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L'ORÉAL
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SOMMAIRE

CLIMATE

THE TIMES (03 septembre 2025)	UK ‘could meet half its power needs' by ending energy levy	5
THE GUARDIAN (03 septembre 2025)	Labour should rethink its policy on North Sea oil and gas and cut reliance on costly imports	7
LES ECHOS (03 septembre 2025)	L'été 2025, « point de bascule » pour le climat en France	9
www.la-croix.com (3 septembre 2025)	Climat : le combat de 4 Indonésiens de l'île de Pari contre le plus gros cimentier du monde	11

CORPORATE STRATEGIES

BLOOMBERG (02 septembre 2025)	Lululemon-Backed Recycler Uses AI to Tackle Waste in Australia	14
INTERNATIONAL NEW YORK TIMES (ETATS-UNIS) (3 Septembre 2025)	Chevron boss: The world will need oil for a ‘long, long time'	15
www.theguardian.com (3 septembre 2025)	Shell scraps construction of biofuels plant in Rotterdam	17

PEOPLE & SOCIAL IMPACT

THE TIMES (03 septembre 2025)	More civil servants insist on working from home	20

www.cnbc.com (3 septembre 2025)	Salesforce CEO confirms 4,000 layoffs 'because I need less heads' with AI	21
L'EXPRESS (Du 04 au 10 septembre 2025)	La quête de sens au travail, ce doux diktat	23
WE DEMAIN (Septembre 2025)	L'avenir en mode local	24

TRANSVERSAL NEWS

WWD (03 septembre 2025)	Brands Seek Clarity as EU Sits at Regulatory Crossroads	28
www.forbes.com (3 septembre 2025)	The CSR Investment That Can Solve Multiple Crises At Once	29
www.edie.net (3 septembre 2025)	New investment strategies needed to plug EU's 'colossal' climate cleantech gap	32
trellis.net (2 septembre 2025)	How low-quality carbon credits killed a sustainability buzzword	34

CLIMATE

Presse écrite GBR

THE TIMES

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UK 'could meet half its power needs' by ending energy levy

Journaliste : **Greig Cameron**

Nombre de mots : **647**

UK 'could meet half its power needs' by ending energy levy

Greig Cameron Scottish Business Editor

Britain could meet 50 per cent of its domestic energy needs until 2050 if a tax on oil and gas was scrapped, a trade body has claimed.

Offshore Energies UK said the North Sea was on course to provide only about a quarter of what the country required through to the middle of the century.

Thousands of jobs have been lost in recent years as some companies abandoned the basin entirely while others trimmed back investment because of high taxation.

The energy profits levy (EPL) was introduced as a 25 per cent tariff under Boris Johnson in May 2022 after a surge in energy prices and large company profits following Russia's invasion of Ukraine. The sum was later increased to 35 per cent while Rachel Reeves increased it again last year to 38 per cent while extending its timeframe out to 2030. As a result, companies face a marginal tax rate of 78 per cent on UK profit once other charges are taken into account.

Offshore Energies UK argues that imported oil and gas has a larger carbon impact than domestic production as well as posing questions about energy security. Imports make up about 44 per cent of Britain's energy mix and the organisation believes that will grow to more than 70 per cent by the end of this decade.

The trade body believes removing the EPL and giving companies greater confidence to invest could lead to a substantial increase in North Sea output over the next 25 years. Projections from Westwood Global Energy Group suggest the equivalent of 4.3 billion barrels of oil could be extracted under existing conditions.

Offshore Energies UK argues that "significant changes" to fiscal and regulatory regimes would increase that number to 7.5 billion. In its Economic Report for 2025, published today, the organisation says: "The geoogy has not changed. Policy and regulations have hampered the UK continental shelf's ability to deliver on its potential.

"Domestic production has a lower carbon footprint than imports, creates and supports British jobs and generates value for the economy." David Whitehouse, the trade group's chief executive, pointed towards "significant oil and gas reserves" still available in the North Sea.

Labour is against the awarding of new licences as it pushes towards net zero targets but is allowing projects that have already received consent to move forward.

Whitehouse said: "Urgent and pragmatic reform is needed to give UK-based firms, workers and their communities a fighting chance to build the nation's industrial future and shield households from the volatility of relying on imports.

"Stable homegrown energy means more high-value UK jobs and more predictable bills."

Kemi Badenoch, the Conservative leader, this week called for further North Sea drilling and said she would remove net zero restrictions on the sector.

Environmental campaigners want spending to be focused on the transition to lower-carbon energy.

James Alexander, chief executive of the UK Sustainable Investment and Finance Association, said: "The North Sea basin carries the twin risks of soaring decommissioning costs and asset stranding worth billions, while further drilling will not bring down energy bills."

A government spokesman said: "North Sea oil and gas production will continue to play an important role for decades to come, which is why we are partnering with companies and workers to manage our existing fields for the entirety of their lifespan.

"We are committed to delivering the manifesto commitment to not issue new licences to explore new fields because they will not take a penny off bills, cannot make us energy-secure, and will only accelerate the worsening climate crisis."

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Offshore Energy UK says removing the EPL and giving companies greater confidence to invest could lead to a big increase in North Sea output over the next 25 years

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Presse écrite GBR

theguardian

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Journaliste : **Nils Pratley**
Nombre de mots : **784**

Labour should rethink its policy on North Sea oil and gas and cut reliance on costly imports



Business view
Nils Pratley

If the chancellor is looking for a pro-growth, pro-jobs, tax-raising policy that would be popular with major trade unions and might even be noticed by the bond markets, here's one: boost production of oil and gas in the North Sea. And make the argument that the UK's current overreliance on imported supplies isn't doing anything to help the climate emergency.

There are obvious political problems, of course. First, Kemi Badenoch, the Tory leader, has just made her pitch to ramp up North Sea volumes and it's rarely a good look to be accused of pinching the opposition's clothes.

But Labour's vision could be different. It would not say that "all" our oil and gas must be extracted – Badenoch's implausible ambition. It would emphasise that achieving net zero emissions by 2050 is still the priority and the energy transition will still happen. But it would concede that the decline in domestic oil and gas production must be addressed in light of geopolitical risks, the carbon consequences of relying on imports and concerns over jobs.

The second political problem is more basic: Labour's manifesto ruled out new licences to explore new fields, arguing they would "only accelerate the worsening climate crisis." But is there wriggle room there?

The hard reality is that the UK will still consume a lot of fossil fuels even under a successful 2050 transition. From a climate perspective, an almost unarguable point is that the UK's reliance on imported gas in liquefied form is an outrage. Such imports from the US, Qatar, Algeria and other countries made up a quarter of UK gas supplies last year and are demonstrably worse for the planet than gas produced at home.

The government's own licensing and regulatory body, the North Sea Transition Authority, has been clear on the pollution point. "The average carbon intensity of imported Liquefied Natural Gas is almost four times the carbon intensity of UK production," it said in a 2023 report. The reason is straightforward: liquefaction, transportation across oceans and regasification all add emissions.

The case for boosting oil production is trickier because most North Sea production is exported (partly because that's how the oil industry works, and partly because of the closure of UK refineries such as Grangemouth). But the overall picture is still that oil and gas account for 75% of the UK's energy needs today and the reliance on imports has reached 40%. Nobody pretends the UK will ever again become a net exporter of oil and gas – the North Sea is still a basin in long-term decline – but the net cost of energy imports last year was almost £21bn. It all counts against the balance of payments and ripples through the economy.

Offshore Energies UK, the trade body, thinks North Sea-dependent jobs are being lost at a rate of 1,000 a month. Gary Smith, the GMB leader, joined the political dots in an interview with the New Statesman in July: "We have been decarbonising through deindustrialisation and it's counterproductive because the communities that have seen their industries closed down, they've been abandoned and will end up voting for the right, and exactly the way that they have in America."

Is there a way to interpret the manifesto pledge flexibly to boost home-grown production? The most interesting idea on that score came last week from Prof John Underhill, the director for energy transition at the University of Aberdeen.

Switch to a system of bespoke applications for "near-field exploration or infrastructure-led drilling around existing fields and … strategically important pipelines", he says. In other words, make best use of the existing infrastructure to ensure supplies aren't shut in. But also, argues Underhill, ensure home-grown emissions are driven down by banning flaring and promoting electrification on platforms, which is how Norway's modern industry

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has achieved its leading status.

It sounds a more intelligent and nuanced approach than a blanket "no new licences" policy. The bottom line is that the UK, even under a successful transition, is still going to use 10bn-plus barrels of oil (and gas equivalent) on the way to 2050 on most projections.

The big-picture point is that a policy which encourages domestic production to the least-polluting standards - while keeping 2050 targets intact - has merit if the UK will consume the oil and gas anyway. "The UK still relies heavily on oil and gas and, without a clear and pragmatic plan, we risk replacing home-grown supply with higher-emission imports," argues Underhill. It is the point the government needs to address.

The hard reality is that the UK will still consume a lot of fossil fuels even under a successful 2050 transition

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Journaliste : **Marie Bellan**
Nombre de mots : **563**

FRANCE

L'été 2025, « point de bascule » pour le climat en France

TRANSITION ÉCOLOGIQUE

La ministre Agnès Pannier-Runacher a introduit, mardi, le bilan de l'été présenté par Météo-France, marqué par des températures extrêmes.

L'occasion de mettre en garde contre tout immobilisme dans l'action climatique.

Marie Bellan

Météo-France présentait mardi le bilan de l'été 2025, marqué par des vagues de chaleur exceptionnelles. Mais en matière de bilan, c'est surtout celui de la ministre de la Transition écologique, Agnès Pannier-Runacher, qui a tenu à être présente pour cet événement, dont il a été question. Dans un discours de préambule, la ministre s'est employée à rappeler tout ce qui avait été voté depuis le premier mandat d'Emmanuel Macron. *« Depuis sept ans, nous avons inventé le ZAN, les ZFE, MaPrimeRénov', le Fonds vert, le leasing social… Tout cela n'existait pas avant. Et quels que soient les coups portés par certains par démagogie à ces dispositifs, ils ont le mérite de toujours exister. »*

Si la ministre a défendu avec insistance ces initiatives, c'est que nombre d'entre elles sont largement remises en cause par le Parlement aujourd'hui et que la transition écologique ne fait plus guère partie des priorités gouvernementales. Pour réveiller les consciences, celles des Français mais aussi de ses collègues politiques, Agnès Pannier-Runacher n'a pas hésité à passer dans un registre plus dramatique qu'à son habitude. *« Nous ne devons pas avoir peur d'entrer dans un monde de l'écologie de guerre »*, a-t-elle insisté, parlant aussi d'*« une rentrée sous haute tension, une rentrée de tous les périls. Mais le premier des périls n'est pas forcément celui auquel pensent les uns et les autres »*.

« Détraquement »

Si le vote de confiance de lundi prochain est dans tous les esprits, en particulier celui des ministres qui se retrouvent en sursis, le péril dont il est question ici est davantage celui de *« l'urgence climatique et écologique »*, a insisté la ministre. Une urgence et un *« détraquement climatique »*, selon ses propres mots, dont l'été 2025 a donné un timide aperçu.

Troisième été le plus chaud depuis le début des mesures en 1900, la période a été marquée par des records de chaleur : 42,3 °C à Angoulême, 42,1 °C à Bergerac. Les température ont été au-dessus des normales deux jours sur trois et le seuil des 40 °C a été atteint ou dépassé sur plus de 20 % du territoire.

« L'été que nous venons de vivre est un point de bascule. C'est un avant-goût de l'après, malheureusement édulcoré », a souligné Agnès Pannier-Runacher. En 2100, dans soixante-quinze ans à peine, les vagues de chaleur que nous avons connues à deux reprises cet été pourraient durer jusqu'à deux mois en continu, a rappelé la ministre. Il faut ajouter à ces pics de chaleur la baisse des précipitations (–15 % de déficit pluviométrique cet été) et des sols de plus en plus secs, ce qui présage de fortes perturbations des futures récoltes. Sans compter les incendies record qui ont ravagé 36.000 hectares cet été.

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Cette série de chiffres, tous plus alarmants les uns que les autres, servira-t-elle d'électrochoc ? Même la ministre semble en douter dans son discours : « *Peut-être un jour comprendrons-nous qu'il faut des mesures fortes, rapides, coordonnées et prioritaires, sans céder à la panique ou à la fatalité.* » ■

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LA CROIX

www.la-croix.com

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3 Septembre 2025
Journalistes : **Juliette Vienot de Vaublanc**
Nombre de mots : **708**

Visualiser l'article

Climat : le combat de 4 Indonésiens de l'île de Pari contre le plus gros cimentier du monde



Edi (à gauche) et Asmania, deux habitants de l'île de Pari ayant porté plainte contre le géant suisse du ciment Holcim, posent près d'une usine de l'entreprise à Eclepens, en Suisse romande. Une audience doit décider de la recevabilité de leur plainte mercredi 3 septembre 2025. FABRICE COFFRINI / AFP

Quatre habitants de la petite île de Pari, en Indonésie, poursuivent le plus gros producteur de ciment au monde, le groupe suisse Holcim, pour dommages climatiques. Une audience préliminaire se tient ce mercredi 3 septembre au tribunal de Zoug, en Suisse, pour décider de la recevabilité de leur plainte.

Un nouveau procès aux airs de David contre Goliath se prépare. Après la plainte d'un agriculteur péruvien contre l'énergéticien allemand RWE finalement rejetée par la cour d'appel de Hamm en mai , une autre multinationale européenne se trouve sur la sellette en raison de son impact sur le climat.

Quatre habitants de la petite île de Para, en Indonésie, poursuivent en justice le groupe suisse Holcim , plus gros cimentier du monde, l'accusant d'être responsable des dégâts causés à leurs terres. Les plaignants estiment que cette multinationale doit assumer ses responsabilités liées aux répercussions d'un climat déréglé. Une audience préliminaire visant à déterminer la recevabilité de leur plainte se tient ce mercredi 3 septembre au tribunal cantonal de Zoug.

La procédure judiciaire a commencé début 2023, à l'initiative d'une femme, Asmania, et de trois hommes. Bobby, Arif et Edi. Selon eux, les inondations touchant leur île, située à une quarantaine de kilomètres au nord de

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Djakarta, ont augmenté en fréquence et en intensité ces dernières années, endommageant les habitations et mettant en péril leurs moyens de subsistance.

« La crise climatique est la plus grande menace pour ma vie » , a ainsi témoigné auprès de l'AFP Arif Pujianto, l'un des plaignants, après son arrivée en Suisse pour l'audience. Ce gestionnaire de plage estime que les inondations ont réduit l'étendue de sable de la plage où il travaille de 9 mètres depuis 2021. De quoi détourner les touristes essentiels à ses revenus. Les marées montantes atteignent aussi régulièrement sa maison en bambou, pourrissant les murs et contaminant son puits. Le quinquagénaire se voit ainsi forcé d'acheter de l'eau potable pour sa famille, à un prix élevé.

C'est pour éviter de *« perdre sa plage, son île, et aussi sa vie »* qu'Arif Pujianto a décidé de porter plainte contre Holcim. Lui et les trois autres plaignants demandent au cimentier une indemnisation de 3 600 francs suisse (environ 3 840 €) pour les dommages climatiques subis, et une participation financière aux mesures d'adaptation nécessaires pour protéger l'île de Para, comme la plantation de palétuviers et la construction de brise-lames.

Réduction des émissions de CO2

Les quatre îliens réclament également une réduction de 43 % des émissions de gaz à effet de serre de Holcim d'ici à 2030, et non pas de 17,5 % comme le prévoit la firme. Atteindre cet objectif permettrait au groupe de se mettre en conformité avec l'Accord de Paris sur le climat , selon l'Entraide protestante suisse (EPER), une ONG qui soutient les insulaires.

Holcim, qui a revendu ses activités indonésiennes à un cimentier local en 2019, affirme cependant être *« profondément engagé à agir pour le climat »* , tout en maintenant dans un communiqué que *« la question de savoir qui est autorisé à émettre combien de CO2 »* devrait relever *« du législateur et non d'un tribunal civil »* .

Si les litiges impliquant des entreprises fortement consommatrices d'énergies fossiles se sont multipliés ces dernières années, c'est la première fois qu'une action de ce type vise un cimentier. C'est aussi la première fois que des Indonésiens poursuivent en justice une entreprise étrangère pour des dommages liés au climat.

Cette affaire pourrait faire date pour les plaignants de pays en développement affrontant des groupes industriels. En Allemagne, même si le tribunal a rejeté la plainte déposée par l'agriculteur péruvien, les juges ont acté le principe d'une responsabilité mondiale des énergéticiens dans les dommages liés au changement climatique. Et, ce, quel que soit l'endroit où ils se produisent.

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CORPORATE STRATEGIES

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Journaliste : **Benicia Tan**
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Lululemon-Backed Recycler Uses AI to Tackle Waste in Australia

(Bloomberg) -- A Lululemon Athletica Inc.-backed recycling startup is expanding as demand builds in the fashion to packaging sectors for fibers created by reusing hard-to-manage materials like nylon and polyester.Samsara Eco Pty. has opened its first commercial-sized facility, a A$30 million ($20 million) plant in Jerrabomberra, outside Canberra, which is intended to process 1.5 million tons of plastics annually by 2030. Materials will be used by customers including Lululemon, and for trials with brands across textiles, packaging and the automotive industry.The company's technology uses artificial intelligence to engineer enzymes not found in nature and uses them to break down tough-to-recycle materials, allowing the waste to be converted into resins and made into new products. The new plant will house research labs and facilities aimed at tackling recycling of a wider range of plastics."Being able to develop an enzyme that could address an unrecyclable plastic became very important to us," Samsara Chief Executive Officer Paul Riley said. "We're continuing to look at some of those harder-to-recycle plastics."Scaling new solutions to tackle plastic waste is seen as increasingly important after nations in August again failed to agree on a global treaty to limit the proliferation of the materials. Consumer preferences and increasing regulation are also supporting the fiber recovery industry, according to Bloomberg Intelligence analyst Gail Glazerman. For instance, The Netherlands mandates that 25% of textile fibers must be re-used in new products.About 60% of materials used for clothing are plastics, including polyester, acrylic and nylon textiles, the UN Environment Program estimates. Yet, only 9% of all plastics are recycled globally, according to the Organisation for Economic Co-operation and Development.Samsara Eco's process, which evolved from a research project at the Australian National University, doesn't require plastics to be sorted or melted, unlike in mechanical recycling. Instead, enzymes are used to chemically separate and break down different plastics and the dyes used to color them, Riley said.Lululemon struck a 10-year agreement with the firm in June for recycled nylon and polyester, and has already used the materials in a jacket."Lululemon has identified material innovation as a business opportunity, believing it can boost sales from sustainability-conscious consumers," BI's Glazerman said in a research note. "Fundamentally the product has to match expectations. Being cleaner and better is good but it actually has to perform and that's a challenge that some brands are facing."Samsara Eco has raised more than $100 million of funding in the past few years, and backers include Temasek Holdings Pte., Main Sequence Ventures and Woolworths Group Ltd. The startup plans to hold another funding round within 12 months, Riley said.©2025 Bloomberg L.P.

Benicia Tan

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Presse écrite USA

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Journaliste : **JORDYN HOLMAN**
Nombre de mots : **1630**

Chevron boss: The world will need oil for a 'long, long time'

CORNER OFFICE

Still, the company plans to lay off up to 20 percent of its work force this year

BY JORDYN HOLMAN

"We don't create demand, we meet demand."

That's how Mike Wirth, the chief executive of Chevron, describes the way his company works. So long as the world is using oil and gas, Chevron and others have a responsibility to provide those fuels affordably and reliably, he said, "because it advances human progress."

Chevron, the second-largest oil company in the United States, behind Exxon, pumped a record amount of oil and gas last quarter, about 3.4 million barrels a day. President Trump has promised to make it easier for oil companies to get permits for even more drilling. Chevron also recently completed a $53 billion acquisition of Hess after prevailing in a protracted legal battle with its rival Exxon.

But not all is well. The International Energy Agency has predicted that global demand for oil and gas could peak by the end of the decade. Oil prices have fallen as plentiful supplies meet weaker demand, in part because of the economic turmoil generated by Mr. Trump's trade war. Chevron's profits have drifted downward along with oil prices, which many analysts expect will continue falling.

Mr. Wirth, who joined Chevron more than 40 years ago and has led the company since 2018, is making changes that he says will set the company up for the future. Last year, he moved Chevron's headquarters to oil-rich Texas from California, where it was based since its founding in the 1870s. This year, the company announced it would lay off up to 20 percent of its work force, or around 9,000 people, by the end of 2026.

And while the Trump administration has embraced fossil fuels and sidelined climate efforts, oil companies like Chevron still must consider the long-term effects of their operations and their relevance as renewable energy advances and countries push to electrify their economies.

"There are trade-offs, there is judgment involved and there are competing societal priorities and interests," Mr. Wirth, 64, said.

This interview was edited and condensed for clarity.

The International Energy Agency has said that oil demand will soon peak, and prices have been sliding. What is the long-term investment case for Chevron?

First of all, the I.E.A. has not always been right, historically, on things, and it wouldn't be surprising if the I.E.A. is not right about this.

Even if they are, once oil demand reaches a level where it's no longer growing, it's unlikely to drop off quickly. It's more likely to stay at a plateau.

So demand is going to be around for a long, long time. Oil production is what's known as a depletion business. As we produce barrels, they can't be produced again. You have to invest in new supply, even if demand's not growing.

We are investing in new technologies, like hydrogen, carbon capture and storage, lithium and renewable fuels. They are growing fast but off a very small base. We need to do things that meet demand as it exists and then evolve as demand evolves.

Will it ever make sense for Chevron to stop looking for places to drill and focus its efforts on renewable energy sources?

One day, I'm sure it will make sense to do that. Probably a long time from now. When the world stops using oil and gas, we'll stop looking for it.

But to stop beforehand runs the risk

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INTERNATIONAL NEW YORK TIMES (ETATS-UNIS)

Chevron boss: The world will need oil for a ‘long, long time'

Edition : **3 Septembre 2025 P.7**



GEORGE ETHEREDGE FOR THE NEW YORK TIMES

Mike Wirth, 64, joined Chevron more than 40 years ago, and he has led the oil company since 2018.

of creating a lot of adverse consequences in terms of the world not having the energy that it needs.

President Trump is eager for energy prices to fall. Is that a good thing for Chevron?
Our company is built to work through cycles, because it's the nature of the energy business. Prices go up, prices come down, you don't know when they're going to do either one.

We have to maintain a healthy portfolio and a strong balance sheet to navigate cycles.

We don't really run the business based on today's price or the short-term price. We run it based on a long-term view of markets.

Can you point me to a policy from the Trump administration that has had an impact on your business, good or bad?
I'll give you a very specific one, and it's a change from the prior administration.

The United States has tremendous offshore resources in the Gulf of America. Under President Biden, his administration was reducing the number of lease sales and the quality of acreage that was available.

The Trump administration has reversed that and has returned regular lease sales to their program.

That's a policy change that will ensure that there is a regular flow of exploration opportunities for our industry to go out and see what we can find. That's a good thing for our economy.

What does Chevron do better than Exxon?
The difference is in the culture of the companies. We put a real premium on partnership. We put a premium on diversity and inclusion. We put a premium on getting the best out of our work force and using that to deliver solutions for communities, governments and customers.

In our industry, strategies are easy to copy. Assets you can buy, technologies you can license. Cultures are harder to build, and they are a differentiator.

You are cutting 20 percent of the work force. What is it like, as a chief executive, to lay off so many people?
In a commodity business, costs always matter. We have to stay competitive, and the most difficult thing we do is downsize our work force.

The way we protect the most jobs for the most people is by remaining competitive. Companies that don't remain competitive at some point either don't exist anymore, or they get acquired by somebody else, or an activist investor comes in and changes things.

We have to take control of our own future.

At a time when there's a discussion about preventing climate change and serving shareholders, how do you want to be remembered as the chief executive of Chevron?
As somebody who was able to balance out all these competing interests.

If you look at some of the European companies in our industry, they have lost a lot of relevance because they embarked on a strategy that said, "We're going out of the oil and gas business." It turns out the world is not out of the oil and gas demand business.

These companies took themselves out of being competitive. Their shareholders are unhappy about that. At any public company, but certainly in an industry like ours, we have be very mindful of all of these competing interests. We're not engaged in idealism. We've got to be pragmatic and real.

Do you see the oil and gas industry as a contributor to climate change?
Human activity is a contributor to climate change. We supply energy that is used. If humans did not consume energy or consume oil and gas, we wouldn't be in business.

But is Chevron able to provide more options or push customers in a different direction?
We're trying to do that today, with renewable fuels that come from renewable feedstocks, and we're going to start up one of the world's largest green hydrogen projects later this year. We're investing in lithium technology. We're trying to create choices.

These technologies are more expensive than the current technologies, and so they need to find customers.

Tell me about your upbringing and your parents. You're from Colorado, and your dad was an executive at Coors.
My dad was not actually on the brewing side. He was a ceramic engineer and was involved in making porcelain products.

My mother was an artist. I had this right brain, left brain upbringing. I wanted to be a journalist at one point, actually. But I was also very good at math and science, and I think that came from my father.

He was a big influence on my career path.

What's a piece of advice from him that you still reflect on?
It was more of an example that he set. I worked in a factory one summer — graveyard shift from 11 at night until seven in the morning. It was part of the business that made ashtrays, which were distributed to bars and had the Coors logo on them.

My dad had a habit of walking the shop floor. He knew what people's kids were doing. He knew who won the high school football game on Friday night. Everybody there felt like they knew him. He was just known as Dave.

That was an important lesson for me. Treating everybody with respect and decency was the key to his success, not being a Ph.D.

I've heard you are known for writing personalized notes to co-workers.
It's a simple way to take the lesson that I learned from my father.

When I visit our operations around the world, people prepare for the visit. They explain to me what they're doing, and they take a lot of time to help me understand their part of the business.

A simple note that thanks them for what they did and acknowledges the specific content that we talked about, says that "I see you, I see what you do, I value what you're doing, I appreciate it."

Sometimes I'll come home and have 70 or 80 or 100 letters to write.

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Visualiser l'article

Shell scraps construction of biofuels plant in Rotterdam



View image in fullscreen

Shell's decision comes amid a wider shift away from renewable energy projects in the oil and gas sector as firms pursue higher profits. Photograph: Chris Helgren/Reuters

Oil firm, which paused project in 2024, will not restart work because facility deemed 'insufficiently competitive'

Shell has axed the construction of its biofuels plant in the Netherlands, ending what would have been one of the biggest converters of waste into green jet fuel in Europe.

The oil company, which paused construction at the site in July last yearto tackle technical problems, said it had decided not to restart building after it found the plant would be " insufficiently competitive to meet demand for " affordable, low-carbon products.

The move to scrap the project in Rotterdam marks another setback for its biofuel designs, after the company cancelled a sustainable aviation fuel (SAF) project on Singapore's Bukom Island in March 2023.

It comes amid a wider shift away from renewable energy projects in the oil and gas sector as fossil fuel companies pursue higher profits.

In March last year Shell watered down a key emissions target, setting out a plan to reduce the carbon emissions intensity of the energy it sells by 15-20% by the end of the decade compared with its previous goal of 20%.

Shell began construction of the plant in Rotterdam in the Netherlands in 2021, initially expecting to start producing up to 820,000 tonnes of biofuels, with plans to bring it online in April 2024. This was later pushed back to 2025.

Machteld de Haan, the company's head of downstream, renewables and energy solutions, said: " As we evaluated market dynamics and the cost of completion, it became clear that the project would be insufficiently competitive to meet our customers' need for affordable, low-carbon products.

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" This was a difficult decision, but the right one, as we prioritise our capital towards those projects that deliver both the needs of our customers and value for our shareholders.

She added that the company continued " to believe that low-carbon molecules, including biofuels, will underpin the future energy system and that Shell was " one of the world's largest traders and suppliers of biofuels, including sustainable aviation fuel.

About half of the biofuels from the plant in Rotterdam were expected to be used for SAF, made from waste cooking oil and animal fat.

Proponents of SAF believe it could be crucial for airlines to cut their carbon emissions in line with global climate targets, although critics argue it is not a realistic alternativegiven the limited timescale to prevent rising emissions from creating a climate disaster. The aviation industry accounts for about 3% of the world's carbon emissions, according to the International Energy Agency.

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PEOPLE & SOCIAL IMPACT

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More civil servants insist on working from home

More civil servants insist on working from home

Sian Bradley

More civil servants are working from home now than they were last year, according to official data.

Average occupancy across all ministries also fell in the lead-up to summer, at 72 per cent for April, May and June compared with 75 per cent in March. The biggest drop was at the Cabinet Office, from 98 per cent in March to 83 per cent in June.

The Labour government has continued a Conservative-era requirement for all civil servants to spend three days a week in the office. In February, civil servants complained this rule was making them less productive.

Occupancy fell from 74 per cent — the average across data available for May last year — to 72 per cent in May this year.

This even accounted for one fewer ministry because the Department for Science, Innovation and Technology did not provide occupancy figures in last year's dataset.

Six departments experienced a drop from May to June, while 12 saw a drop between March and June. In that latter period, only five recorded an increase.

Some ministries fell below two-thirds full in June, including Foreign, Commonwealth & Development Office (65 per cent), and the Department for Culture (62 per cent).

The Northern Ireland and Wales offices were the most empty, at 59 per cent in June, while the Department for Work and Pensions was only 62 per cent full.

The data comes as more than 1,180 civil servants working in Angela Rayner's housing department are set to strike over office closures and recruitment, including calling for the right to work from home.

The Cabinet Office maintains that 60 per cent office attendance is the best option for staff. A spokesman said: "We are relentlessly focused on delivering on the country's priorities through our plan for change.

"Office attendance rates have increased across the majority of government departments in the past year, with two thirds of departments showing higher average attendance compared to the previous year.

"Just like in the private sector, people will tend to go on leave aligned to the school holidays and bank holidays, which this quarter covers."

● Baroness Gray of Tottenham, Sir Keir Starmer's former chief of staff, has challenged the government's move to restrict a Whitehall internship scheme to working-class students.

The Labour peer said: "As a former civil servant from the most working class of backgrounds, and I'm sure there are very good intentions here, I would have found it really difficult when I joined ... to not have a wider group that I actually was exposed to, and I learnt so much from that. I think there are other ways that the civil service can be opened up as well."

Baroness Anderson of Stoke-on-Trent, the Labour frontbencher, said: "This is one of a series of measures ... to make sure that access to the civil service and to our wider public service ... is based on talent and ability."

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Visualiser l'article

Salesforce CEO confirms 4,000 layoffs 'because I need less heads' with AI



Salesforce CEO Marc Benioff participates in an interview at the World Economic Forum in Davos, Switzerland, on Jan. 22, 2025.

Chris Ratcliffe | Bloomberg | Getty Images

Salesforcehas cut 4,000 of its customer support roles, CEO Marc Benioff recently said while discussing how artificial intelligence has helped reduce the company headcount.

Benioff revealed the layoffs during an interview published Friday on The Logan Bartlett Showpodcast.

" I've reduced it from 9,000 heads to about 5,000, because I need less heads, Benioff said while discussing the impact of AI on Salesforce operations.

Salesforce has been on the front lines of the AI revolution and has built what it calls an " Agentforce of customer service bots.

" Because of the benefits and efficiencies of Agentforce, we've seen the number of support cases we handle decline and we no longer need to actively backfill support engineer roles, Salesforce said in a statement Tuesday to NBC Bay Area.

The layoffs come after Benioff over the summer announced AI is doing up to 50% of the work at Salesforce, which is based in San Francisco.

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Laurie Ruettimann, a human resources consultant, said AI is affecting jobs in several industries.

" There have been layoffs all over America directly attributed to AI, Ruettimann said, adding anyone who wants to stay employed or looking for work needs to learn new skills.

" If your network could get you a job, it would have done it already. It would have done it yesterday, Ruettimann said. " It's on you to expand your vision, to expand your horizons and to meet new people.

Analyst Ed Zitron said AI is being blamed by tech companies that over hired during the pandemic. The companies are now looking to lure investors by claiming to be more efficient, Zitron said.

" It's just a growth at all costs mindset, Zitron said. " The only thing that's important is growth, even if it ruins people's lives. Even if it makes the company worse and provides an inferior product.

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Journaliste : **CHRISTOPHE GENOUD**

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- *IDÉES/LEADERSHIP* -

La quête de sens au travail, ce doux diktat

Notre santé mentale est mise à rude épreuve par cette injonction permanente. Une obsession qui fait le bonheur des coachs et des conférenciers en management.

Votre travail a-t-il un sens ? Ou bien occupez-vous un *« bullshit job »* dont la nature est précisément de ne pas en avoir ? Ces questions hantent les pages de nos journaux, les posts de nos réseaux sociaux professionnels, les conférences sur le management et le leadership, ainsi que les coachs. Que l'on déplore sa disparition ou que l'on se mette en quête de le (re)trouver, le sens au travail est devenu une obsession. Mais au fond, ce questionnement a-t-il lui-même un sens ?

Face à cette interrogation, trois postures sont possibles. La première consiste à constater que l'on a la chance d'exercer un métier porteur de sens, ce qui nous met sur le chemin de la performance, de l'accomplissement et de l'engagement ; chemin qui peut aussi, à force d'en faire toujours plus, mener au surengagement et au burn-out. La deuxième, au contraire, repose sur le constat que notre travail n'a pas ou plus de sens. La mécanique de la démotivation et du *bore-out* s'enclenche alors rapidement. La troisième, plus radicale, consiste à se ficher royalement de l'importance du sens pour ne pas avoir à se plaindre des conséquences de son trop-plein ou de son absence. C'est la posture du dégagement. Non pas au sens de quitter l'entreprise, mais dans celui de se dire simplement : « Mon travail n'est pas le lieu de mon accomplissement, c'est le moyen de subvenir à ma subsistance. Le sens de ma vie est ailleurs. »

Cette dernière posture entre en opposition frontale avec le management transformationnel contemporain, qui vise, à travers divers dispositifs, à transformer l'individu, le travailleur, le manager, afin qu'il produise plus. Effacement de la frontière entre sphère professionnelle et privée, développement personnel et, maintenant, « quête de sens au travail » sont autant de facettes de cette nouvelle étape dans la conception du management. Il ne s'agit plus de réguler les comportements en autant de transactions – salaires, objectifs, etc. –, mais de promouvoir l'authenticité ou l'accomplissement personnel, de transformer les *« mindsets »*.



CHERCHER SON *« WHY »* La posture du dégagement, c'est refuser de se « tripatouiller la nouille égotique » au service d'une organisation pour trouver un sens qu'elle n'est plus en mesure d'offrir. C'est refuser de s'engager dans un jeu narcissique qui ne repose pas sur le trop-plein du moi, mais sur le vide narcissique qui caractérise notre époque, comme l'a déjà si bien décrit le sociologue Christopher Lasch en 1979 dans son ouvrage devenu culte, *La Culture du narcissisme*.

La posture du dégagement, c'est refuser de se « tripatouiller la nouille égotique » au service d'une organisation pour trouver un sens qu'elle n'est plus en mesure d'offrir

Certes, on rétorquera que la quête de sens peut amener un contentement personnel, une forme d'accomplissement. Mais il ne faut jamais oublier qu'elle est d'abord au service d'une organisation qui n'est plus capable de donner du sens au travail faute d'avoir pu résorber l'écart grandissant qu'elle contribue à créer entre travail réel et travail prescrit ou faute de poser la seule question qui compte : quelle est la nature du travail et comment l'organise-t-on ? Elle demande donc maintenant à l'individu de trouver par lui-même le sens qu'elle a fait perdre au travail. C'est ainsi qu'elle lui enjoint d'entamer une démarche de développement personnel en cherchant son *« why »* (pourquoi) avec Simon Sinek ou en tentant de renforcer son *« self leadership »*.

Nous sommes donc placés devant un choix. S'investir dans une quête introspective sur le sens de son action (et de sa vie) au sein de l'organisation ou refuser ce diktat doux et se contenter de faire son travail en gardant en tête que, contrairement à ce que le management transformationnel nous prescrit, il n'est pas tout. Et que, s'il y a un sens à chercher à nos actions et à nos engagements, ce n'est pas dans le cadre professionnel que je vais le trouver. Cela ne plaira pas à nos organisations qui attendent toujours plus de nous, mais c'est sans doute le meilleur moyen de préserver notre santé mentale mise à rude épreuve par l'injonction paradoxale à trouver du sens au travail alors même qu'il n'en a plus et que « bien faire son travail » n'est plus l'horizon. ✷

CHRISTOPHE GENOUD

Christophe Genoud est intervenant vacataire à la Haute Ecole spécialisée de Suisse occidentale, chargé de cours à l'Ecole polytechnique fédérale de Lausanne et auteur de *Leadership, agilité, bonheur au travail. Bullshit !* (éd. Vuibert).

VUIBERT

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WE DEMAIN

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Journaliste : **VINCENT RONDREUX**
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AGIR

TERRITOIRES ZÉRO CHÔMAGE
L'AVENIR DU TRAVAIL EN MODE LOCAL



LA VIE EN BLEU
Une journée à la mer, à Saint-Briac, en 2018, avec les salariés de l'EBE de Pipriac (35).

Sociales, écologiques et ancrées dans leur territoire, des entreprises recrutent ceux qui ont été laissés de côté. Une expérimentation que veut pérenniser une proposition de loi.

PAR VINCENT RONDREUX

Une camionnette qui achemine des commandes aux commerçants locaux, une légumerie où l'on lave, épluche, découpe des légumes pour les cantines scolaires des collèges, une épicerie pour un village qui n'en avait plus, une conciergerie pour aider les anciens… Et bien d'autres services encore : recyclerie, laverie, location de vélos électriques, entretien de jardins, etc. Bienvenue à Pipriac-Saint-Ganton, deux communes bretonnes de 4 000 habitants, où une trentaine d'activités utiles ont vu le jour grâce à Tezea – 59 salariés, quatrième employeur du coin.

© Tezea

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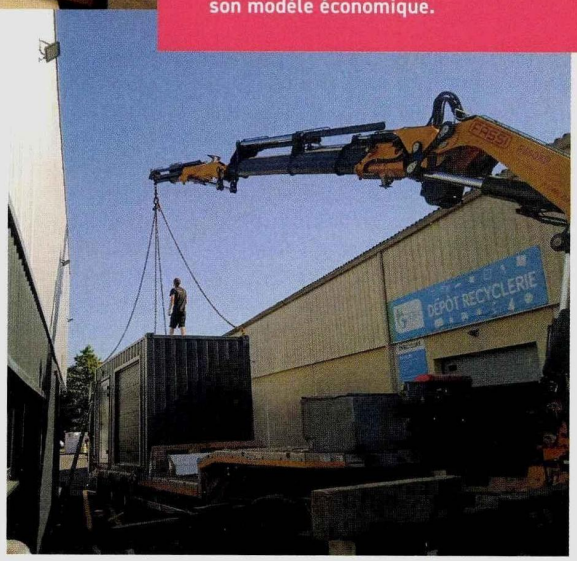
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TRAVAILLER ENCORE
À Pipriac-Saint-Ganton (Ille-et-Vilaine), d'anciens chômeurs de longue durée qui ont retrouvé un emploi grâce à Tezea.

TZCLD, COMMENT ÇA MARCHE ?

Localement, un « territoire zéro chômeur de longue durée » (TZCLD) est piloté par un comité local pour l'emploi (CLE), qui recense les personnes concernées, leurs compétences et les besoins non satisfaits du territoire. Une EBE est conventionnée pour créer les emplois correspondants. Le financement s'appuie notamment sur une aide de l'État réaffectant les coûts liés au chômage de longue durée, avec la participation du conseil départemental. L'EBE doit toutefois trouver des ressources complémentaires pour équilibrer son modèle économique.



Tezea est une EBE – traduire une entreprise à but d'emploi. À la différence d'une société classique, qui s'appuie sur une activité pour fructifier, une EBE développe des activités à partir des besoins du territoire et des compétences de personnes privées durablement d'emploi, sans concurrencer les activités déjà existantes. *« Nous nous sommes développés au départ en rendant service aux entreprises locales »*, confie son directeur, Serge Marhic. Les volontaires sont embauchés directement en CDI, au Smic et à temps choisi.

DU BOULOT PLUTÔT QUE DES ALLOCS

Cette idée de donner du boulot plutôt que des allocations pour résoudre le chômage de longue durée ne date pas d'hier. À Seiches-sur-le-Loir, dans le Maine-et-Loire, le pionnier de l'économie solidaire Patrick Valentin, qui martèle que personne n'est inemployable, lance dès 1994, avec le soutien du maire de l'époque, un projet de territoire « zéro chômeur de longue durée ». Faute de cadre juridique, le projet reste lettre morte. Patrick Valentin récidive dans les années 2010, avec le soutien de l'ONG ATD Quart Monde. En 2016, une loi d'expérimentation adoptée à l'unanimité autorise dix territoires pilotes, dont Pipriac, à engager le dispositif pendant cinq ans. En 2021, l'expérimentation est prolongée jusqu'en juillet 2026… Et étendue à de nouveaux territoires.

Aujourd'hui, plus de 80 territoires labellisés « zéro chômeur de longue durée » ont permis de *« sortir 5 600 personnes de la privation d'emploi »*, estime le Fonds d'expérimentation territoriale contre le chômage de longue durée (ETCLD), qui finance ces projets en réaffectant le coût de ce chômage aux emplois créés. Et plus de 90 EBE emploient environ 3 700 salariés. *« L'expérimentation montre qu'à l'échelle locale, quand les territoires se mobilisent aux côtés de l'État, on arrive à faire de belles choses. Ces personnes étaient privées d'emploi depuis cinq ans en moyenne »*, commente l'ancien député Laurent Grandguillaume, à l'origine de la loi de 2016 et aujourd'hui président de l'association Territoires zéro chômeur de longue durée (TZCLD), qui aide les projets à se développer.

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RÉPARER... ET REVIVRE
La recyclerie Tezea de Pipriac (35) donne une deuxième chance aux choses comme aux hommes.

TRANSITION ÉCOLOGIQUE : 50 % DES NOUVELLES ACTIVITÉS

Selon lui, la charge financière nette d'un emploi à temps plein pour l'État s'élève à un peu plus de 6000 euros, soit moins de 25% de son coût budgétaire une fois déduits les coûts sociaux évités et les recettes générées. Sans compter les bénéfices pour les salariés et les territoires: confiance retrouvée, amélioration des conditions de vie, meilleure santé, développement des liens sociaux, dynamisation de la vie locale… À Pipriac, Tezea a même dégagé un résultat net excédentaire, tandis que la privation d'emploi est passée de 13 à 5%. *« Une dynamique s'est mise en place: une vingtaine de salariés ont fini par être embauchés dans d'autres entreprises locales. Au total, plus de 150 personnes sont passées par l'EBE. Maintenant, les entreprises m'appellent quand elles songent à une activité supplémentaire »*, se félicite Serge Mahric. Ce dernier ambitionne, en complément de l'EBE, de créer une EA, une entreprise adaptée pour l'emploi d'handicapés, ainsi qu'une EI, une entreprise d'insertion.

Intérêt supplémentaire des EBE: *« La moitié de leurs activités sont liées à la transition écologique »*, explique Laurent Grandguillaume – récupération, réparation, réemploi, alimentation… *« Ces activités sont souvent peu rentables selon les standards économiques habituels. Mais avec les financements publics qu'elles perçoivent, les entreprises à but d'emploi peuvent les développer. »* Voire les pérenniser.

UN MODÈLE QUI ESSAIME

À Villeurbanne, dans le quartier Saint-Jean, trois EBE, qui rassemblent 160 salariés au total, se complètent: la première, Emer-Jean, est généraliste comme Tezea, tandis que les deux autres, Engagés et Enjoué, sont respectivement spécialisées dans la mise à disposition de personnel et l'économie circulaire du jouet. *« L'an passé, Enjoué a collecté 7,5 tonnes d'anciens jouets et remis en état 5600 d'entre eux, ensuite revendus à petits prix »*, raconte son directeur, Gilles Malandrin. Bon pour le porte-monnaie des habitants, bon pour la planète… mais pas viable pour autant. *« Une vingtaine d'entreprises contribuent au modèle économique par des dons. Nous proposons également des séminaires en immersion pour leurs cadres avec, par exemple, une fresque du jouet sur le modèle de la Fresque du climat. Sans son imbrication dans le tissu économique, Enjoué ne tiendrait pas. »* Une dynamique collective donc.

UNE PROPOSITION DE LOI DANS LES TUYAUX

Mais les entreprises à but d'emploi restent encore en mode expérimentation. Une proposition de loi transpartisane, signée par plus de 140 députés, est en discussion depuis l'été à l'Assemblée nationale. Objectif: pérenniser les EBE et augmenter progressivement leur nombre. *« Près d'une centaine de nouveaux territoires ont déjà manifesté un intérêt. D'autres pourraient suivre avec les élections municipales »*, estime Laurent Grandguillaume.

Mais la ministre du Travail et de l'Emploi, Astrid Panosyan-Bouvet, tempère l'enthousiasme des tenants des EBE. Elle attend d'abord une évaluation scientifique de l'expérimentation et soulève des questions de coût, de concurrence avec des dispositifs d'insertion existants et de gouvernance au niveau national… Pas de quoi démobiliser TZLCD pour autant, qui se dit bien déterminée à convaincre la ministre pour *« assurer au projet les meilleures conditions de réussite. La limite, c'est le budget. Mais s'il y a une volonté politique, il y a un chemin,* assure son président. *Et puis, le droit à l'emploi est inscrit dans la Constitution ! »* ■

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Jessika Roswall, EU commissioner for the Environment, Water Resilience and a Competitive Circular Economy.

SUSTAINABILITY

Brands Seek Clarity as EU Sits at Regulatory Crossroads

- Manufacturers in Asia are staying on the sustainability course amid the constant change in tariffs and proposed regulations.

BY RHONDA RICHFORD

PARIS – As European Union policymakers push ahead with reforms that will impact the textile industry, the coming months will be a pivotal period for clarity on legislation aimed at shaping the future of fashion in the bloc.

Two key proposals – the Environmental Omnibus Package and the Circular Economy Act – are expected to be published before the end of the year. These should aim to "simplify" and harmonize regulations around waste, industrial emissions, extended producer responsibility (EPR) and the use of recycled materials.

In mid-July, the European Commission published a six-week call for evidence, catching off guard many groups and industry stakeholders.

Harmonization in the registration, reporting and payment systems across different member states is widely seen as a plus for regulating textile waste and extended producer responsibility schemes, and could create an easy, single platform in the EU.

However, concerns have been raised by industry stakeholders about a rushed and opaque consultation process, with some fearing prior targets will be watered down.

"Things are changing," said Clélia Ortscheidt, consultant at Ohana Public Affairs, a Brussels-based environmental legislative consultancy. "A lot of people are very worried about it, and a bit concerned by the last minute, very short time period for not only asking for feedback, but also putting forward the proposal."

That should be released in late October or early November, but due to the short time period, will be published without an impact assessment.

Brands and suppliers are watching closely to see whether the final text of the Omnibus will include the textile sector and exactly how far-reaching its impact will be.

Meanwhile, the Circular Economy Act, due for formal proposal in the second half of 2026, is widely seen as more forward-looking, with ambitions to make recycled materials price competitive with virgin materials.

Despite all the moving parts and uncertainty, most large brands are staying the course on their previously announced circularity and recycling strategies, she added.

Manufacturers Stay the Course On Sustainability Amid Tariff And Regulatory Uncertainty

Despite growing geopolitical instability, tariffs and unclear ESG regulations, global apparel manufacturers are holding firm on their long-term sustainability commitments, according to Cascale, the international industry organization formerly known as the Sustainable Apparel Coalition. This is despite brands reassessing supply chains in light of shifting European sustainability regulations and the whack-a-mole unpredictability of U.S. tariffs.

"We haven't seen any backtrack," said Cascale senior director of strategic growth Lisa Domoney. "We see brands continuing with their commitments."

Manufacturers across Asia have taken lessons from the pandemic supply chain shocks, said Domoney, thus the response from key sourcing countries and manufacturers has been measured with a long-term perspective.

"The manufacturing community is not as panicky as before. They've managed through these crises previously. It becomes almost business as usual. Asia has a longer-term view. We're seeing a shift in that global dynamic," she said.

Many countries, specifically in Southeast Asia, are ready to step into a leadership role on sustainability steps as the U.S. backtracks and Europe flounders. "It has become like we're just leading through this."

Instead, manufacturers are continuing with steady progress rather than panic and continuing with decarbonization plans and factory improvements despite the shifting regulatory landscape.

"They know that sustainable, resilient supply chains deliver longer-term competitive advantages," Domoney said. "Sudden disruptions undermine the progress that we've already made within the industry. Sustainability doesn't become just a sideline; it is a business strategy."

For example, Bangladesh's Garment Manufacturers and Exporters Association is continuing with its plans to see 50 percent of sustainable material sourcing, 30 percent GHG emissions reductions, 20 percent renewable energy and zero hazardous chemicals discharge by 2030.

While brands are reassessing their bottom lines, Domoney emphasized the business case for long-term thinking and sticking with published commitments – even if regulations do change – and abiding by responsible purchasing practices.

"During any period of instability, short-term thinking is a reflex. That's what causes the harm," she said, noting the sudden sourcing shifts "lead to disruption, financial hardship for suppliers and broken trust."

Looking ahead, Cascale's annual forum will address decarbonization, decent work standards, tariff impacts and audit fatigue.

On audit reform, the group is pushing for greater standardization rather than the need to obtain multiple certifications for different brands, which will be a key topic at the group's forum in Hong Kong, Sept. 15 to 17.

Industry Faces Compliance Countdown on the EU Digital Product Passport

The fashion and textile industry is bracing for a seismic shift as the EU's Digital Product Passport (DPP) legislation edges toward its 2027 compliance deadline. But with fundamental questions still unanswered and technology in flux, brands are navigating a murky regulatory future.

Officially part of the EU's Ecodesign for Sustainable Products Regulation (ESPR), the DPP aims to establish a standardized system of product traceability, detailing sourcing, materials, environmental impact and more. Though the umbrella legislation came into force in July 2024, sector-specific timelines vary. For textiles, mandatory compliance is slated for mid-2027.

But with just two years to go, much remains undefined.

"There's still a lot of things unanswered," said Tim Bodil, vice president of enterprise and digital passport at e-commerce software provider Pimberly, which works with Harvey Nichols and sports retailer JD.

"There are still a lot of questions around where the responsibility will lie in the supply chain. If your supplier doesn't give you the right level of product data, then how are you going to provide that to your consumer? All those questions are still to be answered, and there's quite a lot to do over the course of the next two years," he said.

That lack of clarity is particularly challenging for small and mid-sized brands, many of which lack the infrastructure to handle the necessary data and changing regional regulations.

Bodil said they are increasingly turning to new AI technologies to comply with upcoming regulations, including tools that can extract data from product photographs, such as identifying materials, colors and components.

"AI provides smaller brands with access to the kind of computer power and automation that was previously only available to large organizations," he explained. "It's going to help automate the process of compliance checking, sourcing validation and even consumer engagement."

However, the technology is still in "very early days" of application. "The biggest challenge is not the cost, it's the data. If you've got good quality product data, then AI is going to do a much better job of understanding and interpreting that," he said.

As for brands wondering how to prepare, the focus is still on streamlining information.

"Product data will have a currency in the future in a way that it hasn't historically. Brands need to focus on preparing for that shift," Bodil said. "Because ultimately, it's the data that will drive compliance, differentiation and value."



A worker stitches apparel at a garment factory in Vietnam.

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The CSR Investment That Can Solve Multiple Crises At Once



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Corporate social responsibility (CSR) is no longer optional. It's strategic, and the stakes are global. Corporate boards and ESG committees face a daunting task: finding social responsibility initiatives that are genuinely impactful, data-driven and aligned with sustainability goals. In an era where greenwashing is easily exposed and surface-level philanthropy no longer satisfies stakeholders, the search for meaningful CSR programs is more urgent than ever. But here's the challenge: Most CSR investments are either too abstract or too incremental. Planting trees, offsetting emissions or eliminating plastic straws, while all important, often lack immediacy and measurable transformation. And when global crises are intensifying, incrementalism isn't enough.

This is especially true when it comes to three of the most pressing issues facing our planet: water scarcity, poverty and climate change. What's often overlooked is that these aren't separate challenges; they're deeply intertwined. And the solutions that address all three simultaneously are few and far between.

Water: The Crux Of The Crisis

As the founder and CEO of a nonprofit that helps bring sustainable, solar-powered water solutions to rural Africa, I have spent more than 18 years working to provide both light and access to clean water to Africa's most underserved rural communities. I have seen firsthand the devastating impact of water scarcity and the transformative change that sustainable, solar-powered solutions can bring to millions of people across the

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continent.

Across Sub-Saharan Africa, over 400 million peoplestill lack access to clean water. The human cost is staggering. Women and children walk miles daily just to fetch often-contaminated water, losing hours of potential education, work or rest. Waterborne illness remains a leading cause of death in rural communities. Agricultural growth is stunted. Economic development is throttled.

Clean water is not just a basic human need; it's the foundation for health, education, gender equality and economic independence. Any CSR investment that prioritizes access to water isn't just solving a humanitarian crisis but also unlocking human potential at scale. I've seen employee teams and companies get creative in tackling the water crisisfrom corporate fundraisers to sponsoring a clean water cause while running a marathon to integrating a water charity into employee giving programs. Others have launched company-wide CSR initiatives that fund a well or back innovations that bring clean water to communities in need.

Beyond Aid: Building Sustainable Economies

It's not enough to just install infrastructure. Effective solutions must be locally owned, maintained and economically empowering. In the best-case scenarios, clean water systems are built with local labor, creating skilled jobs and long-term community stewardship.

For CSR leaders seeking measurable impact, this approach offers double dividends: improving quality of life while boosting local economies. It's not charity; it's community-driven development that respects dignity and builds resilience.

Global corporations need to be careful in choosing which water charity to support. According to UNICEF, 30-50% of water projects fail after just two to five years, so it's vital to invest in initiatives that prioritize long-term impact and come with ways to ensure their sustainability. Traveling through rural Africa, "ghost taps" (abandoned water systems) are an all-too-common and depressing sight. Systems can fail, so make sure the organization you choose has a clear, reliable plan in place for if they do.

Technology And Transparency: The New CSR Imperative

It's not just sustainability that needs to be part of a company's CSR game plan. Transparency is just as important. One of the major reasons I believe corporations hesitate to commit to global CSR initiatives, especially in remote regions, is a lack of visibility. Where does the money go? What's the outcome six months from now? Or six years?

That's why the most forward-thinking solutions today are those that embed technology and transparency from the outset. With live data monitoring, corporations can now track everything from clean water flow to solar energy output in real time. This isn't just reassurance; it's proof of performance. And it's changing the game for how companies evaluate and report their ESG contributions.

A Climate Solution, Too

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The connection between water and climate isn't always obvious, but it's critical. In communities without clean water, families often burn wood to boil contaminated water, contributing to both deforestation and emissions. By providing renewable energy-based solutions, organizations can not only eliminate this need but also help preserve local ecosystems and drastically reduce carbon output.

In some cases, these projects are even beginning to generate verified carbon credits, creating a bridge between humanitarian impact and corporate climate goals. In a world where Scope 3 emissions are under increasing scrutiny, such synergies represent an unprecedented opportunity for aligned progress.

Why Africa, Why Now?

Skeptics may ask: Why focus on Africa when there are so many needs closer to home?

The answer lies in scale and global interconnectedness. Africa's population is growing faster than any other region. Its economic and ecological futures will shape the world's. If we fail to address core challenges like water and poverty there, we will see cascading effects: increased instability, displacement and climate vulnerability that reach far beyond the continent's borders. For corporations with a long-term view, investing in sustainable development in Africa isn't just moral leadership; it's strategic foresight.

Rethinking ROI In CSR

The most valuable CSR investments are those that multiply their impact. Projects that address water scarcity can help reduce disease, support education, create jobs, empower women and combat climate change, all in one effort. They're not one-time donations; they're catalysts for systemic change. And that's what corporate leaders should be seeking today: high-leverage solutions that meet ESG criteria, resonate with stakeholders and create real, lasting transformation.

In a time of global urgency and corporate accountability, the question isn't whether your company should act. It's whether you're choosing solutions that are bold enough, smart enough and scalable enough to make a difference.

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New investment strategies needed to plug EU's 'colossal' climate cleantech gap

The European Union (EU) needs long-term investment strategies to overhaul a " colossal €344bn finance gap for climate solutions, with research finding that the bloc spent nearly twice the amount on fossil fuel imports and subsidies.



According to the latest annual climate progress tracking report from the European Climate Neutrality Observatory (ECNO), the EU risks competitiveness due to an over-reliance on fossil fuel imports when it could be investing in climate solutions.

According to ECNO, the gap between what was invested and what was required for decarbonisation solutions in 2023 reached €344bn, almost half of what was spent on fossil fuel imports and subsidy packages.

Fresh research from ECNOfound that a lack of funding could hamper progress towards the EU's headline carbon goals and could undermine competitiveness, security, and social cohesion. Revamped investment strategies could shrink the finance gap while supporting vulnerable households at risk from spiking energy costs.

The European Commission has proposed keeping the EU's 2040 climate target to reduce net carbon emissions by 90% relative to 1990 levels. However, it wants to allow member states to purchase carbon credits from developing nations to meet a share of their requirements.

Many climate groups are fiercely opposed to the carbon crediting proposal, arguing that it could disincentivise direct decarbonisation in Europe and provide financing to projects in a largely unregulated carbon market.

ECNO notes that China still dominates global cleantech manufacturing sectors, while the EU has a trade deficit in solar and batteries. The trade surplus the EU had built up for wind technologies is now starting to shrink.

Battery manufacturing is on track to exceed a target of 550 GWh annually by 2030, but market growth has slowed due to volatility and lower demand. Notably, EU industrial electricity prices rose by 7.5% over a five-year period, far outpacing smaller increases in the US and China. This is due to Europe's reliance on fossil fuel imports.

A failure to stimulate EU markets could lock the bloc into " critical dependencies on foreign imports and economies, putting its targets, citizens, and economy at risk. The EU's Clean Industrial Deal could unlock $100bn

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in climate solutions through to 2040to decarbonise grids and modernise carbon-intensive sectors. The Deal proposes the creation of an Industrial Decarbonisation Bank aiming for $100bn of funding from public and private sources. Public sources will include the Innovation Fund, InvestEU, and money derived from the EU's Emissions Trading Scheme (ETS), with a focus on decarbonising and de-risking sustainability in carbon-intensive industries.

ECNO's report urges the EU to develop a common framework integrating competitiveness and decarbonisation into the Clean Industrial Deal and future climate policies to avoid the risk of " siloed, uncoordinated policymaking.

ECNO's cleantech expert Ciarán Humphreys said: " The Clean Industrial Deal and the European Competitiveness Fund in the Commission's EU budget proposal represent steps in the right direction. But with just €26bn earmarked for capital-intensive clean technologies, the Fund is too small on its own to match the scale of global competition from the US and China.

" In a global economy that is moving toward zero-carbon technologies, Europe's economic fitness depends on its capacity to lead in clean innovation, strengthen industrial performance, and create new markets for clean technologies while reducing dependence on volatile fossil fuel markets. Unless we accelerate the transition with turbocharged financing, Europe will lose out in the race to cleantech leadership.

ECNO's report arrives as the EU considers delaying the introduction of taxes on aviation and shipping fuels. According to draft documents seen by Reuters, nations could propose a 10-year delay on taxing for aircraft and shipping that were first suggested in 2021. Under the proposal, aircraft and shipping fuels would maintain exemptions from a tax system designed to promote cleaner fuels.

The EU applies minimum tax rates to other fuels such as petrol, but under the proposals, only aircraft with a maximum of 19 seats and " private pleasure craft boats would face taxes before 2035.

This is the first year that ECNO has deemed the EU's cleantech pipeline to be " on track but warns that the bloc could fall further behind the US and China without strengthened policies.

Earlier this year, analysis from the Mission Possible Partnershipfound that Europe could lag behind emerging nations when it came to global competitiveness on clean tech. The research found that investors are increasingly supporting initiatives in the so-called 'industrial sunbelt', which includes nations such as Brazil, Egypt, and India.

The region is defined as a group of emerging market economies with ample potential for solar energy expansion, due to their location near the equator. Projects in these nations have attracted one-fifth of global clean industrial investment to date and account for 59% of the future pipeline through 2035. The Mission Possible Partnership has tracked $250bn of investment in clean industry to date. But a fivefold increase is needed by 2030 to unlock a 'critical mass' of projects which will meaningfully represent an industrial transition, rather than an industrial addition.

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How low-quality carbon credits killed a sustainability buzzword

Court cases and media exposés have prompted many companies to abandon " carbon-neutral claims. New legislation may doom the concept altogether.



Source: Julia Vann, Trellis Group

Key Takeaways:

Although easy for non-experts to grasp, carbon neutral claims can be obviated by more rigorous approaches and standards.

The term has faded over the past five years, with forthcoming EU legislation set to further limit its use.

Newer claims are based on more robust methodologies, but are harder to communicate to customers.

RIP, carbon-neutral.

Just a decade ago, the term was a byword for climate ambition. Its credibility has since been wrecked by court cases including a defeat for Applelast week and negative press coverage. Next year, new European Union regulations threaten to kill it off altogether.

Retiring the language has opened the door for more rigorous approaches to capturing corporate action. But any assessment of the carbon-neutral movement needs to recognize that by ditching the term, companies have also

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lost a valuable method for communicating sustainability goals.

The rise ...

The claim's appeal lies partly with its simplicity: By measuring and offsetting the emissions associated with a product, or an entire organization, companies can declare one or both to be carbon neutral a term consumers intuitively understand.

One early user on the product side was the flooring company Interface, which launched a series of carbon-neutral carpet tiles in 2003. A smattering of brands followed, and the concept gained cultural currency as conferences and sporting events made the claim. In 2006, the " New Oxford American Dictionary named it word of the year.

Meanwhile, an infrastructure for certifying the claim was emerging. In 2010, the Australian government launched a process for businesses to get certified. The Carbon Trust, an influential standard-setter, did the same two years later for products.

Another organization that saw the momentum behind the idea was the non-profit Climate Neutral, which in 2019 launched a label designed to help consumers easily identify carbon-neutral products. " We thought here's an opportunity, a moment, to harness the consumer recognition, recalled Austin Whitman, the organization's co-founder and CEO. " It's the best hope we have to mobilize consumers.

By the start of this decade, carbon-neutral claims were attached to everything from sneakers and automotive lubricants to tea, beer and consumer electronics. The list included emission-intensive products, such as flights, and even fossil fuels: In 2019, Shell began offering carbon-neutral shipments of liquified natural gas (LNG).

... and the fall

The logic behind carbon-neutral claims might be simple; their execution is not. Offset quality is one weak point. If offsets fail to deliver promised emissions benefits, the carbon-neutral claim that rests on them is voided.

In the early 2000s, media coverage suggested that was happening all too often. Delta and Credit Suisse were among the companies accused by Bloomberg of using " junk credits to make carbon-neutral schemes. A report from the non-profit Corporate Accountability added Gucci, Volkswagen, ExxonMobil, Disney, easyJet and Nestlé to the list, while the New Yorker weighed in with an exposé that damaged the reputations of South Pole, a leading offsets provider, and Verra, the most prominent carbon credit registry.

The lawsuits started around the same time, with accusers arguing that unreliable offsets rendered carbon-neutral marketing misleading. One advocacy group Environmental Action Germany won cases in its home country against the airline Eurowings, BP, TotalEnergies, meal-kit company HelloFresh, Adidas and, last week, Apple. More recently, class-action suits have been filed in the U.S. against Clif Bar and the tobacco company R.J. Reynolds, which sold carbon-neutral vapes.

Unsurprisingly, many brands have abandoned carbon-neutral marketing. But reputational issues are not the only

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reason. What constitutes robust ambition on climate has expanded over the past 10 years to include science-based targets, transition action plans, commitments to invest in decarbonization, supplier engagement and other strategies. Most carbon-neutral certifications required additional steps beyond just purchasing offsets, such as committing to emissions targets. Still, the idea at the heart of the claim getting to neutral via offsets can feel flimsy in comparison.

In 2023, Climate Neutral rebranded the organization as the Change Climate Project and its certification as the Climate Label. To earn it, companies commit to creating a fund in proportion to their emissions, and to spending it on climate projects. That could include decarbonizing company operations or those of suppliers, as well as purchasing high-quality credits. Whatever the focus, the emissions benefits that follow are not used as offsets.

What's been lost

There remain no shortage of carbon-neutral claims out there, from carbon-neutral shipping (UPS) to laptops (Acer), packaging (Tetra Pak) and meetings (Hilton). Need some carbon-neutral LNG? Shell still has you covered.

Yet it's clear the term is fading. And a year from now it will become even rarer, at least in Europe. That's when new EU regulations will prohibit offsets from being used in carbon-neutral claims, meaning only products with zero lifecycle emissions will qualify.

The shift reflects a more sophisticated and rigorous approach to corporate sustainability, but it's not without drawbacks. Apple is phasing out the term, for instance, but has cited EU rules as the reason and said the change will make it harder to communicate climate action to consumers.

" People started to understand it, said Whitman. " And we are now faced with a much more difficult challenge. We have had companies come to us and say, 'We're not going to do the Climate Label, because we just don't think it means anything to individuals.'

The old labels created what Whitman acknowledges as a " blunt, high-level impression that somebody's climate impacts are just gone, neutralized. And that's not what's happening behind the scenes. But, he added, " the other side of that coin is that's why marketers love it because it's like, boom, that's what we did, right?

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