**Beat: Business**

# CONFERENCE: FROM DIGITAL To RESPONSIBLE COMMITMENT

**PIERRE LOUETTE CEO LES ECHOS-LE PARISIEN**

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**USPA NEWS -** Providers investing significant resources and effort into providing safe and trustworthy Digital Services face difficulties credibly signalling those efforts to Customers. Why should one Service be considered by Customers and Regulators as more trustworthy than another? Where do the Ethical Boundaries of Digitalization lie? And what are the Digital Responsibilities of Companies?

Providers investing significant resources and effort into providing safe and trustworthy Digital Services face difficulties credibly signalling those efforts to Customers. Why should one Service be considered by Customers and Regulators as more trustworthy than another? Where do the Ethical Boundaries of Digitalization lie? And what are the Digital Responsibilities of Companies?

Digitalization is leading to profound changes in our Private and Work Lives. New Technologies are pervasive and create Opportunities for New Business Models and Lifestyles. Recently, the Term “Corporate Digital Responsibility” has been coined to summarize the Emerging Responsibilities of Corporations relating to their Digitalization-Related Impacts, Risks, Challenges, and Opportunities.

Over the last Decade or so, many Newspapers have slowly reduced Print Publishing. The decision to Scale Back on Print is often driven by the need to Cut Costs for immediate Financial Survival. A better approach is to make Planned, Proactive Decisions about downscaling Print that enable a long-term Digital Future.

News Websites are the Waves of Future Journalism, and Readers are increasingly surfing these Waves. When it comes to getting their News, more People would rather read it Online than in a Newspaper. In a Newspaper, Articles are written in long chunks of grey text. This means Readers often have to wade through a lot of Material that they care little or nothing about to get to the Information they need. However, Online Medium features Shorter Articles with Colorful Pictures which make it easy for Online Readers to scan for the Information they need. Users don’t have to spend a lot of time flipping through Pages to get to what they want. News Stories often include Summaries and are sorted by category. To see more of a Story, all you need t do is to click a Button.

Also, Online Readers don’t have to worry about missing a News Item that’s important as they can often subscribe to have Articles on any given topic delivered daily by email. With Online News, the Resident can easily be more involved in Events that are happening in their Community. Since the costs of Online Desktop publishing are relatively low in consideration to those of Print, many News Media today operate solely Online, without Paper Publication. As it is evident, there are plenty of benefits to Online News. Not only it is easier to read and you can select and subscribe to the Topics you are interested in, but you can also read at your convenience.

For Companies to assert that Paperless is better for the Environment, Research is needed to back these claims, but there isn't much Literature available comparing Paper and E-Media. One of the main reasons for this is that the two Commodities are so different, and one has been around for far longer than the other. Paper comes in a Variety of Forms from many different Manufacturers, so there will likely be a number of Impacts, not just one that can be generally applied. More Research is needed regarding the Footprint of Electronics, which means there is no "Average Environmental Footprint" for E-Media either.

And now, "Money is so tight with Organizations and Costs are such a critical part of the Puzzle, we don't know of anyone who is investing Money just to be Green. Meantime, Consumers seem to be on to Companies' true motives. Which is Greener, Paper Books or Ebooks, Paper Magazines and Newspapers or their Digital Counterparts? Are your reading Habits harming the Planet?

Main Issues:
* Deforestation - Making paper requires trees, hundreds of millions of trees.
* E-Waste - At the end of their useful life, desktop computers, notebooks, tablets, e-readers, and smartphones contain both valuable materials that can be recycled and toxic materials that require special handling.
* Greening Your Reading Habits - Stop Subscribing, Go Digital, Sharing, Smart Shopping, Visit the Library

On February 3rd, 2022 @ August Debouzy Headquarters in Paris, was held a Conference "From Digital To Responsible Commitment:

what does the New Media Revolution look like?" with Pierre LOUETTE, CEO Les Echos - Le Parisien (French Holding Company active in the Field of Media and Advertising).

Auguste-Debouzy French Law Firm:
* Practice Areas - Corporate - M&A, Private Equity, Restructuring operations, Financing, Real Estate and Construction, Tax Law, IT and Data, Patent, Intellectual property, media & art.
* Know-How - Competition and Distribution Law, Commercial and international agreements, Employment law and social security law, Dispute Resolution, Public Law and Public Procurement Law, Environmental law, European law, Wealth and asset management .

* Photo Cover (R):
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Source: Auguste-Debouzy Conference @ Headquarters in Paris with Pierre LOUETTE, CEO Les Echos - Le Parisien (on February 3, 2022).

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