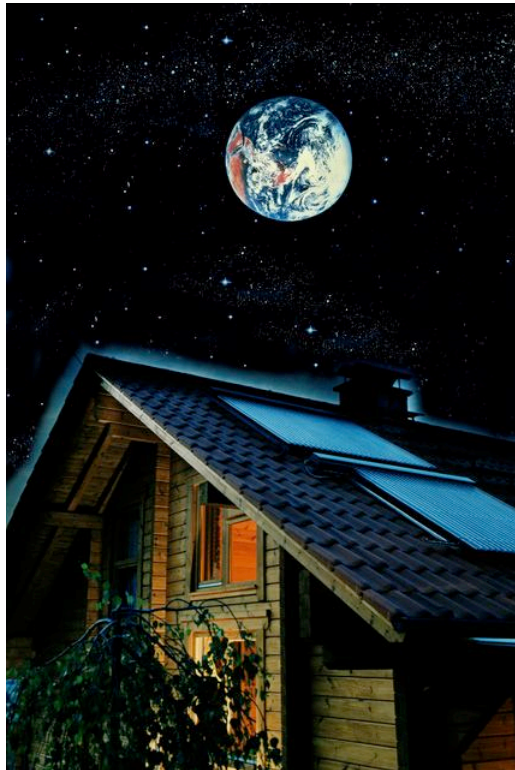


Around the World in 80 People

Innovate for the Planet



A project in partnership with





Around the world in 80 People

Who are we ?

Mathieu Le Roux
28



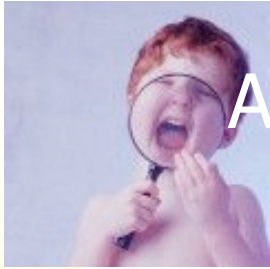
- **Master in Sc of Management HEC 2001**
- **3 years of work experience in consulting, marketing in the US and Brazil**



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

Responsible

No sacrificed heroes



Change Agents

No theoretical specialist

Pragmatic

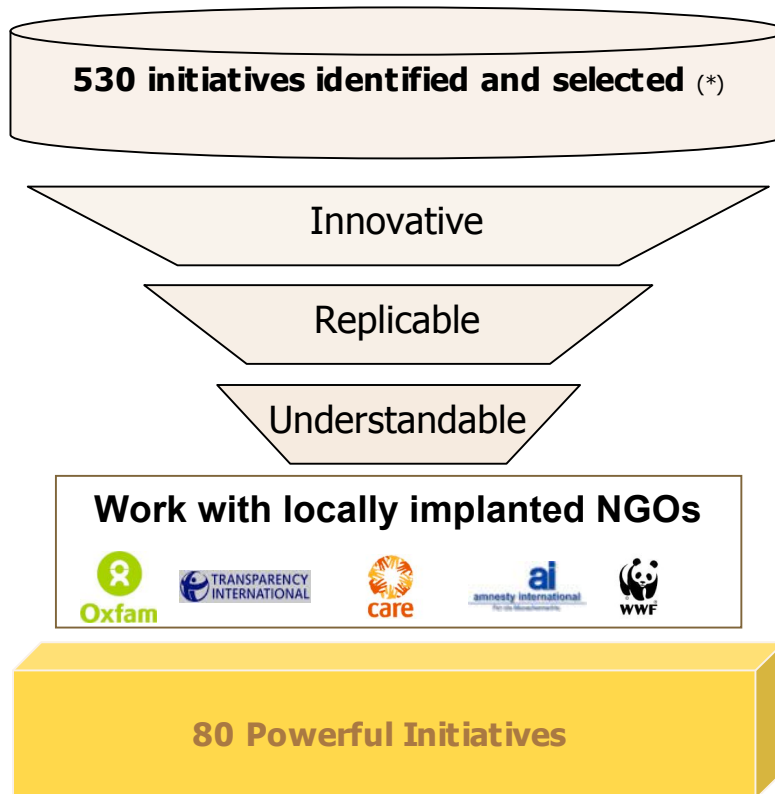
No ideologue





Identify success of Sustainable Development

Relevant stories...



Watch out for the wrong ideas !

(*) Source WBCSD SustainAbility Becitizen O2 France





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





Around the world in 80 People

Media Impacts

On the Web :

- » www.80hommes.com
- » 80hommes.Wanadoo.com

Mini website on the First French Web Portal

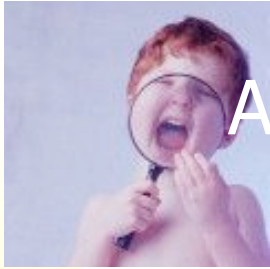


*220 000 visits
2 200 members
1 200 messages*

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**





Around the world in 80 People 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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