

ALBATROSS FOUNDATION

Rapport Annuel 2019

Sensibilisation des enfants

au développement durable et à l'environnement

Education for Youth on Sustainable Development



Book donation & Training program, Ecole Arc-en-ciel Albatross (F), MinHang School Shanghai (CN).

1. Albatross Foundation description

Albatross is a not-for-profit organization created in Singapore in 2011, in China in 2012 and in France in 2017 (<https://www.albatrossglobal.org>). The ultimate object of Albatross is to promote a free education to young children for sustainable development in a positive way.



Before the environmental topic became as sensitive as it is today, the group of founders, based in China, realized that it was urgent to change behaviors and fight against climate change, especially in China where the economic development had a tremendous impact.

Education is key and they wanted to contribute by developing and disseminating innovative pedagogic supports with the help of scientists, teachers and volunteers.

The Albatross story began at the time of the Universal Expo in Shanghai in 2010 where the Foundation developed awareness training programs and book donations for children about sustainable development (including Water, Earth, Light, Fire, Air, Tree) in partnership with major companies operating in China (Solvay, Arkema, Imerys, Auchan, Air France, Havas, Accord). More than 12000 primary school students received training on sustainable development in 39 Chinese cities and 8 provinces, as well as in France (Paris, Lyon, Grenoble, Forez/Loire). More than 72 000 Albatross books in Chinese, English and French were donated so far. More than 450 youths/adults were trained for training with the Train-The-Trainer method in Asia and France.

In addition, Albatross expanded its wings in Brazil with approximately 1000 children trained thanks to the Solvay's employee involvement in the training project.

2. What we propose to new sponsors

Relying on this first success, Albatross foundation now proposes new companies to sponsor and extend the book donation program not only in China, France and Brazil but also in other countries.

This represents an opportunity for the companies to involve and motivate their employees through the experienced Train-The-Trainer approach. Training kits are provided to employees who actively contribute to primary school children education to sustainable development in a positive manner. For that purpose, they receive the full support from the foundation members.

Depending on the structuring of the sponsorship and the country where it comes from, the advantages for the sponsors would include:

- tax benefits.
- visibility with logo on the training materials.
- supporting documents for positive corporate communications (internal and external including press release).
- team building and CSR personal involvement. Training of employees and their children.
- positive interactions and visibility with local stakeholders.
- etc.

The collected funds will enable the full development of a scientific, interactive and digital tool to train on water.

3. What are the next steps?

Following the first book donation program, the chief editor of “Sciences for Juveniles” of the State-Owned Shanghai Publishing House asked Albatross Foundation team to develop scientific and interactive tools, to deepen further the sensibilization of children in China on the same topics as the books.

The objective was then to develop scientific and interactive tools for children to increase their awareness when it comes to sustainable development. The project targeted Chinese and French children in primary schools. The Albatross foundation (active and recognized in China, France & Singapore) was the project leader working with partners in China and France.

We focused on Water topic, since it becomes a scarce resource especially in China where some rivers (e.g. Yellow Yangtse River) are so polluted that the land cannot be used for agricultural purposes any longer.

Water is a priority and our efforts can contribute to make a difference.

A team encompassing scientists, school teachers, industry managers developed a first prototype on water for primary school children. This resulted into a script, slides on the water cycle and a kit for water purification experiment (available in French, Chinese, English).



Water purification prototype. Demonstration at Ecole Arc en ciel – Albatross (Violay, Loire, France), June 9th, 2019. F. Laurent - S. Righini (Solvay), G. Bouillet Cordonnier (Albatross), P. Duchaussoy (School director).

The next step is to transform this prototype into an attractive and interactive module and then deploy it in China and in France.

To do this, we are working in an innovative approach associating designers from Ecole Supérieure d'Art et de Design de Saint-Etienne (UNESCO city of design - France), Tongji University in



Shanghai (China), scientists from CNRS-LIRIS (France), Solvay, an international chemical company (France & China) and Atelier Canopé 42 (France), a pedagogy support network for the roll out in French schools.



It involves at the same time designers and scientists to imagine new ways of discussing climate change (e.g. interactive workshops, performances, games, movies, digital applications) and its consequences and new usage to think about preservation of resources, recycling and reasonable consumption.

On December 16th, 2019, Albatross foundation and water module project won the Innovation Initiative Award of MEDEF France-China Committee in Paris.



MEDEF France-China Award ceremony 2019, Paris. Albatross' team receiving the award from Mrs. GAO Yuan Yuan, Minister of Economy & Commercial Affairs.

3.1. Water module project phases

The different project phases are as follows:

Step	Description	Timeline
1	<p>To develop a mobile application by CNRS-LIRIS for the first water prototype.</p> <p>The application will give general information on water and allow children to test virtually the water purification module in remote area in China and in France. We will start as a minimum in the 8 provinces / 38 cities in China where Albatross has already rolled out programs + 112 French schools in the Canopé network. The ultimate objective is to become totally viral and extend its use worldwide.</p>	June 2020
2	Workshop #1 at Tongji University in Shanghai with Chinese and French design students / teachers from Tongji and Ecole Supérieure d'Art et Design de Saint-Etienne + scientists.	tbc depending on Corona virus situation in China
3	<p>Workshop #2 at Ecole Supérieure d'Art et Design de Saint-Etienne with Chinese and French design students / teachers from Tongji University and Ecole Supérieure d'Art et Design de Saint-Etienne + scientists.</p> <p>Selection of the best prototypes by project team jury. The prototype new design will strengthen the attractiveness of the water module</p>	ditto
4	New prototype tests in Chinese and French schools (150 kids trained starting with Minhang and rural/minority primary school in China, Arc-en-Ciel Albatross experimental school and primary school located in the creative area in St-Etienne in France).	ditto
5	<p>Presentation of prototype in Biennale of Design in Saint-Etienne.</p> <p>Presentation of prototype in Design week in Shanghai.</p>	<p>April 2021 /</p> <p>October 2021</p>

6	Mobile application finalization by CNRS-LIRIS, including feedbacks from Design Workshops and new prototype tests.	March 2021
7	Replication of the Water module	From March 2021
8	Roll out of the Water module in Chinese and French primary schools through CSR programs (800 to 1000 Chinese kids and 600 French kids for Year 1). Students and employees of companies are trained to train children with the interactive and digital tools in China and in France through existing network, i.e. partner schools in China and Atelier Canopé network in France.	From March 2021

3.2. Water module project budget

The project budget is estimated as follows:

Step	Description	Cash contribution (to be funded)	Service/time contribution (already provided)
1	To develop a mobile application by CNRS-LIRIS for the first water prototype.	10000 €	0 €
2	Workshop #1 at Tongji University in Shanghai with Chinese and French design students / teachers from Tongji and Ecole Supérieure d'Art et Design de Saint-Etienne + scientists.	18422 €	0 €
3	Workshop #2 at Ecole Supérieure d'Art et Design de Saint-Etienne with Chinese and French design students / teachers from Tongji University and Ecole Supérieure d'Art et Design de Saint-Etienne + scientists. Selection of the best prototypes by the project team jury	18422 € + 1100 €	0 €
4	New prototype tests in Chinese and French schools as well as Albatross Arc-en-Ciel experimental school.	0 €	13500 € (10000€ Canopé / 3500 € Arc-En-Ciel)

5	Presentation of prototype in Biennale of design in Saint-Etienne and in Design week in Shanghai.	25000€	0 €
6	Mobile application finalization by CNRS-LIRIS.	0 €	6500 €
7	Replication of the Water module (Year 1)	8400 €	0 €
8	Roll out of the Water module in Chinese and French primary schools through CSR programs + GoGreen NGO deployment cooperation (Year 1)	+ 3000 €	
10	Communication / Marketing / Web / Social network / Community managers / Translations	16000 €	0 €
11	Albatross team: 10 flying members (cf. biography in Appendix 2)		30000 €
TOTAL		100344 €	50000 €

Budgets details are given in Appendix 1 (water module).

Albatross team is looking for funding at least for the first year, which corresponds to 100344 €.

To be noted however that in-kind contribution for the travel expenses (15.4k€), especially for the plane tickets would reduce the cash required.

4. Why Albatross is unique?

Albatross is a so-called i-Foundation with 0 employee and 0 fixed cost but a team of 100 high level founding members encompassing scientists, artists and lawyers from around the world.



*Where the water module project started in Shanghai under the auspices of Pr. P. Métivier
(project leader)*

5. Contacts

Albatross Foundation – Domaine du Buis – 42110 Pouilly Les Feurs - France

Contact: Dr. Ghislaine Bouillet-Cordonnier,

e-mail: Ghislaine.bouillet@albatrossglobal.org

Phone: +33 6 19 58 00 68

Appendix 1: budget details

1. Workshops and Biennales in Shanghai and Saint-Etienne

Workshop spring 2020 @ Tongji University - Shanghai 7 days

		travel	lodging	Fees	Unit	Total
French students	x10	700	250	50	1000	10000
Chinese students	x10				0	0
Teacher FR		700	250	500	1450	1450
Teacher CN		0		500	500	500
Workshop (material, technicians..)					3000	3000
Admin 15%						1972,5
Encadrement/ pilotage					1500	1500
Total						18422,5

Outcome: Subject definition/ students coaching and follow-up/ 3 scenarii production/ presentation to core team members for selection

Workshop fall 2020 @ ESADSE - Saint-Etienne 7 days

		travel	lodging	Fees	Unit	Total
French students	x10	0	0	0	0	0
Chinese students	x10	700	250	50	50	10000
Teacher FR		0	0	500	500	500
Teacher CN		700	250	500	1450	1450
Workshop (material, technicians..)					3000	3000
Admin 15%						1972,5
Encadrement/ pilotage					1500	1500
Total						18422,5

Outcome: Prototype development

Nov 2020> March 2021

Experimentation and tests in 1ary schools France and China Albatross/ Canopée

Follow-up prototype from test period by teachers and students 1100 1100
outcome: Project deliveryProduction guidelines

Avil> August :Biennale 2021 25000 25000
Exhibition/ experimental laboratory/scenography/public mediation

2. Duplication of water kits in China and in France

Step 0 of the project funding and roll out in China was prepared by Ecole des Mines' business plan.

2.1. In China

- Year 1: 1 test school in China with a team of 5 teaching students and 5 kits and a token salary of 4\$/h. Total expenses are 2100\$ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

- Year 2: 3 schools in China with a team of 15 teaching students and 15 kits and a token salary of 4\$/h. Total expenses are 6300\$ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

- Year 3: 10 schools in China with a team of 50 teaching students and 50 kits and a token salary of 4\$/h. Total expenses are 21000\$ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

The above business plan was produced for the roll out of the Water module only and will have to be reassessed based on the prototype to come with Ecole de Design.

2.2. In France

- Year 1: 1 test school in France with a team of 5 teaching students and 5 kits and a token salary of 12€/h. Total expenses are 6300€ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

- Year 2: 3 schools in France with a team of 15 teaching students and 15 kits and a token salary of 12€/h. Total expenses are 18900€ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

- Year 3: 10 schools in China with a team of 50 teaching students and 50 kits and a token salary of 12€/h. Total expenses are 63000€ to be matched by University students volunteers (kit elaboration and training), CSR (employee volunteering in classrooms) and corporate sponsorship.

The above business plan was produced for the roll out of the Water module only and will have to be reassessed based on the prototype to come with Ecole de Design.

Appendix 2: Gaia team members (biography)



Lucille DEVILLE

President of Albatross Foundation

17 years old student in College, scientific section (Terminale S).

Trilingual: French (native), Chinese (HSK3 diploma), English (Cambridge C2 diploma).

She is pop singer in a group and has already released a first CD-ROM.

She was born in Indonesia and lived in Singapore and Shanghai before coming back to France 5 years ago.

Sport: Tennis, Swimming, horse riding (Galop3) .

Academic chess champion.



Ghislaine BOUILLET-CORDONNIER

Founder of Albatross Foundation

Dr. Bouillet-Cordonnier holds a Ph.D. in Financial Law from the University of Lyon III in 1992 with a thesis on a US-France comparison of Venture Capital, a Master of Law from Harvard University as well as Master in European Law and Business Law from the University of Lyon III. She is a member of the New York and Paris Bars.

Dr. Bouillet-Cordonnier has worked as a lawyer in international law firms in the United States and France and as legal counsel for the World Bank's privatization programs in Africa based in Cameroon. From Cambodia, she has participated in the freedom of the press and registration programs of Lake Tonle Sape as a UNESCO World Heritage Site. Following her experience in international organizations, she joined major industry groups, Areva then Rhodia/Solvay, based in Singapore and Shanghai as Asia Pacific Senior Vice President in charge of legal affairs and for the coordination of sustainable development programs.

Ghislaine is the founder of the Albatross Foundation, (www.albatrossglobal.org), a non-profit organization created in 2011 in China, Singapore and France with the aim of providing free education on sustainable development and training more than 12,000 children and distributing more than 72,000 books. Ghislaine is also the founder of the "a-commerce" website and publishing house create2donate (www.create2donate.net) aiming at promoting authors, artists and other creators of intellectual values by means of a philanthropic distribution of profits (i.e. 1/3 for the value creator, 1/3 for the Albatross Foundation, 1/3 for an NGO chosen by the buyer or by default by Albatross). She has published the first collection of Albatross Children's Books, published in three languages, Chinese, English and French, and launched at the 2010 Shanghai World's Fair.

The co-author of the International Treaty on Environmental Laws and articles on OHADHA and debt-nature swaps, Ghislaine is also the author of a book entitled "Shareholder Stakes and Statutory Privileges" which is being updated with contributions from Law Professors and Legalteck and whose profits will finance Albatross (www.albatrosslegal.org).

Ghislaine currently practices as attorney Pro bono at the Pro Bono Trophies of the Paris Bar.



Ghislaine currently lives in France with her husband and their four (superb) children whom they have adopted.



Philippe ROSIER

Honorary Founding President of Albatross Foundation

Philippe was Cerdia (formerly Rhodia Acetow) President & CEO since April 2015 until now. Spin-off from Solvay into an LBO with Blackstone since June 2017, Rhodia Acetow is a specialty chemical company, leader in the transformation of cellulosic materials for use on different fiber or plastic markets. Philippe has been Rhodia Energy's and then Solvay Energy's President between 2002 and 2015. He turned the company, initially dedicated to energy purchase, into an international sustainable and profitable company which provides worldwide energy management services and develops "climate care" solutions. He has also been the founding President of orbeo, a 50/50 joint venture with Société Générale dedicated to CO2 emission markets.

In 2014/2015, he leads, together with Solvay Sustainability Director, the task force preparing Solvay new Sustainability strategy.

Philippe is a graduate from ESPCI (Physique et Chimie de Paris, France) and ENSPM (Ecole des Pétroles et Moteurs – IFP, France), and holds an MBA from Insead. He is an auditor from IHEST (Institut des Hautes Etudes pour la Science et la Technologie, France) Philippe Rosier has chaired, for 5 years till end 2018, the Energy, Competitiveness and Climate Committee of MEDEF, the French business confederation. For 7 years, he has been the chairman of the Energy Committee of Business Europe, the European business confederation. Since January 2009, he is a Member of the Economic Council for Sustainable Development, created by the French Government, with the objective to lay down the foundations of a new sustainable growth.

Philippe is 55 years old; he is married and has seven children.



Christine ALFSEN

Christine Alfsen is a Professor of sustainable development at IES ABROAD NICE, teaching since 2014, American students in exchange, two classes:

1) “Global Risks, Regional Vulnerabilities and Local Solutions in the Mediterranean Region” and 2) “Dangerous Liaisons: Cities and Water in the Mediterranean region”. In 2018, she was named “instructor of the year” by IES ABROAD.

From 2013-2018: Maitre de Conférence at Sciences Po Paris teaching a class on “Sustainable Development: Meeting Challenges, Building Solutions at multiple scales”.

From 2010-2012: Senior Advisor on the Global Sustainability Panel in the Office of the UN Secretary General, GSP PANEL in New York City.

From October 2009 to September 2010: Director of the UNESCO (United Nations Educational Scientific and Cultural Organization) Office in New York, the main advocacy and outreach office for UNESCO at the UN whose mandate include Education for All (EFA), Education for Sustainable Development, science for sustainability and cultural diversity.

From 1999-2010, developed and managed the Columbia University/UNESCO Joint Program on Biosphere and Society (CUBES) a network combining the strengths of major research institution with UNESCO's global networks supporting globally relevant local strategies for poverty alleviation, environmental sustainability, social inclusion, and conflict mitigation and subsequently she founded the UNESCO URBIS Initiative, a network of municipalities, educators, planners, universities, and research organizations, promoting sustainable urban development managed in partnership with the Stockholm Resilience Center and the Convention on Biological Diversity (CBD) Global Partnership on Cities and Biodiversity.



From 1993-1997, Head of environmental unit, UNESCO Regional Office in Cambodia where she managed a project on the sustainable development of the Tonle Sap Great Lake;

From 1992-1993, program officer, Rehabilitation Component, United Nations Transitional Authority in Cambodia (UNTAC), a UN Peace Keeping Operation, overseeing the Natural Resources Sector.

From 1979-1991, She joined the United Nations in 1979 based on a competitive exam, and spent 18 years in Southeast Asia, with the Economic and Social Commission for Asia and the Pacific in Thailand where she served as a regional adviser on the Law of the Sea in Asia and the Pacific.

Mrs. Alfsen was born in France and received her undergraduate training in Political Sciences at the Institut d'Etudes Politiques de Paris (Sciences Po), followed by graduate degrees in Public Law and Development Economics. She also has degrees in Russian and Romanian languages and civilizations.



Jie DONG

Education

May 2007, Master degree of Specialty – Fine Chemistry, East China University of Science & Technology

Jul. 1991, Bachelor degree of Polymer Chemistry, East China University of Science & Technology

Work experience

May 2000 – present, Research & Innovation Center, Solvay (China) Co., Ltd.

Oct. 2014 - Current, External Affairs and Communication Manager

- ❖ Be responsible to work with Sci & Tech department of local government for branding and positioning of Solvay as Innovation Group. Now Solvay is well-known in many sections of government
- ❖ Collaborate with Academia for technical network development includes research project and young talent incubation. Solvay has been recognized as International Collaboration Laboratory and Talent Base by Zhangjiang National Innovation Demo Zone.
- ❖ Assisted 'SolarImpulse Around The World' project while the mission was in China in 2015. As the only local employee representative of partner groups, coordinated with airports, custom, inspections and logistic company to ensure success of the great team.
- ❖ Manage social education and training of sustainable chemistry for students from primary school to university level, as a part of Solvay Societal activity.

May 2000 – Sept. 2014, Manager of Analytical Laboratory

- ❖ Setup analytical team for Solvay's business development in Asia Pacific especially on customer service, marketing investigation and share.
- ❖ Improved technical competencies of team member that helped innovation projects got success.
- ❖ Managed and improved quality control system in Solvay's tolling manufactories and suppliers and disseminated concept of Solvay's management.

Social activity

- ❖ July 2013 – present, Trade Union Leader of Solvay (China) Co., Ltd.



- ❖ Established collective bargaining mechanism in the company that protected basic rights of employee and gained co-partnership with management for growth.
- ❖ Being country employee representative in Solvay Global Forum that delivers echo from employees and cascades group strategy.
- ❖ Built a harmonious and pioneer image of company in community, which won several Awards from government.



Stéphanie JEAN-DAUBIAS

Full professor in computer science

Computer Science Department – UCBL Claude Bernard Lyon 1 University

LIRIS (Laboratoire d'Informatique en Images et Systèmes d'information) UMR CNRS 5205, in charge and member of the TWEAK research team (Traces, Web, Education, Adaptation, Knowledge).

Research

Domain: Computer Science - Knowledge Engineering and TEL (Technology Enhanced Learning) Main research interests: user assistance, engineering of learner profiles, reuse of learner profiles for shared and personalized exploitation, according to a unified approach

Keywords: TEL, meta-models and models, tools, user assistance, learner profiles, personalization and adaptation

Supervising: 6 PhD in computer science, 47 internships and more than 200 projects.

Research contracts with different companies

Development, experimentation and diffusion of software related to her research (for example: development of TRI, a software to educate french kindergarten students about recycling)

Member of program committees and reading committees for national and international conferences

Member of scientific societies: AFIA, ATIEF and AIED Society, member of the Board of Directors of ATIEF from 2001 to 2007, treasurer and webmaster-assistant from 2004 to 2007

Member of the LIRIS PhD supervisory commission for 10 years, member of the PhD committee of the InfoMaths Doctoral School since 2017, member of PhD supervision committees and PhD committees



Publications: 3 book chapters, 3 international journals, 10 national journals, 20 international conferences, 24 national conferences, 16 workshops, 20 research reports, 20 other publications

Teaching

230 hours of teaching per year on average for 20 years with a strong involvement in teaching

Various subjects, focused in recent years on Human Computer Interactions, ergonomics and TEL

Different public: from Licence to PhD students, mainly computer scientists

Various contexts: in evening classes or not, at the University, in engineering school

Courses available online for students and teachers. Her courses, especially in ergonomics, are very often reused by teachers from different universities, both in France and abroad

In charge of the first year of the computer science master of Lyon 1 University (120 students) for 11 years

Member of the Spiral Connect / Claroline Connect, UCBL's learning platforms, users' committee, member of the monitoring committee for assessment of learning experiences, member of the monitoring committee of TOMUSS, the UCBL's score management platform, since 2017

President of the baccalaureate jury: S series from 2016 to 2018

Scientific mediation

Computer science correspondent for the programming of the UCBL Open University, participation in the Science Festival, activities for the UCBL Open University

Management of a mobile application for users of LyonTech-La Doua campus offering practical services coupled with an interactive and geolocated discovery of scientific and cultural resources

Education

2011: HDR (accreditation to supervise research) in Computer Science, "Engineering of learners profiles", Claude Bernard Lyon 1 University, LIRIS UMR CNRS 5205

2000: PhD in Computer Science, Université du Maine, Le Mans, "PEPITE, a software helping to diagnose competencies in elementary algebra", LIUM (Laboratoire d'Informatique de l'Université du Maine)



Cheryl LOH KIA FONG

For over a decade, Cheryl worked with Fortune 500s, leading Chinese companies and NGOs. Her career highlights include numerous leadership roles that help and guide her teams to propel and Champion empathic innovation projects for planet and people.

She passionately coaches corporate and NGO communities to unleash their creativity and empathy skills to create breakthrough innovative, authentic, sustainable ideas and go to market solutions.

Her current role is Director of Innovation at United Nations Industrial Development Organization (UNIDO) - Shanghai Global Science & Technology Innovation Network, and also Founder of COCO LAB, which stands for Consumer Consciousness Lab. Cheryl is based in Shanghai.

Education:

Clinical Psychology of Children and Young people, University of Edinburgh certification, 2014.

Bachelor of Arts, Royal Melbourne Institute of Technology, Visual communications school, Australia 1998.

Associate Business Dip. Royal Melbourne Institute of Technology, Australia 1998.

Business Management, Outram Institute GCE 'A' levels, Singapore 1994.

Fine Art, Percussion music, St Hilda's GCE 'O' levels, Singapore 1991.



Pascal METIVIER

Solvay group, Senior Executive Vice President

Science & Technology director

Pascal Metivier is Solvay group Science & Technology director, based in Brussels. In this role he manages all shared laboratories and infrastructure of the group focusing on leveraging group capabilities and delivering innovations to the various businesses of the group.

Before this, he did spend 10 years in Asia where he set up the group research & development footprint, particularly building and developing research activities in China, Korea & India.

From 2000 to 2007, he was successively the research and innovation directors of 2 business units of the group (Phosphorus and Performance Derivatives and then Novecare) where he did contribute to major development of new product sales for these 2 businesses.

Before this he held various positions in research, plant improvement and business development for various activities of the group (Pharmaceuticals, Aroma products, polyamide, Silicones, polyurethanes).

Pascal Metivier received his PhD from University Louis Pasteur in Strasbourg and spend 18 months as visiting scientist in Purdue University (USA), working on Computer assisted organic synthesis using heuristic models. Before this he studied at “Ecole Européenne des Industries Chimiques” in Strasbourg.

Pascal Metivier received group internal awards recognizing some key achievement such as Rhone-Poulenc 1996 research prize, Rhodia Customer sustainable innovation award in 2010, and Solvay breakthrough innovation prize in 2013. He has also been named professor “honoris causa” of Zhengzhou university (Henan, China) in 2009, is guest professor at East China University of Science and Technology in Shanghai and has received the Magnolia award from Shanghai for his contribution to research development outreach for the city.



"My passion is to work with other people to invent new things and then to bring them to become useful reality in daily life"



Claire PEILLOD

After eleven years as Director in the Higher School of Art and Design of Reims, Claire Peillod has joined the Cité du design-Higher School of Art and Design of Saint-Etienne as the School Director.

Experienced in the development of learning curriculums in the public institutions, she has been committed to the contemporary art development throughout her career.

Native of Lyon city in France, she works with a great number of artists and graphic designers since the 90s at first as an art critic and later as exhibitions curator. At the same time, she teaches in the School of Fine Arts of Valence, the School of Fine arts of Saint-Etienne and the School of Architecture of Lyon focusing on the issues of contemporary art in the public space. Later, she becomes in charge of public procurement of art for the Region of Rhône-Alpes (92-96), and co-curator of artistic program of Lyon Tramways in 98-2000.

Curator and Program Director, she is in the head of the Associative Centre of Art *La BF15*, from 1995 to 2004, where she explores the questions of public space and young creation. This art center becomes a link between the young creation and the Institutions, an artistic agitator questioning various exhibition forms and hosting foreign artists and schools.

In the beginning of the 2000s, she becomes Artistic Director for the “Fête des Lumières”, a major event organized by the Lyon City Government that gathers over 3 million visitors for 4 days. In this context, she invites international artists in order to work on two matters, the light and the city, as infinite creative fields.

Dedicated to the public service, passionate about the young creation, she ceases the opportunity to work for an Art School involving artists and designers in the common project carried out by a great number of academic, territorial, economic and cultural partners. Under her direction, the Higher School



of Art and Design of Reims climbs at the fourth place in the best French design schools ranking by design professionals. She works, amongst others, on the theme of the links between design and food (cuisine, gastronomy, conviviality, sensorially).

At the same time, she works on the pedagogical curriculums for the Arts and Digital Crafts Conservatory of Bamako (Mali) and University of Oujda (Morocco). In this framework, she explores her vision of the contemporary design in global context, as a transversal, fusional discipline opens to the arts and crafts as much as to engineering and marketing.

Attracted by ESADSE and the Cité du design international potential, its ties between art and design as well as its links with the local businesses, she joins this institution in 2017.



Sébastien RIGHINI

Research & Innovation Department Manager at Solvay.

Since 2017, Sébastien Righini has been Manager of an R&I department at Solvay, namely the Product and Online Data Analysis department, including several laboratories providing for the Group expertise in product and process chemical analysis as well as lab operations digitalization. He is based in Lyon (France).

Before this, he spent 7 years managing a global Process Safety Laboratory Network, ensuring that all products developed by Solvay had been evaluated and their manufacturing process was safe.

Before this he held various positions as project leader in research and industrial process improvement for several activities of the Rhodia Group (pharmaceuticals, polyamide, isocyanates and aroma products).

Sébastien Righini received an MPhil in chemical engineering from the University of Manchester (UMIST, UK) in 2000, working on polymorph crystallization processes. Before this, he studied at “Ecole Supérieure de Chimie, Physique, Electronique” in Lyon.



Michel YBERT

Founder and President of MY Asia Consulting Pte. Ltd. since 2015:

MY Asia Consulting has today a portfolio of around 6 permanent key customers including start up high-tech companies and provides senior advices in Asia for M&A and post integration projects, strategies of development in the APAC Zone, both organic and external. The services provide support as well to trans-border transactions concerning Chinese/Asiatic investors in Europe.

MYASIA relies on a broad network built up during the past 15 years especially in China.

Michel Ybert is the mentor of the alumni of Executive MBA program of CEIBS (Shanghai) since 2014.

CORPORATE PAST EXPERIENCE:

- President of Solvay Asia Pacific Zone, formerly Rhodia Asia Pacific (2003 – 2015) The AP Zone is fast growing and includes most of the Group's activities with both trading and industrial layouts. After a set of important investments and acquisitions and capacity investment realized in the past 5 years and the fully completed merger of the 2 groups, it represents around 30% of the Solvay Group activity in 2013 and became quite profitable.

- Consumer and Food Division President (RHODIA) (2001 – 2003)

In charge of the supervision of one of the 4 divisions of the Group hosting 7 key technologies: Food additives, Personal Care and Home Care, Phosphates, Phosphorus derivatives, Acetates.

- Services & Specialties Division of Rhodia : President (1999 – 2001)

Supervision of 2 activities, Rare Earths and Environmental Services.

Direct General Management of Acetate Filter Tow business.

- Polyester Division President – RHONE POULENC (1997– 1998)

- Director and COO, MOULINEX, listed Household appliance (1995 – 1997)

Mission: Turnaround of a listed Company in a critical Financial situation

- Senior Vice President – Intermediates - RHONE POULENC (1993 – 1994)

In charge of Finance, Strategy, Purchasing, Export and Commercial network

- Senior Vice President – Agro Chemical Sector - RHONE POULENC (1990 – 1993)

In charge of innovative low impact technologies and Consumer Markets

- Senior Vice President – Health care - RHONE POULENC (1988 – 1990)



Mission: Strategy and M&A , negotiation of the Rorer Pharmaceuticals takeover in the USA (Sales 1200 MUS\$) driving a major change of scale for the North American Business.

- CEO - BUITONI SA (1985 – 1988)

Mission: Fast Growth strategy from 168 M€ in 1985 to 715M€ sales in 1987.

Integration of DAVIGEL Group and development of branded frozen food range of product under BUITONI brand umbrella.

- GROUPE SAINT GOBAIN (1972 – 1985)

- CFO of Saint Gobain Emballage SA , a listed company Packaging Branch (1984 – 1985)

- Project Leader of a Flat Glass Project in Brazil located in a Joint Venture with British and German partners (1979 – 1984)

A 180 M\$ investment financed through heavy leveraged Project financing.

Started on time within budget and achieved pay back of 3 years.

Other missions (1972 – 1978)

- Integration of Scandinavian acquisition, Scanglas and Emmaboda (1977-1978)
- Industrial and then Financial Controller for Flat glass Branch (1975-1977)
- IT Engineering , operational research and IT Auditor at corporate level (1972-1975)



Arnaud ZOHOU

Director of Atelier Canopé 42

Arnaud is the director of the Atelier Canopé 42.

Canopé is the network for pedagogical creation and support. It is a public structure related to the French Ministry of Education, Higher Education and Research, which designs, produces and distributes multi-format and transmedia educational resources to meet the needs of the educational community: teachers, school librarians, managerial staff, students, parents, associations and educational and political local authorities.... Canopé provides high-performance teams and services in order to contribute to rethink learning in schools, help further the digital revolution inside our school system, guide teaching personnel through the digital conversion of their activities and ensure success for all of our students.

The action of Canopé focuses on the following areas: pedagogy, education at the digital age, education and social innovation, art, culture and patrimony and teaching materials and learning resources.

Canopé is present all across the French territory with the “Canopé workshops”, which are places of creativity, exchange, experience and training, meant to support new educational practices. Our local centers host “Ateliers Canopé” (Canopé workshops) for teachers and education partners. These new, open, sociable places are dedicated to creativity, cooperation, experimentation, and training.

The “Atelier Canopé 42” is one of the hundred workshops dedicated to education, that are constitutive of the Canopé Network, and are dispatched all over France. Based in Saint-Etienne, near Lyon, the team yet has an atypical focus: for several years, the Atelier 42 proposes a multitude of resources and activities, which connect the fields of both Education and Design. The Atelier Canopé 42 leads a national initiative, the PREAC (resources center for Education and cultural goals), which is one of a kind in France. Its main partners are La Cité du Design and the School of Art and Design in of Saint-Etienne, which has been elected Unesco City of Design, along with 20 other Cities around the world. La Cité du design participates to the European project Human Cities, which challenge the City Scale, and have common goals with the SPISEY project.

His previous position was director of a science center, based in an engineering school. This gave him the opportunity to implement numerous projects involving Mediation, Education and Design.



Arnaud is graduated in Philosophy.