

Beat: Vips

## THE 10 PRESTIGIOUS EXECUTIVES TO WRITE THEIR STORY AT LA RELEVE LES ECHOS

FROM MICHELE YEOH TO SHAKA POKK

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**USPA NEWS** - Les Echos is a French daily newspaper of economic and financial information, founded in 1908 by the brothers Robert and Émile Servan-Schreiber. It belongs to Les Echos Group, the media division of the LVMH group. The daily is of liberal orientation. It claims an independent editorial line, nonpartisan, favorable to the market economy, open to the world and especially the European world. A particularity of « Les Echos » (Echoes) is to be strongly developed on the digital, which represents 32% of the broadcast France paid in 2017. It is the most important part of the national dailies. The writing of « Les Echos » (Echoes), directed by Nicolas Barré, gathers currently, more than 180 journalists with twelve permanent correspondents abroad and a network of around 50 regional correspondents. For the 8th time, Les Echos (LVMH Group), the French journal of reference in terms of economy and finance, gathered this morning, Sunday, December 1st in Paris, for the whole day, in the premises of the headquarters located in front of the Eiffel Tower, Boulevard de Grenelle, for LA RELEVE concept. It gathers the happy few guests « Journalist for the Day » but also 10 top executives.

THE 10 PRESTIGIOUS EXECUTIVE COMMITTED TO LA RELEVE BY LES ECHOS-----

They are ten to lend themselves to the exercise of writing their own article today at LA RELEVE -LES ECHOS.

All ten exceptionally replace, on the occasion of "La Relève", the team of journalists of "Echos Executives". These are, this 1st of December 2019, our "journalists for a day". British sailor Ellen MacArthur explains in a detailed article how the circular economy offers a tangible answer to a large number of global challenges.-----

In an editorial, actress Michelle Yeoh, unforgettable "Lady" and James Bond Girl, but also goodwill ambassador of the United Nations Development Program (UNDP), will create a link between preservation of biodiversity and responsible advertising. In a tribune, rock band Shaka Ponk, a member of The Freaks, a collective committed to the climate, points to the urgency of becoming aware of the harmful effects on the environment of our habits. "The best petition in the world, they say, is the one we do every day by acting and choosing." Amélie Darvas, a 29-year-old star chef who left Paris for a village in the Hérault, bears witness to her own commitment. David de Rothschild, founder of "Sculpt The Future", warns: "If the human being is only able to accumulate and create flows that do not maximize life on Earth and that value, at the instead, abstract and valueless things like capital flows, he'll be left alone, like a spoiled child isolated in the middle of a desert and inhospitable sandbox." Marie-Hélène Gramatikoff, founder of Laptics, will explain how bioplastics can create value for the industry. In a column, Julia de Funès, philosopher, invites us to give meaning to economic ambitions. Lena Evtstfieva and Jérôme Hadey, co-founders of Villa Lena, tell us about how they place the concept of sustainability at the heart of their hotel and art project. Source : Les Echos

Finally, David Chapon, founder of Wilo, who sells 100% vegan sneakers, explains why consumers want products.

### Article online:

<https://www.uspa24.com/bericht-16203/the-10-prestigious-executives-to-write-their-story-at-la-releve-les-echos.html>

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