

CHANEL

Committed to the protection of the ocean alongside many partners and having adopted a "plastic policy" for several years, it was only natural for Chanel to join the BeMed Business Club at its creation to act collectively against plastic pollution in the Mediterranean.





Olivier POMES, CSR Audit Manager, is the main representative of Chanel within the College.



Hélène VILLECROZE, Ecodesign Manager, and Nicolas MATHIEU, Packaging Innovation Manager, participate more specifically in the Club's "scientific dialogue" working



Chanel is very involved in protecting the ocean, what place does BeMed have in this process?

group.

Indeed, the link between Chanel and the marine environment is strong, which is why we have several measures in place to become actor in their protection. In addition to our dedicated chair, at the École Normale Supérieure (ENS), we carry out many projects, for example on mangroves, some of which go hand in hand with the Prince Albert II of Monaco Foundation, a founding member of Beyond Plastic Med. This is why we naturally decided to join the BeMed Business College, whose objective of providing concrete solutions to plastic pollution in the Mediterranean, through pilot projects, corresponds to our vision.

So, it was the Club's "pilot projects" working group that initially appealed to you?

Yes, absolutely. At the beginning we were mainly motivated by the prospect

of launching projects in the field, bringing together actors from both shores of the Mediterranean. But in the end, we found that it was the "scientific dialogue" aspect that allowed us to intervene more quickly was the most useful to us at the beginning.

You said that the "scientific dialogue" within the College has been useful to you, how exactly?

It facilitated our access to a committee of experts, specialized in various fields, who bring a scientific and sharp perspective on our issues. This helps us to identify the subjects on which we need to investigate, to better understand the possible solutions, to question our choices or to ensure their relevance... BeMed is not our only source of information of course, but the expertise and objectivity of the scientists make it invaluable to us.

Do you have an example of a subject on which the scientific committee has enabled you to make concrete progress?

We have several! There were the sessions on bio-sourced plastics which gave us real insight, but also those on the end of life of plastics, especially the part on chemical recycling, a subject on which we had many questions, and we got real, reliable scientific advice. However, the best example remains undoubtedly that of biodegradability, which led us to make distinctions between rigid plastics for which biodegradability is not very convincing, and flexible plastics for which it is relevant. In a case like this, brainstorming with the Club's scientists and getting

their perspective really allows us to focus our energy in the right place and advocate for the right solutions within Chanel. In fact, we are going to continue work on this subject with several other companies from the Club that are concerned by the same issues.

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Precisely, could you tell us a little more about the collective dynamics between companies in the Club?

Collaboration is really at the heart of the College's value proposition. We are truly a group of people who get to know each other, explore and improve their skills and knowledge together. It's always surprising to see the extent to which we face the same issues, being completely different industries! Moreover, it is the discovery of solutions from other sectors that can lead us to implement a disruptive innovation in our own.