# GREEN MIND UNIVERSITY

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## 2017 EDITION REPORT

## GREEN MIND UNIVERSITY: A DYNAMIC FORUM FOR INTERNATIONAL AND MULTIFACETED DISCUSSIONS ON SUSTAINABILITY

The **2017 Green Mind University** on sustainability, under the auspices of **Greenfish** and its partners **Cluster TWEED**, **GreenWin** and **BWI**, took place on 10 May in Brussels. This dynamic forum was designed to share knowledge, get inspired, and network about pressing sustainability issues within a scientific and professional framework.

A one-day partner event on the sidelines of the **EU Green Week** held in Brussels from May to June 2017, GMU's first edition brought together more than a hundred participants in the field, including professionals, innovators and academics from a variety of disciplines.

**Nassim Daoudi**, Managing Director at **Greenfish**, opened the Green Mind University by setting the scene:

« *The greatest threat to our planet is the belief that someone else will save it.* » - Robert Swan

Climate change is real. The pictures displayed on the slideshow speak for themselves: air pollution, traffic jam, ice melt,... In recent decades, there has been growing a sustainable pressure as fast as the global warning. Because « there is no planet B », as **Nassim Daoudi** says, the aim of the GMU doesn't consist only in learning and sharing knowledge but also in developing a committed **Green Mind Community**. In September, **Greenfish** will launch its online community platform around sustainability related topics.

Following this brief introduction, the **Green Mind University** first hosted 3 technical sessions addressing themes such as:

### GREEN SPIRITS: TURNING GRAPE SKINS INTO LIQUID GOLD AND HELPING THE ENVIRONMENT

**Jonathan Lyddon**, Commercial Director at **Distillerie Francōli**, introduced one of the world's first green distillery to have been officially certified carbon-neutral. Although Francōli's first production processes were already environmentally friendly, using every part of the grape skins, $CO_2$ produced as a result of the commercial activities is offset by the planting and the maintenance of new forests in Costa Rica. The Francōli Group offered a good case in point with regards to smart energy, zero-waste, and carbon and water footprint.

### LOW CARBON PATHWAYS FOR STRUCTURAL DESIGN: EMBODIED LIFE CYCLE IMPACTS OF BUILDING STRUCTURES

**Catherine De Wolf**, PhD Candidate in Architecture at the **Massachusetts Institute of Technology (MIT)**, has generously contributed her knowledge, expertise and resources. First she introduced the database she has developed about carbon footprint of building structures around the world. She also outlined the **Carbon Leadership Forum** as an industry-academic collaboration focused on reducing the carbon « embodied » in building materials. Within this framework, **Catherine De Wolf** has launched the **Structural Engineers 2050 (SE 2050) Commitment Initiative** to inspire and to challenge structural engineers to meet embodied carbon benchmarks and increasingly higher reduction targets in a "race towards the most efficient building" as we approach the year 2050.

### ACHIEVING GLOBAL LEADERSHIP IN RENEWABLE ENERGIES

On 30 November 2016, the **European Commission** presented the **« Clean Energy for All Europeans »** package to keep the European Union competitive as the clean energy transition is changing the global energy markets. Today the question is: can EU still become a global leader in renewable energies? According to **Ruud Kempener**, Policy Officer at DG Energy, Renewables and CCS Policy Unit at the **EU Commission**, the European Union is on track to meet the 2020 target with an estimated renewable energy share of 17% of gross final energy consumption in 2015. Some reasons were advanced to support this figure. While becoming affordable, renewables drastically reduced greenhouse gas emissions in 2015 with 436 Mt CO2 equivalents, equal to total emission on Italy. They have also reduced dependence on fossil fuel and energy imports. Nowadays, over 1 million people work in the renewable energy sector, with potentially 3 million more jobs by 2020. In 2016, 173 countries have renewable energy targets.

### DISCUSSION PANEL - How industries/brands become Green Changemakers in the fight against global warming? How to deal with sceptical governments (e.g. Trump) regarding climate change?

Moderated by the Green & Positive Journalist, **Cyrielle Hariel**, the discussion panel took center stage in delving into three specific issues, giving the floor in turns to the speakers from the morning. As to whether industries/brands can become Green Changemakers in the fight against global warming, **Nassim Daoudi** has first pointed out the difficulty in our modern societies to change behaviors and to break the routine of companies as well as individuals. This is why now is the time to take stock and to support all useful initiatives aimed at creating new trends. A Green Changemaker is a disrupter, added **Ruud Kempener**.

However, still too few people feel concerned about the climate change issue, according to **Catherine De Wolf**. So, **Cyrielle Hariel** was wondering how to involve consumers. All panelists agreed that communication is the key, even if being green is very complex, **Ruud Kempener** confessed. For its part, **Nassim Daoudi** thinks that we must break up and end greenwashing practices from many companies. It is urgent to develop real green branding for raising awareness consumers and setting example by building business cases. As well, more research and benchmarking studies are needed to identify what consumers do expect, said **Catherine De Wolf**, although she deplored a recent drastic cut in public funding in United States for instance.

So, how to deal with skeptical governments regarding climate change? **Ruud Kempener** thinks local communities should gradually begin to take the lead and become the key drivers for a fresh and alternative development while **Catherine De Wolf** banks on private investors to support research and development in the field. Facing this challenging environment, **Nassim Daoudi** concluded that living in cities clearly favors a behavior more sustainable than living in the countryside where there is more difficult to adapt its habits.

### NETWORKING LUNCH

During the resumed session, much was heard in the afternoon about industry strategies that have been integrated across businesses in policies, processes and products.

### NIKE EUROPE LOGISITICS CAMPUS (ELS): AN OVERVIEW OF SUSTAINABLE PERFORMANCE

Innovating for a better world, **Mike van der Zanden**, Director Supply Chain Sustainability at **Nike**, is a fervent supporter. **Nike's European Logistics Campus**, a state-of-the-art centralized distribution network in the center of Europe, is a pinnacle example of how sustainable innovation is embedded into **Nike**'s growth strategy. The facilities rely on a combined use of 5 different types of renewable resources: photovoltaic, wind turbines, hydropower, biomass, and geothermal technology. The renewable energy supply is a first-rate stake of development as well as zero-waste target. So, he proudly introduced the recent Flyknit technology that prevents millions of pounds of waste by producing footwear using 60% less waste, although **Nike**'s long term vision is to create a continuous loop without waste.

### HOW TO INCREASE THE VALUE OF YOUR INVESTMENTS: FOCUS ON ENVIRONMENTAL EXTERNALITIES

At **Greenfish**, we strongly believe developing a real sustainability corporate strategy with an ecosystem of green solutions contributes to a significant financial **Return on Investment** as well as a huge **Return on Societal Innovation**, and therefore to great corporate benefits, **Pascal Heuschling** explained. Senior Manager at **Greenfish**, he also described the sustainable value creation framework set up by the Green Solutions department, through 4 service lines: carbon and water footprint, zero waste, smart energy, and mindset change. Then, he introduced the role of its business partner **Ecochain**, the environmental ERP that integrates big data on raw material flows and energy across the vertical of entire value chains, enabling for ecological transparency on over 30 KPIs. **Greenfish** and **Ecochain** together identify and bridge the gap between sustainability and profitability, enabling companies to produce more sustainably while increasing growth and profit, **Boudewijn Mos**, Co-Founder, Commercial Director at **Ecochain** added.

### THE CHEMISTRY OF CLEAN ENERGY: THE DOW EXPERIENCE

At **Dow Corning**, global leader in silicon-based technology and innovation, sustainability is more than a commitment. Producing a broad portfolio of high-performance silicone, the company is very proud to be a key enabler of clean energy for all Europeans. **Annick Meerschman**, Seneffe Site Manager & Manager Director at **Dow Corning Europe**, highlighted that a relatively modest quantity of silicone can be sufficient to obtain a large increase in the efficiency of processes, energy consumption and use of materials. In addition, silicones are extremely sustainable materials, by extending the service life of goods, thereby preventing waste. A great way for **Dow Corning** to contribute to the circular economy by enabling resource efficiency. Among the innovative solutions, she also introduced the positive impact of **Dow** passive house system with passive solar gain, eliminating the need for central heating, reducing fuel costs and carbon emissions while providing high standards of comfort and building health.

### SHARING BEAUTY WITH ALL: THE L'ORÉAL SUSTAINABILITY PROGRAM AND COMMITMENT

Launched in 2013, the program **« Sharing Beauty with all »** is not an initiative but more a state of mind. Registered as one of the strategic priorities, it was a real cultural shift for the company, **Brigitte Bekaert**, Director Corporate Communication, Sustainability and Public Affairs at **L'Oréal**, explained. In 2016, at the halfway mark of its 2020 ambitions, **L'Oréal** has already undertaken an in-depth transformation and could demonstrate major progress, especially in terms of innovating and producing sustainability. **L'Oréal** has achieved and even exceeded its target of a -60% reduction in $CO_2$ emissions, four years ahead of schedule. Over 82% of the products have an improved environmental or social profile. In addition, the efforts made by R&D teams have led to much progress, offering better biodegradability (98-99%) or containing more natural ingredients. « Sustainable innovation is inciting us to be more and more creative, offering 100% renewable ingredients », she added. The program has therefore brought about substantial lasting changes in the way **L'Oréal** designs, produces, communicates and distributes its products. Nowadays, **L'Oréal** is one of only two companies in the world out of nearly 3,000 to have received a triple 'A', the highest score, from the CDP (an independent international organization that evaluates the environmental performance of companies) in three areas: climate protection, sustainable water management and the fight against deforestation. Also, she proudly described the first 100% carbon-neutral production site in Libramont, as the result of a three-year scientific collaboration.

In conclusion of the **Green Mind University**, every participant received a certificate of attendance.