



Make it  
positive

LAB

PUBLICIS X MYEZAME X WE DEMAIN



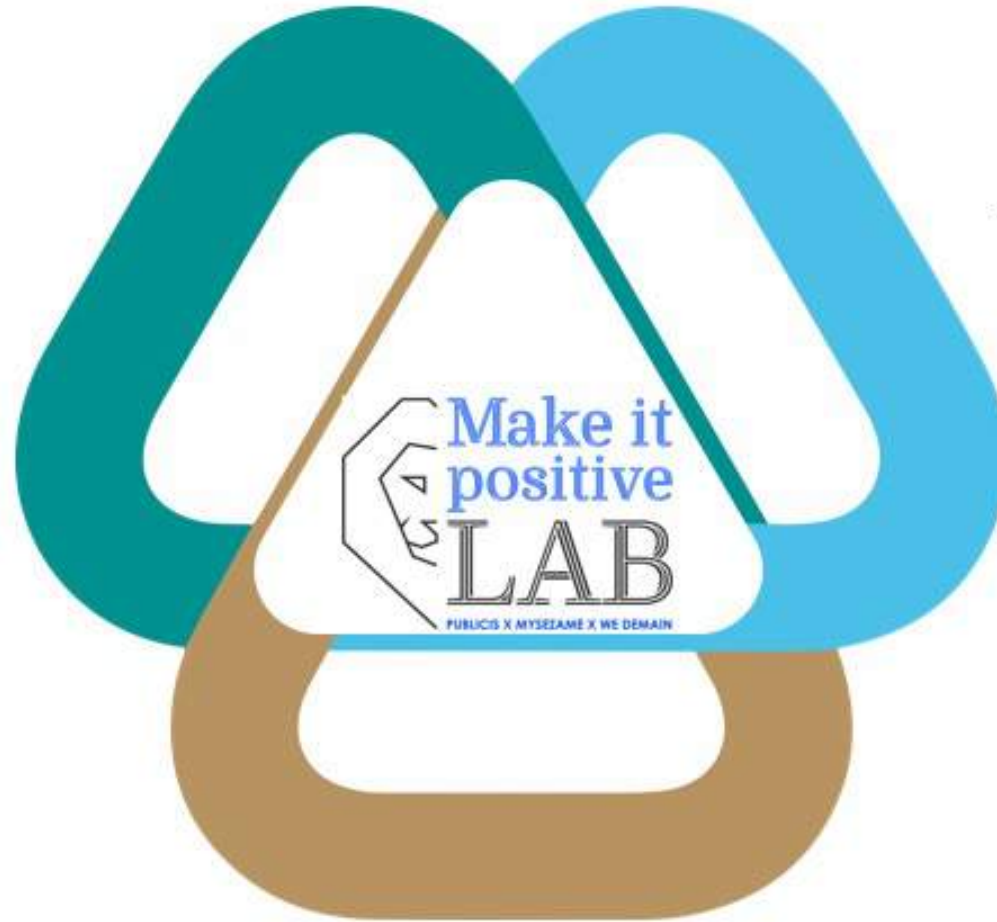
1

WHO WE ARE  
&  
WHAT DRIVES US



**MySezame**  
Le business change de sens.

The pioneer in employee  
engagement around sustainability  
and impact business



**WE DEMAÏN**

The historical CSR media expert



The worldwide expert in  
strategy and sustainable  
communication



Today more than ever, companies are expected to contribute to social and environmental progress.

Purpose cannot remain an empty promise.

It needs to be filled with concrete actions, to ensure that all stakeholders will want to get onboard.

Such a purpose will help differentiate in a relevant way towards all stakeholders, clients, employees, citizens...



A large, leafless tree stands in the center of a blue-tinted landscape. The tree has a thick trunk and a wide, spreading canopy of bare branches. In the background, there are rolling hills and a line of evergreen trees. A small figure of a person is visible in the distance on the left side of the image. The overall scene is serene and evokes a sense of nature and growth.

# OUR MISSION

We turn purpose into actions

# OUR BELIEF

We believe that positive transformation is first and foremost a cultural revolution from, by and for the women and men of the company. It is a human-driven transformation that can only be achieved if the company's employees are fully aware, care and commit, each at their own level.



From **PURPOSE**



Through **PEOPLE**



to **ACTIONS**

# OUR APPROACH

EMPOWER YOUR EMPLOYEES TO BE ACTORS OF THE  
POSITIVE TRANSFORMATION OF THEIR COMPANY



MAKE THEM  
**AWARE**



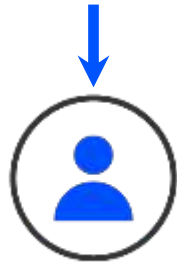
MAKE THEM  
**CARE**



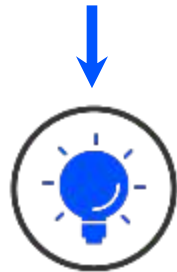
MAKE THEM  
**ACT**

# OUR 3 LEVERS OF ACTION

EMPOWER YOUR EMPLOYEES TO BE ACTORS OF THE POSITIVE TRANSFORMATION OF THEIR COMPANY

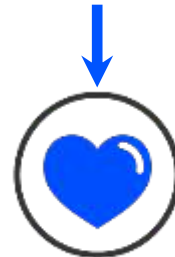


MAKE THEM  
**AWARE**

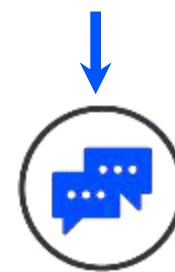


## **ACCULTURATE & EDUCATE**

*from company leaders to collaborators so that they become fully aware and eager to walk the talk*



MAKE THEM  
**CARE**



## **INSPIRE & ENGAGE**

*by creating desire through inspiring speakers, stories and events inside and outside the company*



MAKE THEM  
**ACT**



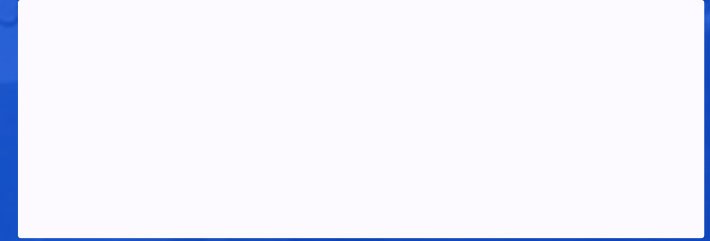
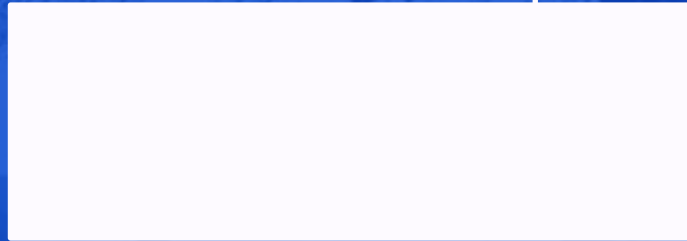
## **INNOVATE & CO-CREATE**

*the tangible proofs to bring the purpose to life: the products, services and experiences of tomorrow*



# OUR MISSION AT YOUR SERVICE

We turn YOUR purpose into YOUR actions



# OUR OFFERS

We don't believe in "One size fits all".

We offer **tailor-made** solutions which address specific needs, specific populations, specific problematics.

Each solution is designed to support your employees at best, from raising their awareness to enabling them to take action.

# 2

## 2 SOME INSPIRING CASES



## Mission focused on responsible communication for Orange group

**Objective:** Empower 1 600 employees from the communication department, across the world, on the subject of Responsible communication through a comprehensive and tailor-made framework





## Transformation mission for the marketing and commercial teams

**Objective:** Create new sustainable projects to change products, packaging or distribution through inspirational session, ideation time and practical workshops.

Followed by the Sustainable Transformation Week for 2000 employees in order to engage them in this societal transformation.





## Massive Transformative Purpose

**Objective:** Co-define their purpose "Pioneering in food transition" that was then transformed with our support into a concrete worldwide commitment plan (Act for Food and its 7 engagements), a complete marketing and digital transformation plan, a digital platform and a worldwide communication plan







## Tech for good program

**Objective:** Design & facilitate Tech for good training cycles for the “Digital Champions” ambassadors of SNCF group - for a sustainable and inclusive digital transformation





## Combining Innovation & Sustainability for the group's intrapreneurship program

**Objective:** Design & facilitate 3 days of the group's intrapreneurship program so the participants can learn more about using purpose as a goalpost in decision-making and start new projects with a social and / or environmental orientation



3

3

COME  
ABOARD!





**Valérie Hénaff**

CSO Publicis Group in France  
[Valerie.henaff@conseil.publicis.fr](mailto:Valerie.henaff@conseil.publicis.fr)



**Marie-Pacifique Blanckaert**

Business Director MIP LAB Publicis France  
[Marie-pacifique.blanckaert@conseil.publicis.fr](mailto:Marie-pacifique.blanckaert@conseil.publicis.fr)



**Laurence Grandcolas**

Founder of MySezame  
[laurence@mysezame.fr](mailto:laurence@mysezame.fr)



**Caroline Derom**

Business Director MIP LAB MySezame  
[Caroline.derom@mysezame.fr](mailto:Caroline.derom@mysezame.fr)



**Jean-Dominique Siegel**

co-Editor at WE DEMAIN  
[jdsiegel@gspresse.fr](mailto:jdsiegel@gspresse.fr)



**Fanny Cedan**

Project Manager MIP Lab WE DEMAIN  
[fanny.cedan@wedemain.fr](mailto:fanny.cedan@wedemain.fr)



Thank  
You