



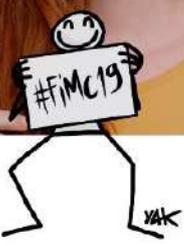
16^e forum international de la météo et du Climat

MAY 28, 2019
SUITES OF THE PARIS TOWN HALL (4TH)



REPORT ON THE INTERNATIONAL SYMPOSIUM

CLIMATE: CHANGING LIFESTYLE AND BEHAVIORS, A TOP PRIORITY, FROM CITIZEN TO COLLECTIVE



ecoact météo climat

↳ INSCRIPTIONS WWW.FORUMMETEOCLIMAT.COM

Facebook Twitter @FORUMMETEOCLIMAT #FIMC19



CONTENTS

Presentations and key figures of the symposium	3
Program	4
Feedback on the presentations	5
IWF 2019 sponsorships and partners.....	24
Organization.....	25
Contacts.....	26

→ SYMPOSIUM PRESENTATION

"Climate: Changing lifestyle and behaviors, a top priority, from citizen ... to collective"

This international symposium took place on 28 May 2019 at the Paris City Hall, as part of the 16th edition of the International Weather and Climate Forum. Through keynotes and roundtables, it highlighted the diversity of climate concerns such as **youth mobilization** and **social issues**, while matching them with scientific orders of magnitude and thematic perspectives.



KEY FIGURES

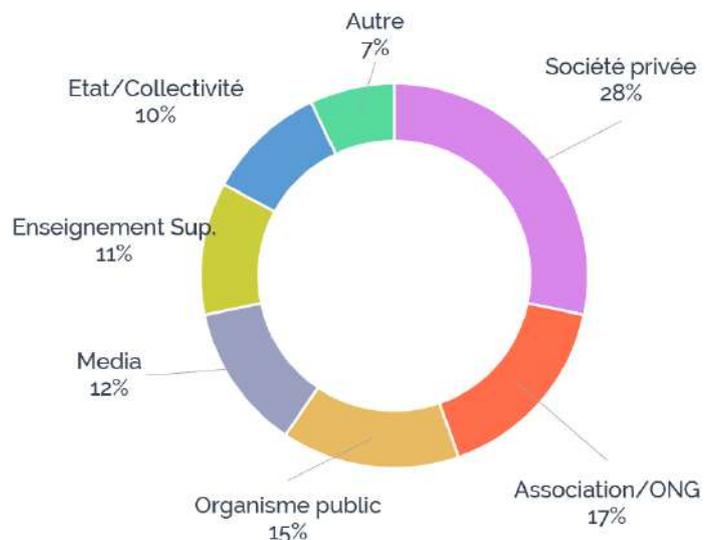
Nearly **300** participants

30 speakers and hosts (various profiles)

22 countries from 4 continents

34 TV channels France + Foreign

PROFILE OF THE PARTICIPANTS





PROGRAM OF THE SYMPOSIUM

"Climate: Changing lifestyle and behaviors, a top priority, from citizen ... to collective"

9:15 - Opening Session

Anne HIDALGO Mayor of Paris. Chair of C40 Cities

Jean JOUZEL President of Météo et Climat. Climatologist, former member of the IPCC.

Introduction

Lola VALLEJO Director of the climate program, IDDRI.

9:30 - The scale and nature of the changes needed for the climate – IPCC Outlook

Valérie MASSON-DELMOTTE
IPCC, Vice-Chair Group I.

10:00 - The mechanisms of Lifestyle Changes / Practices – Perspectives of Sociology

Sophie DUBUISSON-QUELLIER Deputy Director of the Center for Sociology of Organizations (CNRS-Sciences Po)

Solange MARTIN Sociologist at ADEME.

11:00 - Roundtable 1 – Evolution of behavior: state of play

Hosted by **Béatrice HÉRAUD** Chief Editor in charge of CSR, *Novethic*

Martial BRETON CliMates, **Emmanuel COMBET** Engineer and economist at ADEME, **Julien GASC** Manifeste étudiant pour un réveil écologique, **Sodeh HAMZEHLUOYAN** Administrator of the AMAP network in Ile-de-France, **Thibault TURCHET** Zero Waste France

12:20 - Presentation of the "Our Life 21" tool

Vaia TUUHIA Chief Delegate, Association 4-D

14:00 - Roundtable 2 – Which levers for a lifestyle transformation?

Hosted by **Dominique PIALOT** Deputy Chief Editor "Energy/Climate/Sustainable city, *La Tribune*

Roxane ADLE Director of the Digital Society Research Area of the Orange Group, **Sabine DESNAULT** Executive Director Innovation and CSR, Gecina, **Lucy SHEA** CEO, Futerra, **Gilles VERMOT-DESROCHES** Director Sustainable Development, Schneider Electric, **Pierre VERRI** President of FLAME (Federation of Local Energy and Climate Agencies),

15:30 - Roundtable 3 – What options in different sectors of activity?

Hosted by **Emilie ALBEROLA** Director of Research and Innovation at EcoAct

Celia BLAUDEL Deputy Mayor of Paris in charge of the Environment, Sustainable Development, Energy and Water Climate Plan, **Sophie CHAMBON-DIALLO** Director Sustainable Development, SNCF, **Sylvie MOULET** Program Director Business & Services, EDF R&D, **Sébastien SOLEILLE** Global Head of Energy Transition and Environment, BNP Paribas, **Carry SOMERS** Founder and Global Operations Director of Fashion Revolution Fashion Revolution

17:00 – Conclusion and closing

Lola VALLEJO Iddri, **Dominique MARBOUTY** Météo et Climat, **Nicolas Malpièce** EcoAct, **Christian VANNIER** IWF



FEEDBACK ON THE PRESENTATIONS

🕒 9:15

Opening Session



Anne HIDALGO

Mayor of Paris.
Chair of C40 Cities
paris.fr - c40.org

It is a pleasure to host this event.

To meet the challenges of climate change, the main element is citizen engagement, which involves determining how to promote it through collective action. Young people but also all generations consider that the Climate is the issue of the century, we must support this movement.

There are a number of obstacles that do not fully promote climate commitment, particularly French legislation which requires that when tenders are called for, the best bidder must use the best bidder or risk being accused of favouritism.

There are good prospects in Paris with in particular the wide deployment of the City's Climate Plan; the emphasis on greening and de-bituminization, pedestrianization...

The City of Paris will respond to the aspirations of its citizens by setting up a free Climate Academy for young people aged 12 to 25, enabling them to train, learn and understand. It will be a place of exchange to learn but also to exchange, support and share solutions. This school will be of the same type as the digital school. It is intended for those who will make decisions in the future, so that they do so in full knowledge of the climate.



Jean JOUZEL

President of Météo et Climat.
Climatologist, former member
of the IPCC
meteoclimat.fr

The IWF is an event co-organized by Météo et Climat, IW2C and EcoAct and co-organized with all partners, thanked for their commitment.

These same partners participated in the choice of the theme of this year's conference "Climate: the necessary changes in behaviour and lifestyles, from the citizen... to the collective" which, if we look at the high participation, is a promising theme.

Following the success of the Paris Agreement - this universal agreement (before the withdrawal of some states, which is probably not definitive...), which aims to limit global warming to 2° (even 1.5°) - it is a question of acting and going further by adapting and changing everyone's behaviour. **We need to do more for the climate:** there is still a long way to go and the challenge of this conference is to see what path to take to achieve this.

The programme of this conference was prepared by a Scientific Committee chaired by Lola Vallejo, Director of the IDDRI Climate Programme, and we would like to thank all those who worked hard to make this day a rewarding one.



FEEDBACK ON THE PRESENTATIONS

Introduction

Lola VALLEJO Director of the Climate Program at Iddri.
Chair of the Symposium Scientific Committee



The programme of the symposium was prepared with a Scientific Committee, for which I thank all the people who contributed to it for their mobilization!

I am pleased to see the enthusiasm for this conference, and this packed room. This day on "Changing the behaviour of the citizen to the collective" will make it possible to imagine a broad social change that we must imagine together!



"Climat : comment la question des modes de vie est devenue centrale" [FR]
Article by Lola Vallejo & Mathieu Saujot in *The Conversation* May 19, 2019



SCIENTIFIC COMMITTEE

Chair:

Lola VALLEJO Director of the climate program, IDDRI

Members:

Christian COUTURIER Director of the Energy Division, Solagro and President of the association Négawatt

Sophie DUBUISSON-QUELLIER Research director at CNRS. Deputy-Director, Centre de sociologie des organisations

Yann FRANÇOISE Head of Climate-Energy and Circular Economy Division at Mairie de Paris

Anne GIRAULT Director of Agence Parisienne du Climat and member of the Council of Météo et Climat

Raphaëlle KOUNKOU-ARNAUD Head of the Studies and Climatology Division of the Ile-de-France / Center Direction, Météo-France

Valérie PEUGEOT Researcher at Orange Labs and President of the association Vecam



FEEDBACK ON THE PRESENTATIONS

🕒 9:30

The scale and nature of the changes needed for the climate IPCC Outlook

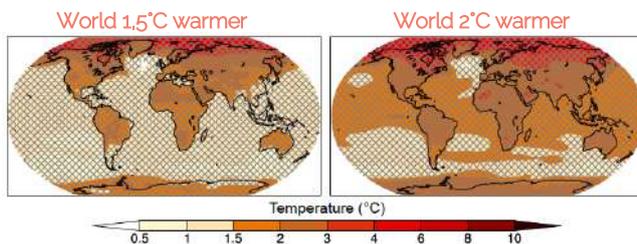
Valérie MASSON-DELMOTTE, IPCC, Vice-Chair WG-I



Presentation of the current inventory of fixtures

Since pre-industrial times, human activities have caused a warming of 1°C. At the current rate, 1.5°C would be reached between 2030 and about 2050; The effects are already visible but there is still a small window to act.

Presentation of a world at 1.5°C and 2°C "warmer".



Very clear increase for every 0.5°C more in the number of heat waves, heavy rains...

There is a triple penalty for future generations if we delay reducing GHG emissions by a decade:

- 1) Having to adapt more to the consequences of climate change;
- 2) Reduce greenhouse gas emissions faster and at higher costs;
- 3) Deploy technologies on a large scale that present a risk and have potential losses

There are close links between climate actions and broader benefits such as the Sustainable Development Goals (SDGs). We must think about the necessary transition by integrating the notion of ethical and just transition (everyone contributes to its fair share, at all levels and at all levels in society).

To accelerate behavioural changes for adaptation and mitigation, it is necessary to:

- ➔ Know the issues and options for action;
- ➔ Feeling personally concerned;
- ➔ Be part of a collective commitment;
- ➔ Participate in decision-making;
- ➔ Improve your well-being in a dynamic of successful actions.

Each **half degree** counts
 Each **year** counts
 Each **choice** counts

IPCC Special Report 1.5°C



FEEDBACK ON THE PRESENTATIONS

🕒 10:00

The mechanisms of Lifestyle Changes / Practices Perspectives of Sociology



Sophie DUBUISSON-QUELLIER

Deputy Director of the Center for Sociology of Organizations (CNRS-Sciences Po)



["Face à l'urgence climatique, méfions-nous de la sur-responsabilisation des individus"](#)

Article by S. Dubuisson-Quellier & S. Martin in *The Conversation* May 21, 2019



Solange MARTIN

Sociologist at ADEME

To influence behaviour, there are different levels, different scales of observation, analysis and intervention: we must consider the individual, small groups (such as families, networks of friends, colleagues...) but also large groups (such as social categories, societies, cultures, civilizations, humanity...).

We must therefore think of the individual and the collective, but also of individuals, the human and what is not. This is what different human and social sciences allow, through different questions and methodologies to be able to see, understand and act.

From the way in which the change is approached or the problem is framed, the levers to be activated will emerge.

Individual behaviour or social practices, how to act?

The different disciplines adopt different focal points:

- Individual: psychology, micro-economics...;
- Small groups: psycho-sociology, sociology, behavioural economics and game theory.
- Social categories, societies, cultures, civilizations...: sociology, macro-economics.
- Physical environment: sociology, anthropology.

Some but not all deal with "behaviour", others "practices" (the collective dimension of behaviour).

Is behaviour change a matter for public authorities?

When individuals go against their own interests or when individual behaviour has consequences for society, public authorities are legitimate to intervene.



FEEDBACK ON THE PRESENTATIONS

Changing behaviour is a relatively recent public policy concern. It appeared from the 19th century onwards around public health and road safety issues. When it comes to energy, it's more recent. Indeed, after the oil shocks, from the 1970s to 2000, public policies were mainly concerned with energy efficiency. It was only after the 2000s that the behavioural change that took over

There are different tools to implement.

Incentives:

- Economic tools to be used intelligently, without forgetting the potential perverse effects (e.g. additional fuel costs for vulnerable individuals who cannot do otherwise to get around);
- Information and communication tools;
- Development / infrastructure instruments.

Coercitives:

- Legal instruments: target the individual but also those actors who have an impact on the social, economic and material context of the individual;
- Regulating supply can work very well (e.g. mercury thermometer - simple knots would not have worked)



Cool Biz, an action developed in Japan from 2005 to 2011

A lot of social work has been done to change the social standard of the dress code in the office in Japan and to adopt the shirt and no longer the shirt in order to avoid the use of air conditioning as much as possible. This was not only an individual choice and the public authority relied on a strong communication campaign.



FEEDBACK ON THE PRESENTATIONS

🕒 11:00

Roundtable 1

Evolution of behavior: state of play



Hosted by **Béatrice HÉRAUD** Chief Editor in charge of CSR, *Novethic*

All the indicators show that we are not on track to reduce GHG emissions. In order to maintain this trajectory, it is necessary to change the behaviour of all actors (political, economic, citizens...) with radical changes in the way people move, live, eat...

Another model is possible, it is necessary to accelerate its implementation and massify it.



FEEDBACK ON THE PRESENTATIONS



Martial BRETON

Student at University Paris Saclay. Member of [Climates weareclimates.org](http://weareclimates.org)

Mobilizations, including **climate marches**, reflect a huge international response to the inaction of political and economic leaders... A reaction to the discourse of the scientific community. Young people are increasingly informed, we are talking more and more about future generations.

In view of the current situation, with a future that looks bleak, an anguish, a fear for the future of the planet leads to a willingness to act. **It is the young people of today who will act.**

But it doesn't stop with emotions that are negative. The fact that youth are on the street indicates that we need to act. They have a responsibility: to win this fight on an international scale.

"What's the point of going to school if you have no future" by Greta T., you go out on the street to carry this message, this need for action in a global way.

The mobilization also comes from the territories affected by the consequences of climate change (e. g. Nouméa, where the Green Party came first). Today, school curricula do not provide the keys to understanding and tools to understand the challenge of climate change and to take action.





FEEDBACK ON THE PRESENTATIONS



Thibault TURCHET

Zero Waste France
zerowasteFrance.org

The awareness of the stakes of zero waste is now very present, it came through the "plastic" prism and then developed on the subject of waste.

Awareness is raised especially when it is visible, for example, waste on beaches or in the forest.

Young people vote very green, but not only, there are also the most affected populations, more and more voices are rising in this direction.

To change behaviour on waste, there is resistance: public actors and chambers of agriculture, industrial producers who are indebted to acquire equipment and are caught in a vicious circle.

For instructions, it is not so simple to put them back in place: there are producers (e. g. soda producers) who are not necessarily in favour because it would require adaptation, and there are also recyclers, some of whom are reluctant because their core business would change. There are many **competing interests**. And there are also institutions that have their own vision or projects. It is a political problem, **we must succeed in convincing the elected representatives**. There are practical reticences at the moment (not ideological), and no fundamental reflection on the subject, but it will come. The restriction or ban on plastic will come up when the demand becomes even more pressing. Tax incentives are already being considered.



The Zero Waste approach



Emmanuel COMBET

Economist at ADEME & researcher
www.ademe.fr

A change has taken place in recent months with the political voice of several sectors of society, in France and abroad, and in particular young people (as seen during the European elections, during the climate marches, through the "Pact of Life" combining environmental associations and social actors). The mobilization of the Yellow Vests has left its mark on the entire company, showing the difficulty of changing a deeply rooted development model. Example: the cost of driving 100 km has been reduced by 20% since the 1960s, one hour of Smic is now enough to pay for it.

Conversely, the cost of downtown housing has increased fourfold. This has led to lower-income households moving further away and travelling longer distances. Today, during fuel price shocks, some are trapped and "pay" for the consequences.

A global reflection, not limited to technical issues or climate, is necessary to find a widely shared societal project. However, when it comes to energy and the economy, the situations are very diverse. We must understand and respond to other priorities: going to work, taking your children to school, financing your pensions... which requires deliberation on choices that are the subject of debate, finding consensus, for example on taxation and carbon tax revenues. To this end, the **networking of expertise and activism must be a priority** (ministries, state agencies, citizens, local authorities, all types of actors), in order to accelerate the emergence of a supply of specific political transition projects.



ADEME Energy-climate scenario 2035-2050 [FRI]



FEEDBACK ON THE PRESENTATIONS



Sodeh HAMZEHLOUYAN
Administrator of the AMAP
network in Ile-de-France
amap-idf.org

There is one simple observation: awareness of the challenges of sustainable food is increasing, especially after each food scandal.

Nevertheless, the supermarket remains the first place where citizens go to eat. This is evolving, but gradually and not yet drastically. The traceability of products is not always obvious, or even impossible when the product is processed, unlike AMAP (Association pour le Maintien de l'Agriculture Paysanne) where we know the producers.

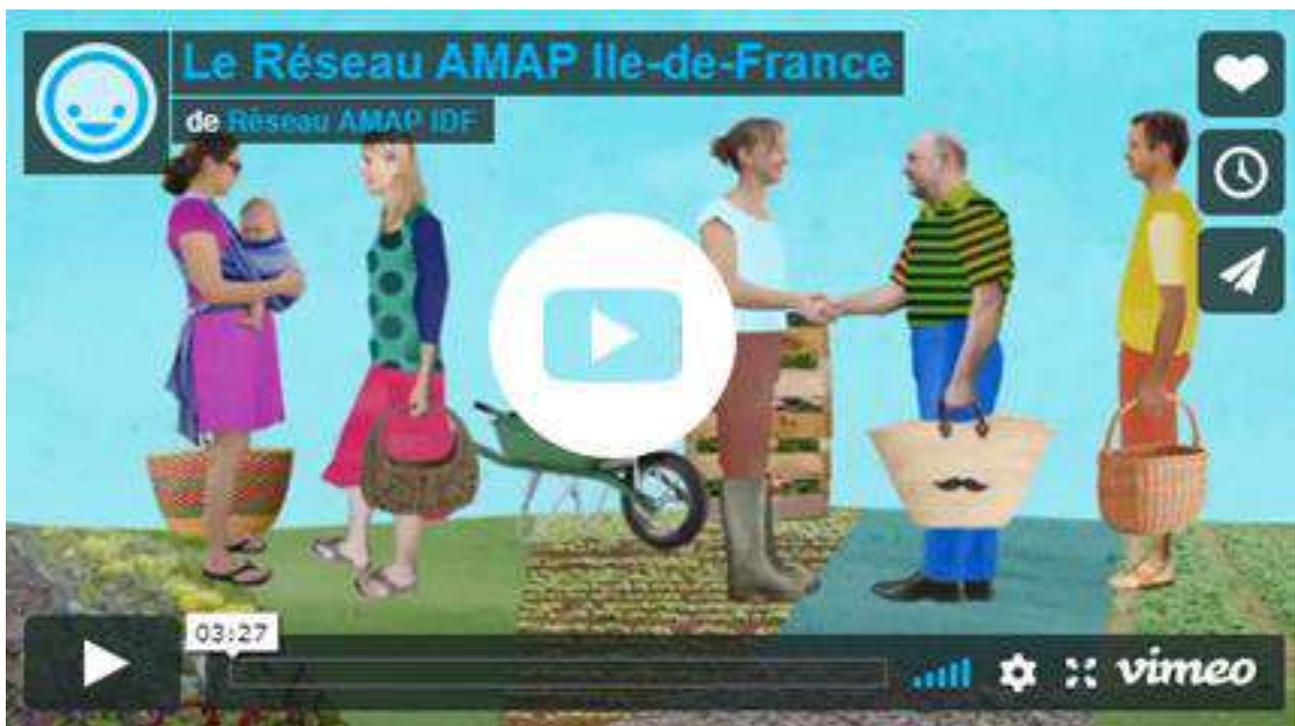
50% of the land in Ile-de-France (IDF) is agricultural but most of the production is exported. If we want to develop the local, we need buyers, but also farmers who supply this demand.

Today, there is a strong waiting list in IDF for organic producers who wish to set up. We are moving towards more organic products (to meet the high expectations of consumers). But the problem is that in IDF, depending on public policies, we do not necessarily go to local and short circuits. There is a real need to conserve agricultural land, particularly when farmers retire (work to be carried out with SAFERs - Land Development and Rural Settlement Companies).

This requires a real trade-off between agricultural land, housing or businesses.

There are changes to be made to the modes of transport as well.

It is necessary to form collectives to promote a citizen transition with a database of actions to be carried out at the local level. **Go and see the elected representatives, the policies in the perspective of the 2020 municipal elections.**





FEEDBACK ON THE PRESENTATIONS



Julien GASC

Student at ESCP Europe.
Member of Wake Up Call on
the Environment Manifesto
pour-un-reveil-ecologique.fr

The idea of the **Manifesto** is to challenge companies and academics to face the climate emergency, to highlight the gap between our consciousness and the willingness to engage.

What is the meaning of our work, if we work for a company that "pollutes"?

The students met with CSR managers and CEOs of large companies to express their expectations according to two selection criteria:

- 1) Overall trajectory of the company to respond to these observations;
- 2) The company's room for manoeuvre in this fight.

Aujourd'hui, le premier enjeu pour les étudiants est de trouver un emploi avant l'engagement "écologique". Il s'agit d'expliquer qu'à court terme, via le levier d'emploi, les entreprises vont avoir des difficultés à recruter les prochains cadres, managers, dirigeants...

The second wave of the manifesto will be published in September with an analysis grid for companies and proposals for change criteria to move them forward (drafted with professionals to support their credibility). **It's not just saying "We won't come to your company", but "If you do that, we will come!"**

EXTRACT FROM THE STUDENT MANIFESTO FOR AN ECOLOGICAL AWAKENING

● ● ● We need a new objective, which is to maintain at all costs our ability to consume goods and services that we could do without. We must place the ecological transition at the heart of our social project. To achieve this, a collective momentum must be created. And since the scale of the project requires all the energies, we are ready to mobilize our own, with enthusiasm and determination. Through our mobilization, we hope to encourage all actors in society - public authorities, companies, individuals and associations - to play their part in this great transformation and to lead the necessary changes towards a finally sustainable society.



The manifesto has already been signed by **30,858** students, including **27,861** French students.



FEEDBACK ON THE PRESENTATIONS

🕒 12:20

Presentation of the "Our Life 21" tool

What sustainable lifestyle for families in 2050?



Vaia TUUHIA

Chief Delegate, Association 4-D
association4d.org

We have data on the impacts of citizen behaviour but also on the deployment of policies by institutions or services produced by companies.

However, the sum of the actions does not allow us to know whether collectively we are up to the challenges and acceleration required by current alerts.

There is an important human factor besides the technical projection or impact measurement.

We have known for a long time what to do and yet we are still in a situation of too little, too slow...

The question of accompanying uses is very important, because the transition requires us to be part of a collective in a society that tends towards personal narcissism. There is a major psychological problem. We need to understand how to move from the "Fucking Human Factor" to the "Precious Human Factor" and be able to interpret this to put people in a position of success, act in the right place at the right time.

It is important to talk to people in all their diversity, to develop human wealth locally. This highlights the interactions between personal choices / collective choices that also evolve over time, it also interacts with issues of supply and demand. There are times when change is more likely, such as when you become a parent or when you move, it can lead to changes in habits.

On the other hand, it is complicated to touch on the feeling of freedom such as travel without a transfer of satisfaction: less frequent trips amortized over longer periods, in low-carbon transport, to meet a culture. Or local holiday periods to give meaning back to living together.



3,9t Alimentation
 2,8t Mobilité pro
 2,3t Relations, éducation, communication
 1t Confort résidentiel
 1,1t Autres émissions du foyer
 1,9t Émissions industrielles



3,3t Alimentation
 2,0t Mobilité pro
 830kg Relations, éducation, communication
 33kg Confort résidentiel
 1060kg Autres émissions du foyer
 300kg Émissions industrielles

Example of the distribution of emissions of a family modelled by the OurLife21 tool

www.association4d.org/our-life-21



FEEDBACK ON THE PRESENTATIONS

🕒 14:00

Roundtable 2

Which levers for a lifestyle transformation?



Hosted by **Dominique PIALOT**

Deputy Chief Editor "Energy/Climate/Sustainable city, *La Tribune*

The involvement of citizens (users, consumers, etc.) has become more important in recent debates, particularly on the theme of climate change.

The yellow vest crisis was a reminder in the public debate that without public support, it would be very difficult to make a real transition.



["Embarquer les citoyens, principal défi face au changement climatique" \[FR\]](#)

Article by Dominique Pialot in *La Tribune* May 24, 2019



FEEDBACK ON THE PRESENTATIONS



Roxane ADLE

Director of the Digital Society Research Area of the Orange Group

digital-society-forum.orange.com

Orange is a telephone operator with revenues of €41 billion in 28 countries.

The Digital Society Research Department imagines **the digital society of tomorrow**. It is a question of imagining eco-designed digital services and developing tools to support citizens (example: reduction of energy consumption, etc.).

Digital technology supports the citizen in reducing GHG emissions: for example, it promotes non-mobility through digital solutions.

Access to low-carbon solutions is not given to everyone. That is the challenge of this management at Orange.



Results of the survey on Digital and Environment

By BVA / Orange / FIM – May 22, 2019



Sabine DESNAULT

Executive Director Innovation and CSR, Gecina

gecina.fr

Gecina is a real estate player, as a real estate company with 20 billion real estate assets, 80% office/20% residential (private residences/students...). Its specificity is to be almost exclusively in IDF, and particularly in Paris intramural.

According to a European behaviour study, **the office of tomorrow that meets users' expectations in terms of building use is:**

- ▶ Smart ;
- ▶ Flex with hybrid spaces;
- ▶ "Sweety" ;
- ▶ Services oriented ;
- ▶ Green.

Faced with this reality on the ground, Gecina is currently reviewing its offers to best meet these expectations..

There is work to be done to explain / support this change, it requires explaining the issues and the associated benefits (well-being...).

It is no longer a question of thinking actively by asset, but rather of pooling services. Example: auditorium, car park... This is possible thanks to the proximity of the managed real estate assets (mainly Paris intramural).

In order for the entire model to change and integrate the climate parameter, it is necessary to raise awareness and mobilize internally. That's why all employees are trained in The Climate Fresco.

There is also a specific training of 20 employees to become "animators of the climate fresco".



What are the 5 main expectations of office users for 2030? [FR]

By Méka Brunel, Executive Director of Gecina



FEEDBACK ON THE PRESENTATIONS



Lucy SHEA
CEO, Futerra
wearefuterra.com

Futerra is an international creative agency specialising in sustainable development strategy based in London, New York and Stockholm. The company was founded in 2001 by entrepreneurs Solitaire Townsend and Ed Gillespie, and now managed by Lucy Shea.

The company specializes in behaviour change and consumer campaigns in the field of sustainable development.

In June 2013, Futerra launched the **Change-maker cards**. Each of the 13 cards includes advice on behaviour change tactics, a case study to make it happen and examples of global brands such as Walmart, NBC, Zipcar and L'Oréal...

Futerra has also created the **Planet Brands Index**. It lists the 100 brands that have the potential to help people live greener, safer and more sustainable lifestyles.

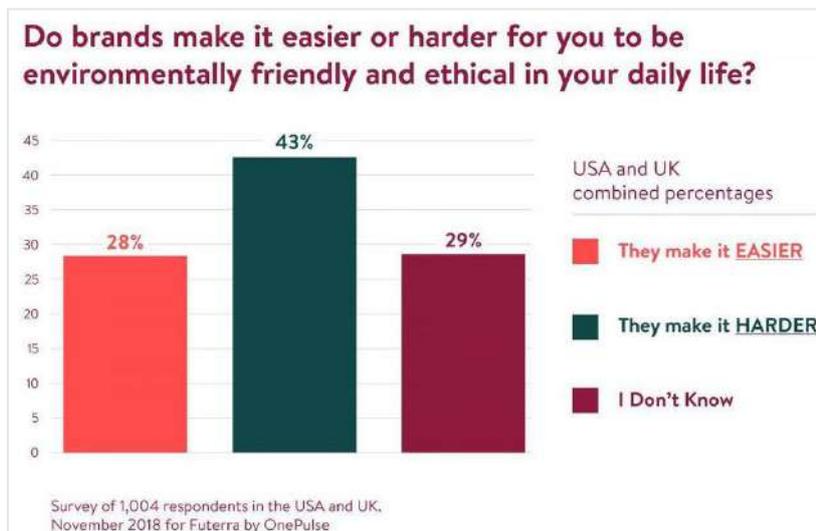
There is an important challenge to change behaviour: it is to make advertising more sustainable, greener, more factual, less design, while remaining desirable and conso-versatile. For example, there is also a need for TV series on climate change. The climate must be made realistic and desirable.



88% of Consumers Want You To Help Them Make A Difference

Interview of Solitaire Townsend, co-founder of Futerra.

[Extract from the interview]



➔ Almost half of consumers believe that brands do not make things easier for them: attractive packaging, widespread use of plastic, lack of transparency in ethical issues...

Sondage réalisé auprès de 1004 personnes aux Etats-Unis et au Royaume-Uni par OnePulse pour Futerra, novembre 2018



FEEDBACK ON THE PRESENTATIONS



Gilles VERMOT-DESROCHES

Director of Sustainable Development, Schneider Electric
se.com

Schneider Electric is a group with a turnover of 30 billion euros (less than 10% of which is generated in France).

There are 3 major very rapid evolutions (not present 5 years ago) and which will develop strongly in the coming years in the energy sector:

- ▶ Evolution of technologies
- ▶ Revolution in self-consumption
- ▶ Smart consumption revolution

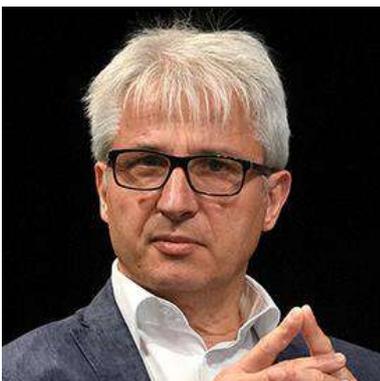
The digital transition brings many elements to the way we consume energy.

Tomorrow's challenge for energy is to organise a dialogue between places of production and consumption, without going through the "battery" box to consume differently (especially in buildings) with renewable energies.

Today, there are important behavioural issues, but also the challenge of a more circular world and the problem of immobility and mobility. We have technological levers to do better, but it will also require each of us to consume differently. **It is important to combine high-tech and low-tech.**



[Schneider Electric's sustainable commitments](#)



Pierre VERRI

President of FLAME
federation-flame.org

FLAME, Federation of Local Energy and Climate Management Agencies, promotes dialogue between Local Energy Agencies (ALECs) in France and their counterparts across Europe.

The challenge in transforming lifestyles is to reach citizens as a whole: the local level is very important for this. There are a lot of tax measures that have been put in place to promote the energy transition for individuals, but they also need to be supported to understand them, to sort them out, to know how to prioritise them, how to use them... That is why Energy Info Spaces have been created: they are a kind of one-stop shop that provides information and allows access to existing measures. There is an issue on condominium energy renovations: there has been a strong mobilization on the subject and this subject is on the right track.



[ALEC map in France](#)



FEEDBACK ON THE PRESENTATIONS

🕒 15:30

Roundtable 3

What options in different sectors of activity?



Hosted by **Emilie ALBEROLA**

Director of Research and Innovation at EcoAct

The Paris Agreement invites all actors and all economic sectors to commit themselves, none of them are exempt from participating in this transition. Especially since the latest IPCC report reminds us that commitments must go well beyond those made in 2015 under this Agreement, and that companies, investors and local authorities must also put in place a roadmap and ambitious objectives.

We are in the middle of the ford: at thirty years of 2050 and thirty years also after the political emergence of climate risk in 1990 with the first IPCC report.

We would like to thank our stakeholders for coming and enlightening us on the commitment of their sector of activity. The objective of our exchange is twofold:

- It's about **understanding how you are committed** to encouraging behaviour change;
- But also, to **identify the obstacles** you may face and that we will have to manage to accelerate the change in our lifestyles.



FEEDBACK ON THE PRESENTATIONS



Celia BLAUDEL

Deputy Mayor of Paris in charge of the Environment, Sustainable Development, Energy and Water Climate Plan

Citizen engagement is necessary, even essential, and communities are there to support it.

For example, on food, which has a high carbon impact, citizens are mobilizing, acting and consuming differently. The City is supporting this by promoting the **flexitarian regime**, working with restaurateurs....

To take on board the largest part of the population, there are several measures put in place by the City of Paris:

- 15,000 climate volunteers;
- Information / awareness-raising in order to make the speech more appropriate before taking action.

The City of Paris also carried out a vulnerability assessment in 2014, with Météo-France and climate experts, to assess the situation and find out how best to prevent and act. Programs have resulted from it "Plouf 75", "Cours oasis" - creation of fresh islands in schoolyards...



The Oasis project aims to transform the courtyards of Paris' schools and colleges into islands of urban freshness.

In order to push for change and invite citizen creativity, a major challenge with Eaux de Paris is being set up to get out of the plastic bottle. It is all about raising awareness, encouraging and involving.

A SUSTAINABLE FOOD STRATEGY FOR PARIS

Through the implementation of 40 actions carried out in concert with the actors of the food system of the territory, the City of Paris is committed by 2030 in particular:

- To reduce the territory's "food" carbon footprint by 40%.
- To contribute to the evolution of the dietary balance of citizens towards a "flexitarian" regime,
- To eliminate any situation of food insecurity, to generalize the share of electric, soft and river transport in the food supply
- To support the development of organic farming in order to reach 20% of organic agricultural land in Ile-de-France.

 [The Sustainable Food Plan of the City of Paris \[FR\]](#)



FEEDBACK ON THE PRESENTATIONS



**Sophie
CHAMBON-DIALLO**

Director Sustainable
Development, SNCF, Group
[sncf.com](https://www.sncf.com)

We must think about low-carbon mobility today and tomorrow. The challenge is to move easily while preserving the planet (hydrogen, hybrid train, positive energy station, agro fuel...).

In France, we have 33 million vehicles for 66 million people. We must therefore be able to change the way we travel in and out of cities.

The challenge for SNCF is to encourage people to use the train. It is therefore necessary to think about mobility, and for this reason it is necessary to combine many constraints (schedules, physical constraints, purchasing power, climate/air quality, operator performance, etc.) in order to provide answers today and at the same time review investments that cover 20 to 30 years.

For SNCF, it is a question of accompanying the transition, of proposing a personal mobility assistant by favouring low-carbon mobility whatever the transport operator (train + other mode). The "time" of the train is different, but the train is much more efficient: citizens must accept it. For example, goods take longer to be transported but the environmental gain is high compared to road transport.

Mobility is a major challenge and a civic act that will change the situation.



Rapport d'engagement sociétal SNCF 2018



Sylvie MOULET

Program Director Business &
Services, EDF R&D
[edf.fr](https://www.edf.fr)

Today, we use 3 to 4 times more electricity in a home than in the 1960s, because of our highly connected equipment and lifestyles. The first lever to work on behaviour (via digital technology in particular): eco-gestures and support for vulnerable households.

For EDF, the emission factor of its generating fleet is 17gCO₂/kWh in France: this is the lowest emissivity in the world. Electricity is the best way to decarbonize the economy and make a successful energy transition, provided we consume less and consume it better; this is what we are working on.

The 2050 building is being built today because a building lasts at least 30 years. The challenge is therefore to decipher the city of tomorrow at EDF with sociologists, urban planners... and to detect weak societal trends crossed with technological trends (example: detect the future Airbnb). We need to play together to "change".

It is important to encourage society to adopt more virtuous energy consumption behaviours.



See tomorrow's city in 3 minutes flat! !



FEEDBACK ON THE PRESENTATIONS



Sébastien SOLEILLE

Global Head of Energy Transition and Environment, BNP Paribas
group.bnpparibas

BNP's aim is to be aligned with the 2°C trajectory according to the **Science Based Targets**.

This implies changes over time, "objects" to be financed. Much remains to be done, but a dynamic is underway. The mode of collaboration and coalitions are increasingly important to lead the transition.

Banks must increasingly meet consumer expectations, such as expectations of transparency (they had already anticipated through the Transparency Act of 2015 but must go even further).



[BNP Paribas committed to the Science Based Targets initiative](#)



Carry SOMERS

Founder of Fashion Revolution
fashionrevolution.org

Fashion has a very significant impact on the climate with 1.8 million teqCO₂/year. Fashion figures are not very edifying and terrifying. The manufacturing, transport and distribution processes use a lot of fossil fuels. The raw materials are highly emissive (polyester...).

The challenge is to create a systemic reform of the fashion industry, to improve energy efficiency, to promote the use of renewable energies, but also to promote ethical production.

Fashion Revolution has created the **Fashion Transparency Index**, an index of fashion transparency. This index ranks the world's largest fashion companies (40 in 2016, 100 in 2017) according to their degree of transparency, based on a questionnaire and publicly available information on supply chain issues.

Consumers must also become involved and become consumers-actors.

HOW TRANSPARENT ARE THE 200 BIGGEST FASHION BRANDS?



[Fashion transparency index of the biggest fashion brands](#)



PARTRONAGE AND SPONSORS

#FIMC19

— UNDER THE HIGH PATRONAGE OF —



MINISTÈRE DE LA TRANSITION ÉCOLOGIQUE ET SOLIDAIRE

MINISTÈRE DE L'ÉDUCATION NATIONALE ET DE LA JEUNESSE

MINISTÈRE DE L'ENSEIGNEMENT SUPÉRIEUR DE LA RECHERCHE ET DE L'INNOVATION



— SPONSORS —



— MEDIA PARTNERS —



ORGANIZATION

#FIMC19

From 2018 to 2020, the International Weather and Climate Forum (FIM) is co-organized within the framework of a partnership governance chaired by Météo et Climat, EcoAct and IW2C. This governance includes the members of the high-level committee and the members of the Founding Sponsors Club.

— HIGH-LEVEL COMMITTEE —

Anne HIDALGO Mayor of Paris and Chair of C40 Cities

Petteri TAALAS Secretary-General of the World Meteorological Organization (WMO)

Hoesung LEE Chair of the IPCC

Jean-Marc LACAVE CEO of the French National Meteorological Service Météo-France

Jean JOUZEL President of Météo et Climat

Hervé LE TREUT Director of the Institute Pierre-Simon Laplace (IPSL)

— FOUNDING SPONSORS CLUB —



— CO-ORGANIZERS —



Météo et Climat is a non-profit association chaired by climatologist Jean Jouzel. Its objective is to promote and popularize atmospheric and climate sciences through the organization of events and publications. Since 2004, she has co-organized the International Forum on Weather and Climate with Christian VANNIER. www.meteoetclimat.fr



IW2C (International Weather and Climate Compagny) is chaired by Christian VANNIER, founder of FIM. He has experience in international climate communication in close collaboration with international weather presenters. Since 1994, it has been co-organizing international events with the aim of bringing together the various communities that participate in climate change education networks.



EcoAct, created in 2005, offers the world's best and most comprehensive range of solutions to help its customers effectively meet the challenges of climate change. Sylvianne VILLAUDIÈRE, Deputy CEO of EcoAct, has been supporting leaders and stakeholder groups since 2000 in their climate and sustainable development / CSR communication strategy. <https://eco-act.com>



CONTACTS

#FIMC19



— 16th International Weather and Climate Forum —

Organization

Christian VANNIER

IW2C

christian.vannier@forumeteoclimat.com

Morgane DAUDIER

Météo et Climat

morgane.daudier@meteoetclimat.fr

Nicolas MALPIÈCE

EcoAct

nicolas.malpiece@eco-act.com



www.forumeteoclimat.com



@forumeteoclimat #FIMC19