

Mathieu JAHNICH

Science and CSR Communications Expert

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PROFESSIONAL ACTIVITIES

June 2012 -
Present

Founder and CEO

Sircome (www.sircome.com)

Sircome is a strategic consulting firm specialising in marketing and communications. We advise organisations and help them to define their global or specific planning, to implement them and to measure their impact searching for a continual improving. We develop integrated solutions based on our unique approach “from research to action” which results in a strong ability to step back and analyse. We create extremely operational recommendations thanks to our high level team expertise.

Main references:

- **French Environmental Agency** (Ademe): study and strategic advice about communications towards businesses (2014-2015); study and strategic advice about social media (2014), study on green marketing (2012-2013), writing of contents related to waste (2015) and sustainable town planning (2012-2014).
- **European Economic and Social Committee** (EESC): study “Potential effects on consumers of the real lifetime of products display” (2015-2016).
- **DPDgroup**: co-definition of the CSR strategy and internal and external CSR communications strategy (2014-2015).
- **m2ocity**: study analysing the discourses of 50 French cities about Smart Cities projects (2013).
- **French research institutes**: digital communications strategy (IGN 2015, Irstea 2014); study to better understand the use of social media by science journalists (several institutes, 2013-2014); co-definition of the strategic communications plan (Onera, French Aerospace Lab, 2012).

Dec. 2008 –
June 2012

Deputy Head of Communications

CEA – Life Sciences Division

Planning, design and evaluation of internal and external strategies for communications and outreach. Manager of the Intra/Internet websites.

2008

Deputy Head of Communications

French Research Institute for the Exploitation of the Sea (Ifremer)

Planning and design of internal and external strategies for communications and outreach. Elaboration and implementation of communications strategies.

2006-2007

Science Communications Manager

French Ministry of Ecology and Sustainable Development
Directorate General of Economic Studies and Environmental Assessment
Division of Research and Foresight Studies

Editor-in-chief of the Environmental Research Letter.

Project management (web, editing, press relations...).

Participation to the setting up of the campaign ‘Every action counts, especially when it is echoed by 60 million people’ on biodiversity and global warming.

2003-2005 **Associate Researcher**
French National Center for Scientific Research (CNRS)
CELSA (School of Information and Communication Sciences)
The topic of environment in the French television news (Project funded by the French Environmental and Energy Management Agency – Ademe)
Safe Foods WP5 : Investigation of the institutional challenges and solutions to systemic risk management (Project funded by the European Union)
The place of new information and communication technologies (NICT) in the emergence, the appropriation and the debate about an environmental subject :
The case of pollution (Project funded by the French Ministry of Ecology and Ademe)

ADDITIONAL ACTIVITIES

Jan. 2005 - Present **Founder and director of the Sircome website (www.sircome.fr)**
Website dedicated to reflection on environmental communication
Assessment of international and French communication campaigns, advice to improve communication skills, news on current events, educational resources, etc.
More than 700 articles / France and worldwide / Companies, NGO, public actors...

2013-2016 **Part-time Assistant Professor**
University of East-Paris Marne-la-Vallée M.S. in Corporate communications
2007-2012 **University of Cergy Pontoise** M.S. in Environmental communications.
Lecturing. Student advising. Committee service.

Sept. 2009 - Present **Lecturer - Trainer**
M.S. in Communications
CELSA – University Paris-Sorbonne “Communication and Sustainable Development” (10 h) – Since 2009
Professional trainings
« How to communicate eco-innovations without greenwashing? » (participation to a one-day training co-conceived with Quantis, Paris, May 2013)
« How to communicate environmental responsibility » (U. Louvain-la-Neuve, Formation Management stratégique du carbone – 2 h – May 2014)
« Responsible and CSR communication » (French Ministry of Sustainable Development – 2 h – March 2013)

EDUCATION

Sept. 2003 **Doctorate in Education and Information Sciences and Technology**
Laboratory: “Sciences, Techniques, Education and Training” (STEF) – ENS Cachan
“Health Risks in the French Media. The Case of Automobile Air Pollution.”
The purpose was to better understand the role played by communication in making the population aware of air pollution and deciding to fight it.

June 2000 **Postgraduate degree in Education and Information Sciences and Techno.**
ENS de Cachan / Paris-Sud University

1996-99 **Masters Degree** and "Agrégation" in Mechanical engineering
ENS de Cachan (one of the French 'Grandes Écoles', prestigious public institution of research and higher education)

Language **French** (native), **English** (fluent)

LATESTS PUBLICATIONS AND PRESENTATIONS

► Publications

Jahnich, M. (2014), « Publicité et développement durable » In De La Renaudie, V., Ronsmans, M., (Eds), *Communication et développement durable : dire ce que l'on fait, faire ce que l'on dit*. Edipro.

Jahnich, M. (2013) *S'il vous plaît... dessine-moi le marketing responsable ! Une étude exploratoire sur l'intégration du développement durable dans les stratégies marketing des entreprises*. Rapport final à l'ADEME.

Jahnich, M. (2008). « Les médias et l'information sur le changement climatique et la contrainte énergétique », *Cahiers de l'aurif*, n°147, pp.220-224

Mays, C., Jahnich, M., Poumadère, M., (2007). « Food Safety Regulation in France ». In Dreyer, M., Wendler, F., (eds) *Food Safety Regulation in Europe*. Ius Commune Europaeum, vol.62., pp.217-286.

De Cheveigné, S., Jahnich, M., Fouassier, V., Chervin, J., (2006). *L'environnement dans le journal télévisé : la construction médiatique et sa perception*. Rapport final à l'ADEME, 104 p.

► Oral presentations

Jahnich, M. (2016), « L'observatoire de l'usage des réseaux sociaux par les organismes de recherche », journée d'étude organisé par le Service Commun de la Documentation de l'Université de Limoges et l'Urfist de Bordeaux, Limoges, 4 février 2016

Jahnich, M., Martin, V. (2014). « Dissecting a 360-Degree Map of Holistic Marketing : Evolution and Practical Applications », Sustainable Brands London, 3-5 november

Jahnich, M. (2013). « How to communicate social and environmental responsibility: risks and best practices of the private sector », Swiss LCA Discussion Forum, Lausanne, 2013 June 25th.

Jahnich, M. (2013). « Restitution des résultats de l'étude exploratoire : le rôle des médias dans la sensibilisation du public au développement durable », Journée d'étude « Médias, RSE et développement durable ». CELSA, Paris, 3 avril 2013

Jahnich, M. (2013). « Les organismes de recherche face aux réseaux sociaux ». Journée du Groupe d'études et de recherches sur les communications organisationnelles de la Société française des sciences de l'information et de la communication. Paris, 8 février 2013.

Jahnich, M. (2013). « Comment communiquer sur la transition et mobiliser les citoyens vers une société post-carbone ? », Premier congrès interdisciplinaire sur le développement durable. Namur, Belgique, 31 janvier et 1er février 2013.

Jahnich, M. (2012). « La bataille marketing des eaux en bouteille et de l'eau du robinet. », Colloque de promotion de la santé et du développement durable sur le thème de l'eau. Delémont, Suisse, 22 novembre 2012.

Mathieu, Y., Jahnich, M., Ferrando y Puig, J. (2012) « Nantes' "Climate Workshop": 150 Households Invited To Improve The Local Climate Change Strategy », Planet Under Pressure Internal Conference, Communicating Climate Change Session, London, 28 march 2012.

► Opinion Columns / Analyses

Le Parisien, « Sensibiliser son équipe aux bons gestes » (12/2015)

Têtes de com, Radio Campus Paris, « Écologie : communique toujours tu m'intéresses » (12/2015)

Sustainable Brands

- Countdown to COP21: How Can Companies Most Wisely Communicate About Climate Change? (October 2015)
- 'The 2 Cows' Letting Customers Know Exactly What They're Eating (March 2014)
- 2014's Top 4 Trends in CSR Communication (February 2014)
- Les Bêtises et Les Vaches: Two French Brands Use Humor To Engage Consumers in Sustainability (April 2013)

L'Express, club « Du business et du sens »

- « Entreprises engagées : communiquer n'est pas seulement risqué » (avril 2013)
- « Le greenwashing n'est plus ce qu'il était » (mars 2013)