Beat: Lifestyle

SUSTAINABLE BRANDS PARIS 2019 - Redesigning The Good Life

LE CARROUSEL DU LOUVRE - PARIS

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USPA NEWS - Sustainable Brands Paris 2019 is Europe's Largest Event on Sustainability and Innovation because Sustainability is an Opportunity to innovate, a Trigger to change the Way we conduct Marketing, Management, Business...Sustainability drives Performance. There's never been a Greater Push for Sustainable Products and Technologies than there is today. We've reached a Critical Point with regards to Climate Change, and many Innovators and Businesses are stepping up to the Plate to build a Green Future.

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In the 1990s, New Technology was the Catalyst for Business Innovation. Today, Sustainability is seen as a New Way to innovate and gain or maintain Competitive Advantage. Some Companies such as Patagonia and Toyota figured out a while back that Sustainability and Innovation go hand in hand. In the last few years, more and more Companies are doing the same. Sustainability-Driven Innovation can include finding New Applications for Current Services and Products, changing existing Business Processes, developing New Products and Services, using or creating New Technologies, and changing Management Techniques, all the while ensuring that these result in Environmental and Social Benefits as well as Financial ones.

The process doesn´t have to be daunting, one Crucial Ingredient would be in communicating the business Case for Change and Action. Innovation means thinking Differently, and most People are not Comfortable with Change. Having a Clear Vision of how this Change will benefit those participating and those potentially being Impacted in the Future by the Change goes a Long Way to gaining buy-in. So does involving the Individuals that will be impacted. Decisions have to get support from the Top. It is not enough for Executives to state that this is a Priority; they must act upon it. It must be Part of the Strategic Plan and woven into the Roles of the Different Departments.

Another Ingredient should be taken into account, collaborating and obtaining input from External Stakeholders. This can include Customers, Nonprofit Organizations, Suppliers, the Community and even Competitors.... Sustainability-Focused Innovation does not have to mean an Overhaul of the Entire Organization. Even the Small Ideas can save big and have a big impact. Many Examples exist where a Small Change led to Bigger Changes and Bigger Savings, for the Company as well as for the Planet.

Sustainability is the New Mantra for Strategic Differentiation. The Global Brand and Marketing Industry is abuzz with Brands implementing New Sustainability Initiatives. Becoming recognised as a “Sustainable“ Organisation can enhance Brand Equity, unlock Opportunities to create New Markets and launch Sub-Brands, Line Extensions and Packaging Innovations. Becoming a Sustainable Brand requires Organisations to put Processes in place at Every Level of the Organisation, ensuring they all work in Harmony to achieve the Sustainable Goals. To be effective, Communication needs to be Holistic, addressing Investors, Internal Stakeholders and Consumers. Organisations need to engage in Advertising Campaigns and PR Initiatives; gain Recognition from Industry Bodies; and obtain Impactful Certifications and any form of Unpaid Visibility they can achieve. To avoid being accused of Green Washing, Organisations should aim for the Widest Implementation of Sustainability Initiatives.

As Human Beings grow increasingly more aware of the Damage our Lifestyles are having on the World around us; we´re beginning to search for Effective Ways to protect our Environment. Part of that Transformation means teaming up with Socially-Conscious Brands who put the Needs of the Planet before their Profit Margin. Corporate Social Responsibility or “CSR“ is more than just a Way for Brands to stand out. Sustainable Branding is starting to become an Expectation for today´s Consumers...The Future of Branding is

Emotional, Responsible, and driven by the Quest for a Healthier World.

We´ve reached an Important Pivot in Sustainability, one that puts a bit more Pressure on Businesses and Brands to step up and fuel Change. As the World sees the Negative Effects of Climate Change, Water Scarcity, Species Extinction, etc. play out in Real Time, Brands have the Opportunity to play a Huge Role in actively championing Better Policies, transforming Markets, and changing Consumer Behavior at Scale.

What we can learn from the Top Transformative, Sustainable Brands of Today : Brand Partnerships - A Shift in Mindset: Negative to Positive Impact - To Be Bold and Take a Stand, Profits Aside. We can use as definition "Sustainability is a Balance between the Financial, Human, and Environmental. It is about living your Values and acting with Integrity, Responsibility and Generosity. It is about being in a Community of Discussion, Dialogue and Action, because no Person or Company is an Island and Everything is Interconnected."

Was held during Three Days (April 23-24-25, 2019 @ The Carrousel Du Louvre in Paris - FRANCE) the "Sustainable Brands Paris 2019 - Redesigning the Good Life".

-- Tuesday, April 23, 2019
** Welcoming Adress by Koann Vikoren Skrzyniarz (CEO Founder Sustainable Brands & Guillaume de Vesvrotte (CO Global Sustainable Inovation - Pixelis)
** Master of Ceremony was Kristen Davis
** General Opening "Become a sustainable brand, be bold !
** Plenary To Inspire : NEW SPACES
1) - The City is the best playground to engage citizens / Consumers
2) - The magic of retail, a tangible way to pollinate
3) - The space superpower
** Plenary To Inspire : FEEL GOOD
4) - Empower the people
5) - My rreason to engage
6) - Thank God it's Monday
7) - Who leads innovation : consumers or brands ?
8) - Beyond the product, make them feel good for good
9) - Tell them the right story and I shall change the world
10) - Oui to sustainable cuisine

-- Wednesday, April 24, 2019
** Plenary To Inspire : FAIR & INCLUSIVE
1) - Enlighten the Planet
2) - Is sustainable Capitalism an Opportunity or a Potential Faud ?
3) - A Good Life for everyone please
4) - The More you adress Differences, the Better you innovate
5) - CSR : what have we done wrong and why are we on the Right Track now ?
6) - How do we give the Next generation better assets to succeed (where we've failed) ?
** Plenary To Inspire : VIRTUOUS VALUE CHAIN
7) - Embrace our Humanity
8) - Don't stay out of the Loop
9) - The war on waste is a Story of Love
10) - Collapse or / and Resilience ?
11) - Planet Heroes : guess who's next ?
12) - Virtuous Velue Chain : how to value ther Virtuous ?

-- Thursday, April 25, 2019
** Plenary To Inspire : TECH SCIENCE & ETHICS
1) - Engage the Future
2) - Artificial Intelligence : for the best or the worst
3) - Fresh Forward in Africa

4) - Innovation : is Open Scienc at risk ?
5) - Act Good and become Rich
6) - When we we in 2040
** Plenary To Inspire : MANIFESTO -
8) - We are the Future, let's talk by the "Youth Hacktivators"
** Plenary To Inspire : Blue Revolution is the only way

-- During the Three Days : Hubs To Connect with Panel Discussions, Keynotes, Overviews, Workshops, Case Studies, Consumer Insights Exploration, Collective Diagnosis...

** LIFESTYLE Hub
** NUTRITION Hub
** CITIES Hub
** SPORTS Hub
** SCIENCE & TECH Hub
** HOME Hub
** FINANCE Hub

Source : SB Paris 2019 @ Carrousel Du Louvre (Paris - FRANCE) on April 23-24-25, 2019

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