

(RE)SET

**MAKING SUSTAINABILITY  
A PREDICTABLE DRIVER OF GROWTH**



# (RE)SET

## ON GOING PROGRAMS

**PACKAGING**  
(RE)SET **RETAIL**

**FURNITURE**  
(RE)SET **FURNITURE**  
for **écomobilier**

**TOURISM & EVENTS HOSTING**



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## FUTURE PROGRAMS



**WASTE TO  
ENERGY**



**WATER  
TREATMENT,**



**FOODTECH  
AGRITECH**



**TEXTILES**

(RE)SET RETAIL

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**TOGETHER,  
TOWARDS A  
PLASTIC-FREE PACKAGING  
WORLD**



# PLASTIC POLLUTION IS NO LONGER ACCEPTABLE

## RESSOURCE DEPLETION

AT THE CURRENT PACE OF PRODUCTION  
THE WORLD HAS ONLY 40 YEARS OF  
OIL LEFT

## OVER CONSUMPTION

40% OF PLASTIC PRODUCED IS  
FOR  
PACKAGING

## OCEANS POLLUTION

EVERY MINUTE, THE EQUIVALENT OF  
ONE GARBAGE TRUCK OF PLASTIC IS  
DUMPED  
INTO OUR OCEANS







## **REGULATION PRESSURE GROWS EXPONENTIALLY**

### **GREEN TAXES RISE**

WITH MORE THAN 700 M€, THE FRENCH ECOTAX ON PACKAGING IS RAISING FAST (80% IN THE LAST TEN YEARS). IT SHOULD EDGE 1 BILLION € WITHIN THE NEXT 4 YEARS.

### **BANS MULTIPLICATION**

BANS STARTED WITH PLASTIC BAGS, THEN SINGLE USE PLASTICS. EU IS NOW ACTIVELY WORKING ON MICROPLASTICS AND THINKING ABOUT OTHER PRODUCTS/POLYMERS BANS.



# PLASTIC CONCERNS ON RISE FOR CONSUMERS

90%

of consumers would like the government to set up regulation forcing brands to inform how environmentally friendly the packaging of a product is.\*

61%

of French consumers aged between 19 and 29 say that they changed brands last year "mainly for packaging, recyclability or overpackaging.\*

55%

of consumers mention plastic when they feel that packaging does not respect the environment.\*\*

\*study by the European Association of Cardboard and Flat Cardboard Manufacturers, Pro Carton

\*\*Shopper Action Plus study for Citeo



# FRENCH PLASTIC PLEDGE

A GROUP OF LEADING CORPORATIONS  
COMMITTED THEMSELVES TOWARDS  
A MORE SOBER USE OF PLASTIC

FRENCH PLASTIC PLEDGE SIGNED ON 02/21/2019





**TO GROUND THEIR PLASTIC PLEDGE  
WITH INNOVATIVE AND TANGIBLE ACTIONS**



**INITIATED**

(RE)SET RETAIL



(RE)SET **RETAIL**

## AN OPEN INNOVATION PROGRAM DEDICATED TO CIRCULAR ECONOMY IN RETAIL

BUILD A CIRCULAR ECO-SYSTEM

BUILD A CIRCULAR ECOSYSTEM OF RETAILERS  
& PRODUCERS, STARTUPS, SMBS AND R&D  
LABS

BUILD TANGIBLE SOLUTIONS

FINDING, SELECTING AND DRAWING PILOTS TO  
TEST DISRUPTIVE SOLUTIONS, TRANSFORM EXISTING  
PRODUCTS  
AND CREATE NEW BUSINESS MODELS

**FOCUS 2019**

# PLASTIC-FREE PACKAGING





# THE POWER OF A COLLECTIVE ACTION TO CHANGE THE RULES OF THE GAME

## RETAILERS



## SUPPLIERS

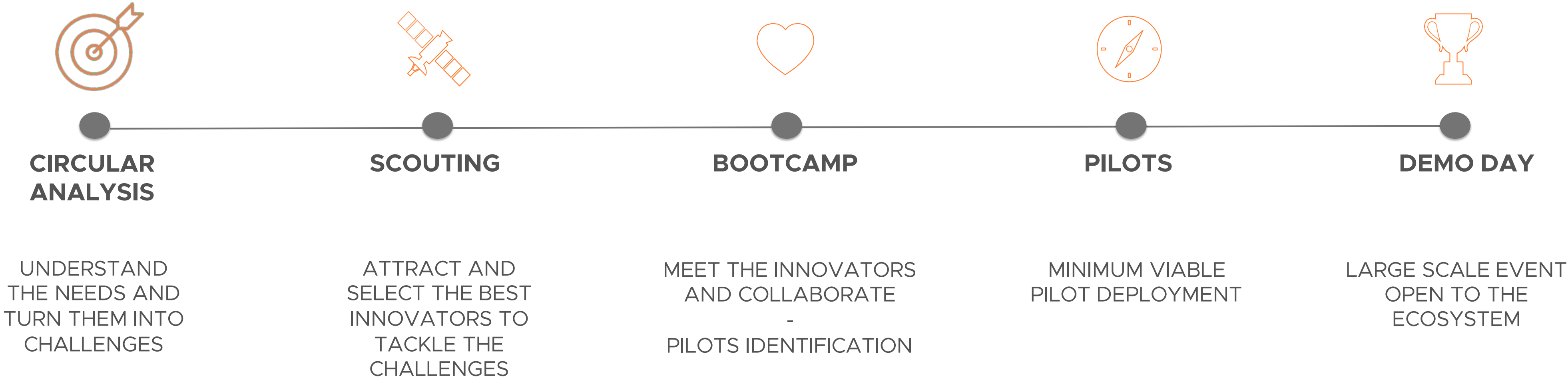


## WASTE MANAGEMENT





# 12 MONTHS TO SUCCEED, A 5 STEPS PROGRAM

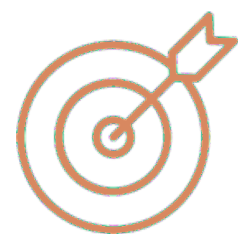




# PROGRAM STEPS

(RE)SET<sub>RETAIL</sub>





## CIRCULAR ANALYSIS

UNDERSTAND  
THE NEEDS AND  
TURN THEM INTO  
CHALLENGES



## SCOUTING

ATTRACT AND  
SELECT THE BEST  
INNOVATORS



## BOOTCAMP

MEET THE INNOVATORS  
AND COLLABORATE  
-  
PILOTS IDENTIFICATION



## PILOTS

MINIMUM VIABLE  
PILOT DEPLOYMENT



## DEMO DAY

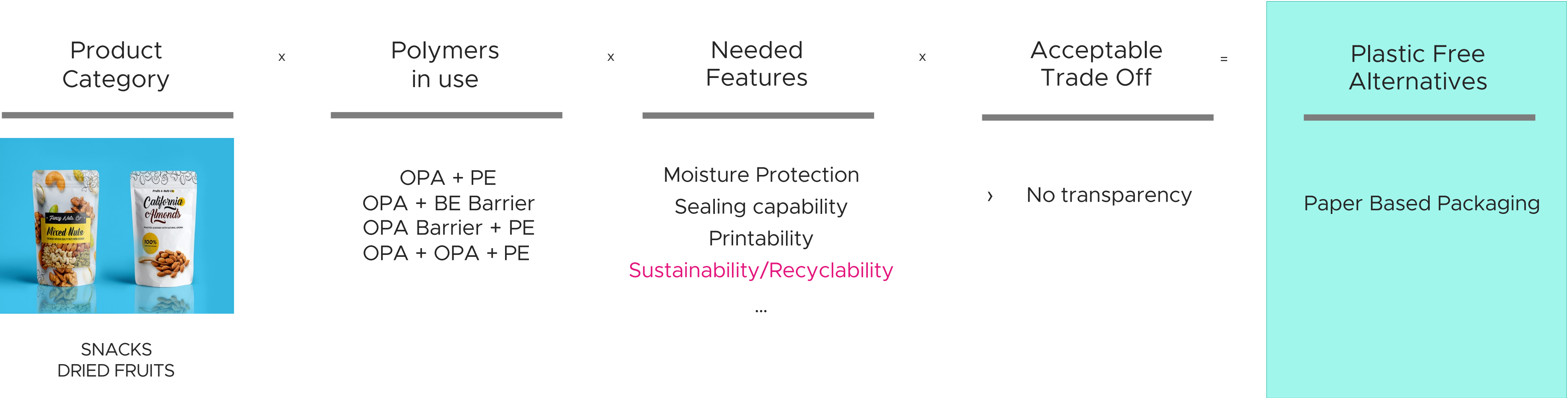
LARGE SCALE EVENT  
OPEN TO THE  
ECOSYSTEM

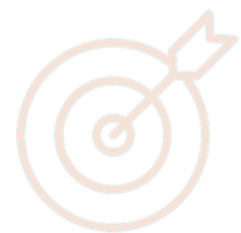


# OBJECTIVE

BUILD A STRATEGIC FRAMEWORK THAT CAN BE APPLIED  
TO **ANY PRODUCT CATEGORY** TO SHARPEN DECISION PROCESS AND ORIENT ACTIONS

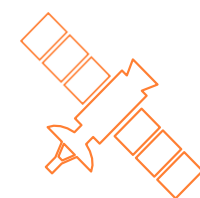
EXAMPLE:





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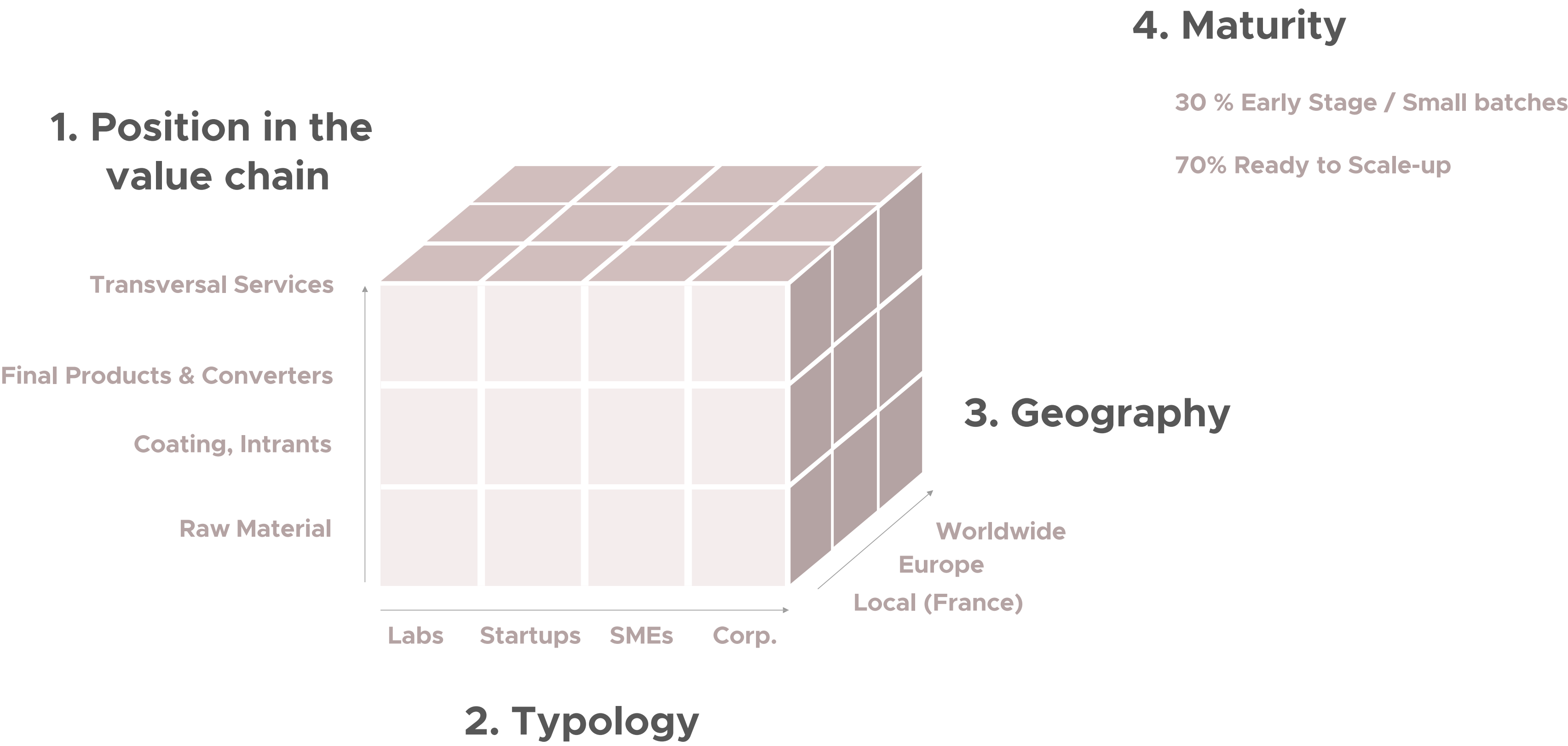


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# METHODOLOGY



# METHODOLOGY

DIRECT

- EXCLUSIVE DATABASE
- INNOVATION NETWORK ACTIVATION
- DEDICATED SCOUTING TEAM

LEADS  
1000'

INDIRECT

- WEBSITE FOR THE CHALLENGE
- SOCIAL MEDIA COMMUNICATION

(RE)SET  
RETAIL

WHY APPLY CHALLENGES SOLUTIONS PARTNERS PROGRAM



PLASTIC-FREE  
PACKAGING

COLLABORATE TO FIND THE MOST COMPETITIVE ALTERNATIVES TO PLASTIC PACKAGING

Either because plastic has become dangerously ubiquitous, the EU is consistently strengthening the legal framework and it is time to (RE)SET the paradigm around plastic.

This is why the first edition of (RE)SET Retail, an open-innovation aggregating innovators to find competitive solutions, will be alternatives to plastic packaging. We aim to create a rich ecosystem of innovators collaborating for plastic-free packaging solutions. In order to actually make a difference, and have an impact.

[www.reset-retail.com](http://www.reset-retail.com)



DEDICATED TEAM

13 MAY

07 JULY

16 JULY

5 SEPTEMBER

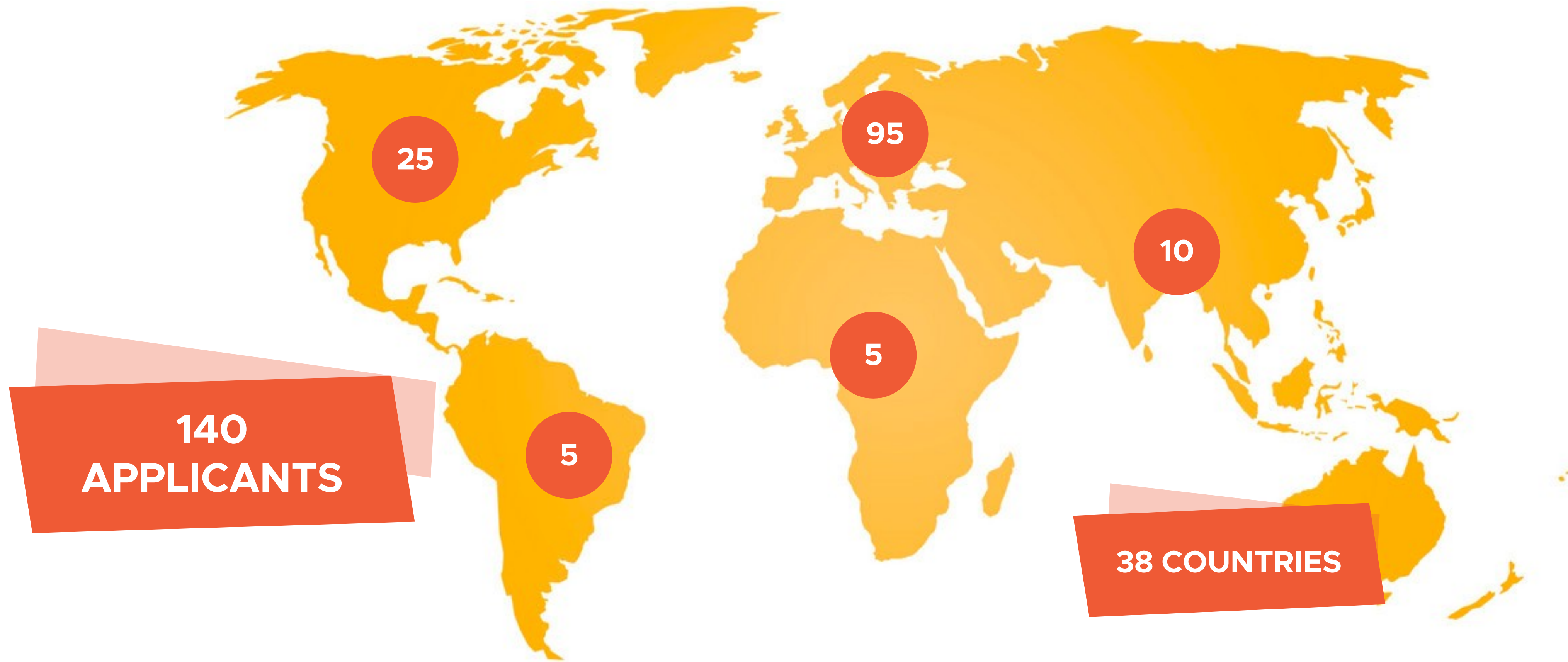
STARS 10'

APPLICATIONS 100'

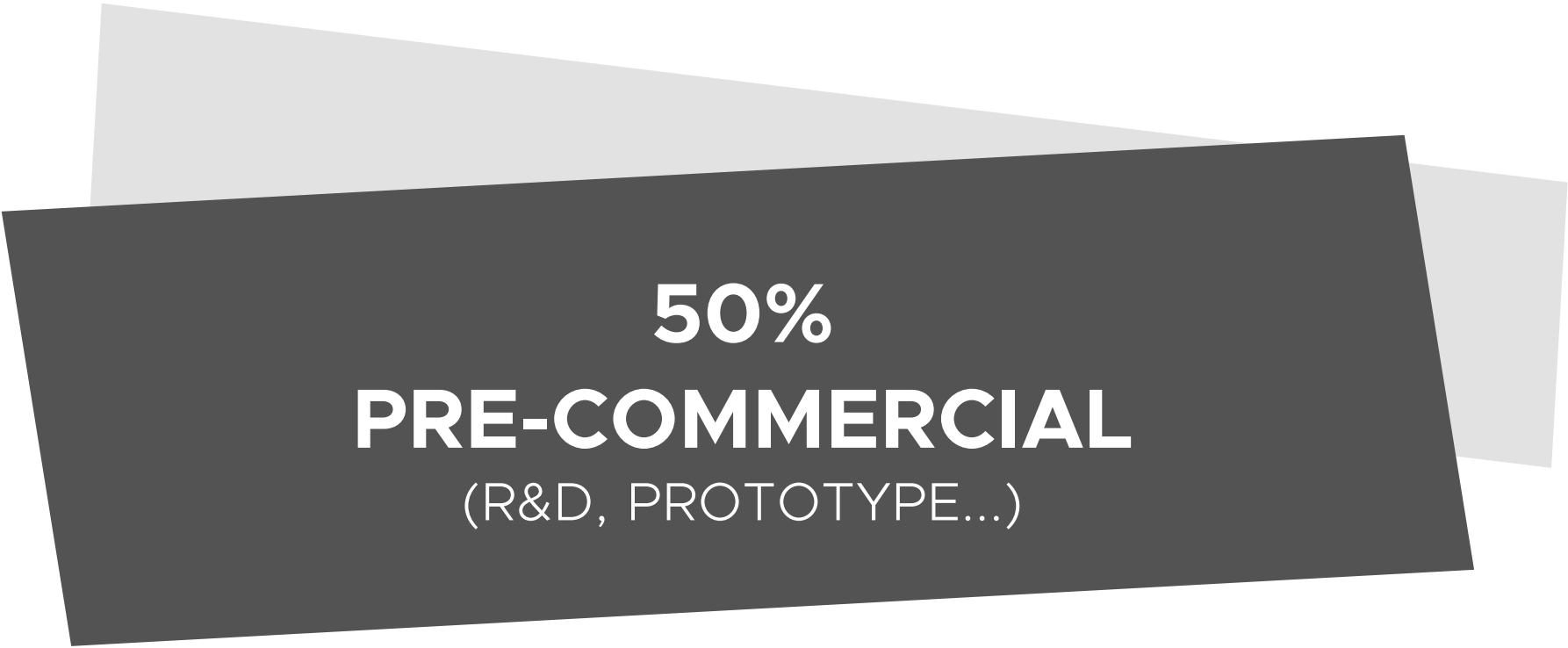
LEADS 1000'



# SCOUTING 2019 : A PROMISING START



# SCOUTING : A PROMISING FIRST YEAR



**TRADITIONAL  
PACKAGING**

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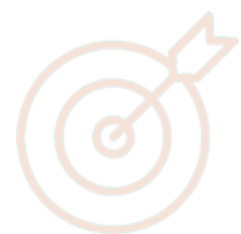
MATERIALS  
COATINGS  
CONVERTERS

**BUSINESS  
MODEL**

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BULK SELLING  
RE USABLE PACKAGING





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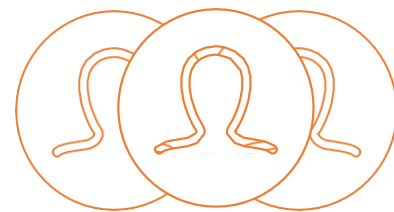


## DEMO DAY

LARGE SCALE EVENT  
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# KEY MOMENTS OF THE BOOTCAMP

## THE RATIONALE OF THE BOOTCAMP



### FACE-TO-FACE MEETINGS

- Get to know each other better
  - Sponsors present their strategy and future vision
  - innovators present their solution and ambition
- Hands-on meetings and working sessions



### PILOT IDEATION & DESIGN

- Ideate and design pilots together
- Tools to outline business opportunities for collaboration
- Feasibility analysis through technical trials



### FINAL SELECTION & PILOT LAUNCH

- Strong evidence on which to base decisions
- Select the best opportunities to pilot
- Launch Pilots







# BOOTCAMP 2019 : AN IMPRESSIVE START

**200**

## MEETINGS

MORE THAN 200 MEETINGS ORGANIZED  
BETWEEN SPONSORS, INNOVATORS AND  
EXPERTS IN LESS THAN 3 DAYS

**42**

## TARGETED SOLUTIONS

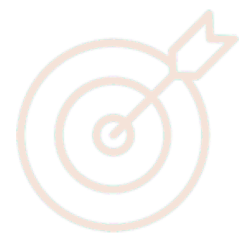
42 TARGETED SOLUTIONS PRE-EVALUATED,  
COMBINING DIFFERENT INNOVATORS

**30**

## SOLUTIONS SELECTED

30 SOLUTIONS SELECTED FOR BOOTCAMP  
2, ADDRESSING HUNDREDS OF SKUs





**CIRCULAR  
ANALYSIS**

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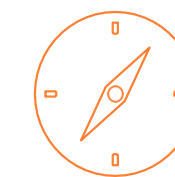
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**DEMO DAY**

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# PILOTING

## PILOT FACILITATION AND MONITORING

### A PROVEN METHODOLOGY DELIVERING TANGIBLE RESULTS

- > PILOTS PLAN & TOOLS
- > WEEKLY CHECKPOINTS
- > TEAMS FREQUENT CALLS AND MEETINGS
- > CHANGE MANAGEMENT AND INCIDENT RESOLUTION
- > FINDING THE RIGHT SPONSORSHIP
- > PROGRESS MONITORING AND REGULAR STATUS UPDATES

#### CUSTOMER SUCCESS: FREE ELECTRON



##### FREEELECTRONS2018 IN NUMBERS

515

Startups  
applications

65

Countries

15

Startups selected for  
piloting

less than 6 months later

45

Pilots already  
launched (as of 4<sup>th</sup>  
November 2018)

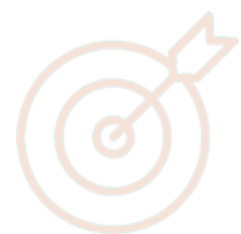
5

Investments  
realized in less  
than 6 months

1

Acquisition





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# DEMO-DAY

## SHOWCASING RESULTS

### A TIME TO SHOWCASE THE FIRST RESULTS AND LEARNINGS OF THE PILOTS

- > LARGE SCALE EVENT WITH EXTERNAL GUESTS
- > SHOWCASE TANGIBLE RESULTS
- > COMMUNICATION OPPORTUNITY TO ALL STAKEHOLDERS
- > CELEBRATE !!!





An underwater photograph showing a large white plastic bottle and other debris floating in clear blue water. A diver is visible in the background. The image is partially covered by a large orange diagonal overlay on the left side.

# NEXT STEPS FOR (RE)SET RETAIL

(RE)SET RETAIL



# AMBITION FOR 2020

## GATHERING MORE ACTORS IN THE FRENCH PROGRAM

**2020 FOCUS (TBC)**  
**BETTER PACKAGING**

**MORE RETAILERS**  
**FROM 2 RETAILERS IN 2019**  
**TO 4 RETAILERS IN 2020**

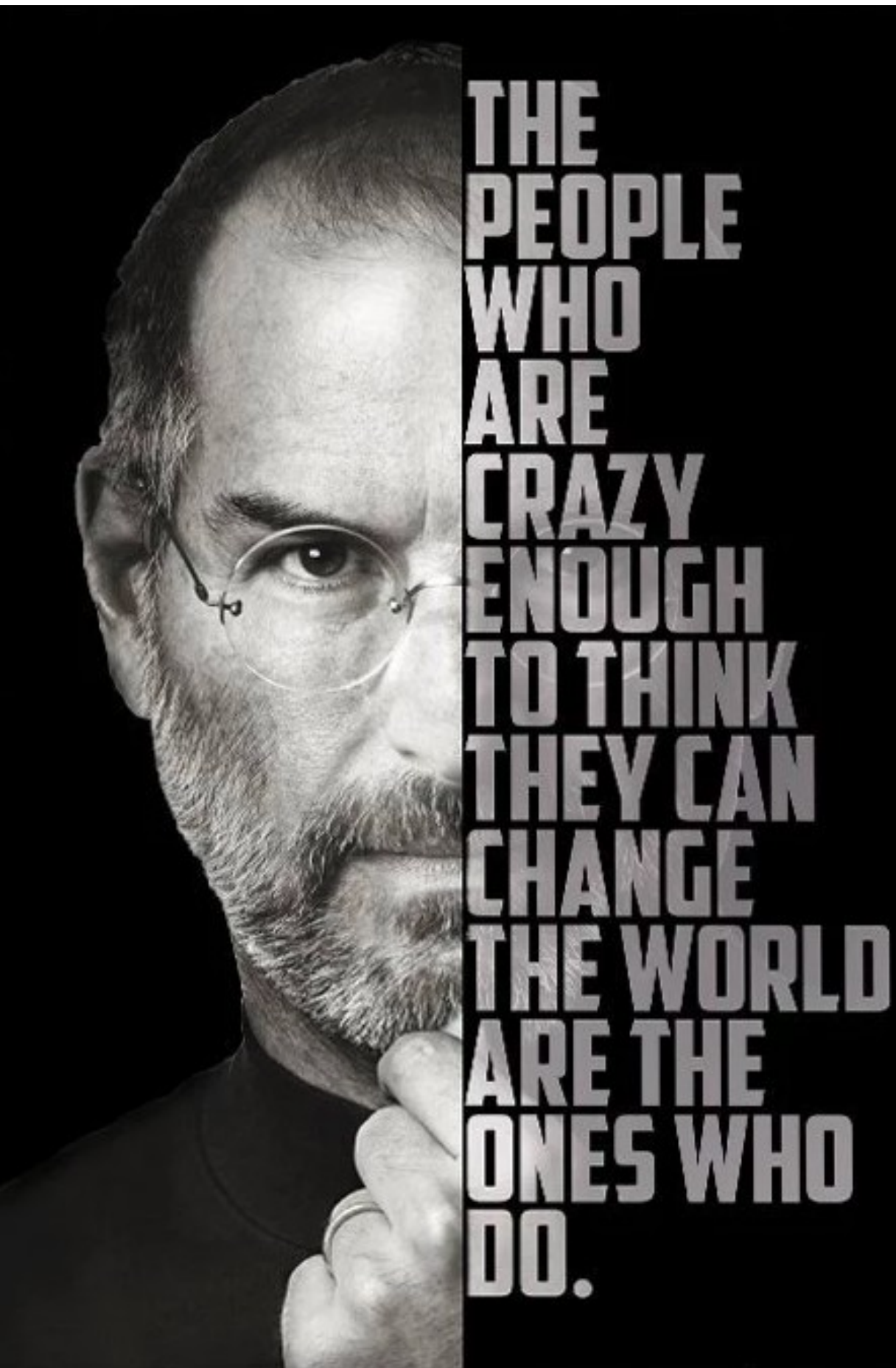
**MORE SUPPLIERS**  
**15/20 RETAILERS' PRIVATE**  
**BRANDS PLANNED FOR**  
**2020**

\* + Ongoing research of Plastic Free Alternatives

(RE)SET RETAIL'S AMBITION FOR 2020  
**REPLICATE THE PROGRAM WITH EUROPEAN RETAILERS  
AND THEIR PRIVATE BRANDS' PRODUCERS**

ON GOING DISCUSSIONS  
> PORTUGAL  
> SWISS  
> SPAIN





BUT IF WE ARE TO CHANGE THE WORLD  
**WE NEED TO THINK BIGGER WE  
NEED TO ACT FASTER**