



**04.06.2024**  
HIPPODROME PARISLONGCHAMPS



## **Launch of ONE TO ONE B.BETTER, the business meeting place for sustainable and responsible innovations to be held on June 4 at Paris Longchamp**

**Organized by DG Consultants, Comexposium Group, creators of the One to One format over 20 years ago, One to One B.Better completes the series of successful events that include One to One Retail E-Commerce Monaco and One to One Customer Experience Biarritz.**

One to One B.Better is the new One to One business meeting for decision-makers and suppliers committed to sustainable and responsible business. This eagerly-awaited first edition will be held at the Hippodrome de Paris Longchamp on Tuesday June 4, 2024.

"With new regulations coming into force, we need to bring together all the players involved in meeting today's business challenges, while integrating the CSR dimension of companies of all sizes (SMEs, ETIs, CAC40s). Thanks to our personalized, ultra-qualified contacts, we are able to promote the deployment of innovative solutions that will enable companies to grow while moving towards a more sustainable, more responsible economy." says Sonia Mamin, Director of One to One B.Better.

### **Business meetings between business managers and suppliers of environmental transition solutions**

The One to One B.Better event is based on the innovative concept of business meetings, combining One to One appointments, talks, formal and informal encounters.

A business gas pedal, One to One B.Better aims to facilitate the identification of the most relevant and innovative CSR solutions on the market, while giving clarity to a heterogeneous market that is still largely under construction. Encouraging interaction, cooperation and advancement within the community of decision-makers committed to sustainable and responsible business, One to One B.Better guarantees participants a balance between solution discovery, peer networking and think tank.

This first edition will bring together 165 participants and will enable the 120 invited decision-makers to meet the best suppliers of sustainable and responsible solutions (45 selected partners and start-ups), discover exemplary initiatives and reflect together on the evolution towards a positive economy (30 expert contents).

## Provide a comprehensive overview of CSR innovations and industry trends

The foundation of any strategy for the transition to a positive economy lies in the right tools and agile, visionary partners. The aim of One to One B.Better is to make these tools easier to understand: in the range of professions concerned (CFOs, Marketing Departments, Logistics/Supply Chain Departments, CSR/Sustainable Development Departments, IT Departments, E-Commerce Departments), the challenge is to deploy the right tools, at the right time, for the right people, in order to guarantee their efficiency.

The One to One B.Better event is a truly qualified marketplace, offering a wide panorama of key solutions for the transition to responsible, sustainable commerce:

- Production / Traceability Circularity: second-hand, repair, re-use, etc.
- Transport / Delivery: parcels, last km
- Measurement / Audit: carbon footprint, life-cycle analysis
- Label scoring and customer information
- Digital responsibility
- Point of sale: inventory management, cash collection
- Responsible marketing: advertising, CRM, website, photos/videos
- CSR consulting: CSR roadmap, decarbonization plan
- CSRD Directive

## An inspiring program, rich in feedback

To ensure convergence between the expectations of decision-makers and the offerings of suppliers of sustainable and responsible solutions, the members of the editorial committee work with organizers throughout the year to define conference and round-table themes in line with market expectations. Here are two examples of planned conferences:

### **BBETTER, BE CSRD**

he AGEC Act, the Climate and Resilience Act, the Duty of Vigilance, the Decree on the Service Sector - French regulations are becoming more and more numerous. But when Europe gets involved, it becomes CSRD. A standardized CSR reporting obligation for companies with over 250 employees.

More than 1,000 indicators, a risk analysis to be carried out upstream... enough to frighten many ... whether they are subject to the CSRD or suppliers to a company subject to it, knowing that their customers will be asking them for a great deal of information.

And yet....

What if the CSRD became the company's CSR compass and a tool for federating the various functions on the subject? What if the CSRD helped the company to build its CSR strategy based on the risks it had identified? What if CSRD could be tackled step by step, as part of a continuous improvement process? If we could take a closer look at all these criteria and realize that only some of them apply to us.

To talk about this, One-to-One B.Better has brought together both companies that have begun to look into the subject and experts who can shed light on it.





**BBETTER, BE HAPPY**

What are the sources of happiness offered by behavior that respects people and the planet? How can we get round the obstacles to change? How does our brain push us to climate inaction? but how can we find something to be happy about in the midst of anxiety?


**A day of technology watch, business, inspiration and peer-to-peer exchanges**

**PROGRAM**

08:30 - 09:00 *Welcoming participants*

<p>09:00 - 10:00  <b>Inspirational content</b></p> <p>10:00 - 12:30  <b>One to One meetings</b></p> <ul style="list-style-type: none"><li>Startups pitch</li><li>Pitch &amp; Learn</li><li>Partner workshops</li></ul>	<p>14:00 - 18:00  <b>One to One meetings</b></p> <ul style="list-style-type: none"><li>Pitch &amp; Learn</li><li>Partner workshops</li><li>Round tables</li></ul> <p>18:00 - 18:30  <b>Inspirational content</b></p>
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12:30 - 13:30 *Lunch*

From 18h30  *Cocktail*

*See you on June 4 at the Hippodrome Paris Longchamp!*

**About DG Consultants**

DG Consultants has developed unique expertise in the design and organization of business-accelerating BtoB events.

In 20 years of experience, DG Consultants has developed an ecosystem of premium events for decision-makers. Each event is designed to address current and future issues and challenges in strategic sectors. DG Consultants' know-how enables guests and selected partners to choose each other based on their affinities.

DG Consultants, a subsidiary of the Comexposium Group, is the creator of the One to One events that have become a must.

Each event is conceived as an immersive & convivial experience: a concentrate of opportunities, networking and exchanges between peers, for an exceptional ROI.

### **About Comexposium**

Present in over 30 countries, Comexposium is one of the world's leading organizers of business and consumer events, staging B2B and B2C events worldwide covering a wide range of sectors including agriculture, construction, fashion, retail, healthcare, leisure, real estate, food, security, education, tourism and works councils.

For more information: [www.comexposium.fr](http://www.comexposium.fr)

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