

# **SASI Ideas Festival**

August 29 - September 16, 2022



The next three weeks will bring you through the







of sustainability

We'll consider the climate crisis and its impact on environments and ecosystems around the world, social inequalities, and business.

What's next? That's up to you.







# Q What?

Aug 29 30 31 Sept 1 2 3 4

### **MONDAY**

**8h00 - 11h00 |** Welcome to HEC! (New students)

14h00 - 17h00 | Welcome to SASI!

**17h10 - 18h20 |** HEC Talents offer, HEC Career & Partnership Department

**18h30 - 20h00 |** CVEC, Health care, legal stay etc. (New students)

## **TUESDAY**

9h40 - 12h50 | Workshops: Climate Fresk, 2 Tonnes

14h40 - 17h50 | Workshop: Climate Fresk, 2 Tonnes

## WEDNESDAY

8h00 - 10h00 | Climate Action, Part 1, Lan Anh Vu Hong

**10h10 - 12h10 |** Growth, degrowth, green growth? Round 1, *Timothée Parrique* 

**13h30 - 14h30 |** World Inequalities (Explore the WIR 2022), Lan Anh Vu Hong

**14h40 - 16h40 |** Climate crisis, Social crisis: Rising populisms and mounting inequalities, *Yann Algan* 

## **THURSDAY**

**9h00 - 12h10 |** The Climate / Energy Nexus, *Maxence Cordiez* 

13h30 - 15h30 | Climate Action, Part 2, Lan Anh Vu Hong

**15h40 - 17h40 |** Growth, degrowth, green growth? Round 2, *Eric Chaney* 

#### **FRIDAY**

**9h40 - 12h50 |** Beyond climate: The biodiversity crisis, Samuel Rebulard

**14h00 - 17h00 |** Debating: Green growth or degrowth?, *J. Ghez, L. Vu Hong, D. Keraghel* 

**17h00 - 17h25 |** Conclusion, J. Ghez, D. Keraghel

Meet in...

T-Blondeau

T-307

T-205

T-Blondeau

Check your group and classroom on the PDF sent by email

T-307 all day

T-307 all day

T-206 all day

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## **MONDAY**

**7h45** | Bus to CONVERGENCES (convergences.org) Palais Brongniart, 16 Pl. de la Bourse, 75002 Paris

ESS'Pace, 15 Rue Jean Antoine de Baïf, 75013 Paris

**19h00** | SASI Alumni Drinks (not mandatory)



Meet in... HEC Entrance at 7:45 am

Return to campus bus at 23:00

T-206 all day

**TUESDAY** 

**9h40 - 11h30 |** The World Beyond 280 Characters Introduction to HEC's library resources and search methods

**13h00 - 17h50 |** Workshop: The World Beyond 280 Characters

### WEDNESDAY

8h30 - 12h30 | Crisis Game, Christelle Bitouzet & Paul Vialard

13h30 - 18h30 | Crisis Game, Christelle Bitouzet & Paul Vialard

T-307 Main amphi

Groups: T-06 to T-14 T 119 T-24 <u>T40 to T</u> 42

## **THURSDAY**

8h30 - 12h30 | Crisis Game, Christelle Bitouzet & Paul Vialard

13h30 - 18h30 | Crisis Game, Christelle Bitouzet & Paul Vialard

### **FRIDAY**

**9h40 - 12h50 |** Introduction to SASI Tracks
Take a look at your study options throughout the year

**14h40 - 17h50 |** Crisis Communication and Stress Management - Debrief crisis game, Paul Vialard

T-307 all day



13

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18

Meet in...

**MONDAY** 

**8h45** | Sustainability in Action: Regenerative Agriculture Bus to HECTAR (en.hectar.co)

**14h40 - 16h10 |** Gender Equality and the SDGs: What's after 2030?, *OECD* 

17h10 - 18h10 | Career Workshop, HEC Talents Department

20h - 21h30 | Emmanuel Faber, ISSB (Not mandatory)

HEC Entrance at 8:45 am

T-307

S- Building
Bellon Amphi
To be
confirmed

HEC Entrance at 8:15 am

T-307 Main amphi T-006 to T-011

T-307 all day

## **TUESDAY**

**8h15 - 12h50 |** Today's Superstore: Can a temple of consumption become sustainable? *Carrefour field visit* 

14h40 - 19h00 | Circular Economy Workshop, Bouygues

WEDNESDAY

**9h40 - 11h10 |** Can any company start its sustainability roadmap? *ACCOR* 

11h20 - 12h50 | Is Net Zero Really Possible? Panel by South Pole

**14h40 - 16h10 |** How do you mobilize innovation for impact? Solar Impulse Foundation

**16h20 - 17h50 |** Will finance perpetuate business as usual or be the catalyst for change? *Panel by Kelsea Walsh* 

**18h30 - 19h15** | Launchpad presentation (only for students interested in the entrepreneurship track)

Zoom

T-307

T-42

T-307

T-307

## **THURSDAY**

**9h00 - 10h30 |** The Irony of Rare Earth Elements: Their abundance and the destruction they cause

10h35 - 14h30 | PROFESSIONAL PHOTOS

14h40 - 17h50 | Human Rights: Wake Up Call

**18h00 - 19h30 |** International Activism: Arctic Indigenous Perspective

## **FRIDAY**

**9h00 - 12h00 |** Mission Lit: Tangible tools to measure social impact

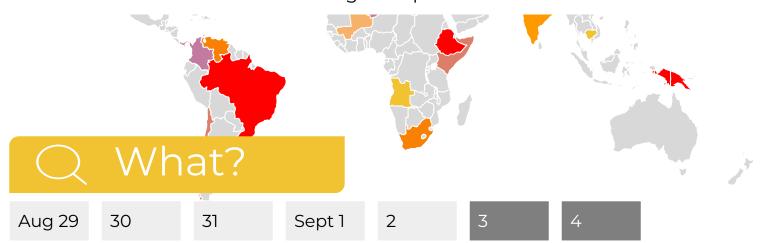
14h00 - 16h00 | Closing Reflections

T-307 all day



# a deeper look

at our guest speakers



Aug 30

# Lan Anh Vu Hong | Climate Action

Lan Anh Vu Hong worked in the adtech and data marketing industry for 7 years (Google, 55 the data company) before switching to environmental consulting with a strong focus on climate change. She is interested in universal empowerment, mixing grass-root education strategies with lobbying and executive education. She is the author of 100 Gestes pour réduire son empreinte carbone (FYP 2021 – 100 actions to reduce your carbon footprint), a pragmatic and educational guidebook for anyone willing to act on climate in their daily lives. She is a board member of Les Greniers d'Abondance, a French NGO engaged in education about the vulnerability of our food systems and doing research on how to transform food systems sustainably.



Nothing to prepare



N/A



Bring a paper & pen

Aug 30

# Climate Fresk, 2 Tonnes | Workshops

In just 3 hours, the collaborative **Climate Fresk** workshop will teach you the fundamental science behind climate change and empower you to take action. This workshop is focused on identifying actions to mitigate and adapt to climate change.

**2 Tonnes** allows participants to discover the individual and collective levers of the transition to a low-carbon society, project yourself to 2050 and identify the role you wish to play in this transition.



Nothing to prepare



climatefresk.org en.2tonnes.org



Bring a paper & pen, computer

Aug 31

# Timothée Parrique | Growth, degrowth, green growth?

Timothée holds a PhD in economics from the Centre d'Études et de Recherches sur le Développement (University of Clermont Auvergne, France) and the Stockholm Resilience Centre (Stockholm University, Sweden). Titled "The political economy of degrowth" (2019), his dissertation explores the economic implications of degrowth.

Timothée is the author of Ralentir ou périr. L'économie de la décroissance (September 2022, Seuil), a book adaptation in French of his PhD dissertation.



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timotheeparrique .com





Aug 31

Yann Algan | Climate crisis, rising populisms and mounting inequalities

Yann Algan has recently joined HEC as the Associate Dean of Pre-experience Programs and Professor of Economics, following six years as the Dean of the School of Public Affairs at Sciences Po. He is a member of the Conseil d'Analyse Économique (Council for Economic Analysis) and the Conseil Scientifique de l'Education Nationale (Scientific Council for National Education). His research focuses on populism and trust as well as well-being within organizations. He is a member of the Institut Universitaire de France and recipient of two ERC projects from the European Commission.



Nothing to prepare



www.yann-algan.



Bring a paper & pen

Sept 1

## Maxence Cordiez | The Climate / Energy Nexus

Engineer and energy-climate expert Maxence Cordiez explains the key concepts related to energy to help understand the challenges of energy transition and become aware of the solutions that can be put in place to decarbonize energy production in his book, Energies, Fake or Not?



Nothing to prepare



LinkedIn



Bring a paper & pen

1

# Eric Chaney | Growth, degrowth, green growth?

Between 2008 and 2016, he was the Chief Economist of AXA for its worldwide activities. He advises multiple financial and non-financial companies on economic and geopolitical issues with his company, ECho. Within AXA Investment Managers, Eric managed the Research and Investment Strategy team, and advised the board on the potential of artificial intelligence. Within AXA, Eric advised the board on global economic and financial issues: he was a member of the Investment committee of the group, as well as the Asset Liability Monitoring Committee.



Nothing to prepare



institutmontaign e.org/en/experts/ eric-chaney



Bring a paper & pen

2

# Samuel Rebulard | Beyond climate: The biodiversity crisis

Samuel Rebulard is an agronomist and naturalist. He teaches Life and Earth Sciences at the University of Paris-Saclay. His teachings, in botany, ecology and agronomy, are mainly carried out in the field, with boots and whatever the weather.

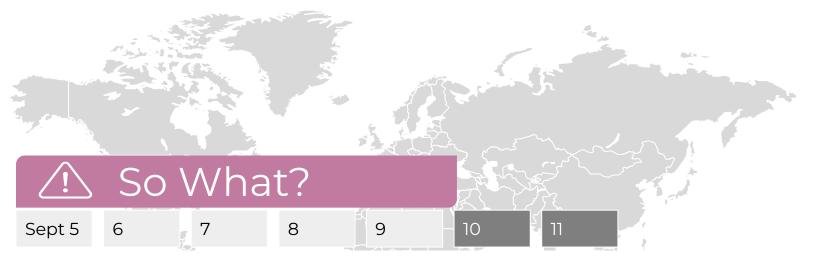


Nothing to prepare



editions-iconocla ste.fr/auteurs/sa muel-rebulard





# Convergences Forum | TO COMBINE SOCIAL JUSTICE AND ECOLOGICAL TRANSITION

Since its launch in 2008, the Convergences World Forum has become a key event for all the professionals who seek innovative solutions to fight poverty in the world. The Forum offers experts and decision-makers a space for learning, networking and high level sharing to build answers together to the social and environmental challenges both in northern and southern countries.

In 2022, the 3Zero World Forum – Zero Exclusion, Zero Carbon, Zero Poverty – a unique place of dialogue for the construction of a fair, inclusive and sustainable world, calls once again for the gathering of all those who act for change! As the 2030 Agenda for Sustainable Development deadline comes closer, it is our common responsibility to recognise the scale of the task ahead and to act accordingly.



Nothing to prepare



convergences.org



Bring a paper & pen, water bottle

7 & 8

## Crisis Game | 2-Day Simulation

This two-day simulation will bring you through the realities of responding to crisis in real time.

By the end of these 2 days, students should be able to:

- · Identify and anticipate weak signals in the environment and in the value chain;
- · Understand the basics of crisis management
- Get to know the main elements of a crisis communication response and be able to measure how complex is a public speaking in the midst of a crisis
- Consider crises as potential opportunities to create value or to reinvent part of their models:
- · Open minds on the main tools that will help building and strengthening long-term relations with key stakeholders based on trust and a professional engagement

The Key Topics to be reviewed are:

- 1. Crisis management anticipation, reaction and techniques
- 2. Communicating during a crisis period / under stress
- 3. Focus on challenges attached to responsible supply chains management in 2021
- 4. First approach of stakeholder proactive engagement approaches: mapping, materiality analysis, risk & opportunities analysis, shared value approaches



N/A



Bring a paper & pen, computer

# Now What?

Sept 12

16

Sept 12

HECTAR | HECTAR, the world's largest agricultural campus, aims to enhance the value of the land and those who work it by cultivating knowledge and recognition. On more than 600 hectares at the gates of Paris, HECTAR consists of a training campus, a start-up and innovation accelerator, a pilot farm in regenerative agriculture, coworking spaces, seminars and awareness-raising for young people. You will also have an introduction to the HEC Paris - Innovation & Entrepreneurship

Center

Nothing to prepare



En.hectar.co hec.edu/fr/faculte-et recherche/centres/in novation-entreprene urship-center



Bring a paper & pen, water bottle

12

OECD, Romina Boarini | Gender Equality and the SDGs: What's after 2030?

As the Director for WISE, Romina Boarini is promoting the OECD's position in the area of well-being, inclusion, sustainability and equal opportunity, and contributing to strengthen OECD research and advice on the Beyond GDP Agenda; policies for well-being; inclusive growth and SDGs. She was previously a Senior Advisor to the OECD Secretary General and the Head of the Inclusive Growth Initiative, steering one of the largest OECD horizontal programmes. She developed the OECD Framework for Action on Inclusive Growth and launched Business for Inclusive Growth, a coalition of 40 multinationals committed to fight inequalities.



Nothing to prepare



oecd.org/wise/Romi na-Boarini.pdf



Bring a paper & pen

13

Carrefour, Nicolas Dhers | Today's Superstore: Can a temple of consumption become sustainable? Field visit Carrefour

This store tour will explore the challenges in decision making around circular economy products and bulk supply, slowing meat consumption and the global food transition. We'll look at food labels and shelving issues, and what it means to be a sustainable temple for consumption.



Nothing to prepare



carrefour.com/en/csr



Bring a paper & pen, water bottle

13

# Circular Economy Workshop | Bouygues Group

A collaborative workshop that looks at our existing (linear) economic model, highlights its impacts and invites you to explore a different, circular model, that uses fewer resources, designs out waste and respects the limits of our planet.

This workshop will be facilitated by our partner Bouygues group in the context of the HEC Paris / Bouygues Group "Smart City and the Common Good" Chair coordinated by Professor Quélin.



Nothing to prepare



lafresquedelecono miecirculaire.com/e nglish





# ACCOR, Maud Bailly | Can any company start its sustainability roadmap?

Maud is the Chief Executive Officer for Southern Europe ACCOR, with the mission to operate and develop the Group's business in France, Spain, Italy, Greece, Portugal, Malta and Israel. As a member of the Executive Committee, she is responsible for the operational performance and the quality of customer and partner relations in this strategic region.



Nothing to prepare



https://group.acc or.com/en/Direct ory/Maud-Bailly



Bring a paper & pen

14

# Panel by South Pole | Is Net Zero Really Possible?

In panel discussion with Lafarge Holcim, L'Oreal, Chanel and Pernod Ricard, South Pole will discuss the companies' Net Zero strategies and how they are working internally to discuss the realities of climate change both on their businesses and their customers.

The panel will be facilitated by Juliana Rademaker, Senior Climate Advisor at South Pole & Mathieu Cribellier Regional Head of Climate Solutions at South Pole. South Pole, a consulting firm providing the tools to achieve a low-carbon reality..



Nothing to prepare



https://www.southpole.com/



Bring a paper & pen

14

# Solar Impulse, Pierre Vigor | How do you mobilize innovation for impact?

Pierre studied International Business in Rotterdam before graduating from SASI in 2021. He now works for the Solar Impulse Foundation helping cleantech companies raise funds. He is passionate about sustainable mobility as well as energy transition and aspires to have an impact on the sectors' transitions throughout his career.



Nothing to prepare



solarimpulse.com



Bring a paper & pen

14

Panel Conversation | Will finance perpetuate business as usual or be the catalyst for change?

We are joined by international guests Cary Krosinsky (Yale and Columbia U), Ekatorina Grigoryeva (World Bank), and Thibault Ghirardi (HEC Paris) to discuss the changing nature of finance and its ability to impact the climate crisis.

Panel facilitated by Kelsea Walsh.



Nothing to prepare



N/A



Guillaume Pitron | The Irony of Rare Earth Elements: Their abundance and the destruction they cause

Guillaume Pitron is a French journalist (Le Monde Diplomatique, National Geographic, etc.) and documentary maker for France's leading television channels. In 2018, he published his first book, "The Rare Metals War: The Dark Side Of the Energy Transition and Digitalization" (Scribe). He holds a post-graduate law degree from the Paris universities, and a Masters in international law from the University of Georgetown (Washington, D.C).



(Optional) Read The Rare Metals War book



https://www.guillau mepitron.com/abo ut-guillaume



Bring a paper & pen

15

# Charles Authman | Human Rights Wake Up Call

Charles Autheman works as a consultant for the International Labour Organization and other UN agencies on human rights and labour rights related issues. In these activities, he engages primarily with professional and student journalists as well as business school students and educators from Africa, the Middle East and Asia. Aside from his consultancy work, Charles Autheman teaches a Business and Human Rights course at HEC Paris and is the founder and board member of a foundation addressing youth illiteracy in French-speaking countries. He is a graduate of HEC Paris and Sciences Po Paris.



#### Read

https://www.forbes.com/sites/michaelposner/202 2/08/17/on-esg-investing-the-economist-offers-the-right-diagnosis-but-a-faulty-prescription/?sh=4dd222d14ccf

#### Read

https://www.abc.net.au/news/2022-02-24/cobalt-mining-in-the-congo-green-energy/100802588

#### Watch

https://www.latimes.com/about/studios/jejuqszuoxg-123 https://www.youtube.com/watch?v=nTGI6EkihE4



N/A





# Siila Watt-Cloutier | International Activism: Arctic Indigenous Perspective

A Nobel Peace Prize Nominee, Siila is one of the most internationally known advocates for the rights of the Inuit of the Arctic globally. From 1995-2002, Watt-Cloutier was elected the Canadian President of the Inuit Circumpolar Council (ICC). She was later elected in 2002 to become the International Chair of the ICC, representing the 155,000 Inuit from Canada, Greenland, Alaska, and Russia — she held this post until 2006. She was an influential force behind the adoption of the Stockholm Convention to ban persistent organic pollutants, which accumulate strongly in Arctic food chains. Watt-Cloutier is an Officer of the Order of Canada, and the recipient of the Aboriginal Achievement Award, the UN Champion of the Earth Award, the Norwegian Sophie Prize, the Jack P. Blaney award for Dialogue, and the Right Livelihood Award, which is widely considered the "Nobel Alternative".



#### Read

https://granta.com/upirngasaq-arctic-spring/



**Watch** TEDx "Human Trauma and Climate Trauma as One"



Bring a paper & pen

# Richard Johnson | Mission Lit: Tangible tools to measure social impact

Richard is interested in how companies transform markets for the better. He formerly worked at Volans, the first B Corp in the UK. He was part of the team that launched B Lab UK and helped build the first community of British B Corps. He is the author of Mission Lit, a new guidebook for entrepreneurs based on interviews with leading mission-led startups. Richard speaks about learning from leading examples participants will explore how their company identifies the problem it should make its mission to solve, and how to use that mission to outshine the competition.



15

(Optional) Read Mission



https://www.xandwhy. co.uk/whys-words-blog /tag/missionlit

