



20th Oct. 2020 : **Legacy & vision to next generation within global environment**

STARTUP CREATIVITY CHALLENGE

COMITÉ D'ÉCHANGES FRANCO JAPONAIS

FONDATION FRANCO JAPONAISE SASAKAWA

TUESDAY CHALLENGE

Legacy & vision to next generation within global environment
地球環境、次世代へのレガシーとヴィジョン

"Why incubating sustainable innovation is visionary?"
持続性のあるイノベーションをインキュベートする意義

SPEAKERS / 講演者

- **ANNE LAUVERGEON** アンヌ・ローベルジョン
CEO / ALP · FORMER CEO / AREVA
CO-PRESIDENT / MEDEF INNOVATION COMMISSION
CO-PRESIDENT / SCC EXECUTIVE COMMITTEE
- **THIBAUD DUMAS** ティボー・デュマ
DIRECTOR / MATRICE
- **NOËL BAUZA** ノエル・パウザ
FOUNDER & CEO / ZEI

FOLLOWED BY Q&A SESSION
KIMIKO IMAI 今井公子
FOUNDER & CEO - SINEORA

Tuesday · 火
20th Oct. 2020
9.30 am CEST
4.30 pm JST
ONLINE
オンライン

in English
英語

In partnership with

JETRO Paris

CO-FRANCE JAPON
日仏フランス交流推進機構

SINEORA

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MATRICE

日仏経済戦略研究所
Institute for Strategy and Innovation Studies

On October 20, 2020, [Comité d'échanges Franco-Japonais \(CEFJ\)](#) held a webinar "Tuesday Challenge" for its members and visitors. It was held with many participants from member companies in both Japan and France. As a guest, we had the opportunity to meet with Ms. **Anne Lauvergeon** (Co-President / SCC Executive Committee, CEO / ALP, Former CEO / Areva) , Mr. **Thibaud Dumas** (Director / Matrice), **Mr. Noël Bauza** (Founder & CEO / ZEI). And as moderator, Ms. **Kimiko Imai** (Founder & CEO / Sineora) facilitated the talk session. She is one of the board members of **Startup Creativity Challenge(SCC)**.

At this time, three guests kindly speeched attractively with the title, " **Legacy & vision to next generation within global environment** ".

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)
2. Event Report

1. About Comité d'échanges Franco-Japonais (CEFJ) / Startups Creativity Challenge(SCC)

Comité d'échanges Franco-Japonais (CEFJ) is a non-profit organization established in 1997 with the aim of contributing to the development of French-Japanese business relations and deepening mutual understanding in the global environment.

CEFJ has been supporting more active exchanges for business purpose, between French and Japanese companies for more than 20 years through a variety of programs and information, and currently has 157 members in both countries, supported by its huge network in France and in Japan but also in Europe and Asia.



(Image Credit: CEFJ)

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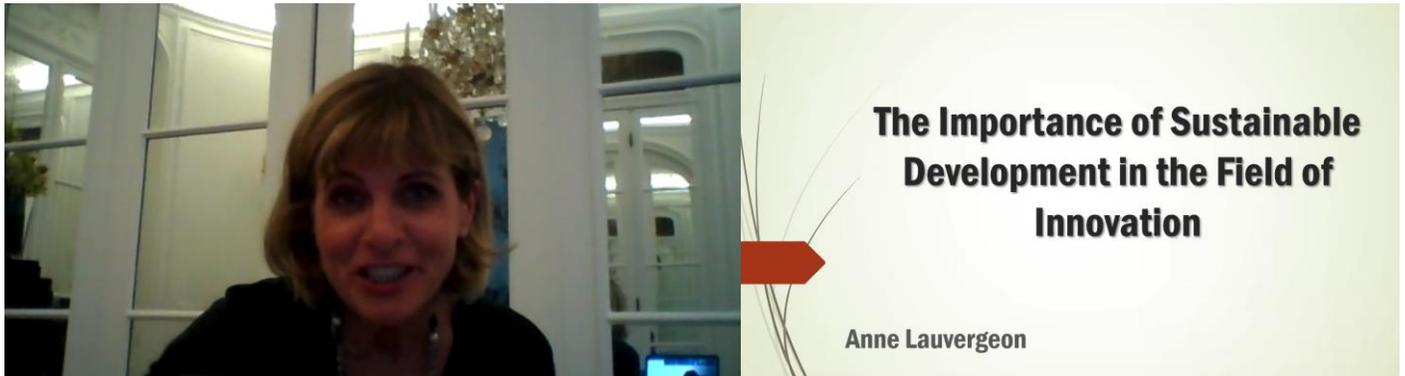
Recently CEFJ has launched a new innovation program, “**Startups Creativity Challenge (SCC)**”. It will be held three times in total from 2019 to 2021 annually in order to further strengthen the relationship between Japan and France and to build organic startup ecosystems together.

The first edition, held in October 2019, was attended by 128 participants from both Japan and France. 4 enterprises and 9 startups also came together. The event was held at Station F, France’s largest incubation facility. In the presence of Mr. Nobuyuki IDEI, former CEO of Sony, Chairman and Founder of Quantum Leaps, and Ms. Anne Lauvergeon, former CEO of Areva, CEO of ALP, welcomed by President Kling and Delegate President Kuchly, the atmosphere is really attractive, and various kind of players actively discussed how to create new innovations between the two countries.

The second SCC event, scheduled to take place in December 2020 in Paris, will be even more practical than the first. The SCC will further accelerate cross hybrid collaboration between large companies and startups and generate innovations.

2. Event Report

The event, which began at 9:30 a.m. local time in Paris on October 20 2020, was held online with attendees mainly from CEFJ member companies in both countries.



Our first speaker was Ms. Anne Lauvergeon, CEO of ALP, former CEO of Areva, co-president of Medef Innovation Commission, and co-president of SCC executive committee. She has co-chaired the SCC program with former Sony CEO Nobuyuki Idei, and has made significant contributions to this program. She began by saying that the SCC will be of great value to both ecosystems.

Ms. Lauvergeon said that innovation has a very important place in sustaining the global environment. She expressed the view that innovation always shows us a new world, but it is very important to look back at the inventions that have been important in the last 20 years, and what era we envision in the next 20 years. She stated that this is an urgent issue not only for politicians, but also for large corporations.

She mentioned that such sustainability-oriented development is gradually spreading in Europe, and introduced five start-up businesses that she is supporting and are contributing to sustainable development.



Next, Mr. Thibaud Dumas, partner of [Matrice](#) talked about his activities in Matrice. Matrice was born in 2016 and runs a business that trains entrepreneurs through training and incubation to accelerate digital transformation and create innovation.

After opening his presentation with the words, "When people from different cultures mix, a new innovation will occur", he talked about the merits and demerits of digital transformation. He stated that while it brings great value to logistics and daily life, the waste of IT equipment is growing every day, affecting to global warming and environmental destruction, and suggested that we should be aware of this duality.



How to (try to) be a sustainable incubator?

Positive impact as a core activity

Each projects need to include impact improvement in its core activities, and monitor its progress, as much as other business indicators

Building a community

Being part of Matrice is being part of a community that will accompany beyond your project in all your career development. You can pay your rent through an local currency called MatriceCoin.

Frugality

Frugal innovation is encouraged to reduce footprint and also increase rentability.

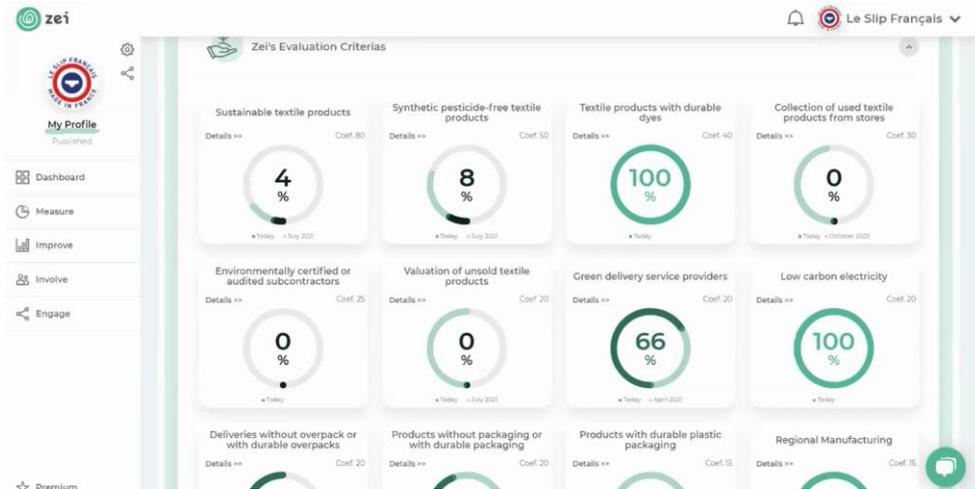
Through the five established programs at Matrice, people from different backgrounds are coming together to create a new movement. He also identified the following three ways to incubate sustainable innovation:

1. Positive impact as a core activity
2. Building a community
3. Frugality



Mr. Noël Bauza, Founder and CEO of [Zei](#), which provides a platform to visualize the environmental impact of companies and individuals, then took the stage. He spoke about the urgent need for action on climate change and the need to change the attitudes and behaviors of companies and individuals.

Zei then is connecting companies with consumers, investors, and employees, and integrated each service into the CSR criteria so that they can see the numbers and understand the situation. It also clarified KPIs and the degree to which they have been achieved. He introduced the use of SNS to reach out to the To C community to raise awareness of environmental issues on an individual basis.



Next, SCC member Ms. Kimiko Imai led a Q&A session with the three guests. Ms. Kimiko Imai is the CEO of Sineora, a company that promotes open innovation in large companies, with a focus on Japan and France.

Based on the title of this session, the importance of vision and selection of the right partners in sustainable innovation was discussed.

Written by [RouteX Inc.](#)



Our Mission: To the World without Information Asymmetry

RouteX is a young and dynamic startup deeply committed to innovate startup ecosystems around the world. CEFJ supports its spirits!