

2021 GEM OF THE YEAR AWARDS



GEM Startup of the Year



Caroline Laubertie, GEM PGE 2009
Dabba Consigne

More than 2 million take-away meals are consumed every day in France, but less than 20% of their packaging is sorted into the right recycling bins.

Caroline and her soon-to-be business partner Marion became aware of the consequences of this statistic while sorting the packaging of a sushi order.

It was the year 2019, 10 years since Caroline graduated from GEM.

She started her career at Sodexo, then focused on project management at Scalian and Air Liquide.

After the «sushi» epiphany, she decided to quit her job. From there everything happened fast. The two women proposed a solution to replace disposable packaging with washable containers, and dabba consigne was born.

They were supported by IncubaGEM, Grenoble Ecole de Management's incubator.

The timing was perfect, breaking into a market that was just getting started, and customers were ready for it. During the 2021 edition of the Aviva Factory, supported by 10,652 votes (the maximum possible), they were awarded a prize of 60,000 euros.

Two services are already in place:

- For consumers: a simple and efficient service. The first time they pay a deposit of 5€. Subsequently, they can bring back the rinsed «dabba» to any of the partner restaurants.
- For restaurant owners: replacing the middleman, an outsourced service, with a professional and ecological washing station.

Today, dabba consigne is a team of 9 people, a network of 70 partner restaurants across 4 departments in the Rhône Alpes region, and already more than 30,000 disposable containers avoided.

The GEM Alumni network awards Caroline the 2021 GEM Startup of the Year Award.

GEM Athlete of the Year



Pierre Houin, GEM PGE 2021
Aviron

The Moselle River witnessed his very first strokes of the oar while he was still in elementary school.

The US Toul Rowing Club, where he practiced with his older brother, was just 300 meters from his doorstep. At 22 years old, he took home the Olympic Gold medal from Rio.

Pierre's track record is impressive, twelve-time French champion, two-time European champion, four-time world champion and Olympic champion!

Quickly spotted by the Pôle France in Nancy, Pierre pursued both his studies and his athletic career simultaneously.

A community of rowers preceded Pierre at GEM, but it was during a training course on the shores of Lake Bourget that he made the decision to join the Institut Sport et Management.

Gilles Cassagne and François Leccia made the trip to meet him, the discussions were sincere, and Pierre embraced the e-learning model that would allow him to study independently.

From his time in Grenoble, mainly during the mid-term exams, he remembers the warmth of the teaching staff and his high-level athlete peers.

If he had to choose to study at GEM again, Pierre says with enthusiasm that he would do it a thousand times over!

As soon as he graduated, he was recruited by the Comité Régional Olympique et Sportif du Grand Est. He is the Coordinator of the Regional Sports Committee and leads a mission to identify and prioritize needs in terms of sports-related investments.

His challenge: reduce inequalities, allow access to sports for all and maybe even to give a future champion the chance to discover and practice a sport.

We are proud to count him among our peers and happy to award him the 2021 GEM Athlete of the Year Award.

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GEM Entrepreneurs of the Year



Camilo Fernandez, Alejandro Franco & Juan Pablo Medina, GEM BIB 2016 Kaffe Bueno

The story of Kaffe Bueno began back in 2016 when Juan Medina, Alejandro Franco, and Camilo Fernandez, all three originally from Baranquilla, Colombia, came up with the idea while pursuing their BIB at GEM in London. They developed the initial business plan during their entrepreneurship module and moved to Denmark to develop their project.

Kaffe Bueno is an award-winning bioscience company using green chemistry and biotechnology to upcycle coffee by-products into health-promoting ingredients. For the last 5 years, Kaffe Bueno has been researching and developing processes to further break down coffee into its composing molecules. Their goal is to be the first company worldwide to utilize 100% of coffee bean's biomass.

Today, they sell globally to companies like Nivea and have also identified and filed for two patents for key applications within cosmetics and nutraceuticals.

In October 2021, the European Innovation Council awarded them a €2,5 million euros grant to build Europe's 1st Coffee Bio refinery. To date, the company has raised over 4 million euros.

Their circular economy business model perfectly demonstrates that our school's values, Technology, Management and Innovation, are tools that make extraordinary achievements possible.

For their innovative work in sustainability, we present them with the 2021 GEM Entrepreneur of the Year award.

GEM of the Year



Caroline Poissonnier, GEM PGE 2008 Baudelet Environnement

Caroline graduated from GEM in 2008. After 2 years of Human Resources experience and a thorough thought process, she chose to take over the management of the family company alongside her younger brother.

She manages the Baudelet Environment Group, which specializes in the collection, treatment and re-use of waste.

With a focus on technological innovation, this PME is a real ecosystem with more than 550 employees spread over 9 sites. It's hard to describe it in just a few words.

Its cornerstone is a 300-hectare Eco-Park that recovers nearly 1 million tons of material per year, including waste, debris, and scrap metal.

Materials that are recovered, reintroduced into industrial flows or transformed into finished products.

In January 2020, Caroline was invited to the Elysee Palace as part of the «500 regional champions». She is a member of the executive committee of the Medef leaders under 40, co-president of the regional branch of the Family Business Network, and nominated for the «Trophées Femme de l'Industrie» organized by Usine Nouvelle. In March 2021, she was ranked 51st on the national Choiseul 100 list of the most dynamic decision-makers under 40 in the French economy.

A woman of networks and commitments, we are very proud to count Caroline among the graduates of Grenoble Ecole de Management and to present her with the 2021 GEM of the Year Award.