

# SASI OPENING SEMINAR 2023-24

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28 August -  
15 September 2023



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In partnership with





# About the Opening Seminar

The **SASI Opening Seminar** will define key concepts and provide an overview of the stakes of the **ecological and social transition** through a series of conferences with guest speakers, workshops and simulation games.

It will essentially cover the **Fundamentals of Sustainability and Social Innovation**, and explore how the **Climate-Biodiversity-Inequality** triple crisis shapes the firm's business environment.

## WEEK 1 What?

28 AUG - 1 SEP

### FACTS

What are the key facts, metrics, findings and conclusions that we can draw from the triple crisis?

## WEEK 2 So what?

4 SEP - 8 SEP

### IMPACTS

What are the associated impacts, risks and opportunities for individuals and organizations?

## WEEK 3 Now what?

11 SEP - 15 SEP

### SOLUTIONS

What are existing and potential levers for action?



### Recommendations:

- Bring your computer, paper, pen and water flask for all sessions
- Classrooms are subject to change. Please check your planning and the screens on campus on the day of the sessions for the latest updates

**Mon 28 Aug****SASI kick-off**

9.00am - 12.00pm



T205

François Gemenne  
Pauline LaravoireWelcome to SASI, Introductory  
Remarks on the Triple Crisis, SDGs

Mandatory for all

**Welcome to HEC**

1.30pm - 5.15pm



T-Blondeau



Various speakers from HEC

Welcome to HEC, Speech of the Dean,  
HEC Talents, Prevention, Medical,  
Legal Stay, Insurances, Handicap

Mandatory for MS students

**Tue 29 Aug****Climate Fresk & 2Tonnes Workshop**

9.40am - 5.50pm

Various classrooms in T Building (see details in the document  
"Climate Fresk and 2Tonnes Workshops SASI 290823")

Various facilitators



Mandatory for all

**Wed 30 Aug****The Climate/Energy Nexus**

8.30am - 12.50pm



T307



Maxence Cordiez, Engineer, CEA



Climate, Energy, Energy Transition, Decarbonization

Optional [video](#) for French speakers

Mandatory for all



Maxence Cordiez is an energy-climate expert. He is an engineer and graduate of the École Nationale Supérieure de Chimie de Paris, Chimie ParisTech. After several positions in design engineering (Naval Group, Altran), he joined the French Embassy in London as deputy nuclear counselor. Since 2018, he has been working for a public research organization specializing in energy, CEA. In parallel, he regularly publishes articles on the relationships between energy, climate change and ecology in national newspapers and specialist journals. He is a member of the Expert Committee of the Connaissance des énergies website.

# Can we have sustainability without human rights?



2.40pm - 5.50pm



T307



Charles Autheman, Independent consultant



Human Rights, BHR Framework, UNGPs, HRDD Legislation, International Labour Standards



Mandatory for all

Please answer [this short survey](#) before 28th August 23:59 CEST for the speaker to get a better idea of how much you already know about and are interested in the topic of business and human rights prior to his session.



Charles Autheman has been organizing workshops for journalists, trade unionists and communicators for the past 10 years in over 20 countries, mostly in MEA and South Asia. His areas of expertise include labour migration, forced labour, child labour, human trafficking, and international labour standards. A graduate of Sciences Po Paris and HEC Paris, he teaches global labour governance at the Sciences Po Paris School of International Affairs, has introduced a BHR elective course at HEC Paris, and is supporting the French national strategy to eliminate forced labour and child labour.

## HAKA Unity Dance



6.30pm



Outside next to the Hall of Honor



Joe Edwards, International Rugby Player



More info [here](#)



Not mandatory but highly recommended!

## Thu 31 Aug

# Food security at the crux of contemporary challenges



8.30am - 10.00am



T307



Lan Anh Vu Hong, Member, Les Greniers d'Abondance



Food systems, Food Security, Food Resilience



Mandatory for all



Lan Anh VU HONG is an independent consultant in ecological transformation and education, 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), a practical and educational guidebook on climate action in French.

# Ecological crisis... or crisis of our way of inhabiting the world?



10.10am - 12.50pm



T307



Florence Brunois Pasina, Ethnologist, College de France



Anthropology



Mandatory for all



Florence is an ethnologist (CNRS) attached to the Chair of Anthropology of Nature at the Collège de France. She is the co-director of the Laboratory of Social Anthropology and teaches at the School of Advanced Studies in Social Sciences. Her research focuses on the compositions of the world and the resulting ecological know-how and living together in Papua New Guinea, Africa and Europe.

## Water economics

Is H<sub>2</sub>O the new CO<sub>2</sub>?



2.40pm - 5.50pm



T307



Esther Crauser Delbourg, Water economist



Water as an economic good, Water Crisis



Mandatory for all



Esther is a water economist, trained at Essec Business School and Paris School of Economics, with a Ph.D. in economics from Ecole Polytechnique and Columbia University (US), focusing on the water footprint of agricultural goods and water-related conflicts. She has been working for 10 years in water management consulting, among which 7 at AXA, building the Group's Climate, Biodiversity and Water strategy. She taught at Sciences-Po, the Sorbonne and Columbia University and works with many media on water issues.

**Fri 1 Sep**

## World Inequalities

How is the wealth created distributed today? A short tour of the 2022 World Inequality Report



8.30am - 9.30am



T206



Lan Anh Vu Hong, Member, Les Greniers d'Abondance



World Inequality Report/Lab/Database, Income, Wealth, Social and Environmental Inequalities and Justice



Mandatory for all

## Ecological transition... or economic transition?



9.40am - 12.50pm



T206



Aicha Ben Dhia, Independent researcher and lecturer



Water as an economic good, Water Crisis



Mandatory for all



After her Masters in applied maths at ENS Paris, Aicha earned a PhD in economics at MIT, under the supervision of Esther Duflo. She worked with Pole Emploi data and undertook field experiments to understand the impact of professional training on unemployed people. In 2019, she left academia to launch 2050, a VC fund dedicated to the socio-ecological transition. She was in charge of content creation on the environmental crisis and led several portfolio investments, both in start-ups and nonprofits. She is now working full-time as an independent researcher and lecturer for private firms, public organizations and universities on topics like climate change, biodiversity, carbon accounting...

## Biodiversity wonders... and collapse

What is biodiversity and why should we care?



2.40pm - 5.50pm



T206



Marc-André Sélosse, Microbiologist & Professor, National Museum of Natural History



Biodiversity




Mandatory for all




Marc-André Sélosse is a microbiologist and professor at the National Museum of Natural History. He has specialised in symbiotic relations between fungi and trees, and has been involved in mainstream education on various topics related to the wonders of life and ecosystems in general, and their relations to human societies. He is the author of many books on microbes, the life of soils, etc.


Mon 4 Sep

## Presentation of SASI S2 Specialization Tracks

 9.40am - 11.10am


 T205

 Pauline Laravoire  
Rodolphe Durand

 Mandatory for all

## Climate change is more than an environmental issue


Human impacts, geopolitics and adaptation futures

 11.20am - 12.50pm

 T205

 François Gemenne

 Adaptation, Vulnerability, Habitability, Migration, Conflicts, International Cooperation


 Mandatory for all



François Gemenne is a professor at HEC Paris and a researcher with the National Fund for Scientific Research (FNRS) in Belgium. His research deals mostly with climate geopolitics and governance. He was a lead author for the IPCC's Sixth Assessment Report, and is the co-director of the Observatory on Climate and Defense of the French Ministry of Armed Forces. He holds a joint doctorate from Sciences Po and the University of Liège (Belgium). He is also the president of the Scientific Council of the Fondation pour la Nature et l'Homme (FNH), a major French environmental NGO.


## General concepts on climate change and carbon accounting


Understand key facts on carbon budgets, Paris Agreement, 1.5°C target, the Kaya equation and carbon accounting methodologies

 2.40pm - 4.50pm

 T205

 César Dugast, Manager, Carbone 4

 Carbon emissions, Net Zero, Paris Agreement, Carbon Footprint, SBT, Decarbonization

 Mandatory for all



César is a manager at Carbone 4. He leads the Net Zero Initiative, a project aiming to give more credibility to the concept of “net zero” for the private sector. He is also the cofounder of éclaircies, a non-for-profit organization that empowers the civil society on complex climate and biodiversity topics.

## Presentation of the Launchpad (Entrepreneurship Track)



5.00pm - 6.00pm



T205 (the speakers will speak remotely on [Zoom](#))



Launchpad team



Not mandatory but highly recommended!  
Bring one computer each

### Tue 5 Sep

## 3Zero World Forum

by Convergences



9.00am - 6.00pm (a bus will leave from campus - HEC Entrance - at 7.30am)



Palais Brongniart, Paris



Various sessions and speakers. See the [Forum's website](#)



Mandatory for all

## SASI Alumni Meet



6.30pm - 10.00pm (a bus will leave from Social Bar at 10.00pm back to campus)



Social Bar, 25 rue Villiot, 75012 Paris



SASI Alumni (mostly from recent cohorts)



Not mandatory but highly recommended!

### Wed 6 Sep

## Impact Entrepreneurship - Panel



9.40am - 11.10am



T307



Various speakers from the ecosystem of the [HEC ESS Accélérateur](#)



Social Entrepreneurship



Mandatory for all



# The Reality of Corporate Decarbonisation

Practical examples from scope 3 decarbonisation: roadblocks and successes



11.20am - 12.50pm



T307



Olivia Schootstra, Global Sustainability and Sourcing Specialist, GE Renewable Energy  
Thomas Harre, Sustainability & Energy transition Consultant, Capgemini Invent



Corporate Decarbonization, Scope 3 Emissions, Change Management



Mandatory for all



Olivia Schootstra works as a Global Sustainability and Sourcing Specialist at GE Vernova's Wind Segment. She drives upstream scope 3 decarbonisation from GE's emissions related to their purchased goods and services, increasing transparency and supporting suppliers as they embark on their sustainability journey. Olivia graduated from SASI in 2020 with Thomas, and holds a B.A. in Liberal Arts and Sciences from Maastricht University



Thomas Harre is a Senior Consultant at Invent, Capgemini's consulting branch. He is now part of Invent's Sustainable Futures team, which helps clients in their environmental transition. Thomas graduated from SASI in 2020 with Olivia and holds a business and international relations bachelor's degree from the University of Southern California.

## AI and Corporate Sustainability

State of the art, risks, and opportunities



2.10pm - 4.10pm



T307



Theo Alves Da Costa, Head of AI for Sustainability & Climate, Ekimetrics

Natalia de la Calzada, AI for Sustainability, Ekimetrics

Domitille Prévost, Manager AI for Sustainability & Climate, Ekimetrics



AI, Data Science, Social and Environmental Impacts of Technology, AI for Good



Mandatory for all



Theo Alves da Costa is a data science and AI expert with over 8 years of experience leading and industrializing data science projects in areas of environmental sustainability, human health & education, and responsible AI, both in his role as Head of AI for Sustainability at Ekimetrics and co-president at the association Data for Good.




Natalia de la Calzada is a sustainability specialist whose role is to embed sustainability regulations, frameworks and initiatives into AI and data tools, also applying sustainable & ethical AI principles.



Domitille Prévost is a data scientist who develops AI tools for financial institutions to scale their sustainable investment efforts.

# The Climate Justice Challenge


Using law to bring systemic actors into action

 4.20pm - 5.50pm

 T307


 Jeremie Suissa, General Delegate, Notre Affaire A Tous

 French and European Environmental Law, Systemic Change

 Appetizers: [UN Secretary-General's remarks at the 2023 World Economic Forum](#); [From climate denial to greenwashing](#); [A glimpse at the french climate litigation](#); [Convicting the French state : The case of the century](#).

Main courses: [Burning world : corporate accountability](#) (p.59); [Big oil debt](#)


What's next: [Climate litigation, the big picture](#); [Building the european due diligence](#)

 Mandatory for all




Jérémie Suissa has been General Delegate of Notre Affaire À Tous (NAAT) since January 2022. A former Chief of Staff of several deputy mayors at Paris City Hall, he has demonstrated throughout his professional experience a strong commitment to issues of social and climate justice, as well as a significant ability to carry out projects with strong social repercussions. He's now driving with NAAT's community the fight for climate justice, mainly throughout climate litigation.

## Launchpad Testimony

 6.00pm - 7.00pm

 T307

 Isabella Vilsmeier (SASI and Launchpad Alumna 2023)


Estelle Radi (SASI and Launchpad Alumna 2023)

 Not mandatory but highly recommended!

## Thu 7 Sep

### The Irony of Rare and Critical Metals


Their abundance and the destruction they cause

 9.30am - 11.00am

 T307

 Guillaume Pitron, Journalist, Documentary maker, Associate Researcher

 Metals' Ecology and Supply Chain, Geopolitics of Critical Resources, Technology, Renewable Energy, Circular Economy

 Mandatory for all



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.).

## The Dark Cloud

How the Digital World is costing the Earth



11.30am - 12.30pm



T206



Guillaume Pitron, Journalist, Documentary maker, Associate Researcher



Mandatory for all

This session will be proposed under the format of an HEC Insights - Transition Series conference, also open to HEC collaborators

## Seizing the Moment

Planetary Health and the Imperative of Sustainable Transformation for Human and Planetary Well-being



2.40pm - 4.10pm



T307



Anneliese Depoux, Director, Virchow-Villermé Centre



Planetary Health, Sustainable Transformation, Interconnectedness, Human Well-being, Environmental Health, Biodiversity Loss, Climate Urgency, Social Transformation, High-quality life, Medical Emergency, Positive Social Change, Holistic Approach



Mandatory for all



Dr. Anneliese Depoux, director of the Centre Virchow-Villermé, is an accomplished scientist specializing in global and planetary health. With her doctorate in Information and Communications Sciences, she has led the Centre to prominence in Europe's planetary health research. Anneliese coordinates collaborative projects to address global health issues, emphasizing the need for interdisciplinary approaches. Her work has been published in renowned journals such as The Lancet, highlighting the critical role of effective communication in tackling global health challenges. She envisions the Centre as a crucial platform to foster dialogue between research and policy, particularly in the context of integrating sanitary and ecological emergencies.

## The Future of Sustainability in a Post-Trust World

The essential role of brand communications in building back trust with citizens and ensuring the acceleration of the sustainability movement



4.20pm - 5.50pm



T307



Anna Öhring, Founder, Tuulee




Greenwashing, Transparency, Trust, Sustainability and Green Claims, Communications



Mandatory for all




Anna is a purpose and sustainability strategist, and the founder of Tuulee based in Amsterdam: a sustainability communications consultancy. She believes brands can play a pivotal role in accelerating sustainability progress by focusing on purpose, transparency and collaboration. Tuulee works with world famous companies including Diageo, H&M, L'Oreal, Libresse and VISA, to build their brands through sustainability communications. She graduated with High Honours in 2018 with a Master's in Sustainability and Social Innovation from HEC Paris, having written her thesis on methodologies to prevent greenwashing.

 6.00pm - 7.00pm

 T307


 [S&O](#) Team

 Mandatory for all


## Fri 8 Sep


### The European Green Deal


Characterizing and taking stock of EU's new economic strategy

 9.30am - 11.00am

 T307

 Pascal Canfin, Chair, ENVI, European Parliament

 European Green Deal


 Mandatory for all





Pascal Canfin has been Chair of the European Parliament's Environment, Public Health and Food Safety (ENVI) Committee since 2019, and is one of the main architects of the Green Deal. Pascal was recently ranked as one of the top 3 most influential political leaders on European environmental policy by Politico, a specialist media outlet on European issues. As an MEP in the centrist group Renew, he was instrumental in the adoption of a European Parliament declaration on the urgency of climate change in 2019. Prior to this position, Pascal Canfin was Director General of WWF France from 2016 to 2019. From 2014 to 2015, he was Senior Climate Advisor at the World Resources Institute and co-chaired the Commission on Innovative Climate Financing. In 2012, he was Minister Delegate for Development at the Ministry of Foreign Affairs during F. Hollande's presidency. From 2009 to 2012, he was also a member of the European Parliament.


### Climate Emotions in Young People


Understanding a global phenomenon and addressing it


 11.30am - 1.00pm

 T307 (the guest speaker will speak remotely on [Zoom](#))

 Dr Laelia Benoit, MD, Ph.D. Child and Adolescent Psychiatrist - Associate Research Scientist, Yale University and Inserm

 Climate emotions, Eco-anxiety, Good and Bad Climate Change Communication, Children and Adolescent's Climate Emotions and Climate Actions, Overcoming Childism

 [Climate change anxiety and mental health](#); [Understanding youths' concerns about climate change](#); [Climate awareness, anxiety and actions among youth](#); [Review: Ecological awareness, anxiety, and actions among youth and their parents](#)

 Mandatory for all  
Bring paper and pen



Dr. Laelia Benoit, MD, Ph.D, is a French and Brazilian Child and Adolescent Psychiatrist at the Yale Child Study Center and associate researcher at Inserm (France). Dr. Benoit is the co-director of QUALab, Qualitative and Mixed Methods Lab, a French-American collaboration. Dr. Benoit's previous research focused on early intervention in psychosis, anxious school refusal, and access to care for minorities. Her current research assesses the impact of climate change on the mental health and well-being of children and adolescents in three countries (the US, Brazil, and France).

# Building a regenerative economy

The world in which business isn't a planet killer



2.40pm - 4.10pm



T307



Yannick Servant, Co-founder, Convention Entreprises Climat (CEC)



Triangle of Inaction, Prisoner's Dilemma, Regenerative Economy, Business Model Reinventions, Cooperative Strategies



Mandatory for all



Yannick graduated from HEC in 2012 and spent the first 8 years of his career in the tech and startup scene in different sales and marketing roles, including a short stint at Google. In 2020, in the midst of COVID lockdowns, he decided to make a switch and through various encounters, co-founded the "Convention des Entreprises pour le Climat" (or Climate Enterprise Convention), modeled after the "Convention Citoyenne pour le Climat" but for CEOs. He's a strong believer in the idea that if the same amount of energy was invested in sustainability as is in every new tech unicorn hunt, we'd be in quite a different place...

## From the commitments of an international Group to the operational transformation on a local market scope: the example of L'Oréal France



4.20pm - 5.50pm



T307



Elodie Bernadi, Sustainability and CSR Director, L'Oréal France



Corporate Sustainability and CSR Strategy, Change Management



Mandatory for all



A graduate of NEOMA Business School (Reims), Elodie Bernadi began her career with Danone and Rémy-Cointreau in marketing roles. She joined L'Oréal in 2011, in marketing for LaSCAD (the entity that brings together French heritage brands such as Dop, Cadum, Mixa...) and then joined the international marketing teams of the Consumer Division at L'Oréal Paris, where she worked on the development of Elsève and then Mixa. In 2017, she became General Manager France for the Garnier brand. In March 2021, Elodie Bernadi was appointed Sustainability and CSR Director at L'Oréal France (which brings together the fifty brands of the L'Oréal Group in France) and, as such, is in charge of the transformation of the entity's model across its four divisions.

**Mon 11 Sep**

## Discover Impact Consulting

In the shoes of a consultant hired by a social entrepreneur in Cameroon



9.40am - 12.50pm and 2.40pm - 5.50pm



T208 (and then student groups will split in T208 & T209)



Olivier Kayser, Founding Partner, Hystra  
 Guillaume Massot, Senior Strategy Consultant, Hystra  
 Félix Grondin, Junior Strategy Consultant, Hystra  
 Lucie Bévierre, Strategy Consultant in Inclusive Business, Hystra



Value Proposition, Positive Externalities, Network Effects, Value Delivery System



Mandatory for all

Half of the cohort will attend this session in the morning, the other half in the afternoon (in parallel with the Inner Development Goals workshop described below)



Olivier Kayser (HEC 79) founded Hystra in 2009. He was a VP Europe of Ashoka, launching its France and UK operations and founded the Ashoka Support Network, and worked for 18 years at McKinsey, across Europe, the US and Asia, where he was a Senior Partner.



Guillaume Massot (MsC from ESSEC) joined Hystra in 2019 after working for a foundation in Benin. Guillaume has supported a social company in preparing and leading a 2-year market test to assess the commercial viability of a food supplement for Pregnant and Lactating Women in urban areas of Pakistan.



Félix Grondin (MsC from ESCP) joined Hystra in November 2022 after working for a consulting firm on digitization projects for east-african governments. He has notably supported a multinational in the construction of an impact fund.



Lucie Bévierre (MsC from HEC, Entrepreneurship Major) joined Hystra in April 2023 after creating a silver economy startup, and has notably worked on last-mile distribution and health in Tanzania

# Inner Development Goals

How inner development can accelerate the global agenda for sustainable development



9.40am - 12.50pm and 2.40pm - 5.50pm



T205 (and then student groups will split in T205 & T207)



Åsa Jarskog, CEO, Global Leadership for Sustainable Development; President, Sweden Africa Chamber



IDG Framework, IDG Capacities, Focus on specific IDGs such as: Inner compass, Presence, Complexity Awareness, Perspective Skills, Sense-making, Appreciation, Courage



Mandatory for all

Half of the cohort will attend this session in the morning, the other half in the afternoon (in parallel with the Impact Consulting workshop described above)

You are expected to do two short, fun and important preparatory exercises before the session:

- [Values Mapping](#), which will help you map out some of your most important personal values
- [Strengths Assessment](#), which will help you discover your greatest strengths

Please reserve a time and place where you may do the exercises fully present and undistracted. You can do them in your preferred language, on your smartphone or computer. Nobody else will see your results, but you will need to access them during the session, so take a screenshot of your results or remember your chosen passwords for the accounts you created.



Åsa has a Masters Degree in International Business Administration and Economics from Ecole Supérieure de Commerce de Paris and Lund University in Sweden. She is a certified Leadership Coach and has obtained specialized certificates from Massachusetts Institute of Technology, Springfield University, the World Bank, Self Leaders, Eunonia Leadership Academy, Deep Democracy Institute and Harvard Business School.

Åsa has worked for the World Economic Forum, for the United Nations, several Governments, Inter-Governmental Organisations, Development Banks, as well as academic institutions including Stockholm School of Economics, INSEAD, Scottish Leadership Institute, Kasetart University, Tecnológico de Monterrey and Indian Institute for Finance. She has over 30 years working experience within Sustainable Business Development, Strategy and Leadership in 61 countries in Africa, Europe, Asia and Latin America,

## Personal Branding & Relationship Building for Impact



6.00pm - 8.00pm



Wunder Bar (M Building)



Meghdut Roy Chowdhury, Chief Innovation Officer, Techno India Group



Personal Branding, Networking, Relationship Building



Mandatory for all



Meghdut Roy Chowdhury is a serial entrepreneur, community builder and social change maker. He started his first company at the age of 19, a music recording studio by the name of BlooperHouse Studios, which has till date produced more than 3000 albums and artists from across the world. Meghdut has a Masters' in Management with a specialisation in International Business from HEC Paris, Stanford University and Tel Aviv University. He is currently the Director, Global Operations at Techno India Group, one of the largest educational conglomerates in India and has been driving a new wave of experiential inter-disciplinary learning for adults through the recently established Offbeat CCU, a school of the future. He also runs a co-working space/startup incubator called 'Technopreneurs Surrogate Ventures' in Kolkata. He has recently co-founded Bengal Business Council to promote Entrepreneurship and change the narrative around doing business in the East and currently advises HNIs and Family Offices on cross-border transactions.


Tue 12 Sep

## Presentation of HEC Talents

 9.00am - 9.30am


 T205

 Gabrielle Nguyen (HEC Talents)

 Mandatory for all

## Redirect political action to the ecological emergency

Views from committed citizens

 9.40am - 11.50am


 T205


 Adélaïde Charlier, Climate and Human Rights Activist

Claire Lejeune, Climate Activist, PhD candidate

Côme Girschig, Lecturer

Tanguy Descamps, Lecturer, Coordinator of the Book "Basculons !"

 Ecological Planning, Politics, Citizen Involvement, Campaigning, Strategies to break down the barriers, Intergenerational Action, Donut Theory, Ecological Lobbying ; Power of Social Networks, Artivism, Wealth Indicators ;

 Mandatory for all



Adelaide Charlier is a Belgian activist fighting for climate and social justice. She co-founded the Youth for Climate movement in Belgium. She is mainly known for her involvement in the fight against climate change. Inspired by the actions of Greta Thunberg, she is one of the leading figures, alongside Kyra Gantois and Anuna De Wever, of the first school strikes for climate in Belgium. She fights a lot in Brussels to encourage the adoption of ecological laws.



Climate activist and philosopher at ENS Lyon, Claire has worked in different institutions and political organisations, especially in the European Parliament on climate politics and migrations. Claire is currently PhD student at Sciences Po, researching and writing on "Planning facing crisis : a critical genealogy of a modern way of government", under the supervision of Pierre Charbonnier.



Côme Girschig graduated from the Ponts et Chaussées and Sciences Po Paris. He founded the awareness association Young Ambassadors for the Climate and had various functions in other movements. From 2016 he followed the UN climate negotiations in particular as a young delegate within the French inter-ministerial delegation. In 2019, he represented French youth at the UN World Youth Summit for the Climate, and then became reporter at the Climate Convention. In 2020 and 2021, he initiated two lawsuits related to 5G. His activities often lead him to speak in the media and conferences on various themes related to ecology.



Graduate in political sciences and sociology from Sciences Po Bordeaux and the University of Stuttgart, Tanguy has participated in the movement "La Bascule" in 2019. He has worked on ecological accounting and food resiliency in the past years, alongside working on a book, "Basculons ! dans un monde vi(v)able", published 2022 (Actes Sud). He continues to write on subjects related to the ecological shift and conducts lectures on planetary boundaries and ecology in schools and universities.



# Transform the finance industry for a better world

A challenge?



2.00pm - 5.00pm



T205



Patrick Sapy, CEO, FAIR - Label Finansol



Responsible Finance, Impact Investing, Responsible Finance, ESG, Social Finance, Impact Strategy, Impact Measurement



Mandatory for all



Patrick graduated from Grenoble Institute of Political Science and holds two masters in Development Economics and Banking & Finance. He started his career as a loan officer in the French microfinance pioneer, Adie. After 5 years of banking experience (retail & investment banking), he joined Adie again as a regional manager, Chief Financial Officer and Development & Partnership manager. In 2008, he developed a specific program of funding for social entrepreneurs. In 2010, he started the development a microfinance institution in Belgium with the support of the European Investment Fund, Adie and BNP Paribas. He was CEO of the company during 9 years and became President of the European Microfinance Network in 2014. In 2019, Patrick returned to France and was appointed General Manager of Finansol which he merged with Impact Invest Lab to create FAIR.

## Managing a Constellation: systems change through seven principles



5.10pm - 6.30pm



T205 (the guest speaker will speak remotely on [Zoom](#))



Jeroo Billimoria, Co-Founder & Chief Facilitator, One Family Foundation & Catalyst 2030



Systems Change, Co-creation, Impact, Theory of Change, Collaboration



Mandatory for all




Jeroo Billimoria is the founder of several innovative and award-winning NGOs, with over twenty years' experience running systems change organizations as a Skoll Awardee, and Ashoka and Schwab Fellow. Among her previous organizations are Child and Youth Finance International, Aflatoun International, Childline India and Child Helpline International, which have helped enable the financial inclusion and protection of children and youth in more than 180 countries. Jeroo is now founder of One Family Foundation, which incubates social innovations, helps them scale, and is currently anchoring Catalyst 2030 – a global network working to accelerate progress towards the SDGs through radical and transformative social innovation at the country level.

**Wed 13 Sep**


## How to plan the low-carbon transition?

The example of The Shift Project's French Economy Transformation Plan: a proposal for planning the economy and employment towards transition

 9.40am - 11.50am

 T307

 Vinciane Martin, Project Officer, The Shift Project

 Decarbonization, Resource Use Conflict, Sufficiency, Jobs and Employment, Planification


 Mandatory for all



Vinciane Martin is working at The Shift Project, a French think tank promoting the transition to a low-carbon the economy. She joined The Shift Project to work on employment, and more specifically on jobs and skills required to decarbonize the French economy. She has also worked on the integration of ecological issues into management education. She graduated from HEC Paris, and as a student, was a founding member of the collective "For an Ecological Awakening".


## Circular Economy Unveiled: The Why, How, What of Sustainable Transformation


Harnessing Circular Economy in Tourism

 1.40pm - 3.10pm

 T307

 Julia Martinez Cabrera, Founder, CircleBee

 Circular Economy Discourses, Rebound Effect, Butterfly Diagram, R Strategies, Systems Thinking

 Mandatory for all



Julia Martinez Cabrera is a researcher, educator and consultant in the circular economy transformation. Julia advances the circular economy transformation in the tourism industry and derives learnings for other service-driven industries. She also explores drivers of circular adoption such as circular innovation, circular transformation and data for circularity. She has advanced these topics in her various roles as academic director for circular economy and tourism at the University of Las Palmas de Gran Canaria, lecturer at Toulouse Business School and consultant to the United Nations (UNECE) for circular tourism.

## Transitions: The power of imagination, local communities and hands-on approaches



3.30pm - 5.30pm



T307



Rob Hopkins, Author, Professor, Ashoka Fellow, Co-founder of the Transition Network



Transitions, Imagination, Local Action, Community Action, Scaling, Positive Thinking



Mandatory for all



Rob Hopkins is the co-founder of Transition Network and of Transition Town Totnes, and author of several books including 'The Transition Handbook' and most recently, 'From What Is to What If: unleashing the power of imagination to create the future we want'. He is an Ashoka Fellow, has spoken at TED Global and at several TEDx events, and appeared in the French film phenomenon 'Demain'. He holds a PhD from the University of Plymouth as well as 2 Honoris Causas, and is a Director of Totnes Community Development Society. He hosts the podcast 'From What If to What Next'. In November 2022 he was made an Honorary Citizen of Liège in Belgium by the Mayor of the city. His website is [robhopkins.net](http://robhopkins.net).

## Longing on a large scale is what makes history



8.00pm-9.15pm



T-Blondeau



Rob Hopkins, Author, Professor, Ashoka Fellow, Co-founder of the Transition Network



Not mandatory but highly recommended!

This session will be proposed under the format of an HEC Talk, i.e. a conference open to all HEC students and collaborators

### Thu 14 Sep

## French Breakfast



8.30am - 9.20am



T-Hall of Honor



Open to MS students only

# RISE – Our World Heritage –

## The serious game

In partnership with Schneider Electric & BCG



9.30am - 12.30pm



T205 (and then student groups will split in T009-10-11-12-13)



Dr Nicolas Plain, Founder & President, RISE

Various facilitators from Schneider Electric



Local Knowledge, Science & Technologies, Mitigation, Adaptation



Mandatory for all




Schneider's purpose is to empower all to make the most of our energy and resources, bridging progress and sustainability for all. We call this **Life Is On**. Our mission is to be your digital partner for Sustainability and Efficiency. We drive digital transformation by integrating world-leading process and energy technologies, end-point to cloud connecting products, controls, software and services, across the entire lifecycle, enabling integrated company management, for homes, buildings, data centers, infrastructure, and industries. We are the most local of global companies. We are advocates of open standards and partnership ecosystems that are passionate about our shared Meaningful Purpose, Inclusive and Empowered values.

[www.se.com](http://www.se.com)



Dr. Nicolas Plain is a French scientist, economist and engineer. He is a graduate of the Ecole Polytechnique Paris, the Corps des Ponts et Chaussées, the University of Berkeley, holds a PhD in economics and climate sciences from the University of Grenoble and is a member of the high French administration. Early on, he focused his energy on climate with various experiences in strategy consulting firms (BCG) and large companies (EDF, Météo France). He then joined the interministerial team in the cabinet of the Minister Ségolène Royal for COP21 and COP22. In 2020, Nicolas became ambassador of the European Union to accelerate the climate and energy transition in the Alpine territories, and is involved as an expert for the Solar Impulse Foundation. He also helps large scale companies like Schneider Electric to define their sustainable development and CSR strategies. At the same time, Nicolas is involved in scientific exploration all around the world. In 2015, he founded "Fly for the Earth" to interview paragliding scientists in order to popularize their knowledge. In 2019, he created the collection of documentaries "Save!", where, with his flying laboratory, he meets and interviews women and men who find concrete solutions on the ground to accelerate the ecological and social transition. In 2021, he was elected Fellow member of the Explorers Club, the highest distinction in the world of scientific exploration. In June 2021, he built the Dream Catcher project, an ultralight aircraft transformed into a real flying laboratory for green hydrogen. In 2022, he founded and now chairs the RISE foundation, which integrate a worldwide documentary collection to influence public and private decision-makers.

## Schneider Electric Lunch

 12.30pm - 2.00pm

 T205

 **RISE Serious Game facilitators (see above) as well as other collaborators from Schneider Electric:**

Emiliana Martinez – Future Ready Program Manager

Albert Priori – Sustainability consulting director

Gabriel Miche de Malleray – Directeur stratégie et développement durable France


Ling Jhang – Sustainability analyst SCLP

Ingrid Ziede – Circularity practice consultant

Jean Chabaud – Responsable médias France


Nicolas Griffon - Channel commercial business finance manager


Camille Mouchot – Employer Branding and University Relations leader - France


 Mandatory for all


## Today's Superstore


Can a temple of consumption become sustainable?

 3.00pm - 5.30pm (a bus will leave from campus at 2.15pm and come back to campus around 6pm)

 Carrefour Store, Les Ulis

 Bertrand Swiderski, Chief Sustainability Officer, Carrefour  
Various collaborators from Carrefour

 Agri-food Industry, Retail, Corporate Transformation, CSR Strategy, Food Transition, Customer Behaviour

 Mandatory for all




Bertrand began his career in 1995 as an environmental technician with the American food group Mars. He was then appointed Environmental Officer for Nestlé France, before becoming Sustainable Development and Environmental Advisor for Convis France. Bertrand has been the Chief Sustainability Officer of leading European supermarket chain Carrefour since 2013.


**Fri 15 Sep**


## How to start a career in Sustainability

Career advice & tips from a CSR Expert Recruiter


 9.30am - 12.50pm

 T205

 Caroline Renoux, Founder & CEO, Birdeo

 Responsibilities of a CSO, Required Soft Skills and Hard Skills in CSR Jobs, Challenges for CSR Managers, CSR Integration into the Corporate Strategy, Insights : Salary survey of CSR professionals, Job Opportunities in Paris and in France


 [The evolving role of Chief Sustainability Officer](#); [Are Chief Sustainability Officers ready to evolve](#); [The changing face of CSR](#), [The Contributive Company](#)

 Mandatory for all  
The session will also include short informative presentations from Fabrizio Contartese (Purposeful Careers Study), Janet O'Sullivan (HEC Alumni), Charlotte Lambert (HEC Transition), and members from the ESP'R association.





Caroline Renoux is a well-recognized professional in recruitment and international headhunting for 20 years. Driven by a strong environmental awareness and confident that the new social and environmental issues will lead to a revolution at least equivalent to the digital one, Caroline founded Birdeo in 2010. Birdeo is a recruitment agency, pioneer and leader in CSR, Sustainable Development, Sustainable Finance and Positive Impact Businesses. Committed, Birdeo is one of the first certified B Corp company in France since 2016, we are a purpose company and we support the Global Compact initiative. Caroline is a speaker, a contributing opinion writer and an author, she published « How to make a career in CSR and Sustainable Development ? » in 2018.

## SASI Opening Seminar Feedback Session

 2.40pm - 4.10pm

 T205

 François Gemenne  
Pauline Laravoire

 Mandatory for all