

A close-up photograph of several green, palmately compound leaves, likely from a castor oil plant (Ricinus communis). The leaves are dark green with prominent veins and show signs of insect damage, including several holes and small tears. The background is dark and out of focus.

**ESCP ALUMNI  
SUSTAINABILITY  
BOOTCAMP**

20th January 2024

# AGENDA OF THE DAY



**11 30 - 13 00**

**THE WORLD OF SUSTAINABILITY**

**13 30 - 14 30**

**DISCOVER SUSTAINABILITY CAREERS**

# OUR WORLD IS CHANGING

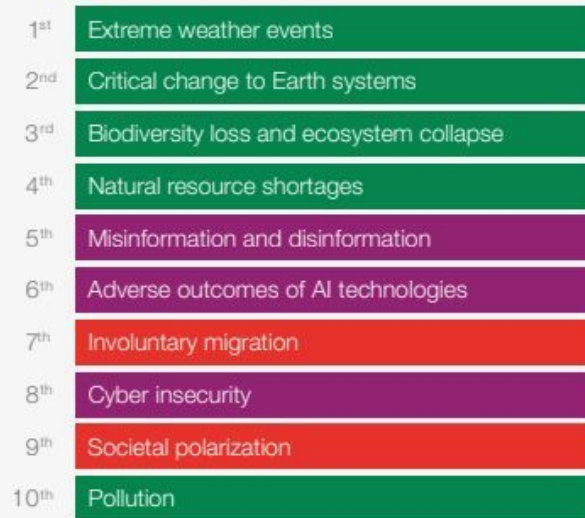
## Risk categories

- Economic
- Environmental
- Geopolitical
- Societal
- Technological

## 2 years



## 10 years

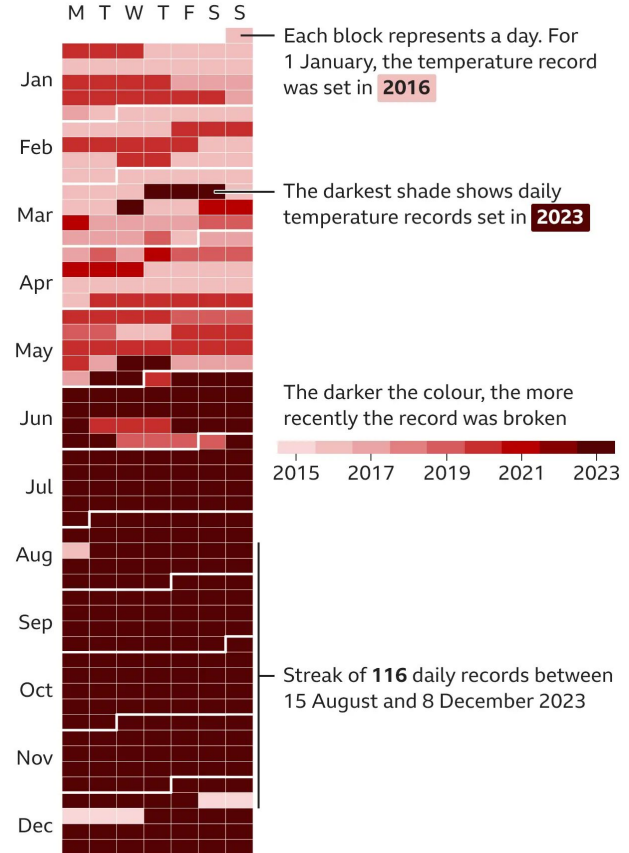


# CLIMATE IS CHANGING



## Streak of days breaking daily records in 2023

Year of global air temperature record for each day of the year



# **ECOSYSTEMS AND THE UNSUSTAINABLE GROWTH OF HUMAN ACTIVITIES**

# THE ARAL SEA



In the 1960s, the **Aral Sea** was the **4th largest lake in the world**.

Situated between Kazakhstan and Uzbekistan, for hundreds of years, it was fed by two major rivers: the Amudaria and the Siridaria. They brought water from the melting snow in the Pamir Mountains. Having no outflow, the Aral Sea's water level was maintained through a natural balance, between inflow, evaporation and rain.

# A GROWING ECONOMY



From 1920s

Started cotton  
plantations



By 1990s

Uzbekistan among top  
exporters of cotton

# WITH UNEXPECTED RESULTS



From 1920s

Started cotton  
plantations

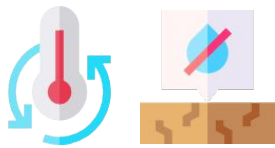


By 1990s

Aral Sea quickly  
disappearing



# THAT BROUGHT HUGE IMPLICATIONS FOR THE ECOSYSTEM OF THE REGION



Climate  
deregulation

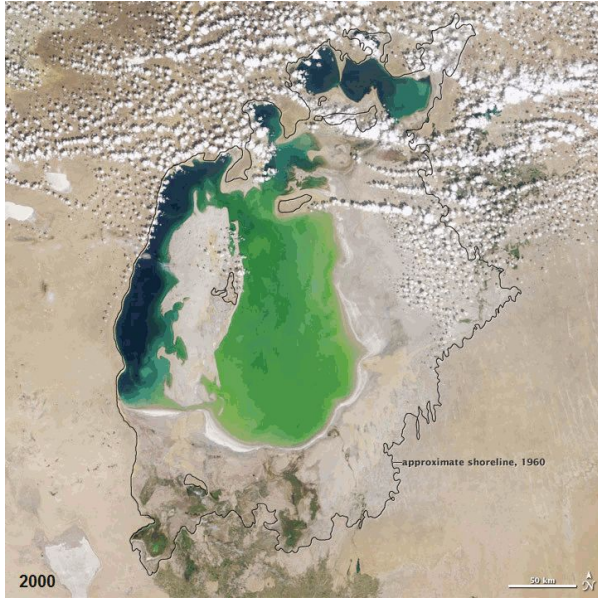


Desertification, increase of  
temperature, sand winds  
and infertile lands

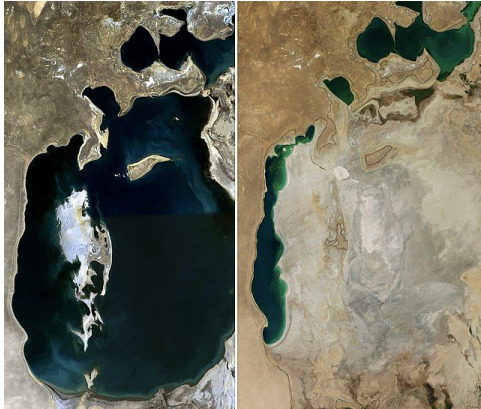


Mass migration, health  
issues, loss of biodiversity,  
loss of ecosystem services

# AND TO THE ALMOST COMPLETE DISAPPEARANCE OF THE ARAL SEA



# WE CAN STILL MAKE A DIFFERENCE



**Political will and economic support, when summed to understanding scientific research can, in part, undo or slow down ecological damage.**



86 million dollar investment by the World Bank to build a dam (completed in 2005) in the Siridaria river under the Northern Aral Sea project. In addition to restoring water levels in the Northern Sea, a sluice in the dike is periodically opened, allowing excess water to flow into the largely dried-up Southern Aral Sea.



UNDP Sustainable Finance Hub recently put together a multidisciplinary team that includes both innovation, technology and policy specialists—covering water management, rural development, climate finance and climate adaptation—to work with Uzbek and international partners in the region of Karakalpakstan.

# WHAT IS OUR ROLE IN THIS CHANGING WORLD?

# WHAT IS OUR ROLE IN THIS CHANGING WORLD?

- **SUSTAINABILITY ADVOCATE**
- **SUSTAINABILITY PROFESSIONAL**

## MARTINA BERSANI

**Past:** Business development

**Present:** Environmental performance  
and data specialist



## HANISH BHATIA

**Past:** Communications

**Present:** Climate Change specialist

# EXAMPLES OF SUSTAINABILITY IN A LUXURY GROUP

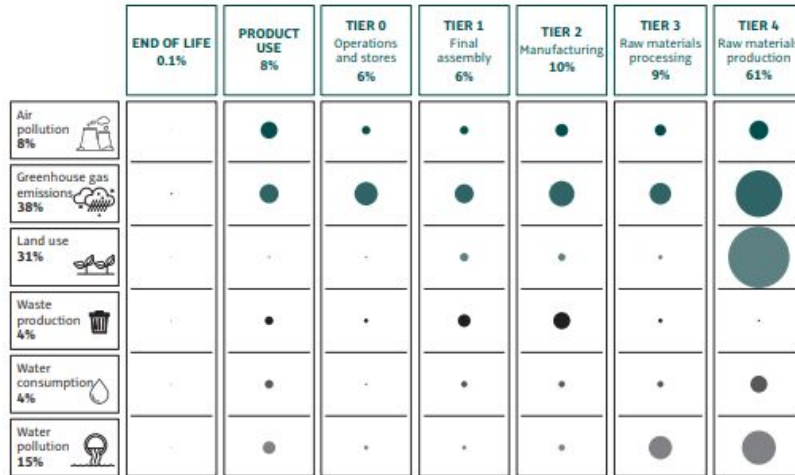
K E R I N G



- **Understanding the value chain and estimating impacts:** for GHG emissions, water, land use, pollution of all activities of fashion, jewelry, beauty and eyewear
- **Setting targets for all Houses and defying pathways to reach them engaging with partners:** decarbonization strategy, SBTi, SBTN, water stewardship, circularity
- **Providing data to external stakeholders:** extra-financial documents, ratings and rankings, investors, consumers
- **Raising internal awareness:** train teams on what is environmental impact of the company's activities, engage with them and find solutions to decrease
- **Following regulations and their implications:** at Group level (CSRD, Taxonomy) and product level (PEFCR, EL, AGECC)

# EXAMPLES OF SUSTAINABILITY IN A LUXURY GROUP

K E R I N G



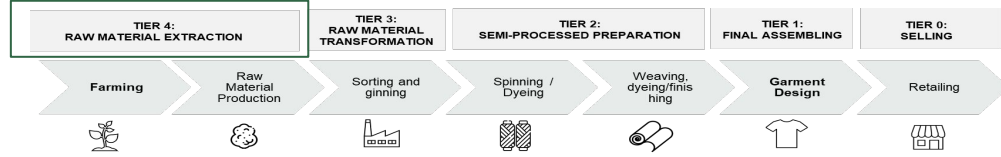
## Kering EP&L

**86%** of the impacts come from the supply chain  
(Tier 1 to 4)

**70%** of the impacts happen in the raw material  
production and processing (Tier 3 and 4)



# EXAMPLES OF SUSTAINABILITY IN A LUXURY GROUP



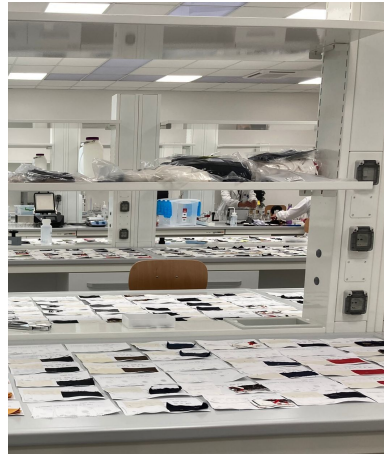
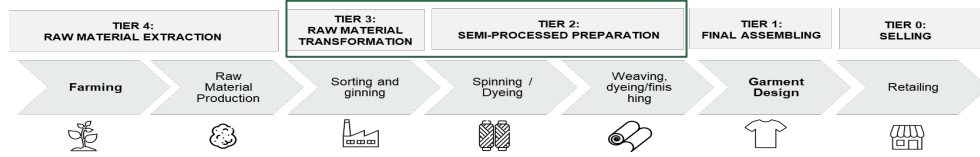
South Africa — Argentina — Spain — France — India — Mongolia



## Regenerative Fund for Nature

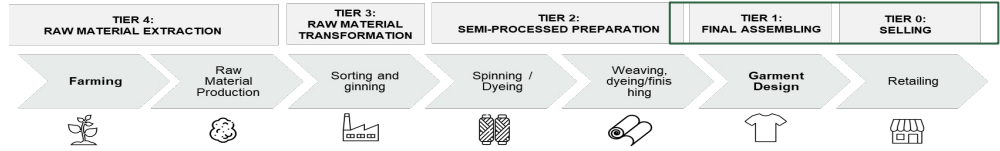
Visit to the projects in the Fund: regenerative farming and crop rotations in France and India

# EXAMPLES OF SUSTAINABILITY IN A LUXURY GROUP



Partnering with suppliers: improving dyeing techniques, zero-waste materials, testing performance and quality, creating new dyeing colors using bacteria and fungi

# EXAMPLES OF SUSTAINABILITY IN A LUXURY GROUP



Training to Houses' designers and product development to learn about eco-design and innovative alternative materials



Products on the market: Gucci bio based items in Demetra, Balenciaga mycelium coat, Balenciaga puffer with recycled silk padding, MCQ 3D knitted jacket

## MARTINA BERSANI

**Past:** Business development

**Present:** Environmental performance  
and data specialist



## HANISH BHATIA

**Past:** Communications

**Present:** Climate Change specialist

# EXAMPLES OF IMPACT OF SUSTAINABLE FINANCE



- Mission-driven and industry-led organization
- Collect, validate, score, and independently benchmark ESG data for Real Estate and Infrastructure
- Business intelligence, engagement tools, and regulatory reporting solutions for investors, asset managers, and the wider industry
- B Corp Certified organization

# GRESB: The global ESG benchmark for real assets

"An investment industry that plays a central role in creating a sustainable world"



## INSTITUTIONAL INVESTORS

Investors use GRESB data and analytical tools to monitor ESG opportunities, risks and impacts, and engage with investment managers.



## GRESB STANDARDS



## PORTFOLIOS AND ASSETS

Managers and operators complete the GRESB Assessments providing data on the ESG performance of their portfolios and assets.

# EXAMPLES OF IMPACT OF SUSTAINABLE FINANCE



# EXAMPLES OF IMPACT OF SUSTAINABLE FINANCE

## Product Development

- Carbon Footprint Dashboard
- TCFD Alignment Report

## Research & Evolve Assessments

- Regulations
- Net Zero
- Physical Climate Risk
- Transition Risk

## Subject Matter Expertise

- GHG Accounting
- Energy Markets
- Climate Risk
- Industry Frameworks



# EXAMPLES OF IMPACT OF SUSTAINABLE FINANCE



- Non-profit organisation
- **tilt**: EU-funded project for SME database to assess sustainability and climate risk
- Using publicly available data of a company to develop indicators
- Banks to include data in their risk assessment and reporting processes
- Encourage banks to create new products tailored for sustainability lending

# SUSTAINABILITY JOBS



Sustainability is a broad and growing topic that includes a multitude of career options:

- Environmental engineering
- Social impact
- Circularity
- Environmental performance
- Sustainable finance
- Marketing and communication
- Corporate communication
- NGOs
- Ethics
- Startups and innovations
- Agriculture
- Climate change
- Environmental law
- Teacher
- Foundations
- Researcher
- ....

A close-up, top-down view of dark brown, rich soil with visible roots and organic matter. The soil has a crumbly, textured appearance.

**Q&A**

# AFTERNOON SESSION

## SUSTAINABILITY & CONSULTING

**Zarah Lea Hausen**  
*PwC*

**Camilla Gori**  
*Quantis*

## HOW TO BUILD A SUSTAINABLE STARTUP

**Simone Piccolo**  
*Vortex*

**Alessandro Nora**  
*MetrikFlow / Staiy*

**Maëva Tordo**  
*Blue Factory of ESCP*

## WORKING WITH LARGE INSTITUTIONS

**Elodie Champseix**  
*European Landowners'  
Association*

**Lea Kessler**  
*ESA*

# SUSTAINABILITY AND CONSULTING



**Zarah Lea Hausen**  
Senior Associate  
Sustainable Finance Consulting  
PwC Germany



**Camilla Gori**  
Project Manager  
Sustainability Consulting  
Quantis

# BUILD YOUR STARTUP



**Simone Piccolo**  
Ceo and Co-Founder  
at Vortex



**Alessandro Nora**  
Co-Founder at Staiy  
Founder at MetrikFlow



**Maëva Tordo**  
Head of Blue  
Factory ESCP

# WORKING WITH LARGE INSTITUTIONS



**Elodie Champseix**  
Junior Project Officer  
European Landowners' Association



**Lea Kessler**  
Graduate Trainee in Sustainability  
and Environmental Action  
European Space Agency

# HOW DO WE WORK?



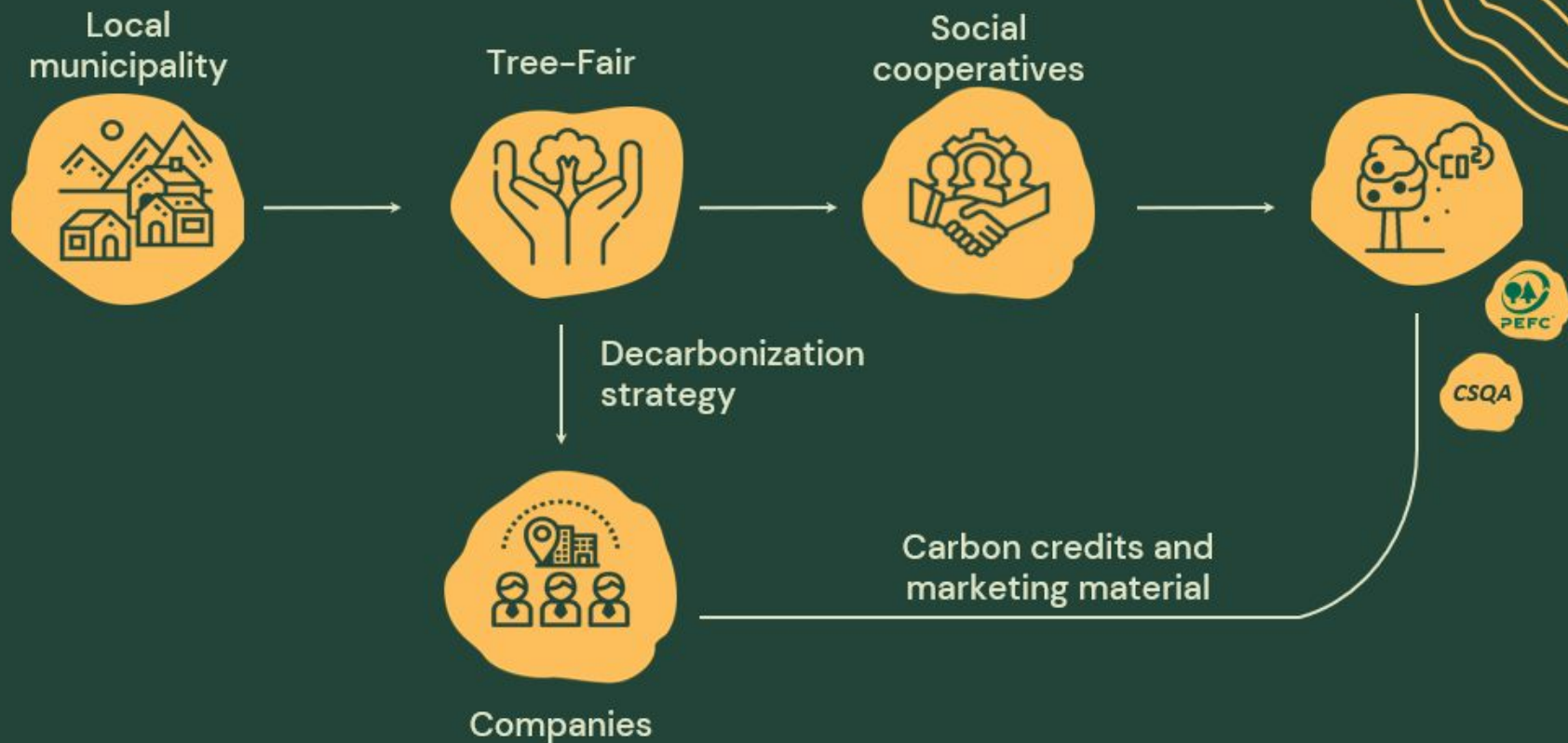


# OUR LINE: NASTE BEAUTY

Average price 17€  
Average margin > 51%  
Face, body and skin care lines



# Tree-Fair



# WORKING WITH LARGE INSTITUTIONS



Elodie Champseix  
Junior Project Officer  
European Landowners' Association



Lea Kessler  
Graduate Trainee in Sustainability  
and Environmental Action  
European Space Agency

# INTRODUCTION

Elodie Champseix  
European Landowners' Organization

- Project & Policy Officer Soil
- Coordinator of the Forum for the Future of Agriculture

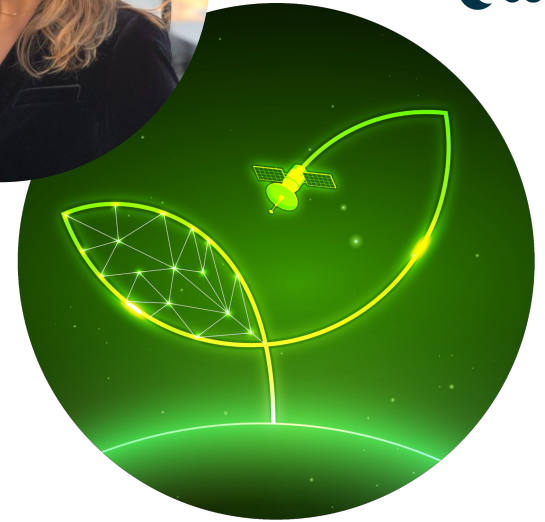


**ELO**  European Landowners'  
Organization

# INTRODUCTION

Lea Kessler  
European Space Agency

- Change Manager of the ESA Green Agenda
- Communication Coordinator of the ESA Green Agenda and CSR Team

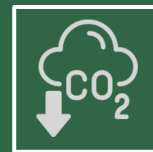


ESA GREEN AGENDA



## MAXIMISE ENVIRONMENTAL BENEFITS

Increase the contribution of space projects to the sustainable development of society



## REDUCE GREENHOUSE GAS EMISSIONS

Decrease the environmental impact of the space sector's activities.

**The ESA Green Agenda is a programme mobilising all of ESA and the space sector to contribute to the climate neutrality of Europe while increasing competitiveness.**

**TO ACHIEVE THE AGENDA  
2025 TARGETS, ESA  
GREEN AGENDA FOCUSES  
ON FIVE DIFFERENT  
AREAS OF ACTION.**



Set sustainability objectives for ESA projects



Reduce environmental impact of ESA assets



Reduce the environmental impact of space systems along their entire life cycle



Enable ESA responsible procurement



Promote awareness and cultural change

A close-up photograph of a green leaf with water droplets, serving as a background for the text 'THANK YOU'. The leaf is the central focus, showing its intricate vein structure and numerous small, glistening water droplets scattered across its surface. The lighting is soft, highlighting the texture of the leaf and the clarity of the water. The background is dark and out of focus, making the leaf stand out prominently. The text 'THANK YOU' is overlaid in a bold, green, sans-serif font, centered horizontally and partially overlapping the leaf's veins.

**THANK YOU**