

2020

5 TRENDS

FOR PURPOSING

ASK YOUR QUESTIONS

PROGRESSIVELY

I WILL ANSWER

THEM AT THE END

THE PURSUIT OF PURPOSE

64% choose their brands
according to their point of view on social issues.
Millennials: 91%

“Every business has the potential to change the world and will not survive if it does not happen ”

Richard Branson

FROM AMBITION TO ACTION

A photograph of four people (three men and one woman) crouching in a greenhouse, surrounded by young green plants. They are dressed in business casual attire. One man is holding a smartphone. The background shows the structure of the greenhouse and some outdoor buildings.

Google for Startups Accelerator:
Sustainable Development Goals



#1 A ZERO-WASTE WORLD

#2 THE GREEN-POSITIVE PRINCIPLE

#3 THE EMO-ECONOMY

#4 THE INCLUSIVITY PARADIGM

#5 – AN A.I. WAY-OF-LIFE?

#1

A ZERO-WASTE
WORLD

#ECOANXIETY



ZERO-WASTE, REINVENTION OF CONSUMPTION



NOW



5 YEARS



10 YEARS

Emerging (still on the fringe or front end)

Mainstreaming (gaining wider traction)

Established (hitting a plateau)

LOW ACTIVITY

HIGH ACTIVITY

LOW ACTIVITY

HIGH ACTIVITY

LOW ACTIVITY

HIGH ACTIVITY

PACKAGING AS A KEY ISSUE

FROM LOW TO ZERO PACKAGING

“Packaging costs the customer more than the product. Now, the customers need to worry about how to recycle something they didn’t want to buy in the first place. If we can cut out all the plastic packaging, we can give our customers better value for money.”

M. Constantine, Lush Co-founder



UPCYCLING!

Salvatore Ferragamo
x Orange Fiber



BIODEGRADABILITY

Sustainaball by ABS



LOWSUMING

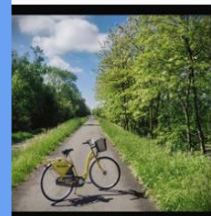


#flygskam
3 654 publications

Sabonner

Hashtags associés: #doingmypart

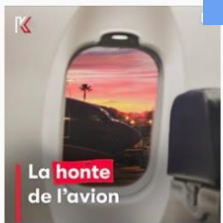
Plus de publications



"flygskam"
is a swedish word
describing the shame
one feels when flying
because of the
emissions connected
to it.

"Nur ein Strohhalm, nur ein
Einwegbecher, nur eine
Plastiktüte, nur ein Flug",
sagen 7,4 Milliarden Menschen.

#köpskam



FROM COMPETITION TO COLLABORATION



Global
Commitment

All giants signed the new
Plastics Economy Global
Commitment:
P&G, L'Oréal, Henkel,
Unilever, J&J but also
Carrefour, Target,
Walmart and Albéa

#2

THE GREEN-POSITIVE PRINCIPLE

BUYING AS A POSITIVE ACT FOR ENVIRONMENT?

81% think they can
have a **positive impact** on society
by buying products from companies
that respect biodiversity and people



ENRICH NOT EXPLOIT™ (It's in our hands)



THE HAPPY SUSTAINABILITY

The Body Shop



**PLANT-BASED
LEGO**

“We want to make a positive impact on the world around us.” Lego

MERCI

Vendredi 21 septembre, en choisissant un produit Danone, vous avez voté pour une agriculture plus respectueuse de la planète et de la santé. Grâce à vous, Danone et ses marques reverseront l'intégralité des ventes de cette journée en France, soit **5,4 millions d'euros**, à des projets en faveur de l'agriculture régénératrice. Voir plus sur sur Danone.fr

DANONE. ONE PLANET. ONE HEALTH



Danone

DANONE alpro ACTIVIA UNCLE BEN'S Danonina blédina Volvic evian BADOIT



RICARD
Elaboré avec de l'anis issu de
PLANTES FRAÎCHES

RICARD
accompagne
l'association
de développement de
**L'APICULTURE
PROVENÇALE**
et contribue
à la formation
d'apiculteurs

REGENERATIVE AGRICULTURE

MAKING GREEN GESTURES MAINSTREAM

Grow Your Greens, by Ikea



MORE THAN PLANTING A TREE

VODKA MADE FROM AIR

Air Co

- No Impurities
- No Carbohydrates
- No Sugar
- No Gluten
- Carbon Negative



#3

THE EMO- ECONOMY

THE HAPPY SOCIETY

46% of teens today say
they're so stressed,
they feel hopeless

EDGAR CABANAS & EVA ILLOUZ HAPPYGRATIE



COMMENT L'INDUSTRIE
DU BONHEUR A PRIS
LE CONTRÔLE DE NOS VIES



l'Premier Parallèle

The background features the words 'BIG DATA' in large, bold, red letters. The letters are partially obscured by various abstract patterns and colors, including blue, purple, and white. The overall aesthetic is modern and digital.

MOOD MONITORING

EMOTIONAL DATA, THE NEXT ELDORADO?

MOOD MORPHING



Dosist



Dermapositive

BETTERNESS ON THE PATHWAY



You're looking at an emotion-triggered art exhibition.

Right now the people of Stockholm seem to feel afraid.

Therefore,
COMFORT
is on display.

THE
EMOTIONAL
ART GALLERY

www.emotionalartgallery.com



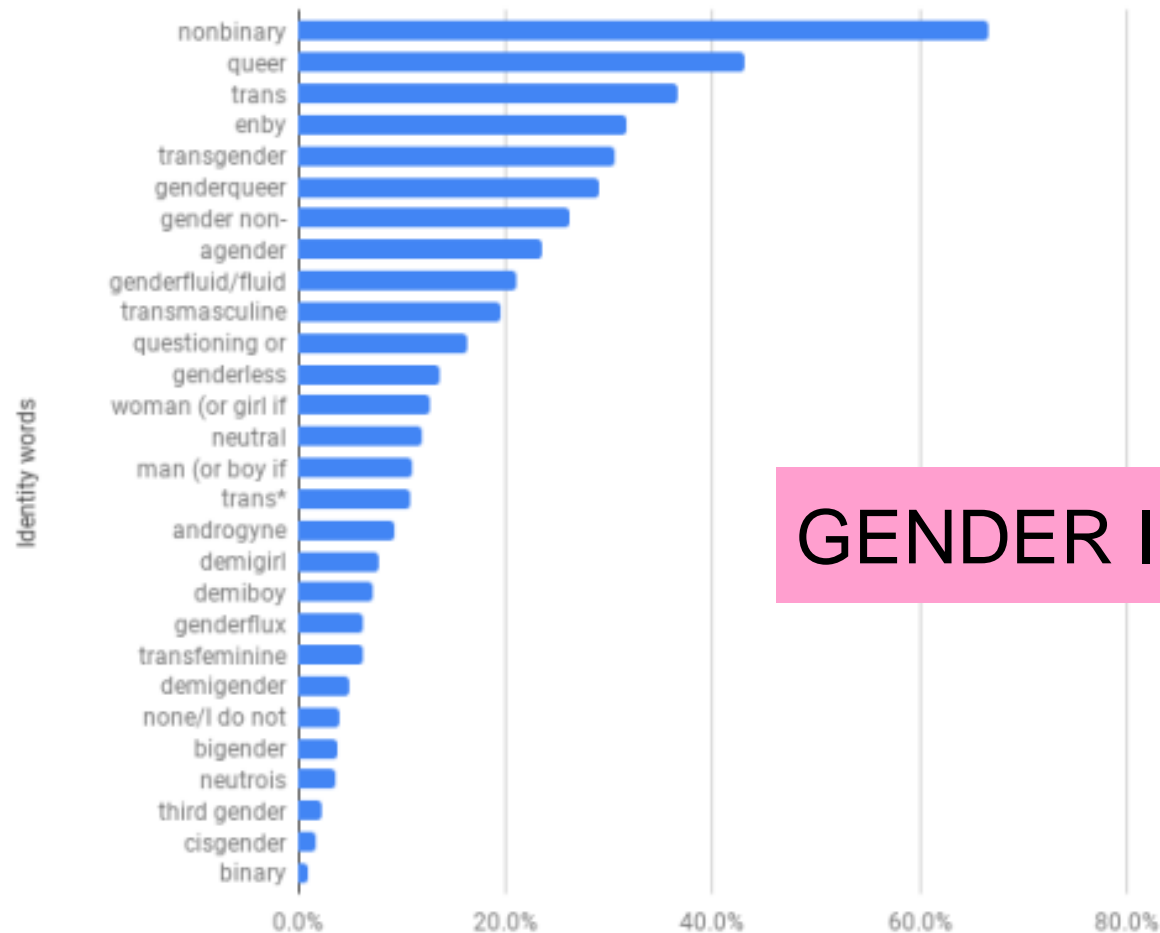
Emotional Art Gallery,
by Clear Channel & studio Affairs

Angad Arts Hotel

#4

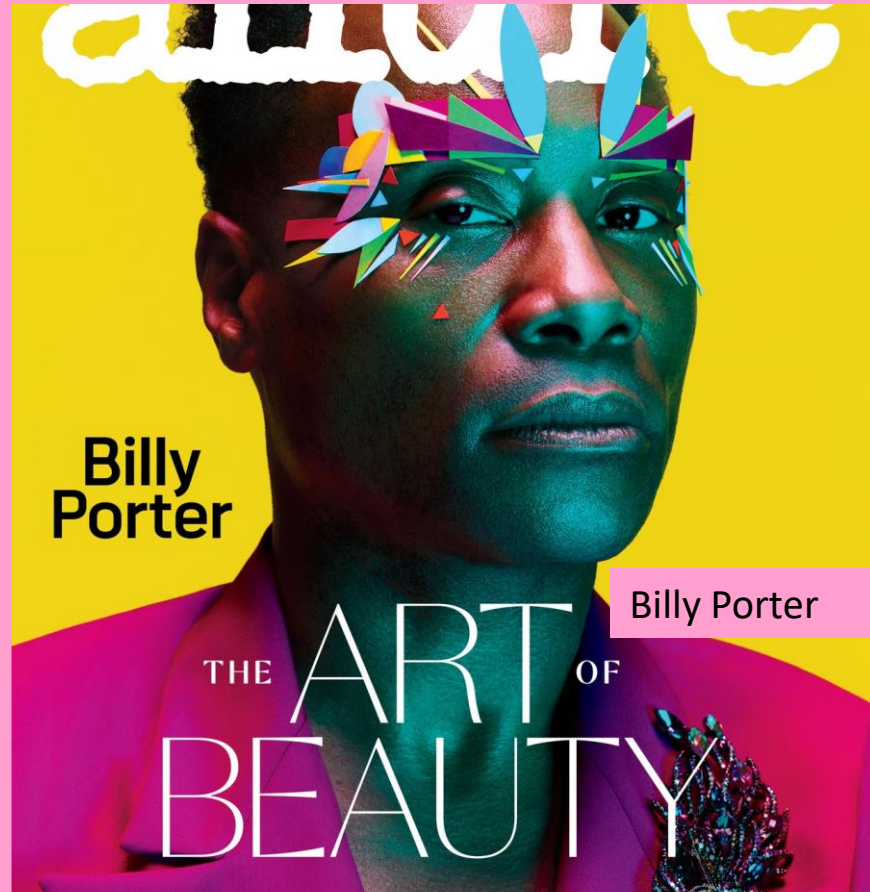
THE
INCLUSIVITY
PARADIGM

Identity words



GENDER ID ARE OPENED

GENDER INCLUSIVE (R)EVOLUTION



Billy Porter



Teddy Quinlivan
for Chanel Pick Me Up

THE RESET OF BEAUTY CANONS



A close-up portrait of actress Kerry Washington. She has long, dark hair and is looking directly at the camera with a slight smile. Her hand is resting on her shoulder. The background is plain white.

Beauty
Unaltered.

Kerry Washington
for Neutrogena



A group of diverse young people, including Kelly Rowland, are posed together. Kelly Rowland is in the center, wearing a grey denim jacket over a pink top and a shiny, sequined skirt. The group includes a young girl in overalls, a young woman in a white jacket, a young woman in a yellow hoodie, and a young boy in a dark jacket. The background is a warm, indoor setting.

Dove



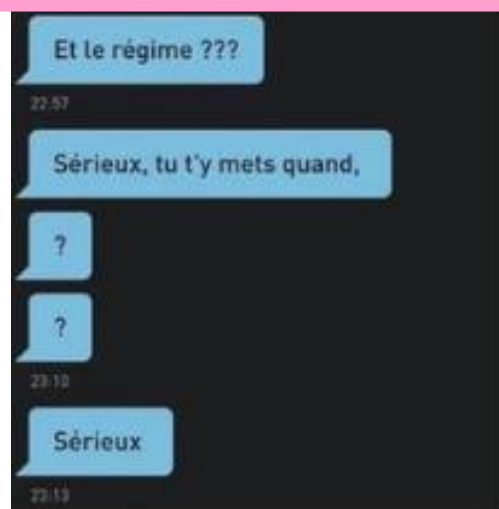
KELLY ROWLAND



NEW EDUCATION

NO SHAMING

Concrete Genie



#5

AN A.I.

WAY-OF-LIFE?

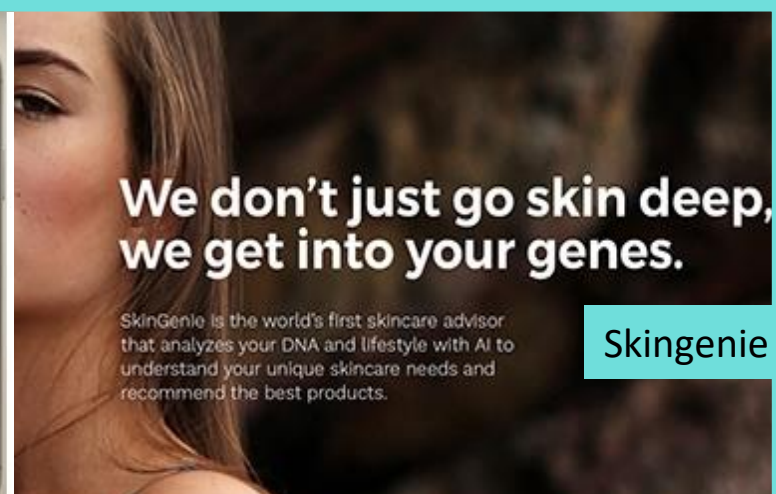
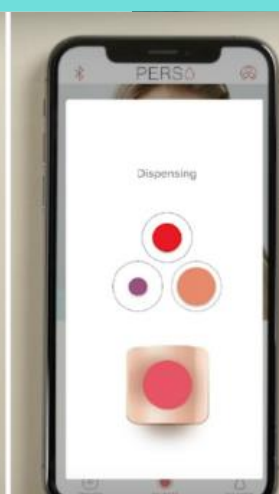


ENTERING A NEW CIVILIZATION

85% of French people think A.I. is going to be a real revolution



THE GOLDEN AGE OF AUTOMATICS?



**We don't just go skin deep,
we get into your genes.**

SkinGenie is the world's first skincare advisor that analyzes your DNA and lifestyle with AI to understand your unique skincare needs and recommend the best products.

Skingenie

DISRUPTION OF PERSONNALIZED SERVICES



Perso, by L'Oreal





HAVE

ACCEPTING THE ERA OF ROBOTS

EVER

MET

AN

Neon, by Samsung's STAR Labs

'ARTIFICIAL'

?

NEON



HAVE

EVER


MET

AN

'ARTIFICIAL'

?

NEON

The background is a complex, blue-toned digital interface. It features several glowing, semi-transparent spheres or nodes connected by thin, dark lines, creating a network-like structure. There are also various circular elements, including progress indicators with tick marks and concentric circles, suggesting a data visualization or control panel. The overall aesthetic is high-tech and futuristic.

“What is left on our shoulders? Innovative and vivacious intuition. The incandescent joy of inventing.”
Michel Serres

THANK

YOU



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