

## RESEARCH &amp; SUSTAINABLE DEVELOPMENT

**FRÉDÉRIQUE ALLARD, ASSOCIATE DIRECTOR** [fallard@capettime.fr](mailto:fallard@capettime.fr)

With an economic background (Masters in economic sciences), Frédérique Allard has developed a strong expertise in the research sector through various missions for the Department of Ecology, Energy, Sustainable Development and Land Settlement.

**ANNABELLE LEDOUX, SENIOR CONSULTANT** [aledoux@capettime.fr](mailto:aledoux@capettime.fr)

A graduate of Sciences Po, Annabelle has earned a strong communication experience in the institutional sector. Among her references, she worked in the high-tech field during missions related to sustainable development for the Team Partners Group, for the promotion of an environmental approach of architecture and urbanism in the Massaud studio and for the operation “a parking place+a bike” for Vinci Park. She is now in charge of the institutional accounts in the agency.

**CATHERINE BASTIEN-VENTURA, SCIENTIFIC CONSULTANT** [cbastienventura@capettime.fr](mailto:cbastienventura@capettime.fr)

With a scientific background (she has a postgraduate degree in molecular and cellular pharmacology) and a Master in environment management, Catherine Bastien-Ventura has led several missions in environment consulting and sustainable development for private and public structures. After working for the Department of Ecology, Catherine has been working in the scientific department “Environment and sustained Development” of the CNRS (National Centre for Scientific Research) since 2006. There she initiates and develops interdisciplinary research actions regarding environmental topics and for the sustainable development. She also coordinates a scientific cooperation program with the Sciences Academy of China in the environmental field.

## OUR EXPERIENCE

**CONSTRUCTION**

- Architecteurs (for the Energy Construction Foundation)
- Crepito® and Woodstock® Wood • Philips lighting

**EVENTS**

- The Tree Day (Conferences about environment)
- European Science City at the Grand Palais for the Department of Research • French Pavillon for the 2008 Saragosse Exhibition
- WWF (Children awareness campaign regarding water problems)

**FOOD**

- Auchan (responsible trade) • Monbana chocolate-maker (fair trade)
- Quartier d'énergie for Simply Market (supermarket)
- Solidaime (solidarity products in retail stores)

**RESEARCH AND SUSTAINABLE DEVELOPMENT**

- Agency for the Environment and Energy Management (ADEME)
- Carnot Institutes Association • National Center for Scientific Research (CNRS) • East Midlands Development Agency • IFRI – The French Institute of International Relations (Think Tank) • Thierry de Montbrial
- National Institute for Industrial Environment and Risks (INERIS)
- National Institute for Agronomic Research (INRA)
- Department of Ecology, Energy, Sustainable Development and Land Settlement (MEEDDAT) • Plastic Omnium Environment • PREDIT (Programme of research, experimentation and innovation in land transport)

## OUR STRENGTHS

- A know-how based on the experience of specialized professionals
- A commitment in sustainable development for more than 10 years
- A renowned expertise by the journalists

## POSITIONING OF THE AGENCY

Cap & Cime develops influence strategies encouraging the emergence of the brands, companies and institutions.

Dominique Mine (Managing Director), Frédérique Allard (Associate Director), Eliane Lemarié (Associate Director) and Capucine de Fouquières (Consulting Director) have gathered their competencies and experiences to develop a multispecialist and independent agency with a team of 15 consultants.

The agency aims at helping companies and institutions define and set up their communication strategy towards their target audience.

Pragmatic objectives:

- Ensure a presence among different audience: institutional, media, trade partners
- Promote their actions or achievements
- Anticipate and manage crisis situations

## SECTORS

- Lifestyle and luxury
- Culture and tourism
- Food, Drink and retail
- Real estate, finance and insurance
- Industry, construction and transport
- Research and sustainable development
- Trade shows

## AREAS OF EXPERTISE

### STRATEGIC AND OPERATIONAL CONSULTING

- **Image analysis**
  - Audit
  - Positioning
- **Crisis management**
  - Risk analysis and anticipation
  - Management of crisis situation
  - Media-training
- **Influence consulting**
  - Public affairs

### MEDIA COMMUNICATION

- **Corporate**
- **Products / services**
- **Business-to-Business**
- **Financial Communication**

### WEB COMMUNICATION

- **Website**
  - Creation, editorial and content management
  - Podcast production
  - Referencing
- **Web 2.0**
  - Benchmark
  - Community mapping
  - Online strategy, e-reputation, e-influence

### PUBLISHING

- **Editorial consulting and copywriting**
- **Graphic design**
- **Technical consulting and production follow-up**

### EVENTS

- **Definition of the event's topics and recurrent theme**
- **Artistic direction**
- **Logistics monitoring and coordination**

## MAIN REFERENCES

**ARCHITECTURE & DESIGN:** METALCO, MARC AUREL, ARCHITECTEURS, MAURICE SAUZET ARCHITECTE, BRUNO & SOPHIE PARPOIL ARCHITECTE, SHC ARCHITECTS. ...

**EXHIBITIONS & CULTURAL EVENTS:** CITÉ DU TRAIN, MUSÉE JACQUEMART-ANDRÉ, BRITISH WEEK IN PARIS, PRIX SNCF DU POLAR, PRIX ST EXUPÉRY, PRIX MONTBLANC DE LA CULTURE

**FEDERATIONS, REGIONS & COLLECTIVES:** GREEN SEED GROUP, FÉDÉRATION FRANÇAISE D'AIKIDO, AIKIBUDO ET AFFINITAIRES, COLLECTIVE DU PORTO, INTERACEITUNA ( ORGANISATION INTERPROFESSIONNELLE DES OLIVES D'ESPAGNE ),

UNION DES CÔTES DE BORDEAUX, FÉDÉRATION FRANÇAISE DE LA DIÉTÉTIQUE, ASSOCIATION PAYSAGES DU CHAMPAGNE UNESCO, SARAGOSSE 2008, EPA

**FOUNDATIONS & ASSOCIATIONS:** FONDATION WYETH, WWF, PREDIT, IFRI, SOLIDAIME, RONCHAMP DEMAIN, EAST MIDLANDS DEVELOPMENT AGENCY

**FOOD :** AMIGOS, AUCHAN, BEGHIN-SAY, BLUE DRAGON, CLUB RESTAURATION, CUISINE SOLUTIONS, DANONE, DÉLIFRANCE, KRAFT, LESIEUR, LU, MAGGI, MISSION FOODS, MONBANA, MÖVENPICK, PÂTISSERIES CHRISTOPHE DELMOTTE, PESCAVIAR, SHARWOODS, SIMPLY MARKET / ATAC, SOL, SOLIDAIME, TETLEY, WEETABIX, SDV

**HEALTH & WELL-BEING:** QUICK MEDICAL SERVICE, MÉTHODE LAURAND, GÉNÉRALE DE SANTÉ, KIRIA, COCOON, LISSFACTOR

**HOTELS, FOODSERVICE & RETAIL :** AUCHAN, SIMPLY MARKET, FLO PRESTIGE, IBIS, BISTRO ROMAIN, MICHEL BRAS, SUITEHÔTEL, HÔTEL GRAND CŒUR MERIBEL, ALPLEASURE, PCL, ACRELEC, CHECKPOINT SYSTEMS FRANCE

**INDUSTRY, CONSTRUCTION & TRANSPORT:** BURELLE SA, COMPAGNIE PLASTIC OMNIUM, GARRETT ALLIED SIGNAL, INERGY AUTOMOTIVE SYSTEMS, LAFARGE SA, NESTE CHIMIE FRANCE, SAINT GOBAIN / SEKURIT, GLS, VIRGIN EXPRESS, SIGNATURE SA, SCHÖCK FRANCE, SETRA (SERVICE TECHNIQUE DU MEEDDAT), TECHN'HOM (BELFORT)

**LUXURY, WATCHES, JEWELLERY, FASHION & LIFESTYLE:** CIFONELLI, MONTBLANC, IWC, ORIS, MONET, ODIOT, MARSCHAK, CHANTELLE, SPLENDIA, YEMA, NETJETS, KAILIS

**RESEARCH & SUSTAINABLE DEVELOPMENT:** ASSOCIATION DES INSTITUTS CARNOT, VILLE EUROPÉENNE DES SCIENCES, MINISTÈRE DE L'ÉCOLOGIE, MINISTÈRE DE L'ENSEIGNEMENT ET DE LA RECHERCHE, INERIS, ADEME, PLASTIC OMNIUM ENVIRONNEMENT, CREPITO® ET WOODSTOCK® BOIS, ANR

**REAL ESTATE, FINANCE & INSURANCE:** GROUPAMA (ASSURANCE-CREDIT), PERL, LES NOUVEAUX CONSTRUCTEURS, MULTIASSISTANCE, SIPAREX, CUSHMAN & WAKEFIELD, CABINET LATSCHA AVOCATS, ENTREPRENEUR VENTURE, IMPERIAL TOBACCO, MARIANNE EXPERTS, IIG

**TELEPHONY, INTERNET & IT:** DEBITEL, EVENE.FR, CHAPITRE.COM, KIRIA.COM, SPLENDIA.COM, LEBARA MOBILE

**TOURISM:** OFFICE NATIONAL DU TOURISME DE SERBIE (NTOS), REGION DU PIEMONTE, HOTEL SCRIBE (GROUPE ACCOR), CENTRE DE THALASSOTHERAPIE DE CARNAC, VILLE DE SEMUR-EN-AUXOIS, OFFICE DU TOURISME DES SEYCHELLES

**TRADE SHOWS:** SANDWICH & SNACK SHOW, NOËLLISSIME, SALON DE LA PISCINE, SALON NAUTIQUE, EXPOPROTECTION FEU, APS, DIETEXPO, VENDING PARIS

**WINE & SPIRITS:** CÔTES DE BLAYE, CÔTES DE FRANCS, CÔTES DE CASTILLON, PREMIÈRES CÔTES DE BORDEAUX ET CADILLAC, FRANCE BOISSONS, CANARD DUCHÊNE, CLIMADIFF, VINOSAFE, PART DES ANGES, KRUG, MARIE BRIZARD ...