

SERVUS SUSTAINABILITY

29 February 2024 - 18:30 - 22.00

Strascheg Center for Entrepreneurship, Munich



LA
FRENCH TECH
MUNICH





LA
FRENCH TECH
MUNICH

Building Bridges
across the Rhine

**Servus,
Bonsoir,
Good evening!**

Wer sind wir?



Qui sommes-nous ?

Who are we?

La French Tech Munich

Our Board



Karine Fouque
President



Sabine Flechet
Vice-President



Jérôme Hamacher
Treasurer



François Hoehlinger
Secretary



Corinne Pereira da Silva
Consule générale de France



Nicolas Vermesch
Community Lead



Estelle Lauvergne
Community Lead



Stéphane Pâris
Community Lead



Camille von Arnim
Community Lead



Laurent Roux
Community Lead



LA
FRENCH TECH
MUNICH

2021

Official launch

2023-2025

Renewal Label

Our events in 2024

**2. Feb. - La French Tech Frühstück
with The Exploration Company**



29. Feb. - SERVUS Sustainability



**4 June - SERVUS Scale-up Health Tech
in partnership with Bits & Pretzels Health Tech**



**29 Sept.-1st Oct. - La French Tech Munich
at Bits & Pretzels Festival**



**30 Sept. - La French Tech Awards 2nd edition, with la
French Tech Berlin & La French Tech Düsseldorf**



*+ other Frühstücke
are coming...*



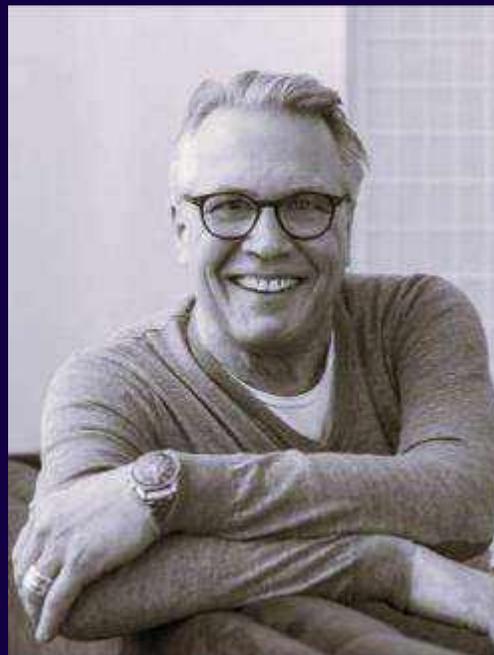
Welcome!



LA
FRENCH TECH
MUNICH



Marie Queneuille



Lars Schepp



Imma Baradyana

Agenda



- **Impulse** 
 - **45' Workshop Session** 
 - **Short recap of the workshops** 
 - **Networking around a vegetarian buffet** 
 - **End around 10pm** 
-

Impulse



STANDARD
DEVIATION

Mawuena Tendar



MATCHING
FUSION



Heike Grosch

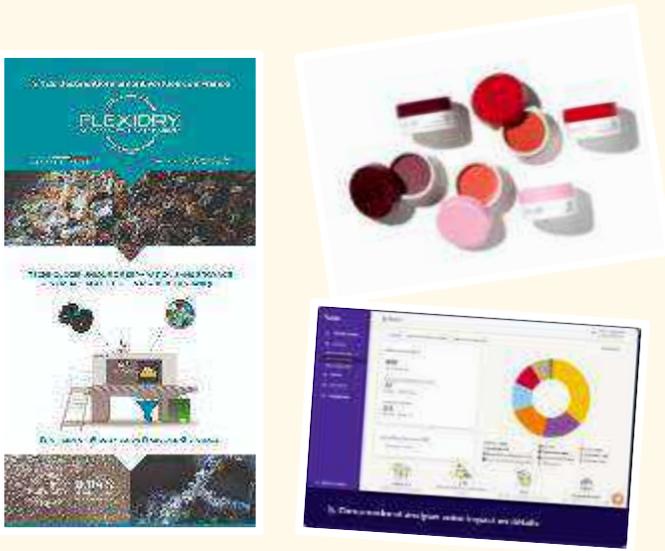




We are a support system for regeneration-focused entrepreneurs

We join forces with pioneering entrepreneurs committed to **deviating** our economy onto a

We help *positive* deviants set new standards.



Entrepreneurs



Cohorts of Entrepreneurs



Intrapreneurs





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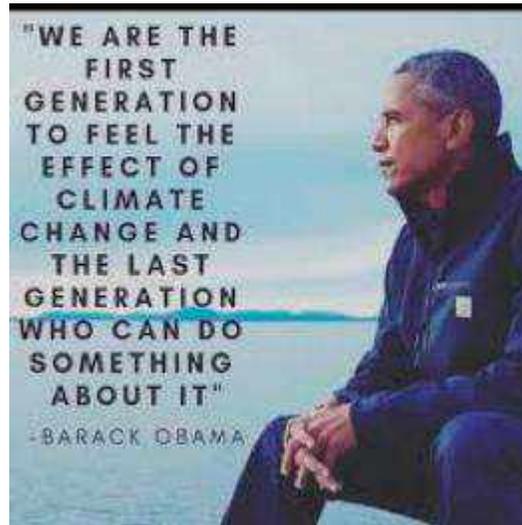
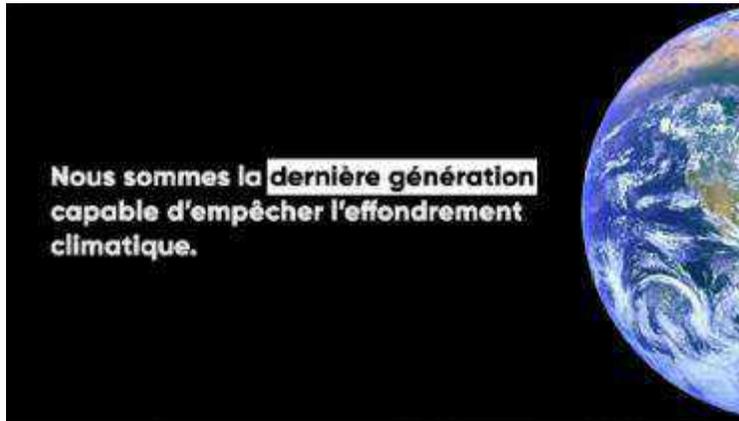


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Why are we talking
about a polycrisis ?



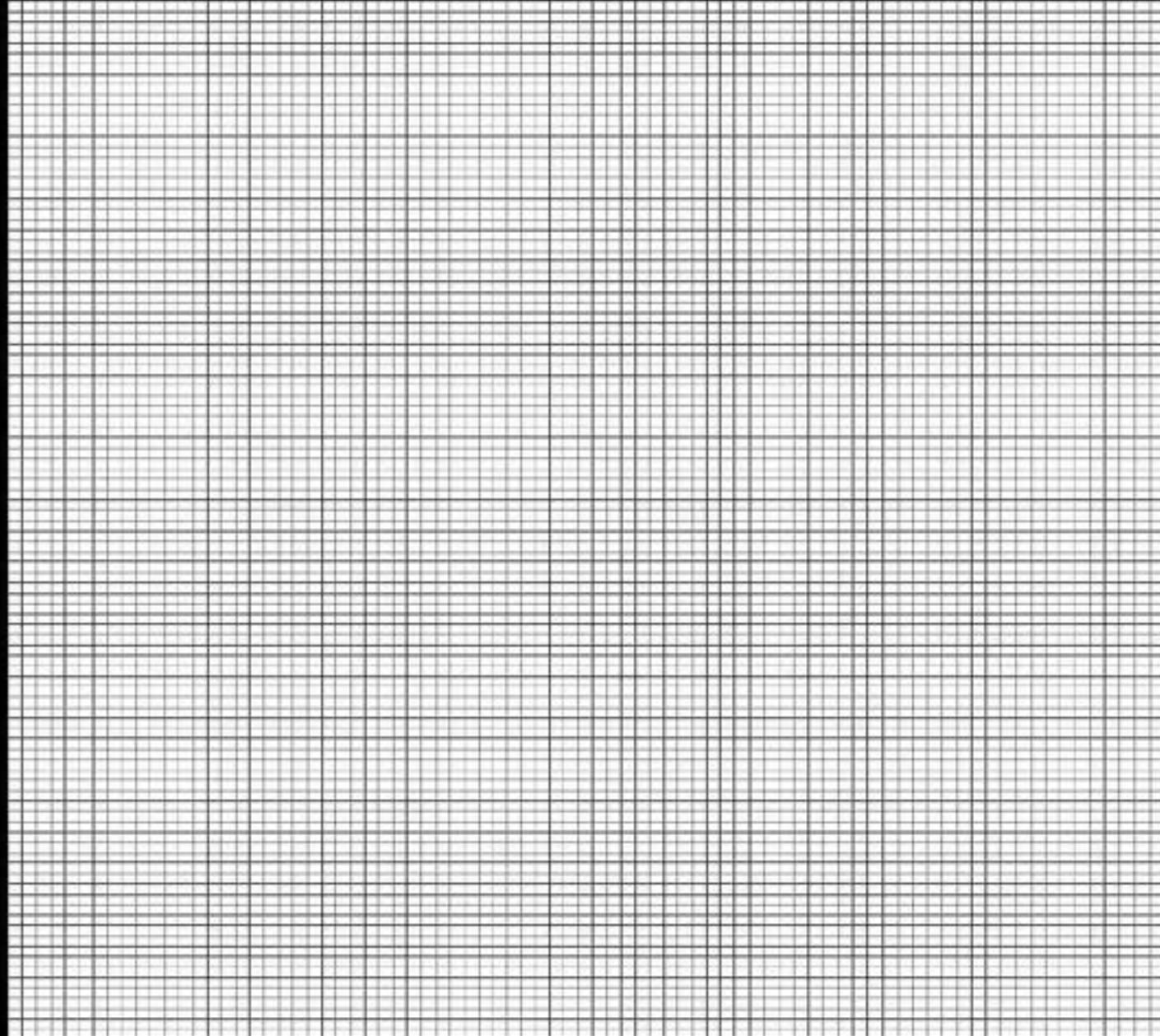


INTRO

8000
generations of
Homo
Sapiens



2.5 million years of
Homo



INTRO

8000
generations of
Homo
Sapiens

7500 generations of hunter-
gatherers



2.5 million years of
Homo



INTRO

8000 generations of Homo Sapiens

7500 generations of hunter-gatherers

450 generations of agriculture & domestication (Neolithic revolution)

←-----
2.5 million years of *Homo*



INTRO

8000 generations of Homo Sapiens

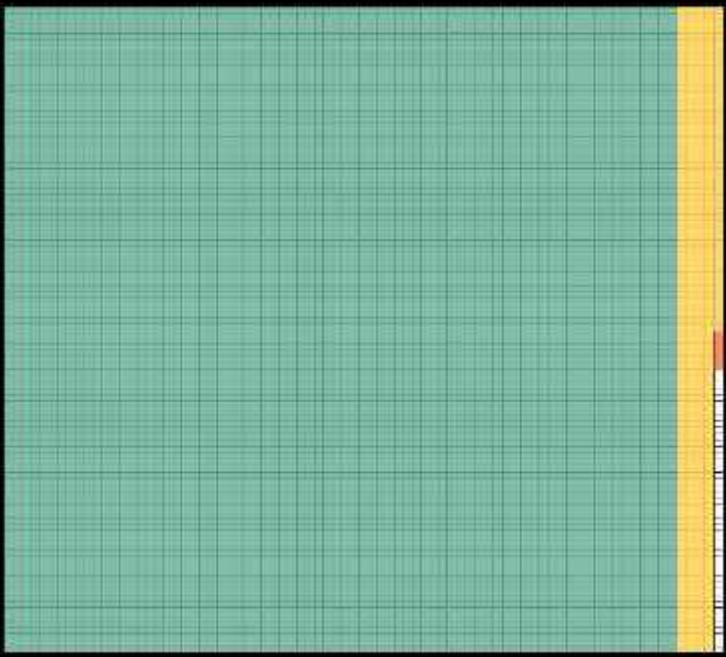


450 generations of agriculture & domestication (Neolithic revolution)

6 generations post-industrialisation (Industrial revolution)

←-----
2.5 million years of *Homo*





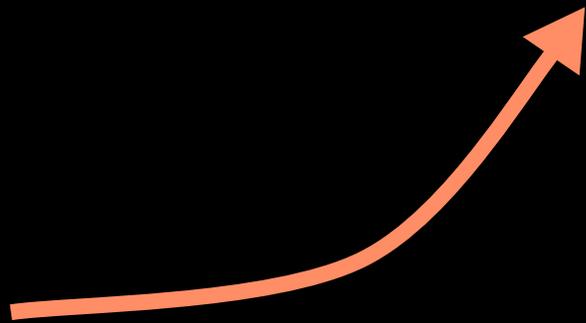
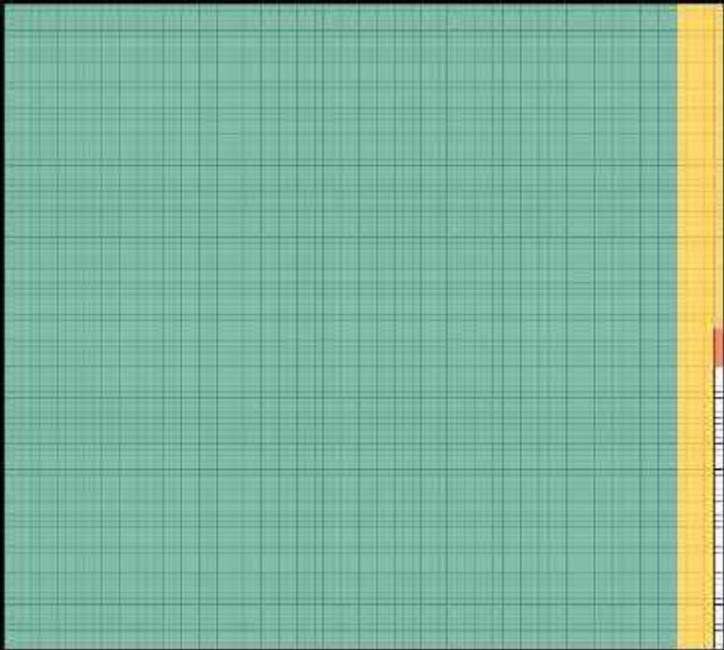
1944
310ppm

1966
321 ppm

1987
349 ppm

2018
409 ppm





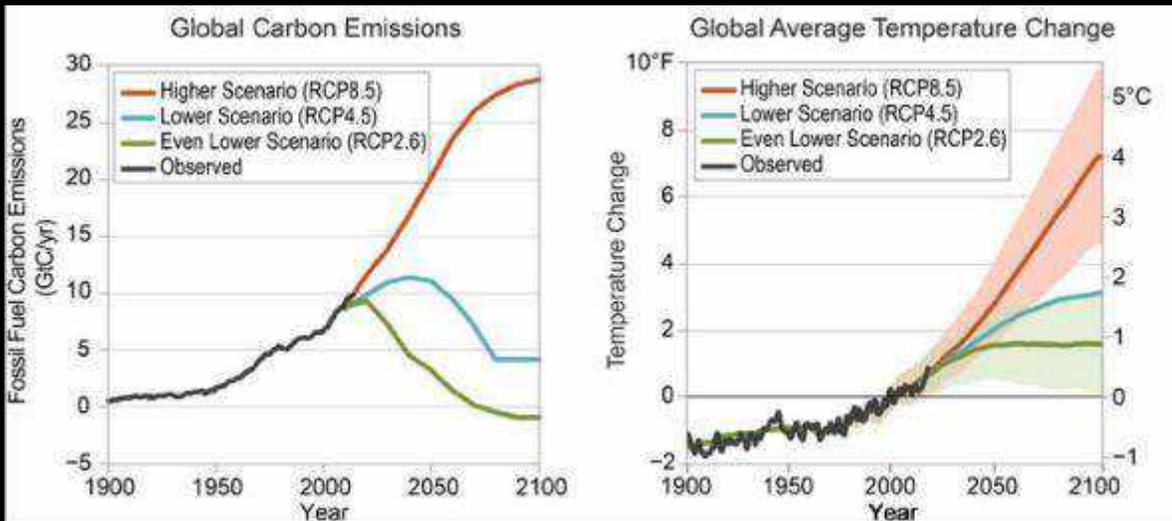
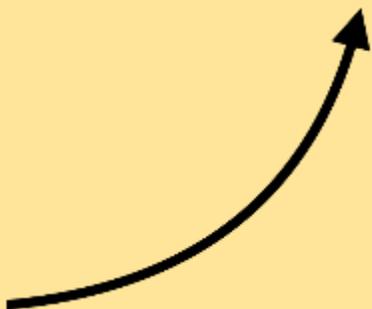
ZOOM IN



ZOOM OUT

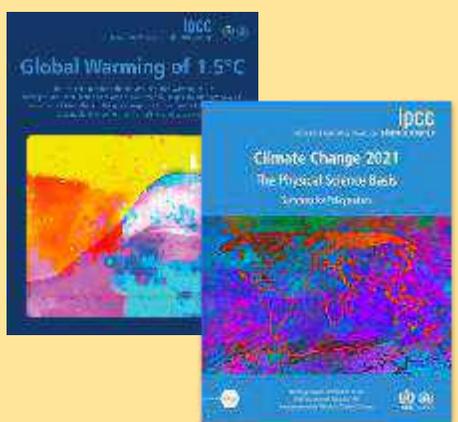


Climate crisis



We left the Holocene and entered the Anthropocene. The IPCC recommends remaining well under 2°C to avoid the most catastrophic consequences and to stay as close as possible to +1.5°C by the end of the century.

This is “Code Red for Humanity”



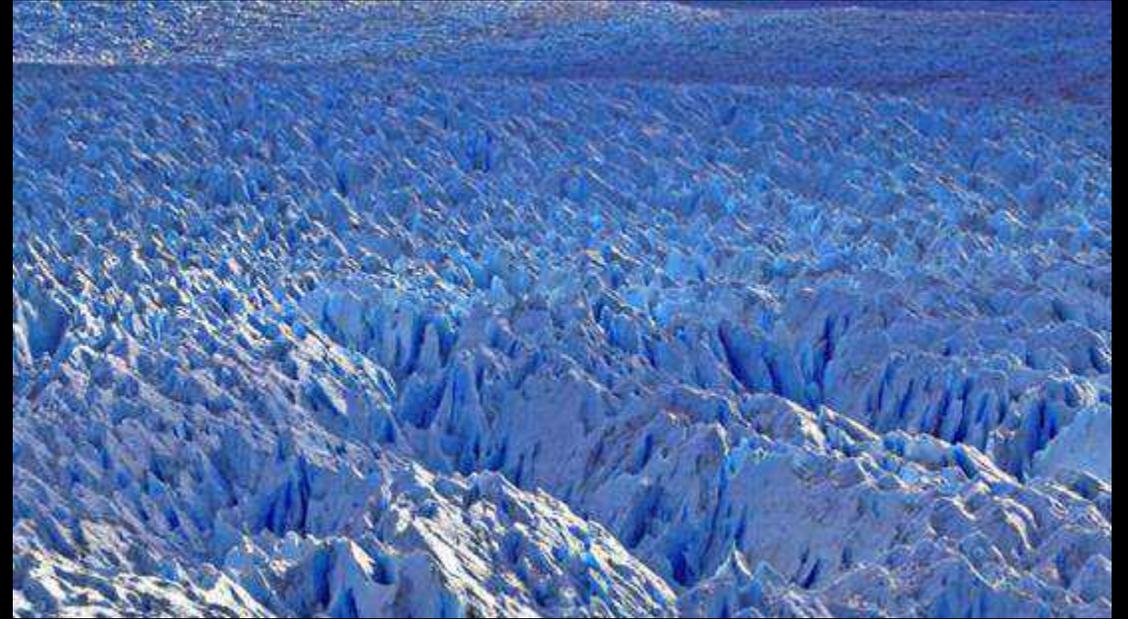
Today, Earth's average temperature is 15°celsius.

What was it during the last ice-age?

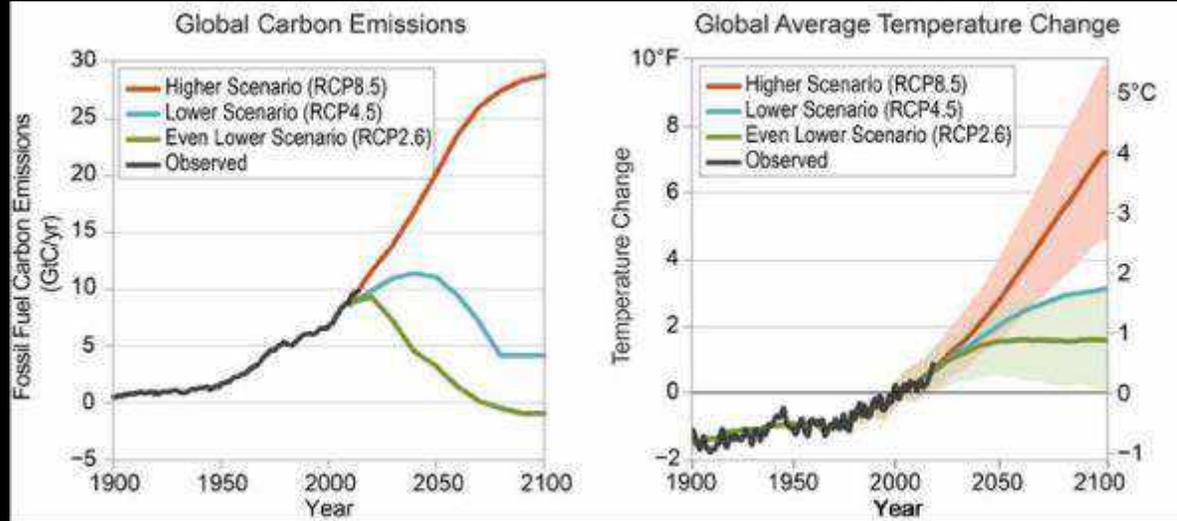
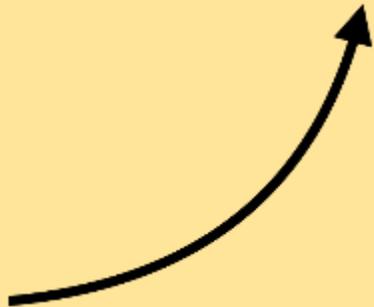
Answer A : -10°C

Answer B : 3°C

Answer C : 10°C



Climate crisis



We left the Holocene and entered the Anthropocene. The IPCC recommends remaining well under 2°C to avoid the most catastrophic consequences and to stay as close as possible to +1.5°C by the end of the century.

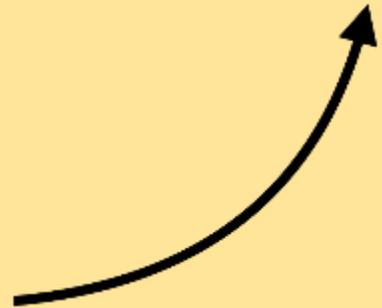
This is “Code Red for Humanity”



+2°C brings considerable disruption to our economies & lives: 500 million more climate refugees, the disappearance of 100% of the coral ecosystem, major cities underwater.



Climate crisis



What the latests IPCC reports say –

- 👉 **Global average temperatures have increased by more than 1.2°C since pre-industrial times. (2021)**
- 👉 CO2 concentrations in the atmosphere are now well over 400ppm – **their highest levels in over 800,000 years.**
- 👉 The IPCC recommends **remaining well under 2°C** to avoid the most catastrophic consequences and to stay **as close as possible to +1.5°C** by the end of the century.
- 👉 **2°C brings considerable disruption** to our economies & lives: 250 million more climate refugees, the disappearance of 100% of the coral ecosystem, major cities underwater
- 👉 We are **on track for over 3.5°C** of warming by 2100, and this scenario doesn't account for negative feedback loops.
- 👉 5°C is considered **beyond human adaptability.**

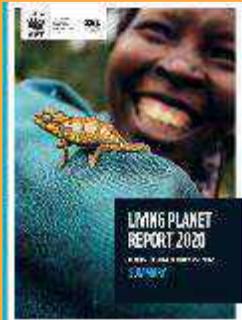


Biodiversity collapse



More than 90% of biodiversity loss is due to the extraction and processing of natural resources

– Ellen Mc Arthur Foundation



Zoom on the plastic disaster

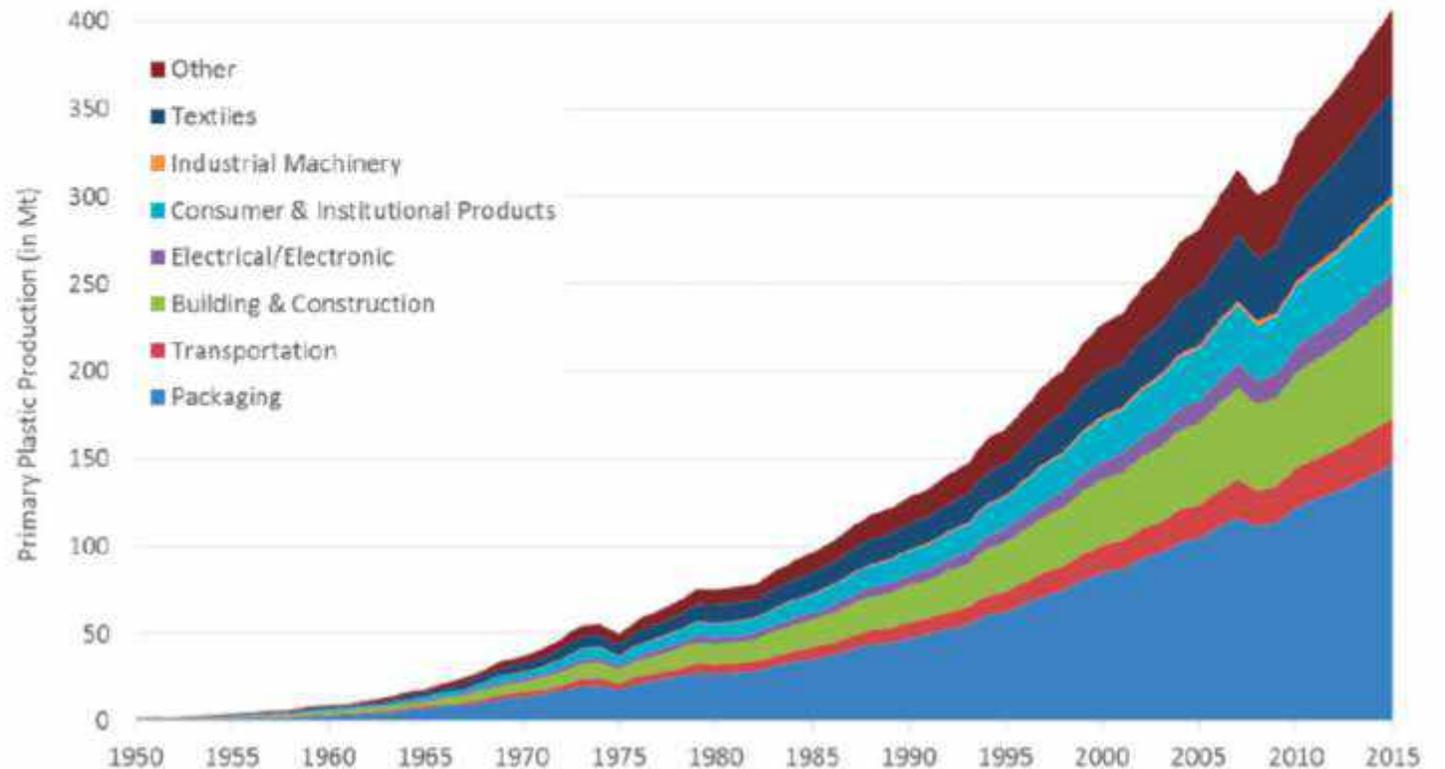
Annual plastic production went from 2 millions in 1950 to more than 400 millions in the past couple of years. Plastic pollution has terrible impacts on marine & terrestrial biodiversity as well as on human health.

Following a “business as usual” scenario, we are on track to double this annual production by 2050.

Figure 1

Global primary plastics production according to industrial use sector from 1950 to 2015 (million metric tons)

Source: US Department of Agriculture, <https://www.ers.usda.gov/data-products/adoption-of-genetically-engineered-crops-in-the-us.aspx>



Zoom on the plastic disaster



~ 15 YEARS



~ 500 YEARS



NEVER ?

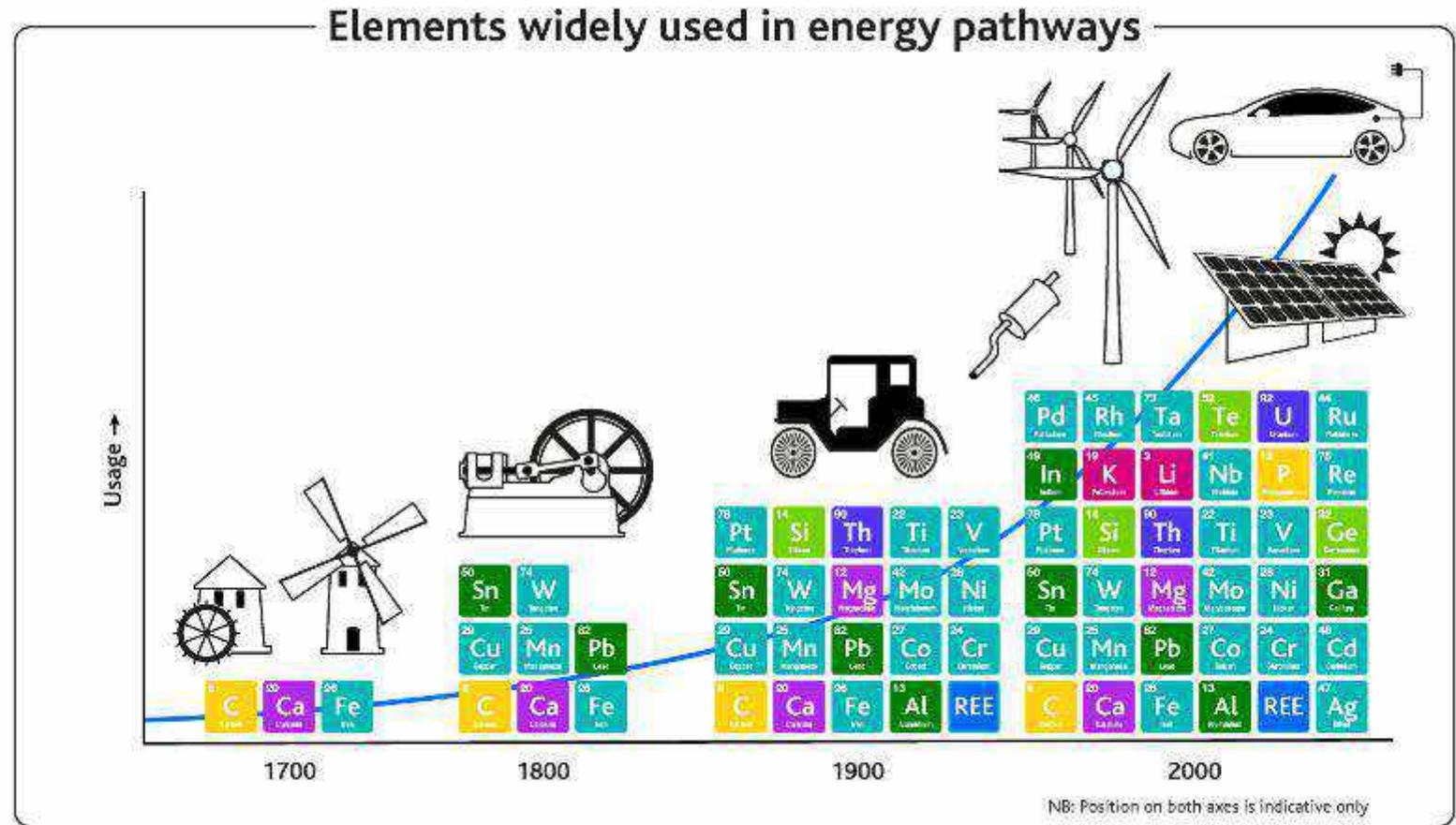


Zoom on mining

Mining is the leading industry in toxic waste production and is responsible for numerous social-environmental conflicts across the world.

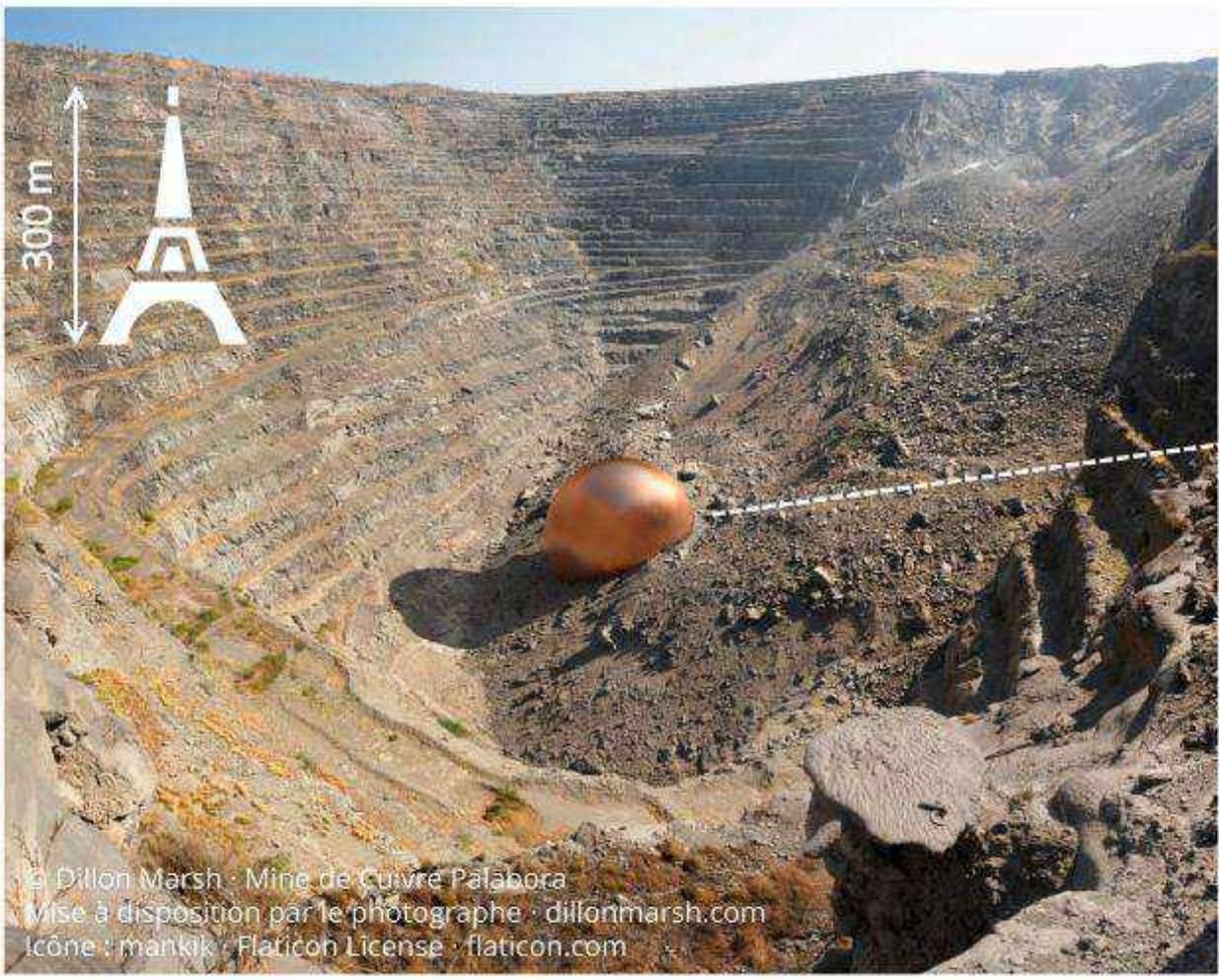
- water, air, soil pollution
- direct consequences on human health & migration

We are about to transition from a fossil fuel dependency to a metal dependency.



SOURCE : Technology metals for a green future University of Exeter





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Mine de Cuivre de Palabora
© Google Earth 2021 (date des images satellite : 16/05/2021)

PROJECT : "For What it's Worth" series by Dillon Marsh in collaboration with SystEx
Copper mine in Palabora, closed in 2007. 4.7 million tons of copper extracted.
Average copper mining density is between 0.3 and 2%.

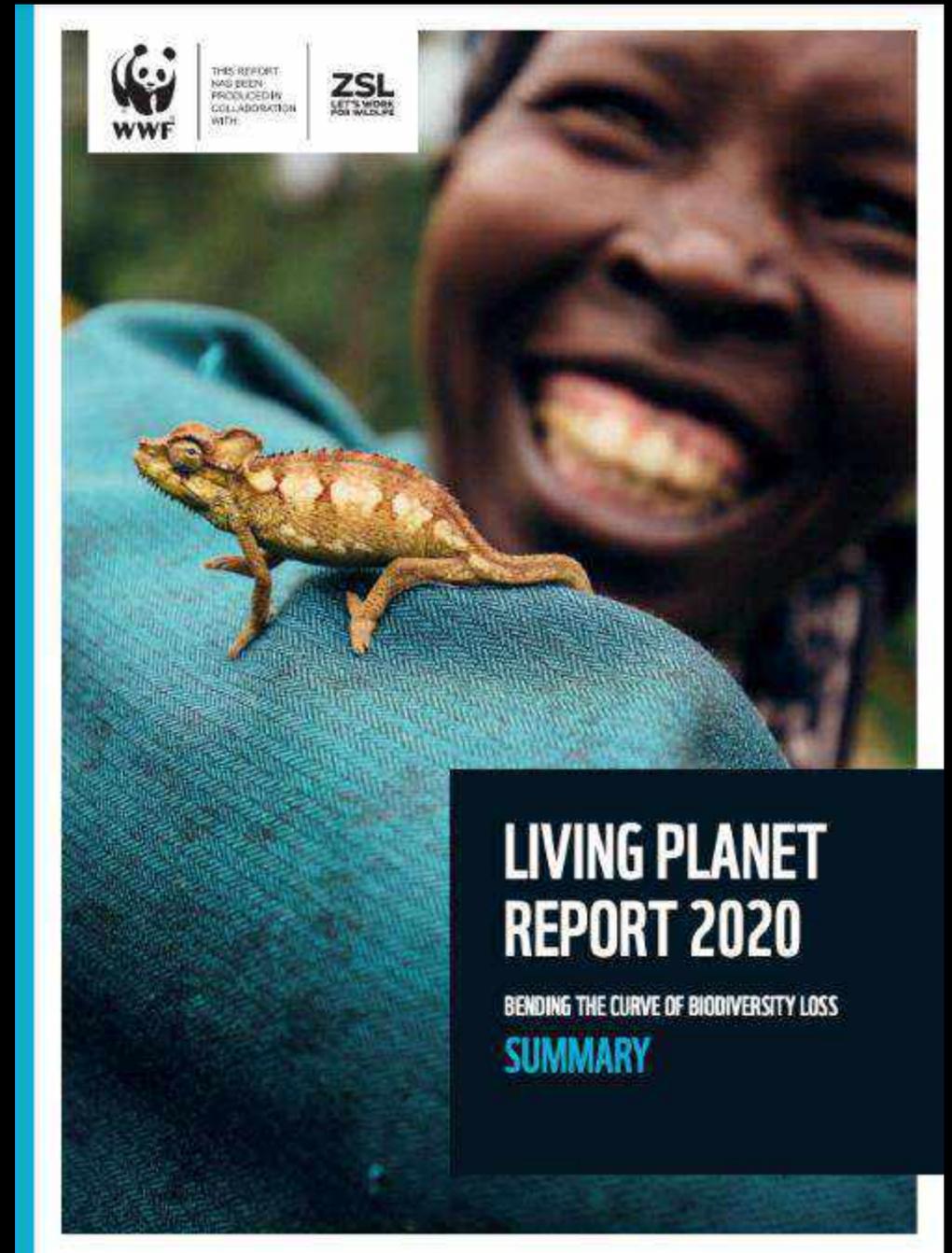


The Living Planet Index demonstrated we are currently experiencing the 6th mass extinction. The 5th mass extinction corresponds to the extinction of

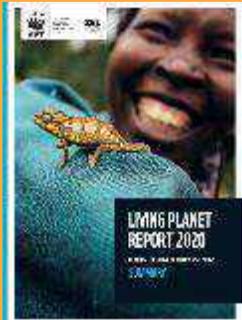
Answer A: **Dinosaurs, 66 million years ago**

Answer B: **Large mammals, 15000 years ago**

Answer C: **Bees in the South hemisphere, in the early 1980s**



Biodiversity collapse



More than 90% of biodiversity loss is due to the extraction and processing of natural resources

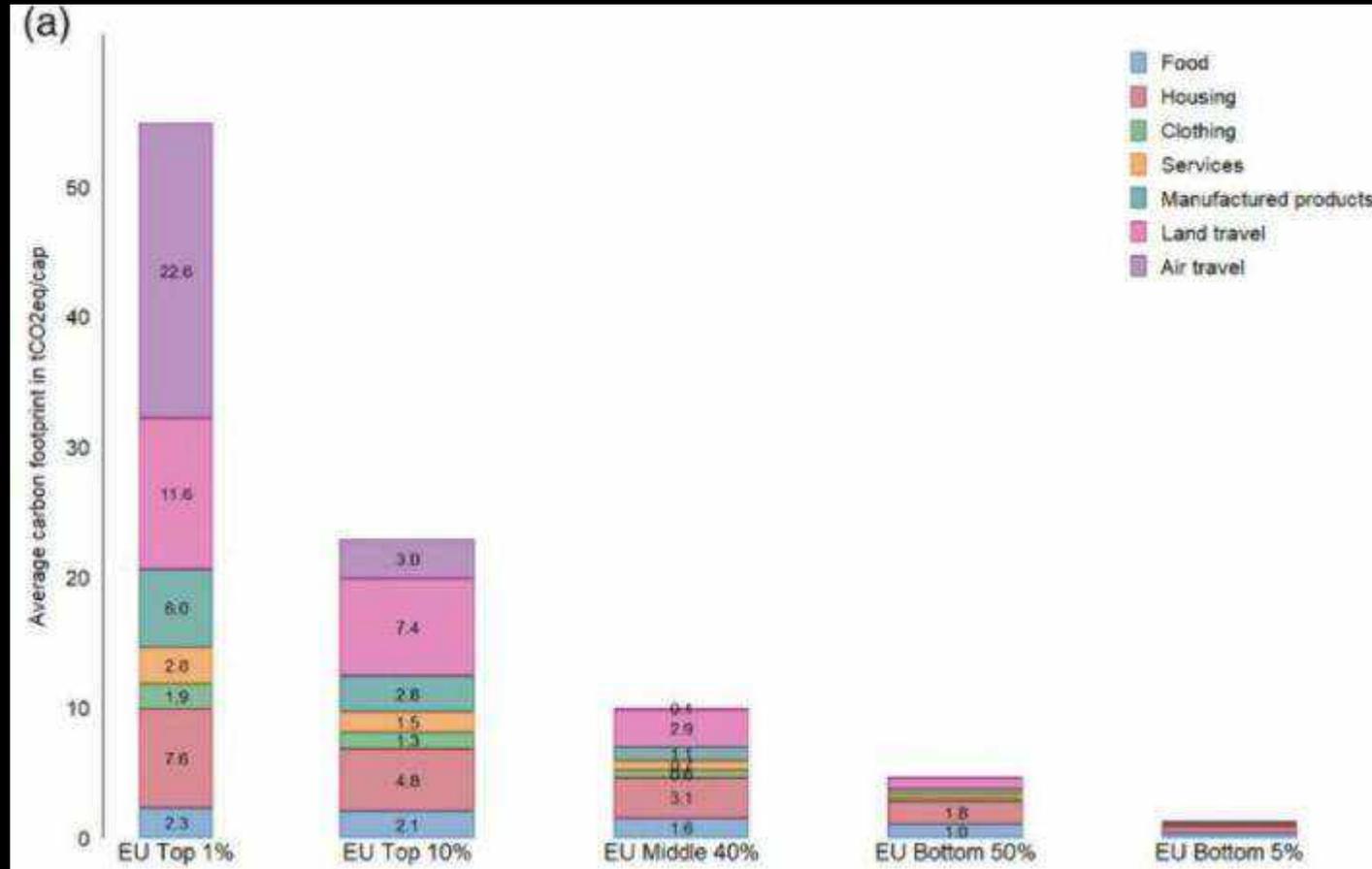
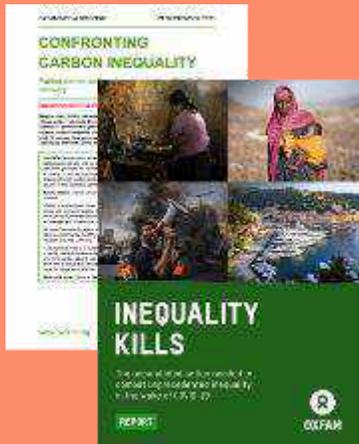
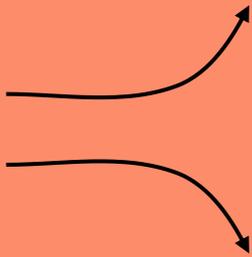
– Ellen Mc Arthur Foundation



Natural ecosystems are collapsing at a rate unseen since the last mass extinction. Since 1970, biodiversity declined 68%. The 6th mass extinction is underway



Rising inequalities



Climate injustice is economical with the EU top 1% emitting twice to 100x more than the rest of Europeans.



Rising inequalities

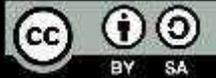
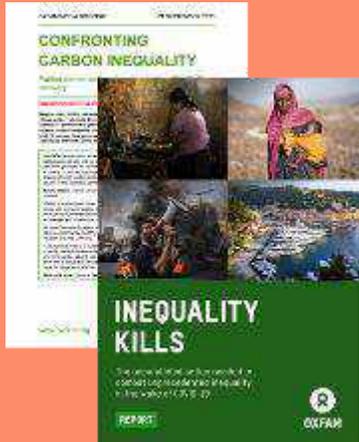
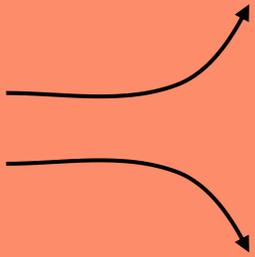
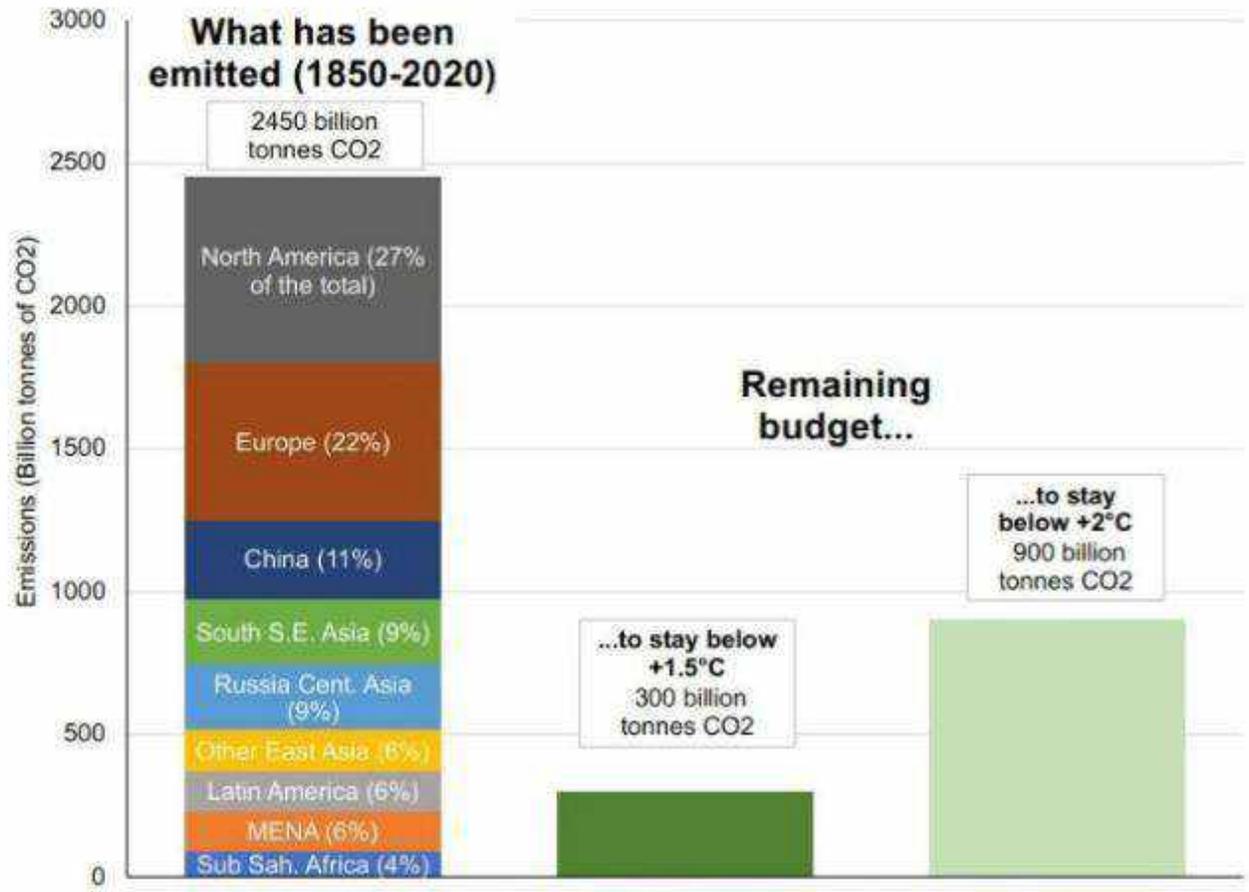


Figure 2. Historical emissions vs. remaining carbon budget



Interpretation: The graph shows historical emissions by region (left bar) and the remaining global carbon budget (center and right bars) to have 83% chances to stay under 1.5°C and 2°C, according to IPCC AR6 (2021). Regional emissions are net of carbon embedded in imports of goods and services from other regions. **Source and series:** Chancel (2021). Historical data from the PRIMAP-hist dataset.

Climate justice
Is also
geographical
& generational.



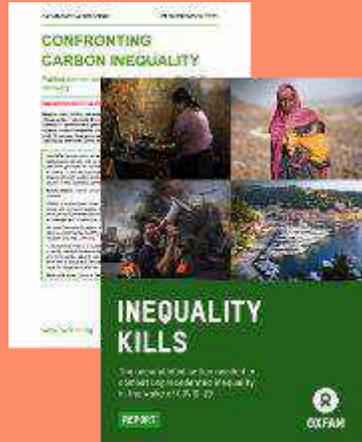
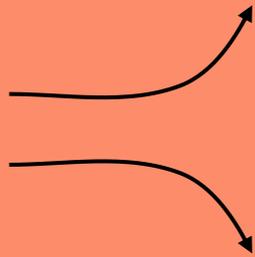
Rising inequalities

“World’s richest 1% have accumulated more than twice as much wealth as 6.9 billion people”

– Oxfam, 2020

“Since 2020, the richest 1% have captured almost $\frac{2}{3}$ of all new wealth.”

– Earth for All Open Letter 2023



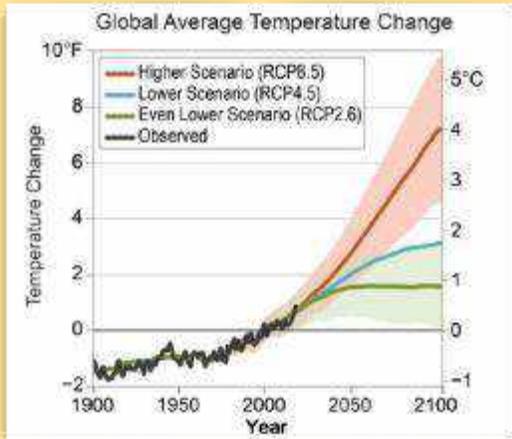
January 2023



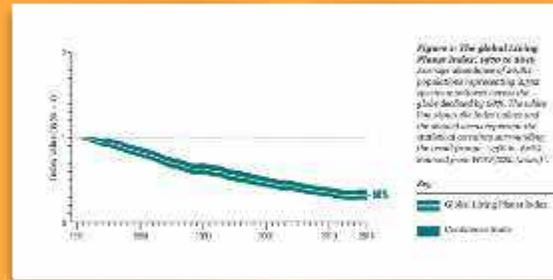
September 2023



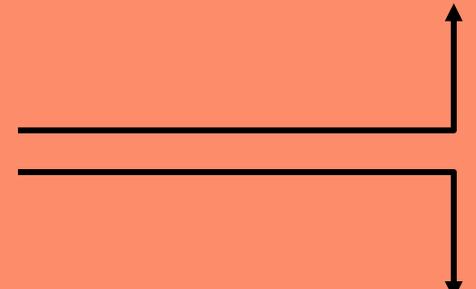
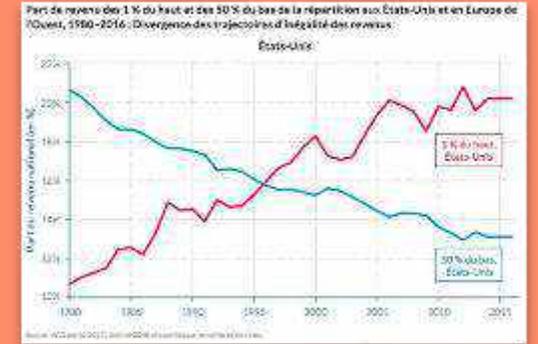
Climate trajectory



Biodiversity trajectory



Inequalities trajectory



How do we react to this reality ?

**“No drama,
we’ll be fine !”**

DENIAL

**“It’s too big for us
to understand,
Nature is beyond
us”**

**SCALE, DISTANCE
BIAS**

**“If China doesn’t
act, our actions
are meaningless,
a drop in the
ocean”**

**DIFFUSION OF
RESPONSIBILITY**

**“I’m biking
everyday, I can
allow myself to
enjoy a burger!”**

**COGNITIVE
DISSONANCE**

**“It’s too late,
there’s nothing
we can do now.
Paralyzing”**

**LEARNED
HELPLESSNESS**

**“I’m optimistic:
brilliant minds
will save us, tech
progress is
incredibly
powerful”**

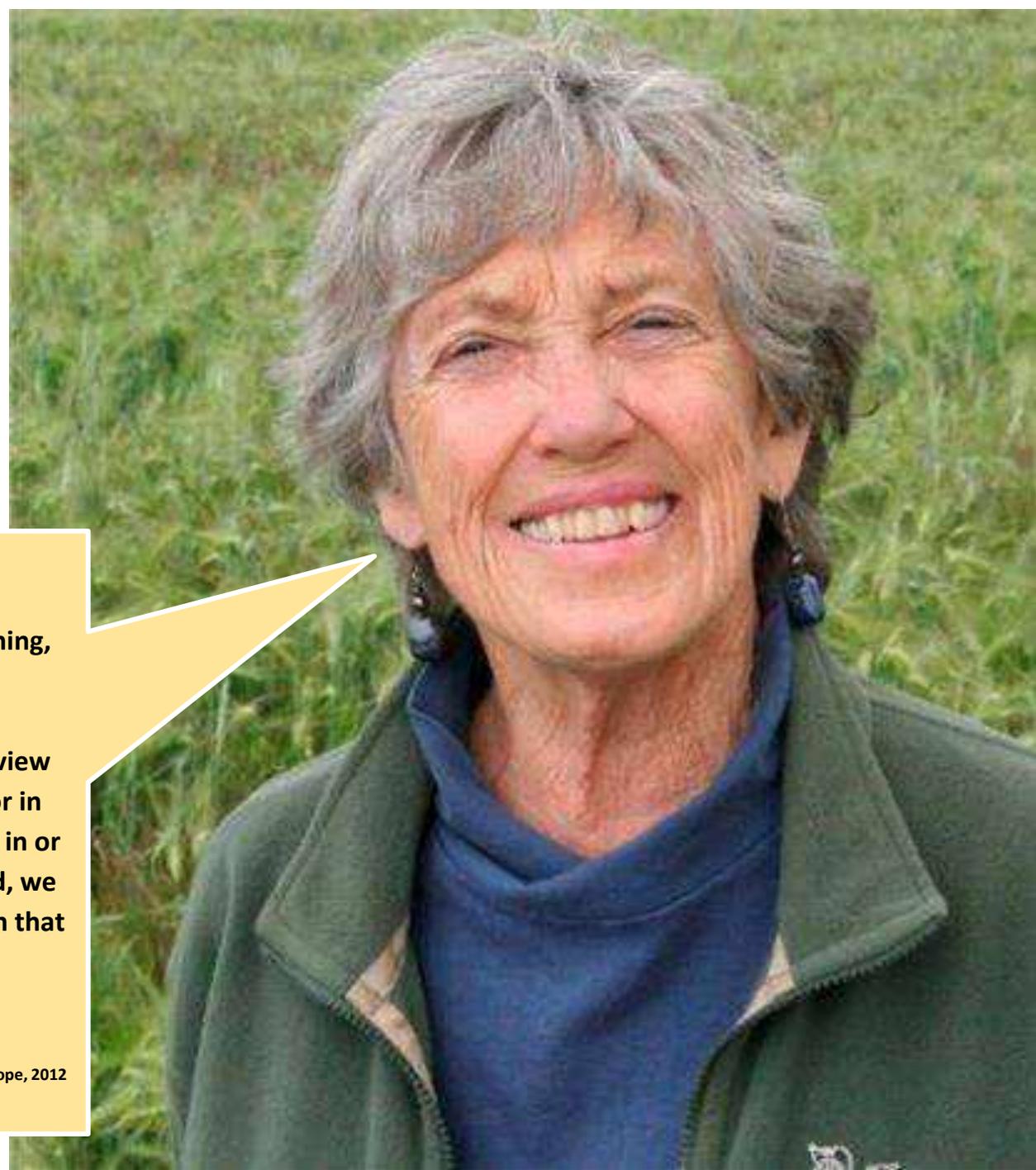
WISHFUL THINKING



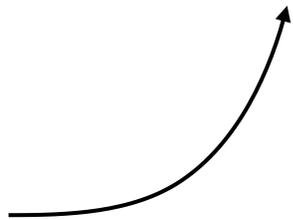
“Active Hope”

“Active Hope is a practice. Like tai chi or gardening, it is something we *do* rather than *have*. It is a process we can apply to any situation, and it involves three key steps. First, we take a clear view of reality; second, we identify what we hope for in terms of the direction we’d like things to move in or the values we’d like to see expressed; and third, we take steps to move ourselves or our situation in that direction.”

– Joanna Macy, *Active Hope*, 2012

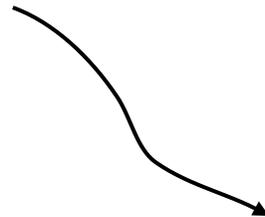


Business as usual is a highway to **extinction**



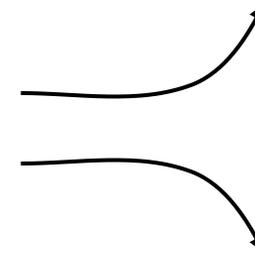
CLIMATE
CO2

Business as usual takes us to a warming of + 4.5° C by 2100.



BIODIVERSITY
LIFE

Business as usual is responsible for a 69% drop in biodiversity since the 70's.



SOCIAL JUSTICE
INEQUALITIES

Business as usual is leading to unprecedented inequalities with 1% owning twice as much as 6.9 billion people.



What if we could actively build a desirable future for all ?

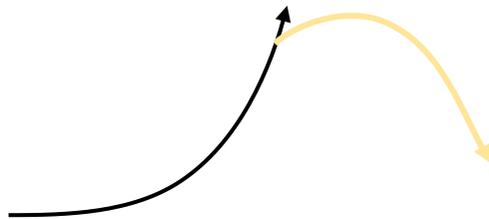
- Regenerative food systems
- Re-commerce & second hand
- Impact finance
- Regenerative fiber & material
- Low carbon mobility
- Rewilding
- Slow & Eco-travel
- Co-living & sharing economics
- Wellbeing & community
- Education & Empowerment
- Retrofitting & Living Architecture
- Localized & flexible manufacturing
- Depollution & Circular economy
- Worker-owned companies
- [...]



**Reminder : what happens
in 2050 depends on today's
actions**



Regenerative businesses bend the curves

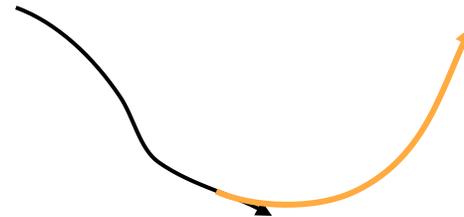


CLIMATE

CO2

Business as usual takes us to a warming of + 4.5° C by 2100.

Regenerative businesses sequester more carbon than they emit

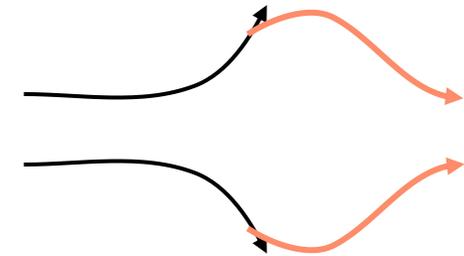


BIODIVERSITY

LIFE

Business as usual is responsible for a 69% drop in biodiversity since the 70's.

Regenerative businesses build back biodiversity



SOCIAL JUSTICE

INEQUALITIES

Business as usual is leading to unprecedented inequalities with 1% owning twice as much as 6.9 billion people.

Regenerative businesses actively contribute to social justice





NOTPLA
New Packaging Materials



OMIE & CIE
Regenerative sourcing and retailing



MADE OF AIR
New Construction Material



TERRIO
New Material



ECLIO BEAUTY
Cosmetics



LES ALCHIMISTES
Composting



SHELLWORKS
New packaging material



NASEKOMO
Insect feed



FLOCUS
New material



HULLBOT
Ocean Depollution



THE LANDBANKING GROUP
Natural asset capital financing



FIL & FAB
New material



INFINITE ROOTS
Mycelium food innovation



POWER OF MOSS
Green roofs



GOOD CROP
Cover crops food



OSTREA
New material



SAFETY NET TECH
Ocean Biodiversity monitoring



YULEX
Mycelium food innovation



INVERS
Insect fertilizer



PYRATEX
New Material



TOOPI ORGANICS
Fertiliser



SOIL CAPITAL
Reg Ag Carbon certificates



HARI & CO
Cover crop food innovation



WALL UP
Construction material

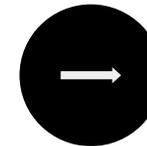


BANANATEX
New Material

Regenerative businesses operate on a new canvas

OLD CANVAS

Global
Monoculture
Profit driven
Hierarchical structure
Domination
Last-mile focused
Opaque
Short term
Extractive



NEW CANVAS

Place-based
Biodiversity
Health driven
Flexible organization
Empowerment
First-mile centered
Open
Long term
Regenerative

 | From which canva are
you operating ?

Get in touch!

mawuena@standardd.co

lara@standardd.co



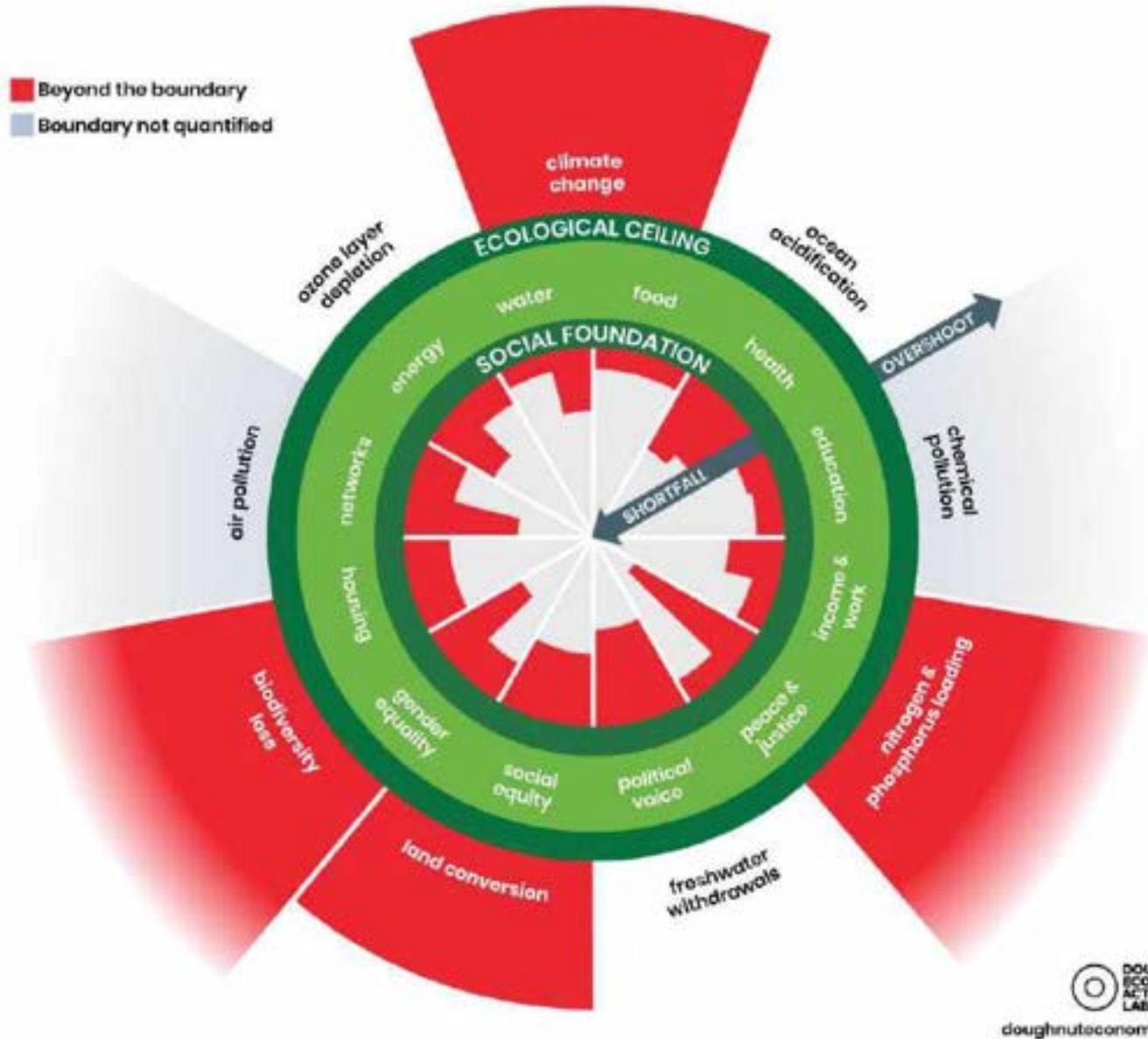
Donut Munich



Source: Shutterstock

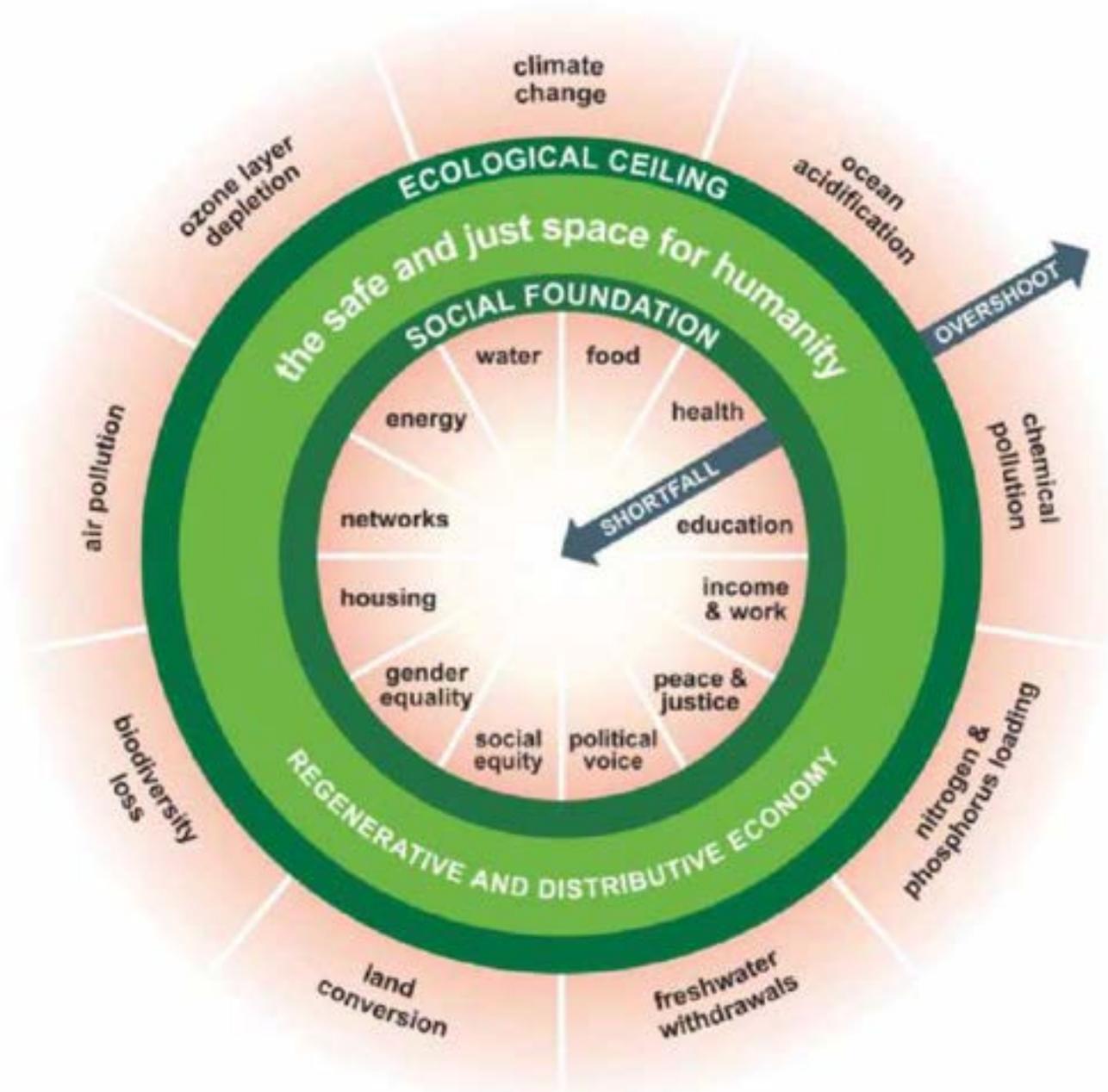
How to approach?

**... to meet the needs
of all people
within the means
of the living planet**



Doughnut Economics

Awareness Measurement

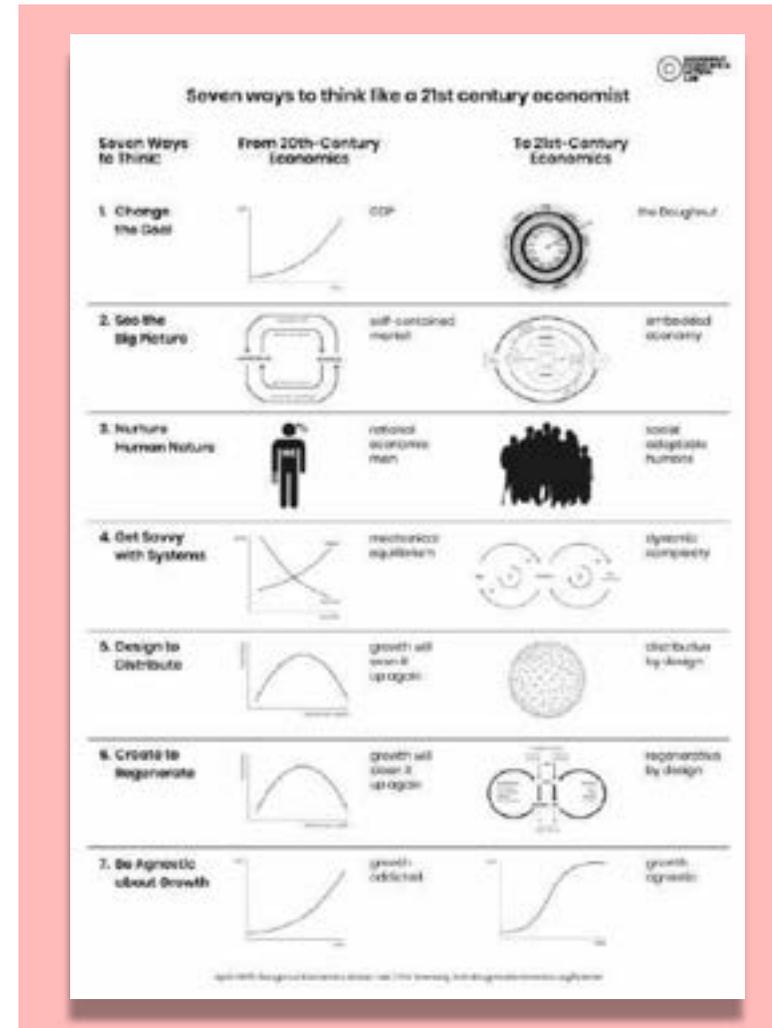


Use case 1: Reflection of strategy and action

Use case 2: Path of Transformation - Check mindset and attitude



7 Principles of Doughnut Economics



Use case 3: Path of Transformation – Deep design of business



How much value can we extract through this enterprise?

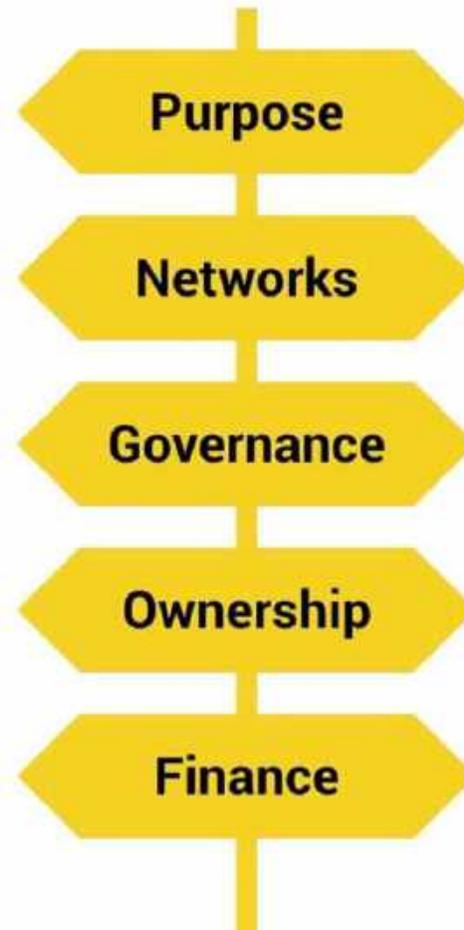
profit-driven

extractive relationships

governance in service of finance

extractive ownership

finance serving financial returns



How much benefits can we generate through this enterprise?

purpose-driven

collaborative partnerships

governance in service of purpose

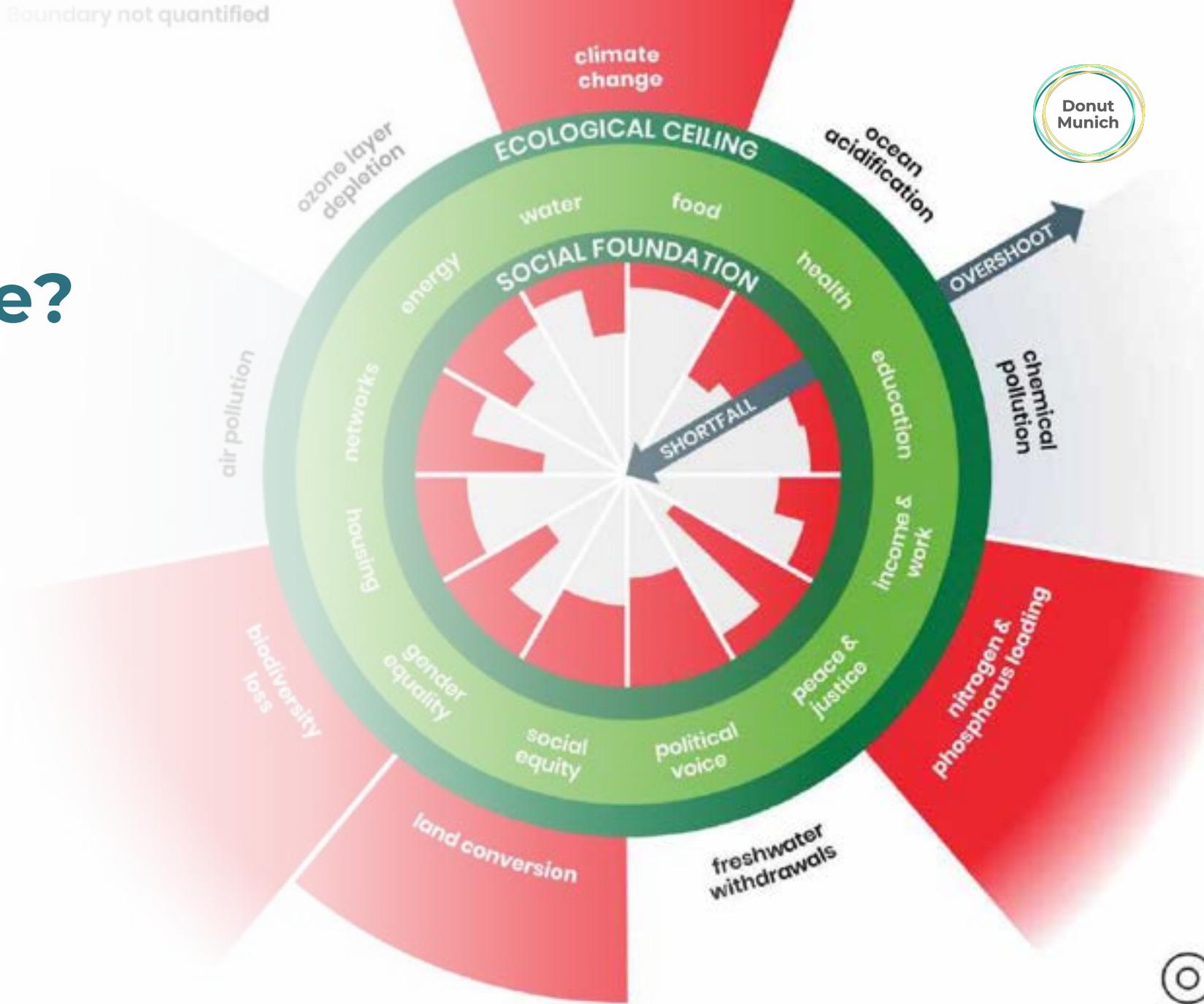
generative ownership

finance serving purpose



Want to experience more?

TODAY: Workshop Sparking Connections





**Get connected to
Donut Munich**



Email: together@donutmunch.de

Donut Munich on LinkedIn:

<https://www.linkedin.com/company/donutmunch/>

Citation: The Doughnut of social and planetary boundaries, Kate Raworth and Christian Guthier. CC-BY-SA 4.0
Raworth, K. (2017), Doughnut Economics: seven ways to think like a 21st century economist. London: Penguin Random House.

Workshops



**How can we finance
a greener future?**



**Ecodesign
& Ecoconception**



**Doughnut Economics
Sparking Connections!**



**Circular Economy
Essentials**



**7 principles for Startups
to reconcile business & ecology**



**Digital Impact
Pitch**



**Scaling
Sustainable Mobility**

Head, Heart and gut...



Head, Heart and gut...



**How can we finance
a greener future?**



**Ecodesign
& Ecoconception**



**Doughnut Economics
Sparking Connections!**



**Circular Economy
Essentials**



**7 principles for Startups
to reconcile business & ecology**



**Digital Impact
Pitch**



**Scaling
Sustainable Mobility**



LA
FRENCH TECH
MUNICH

Building Bridges
across the Rhine

What are you bringing
home tonight?

Tell the person sitting
next to you!

Thank you!