, but an innovation driver in every dimension of business: in technologies, supply, marketing, HR, finance, and even the business models themselves. As branding experts, we believe that sustainability is also about responding to a need for meaning and purpose. This is what today's consumer demands and what talent markets are seeking. And it is also what helps us reinvent business and markets. Because commitment has become the condition for success.

Pixelis is a company of creatives. In other industries we would call them innovators. Constantly on the lookout for new ideas and inspiring initiatives, we work within an ecosystem. This allows us to shift from an individual approach to a collective one, from a competitive mindset to a co-designing one. And this is how we have built an exceptional network of partners and friends who contribute to this event.

**Together, we can think Fresh Forward
and redesign the good life.**

Edouard Provenzani
President & Founder of Pixelis



THE WORLD IS CHANGING. FAST.

New social and economic paradigms are arising up where sustainable action is not an option. Talents in the work force, customers, shareholders, citizens seek meaning in life. Economic players value their contribution to the society.

They are ready for commitment. Are you?

Sustainability is an opportunity to innovate, a trigger to change the way we conduct marketing, management, business...

Sustainability drives performance.

CITIES HUB

- B-Corp C1
- Futerra C2
- Pixelis C3

HOME HUB

- Procter & Gamble H1
- Shamengo H2
- Klaxoon H3
- SB Youth Hacktivators H4, H5, H6
- Friends Forward H7

SCIENCES & TECH HUB

- Perrier ST1

NUTRITION HUB

- Blédina N1

LIFESTYLE HUB

- LEGO L1
- Evian L2
- Alpro L3
- Garnier L4
- Biotherm L5
- Kao L6
- L'Oréal L7

SPORTS HUB

FINANCE HUB



THE HOT SEAT
 Meet top level leaders delivering breaking news, making a strategic announcement, launching a new product/service or sharing a point of view. #theHotSeat

YOUTH HACKTIVATORS
 50 young men and women under age 25. Attending the 3 days. They are the Future, you should talk to them... #YouthHacktivators

- 🚪 cloakroom
- 🚪 emergency exit
- ♿ toilets
- ♿ PRM toilets
- 🍹 drinks point

FREE WIFI
 wifi: **SBParis19** / password: **freshforward**

SBP

SB 2019
PARIS APRIL 23-25

**TUESDAY
APRIL 23RD**

#SBPARIS19

INSPIRING PLENARY SESSIONS

The sessions are designed to open your mind, surprise, challenge, and trigger emotions and awareness. Original formats have been devised to make your experience even more unique. Each panel always includes "corporates" mixed with "pirates" speakers.

7 THEMATIC HUBS

Addressing questions and potential or attested solutions, each Hub is paced to the beat of its Shaker - an agora-type space where you have the opportunity to explore innovative transformation tools, share feedback on case studies, engage with change makers...

OVERVIEW

Welcome Address + General Opening

9:00 AM

9:30 AM

NEW SPACES

Whatever the scale.
Reinventing living spaces, retail spaces and experience spaces is the key to the good life.

PLENARY TO INSPIRE



11:15 AM



HUBS TO CONNECT

1:15 PM

THEMATIC LUNCHTIME

with Betty Nu Food & La Guinguette d'Angèle

2:00 PM



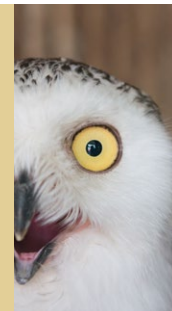
HUBS TO CONNECT

4:15 PM

FEEL GOOD

No bullshit.
Change yourself to really change the world: feeling good in both body and mind.

PLENARY TO INSPIRE



Hubs wrap up

6:30 PM

PLENARY TO INSPIRE
MORNING

Master of Ceremony - Kristen Davis

9:00 AM

KEYNOTE
5'

WELCOME ADDRESS

Koann Vikoren Skrzyniarz - CEO Founder Sustainable Brands
Guillaume de Vesvrotte - CO Global Sustainable Innovation, Pixelis

ROUNDTABLE
30'

GENERAL OPENING:

"BECOME A SUSTAINABLE BRAND, BE BOLD!"

Emmanuel Faber - CEO Danone / **Erin Meezan** - VP CSO Interface / **Chris Coulter** - CEO GlobeScan (Moderator)

#bcorp #positiveimpact

BE BOLD!

9:35 AM

NEW
SPACES

Whatever the scale.
Reinventing living spaces,
retail spaces and experience spaces
is the key to the good life.

"ENVISION THE WORLD"

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

ROUNDTABLE
30'

1. THE CITY IS THE BEST PLAYGROUND
TO ENGAGE CITIZENS/CONSUMERS

Facilitating spaces of conviviality, social cohesion, and inclusive communities,
the City appears to be a crucial starting point for brands to upscale positive impact.

Devita Davison - Executive director FoodLab Detroit
Jean-Louis Missika - Deputy Mayor of Paris / **Elisabeth Laville** - Founder CEO Utopies
Marion Moreau - Head of SIGFOX Foundation (Moderator)

#empoweringpeople #localimpact #hybridplayers

ROUNDTABLE
30'

2. THE MAGIC OF RETAIL,
A TANGIBLE WAY TO POLLINATE*

Candice Colin - Founder CEO CLEANBEAUTY - BEAUTYLITIC
Pablo Mondragon - CEO Antropologia 2.0 / **Serge Papin** - Former CEO Systeme U
Thomas Kolster - Author, Expert in Sustainable Communication (Moderator)

#digital #inreallife #pointofsales #fromconsumertocitizen

*Live translation from French to English.

ROUNDTABLE
30'

3. THE SPACE SUPERPOWER

Reinventing the mix on site is a driver to better innovate
Catherine Berthillet - Founder Villa Shamengo / **Walter Bouvais** - Founder CEO OpenLande
Simon Laisney - Founder Le Plateau Urbain / **Tom Szaky** - CEO Founder TerraCycle (Moderator)

#empoweringpeople #workplace #labs #innovation #mixity #agriculture #nutrition

11:00 AM

PLENARY TO INSPIRE
AFTERNOON

Master of Ceremony - Kristen Davis

4:15 PM

No bullshit.

Change yourself to really change the world:
feeling good in both body and mind.

FEEL
GOOD

"EMPOWER THE PEOPLE"

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

1. MY REASON TO ENGAGE

Axelle Lemaire - Former French Minister - Partner Roland Berger
Frederic Mazella - Founder Blablacar / **Marion Moreau** - Head of SIGFOX Foundation (Moderator)

#inspiring #trigger #mystory #purpose

2. THANK GOD IT'S MONDAY

Feel good at work: don't be afraid of happiness

Mysterious inspirational happiness advocates. Guess who...

Jean-Noel Chaintreuil - CEO Founder The Change Factory (Moderator)

#empoweringpeople #workplace #happiness #softskills #futureofwork

3. WHO LEADS INNOVATION:
CONSUMERS OR BRANDS?

Justine Harris - Global Head of Sustainable Business - Vodafone
Dave Muenz - Senior Vice President ESG - Kao Corporation
Esther Verburg - VP of CR for Tommy Hilffiger Global
Solitaire Townsend - Co-founder CEO Futerra (Moderator)

#innovation #bottomup #consumereducation #dreambig

4. BEYOND THE PRODUCT,
MAKE THEM FEEL GOOD FOR GOOD

When Consumers turn activists

Lisa Hogg - EMEA Marketing Director TOMS / **Patricia Oliva** - VP Global Marketing Evian /
Lisa Pike - VP Environmental Activism - Patagonia / **Sandra Pina** - CEO SB Madrid (Moderator)

#positivecontribution #goodwater #goodfood #goodhealth #pollution #activism

5. TELL ME THE RIGHT STORY
AND I SHALL CHANGE THE WORLD

Lucie Beudet - Co-founder Konbini
Tommy François - VP Editorial & Creative Services - Ubisoft
Stephen Greene - CEO Rockcorps
Solitaire Townsend - Co-founder CEO Futerra (Moderator)

#softpower #millenials #openyourmind

6. OUI TO SUSTAINABLE CUISINE

François Pasteau - French Chef

#cuisine #food #positiveimpact

6:30 PM

HUBS WRAP UP

The Hub Shakers' 7 leaders share today's key outputs

6:45 PM

FIRESIDE CHAT
20'

NO LIGHT NO FEAR
20'

ROUNDTABLE
30'

ROUNDTABLE
30'

ROUNDTABLE
25'

TUTORIAL
15'

CLOSING
15'

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HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

LIFESTYLE HUB

OVERVIEW

The future of retail

Engage with four different scenarios of doing business in 2030, explore the future evolution of the retail landscape, and workshop the implications for your business and how to act now.

Amy Lee - Head of Trends & Insights - Avery Dennison / **Elisa Niemtow** - Managing Director Consumer Sectors, BSR / **Edwina McKechnie** - Manager Consumer Sectors, BSR

NUTRITION HUB

KEYNOTE

Slow food: Sustainable nutrition

Slow Food shares the philosophy and framework for cultivating, producing and distributing "Good clean fair" food.

Roberto Burdese - Slow Food Italia

OVERVIEW

B-Corps leading the way in sustainable nutrition

Eric Ezechieli - Nativa

CITIES HUB

BRAND URBANISM®: building sustainable partnerships between brands and cities

PANEL DISCUSSION

Elisabeth Laville - Founder & Chief Entrepreneur, UTOPIES

Carole Brozyna - Sustainability Director, JC DECAUX

Arnaud Laferté - Director, JC DECAUX

WORKSHOP

UTOPIES' Brand Urbanism® framework

SPORTS HUB

Innovative strategies addressing climate change and carbon within the sports sector and the opportunities this presents for brands

Georgina Grenon (moderator)

Director of Environmental Excellence at Paris 2024

CASE STUDY

Paris 2024: Zero Carbon Games

Paris 2024 will set new standards for sustainable sports events by becoming the first Olympics to align with the Paris Agreement and one of the first signatories to commit to climate neutrality through the UNFCCC's Sport For Climate Action Framework.

Georgina Grenon - Director of Environmental Excellence at Paris 2024

THOUGHT LEADERSHIP PANEL

Julia Palle - Senior Sustainability Consultant - Formula E

Viviane Fraisse - Head of Sustainable Development - Roland Garros

Dan Reading - Head of Sustainability - International Sailing Federation

MINI DESIGN SPRINT CROWDSOURCED SOLUTIONS

All Sports Hub delegates

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NATIVA



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UTOPIES®



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Management

Purpose + Sport

HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

SCIENCE&TECH HUB

Tech for transparency (to consumers and to brands)

KEYNOTES

Trust and transparency

Mirela Orlovic - Founder & CEO - UrbanMeisters

Tell unexpected Material Stories of the future

Rasa Weber & Essi Johanna Glomb - Founders - Studio Blond & Bieber

Transparency in the beauty industry (B2B & B2C)

Candice Colin - CEO & Co-founder - Clean Beauty & Beautylitic

How Blockchain drives Traceability & Trust in Food?

Maxine Roper - Co-Founder - Connecting Food

ROUNDTABLE

Educating market: Positive Impact is not Greenwashing

Mirela Orlovic - Founder & CEO - UrbanMeisters / **Matthieu Witvoet** - Economy booster - CircuIR /

Emmanuel Vivier - Moderator - Co-Founder - HUB Institute

HOME HUB

CONSUMER INSIGHTS EXPLORATION

The opportunity to empower household consumers as positive change agents

Take a deep dive into the latest consumer insights around sustainable behaviour change at home and beyond, and opportunities for effective brand engagement.

Joanna Yarrow - Head of Sustainable & Healthy Living - IKEA Group

Chris Coulter - CEO - GlobeScan

Caroline Holme - Director - GlobeScan

COLLECTIVE DIAGNOSIS

Opportunities and challenges faced by brands when engaging consumers at home and beyond

Join an interactive session and share your experience. Contribute to the collective diagnosis and learn about potential solutions from your peers.

Caroline Holme - Director, GlobeScan

Perrine Bouhana - Associate Director, GlobeScan

FINANCE HUB

Finance the transformation journey of Companies toward positive impact

COLLECTIVE BRAINSTORM

Brainstorm how to overcome the key challenges facing companies and investors as they seek to transform their business towards positive impact.

CONVERSATION

Virginia Dundas - Orsted

Yann Demont - Tribe Impact Capital

Laura Palmeiro - UN Global Compact Danone

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THE HOT SEAT

On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

Interviewer: **Cyrielle Hariel** - Yahoo Green - Digital moderation by e-RSE

11:15 AM

Henrik Gotterbarm - Head of North Europe Nestlé Waters #plastic

11:40 AM

Marcello Palazzi - Global Ambassador Co-founder BLab #bcorp

12:05 PM

Eric La Bonnardière - CEO Evaneos #travel

12:30 PM

Javier Andres - CEO JMT Group #furniture

12:55 PM

Steven Serneels - CEO EVPA - Corporate Foundations, blessing or curse in building sustainable brands? #finance

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HUBS TO CONNECT
AFTERNOON -2:00PM / 4:00 PM

LIFESTYLE HUB

OVERVIEW

Post-2020 sustainability strategy: developing next gen approaches

Workshop with leading brands and experts to develop strategies that engage your world, your business and your consumers. Learn with practical guidance and tools to take your strategy to the next level.

Vanessa Wright - Vice President of Sustainability - Pernod Ricard
Isabelle Sultan-Gassette - Brand Innovation and Sustainability Director - Evian / **Sean McKnight** - Director - Fortitude Partners / **Elisa Niemtzw** - Managing Director Consumer Sectors - BSR
Edwina McKechnie - Manager Consumer Sectors - BSR / **Katja Freiwald** - Global Director Global Partnership - Unilever

NUTRITION HUB

WORKSHOP

Exploring key tensions in sustainable nutrition

Tradition vs. innovation
Quality vs. affordability
Following vs. changing customer behavior
Choice & food waste vs. efficiency & circularity.

Éric Ezechieli - Nativa
Nicola Piccolo - Nativa

CITIES HUB

Turning local impact and the contribution to local economic development into a key driver of brand building

PANEL DISCUSSION

The "Lokal is Beautiful" initiative of MCB Bank in Mauritius
Elisabeth Laville - Founder & Chief Entrepreneur, UTOPIES
Raoul Gufflet - CEO MCB

WORKSHOP

Inventory of approaches and tools for brands to (re)vitalize local economies.

SPORTS HUB

Taking on the world's greatest social challenges through football, the world's greatest game

Neill Duffy (Moderator) - CEO at Purpose+Sport

CASE STUDY

Common Goal

By creating a more thorough link between football players, managers, fans, organisations, brands, and football for good organisations, Common Goal has set out to join the global football community together on a team big enough and strong enough to take on the world's toughest opponents from HIV/AIDS to gender inequality to youth unemployment. The idea is simple. Common Goal's members pledge 1% of their earnings to a central fund. And together they allocate this fund to high-impact organisations that harness the power of football to advance the United Nations Global Goals.

Thomas Preiss - Co-Founder
THOUGHT LEADERSHIP PANEL
Johannes Axster - Co-Founder, streetfootballworld
Kimberley Mitchell - Head of Corporate Fundraising - Stonewall Rainbow L
Piers Bradford - CEO - Project Everyone

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All Sports Hub delegates.

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HUBS TO CONNECT
AFTERNOON -2:00PM / 4:00 PM

SCIENCE&TECH HUB

Tech to drive circular conception & innovation

KEYNOTES

Trends in circular conception

Mirela Orlovic - Founder & CEO - UrbanMeisters

Transforming Fashion for Good

Pingki Houang - Chief Executive Omnichannel - Fashion Cube, Mulliez's textile brands (Jules, Brice, Pimkie...)

From by-products to luxury textiles

Enrica Arena - Co-Founder - OrangeFiber

Reducing computing energy impact

Miroslav Sviezeny - COO & Founder - Qarnot Computing

ROUNDTABLE

Reduce, Reuse and Recycle: concrete and applicable solutions

Gilles Tisserand - Marketing Director France&Benelux - Tetra Pak
Lucie Soulard - Co-Founder & COO - Place2Swap / **Jean Moreau** - Co-Founder & President - Phenix
Julien Morel - Moderator - Transformation Expert - HUB Institute

HOME HUB

EXPERTS PANEL DISCUSSION

Learning from best practices and disrupting our thinking

Join the conversation with consumer engagement and behaviour change experts who will be asked to react to brands' challenges (identified in the morning sessions) and to offer their advice.

Joanna Yarrow - Head of Sustainable & Healthy Living - IKEA Group

Laure Cucuron - General Manager - TerraCycle Europe / **Chris Large** - Senior Partner - Global Action Plan

Paul Dewick - Reader in Sustainability, Technology and Innovation Management, University of Manchester / **Caroline Holme** (Moderator) Director - GlobeScan

GLOBESCAN CONSUMER FRAMEWORK

Running your next consumer campaign: Home action framework

Perrine Bouhana - Associate Director - GlobeScan / **Caroline Holme** - Director - GlobeScan

FINANCE HUB

INTERACTIVE DISCUSSION + WORKSHOP

The Future-Fit business benchmark

Understand how the Benchmark is already being used and how you can get started

understanding the way the Break-Even Goals apply to your business.

Andrew Parry - Hermes Investment Management

Cora Olsen - Novo Nordisk

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THE HOT SEAT

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Interviewer: **Cyrielle Hariel** - Yahoo Green - Digital moderation by e-RSE

2:15 PM
Laura Palmeiro & Delphine Gibassier

United Nations Global Compact/Danone & University of Birmingham - The Big Bang of Accounting for Sustainable Development: how will your accounting look like 10 years from now *#newmetrics*

2:40 PM
Maxime Baffert
Managing Director
VivaTechnology Paris
#tech4good

3:05 PM
Alexandra Palt
CSO l'Oréal Group *#cosmetics*

3:30 PM
Frantz Beznik
R&D Director - Global Head of Sustainable Innovation P&G - In trouble waters *#water*

WORLD LEADERS



WEDNESDAY APRIL 24TH

#SBPARIS19

INSPIRING PLENARY SESSIONS

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7 THEMATIC HUBS

Addressing questions and potential or attested solutions, each Hub is paced to the beat of its Shaker - an agora-type space where you have the opportunity to explore innovative transformation tools, share feedback on case studies, engage with change makers...

OVERVIEW

9:00 AM

FAIR & INCLUSIVE

Opportunities to seize.
Let's redefine the rules for building an economic and social world that benefits everyone.



PLENARY TO INSPIRE

11:15 PM



THE HOT SEAT

HUBS TO CONNECT

1:15 PM

THEMATIC LUNCHTIME
with Les Cuistots Migrateurs & Meet my Mama

2:00 PM



THE HOT SEAT

HUBS TO CONNECT

4:15 PM

4:15 PM

VIRTUOUS VALUE CHAIN

No planet B.
It is crucial to rethink production chains both upstream and down.



PLENARY TO INSPIRE

6:30 PM

Hubs wrap up

Master of Ceremony - Kristen Davis

9:00 AM

FAIR &
INCLUSIVE

Opportunities to seize.
Let's redefine the rules for building
an economic and social world
that benefits everyone.

"ENLIGHTEN THE PLANET"

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

**1. IS SUSTAINABLE CAPITALISM
AN OPPORTUNITY OR A POTENTIAL FRAUD?**

Michel Bauwens - Researcher, Author / **Clara Gaymard** - CEO Co-founder Raise
Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
#sharedvalue #commons #finance #governance

2. A GOOD LIFE FOR EVERYONE PLEASE

Sustainability goes mainstream
Giulio Bergamaschi - Global President Biotherm - L'Oréal Group / **Alicia Combaz** - General
manager, Co-founder make.org / **Joanna Yarrow** - Head of Sustainable & Healthy Leaving
IKEA Group / **Rob Cameron** - CEO Sustainability (Moderator)
#affordability #citizens #wehavethepower #happiness

**3. THE MORE YOU ADDRESS DIFFERENCES,
THE BETTER YOU INNOVATE**

Adam Boxer - Co-founder WSV / **Guillaume Capelle** - Founder SINGA
Debritu M. Lusteau - Co-founder of Moyee Coffee - Coffee B Corp
Garance Wattez-Richard - Head of Axa Emerging Customers
Margault Phelip - Archipel&Co (Moderator)
#empoweringpeople #inclusion #opportunity #dontbeafraid #baseofthepyramid #creativity

**4. CSR: WHAT HAVE WE DONE WRONG
AND WHY ARE WE ON THE RIGHT TRACK NOW?**

Virginie Helias - Chief Sustainability Officer P&G / **Thomas Kolster** - CEO Founder
Goodvertising / **Andrew Wilson** - Executive Director Purpose Edelman
Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
#meaculpa #purpose #movingforward

**5. HOW DO WE GIVE THE NEXT GENERATION
BETTER ASSETS TO SUCCEED (WHERE WE'VE FAILED)?**

Jeff King - CA Head of MUSE School & CEO of MUSE Global / **One Youth Hacktivist** /
Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
#empoweringpeople #theyarethefuture #millennials #consumersoftomorrow #education

11:00 AM

Master of Ceremony - Kristen Davis

4:15 PM

VIRTUOUS
VALUE CHAIN

No planet B.
It is crucial to rethink production chains
both upstream and down.

"EMBRACE OUR HUMANITY"

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future
Hélène de Flandre - Harmonistic - Musician Facilitator

1. DON'T STAY OUT OF THE LOOP

Virginie Helias - VP CSO Procter&Gamble Group
Tom Szaky - CEO Founder TerraCycle (Moderator)
#theloopproject #retail #packaging

2. THE WAR ON WASTE IS A STORY OF LOVE

Consumer product waste
David Amar - Founder Nous Sommes le Futur - Circular Economy Pioneer
Alexis Olans Haass - Director Sustainability Global Brands - Adidas
Clemence Sanlis - Creative Loop Captain - Pixelis
Tom Szaky - CEO Founder TerraCycle (Moderator)
#theloopproject #retail #packaging #plastics #zerowaste #cradle2cradle

3. COLLAPSE OR/AND RESILIENCE?

Ignacio Gavilan - Director of Sustainability Consumer Goods Forum
Kalina Raskin - Managing Director CEEBIOS
#empoweringpeople #retail #biomimetics #planetaryboundaries

4. PLANET HEROES: GUESS WHO'S NEXT?

Which are the best triggers to act fast and furious
Jean-François Cirelli - CEO BlackRock France / **Santa Meyer-Nandi** - Finding Sustenia
Alexandre Kouchner - Sense Activist & co-Editor in Chief Européens (Moderator)
#climatechange #finance #individual #biodiversity #governance

**5. VIRTUOUS VALUE CHAIN:
HOW TO VALUE THE VIRTUOUS?**

Neliana Fuenmayor - Founder CEO A Transparent Company / **Carlo Galli** - VP Head
Sustainability Nestlé Waters / **Ynzo van Zanten** - Choco Evangelist Tony's Chocolonely
Marion Moreau - Head of SIGFOX Foundation (Moderator)
#fashion #food #water #fairtrade #transparency

6:30 PM

HUBS WRAP UP

The Hub Shakers' 7 leaders share today's key outputs

6:45 PM

FIRESIDE CHAT
10'

EMPTY CHAIR
40'

FIRESIDE CHAT
20'

ROUNDTABLE
25'

ROUNDTABLE
30'

CLOSING
15'

WE VALUE
WHAT YOU THINK
25'

ROUNDTABLE
25'

ELEVATOR PITCHES
29'

ROUNDTABLE
25'

FIRESIDE CHAT
15'



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Purpose + Sport

HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

LIFESTYLE HUB

Chapter 1:

Gathering your (unlikely) allies
Internal engagement to drive comprehensive change from the inside

Chapter 2:

Finding your collective battle cry
Building true and credible sustainable brands that respond to a greater need
Christopher Sveen - UBQ
Helene Coulbault - Nespresso France
Dick Ivarsson - IceBug

NUTRITION HUB

WORKSHOP

Is your brand ready for tomorrow's consumer?
Chocolate for Good...

Let's deep dive into tomorrow's consumer expectation

- What will consumers value tomorrow when they will shop for food ?
#WasteNothing, #PlanetFirst, #BalancedLife
- What are the main CSR issues in the food industry facing ? #Packaging
#ValueTransparency #SharingValue
#Foodwaste #Nutrition&santé #Planet
#Animalvsvegetal
Eric Mugnier - EY / **Lénaïc Pineau** - EY

Building your brand sustainable roadmap

- Imagine how a chocolate company can better meet consumers' expectations and improve its social and environmental impacts.
- Let's play together to build new ways to do business more responsibly.
Eric Mugnier - EY / **Lénaïc Pineau** - EY

CITIES HUB

Biomimetic cities : from "sustainable" to "regenerative" design

Collective creation of dream city's regenerative characteristics.

INTRODUCTION TO BIOMIMICRY

Tarik Chekchak - Institute of Desirable Futures / **Kalina Raskin** and **Estelle Cruz** - CEEBIOS

COLLECTIVE WORKSHOP

"What would be the best characteristics of a biomimetic city ?"

Key experts contribute to the vision of the biomimetic city and enrich the collective work with their experience on current projects.
Olivier Raffaelli - Company of Phalsbourg
Emmanuel Pauwels - Green Living

CONFERENCE-DEBATE WITH OUR SPECIAL GUEST (12.15 PM)

Michael Pawlyn - renowned international expert in biomimetic architecture

SPORTS HUB

How the sport of sailing is stepping up to take on ocean plastics

Fabien Paget - Moderator - CEO at O2 Management

CASE STUDY

The Ocean Race is setting new benchmarks for social and sustainable development, fan and community engagement, innovation and cutting edge technology and has become a global champion in the movement against ocean pollution.
Emilie Llorens - Sustainability Manager - The Ocean Race

THOUGHT LEADERSHIP PANEL

Paul Meilhat - Skipper - Objective Globe
Scott Over - Commercial Director - International Sailing Federation
Emilie Llorens - Sustainability Manager - The Ocean Race

MINI DESIGN SPRINT CROWDSOURCED SOLUTIONS

All Sports Hub delegates

HUBS TO CONNECT
MORNING - 11:15 AM / 1:15 PM

SCIENCE&TECH HUB

TESTIMONIALS

How to combine open innovation and technology to build a sustainable brand?

Exploring real Use Case to transform your brand at the edge of innovation
Thomas Cottinet - Co-director - Liberté Living Lab

WORKSHOP

How can digital ecology serve branding and user experience?

Addressing digital environmental impact while improving customer experience
Thomas Cottinet - Co-director - Liberté Living Lab / **Alexis Sarrut** - General Director - France Eco Social Tech

HOME HUB

QUIZ SHOW

You think you're a sustainability hotspot hotshot?

The Sustainability Consortium will put you to the test (special award for the winners!).

Carolyn Batiz - Senior Manager, Membership and Development - The Sustainability Consortium

Alex Gershenson - CEO - SupplyShift

FINANCE HUB

DEBATE + WORKSHOP

Is an ethical bank possible?

Triodos
BNP Paribas
Caisse d'Epargne
Afshin Mehrpouya - associate professor at HEC

DEBATE + WORKSHOP

Is fintech "impact native"?

Lita.co
KissKissBankBank

TOOL INTRODUCTION

Focus on mesis, a tool designed to number the social and environmental impact of companies.



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THE HOT SEAT

On an interview format (20 min max including Q&A with the audience), a CEO or Top Level Leader delivers breaking news, makes a strategic announcement, launches a new product/service or shares a point of view.

Interviewer: **Cyrielle Hariel** - Yahoo Green - Digital moderation by e-RSE

11:15 AM

Janek Seevaratnam
Senior Corporate Advisor, Charities Aid Foundation - Taking back purpose. What can Brexit teach us about being a sustainable brand? #socialimpact

11:40 AM

Marion Darrieutort
CEO Elan-Edelman #study

12:05 PM

Rachael Jarosh
CEO Enactus #millennials

12:30 PM

Virginie Helias
CSO P&G Group - When will brands get their act together #purpose

12:55 PM

François Blanckaert
CPO Sodexo - Partnerships to drive more sustainable and circular supply chains #services #supplychain



HUBS TO CONNECT
AFTERNOON -2:00PM / 4:00 PM

LIFESTYLE HUB

Chapter 3:
Arming your team for good with smart tools
Achieving next-generation eco-design in the consumer goods sector.

Chapter 4:
Building a community engaged to change
Engaging with consumers to make smarter lifestyle choices.

NUTRITION HUB

CONVERSATION
Is the food industry ready for reliable product information?
Think out of the box...
Paul Angulo - EY & **Eric Mugnier** - EY

Make it - change your product right now!
How can you make it happen? Discover EY tools and get inspired by the best examples in the non-food industry.
Joel Tronchon - SEB
Christelle Debrauwer - BIC.

ROUND TABLE
Discover the initiatives that are changing the food industry
What are the new initiatives to communicate on environmental and social impacts?
Maximilien Rouer - Ferme France

CITIES HUB

Embracing cities complexity

WORKSHOP
Question cities and organizations through the lens of complexity theory and ecosystem understanding. Avoiding simplicity to actually connect and innovate with citizens.
Tarik Chekchak et **Martin Serralta** - Institut des futurs souhaitables

SPORTS HUB

Sports campaigns for good - sponsors, non profits, sports organizations and athletes collaborating for good
Simon Lewis (Moderator) - Chief Executive at Team Planet Sport and Advisor to WWF

CASE STUDY
Sky Rescue : Sky's belief that what they do goes beyond the confines of their business is at the heart of who they are as an organization. They strive to be a responsible business and believe they can affect real change by leveraging the platforms and partnerships they have access to. This is evidenced through the inspiring work they do to shine a spotlight on issues affecting things like Ocean and Rainforest health, find innovative solutions to problems, and inspire people to make small everyday changes that collectively make a huge difference.

Fiona Morgan - Head of Inspiring Action - Sky
Emily Penn - Oceans Advocate, Skipper & Artist

THOUGHT LEADERSHIP PANEL
Marie Barsacq - Director of Legacy and Impact - Paris 2024
Julia Palle - Chairperson - SandSI
Neill Duffy - Chair Sustainability Committee - Super Bowl 50

MINI DESIGN SPRINT CROWDSOURCED SOLUTIONS
All Sports Hub delegates.

HUBS TO CONNECT
AFTERNOON -2:00PM / 4:00 PM

SCIENCE&TECH HUB

INTRODUCTION
Science & ethics: from risk management to opportunities
Arthur Le Menec - So Science

CONVERSATION
Responsible research & innovation: an opportunity for brands to reinvent themselves
Mélanie Marcel - So Science / **Emmanuelle Fisse** - Nestlé Water

PANEL DISCUSSION
Get inspired and learn from the science for good pioneers
Bach Kim Nguyen & Valérie Fobe - Founder and BeeOdevekieoer France, BEEODIVERSITY / **Audrey Keunebrock & Jaouad Zemmouri** - Founders, TERRA-O-STARKLAB / **Hubert Sabourin** - Co-founder, MINI GREEN POWER

SPEED DATING
Meet the science for good pioneers!

HOME HUB

COLLECTIVE WORKSHOP
How are your commitments addressing major hotspots in consumer goods supply chains?
The Sustainability Consortium Hotspot knowledge to global commitments.

Carolyn Batiz - Senior Manager, Membership and Development - The Sustainability Consortium

FINANCE HUB

DEBATE + WORKSHOP
Towards mainstream impact finance?
INCO
Amundi
Marion de Marcillac - MSCI

DEBATE + WORKSHOP
French impact finance vs the rest of the world?
INCO
Columbia Threadneedle
Raphaëlle Sebag - Impact Invest Lab



Purpose + Sport

THE HOT SEAT

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Interviewer: **Cyrielle Hariel** - Yahoo Green - Digital moderation by e-RSE

2:15 PM
John Goodwin
CEO Lego Foundation #kids

3:05 PM
Euan Murray
CEO The Sustainability Consortium #finance

3:30 PM
Huub Savelkouls
CSO PMI
#bigchallenge

ASAP

SB 2019
PARIS APRIL 23-25

**THURSDAY
APRIL 25TH**

#SBPARIS19

INSPIRING PLENARY SESSIONS

The sessions are designed to open your mind, surprise, challenge, and trigger emotions and awareness. Original formats have been devised to make your experience even more unique. Each panel always includes "corporates" mixed with "pirates" speakers.

GOOD VIBES ONLY

Find the right energizer on one of the 8 workshops (Hubs & THE HOT SEAT).



CALL 2 ACTION

Dedicated to identifying key points to ensure efficient application, those workshops are concrete formats that frontally address the specific barriers to change.

JOB FORWARD

This is a moment dedicated to human resources, corporate commitment and motivating the vital forces in business.

OVERVIEW

<p>TECH, SCIENCE & ETHICS</p> <p>powered with VivaTech</p> <p>Be smart. It's up to us to decide whether artificial intelligence, the learning machine, and biotech will be our allies in redesigning the good life: be smart, be ethical.</p>		<p>9:00 AM</p> <p>PLENARY TO INSPIRE</p>	
<p>11:00 AM</p> <p>YOUTH HACK TIVATORS "WE ARE THE FUTURE LET'S TALK"</p>			
<p>11:45 AM</p> <p>GOOD VIBES only</p>			<p>HUBS TO CONNECT</p>
<p>1:15 PM</p> <p>THEMATIC LUNCHTIME with <i>Les Marmites Volantes & Monsieur Ticicote</i></p>			
<p>2:15 PM JOB FORWARD 2:00 PM CALL 2 ACTION</p>			<p>HUBS TO CONNECT</p>
<p>5:15 PM</p>			
<p>CLOSING</p> 			<p>PLENARY TO INSPIRE</p>
<p>7:00 PM</p>			

Master of Ceremony - Kristen Davis

TECH,
SCIENCE
& ETHICS

powered with VivaTech

9:00 AM

Be smart.

It's up to us to decide whether artificial intelligence, the learning machine, and biotech will be our allies in redesigning the good life: be smart, be ethical.

"ENGAGE THE FUTURE"

Vincent Avanzi - Chief Poetic Officer - the Ink of the Future

1. ARTIFICIAL INTELLIGENCE:
FOR THE BEST OR THE WORST

Jean-Yves Art - Senior Director Strategic Partnerships Microsoft
Elodie Nowinski - Dean of the Faculty of Creative Industries - City Of Glasgow
Dunstan Allison-Hope - Managing Director BSR (Moderator)
#tech4good

2. FRESH FORWARD IN AFRICA

Vena Arielle Ahouhansou - CEO KEA Medicals / Amira Cheniour - CEO Founder SEABEX
Nicolas Métro - CEO Founder Kinomé / Marion Moreau - Head of SIGFOX Foundation (Moderator)
#startup #energy #health

3. INNOVATION: IS OPEN SCIENCE AT RISK?

Thomas Landrain - Founder CEO Just One Giant Lab
Isabelle Vitali - Innovation & Business Excellence Director - Sanofi
#biotech #openscience #pharmaceuticals

4. ACT GOOD AND BECOME RICH

Money is the sinews of war
Nathalie Green - CEO Doconomy / Estelle Leroux Joky - Impact Capital explorer - IMPAK
Maxime Baffert - Managing Director - Viva Technology Paris (Moderator)
#empoweringpeople #cryptomoney #finance #smartsavings #carbonfootprint #inclusion

5. WHEN WE WERE IN 2040*

Science Fiction Authors / Mathieu Baudin - Founder Institut des Futurs Souhaitables
#positivefuture #uchronia #artificialintelligence
*Live translation from French to English.

11:00 AM

MANIFESTO
30'

WE ARE THE FUTURE, LET'S TALK

Listen to what our "Youth Hacktivators" have to say after hacking SB Paris for 3 days.
Spokespersons Team from SB Paris Youth Hacktivation trained by Enactus and supported by Le Manifeste Étudiant pour un Réveil Écologique
Kristen Davis - Master of Ceremony (Moderator)
#empoweringpeople #theyarethefuture #millennials #manifesto



11:30 AM

Open to all - Job Forwarders included

5:15 PM

BLUE REVOLUTION IS THE ONLY WAY

Guided by an Astronaut, live an intimate and interactive experience of the Whole Earth in rotation captured from outer space (Blueturn Project).
Jean-Pierre Goux - Co-founder Blueturn
Claudie Haigneré - Astronaut
#bluerevolution #wearethefuture #overvieweffect

FIRESIDE CHAT
20'

Closing the 3-Day event with a chill-out moment, cool music and friendly chatting...

MIX DJ CLOSING

CHILLIN' MOMENT
60'


BLUETURN EARTH



GOOD VIBES *only*

THE SPARKSHOW
by SparkNews

At the crossroads between TEDx and The Voice, the Sparkshow is a very dynamic and entertaining event giving the opportunity to big companies to answer a question echoing our current challenging times: "what concrete and meaningful actions have you initiated for a more sustainable world?" in front of a panel of international journalists with itchy buzzers.

 meet us
at The HOT Seat


ENLIVENED MINDS IN ACTION
by Karime Abib - Advantika

Discover a kind of meditation which is helping you to set and prioritize your goals, solve conflicts, take the right decisions in line with the Future Fit Business frame.

 meet us
at the Lifestyle hub

WILD CARD - LET IT GO
by Possible Future

Good vibes only! Keep calm... and experiment with an accelerated innovation challenge! Join Possible Future workshop to unlock your creativity and learn how to explore, invent and prototype at the speed of a startup.

 meet us
at the Sports Hub

SB TOOLBOX
by Kevin Hagen

Try and have your say on the new SB Brand Transformation Journey tool. The Sustainable Brands professional community has developed a framework and tool kit to help change makers, practitioners and internal advocates be more effective and deliver more value for their organizations. Showing this tool in Europe for the first time ever, we would be thrilled to hear and share your feedback. Constructive vibes only :)

 meet us
at the Finance Hub

**INNER SUSTAINABILITY
TO INNOVATE OUTER SUSTAINABILITY**
by Heart Math

Learn and apply cutting edge, peer reviewed science that has discovered a unique intelligence and power in the heart! Practice skills to reduce personal stress, sustain your own energy, while innovating sustainability solutions for the planet!

 meet us
at the Science&Tech Hub


YOGA - RELEASE YOUR SUPERPOWERS!
by Alice Vivian - MOJOM

Experiment and learn some magic tricks to release tensions, reduce stress and boost your energy! Based on yoga and martial arts techniques, this workshop will enable you to reconnect with your body and learn to activate its power.

 meet us
at the Cities Hub


CORPORATE HYPNOSIS
by Irene Toporkoff - HARTS

A short collective hypnotic and meditative sessions focussed on personal transformation and self empowerment through visualization and creative suggestions. Initiation to the HARTS Method, a holistic and innovative approach to personal development.

 meet us
at the Nutrition Hub

REVERSE PITCHES
by French Impact

Join an ecosystem of trailblazers! Come and listen to companies and start ups involved in 2 major challenges : Inclusive Business and Circularity. Discover the Best Practices within companies and the latest innovations. Get connected to them.

 meet us
at the Home hub

CALL 2 ACTION

THE GRAND WORKSHOP

THE NODES

The workshops will be an opportunity to explore and untie major business model-related nodes, helping you to apprehend the global picture of successful reinvention.

THE COMMUNITY

Call2Action will be a collective experience of co-creation between people with different backgrounds, thus an opportunity to create deeper connections and initiate powerful community.

THE TOOLBOX

Last but not least, this experience will contribute to co-develop the SB Paris main giveaway: the perfect toolbox to become a successful in-home changemaker.


powered by  HYSTRA
hybrid strategies consulting

**HOW DO I COMBINE
IMPACT AND FINANCE
WITHOUT
ARBITRATION?**

 meet us
at the Science&Tech Hub

powered by  innate
motion


**HOW DO I ENGAGE
CUSTOMERS
INTO CO-CREATION
WITHOUT LOSING
CONTROL OVER
BRAND EQUITY?**

 meet us
at the Home hub

powered by  pixelisX

**HOW DO I RELY ON
A TINY BRAND TO DRIVE
THE CHANGE FOR
A GIANT LEADER
WHO WANTS TO MAKE
THE SWITCH FOR GOOD ?**

 meet us
at the Cities Hub


powered by  20°
strategies consulting

**HOW DO I CREATE
MORE VALUE
WHILE SELLING
LESS PRODUCTS?**

 meet us
at the Lifestyle hub

powered by  GOODVERTISING

**HOW CAN I COMBINE
DESIRABILITY
WITH TRANSPARENCY?**

 meet us
at the Nutrition Hub

powered by  ERH
DES ENJELIX
ET DES HOMMES

**HOW CAN WE CREATE
A COLLECTIVE SHIFT
ON KEY ISSUES
THAT RARELY ARE
A PRIORITY ?**

 meet us
at the Sports Hub

JOB FORWARD



1

15'

TALK#1

To understand what sustainable commitment means for corporate brands.

Caroline Renoux
Founder Birdeo

2

15'

TALK#2

Work organization 3.0:
a quick but exhaustive look
on what's cooking.

3

45'

HANDS-ON WORKSHOPS

Choose from 8 labs to help you better figure out what does connect "purpose" and "worklife" mean to you.

Birdeo - Pixis - Vendredi - SoManyWays - Neural Beings - MakeSense TicketForChange - Noise - Orientation Durable

4

60'

ONE-TO-ONE MEETINGS

Dedicated time to meet with your future dream-job holder. Share your thoughts and goals with purpose-driven-work active players.

Corporate HR, switch-career path experts, social businesses, purpose-job wizards,...

Meetup moment between job seekers and sustainable projects led by SB Paris partners. Including thematic conferences, workshops and one-to-one meetings.

WE ORGANIZE OUR EVENT ON THE HIGHEST AND MOST INNOVATIVE STANDARDS POSSIBLE.

IN THIS PERSPECTIVE, SB PARIS IS BUILT ON 5 PILLARS - TRANSPARENCY, RESPECT, INCLUSION, SHARING AND INNOVATION - THAT YOU CAN DISCOVER THROUGH 4 COMMITMENTS.



#werespect what we build

Our keywords: reuse, repurpose, or else recycle. We have chosen to rent scaffolding and decorate it with reusable wood, fabric, and stickers in recyclable PET.

#werespect where we sit

This area has been entirely furnished by our partners who are committed in terms of production modes (artisanal, eco-design, upcycling, etc.) and their social responsibility. The furniture has been rented, donated or loaned and each piece will be put back into circulation for a variety of other uses.

#werespect what we drink

The Fresh & Hot Bar menu puts the accent on seasonality, local organic supply, homemade and a Zero Waste approach on all fronts and served by a gender balanced team. Its structure has been designed with materials made from recycled waste.

#werespect what we eat

3 days = 3 experiences - 3 themes: health, indulgence, esthetics + social integration and world cuisine + Zero Waste. Three themes featured in homemade, seasonal vegetarian cuisine with a focus on local organic supply.

METAMORPHOSIS

On a cultural note, SB Paris wanted a digital artist committed-to-our-values to create a totem to welcome all SB Paris attendees from the Entrance Hall. We were thrilled with the aKagreen response to our brief by Judith Darmont. We hope you enjoy the journey.

"I wanted to create an immersive space at the entrance that champions certain key values of SB Paris. An area of disparate mirrors expressing both the urgency to change perception and the need to include us in the change. Accross is a wall of digital conveying a metamorphosing metaphor and uncovering our obvious link with nature - in collaboration with aKagreen -. We are all connected."

— **Judith Darmont** is a multi-sensory artist. She experiments with the widespread use of digital to create installations multiplying the space of creation in a field where techniques evolve and mix exponentially. In the 21st century, by addressing issues related to the place of the artist and art in the urban space, she is developing a field of exchanges, innovative cultural practices for all. Breath in the city. Urban poetry.

CITIES HUB

B-CORP..... C1
A B-Corp “nest” to gather every interested B-Corp during the 3 days, to showcase B-Corp products and to spread the B-Corp philosophy in SB Paris. It’s a great opportunity for each B-Corp and the community to share their unique point of view on business as a force for good with SB attendees.

FUTERRA..... C2
Live the Good Life Goals in the Futerra corner. Find out about the personal actions everyone can take to support the Sustainable Development Goals. And head to the photobooth to get a snap with your favourite Good Life Goal.

PIXELIS..... C3
Switch for good. New world, new branding culture, new branding solutions, new branding tools. To switch the message, switch the design. Join us for a creative expérience. Explore the issue, know your strenght and catch the trigger actions. 3 steps, 3 times to shake up the branding together!

HOME HUB

PROCTER & GAMBLE..... H1
Our Closed Loop Home exhibit is an interactive and learning experience showcasing how leading brands such as Pampers, Ariel and Herbal Essences can be “a force for good and force for growth” through innovation that enables and inspires responsible consumption.

SHAMENGO..... H2
Exclusive pre-views of the Villa Shamengo project starting building soon in Bordeaux. Discover tomorrow’s living lab designed by innovative pioneers sourced from all over the planet by the Shamengo team.

KLAXOON H3
The meeting revolution - Teamwork efficiency, every day.

YOUTH ACTIVATORS.... H4-H6
SB Paris is where the world of tomorrow is discussed. The future generations must have their say. That is why a group of 50 under-25’s will “hack” the event over the 3 days: come and talk to them.

FRIENDS FORWARD H7
Uiteria - We believe in a better future in which a symbiotic economy will replace the run towards exponential growth. Every day at SB Paris, we will seat with inspirational friends to talk about aspirations and dreams. Slow down for an hour and join us for a “philosophical break”. We will take a moment to question the idealistic vision of sustainability, the way to build a symbiotic movement and the stakes in new forms of education (in French).

SCIENCES & TECH HUB

PERRIER..... ST1
Discover the Perrier experience...

NUTRITION HUB

BLEDNA N1
Talk with us and with our stakeholders - Day 1: with our farmers from Lot-et-Garonne, that develop their organic agriculture // Day 2: with our partner Goodplanet, about soil protection and biodiversity // Day 3: with our HR people. Challenge us about concret Bledina topics - Day 1: Which best sustainable packaging? // Day 2: How to educate parents to transmit good eating habits? // Day 3: We just got B-corp Certification, a new brand challenge !

LIFESTYLE HUB

LEGO L1
Engaging 60-minute hands-on building and coding sessions in which school children reflect on a real-world issue and work together to find potential solutions. The activity uses LEGO Education WeDo2.0 kits and bespoke child-led challenges which encourage them to explore problem solving and critical thinking, boosting confidence and collaboration in a playful learning environment.

EVIAN L2
Sustainability has always been at the heart of Evian. We need cross-industry collaboration to address the critical issue of plastic and Sustainable Brands is a great opportunity for us to not only engage with and learn from other companies who share our vision but showcase how together we are transforming our approach to plastic and changing the future of hydration. Come discover how we move from ambition to action on our corner!

ALPRO L3
Grab a plant-based coffee with our world champion barista and discuss with us how you can live more sustainably by eating more plant-based!

GARNIER L4
Introducing Garnier Bio: a new organic certified skincare range that is certified efficient, certified pleasure by Garnier. Through the use of selected plants and their potent extracts, Garnier BIO offers efficient and sensorial products for every skin type. With an organic certification by Ecocert, no animal testing, 100% vegan formulas, renewable and fairly traded ingredients, and recyclable packaging- Garnier Bio is naturally committed!

BIOTHERM L5
Biotherm is fully committed to protecting the earth’s oceans through the Water Lovers program. Understanding the environmental impact of climate change and particularly the threat of plastic pollution, Biotherm has worked to apply an eco-friendly approach to product development. From the formula to the packaging of Biotherm Water Lover Suncare, *Sun Milk* and *Sun Mist*, Biotherm aims to limit its product’s environmental impact and preserve our planet’s oceans. #BEAWATERLOVER

KAO..... L6
Head to the Kao Corner on Wednesday 24th at 1.30pm for a live demonstration of Kao’s breakthrough packaging innovations, the Air-In-Film Bottle and Refill Pouch. Dave Muenz, Kao’s Executive Officer and ESG Division Senior Vice President, will be leading the 10-minute demonstration, which will be followed by a 10-minute Q&A. Find out how these packaging solutions have, and will, transform the Japanese market and beyond.

L’ORÉAL L7
L’Oréal is backed by the excellence of its Research and Innovation and its 3,870 researchers to fulfill all beauty aspirations around the world. Through its “Sharing Beauty with All” program, L’Oréal has made ambitious commitments to sustainable development across its entire value chain by 2020.

not to forget to download my SB Paris virtual totebag on www.sbparis.eu/virtual-totebag

LEAD PARTNERS



Our scope is to inspire, exchange and collaborate on major topics around sustainability. Attendees will be able to learn more about our brands, such as Alpro, Blédina and Evian, our commitments and how these are closely connected to our business.



We are sharing how we re-invent brands to make sustainability an integral part of their value proposition, making sustainable lifestyles a reality for the 5 bn people we touch each day.

L'ORÉAL



Sustainable Brands provides the opportunity to engage with various stakeholders to harness collective thinking and action to accelerate the sustainability progress of brands. Sharing best practices and inspiring each another is critical.



Water and plastic are among the big challenges of today. To meet the needs of a population of 10 billion people by 2050, Nestlé Waters is participating in Sustainable Brands Paris to identify and implement collective solutions to meet these global challenges that we are facing.

PREMIER PARTNERS



MEDIA PARTNERS



This printed programme is subject to change. Please refer to the SB Paris app for more accurate and up-to-date information.

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www.sbparis.eu