

Press Release  
Paris, September 24th 2020

## Publication of the AmCham White Paper on the Future of Work : "Future of Work: Let's Work for a Positive Impact!"

[Download our white paper here.](#)

**AmCham publishes its white paper on the future of work, confident that it is intrinsically linked to the development of a sustainable economy. This report presents 12 concrete and precise recommendations to give companies the keys to a transformation that will respond to the societal and environmental challenges of our time.**

Which concrete commitments should be made by each company to design the future of work on its own scale, in terms of organization, means of production, market positioning, team management, choice of tools and working methods, choice of investments, etc.?

AmCham France, working alongside ING France and Capgemini Invent, and in collaboration with ESSEC Business School, brings together a dozen of its member companies to formulate twelve ambitious and concrete recommendations in a white paper. Through a pragmatic approach, in the form of a "toolbox" for managers, supported by concrete examples and inspiring testimonies, the recommendations of this white paper are based on 3 main stances:

- 1. It's up to the company to give meaning to work** at the risk of being overlooked by tomorrow's talents. To give meaning to work, it must define its positive social and environmental impact, rethink the measurement of employee performance, bring forth responsible leaders and inspire action daily.
- 2. The implementation of new working methods must be accelerated to gain positive impact and sustainable performance.** The company, with the support of the State and educational institutions, must provide training in the professions of a sustainable economy, put agility at the service of meaning, and democratize the gift of skills. It also needs to rethink the organization of its facilities in an era of widespread teleworking, particularly to encourage links between teams.
- 3. To build tomorrow's world, today's innovation must be responsible.** Companies must engage with the circular economy, create responsible ecosystems and alliances with other companies, make diversity a lever for innovation and rethink its social pact.

*Bijan Eghbal, Partner DLA Piper, President AmCham France: "While thinking about the 'future of work' usually focuses on the question of how we will work tomorrow, with which tools and technologies, we are convinced of the importance of asking ourselves what we will be working for tomorrow, which meaning our companies will want to give to work and their missions,"* said Bijan Eghbal, President of AmCham, on the occasion of the presentation of the report.

*Karien Van Gennip, CEO at ING France: "Companies are not alone in being able to move the lines to achieve the 17 UN Sustainable Development Goals (SDOs) by 2030, but they are essential. For example,*



*68% of millennials think that companies must do more on environmental and social issues<sup>1</sup>. It's up to us, as leaders, to get involved and to push our companies to commit to more positive impact,"* said Karien Van Gennip, CEO at ING in France, who co-chaired AmCham's work to produce this white paper.

*Julien Assouline Associate Director at Capgemini Invent in charge of Financial Services: "For a company, establishing its economic, social, societal and environmental role is complex and often requires profound transformation. But we are convinced that taking up this challenge is essential to build tomorrow's world and also to participate in building the 'future of work'",* said Julien Assouline, Associate Director at Capgemini Invent in charge of Financial Services, who co-chaired the AmCham's work to produce this white paper.

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#### **About AmCham France:**

AmCham represents companies committed to the transatlantic relationship. Founded in 1894 to promote economic exchanges between France and the United States, AmCham now brings together 250 French, American and European companies of all sizes and from all sectors of the economy. Independent of any government, AmCham helps bring new ideas to the public debate, especially to strengthen France's attractiveness.

In this perspective, AmCham includes numerous working groups that develop recommendations in the form of white papers and policy papers. As a platform for high-level meetings, AmCham regularly brings together business leaders, political leaders, and academic leaders. These meetings give rise to in-depth debates and exchanges on economic, social, and geopolitical issues relating to the evolution of the transatlantic relationship. AmCham is committed to societal issues that are at the heart of its members' activities. Thus, AmCham conducts various projects around diversity, inclusion but also innovation.

#### **Press Contact:**

**Louise Moulié,**

**Public Affairs and Government Relations Specialist, AmCham France**

**Email: [louise.moulie@amchamfrance.org](mailto:louise.moulie@amchamfrance.org)**

**Tel : +33 (0)6-31-62-75-95**

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<sup>1</sup> Deloitte, The Millennial Survey, 2019