



# Adopt AI

ARTEFACT June 5

Report of keynotes and  
discussion panels.

# Adopt AI ARTEFACT

## REPORT AGENDA SYNTHESIS & REPLAYS

- **Vincent Luciani**, co-founder CEO at ARTEFACT
- **Marina Ferrari**, Secretary of State for Digital Affairs
- **Christophe Périllat**, CEO of VALEO
- **Christel Heydemann**, CEO of ORANGE Group
- **Bernard Gavgani**, Global CIO at BNP Paribas
- **Su Yang**, Head of AI for Transaction Banking at BNP Paribas
- **Isabelle Fraine**, Managing Director at GOOGLE Cloud France
- **Hervé Montjotin**, CEO of SOCOTEC
- **Alix Boulnois**, Chief Digital Officer and Member of the Group Exec. Committee at ACCOR, **Biljana Kaitovic**, Group CIO and Chief Digital Officer at ENGIE, **Gilles Morel**, Executive Vice President at WHIRLPOOL
- **Jérôme Bruhat**, CEO of ROBERTET
- **Aurore Gaspar**, Deputy Head of French Retail Banking Network at SOCIETE GENERALE
- **Arthur Mensch**, CEO & Co-founder of MISTRAL AI
- **Virginie Dominguez**, Executive VP Digital, Data, and Information Systems at SERVIER
- **Christophe Fanichet**, CEO at SNCF Voyageurs
- **Stanislas Niox-Chateau**, CEO & Co-founder of DOCTOLIB
- **Octave Klaba**, Founder & President of OVHcloud
- **Enrique Martinez**, Group CEO of FNAC DARTY
- **Hanan Ouazan**, Partner & Generative AI Lead at ARTEFACT
- **Brune Poirson**, Chief Sustainability Officer and Executive Committee Member at ACCOR
- **Jacques Attali**, Writer & President Attali Associates

10 YEARS ARTEFACT

2000  
ATTENDEES

100  
WORLD-CLASS SPEAKERS



# Adopt AI Introduction by Vincent Luciani, Co-founder & CEO of Artefact

In celebration of our 10-year anniversary, Artefact was thrilled to organize an international summit to promote the adoption of data and AI. We brought together a panel of high-profile speakers from the AI and business worlds to share their vision, insights, expertise, and use cases.

I am also immensely grateful to our technology partners for their support, who showcased their latest technologies in our Exhibition Zone at Station F, Paris.

In partnership with mk2, having over 4 million movie spectators per year, we inaugurated the first Artefact AI Film Festival at Adopt AI, an international short film competition open to all rewarding the creativity of artists using artificial intelligence. We organized a press conference with the presence of Jean-Pierre Jeunet, President of the Jury, and a debate on stage.

The story of Artefact began 10 years ago with the mission of transforming business and creating value through data and artificial intelligence. Our flagship event, Adopt AI, embodies the company's optimistic and progressive vision thanks to data and AI.

Artefact became one of the rare pure-play data companies to reconcile technology and business units, breaking down silos by creating multidisciplinary teams. Success came quickly: the company, which employed 200 people in 2017, rapidly expanded internationally. After establishing a strong presence in Europe and China, Artefact opened offices in the Middle East and Africa regions, South and North America, and most recently India, where it now employs more than 1,500 people.



Our recognition goes first and foremost to our clients, the cornerstone of our success, who have believed in our unique ability to combine innovation (Art), whether technological or methodological, with data science and AI (Fact).

We also acquired companies in education and open AI innovation to democratize the knowledge of data and AI with the development of the Artefact School of Data and the management of large events and think tanks that bring together opinion leaders in the AI ecosystem by sector of activity: AI for Finance, AI for Industry, AI for Health, AI for Luxury, AI for the Planet, plus the organization of hackathons designed to instill a culture of innovation and generate ideas for generative AI-based projects.

Our Artefact Research Center is another brick in this AI adoption strategy, fostering a robust data and AI ecosystem through many R&D programs, connecting PhD talent at Artefact with esteemed professors from top universities and leading enterprises. We aspire to shape a future where AI is not only a powerful tool, but is also tailored to the needs of businesses, and is ethically and responsibly designed to facilitate its adoption.

By making AI accessible to as many people as possible, generative AI will enable us to write an even more promising new chapter in Artefact's history. In fact, the Group's future is entirely focused on an optimistic vision of AI usage with even more cutting-edge and scalable offerings that will enable economic gains and real social and environmental progress for individuals and businesses alike.

# Marina Ferrari, Secretary of State for Digital Affairs

## Introduction words at Adopt AI Summit.

**About Marina Ferrari:** Marina Ferrari has been serving as the Secretary of State for Digital Affairs in Prime Minister Gabriel Attal's government since 2024.

Before her current role, Marina Ferrari was a Member of Parliament for Savoie's 1st constituency from 2022 to 2024. During her tenure in Parliament, she was a member of the Finance Committee and participated in the French-Italian Parliamentary Friendship Group. Ferrari's political career also includes her involvement with Ensemble Citoyens.



**"I would like to extend my special thanks to Artefact and its founders Vincent Luciani, Guillaume de Roquemaurel, and Philippe Rollet. What better gift for their 10th anniversary than hosting this event that brings us together today around the crucial issue of AI dissemination?"**

**Indeed, our collective challenge now is to successfully integrate AI into our economy and society.** The three themes structuring today's event—vision, technology, and society—perfectly highlight the challenges and opportunities that artificial intelligence presents, which you encounter in all your activities.

**Firstly, the revolution brought about by AI requires a collective vision** accompanied by a strong conviction: that AI, especially generative AI, paves the way for new advancements for our citizens, businesses, and administrations. I firmly believe that AI will have a positive impact on our lives across all sectors. For instance, in healthcare, to accelerate the discovery of new medications and develop personalized treatments; for ecological transition, by optimizing resource consumption, whether it's fleet management or energy production; in computer programming as well, with models developed by startups like Poolside; and finally, within administration, where the implementation of new AI tools enhances the quality of our public services.

**This vision is made possible by the rapid technological advancements in this field.** French companies excel thanks to the talents emerging from our schools, universities, and laboratories. I am thinking, of course, of the achievements of Mistral AI, which rivals the most powerful models in the world, but I also think of all the companies and startups that provide state-of-the-art technologies to the rest of the French economy, such as Photoroom, LightOn, Poolside, Bioptimus, and many others.

Allow me to pause for a moment to **highlight the AI Research Center launched by Artefact in collaboration with renowned institutions such as Polytechnique, Centrale Supélec, and the University of Paris-Saclay.** By facilitating collaboration among thirty researchers with companies like Decathlon, Orange, and Société Générale, this center marks another milestone in the field of applied AI research.

**Far from a techno-solutionist vision, widespread AI adoption will not happen without our citizens, also being convinced of the benefits that technology will bring them.** This is a matter of trust that we must establish. Obviously, we must protect against the misuse or harmful use of technology, but I believe that this trust will also be built through the very concrete demonstration in our daily lives of what AI can enable for each of us. For example, I think of accessibility issues, with AI potentially providing a new mode of access to the digital world. I also think of instant translation tools that further open us up to the world.

To all of you who are committed daily to this direction, I want to congratulate you on your work and tell you that you can count on my support, just as I actively count on yours."

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***The revolution brought about by AI requires a collective vision accompanied by a strong conviction, that AI, particularly generative AI, opens the way to new progress for our fellow citizens, our businesses and our administrations.***



## Christophe Périllat, CEO of VALEO

# Opening keynote on the future of the automotive industry, relying heavily on AI integration.

**About Christophe Périllat:** CEO of Valeo since January 2022, Christophe joined the company in 2000. His leadership is seen as a continuation of Valeo's strategic focus on driving assistance systems and electrification, positioning the company at the forefront of the automotive industry's ongoing revolutions in mobility.

**About Valeo:** Valeo is a technology firm partnering with automakers and mobility innovators, focusing on designing smart mobility solutions aimed at intuitive driving and CO2 emission reduction. The company has reported €22 billion in 2023 sales and employs 112,700 people across 29 countries.



***Tomorrow there will not be a vehicle on the road without embedded AI in its software, not a single vehicle designed or manufactured without AI.***

- **Driving is the most difficult task for a human brain** and especially for its sensors which are our ears and our eyes. Valeo, a world leader in driving assistance and automation, is equipped with the industry's best sensors, including cameras, radars, and imaging radars. These sensors provide a comprehensive 360° view aiming for safe driving automation. Valeo is working on zero accidents, injuries, and deaths policy, and this vision is achievable only through extensive use of AI.

- **Automating driving safely using AI :** Valeo's ultimate goal is safe driving automation. AI's introduction 12 years ago revolutionized Valeo's approach, transitioning from deterministic to probabilistic systems. Initial AI applications included intelligent rear-view cameras, which evolved to features like automatic emergency braking, parking, and adaptive cruise control, constituting level two of autonomous cars. The driver keeps responsibility for driving and gets a lot of assistance from the car.
- **Delegating driving to the car (level 3 of autonomous car),** with the driver no longer in charge. Valeo developed LiDAR sensors, crucial for detecting and interpreting complex scenarios, enabling safer autonomous driving. It basically sees, detects, classifies, and interprets what even a radar or a camera or an eye will not be able to detect.
- **AI Research and industrial applications:** Valeo established 8 years ago, a key research center, Valeo AI, with 200 experts working on AI applications in perception, software development, and validation. AI enhances industrial processes, such as quality control and parameter optimization, leading to significant reductions in defects and rejections. AI applications extend to Valeo's 175 factories, improving image control and process quality.
- **Enterprise wide AI Integration:** The company has launched an "AI for All" programme to democratise the use of AI across all departments. This initiative resulted in a hackathon organised by Artefact that generated 600 practical and actionable AI ideas for different departments across the company, from logistics to quality control. Valeo's AI initiatives extend beyond automotive applications and result in significant improvements in production quality and efficiency.
- **Managing AI's increasing energy demands for data and computing power.** The demand for energy is going to increase significantly and, Valeo moves towards "Net Zero" and has a challenge to meet, a challenge through more efficient hardware and software. Valeo has expertise in cooling technology for automotive applications extends to data centers, and aims to address energy challenges.
- **The future of automotive technology is extremely deeply linked to AI.** All future vehicles will integrate AI in their software or in their design and manufacturing processes. Valeo aims to lead in AI-driven automotive innovation for greener, safer, and smarter mobility.



***AI helps us to predict what a human being on the sidewalk is going to do. Is the pedestrian going to cross the road or not ? Should the car break or should the car not break ?***



# Christel Heydemann, CEO of ORANGE Group

## Opening interview by Charlie Perreau, journalist at Les Echos, leading business and economic news.

**About Christel Heydemann:** As CEO of Orange, Christel has dynamically steered the Group's strategic initiatives, particularly in harnessing AI and digital technologies to redefine telecommunications globally. Her prior experiences at Schneider Electric and Alcatel-Lucent underscore her commitment to transformative leadership and technological innovation.

**About Orange Group:** With a 2023 revenue of €44.1 billion and a dedicated workforce of 137,000, Orange serves 298 million customers worldwide, demonstrating its scale and commitment to customer-focused innovations.



- **AI and customer experience:** Orange leverages AI to enhance customer experiences, as evidenced by a successful AI-generated video promoting women's sports, which garnered two billion views and numerous awards.
- **AI in network operations:** AI significantly reduces network alarm numbers, enhances customer service efficiency, and streamlines agent-customer interactions.
- **Challenges in AI integration:** Building networks for AI requires overcoming compute and power bottlenecks, emphasizing the need for real-time responsiveness and significant changes in network design.
- **AI and network evolution:** Adapting networks for AI involves long-term efforts, similar to the adaptation for video streaming, and requires a focus on minimizing power consumption while maximizing efficiency.

- **Environmental impact and goals:** Orange aims for net-zero carbon emissions by 2040, focusing on renewable energy, reducing electricity consumption despite increasing network traffic, and decommissioning older networks.
- **Sustainable device use:** Extending the lifetime of mobile devices is crucial for industry-wide carbon neutrality, requiring collaboration with manufacturers and attention to hardware-software management.
- **Global commitment and social responsibility:** Orange is dedicated to expanding mobile networks in underdeveloped regions, ensuring AI integration benefits all areas, including those lacking basic infrastructure.
- **Employee training and job evolution:** AI impacts all job roles, necessitating comprehensive training and change management to ensure employees are prepared for new technologies and job transformations.
- **Security and AI:** AI enhances cybersecurity but also increases the potential for cyber attacks, requiring ongoing development and training in cybersecurity roles.
- **Support for SMBs and external training:** Orange extends its internal AI training to small and medium-sized businesses (SMBs), facilitating broader AI adoption and support.
- **Internal AI use:** Orange utilizes an enterprise GPT tool for internal operations, with widespread employee adoption, showcasing practical AI applications within the company.
- **Collaboration with startups:** Orange collaborates extensively with startups, providing use cases, scaling opportunities, and investment support, particularly through programs like Orange Venture and French Tech.
- **Strategic partnerships and ecosystem development:** Orange partners with major tech companies and other European telecom operators to bolster the digital ecosystem in Europe, emphasizing innovation and job creation.

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*We want to use AI to make our networks smarter, our employees more efficient, and, most importantly, to improve the experience of our customers.”*



Watch Replay

# Bernard Gavgani, Global CIO at BNP Paribas & Su Yang, Head of AI for Transaction Banking at BNP Paribas

## Banking ecosystem: Use AI and derive maximum advantage.

**About Bernard Gavgani:** Bernard is responsible for overseeing the bank's technological advancements and digital transformation initiatives. He has extensive experience in the financial sector, leading various IT and innovation projects to enhance operational efficiency and customer service.

**About Su Yang:** Su leads the development and implementation of AI-driven solutions to optimize banking transactions. With a background in data management and a key role in defining data strategies for the French Ministry of Finance, he brings extensive expertise in leveraging AI to enhance operational performance and customer experience.

**About BNP Paribas:** BNP Paribas is one of the largest banks in Europe, providing a wide range of financial services to individuals, businesses, and institutional clients. The bank is known for its innovative approach and commitment to leveraging advanced technologies like AI to enhance customer service and operational efficiency.



- Strategy and investments:** BNP Paribas has implemented a proactive strategy to integrate artificial intelligence (AI) into its operations, with sustained investment in this technology to enhance customer experience, strengthen operational performance, and ensure a secure environment. The bank aims to deploy more than 1,000 AI use cases by 2025.
- Team and resources:** BNP Paribas has over 700 data scientists and managers specialized in AI, working together to develop and implement AI solutions across the organization. Moreover, there are currently about 100 use cases of generative AI in the testing phase, demonstrating the bank's commitment to exploring and exploiting the most advanced AI technologies.

- Areas of AI application:** BNP Paribas leverages AI to enhance customer knowledge and experience by analyzing data to personalize offers and services, increasing satisfaction and loyalty. AI reduces processing times, such as speeding up real estate loan approvals. Operationally, AI automates tasks, improving efficiency and cutting costs through systems that handle documents, customer queries, and transactions. The bank also optimizes information processing with intelligent document factories. Additionally, AI is crucial for risk detection and prevention, monitoring transactions to identify fraud and analyzing patterns to detect money laundering, ensuring regulatory compliance.
- Public sector:** AI has significantly improved public services in France. An innovative real estate project used drones to detect 146,000 undeclared constructions, generating an additional 43 million euros in annual revenue. AI also helps legislators manage proposals more efficiently, cutting task times from seven hours to minutes and ensuring consistency in government positions. Additionally, the "Albert" chatbot simplifies and speeds up administrative procedures.
- Financial sector:** AI offers many opportunities to enhance various aspects of the financial sector. It improves client protection by enhancing fraud detection systems and making alerts more precise. AI also speeds up client service by reducing response times and improving document generation. Moreover, AI boosts operational efficiency. BNP Paribas is developing group-level AI capabilities, such as their "duck factory," for intelligent document processing, expanding its use across the group.



*Our biggest challenge in the financial sector will be acquiring the necessary talent for AI product industrialization while ensuring we work on high-priority business cases securely. This requires shifting our focus from solely investing in data science profiles to also building infrastructure, implementation teams, and robust data handling capabilities.“*



# Isabelle Fraine, Managing Director France of GOOGLE Cloud France

## How the cloud accelerates AI adoption in large companies?

**About Isabelle Fraine:** As Managing Director of Google Cloud France, Isabelle Fraine is overseeing strategic initiatives and regional operations. With a background in technology and business management, she has played a pivotal role in driving digital transformation for various organizations. Prior to joining Google, she held leadership positions in prominent tech companies, where she specialized in cloud computing and AI technologies. Her experience and commitment to innovation have made her a key figure in the tech industry, particularly in advancing AI adoption through cloud solutions.

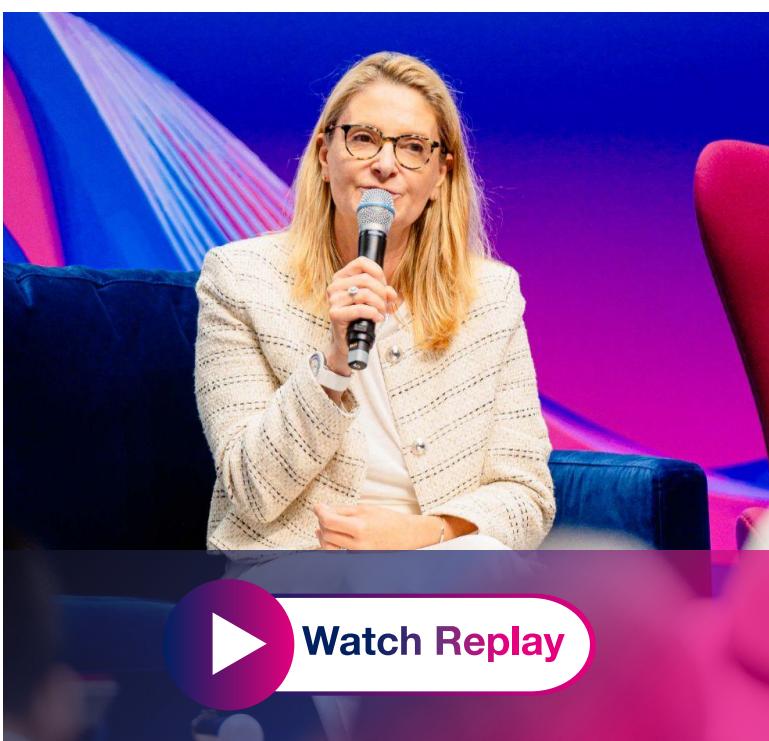


- **Responsible and open source AI:** Google Cloud prioritizes responsible AI, ensuring that models are used ethically and that users build trust in AI technologies. This includes addressing the impact on jobs and the importance of change management. Google's approach is rooted in openness, contributing to the open-source community. They have released Gemini, their LLM, and an open-source version, Gemma, for the community to work on for free. The Vertex AI platform offers access to 130 different models, allowing users to choose from a range of options based on their needs.
- **Scaling AI with robust cloud infrastructure:** Google Cloud's infrastructure is designed to support the scaling of AI applications securely and efficiently. This includes developing new sub-sea cables to enhance global communication and providing proprietary GPUs and TPUs for optimized performance. High adoption rates among AI startups and large enterprises, with 90% of "Gen AI unicorns" and 70% of AI startups using Google Cloud, underscore its reliability and effectiveness.

- **Strategic advice for AI adoption:** Isabelle Fraine advises companies to start their AI journey by identifying valuable and scalable use cases. Initial successes in these areas can drive further AI adoption and investment. It's crucial to involve the entire organization in the AI adoption process, from HR to legal to marketing, not just the technical team. This inclusive approach can uncover unexpected and innovative ideas. Continuous training and understanding AI's capabilities and limitations at all organizational levels, especially executive committees, are essential for informed decision-making and strategic planning.
- **Promoting AI literacy and empowerment:** To foster widespread AI adoption, Google Cloud emphasizes the importance of AI literacy across all organizational levels. By providing free training and resources, they aim to demystify AI and empower employees to leverage its capabilities. This approach ensures that AI integration is not confined to technical teams but is embraced by all departments, fostering a culture of innovation and collaboration. Google Cloud's commitment to education and empowerment helps companies build confidence in AI, leading to more effective and creative applications of the technology.
- **Future outlook and ecosystem development:** Looking ahead, Google Cloud is focused on expanding its ecosystem to support AI innovation further. They are investing in infrastructure and partnerships to create a robust environment for AI development and deployment. By enhancing their platform's capabilities and fostering a collaborative ecosystem, Google Cloud aims to drive the next wave of AI advancements. Their strategic vision includes not only supporting large enterprises but also nurturing startups and scale-ups, ensuring that businesses of all sizes can benefit from AI. This holistic approach positions Google Cloud as a leader in the AI revolution, dedicated to enabling growth and transformation across industries.



*It is important for us that people can appropriate themselves and train themselves on the technology, for free to get acquainted with it.*



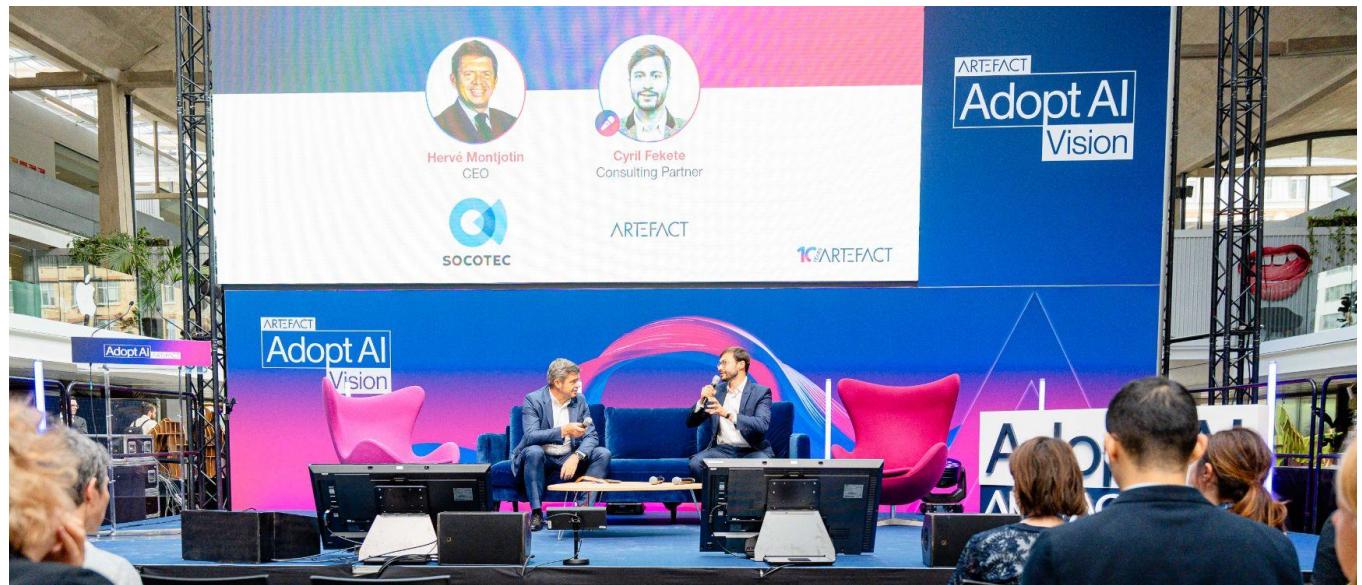
Watch Replay

# Hervé Montjotin, CEO of SOCOTEC

## AI at the heart of business transformation.

**About Hervé Montjotin:** Hervé Montjotin, CEO of Socotec Group since 2016, holds a Master's in Social Sciences from Ecole Normale Supérieure and an MBA from ESCP Europe. He began his career with Bossard Consultants in 1989 and significantly contributed to Norbert Dentressangle's growth from 1995 to 2015.

**About Socotec:** Socotec is a leading provider of testing, inspection, and certification services, focusing on risk management and consulting for construction assets, infrastructure, and industrial equipment. Since 2016, under Hervé Montjotin's leadership, SOCOTEC has doubled its revenue to €900 million.

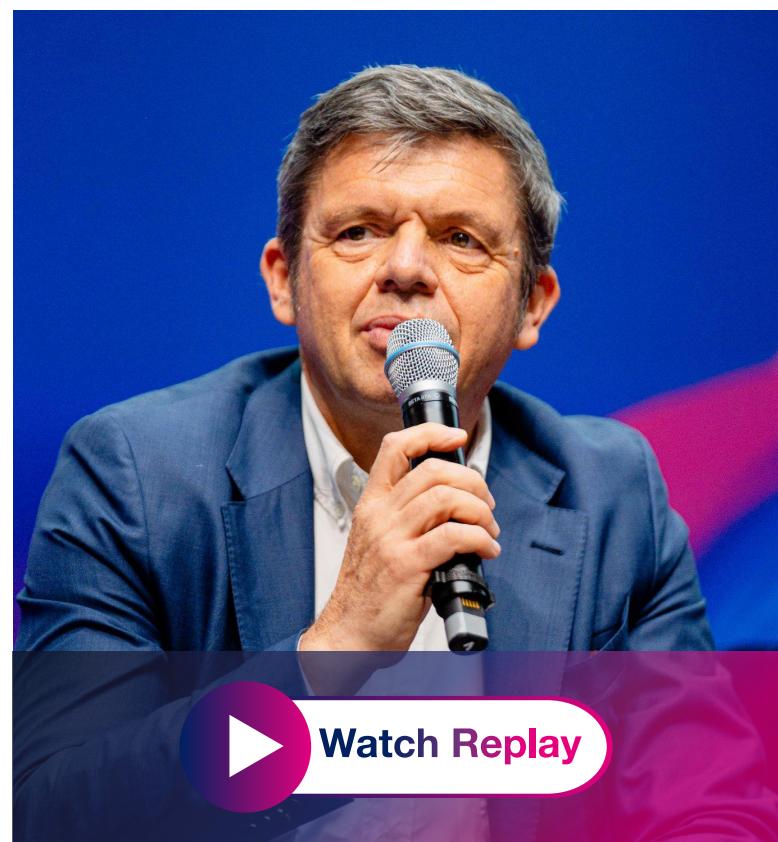


- Company overview and growth:** Socotec, a company specializing in testing, inspection, and certification, operates in 26 countries. Socotec has two particularities : over the past seven years, Socotec has demonstrated impressive growth, tripling its size, with an actual substantial revenue of 1.4 billion euros. The second one is that Socotec focuses on ensuring the integrity and compliance of assets in buildings and infrastructure. The company's efforts are centered on verifying the technical, financial, and environmental performance of various assets.
- AI integration in daily operations:** AI technology is crucial in enhancing the productivity and efficiency of Socotec's inspectors. By leveraging the extensive data collected over years, AI helps streamline operations. For instance, in bridge inspections, AI combines visual data with sophisticated algorithms to detect cracks and other issues that may not be visible through traditional physical inspections. This integration allows for a more comprehensive and accurate assessment of infrastructure integrity.

- Development of new AI-driven services:** Socotec is at the forefront of exploring predictive maintenance services. An example includes monitoring water quality in rivers using a combination of sensors and historical data. This approach enables the prediction and mitigation of flooding risks, thereby preventing potential damage. These innovative services were previously unattainable before the advent of AI technology, showcasing the transformative impact of AI on Socotec's service offerings.
- Adoption strategies for mid-sized companies:** Socotec leverages its rich engineering heritage and the agility gained from a significant transformation journey and very rapid growth. This journey has seen the company evolve from a French-centric business to a global player. Emphasizing the importance of talent acquisition : last year Socotec recruited more than 2000 people. Socotec focuses on recruiting skilled professionals and training existing staff to enhance their expertise in AI. The company also maintains a decentralized structure to foster innovation and flexibility.
- Core principles for AI adoption:** Hervé Montjotin highlighted four main qualities for successful AI adoption within the company: encouraging adoption, training employees, connecting initiatives with a bottom up approach, and supporting meaningful investing in business cases with strategic investment. To date, Socotec has trained over 1,000 employees in AI, ensuring they are well-equipped to leverage this technology effectively. The company manages AI initiatives through an AI Hub, which facilitates collaboration and innovation across its global operations.



*AI for us is a way to leverage the performance, the productivity, the efficiency of our inspectors. It transforms our operations by enhancing efficiency and opening up new possibilities for innovation, such as predictive maintenance and better risk management for building assets."*



**Alix Boulnois, CDO and Member  
of the Group Exec. Committee at ACCOR**  
**Biljana Kaitovic, Group CIO and CDO at ENGIE**  
**Gilles Morel, Executive Vice President at WHIRLPOOL**

## How to scale AI in a global context with Accor, Engie & Whirlpool?

**About Alix Boulnois:** With a wealth of experience and degrees, Alix had leading strategic initiatives across various sectors enhancing client experience and pricing strategies across Europe. Since joining Accor in 2020 as SVP of Digital & Innovation, and now as CDO, Alix has been instrumental in driving the group's digital transformation.

**About Biljana Kaitovic:** With her extensive background in IT and digital transformations across the global stage, her role as Engie's Group CIO and Chief Digital Officer is to accelerate the digitalization of businesses to serve the group's growth ambitions and operational performance.

**About Gilles Morel:** Having joined Whirlpool in 2019 as President of the Europe, Middle East, and Africa (EMEA) region, he spent over 25 years in the consumer goods industry, holding leadership roles at Mars Inc. and Savencia Fromage & Dairy.

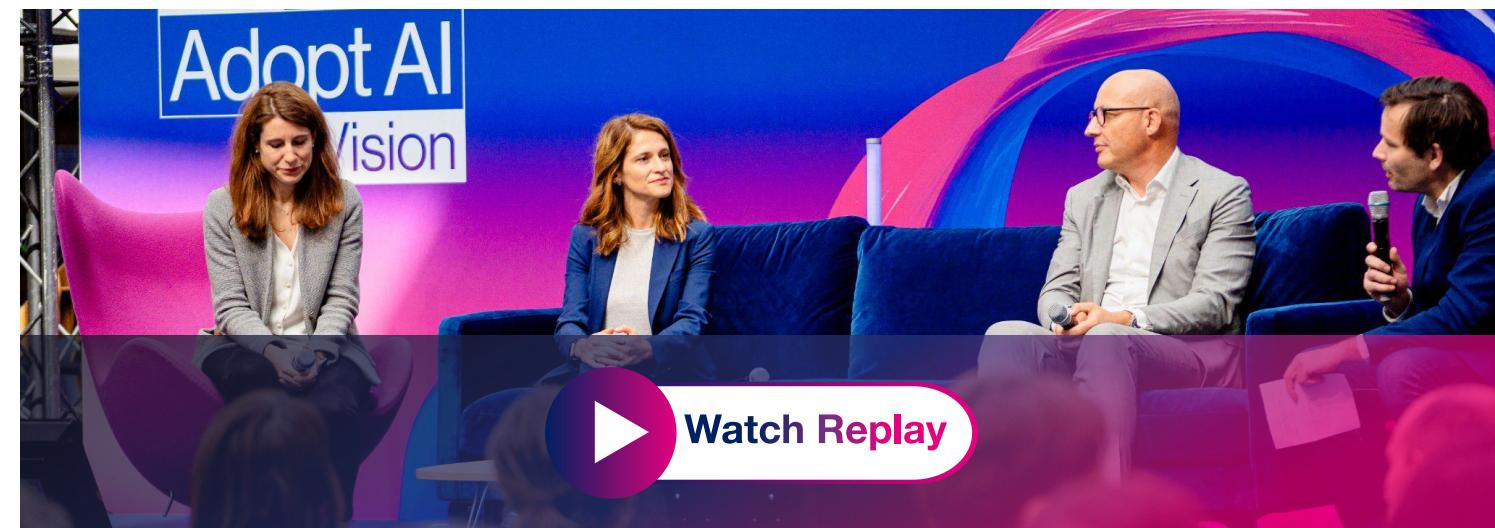
**“We are heavily focusing on improving the client experience through AI, using it on our website, and for more personalization at scale in our CRM. We leverage AI to reduce manual tasks, enhancing our internal productivity and even addressing ESG by reducing our carbon footprint and food waste.” Alix**

- The focus of the panel was on **scaling AI and fostering adoption** within large corporations. Companies like ACCOR and WHIRLPOOL are focusing on **AI to enhance user experience**, marketing, and decision-making processes, targeting broad-scale applications like CRM personalization and predictive maintenance. In particular, WHIRLPOOL is integrating AI into its home appliances to improve operational efficiency, such as assisted cooking and product diagnostics.
- Adoption challenges and strategies:** To ensure successful AI adoption, ACCOR has established a Center of Excellence to frame AI use cases and guide technology adoption, focusing on business-driven innovation for broader adoption, while WHIRLPOOL emphasizes the importance of leadership ownership in AI integration to drive competitive advantage and business alignment.

- Bottom-Up innovation approach:** WHIRLPOOL supports a bottom-up approach to foster AI innovation within the company, empowering teams to develop AI solutions that are closely aligned with business needs, thereby accelerating adoption and fostering a culture of innovation and agility.
- Safety and compliance in AI deployment:** ENGIE is cautious about AI's operational risks, especially in safety-critical field operations. They focus on thorough testing before scaling solutions. Biljana describes efforts to ensure that field workers have rapid access to necessary information through AI, improving efficiency and safety.
- Empowering talent management and development:** All speakers emphasized the challenge of recruiting and retaining AI-skilled talent. They aim to create an integrated environment where technology aligns with business goals through interdisciplinary teams that can innovate effectively.
- Long-term adoption and motivation:** The discussions highlighted the critical role of leadership in promoting AI adoption within companies. There is a strong focus on providing opportunities for employees to interact with AI technologies, fostering a culture that is both inclusive and conducive to innovation.

**“This year is going to be one of the defining years with regards to AI becoming natural. We're really witnessing an enormous change and from a corporate perspective this can make so much difference to so many things we do.” Biljana**

**“We have a responsibility to build, develop, and invest in our own talent and we must also choose our external partners wisely, as we cannot house all solutions internally. This dual approach of nurturing internal talent and selecting the right external partnerships forms the cornerstone of our strategy to enhance business capabilities and leadership in AI.” Gilles**



**Watch Replay**

# Jérôme Bruhat, CEO of ROBERTET

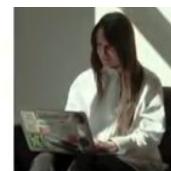
## How does AI transform a core business?

### NaturIA stimulates creativity within Robertet.

**Robertet**, a family-owned company since 1850, specialising and a world leader in natural fragrances and flavours, collaborated with Artefact to explore how AI can enhance their creative processes, while keeping the traditionally human-centric nature of their industry.

**About Jérôme Bruhat:** With nearly thirty years of experience at L'Oréal, including roles as Global Director of Maybelline and President of L'Oréal Germany and Japan, Jérôme now leads the charge in data and digital transformation at Robertet, enhancing both product development and sustainability.

- **A quest of passion and efficiency through AI :** Creating fragrances and flavours involves using around 10-15 out of 10,000 available ingredients. Robertet uses AI to manage this complexity and enhance the formulation process. AI assists Robertet's creators by proposing formula suggestions that are data-driven, based on market data, consumer profiles, and past creations. This helps creators by providing multiple starting points for new creations, and giving them more options, ideas that stimulate their creativity.



#### /CHALLENGE

How can AI magnify the olfactory signature of our artisans?



*How to make AI part of the journey of our creators? It's not something we do on behalf of them, it's not something we do despite them, it's something we do with them at each and every stage. AI is at the service of our creators."*

- **AI as a creator personal assistant :** AI helps and also acts as a heritage database, recalling past formulas and facilitating quicker and more relevant solutions. Robertet's philosophy is that AI serves as an assistant to the creators, enhancing their emotional intelligence and creative capabilities while preserving the human touch in their craft and ensuring future innovation in natural ingredients.
- **NaturIA project by Robertet & Artefact :** By combining the testing phases of perfumers and flavorists with advanced generative AI algorithms, NaturIA accelerates the creative process. It translates image briefs into detailed, evocative descriptions and then into search criteria to find existing formulas or suggest new fragrance and flavour combinations. NaturIA project has led to faster time to market, better market relevance, and expanded creative boundaries.
- Thanks to their collaboration and their respective expertise, Robertet and Artefact are shaping the future of sensory creation, combining tradition, human creativity and technological innovation to develop new experiences. At NaturIA, art and data meet to serve the creator.



*AI works as a fantastic heritage database.*

*AI is a fantastic assistant because it knows better than I do, what would be the relevant formula I invented a few years ago, that works today for this particular client at this particular moment."*



# Aurore Gaspar, Deputy Head of SOCIÉTÉ GÉNÉRALE

## French retail banking network

### AI for finance in retail bank.

**About Aurore Gaspar :** Aurore plays a crucial role in transforming the bank's operational and relationship model of the Société Générale, to offer the most appropriate value proposition to its clients. She supervises the Digital, Distance Banking, Open Banking, Data and AI, Payments, Operations and Transformation departments. She has more than 20 years of experience within Societe Generale group, where she has developed a thorough knowledge of retail banking activities, as well as solid skills in digital technology.



- **Digital and AI integration in retail banking:** AI has a critical role in enhancing client satisfaction and operational efficiency in retail banking. Aurore Gaspar highlighted the industry's evolution in response to intense competition from traditional banks, neo banks, and new entrants in the payments sector, as well as stringent regulatory requirements. The key challenge is industrialising AI solutions to make them transformative in the banking sector. Additionally, there are stringent regulatory requirements related to capital, risk, data, and ESG. Clients now demand more efficiency, expertise, and responsible investment options from banks.
- **Transformation through 'Vision 2025' program:** Societe Generale launched the Vision 2025 program, starting with the merger of Credit du Nord and Societe Generale's retail banks in France. This new platform serves 9 million clients, aiming to improve client satisfaction and profitability offering personalised banking experiences through various channels, including digital, remote, and face-to-face interactions and leveraging AI. A unique data team was created to unify governance and usage of data across marketing, finance, and risk. The goal is to prioritise AI use cases by value, with a target of generating 500 million EUR in value by 2026.

- **Enhancements of commercial productivity and client interaction:** The deployment of AI in Société Générale is organised around creating value and enhancing commercial productivity. AI is used to determine client needs and push relevant opportunities through various channels, including email, notifications, and relationship managers. Digital journeys of clients are monitored to provide timely assistance and improve sales conversions. Societe Generale's AI use cases include automating credit applications, managing succession processes, and improving credit scoring. These applications enhance operational efficiency and reduce manual efforts in back-office tasks.
- **Industrialization of AI solutions:** Emphasizing the need for the industrialization of AI solutions to transform them into game changers, Gaspar noted the challenges of scaling AI applications across large networks like Société Générale's, which employs 20,000 relationship managers. She mentioned experimenting with AI tools to expedite information retrieval and improve customer service responsiveness.
- Societe Generale prioritises **two GenAI use cases:** improving the efficiency of relationship managers by streamlining information search, and enhancing client servicing through chatbots and callbots to handle large volumes of interactions efficiently.
- **Future AI initiatives and challenges :** AI adoption is essential for Societe Generale to transform its business model. The focus is on implementing and utilising AI solutions effectively to create significant value and enhance both client satisfaction and operational efficiency.



*In this program - Vision 2025 - we have designed a new bank [...] where we want to address clients through different channels, the whole purpose of the bank is to let the client choose the channel he wants to use. And of course, AI is key to deliver both satisfaction client and profitability."*



# Arthur Mensch, CEO & Cofounder of MISTRAL AI

## Bringing open AI models to the frontier with Mistral AI.

**About Arthur Mensch:** Arthur Mensch, a graduate of Polytechnique and ENS, worked for three years at DeepMind, Google's artificial intelligence lab, before founding Mistral AI.

**About Mistral AI:** Mistral AI is a leading AI company developing advanced language models and AI solutions to enhance business operations and customer experiences. In less than a year, Mistral raised \$490 million and launched 3 open-source models and two closed-source models, as well as the French application Le Chat and the Codestral model for developers.

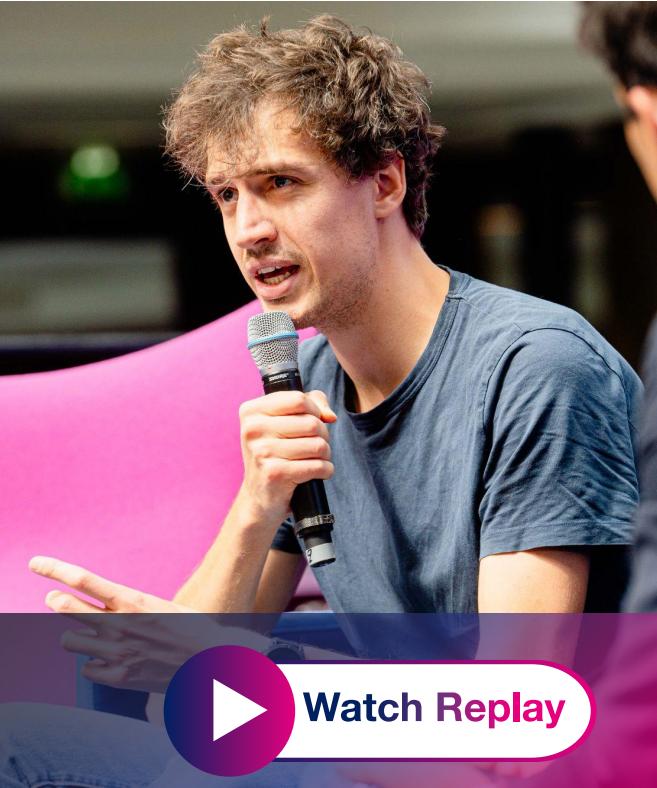


- **Developer-centric approach:** Mensch highlighted that Mistral AI's primary audience is developers. The company aims to provide them with the tools and skills necessary to modify and specialize AI models beyond simple prompting. This approach is designed to empower developers to create differentiated applications tailored to their specific user bases and demonstration data produced by their employees.
- **Compliance and ethical standards:** To ensure compliance with intellectual property laws, GDPR, and the AI Act, Mistral AI trains its models using public domain data from the open web, filtering out low-quality and user data. Mensch stressed that the applications released by the company are GDPR compliant, indicating their commitment to legal and ethical standards in AI development.
- **Independence from major cloud providers:** Mistral AI also emphasizes independence from large cloud providers. By offering alternatives that support on-premise and virtual private cloud deployments, the company provides its customers with flexibility and future-proof solutions for their cloud strategies. This independence allows Mistral AI's clients to integrate AI without being tied to the infrastructure of major cloud providers.

- **Commitment to French community and openness:** The company is committed to contributing to the French community and promoting openness in the AI field. Collaborations with institutions like ENA and BNF enable Mistral AI to use open data, enriching its models with French cultural and linguistic knowledge. This commitment to open-source principles is integral to Mistral AI's mission to foster a more open and collaborative AI ecosystem.
- **Specialized models and innovation:** Mistral AI's innovation is reflected in its specialized models for use cases such as developer productivity, knowledge management, and customer service. The company's products aim to enhance productivity and provide high-quality services with lower latency. For example, the Codestral model is specifically designed to improve software engineering efficiency.
- **Continuous improvement and specialization:** One of the main challenges in AI adoption is the continuous improvement and specialization of models. Mistral AI addresses this by developing tools that help companies integrate and enhance their AI systems over time. This continuous improvement is crucial for maintaining the relevance and efficiency of AI applications in a dynamic business environment.
- **Future expansion and multimodal capabilities:** Looking ahead, Mistral AI plans to expand its capabilities to include multimodal models that process images, videos, and audio. The company is also exploring models that can perform actions and use APIs, aiming to create more integrated and efficient AI-driven software solutions. These advancements underscore Mistral AI's ongoing commitment to pushing the boundaries of AI technology and innovation.



*The reason we started the company is to bring the field towards more openness and information sharing. Since 2022, this has been starting to disappear, so we wanted to bring it back, and now several large companies have followed our path. It's crucial because it's a technology that shapes culture.*



Watch Replay

# Virginie Dominguez, Executive Vice President of Digital, Data & IT at SERVIER Group

## How AI is reshaping pharmaceutical companies.

**About Virginie Dominguez:** She joined Servier Group in 2020, bringing 20 years of experience from her previous roles, notably as Chief Digital Officer at Orange. Virginie's leadership is integral to Servier's strategic goal of becoming a digital performer by 2025.

**About Servier:** It is a global pharmaceutical group governed by a Foundation operating in 150 countries, employing 22,000 people. Servier is an independent group that invests over 20% of its revenue in R&D every year. Servier's ambition is to become a focused and innovative player in oncology by targeting hard-to-treat cancers.

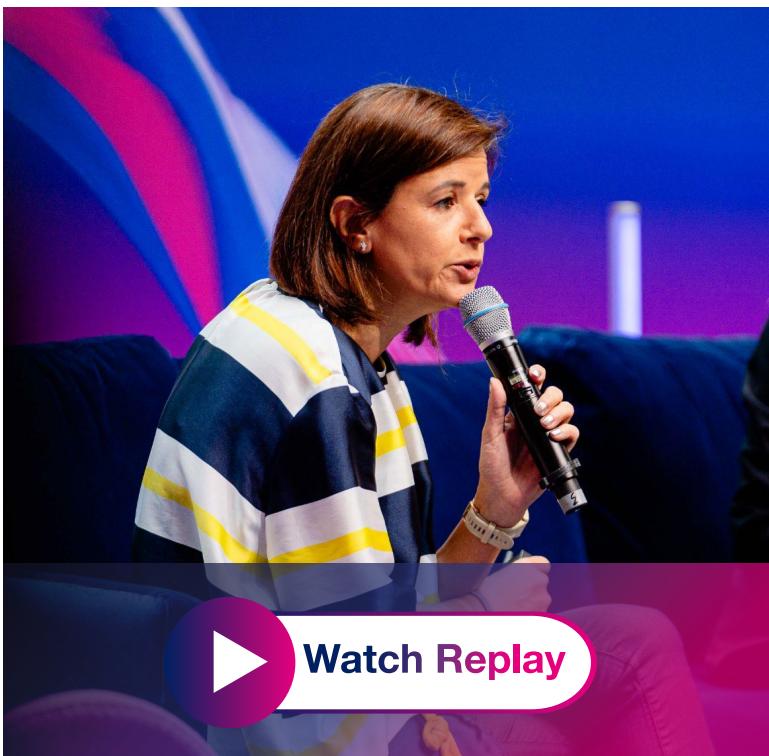


- **Challenges and AI's role in pharma:** The pharmaceutical industry faces significant challenges in R&D, such as low success rates (below 5%) and long development timelines (10-15 years). AI is seen as a potential game-changer, particularly in speeding up the R&D process and improving success rates.
- **AI in R&D processes:** Servier leverages AI primarily in R&D, focusing on disease understanding and target discovery. They have developed a knowledge graph that helps identify novel targets for diseases by linking proteins, genes, and diseases, significantly enhancing their ability to understand and combat rare diseases.
- **Drug development with AI:** AI helps Servier narrow down the vast chemical space to find potential drug molecules. They use machine learning algorithms to predict molecular properties, focusing research efforts on the most promising candidates, thus accelerating the drug discovery process.
- **Optimizing dosage with AI:** Determining the right dosage is crucial to balance efficacy and side effects. Servier uses AI to predict the optimal human active dose, enhancing the accuracy and speed of transitioning from lab research to human trials.

- **AI in clinical trials:** AI accelerates data collection and analysis during clinical trials. For example, Servier uses an image platform to analyze brain MRIs with precision, speeding up the assessment of drug efficacy. They also employ AI for medical writing, improving productivity and consistency across various languages and regulatory requirements.
- **Impact across R&D value chain:** AI adds value at every step of the R&D process by increasing the probability of success and reducing time to market. Servier uses diverse AI technologies to meet the specific needs of their R&D teams.
- **Cultural integration and talent management:** Servier emphasizes the importance of integrating AI talent with traditional R&D scientists. They have addressed cultural differences and now operate collaboratively, aiming to scale AI applications systematically across the company.
- **Future vision and strategic planning:** Servier has identified 40 high-value use cases for AI in R&D and prioritized 18 for the next few years. They are also exploring AI applications in other business functions, identifying 96 use cases and prioritizing 20 for implementation. They plan to significantly increase resources dedicated to these initiatives.
- **Commitment to excellence and innovation:** Governed by a foundation, Servier is committed to finding new treatments for hard-to-treat diseases. They strive to equip their employees with the best tools and technologies to achieve this mission, likening their journey to climbing the challenging North Face of Everest.
- **Conclusion:** Servier's strategic focus on AI in R&D and other business areas demonstrates their commitment to accelerating innovation and improving patient outcomes. Their comprehensive approach aims to harness AI's potential to overcome industry challenges and achieve their ambitious goals.



*Innovation is a race, so we need to go faster. We have a lot of opportunities with AI in terms of manufacturing, supply, distribution, promotion, and marketing. But where we want to develop a game changer is within R&D. and we really want to help scientists win the race."*



Watch Replay

# Christophe Fanichet, CEO of SNCF Voyageurs

## AI Ambition.

**About Christophe Fanichet:** With over 20 years of experience in transportation and technology leadership, Christophe Fanichet has played a pivotal role in transforming SNCF Voyageurs.

**About SNCF Voyageurs:** It is a division of the French national railway company focused on passenger transport, optimizing travel experiences through advanced technologies and extensive rail services.

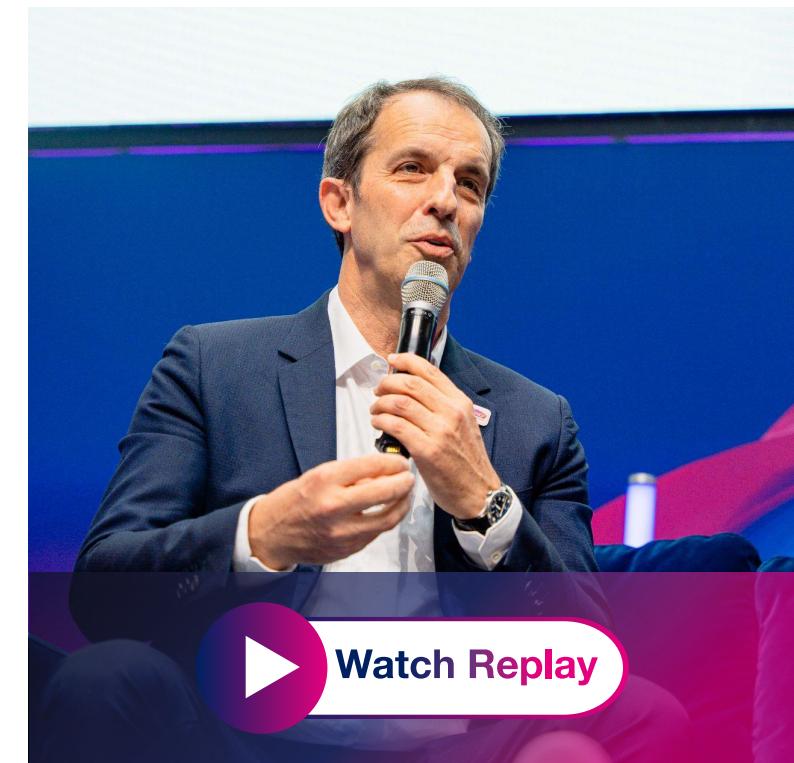


- **Passenger journey optimization:** SNCF uses AI in its SNCF Connect application to help passengers plan their journeys, offering millions of route options. AI enhances the user experience by optimizing travel routes and integrating comprehensive travel plans.
- **Multilingual support:** SNCF developed a tool called TradeSNCF for its 50,000 customer-facing employees, enabling them to communicate in 130 languages using AI. This tool is particularly useful for handling international travelers' inquiries at stations.
- **Predictive maintenance:** AI plays a crucial role in predictive maintenance by analyzing vast amounts of data from the highly connected trains. This approach helps prevent critical failures and improves maintenance efficiency, aiming for zero train stoppages due to technical issues.
- **Balancing service and industry:** SNCF manages both service and industrial operations, with two-thirds of its 70,000 employees in industrial roles. AI helps in managing the growth of passenger numbers and optimizing train schedules and maintenance processes.
- **Data utilization and automation:** SNCF leverages big data and machine learning to handle over 1.3 billion visits and 210 million train tickets sold annually. AI optimizes customer interactions and dynamic pricing models for TGV services.

- **AI for cost efficiency:** Predictive maintenance enabled by AI helps SNCF reduce production costs of trains by 5-7%. AI-driven maintenance scheduling ensures trains are serviced only when necessary, thus optimizing operational efficiency.
- **Energy optimization:** SNCF uses AI for energy-efficient driving, optimizing train speeds to save electricity. As the largest industrial consumer of electricity in France, this initiative is crucial for reducing energy consumption.
- **Collaboration with tech ecosystem:** SNCF invests significantly in digital transformation, with €2 billion spent annually. They collaborate with 300 startups and have an investment fund, 574 Invest, to support innovative technologies in the rail industry.
- **Generative AI and customized solutions:** SNCF is exploring generative AI, working with companies like OpenAI and Mistral to develop tailored language models for transport. They created SNCF Group GPT to handle specific internal data and improve operational efficiency.
- **Improving customer communication:** SNCF aims to use AI to enhance traveler information during service disruptions and improve the 3635 customer service line by implementing natural language processing for more intuitive interactions.
- **Training and AI literacy:** SNCF emphasizes the importance of digital and AI literacy among managers. They have established a digital school and are creating a "Prompt Academy" to ensure that all employees can effectively use AI tools.
- **Adapting job roles:** AI will transform various job roles within SNCF, from administrative to technical positions. The company focuses on enhancing the productivity of white-collar workers and augmenting the capabilities of blue-collar workers with AI tools.
- **Ethical AI and future outlook:** SNCF is committed to ethical AI usage, appointing ethical AI representatives in each business unit. They stress the importance of collaborative AI adoption, ensuring that AI supports and enhances employee roles rather than replacing them.

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*AI integration is essential for SNCF's future, with a strong emphasis on curiosity and continuous learning. The company aims to be a leader in digital and AI adoption to avoid disruption and maintain its competitive edge in the industry.”*



Watch Replay

# Stanislas Niox-Chateau, Co-Founder and CEO of DOCTOLIB

## Building the healthcare we all dream, thanks to AI.

**About Stanislas Niox-Chateau:** After a severe back injury ended his tennis aspirations, Stanislas pivoted to academics, graduating from HEC School of Management. He co-founded Doctolib in 2013, which quickly became a leader in e-health across Europe, dramatically improving how patients connect with healthcare providers.

**About Doctolib:** quickly became a leader in e-health across Europe, dramatically improving how patients connect with healthcare providers. The platform serves 380,000 healthcare professionals and attracts 80 million patient visits each month.

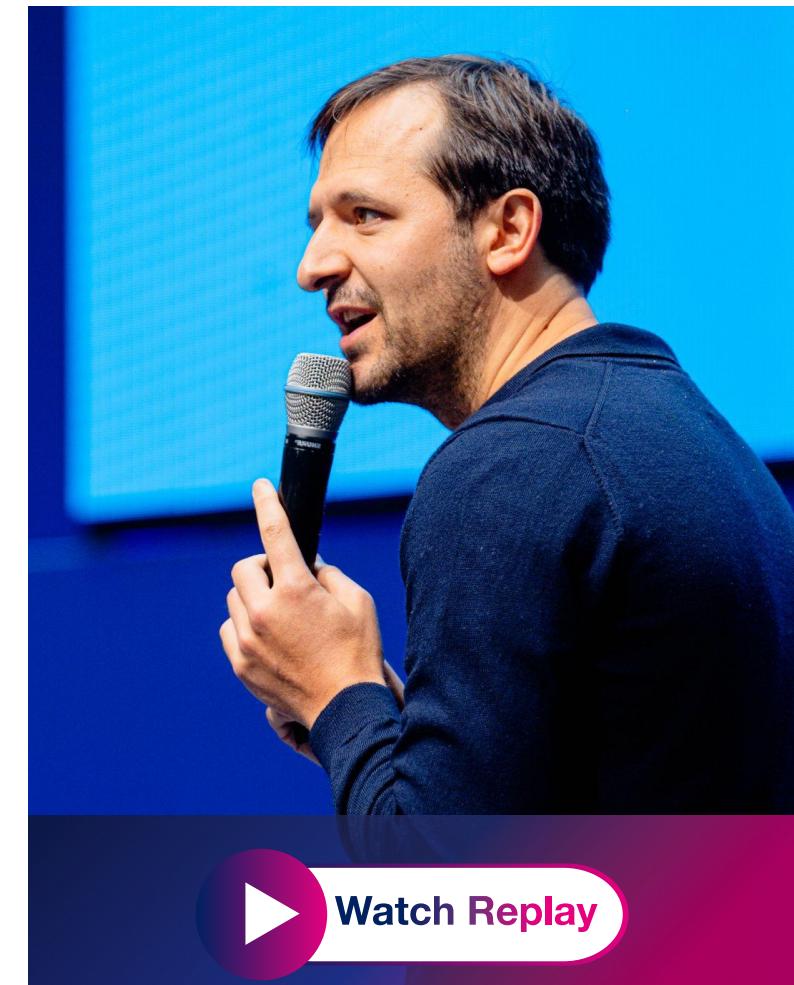


- **Problem statement:** The healthcare industry faces numerous challenges, including complex technology for practitioners and patients. Doctolib believes that technology, particularly AI, can have a systemic impact on health and the lives of professionals.
- **Vision for healthcare professionals:** Niox-Chateau envisions a future where healthcare professionals have access to patient data in the right context, enhanced medical knowledge, and more time for patient care. He emphasizes the importance of simple, smart tools to enable preventive care.
- **Innovation in practice:** He believes that technology can transform how practitioners innovate in their daily work, allowing general practitioners and specialists to treat more patients and handle broader clinical cases efficiently.
- **Changing professional workflows:** With technology, the traditional structure of doctor consultations can be revolutionized. AI and digital tools can enhance the efficiency and effectiveness of healthcare delivery.

- **Enhanced consultation experience:** AI and technology can transform passive, traditional consultations into more dynamic, engaging experiences, benefiting both professionals and patients. Digital health startups play a crucial role in this evolution.
- **New communication channels:** The introduction of new communication channels between healthcare professionals and applications for patients can make medical knowledge more accessible and actionable.
- **Guiding principles:** Niox-Chateau emphasizes that technology should be easy to use and have a significant impact on the daily lives of healthcare professionals. AI can amplify these changes, opening up new possibilities.
- **Empowering practitioners:** At the outset, AI will support practitioners with administrative tasks, ensuring transparency and reducing the possibility of mistakes, thereby enhancing the overall efficiency of healthcare services.
- **Conclusion:** Niox-Chateau concludes by reinforcing the potential of technology and AI to change the lives of patients and professionals, encouraging the audience to embrace these innovations for a better healthcare future.

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*I believe technology, amplified by AI, can have a systemic impact on health and the lives of professionals. We dream of healthcare professionals with patient data in the right context, enhanced medical knowledge, and more time for patient care, enabled by smart and simple tools for preventive care.”*



Watch Replay

## Octave Klaba, President of OVHcloud

### Special interview : a conversation on the cloud adoption of AI.

**About Octave Klaba:** Octave Klaba is the founder and chairman of OVHcloud, a leading global cloud infrastructure provider offering web hosting, dedicated servers, and cloud solutions. He studied at ICAM (Institut Catholique d'Arts et Métiers) in Lille, where he developed his engineering expertise. In 1999 he founded OVH, which has grown to become one of Europe's largest cloud computing companies with numerous data centers worldwide. Octave Klaba is a strong advocate for European tech sovereignty, emphasizing the importance of independence from non-European cloud giants.

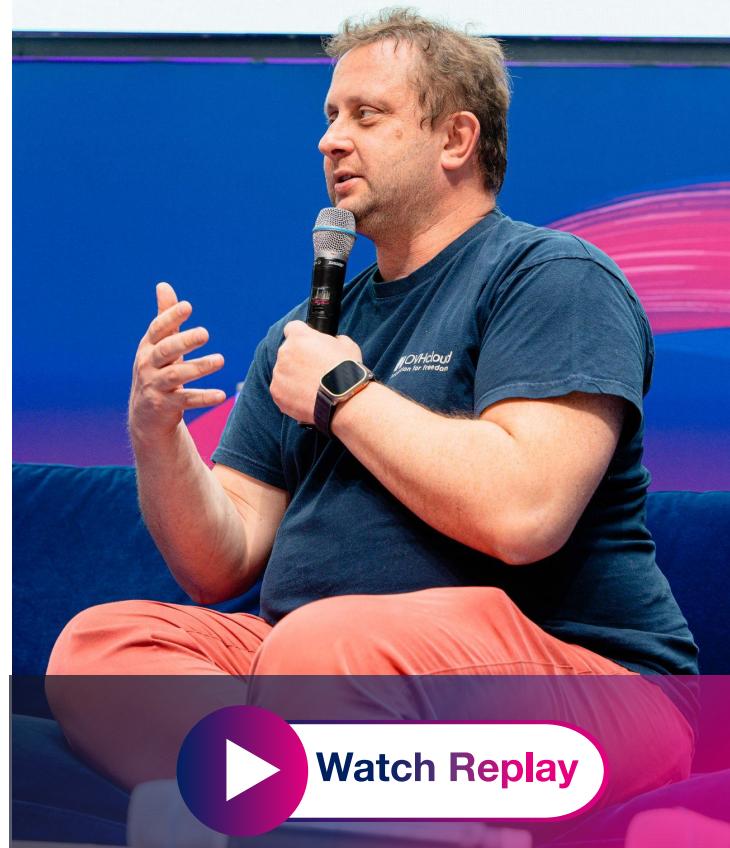


- **AI evolution and infrastructure needs:** AI is just the next generation of what can be done with computers and data. Today, four things are needed to run the AI the OVHcloud. The hardware (GPUs), people that are qualified which will make the algorithms work - that is the third element- and finally you need data. And those four things need to be connected together in order to make sense. In addition to that, the current AI landscape benefits from streamlined APIs, which simplify usage for end users and businesses: the readiness of technologies is better for customers.
- **Challenges that AI adoption is creating in cloud industry:** The cloud industry faces significant challenges. The first one is related to data storage and precisely how to physically crunch the data. This issue in particular needs to be solved before starting the next level of the training. This led to another challenge: the ecological one. Regarding the number of data centres you need to store the data, it will have an impact on the consumption of energy. Then, another challenge is more related to the data usage rights: where the data is coming from ? Do you have the right to use it ? These new challenges must be faced and resolved to support AI advancements effectively.

- **Impact on business models:** Cloud providers face challenges due to the rapid obsolescence of hardware and the need for continuous innovation. So, you need to have a vision for 3 to 4 years ahead, considering when the hardware you invested in will become obsolete and the investments that this will entail. But the most important part is about the customers. One must ask why a consumer uses AI. The answer is often to reduce costs. As cloud providers, it is therefore important to implement meaningful projects, improve others, and ensure that AI makes companies and people more efficient.
- **Opportunities for Europe in AI:** Europe, particularly France, has the potential to excel in developing AI models and technologies. Klaba suggested leveraging Europe's engineering talent to create innovative, customer-centric AI solutions, possibly through open-source models.
- **Future prospects and announcements:** OVHcloud is working on reducing AI inference costs and developing new AI products. He stressed the importance of aligning technological advancements with customer needs and business profitability to ensure long-term success.
- **How can companies adopt AI:** One of the key points is to make AI accessible and easy to use, like on a smartphone that helps people adopt it quickly. This simplicity proves that AI can be accessible to everyone, which is why there's so much excitement and hype around it today. As people find AI easy to use in their personal lives, big companies will also start using it for their businesses.

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*AI is fundamentally changing how we interact with technology. It's about making AI accessible and practical for businesses and individuals alike, driving innovation and efficiency across all sectors.”*



Watch Replay

# Enrique Martinez, Group CEO of FNAC DARTY

## How AI drives a new cycle of innovation and transformation with Fnac Darty.

**About Enrique Martinez:** Enrique Martinez joined the group in 1998 and has been CEO since 2017. He has expanded the company's operations to 13 countries, employing nearly 25,000 people and managing over 1,000 stores.

**About Fnac Darty:** Fnac Darty is a leading European retailer in home appliances and consumer electronics, and the second largest e-commerce player in France. Under his leadership, Fnac Darty has excelled in omnichannel retailing, merging digital and physical sales platforms.



- **Vision for sustainable consumption:** Enrique emphasized a visionary approach towards sustainable consumption. Contrary to the traditional retail goal of increasing sales, Enrique advocates for repairing products more and selling less. This shift focuses on improving customer access to products and services through technology while minimizing environmental impact. The goal is to create a business model that attracts more customers by prioritizing sustainability.
- **Integration of AI and data for business transformation:** AI and data play a critical role in Fnac Darty's transformation strategy. The company has undergone significant changes, moving from legacy systems to cloud-based solutions. This transition has enabled the collection and analysis of extensive data accumulated over 30 years. By leveraging big data, Fnac Darty has developed indicators to qualify vendors and products, enhancing transparency and customer trust. AI is now being used to streamline customer service operations, such as identifying optimal solutions for customer inquiries efficiently.

- **AI's role in innovation and operational efficiency:** AI-driven innovations are central to Fnac Darty's operations. The company integrates AI across all business units, allowing managers to enhance performance. AI improves call center efficiency by identifying optimal solutions for customer issues. Enrique stressed embedding AI within the company's transformation agenda rather than treating it separately.
- **Navigating the AI revolution in retail:** Enrique recognized the significant impact of generative AI on retail and cultural sectors. Fnac Darty is shifting its business model to include recurring revenue from services instead of relying solely on transactions. AI is used to support employees and improve customer relationships, with efforts to scale AI integration across the organization while ensuring data protection and minimizing cyber risks.
- **Commitment to cultural preservation amidst technological advancements:** Enrique voiced concerns about AI's effects on cultural creation and diversity. While AI can improve access to digital content, it's crucial to distinguish between human and artificial creation. Fnac Darty supports AI regulation in cultural industries to protect human creativity. The company aims to preserve France's cultural ecosystem, advocating for human authorship in literary works while using AI to enhance the consumer experience.
- **Broader implications of technology and ecological responsibility:** Enrique emphasized the responsibility of technology professionals to make innovations accessible and address global challenges like ecological transition and social equity. He highlighted Fnac Darty's investment in training and preparing the market for AI-driven hardware, aiming to use technology responsibly to contribute positively to societal and environmental goals.



*I think a significant part of the business will come from transactions in the future. So there's a big risk in changing the business model. To do that, we need to ensure we are being supported and support all the teams with the best data they need for this transformation."*



Watch Replay

# Hanan Ouazan, Partner & Generative AI Lead

at ARTEFACT

## Generative AI Introduction.

**About Hanan Ouazan:** Hanan has graduated from Ecole Normale Supérieur and Ecole Centrale de Lille in ML and AI. He joined Artefact almost 10 years ago and has been for the past few years the Lead for Generative AI.



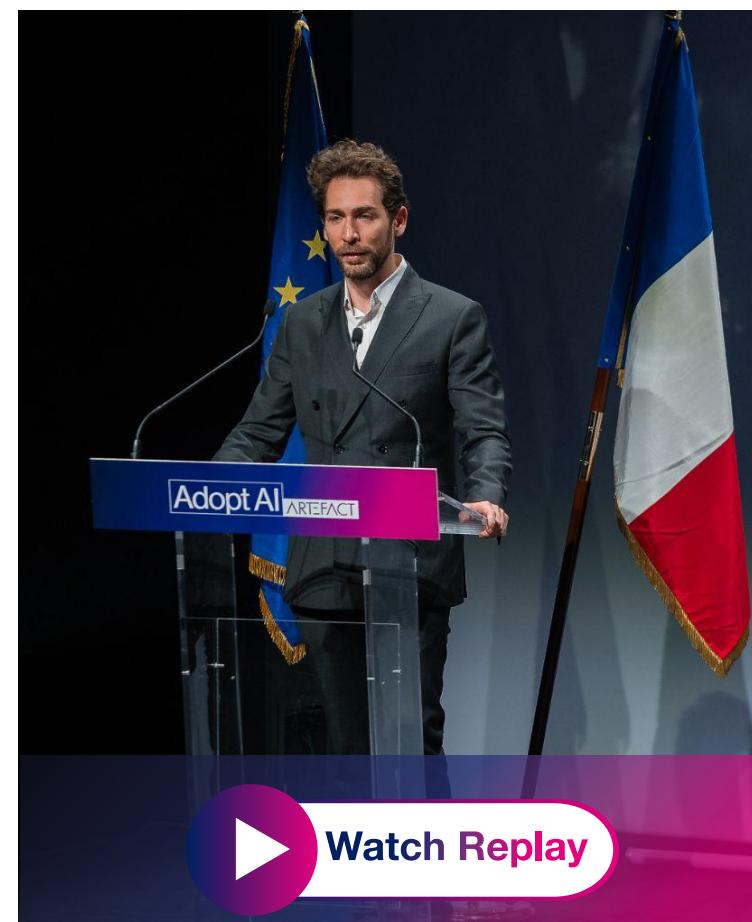
- **Rapid evolution of technologies:** Hanan Ouazan discusses the remarkable changes over the past ten years, notably the shift from solution design to production deployment and from feature engineering to prompt engineering, as well as the evolution of interaction with machines through interfaces like ChatGPT.
- **Growing interest from companies:** He highlights that many companies are interested in generative AI, with new products launched daily and rapid innovations from major players, although few have successfully transformed their business with this technology.
- **Challenges to overcome:** The main obstacles to adopting generative AI are data quality, the high costs of models (which are decreasing), and legal and regulatory issues, with the AI Act facilitating regulation.

- **Trust issues:** The key to overcoming scaling problems lies in trust in generative AI. Model errors are compared to human "hallucinations," and the need to control and make machine errors acceptable is emphasized.
- **Necessary mindset change:** To succeed with AI, it is crucial to change our behavior and integrate AI into processes rather than superimposing it. Hanan Ouazan concludes by calling for better understanding and management of AI for successful adoption.
- **Role of France and research laboratories:** Hanan Ouazan highlights France's strong position in the AI field, with influential research laboratories and a very active open-source community contributing to innovation and the development of new technologies.
- **Importance of regulation and collaborative initiatives:** He stresses the role of regulations like the AI Act in creating a safe framework for innovation and mentions collaborations with companies like Mistral AI to develop solutions aimed at preventing errors and effectively controlling algorithms.

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*Integrating generative AI means accepting its defaults and setting up the prerequisites for success.*

*We need to reshape our way of working to integrate and not superimpose AI.”*



# Brune Poirson, Chief Sustainability Officer and Executive Committee Member at ACCOR

## How to combine the use of AI and environmental transition?

**About Brune Poirson:** Brune Poirson, former Secretary of State for Ecological and Environmental Transition (2017-2020), is now the Chief Sustainability Officer at Accor. Poirson's current mission is to guide Accor, a global hospitality company, toward a sustainable model amidst accelerating climate change and social inequalities.



- Challenges and vision:** In the case of sustainability, the business model of such a big group needs to be rethought. As a top hospitality company, Accor needs to open one hotel per day. Therefore, the key challenge for Accor is to transition from a quantity-based model to a quality-based model in hospitality. Accor aims to transform hotels into “third spaces” for work, meetings, and various activities, optimizing the use of underutilized spaces.
- Sustainable operations:** Accor focuses on three main areas for sustainable operations. First, water conservation by replacing bathtubs with showers to reduce water usage. Second, culinary experience by shifting to less meat-based menus, which impacts carbon and water footprints significantly. Finally, mobility by promoting the use of bicycles and trains over aviation, with partnerships like the one with SNCF.

- AI as a solutions for environmental management and adaptation:** AI offers solutions for managing large environmental datasets, improving predictions for extreme weather events, and enhancing decision-making. AI can forecast the impact of climate events, aiding industries in planning and adaptation. AI can also influence better decision making. For example what kind of housing needs to be built, where, how? Adaptation is a real challenge today and that is where AI can really help.
- AI in sustainability at Accor:** In the case of food waste reduction, AI tools like connected scales help kitchens track and reduce food waste by identifying waste patterns and improving menu planning. AI is also a predictive analytics tool : tools like “Full Soon” predict guest numbers and preferences, enhancing operational efficiency and reducing waste.
- Future AI use cases in hospitality:** AI can enhance personalized guest experiences through advanced chatbots with cognitive abilities, tailoring services like room temperature settings. AI can relieve hotel staff from repetitive tasks, allowing them to focus on guest interaction and personalized service.
- Social impact:** Accor uses AI to accelerate employee training and development, empowering staff and providing career growth opportunities, embodying the concept of a “social elevator.”

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*Increasingly, we need to move away from mitigation but really to adaptation, and that's where adaptation is a real challenge and that's where AI can really help.”*

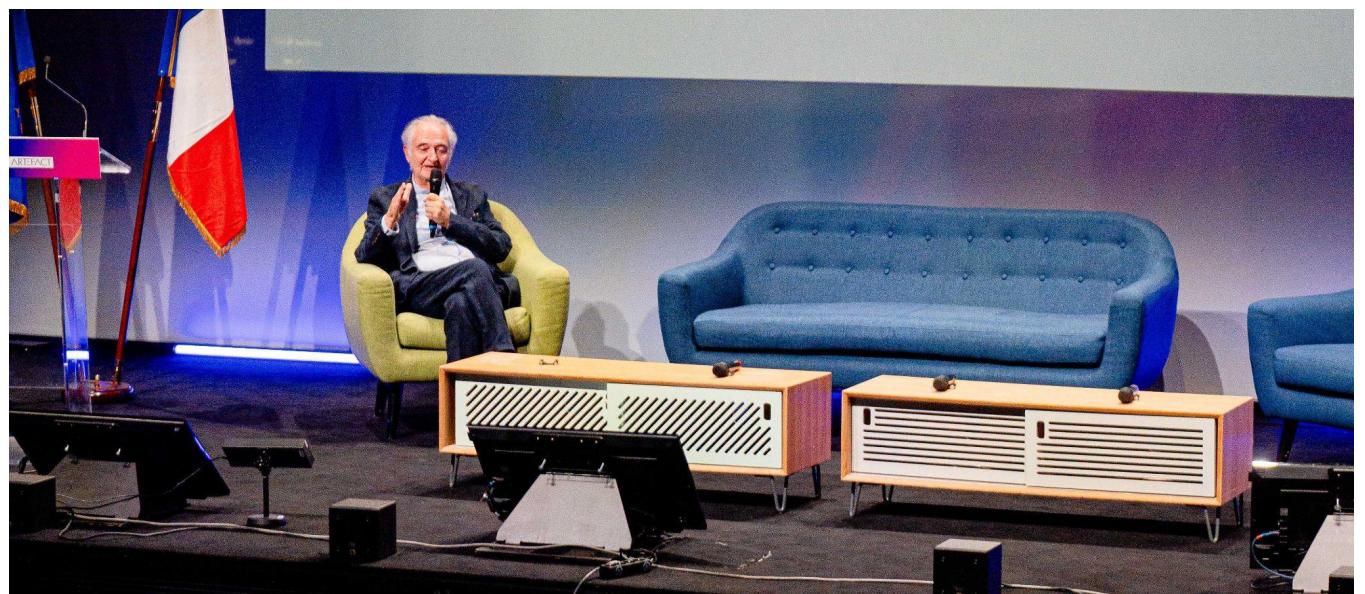


Watch Replay

# Jacques Attali, Writer & President Attali Associates

## Closing Speech: Vision for a new world with AI.

**About Jacques Attali:** He is a French economist, writer, and senior civil servant. He served as a special advisor to French President François Mitterrand from 1981 to 1991. Attali founded and led the European Bank for Reconstruction and Development (EBRD) and has authored numerous books on diverse subjects, including economics, history, and sociology. He is also the founder of Positive Planet, an organization focused on promoting sustainable development worldwide. Attali is renowned for his influential thoughts on globalization, technology, and future societal trends.

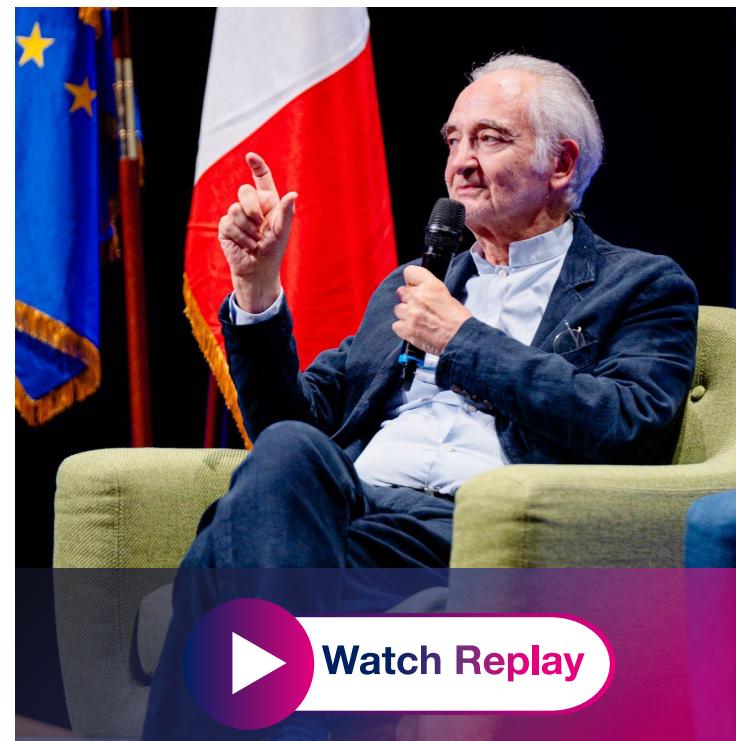


- **AI must be understood within the context of history.** It's another step in the long tradition of processing and automating information, a process that began at least in the 17th century. Today, we call it artificial intelligence, but it has been known as deep learning, machine learning, or robotics over the years. This progression in automating information is crucial for mankind, whose progress has always hinged on advancements in energy and information.
- **AI is a precursor to even more transformative technologies** that will shape the future, such as digital biology, biomimicry, and quantum computing. Digital biology uses AI in genetics, heralding significant health transformations. Biomimicry, which imitates nature, holds vast potential for innovation.
- **Quantum computing** also promises to revolutionize thinking, speed, and human-machine interactions in the coming decades. It is an enormous field of development that will transform the way we think, and the capacity to transform the relationship between human beings and machines.

- **Two key dimensions of AI are particularly noteworthy. First is predictive maintenance**, which enhances our ability to predict events based on historical data. This capability is invaluable in industrial applications, where analyzing data can prevent failures, breakdowns, leaks, and anomalies, thus transforming industrial systems and significantly reducing energy consumption.
- **The second dimension is generative AI.** While it has promising applications in entertainment, translation, and FAQs, it is less reliable for critical tasks requiring high accuracy. Trust in generative AI can remain low due to some current limitations and potential environmental impact. However, AI, like all technologies, is a tool that can be used for good or ill. It can enhance harmful activities such as oil drilling and the creation of addictive products, or it can support the economy of life, including health, education, renewable energy, sustainable agriculture, recycling, and more. The potential for positive impact in these areas is immense.
- **The use of AI should focus on beneficial applications.** If used for destructive purposes, it is a disaster; if used for life-enhancing purposes, it is wonderful. The future success of AI will depend on nurturing the best talents. In France, we have incredible talent in these fields, and it is crucial to pay them well, retain them, and train them. Recent reforms that deter young girls from pursuing engineering careers are alarming and must be reversed. Losing this talent pool will weaken the field of AI in the future. Thus, training, fair compensation, and ethical practices are essential for the advancement of AI.
- **Understanding the historical context of AI, focusing on its beneficial uses, and fostering talent with ethical standards are key to leveraging AI for a better future.**



*AI could be immensely useful in the economy of life—health, education, renewable energy, safe and regenerative agriculture, recycling, and more. These uses represent a huge potential for AI.”*



# Adopt AI

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