**Beat: Business**

# IMPACT 23 - FOCUS ON SOBRIETY

### HOW TO PUT IT INTO ACTION?

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**USPA NEWS -** After the Success of the Two Previous Editions, CB News and Media are once again Uniting the Market around this Central Subject for an Event Conference: "Impact. The Focus On Sobriety." Everyone talks about it, everyone claims to grasp it and yet Sobriety is Still a Portmanteau Word that should be questioned.

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Between Energy or Environmental Sobriety and the Combination of this New Expectation with the Communication Industry and the Consumer Society, many Assumptions remain. What is Sobriety? Why this Word more than any other imposed in Political and Media Lexicons?

How can Communication support this Transition to a Society more Responsible and how does the Sector bring itself up to date? What are the Main Brakes and Main Drivers of this Expected Sobriety?

Sharing of experiences, Experts in the Field, Policies and Actors of this Key Subject Took Place on Stage at the Verniquet amphitheater ( at the National Museum of Natural History).

Full Program of The Event
Animated by Frederic Roy - Editor In Chief CB News
Charlotte Bricard - Journalist
Astrid Louise - Founder of "Business De meufs" (Girls Business) Podcast

1) - What Does Sobriety Mean?

* Introduction
With Frederic Roy - Editor In Chief CB News
And Laurent Broca - President Havas Media Group

* Earth Seen From Space - A Vision To Change The World
With Jean-Pierre Goux - One Home, The Institute of Desirable Futures

* How to do it Faster, Higher, Stronger with Less and Less Impact
With Georgina Grenon - PARIS 2024

* French People and Sobriety
With Julie Gaillot - CSA

* Everything That Shines
With Iris De Corlieu - Label Emmaüs

2) - How to Make Sobriety Desirable?

* Can Fiction Presage New Uses?
With Ramy Fischler - RF Studio

* Can we Rhyme Advertising and Sobriety?

With Valérie Martin - Ademe
David Leclabart - Australie.gad
Aurélien Pernot - EDF
Vincent Vevaud - Europcar Mobility Group
Emilie Cabanié - Havas Play

* New Stories

With Claire Sulpice - Enedis
Valerie Falciola-Borel - France TV Publicité
Stéphanie Rismont - SNCF

3) - Sobriety And Media

* Start Press
With François-Xavier Couval - So Good

* What Sobriety in the Age of Infobesity?
With Virginie Sassoon - Clemi
Violette Spillebout - Member of Parliament, Co-Rapporteur of the Parliamentary Media Education Mission

* Matter To (Re) Think
With Géraldine Poivert - (Re)Set

4) - Big Award For Start-Ups

Start-Ups: Achille, Impact+, Dero, Open Climat, Sopht, Extrastudent, Greenbids
With Capucine Pierard - VP Havas Media Group

Start-Ups Winners:

* Open Climat
Elsa Chai (Co-Founder)
* Greenbids
Guillaume Grimbert (CEO & Co-Founder)

@ Verniquet Amphitheater, Natural History Museum in Paris
On May 11, 2023

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