DESCRIPTION DU PROJET

General Summary

Our idea is to adapt the modes of transport to the new habits of life in the occurrence of a heat wave in Paris. It is necessary to change the schedules of the trips to go to work, to the school or to the cultural activities or sports so that the displacements take place only if they are really necessary, and if necessary, with schedules where it makes them relatively fresh. It is important to work directly with companies, schools and other institutions to arrange new rhythms.

In addition, this problem is directly related to the style of clothing chosen by people since clothes play a big role in the sensation of heat and perspiration. We want to create innovative clothes that keep their freshness while following the relatively strict dress codes of the working world without using air conditioning, or as little as possible. An effort is to be made on the symbolic dimension of the costume for example, we want to sensitize companies to accept new practices going along with our line of innovating clothes, being inspired by the new technologies and the southern cultures.

Climate impact

Our innovative clothing line would continue to travel on foot, by bicycle or public transport despite the strong heat thanks to their technology of conservative freshness on the one hand and the adaptation of schedules on the other hand which would allow us to multiply the impact of our solution. In addition, for office or indoor use, wearing such clothing would drastically reduce the use of air conditioning and therefore energy. For outdoor jobs, our clothes would allow employees to work in better conditions and therefore be more productive in hot weather, going with the adaptation of schedules to work on “cool” periods.

In addition, our solution would reduce heat islands in the city by reducing travel, keeping only the necessary and promoting telecommuting and tele-learning solutions during heat waves. The new working hours of companies and institutions will have to be inspired by the habits adopted in tropical countries such as the nap during the hottest hours of the day.

Future plans

The different members have agreed that this project will remain in draft form. Indeed, it is based on a sociological and symbolic approach to clothing style and involves variables out of reach, too complicated to exploit (societal norms, dress codes in companies...). This subject was nevertheless very interesting to deal with.

Team members:

Lucas Josserand: ‘Pragmatist’; lawyer at the Ministry of Agriculture, responsible for legal aspects of the project, the adaptation of time slots and the determination of mandatory and non-compulsory trips to determine the exact needs of consumers.

Michaël Burrow: Engineer, but facilitator of innovation in the making, responsible for the technical aspects of the project such as the search for innovative materials to create the clothing line.

Eva Sahores: ‘Optimist’; Master in Environmental Sciences and Policies (Sciences Po Paris – Faculty of Sciences of the Sorbonne, Paris 6), in charge of clothing design and awareness campaigns and communication to businesses and consumers.