Project Summary

Around the World in 80 People

Innovate for the Planet

A project in partnership with becitizen
Mathieu Le Roux
28

- Master in Sc of Management HEC 2001
- 3 years of work experience in consulting, marketing in the US and Brazil

Sylvain Darnil
25

- Graduate in Business ESSCA in 2001
- 2 years work experience in finance Brazil and Germany
- Photograph of the project
Around the world in 80 People
Setting an example is the only way!

- **Optimist**: No prophets of doom
- **Change Agents**: No theoretical specialist
- **Responsible**: No sacrificed heroes
- **Pragmatic**: No ideologue
Identify success of Sustainable Development

Relevant stories...

530 initiatives identified and selected (*)

Innovative

Replicable

Understandable

Work with locally implanted NGOs

80 Powerful Initiatives

Watch out for the wrong ideas!
Around the World in 80 People

Itinerary and Financing

5 months full time preparation
15 months trip
  - 38 countries visited

113 initiatives / 8 languages

A budget of 70 000 €
  - 1/3 in private financing
  - 1/3 in public subsidies
  - 1/3 personal funds
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Media Impacts

On the Web:
» www.80hommes.com
» 80hommes.Wanadoo.com

Mini website on the First French Web Portal

» 220 000 visits
» 2 200 members
» 1 200 messages

On traditional media:
» on “Courrier de l’Environnement”
» in “le Journal des Grandes Ecoles.”
» in Le Nouvel Observateur, Ouest France.
» radio on France Inter / Europe 1 / RFI
» even a cartoon in Grain de Soleil
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Since we’re back...

Highlight good examples:
- National media campaign
- Articles in positive news mag : Reporters d’Espoirs
- 50 Conferences (2005): HEC, Mefef, Lycées, Entreprises
- A book : « 80 hommes pour changer le Monde »
  with Editions JC Lattès (Hachette Group)

Consulting Missions on sustainable innovations:
Thanks for your attention

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