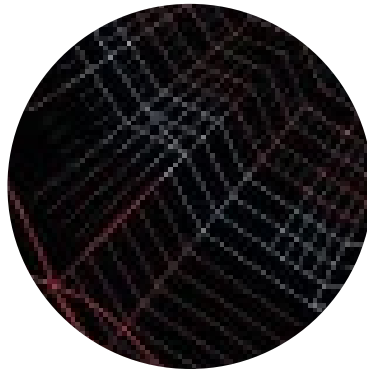




EXP.201904P001

HABILE STUDIO

PORTFOLIO



HABILE STUDIO

BRUSSELS · PARIS

eu.projects@habilestudio.com

WHO WE ARE

HABILE STUDIO



habile

Habile is a research laboratory
experimenting on creation, graphic design
and new technologies.

It is based in Paris and Brussels.

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EURACTIV

REBRANDING

2017. Euractiv is the reference media on EU policy, with a total of 2.4 million page views per month across Europe. This rebranding included the creation of the new logo, visual guidelines, main platform styling, newsletters design, as well as the complete revamping of the marketing material, and new offices signage.



REFERENCES

EURACTIV

REBRANDING

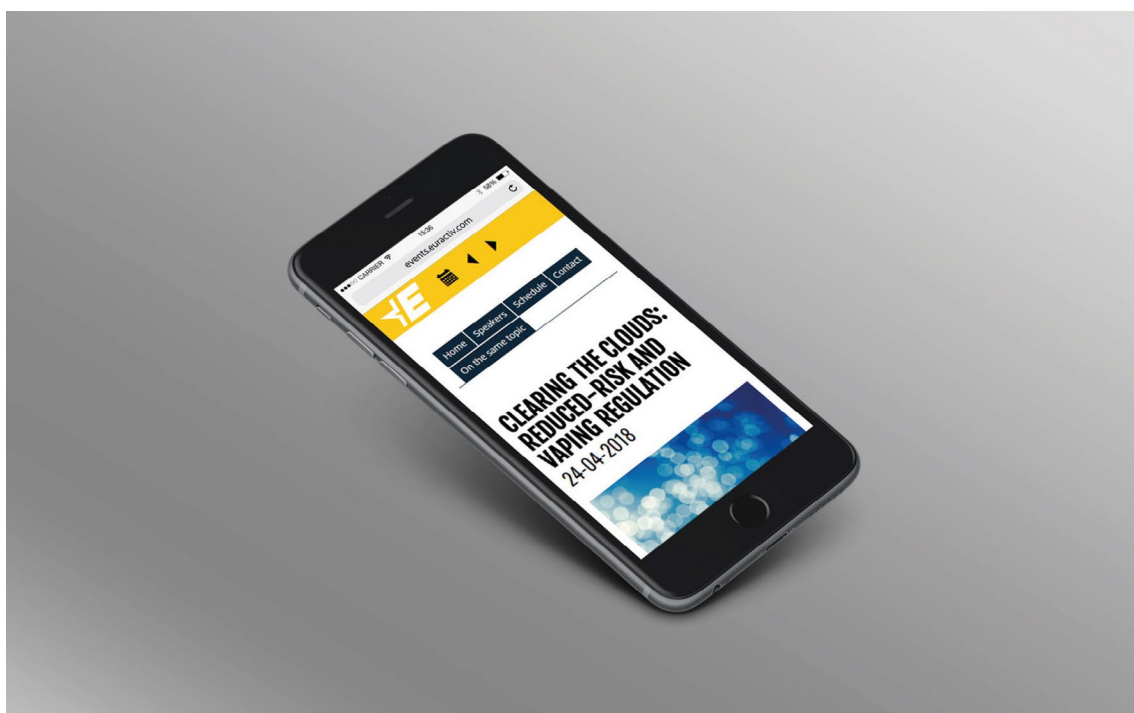
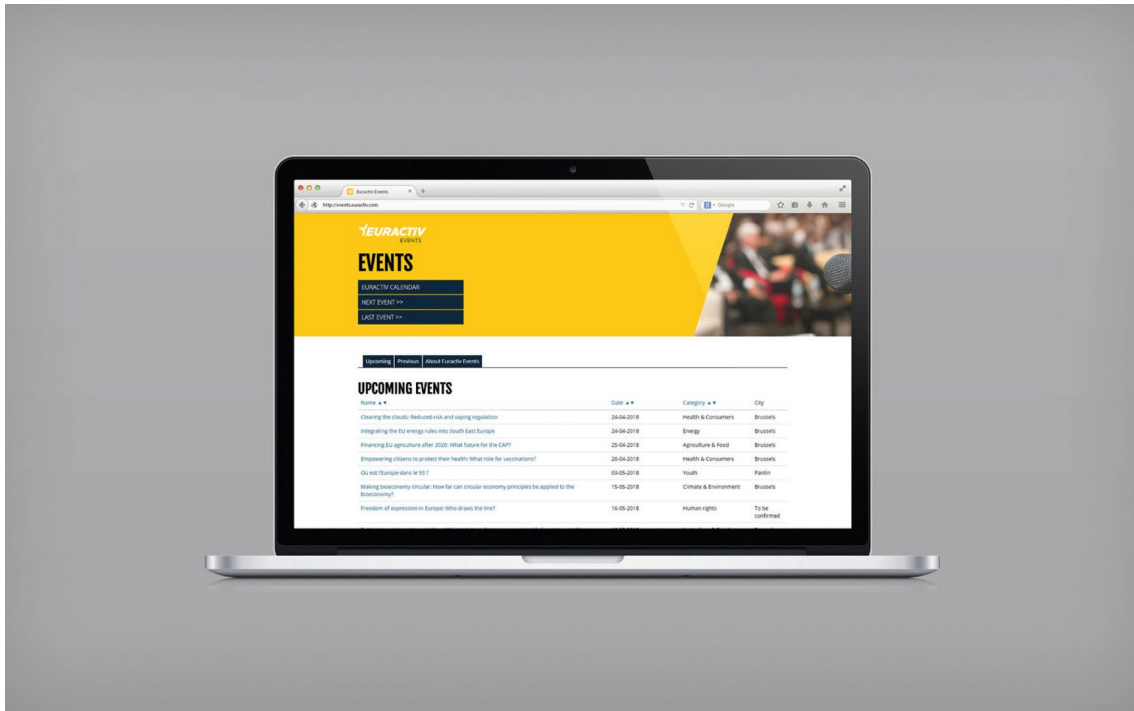


EURACTIV

EVENTS WEBSITE

2017. Creation of all marketing material and scenography of Euractiv's rebranding events. Creation from A to Z of the website dedicated to events and conferences around EU policies. Euractiv is a European reference media in terms of EU policy making.

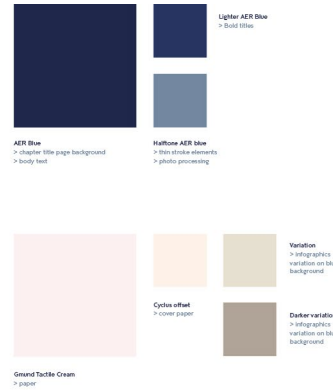
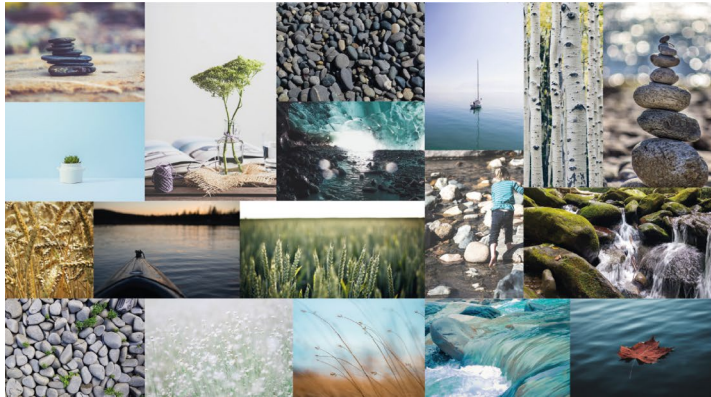
<https://events.euractiv.com/>



ASSEMBLY OF EUROPEAN REGIONS

ACTIVITY REPORT 2017-18

2018. More about the project:
<https://bit.ly/2t72GBd>



ASSEMBLY OF EUROPEAN REGIONS

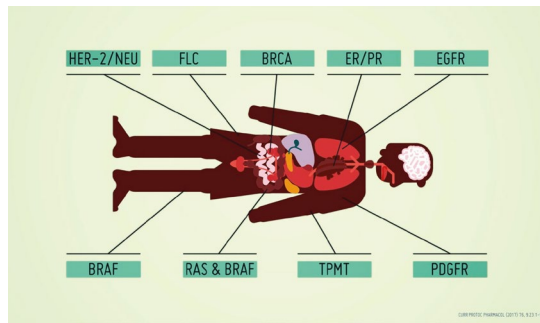
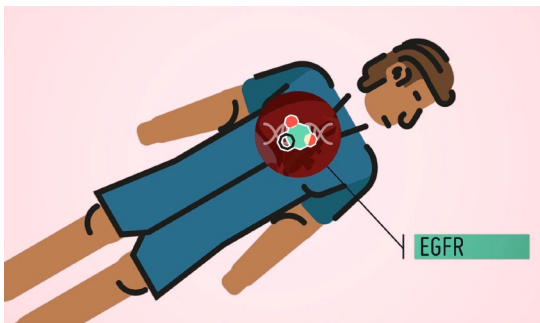
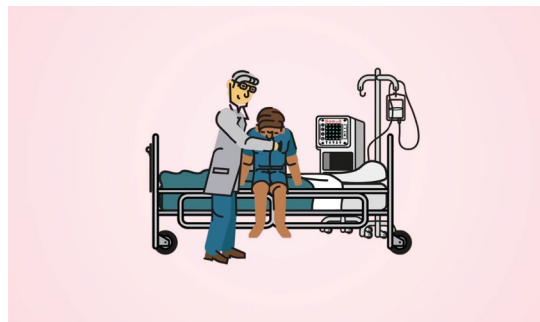
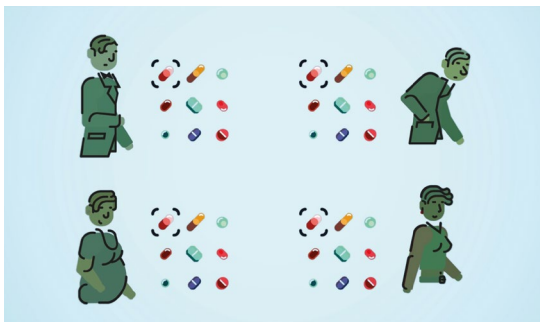
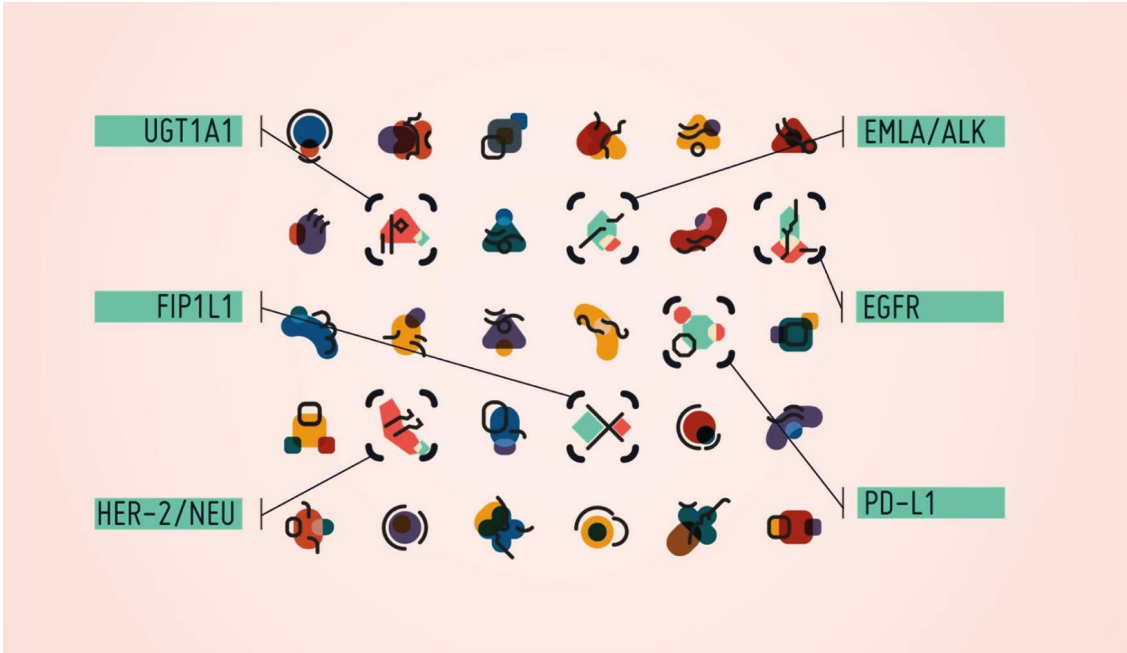
ACTIVITY REPORT 2017-18



EUROPEAN CANCER PATIENT COALITION

BIOMARKERS ANIMATED INFOGRAPHICS

2018. Watch the video:
<https://vimeo.com/254678230>



DHL

AUTOMOTIVE TREND PAPERS

2017. Art direction and layout of DHL's Trend Papers, which focuses on new technologies and their impact on logistics and the automotive sector. Based on DHL's strong colours and fonts, the design emphasises simple clear-cut geometric shapes that convey the idea of technicity with an avant-garde touch.



AVRIL
BROCHURE

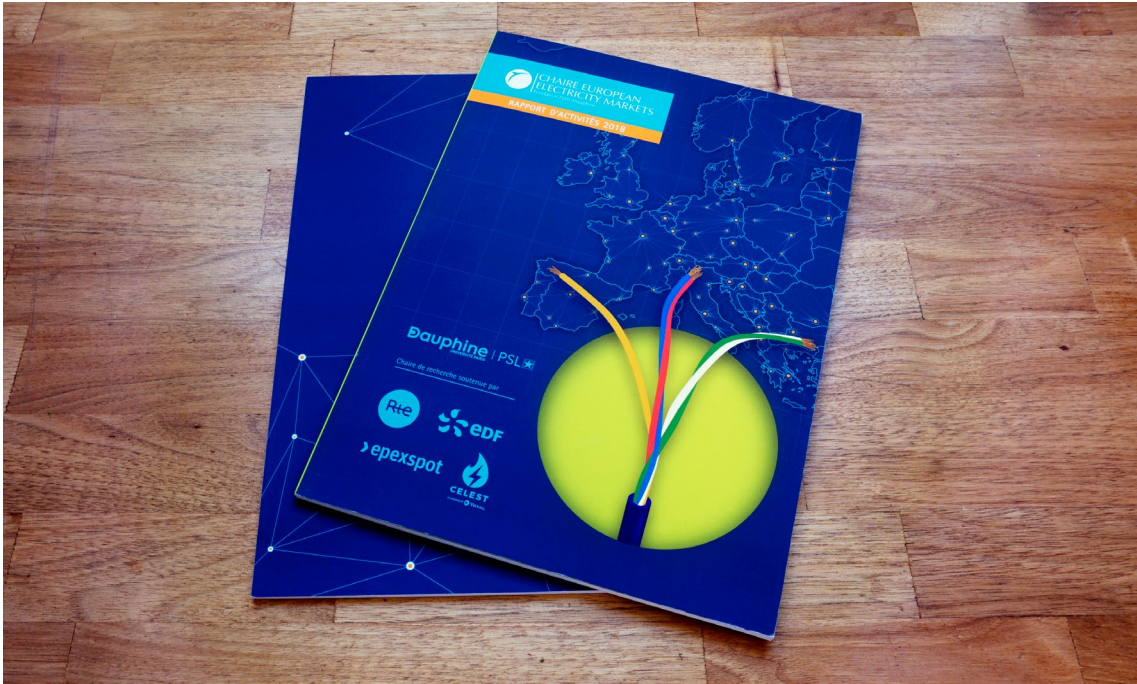
2018. Art direction and layout of the Code of Ethics and Good Practices of Avril Group. Following Avril's visual guidelines and their database of logotypes and pictures.



CEEM

ACTIVITY REPORT 2018-19

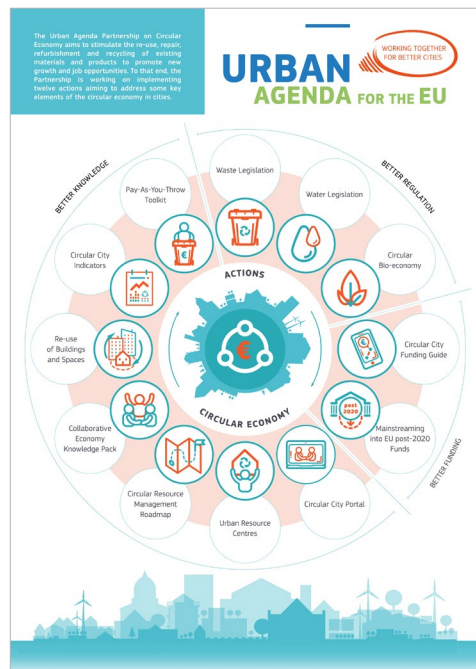
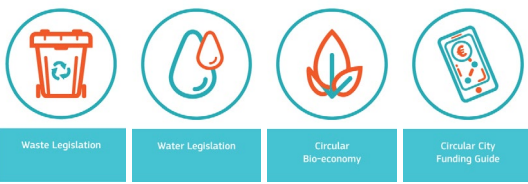
2019. More about the project:
<https://bit.ly/2JyeA16>



URBAN AGENDA EU

ICONS, ILLUSTRATION & INFOGRAPHIC

2019. Twelve icons for an infographic on Circular Bioeconomy: Regulatory Obstacles and Drivers for Urban Agenda Paln for the EU Action Plan



URBAN AGENDA EU

ICONS, ILLUSTRATION & INFOGRAPHIC

URBAN RESOURCE CENTRES

ENVIRONMENTAL FUNCTIONS

- WASTE PREVENTION
- WASTE MANAGEMENT
- 2ND RAW MATERIALS

ECONOMICAL FUNCTIONS

- INCUBATOR
- CO-CREATION
- TRANSFORMING INDUSTRIAL SECTOR

SOCIAL FUNCTIONS

- JOB CREATION
- ENGAGING COMMUNITY
- QUALITY OF LIFE

WHAT IS AN URBAN RESOURCE CENTRE?

Urban Resource Centres are physical centres that promote the circular economy at local level. These centres can be designated multi-functional places where the waste hierarchy is correctly implemented, emphasizing the social, economic and environmental functions of the circular economy. Urban Resource Centres bring together a wide community of stakeholders, promoting circular consumption, waste prevention, re-use and circular resource management in cities today.

URBAN AGENDA FOR THE EU

DEVELOPING A LOCAL CIRCULAR ECONOMY

URBAN RESOURCE CENTRES

ENVIRONMENTAL FUNCTIONS

- WASTE PREVENTION
- WASTE MANAGEMENT
- 2ND RAW MATERIALS

ECONOMICAL FUNCTIONS

- INCUBATOR
- CO-CREATION
- TRANSFORMING INDUSTRIAL SECTOR

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- JOB CREATION
- ENGAGING COMMUNITY
- QUALITY OF LIFE

SETTING UP A URBAN RESOURCE CENTER → PAGE 2

SETTING UP A URBAN RESOURCE CENTER

HOW CAN CITIES DEVELOP THE CONCEPT? WHAT ARE THE BARRIERS & SUCCESS FACTORS?

BARRIERS

- Access to space
- Finding a suitable business model
- Communication of the services
- Legislative obstacles
- Tackling the low quality of waste
- Finding effective indicators and reporting systems

SUCCESS FACTORS

- Wide variety of Stakeholder
- Co-location
- Use of new Technology
- Promote testing and experimentation
- Political support
- Strong link to the social economy

5 STEPS FORWARD

Space

A possible solution to the challenges with access to space is for centres to develop more temporary set-ups.

Knowledge

Providing more knowledge on approaches to Urban Resource Centres through training and exchanges.

Funding

Identifying better financing models for public, private, and public-private centres is important. Looking into how to make it easier for local waste management authorities to have the waste fee also cover waste reduction measures could solve some financial limitations.

Communication

Sharing of knowledge and examples of effective and illustrative ways to communicate the benefits of waste prevention, re-use and repair to citizens, which in turn reaches a broader segment of citizens.

Waste quality

An increased focus on eco-design of goods (easier to repair, remanufacture, re-use) is crucial in maintaining a stable re-use market with a steady supply of re-usable quality goods.

Social focus

Urban Resource Centres can help stimulate employment and entrepreneurship, promote training for youth and unemployed adult but also represents a source of income and value creation.

Read the full report at: <https://ec.europa.eu/circular-economy/urban-resource-centre>

2018-2019. Infographics for Japan Tobacco International about Eu affairs office, branding ban, e-cigarettes and tobacco regulations.

What is branding ban?

A branding ban, also known as plain packaging, means trademarks, logos, non-prescribed colors and graphics would be removed and only the use of a brand name would be permitted in a standard font size.

Why we oppose it?

- There is no reliable evidence put forward in favor of a branding ban;
- Data from countries with a branding ban in place shows that it has failed to achieve any health benefits;
- It is disproportionate and unnecessary;
- It has widespread negative consequences.

Why are brands important?

Branded packaging of tobacco products, like any other packaging of fast moving consumer goods, is necessary to identify and differentiate brands quickly and maximize consumer's options. Branding also assigns responsibility for the product to a particular manufacturer, so a credible brand signals a certain level of quality and performance.

Plain packaging reduces ability to distinguish products, regardless of their packaging and health benefits. Government cannot or should not regulate packaging of tobacco products as it is not their responsibility. It is the responsibility of the manufacturer to ensure their products are clearly identifiable and distinguishable from others. Plain packaging is a form of government intervention that is not only unnecessary but also harmful to consumers. It is a form of government intervention that is not only unnecessary but also harmful to consumers. It is a form of government intervention that is not only unnecessary but also harmful to consumers.

Plain packaging is a form of government intervention that is not only unnecessary but also harmful to consumers. It is a form of government intervention that is not only unnecessary but also harmful to consumers. It is a form of government intervention that is not only unnecessary but also harmful to consumers.

Tobacco Products Directive A Briefing

According to the European Commission, the Tobacco Products Directive (TPD2) aims to improve the functioning of the internal market for tobacco and related products, while ensuring a high level of health protection for European citizens. The regulations are comprehensive and cover many aspects of the manufacture, marketing and distribution of our products.

TPD2 – What it is all about

What do the regulations cover?

| | |
|------------------------|--|
| Minimum pack sizes | 20 cigarettes 10 e-cigarettes |
| Larger health warnings | Health warnings to cover 95% of the front and back of packs, 65% for e-cigs |
| Pack shape and design | Restrictions on pack formats, a ban on certain formats including soft and pore |
| Ingredients | Ban on characterizing flavour (previously applied to CIGs) for cigarettes and PVC, significantly increased reporting obligations on ingredients |
| Track and trace | Measures to track and trace products from manufacturer to retailer, aimed at combating illegal trade (only for CIGs and e-cigarettes and PVC, 2019 for other tobacco products) |
| E-cigarettes | Regulators on product design and construction on e-cigarettes |

TPD2 Timeline

- 14 March 2014: Directive adopted
- 18 May 2014: Directive enters into force
- 20 May 2017: Final date for implementation of TPD2
- 20 May 2018: Final date for implementation of TPD2
- 20 May 2019: Final date for implementation of TPD2
- 20 May 2021: Final date for implementation of TPD2

Who Raised Objections to TPD2

EU Member States

18 Member States: Bulgaria, Czech Republic (Member of Deputies), Denmark, Germany, Italy, Poland, Romania (Member of Deputies) and Sweden raised objections based on the principle of subsidiarity.

Business, Retail and Anti-counterfeit Groups

161 Chamber of Commerce
Business Association for Counterfeiting and Piracy (BACAP), an initiative of the International Chamber of Commerce (ICC)
14 National Federation of Retail Businesses (NFRB)
La Confédération Européenne des Détaillants en Tabac (CEDT)

Unions

European Federation of Fruit Growers and Turfmen Trade Unions (EFFAT)

The Commission proposal for this Directive was subjected following a public consultation, which generated 85,000 responses. The majority of respondents opposed the key measures featured in the proposal. JTI also participated in the consultation. Our submission can be found on JTI website under the "Our Business Policy Regulatory Submissions" menu. For further information, please visit www.jti.com.

*Final updates: Patent, submitted by Promega, questioned the validity of TPD2 at the European Court of Justice.

Does branding ban work?

Claims have been made about the positive impacts of the branding ban on smoking rates in Australia, the first country that introduced the measure.

The real evidence emerging from Australia reveals that the branding ban has done nothing to accelerate the existing decline in smoking rates, or has had any positive behavioural impact at all: smokers actually continue buying cigarettes in unbranded packs with "drab" colors and "more noticeable" graphic health warnings.

While the Australian experience remains the key indicator of the effects of the branding ban, the data emerging from the first steps of the implementation of the measure in the UK and France is pointing in the same direction.

"We know that [plain packaging] doesn't lead smokers to stop smoking... Unfortunately... official cigarette sales have increased in France: plain packaging therefore did not contribute to reducing official tobacco sales".

Agnes Bazyn
French Health Minister, November, 2017

Alternatives

Policies that limit minors' ability to obtain tobacco products, regardless of their packaging, are likely to have the greatest impact on underage smoking.

Measures directed at adult smoking behavior need to be targeted at the adult decision making process, taking due account of the analysis that they employ when making decisions about risk.

There are alternative measures that can generate health benefits with no negative consequences for legitimate businesses, policy makers and society. Appropriate regulation of e-cigarettes – as less harmful alternatives to combustible cigarettes – could be one of them.

- See at www.european-council.europa.eu/media/eap/pdfs/2017/02/08/15432735.pdf
- Professor Laurence Steinberg's report "Adolescent Decision Making: Brain and Behavior". August 2016, commissioned by JTI. Available at www.adolescentdecisionmaking.org/adolescentdecisionmakingreport.pdf
- Professor Alan Davis and Susan Henley report "Report to Adult Consumer Services and Decision Making of Cigarette Company", December 2015, commissioned by JTI. Available at www.smokers.org.uk/about-us/our-reports/alan-davis-report
- Recent academic reports have indicated from the data available that the use of a cigarette is likely to be significantly less harmful to health than combustible cigarettes. See the Public Health England report at www.gov.uk/government/uploads/attachment_data/file/560858/health-tobacco-products-evidence-review-revision-06-15.pdf, the Royal College of Physicians report at www.rcopd.ac.uk/wp-content/uploads/2015/04/Healthcare-Professionals-Report-2015-16.pdf and the report from the Institute of Medicine at www.nationalacademies.org/handbook/summary/2010/06/2010-06-22/2010-06-22-01.html.

Our team at a glance

JTI – Japan Tobacco International
A leading tobacco manufacturer and an integral part of the European business landscape.

Our presence in Europe began in 1951, when JTI started its operations in Italy. Over the years, we have expanded our presence across Europe, with our headquarters in London, UK. Our European operations are spread across 12 countries, with our products being sold in more than 40 countries. Our European operations are spread across 12 countries, with our products being sold in more than 40 countries.

JTI in the EU

Our goal is clear: to be the most successful and responsible tobacco company in the world.

Our priorities

Reduced Risk Products
TPD2 is a key priority for JTI. We are committed to ensuring that our products meet the highest standards of quality and safety. We are committed to ensuring that our products meet the highest standards of quality and safety.

Anti-counterfeit
TPD2 is a key priority for JTI. We are committed to ensuring that our products meet the highest standards of quality and safety. We are committed to ensuring that our products meet the highest standards of quality and safety.

Industry Initiatives
TPD2 is a key priority for JTI. We are committed to ensuring that our products meet the highest standards of quality and safety. We are committed to ensuring that our products meet the highest standards of quality and safety.

For further information, please visit www.jti.com and www.jti.com/eu.

Our priorities are:

- Operates about the risks of smoking
- Transparency about our products
- Commitment to the development of reduced risk products
- Health monitoring programme
- Relationships between industry and non-industry
- Benefits for local business and citizens

Contact Us: www.jti.com | EU Affairs Office | 101 rue de la Liberté | 101 rue de la Liberté | 101 rue de la Liberté

Vaping & Harm Reduction A brief introduction

E-cigarettes and tobacco vapor products have long been an established part of the tobacco industry. However, in recent years, there has been a growing interest in alternative products that offer a reduced risk of harm. This has led to the development of reduced risk products that offer a reduced risk of harm. This has led to the development of reduced risk products that offer a reduced risk of harm.

Consumer's current choice

The more complex regulatory regime on the introduction of vapor from a vaporizing device, today, there are two main options:

Electronic Cigarettes

At the moment, there are two main options for consumers: e-cigarettes and tobacco vapor products. E-cigarettes are a reduced risk product, while tobacco vapor products are a reduced risk product.

Tobacco Vapor Products

Tobacco vapor products, while being a reduced risk product, are still a reduced risk product. They are a reduced risk product, while being a reduced risk product.

How do e-cigarettes work?

E-cigarettes work by heating a liquid to create a vapor that is inhaled. This vapor contains nicotine and other chemicals that are found in tobacco. This vapor contains nicotine and other chemicals that are found in tobacco.

How do tobacco vapor products work?

Tobacco vapor products work by heating tobacco to create a vapor that is inhaled. This vapor contains nicotine and other chemicals that are found in tobacco. This vapor contains nicotine and other chemicals that are found in tobacco.

What is Tobacco Harm Reduction Reduced-Risk Products

Tobacco harm reduction is a policy strategy for reducing the harm to health caused by tobacco use. It is a policy strategy for reducing the harm to health caused by tobacco use. It is a policy strategy for reducing the harm to health caused by tobacco use.

Harm reduction concept

As with any other harm reduction initiative, such as traffic lights, it is necessary to consider not only the potential for harm reduction, but also the risk of unintended consequences. This is why it is essential to consider not only the potential for harm reduction, but also the risk of unintended consequences.

Scientific consensus

There is a growing body of scientific evidence supporting the idea of harm reduction. This evidence shows that reduced risk products can significantly reduce the harm to health caused by tobacco use. This evidence shows that reduced risk products can significantly reduce the harm to health caused by tobacco use.

Taking these products patients for harm reduction initiatives, we believe this strategy should not be regarded as a conventional tobacco product. It should be regarded as a harm reduction initiative, with a focus on reducing the harm to health caused by tobacco use. It should be regarded as a harm reduction initiative, with a focus on reducing the harm to health caused by tobacco use.

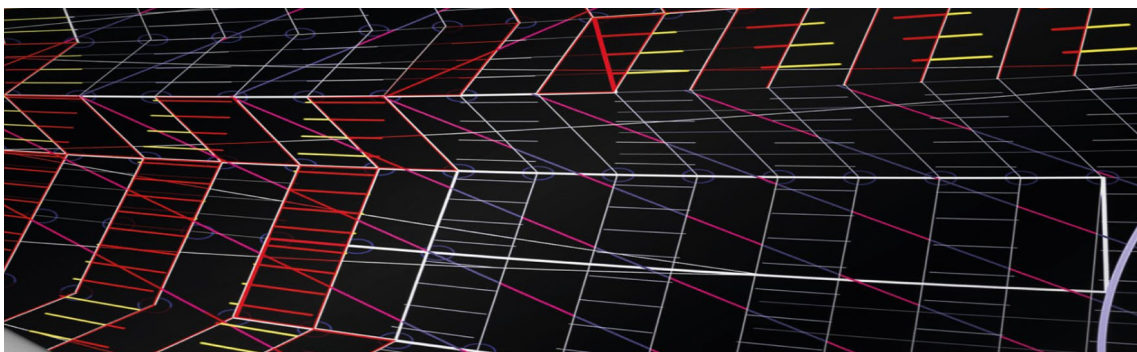
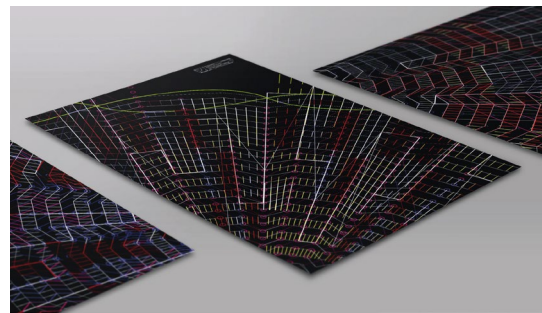
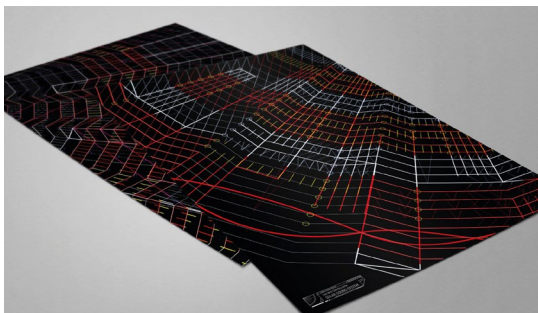
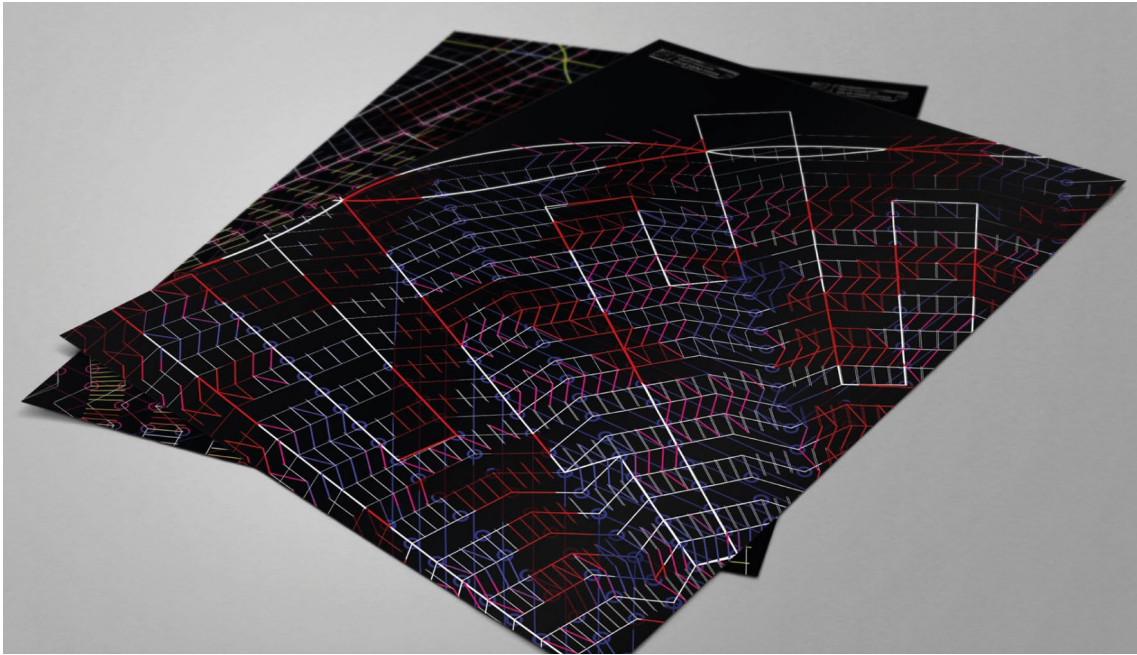
JTI is committed to making a substantive and measurable contribution to the reduction of tobacco-related health and social problems, including the development of such products.

REFERENCES

SOLAR SOUND SYSTEM

POSTERS AND MUSIC VIDEO

2018. Watch the video:
<https://vimeo.com/255369122>



MJC JACQUES TATI

VISUAL IDENTITY

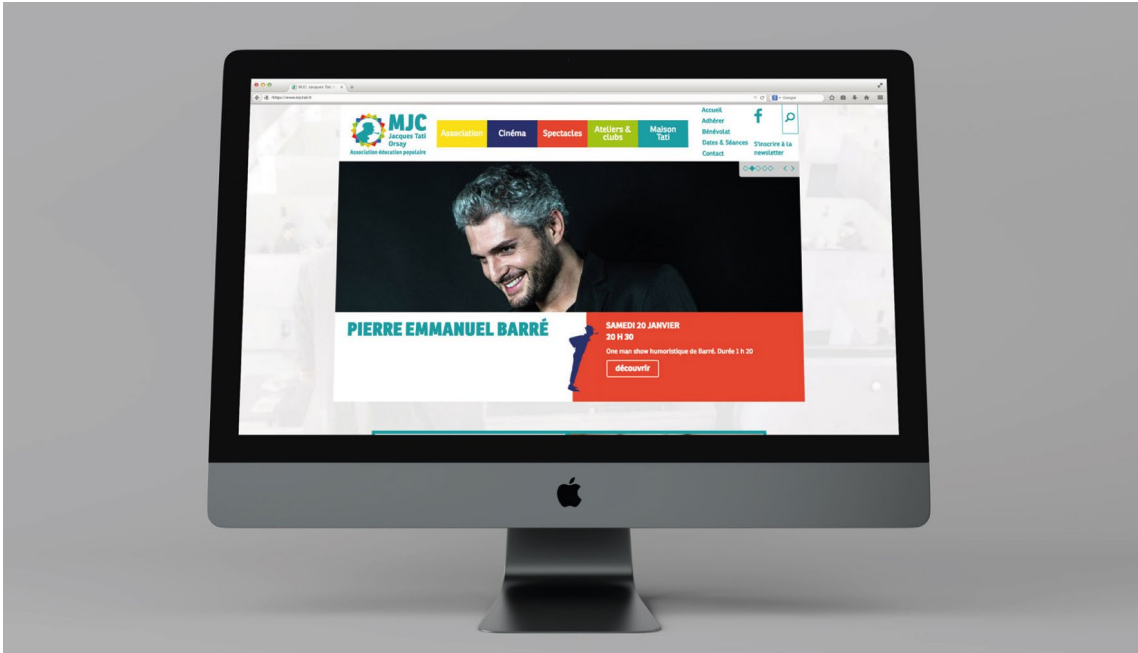
2011-2017. Visual identity of Orsay's cultural center.



MJC JACQUES TATI

VISUAL IDENTITY

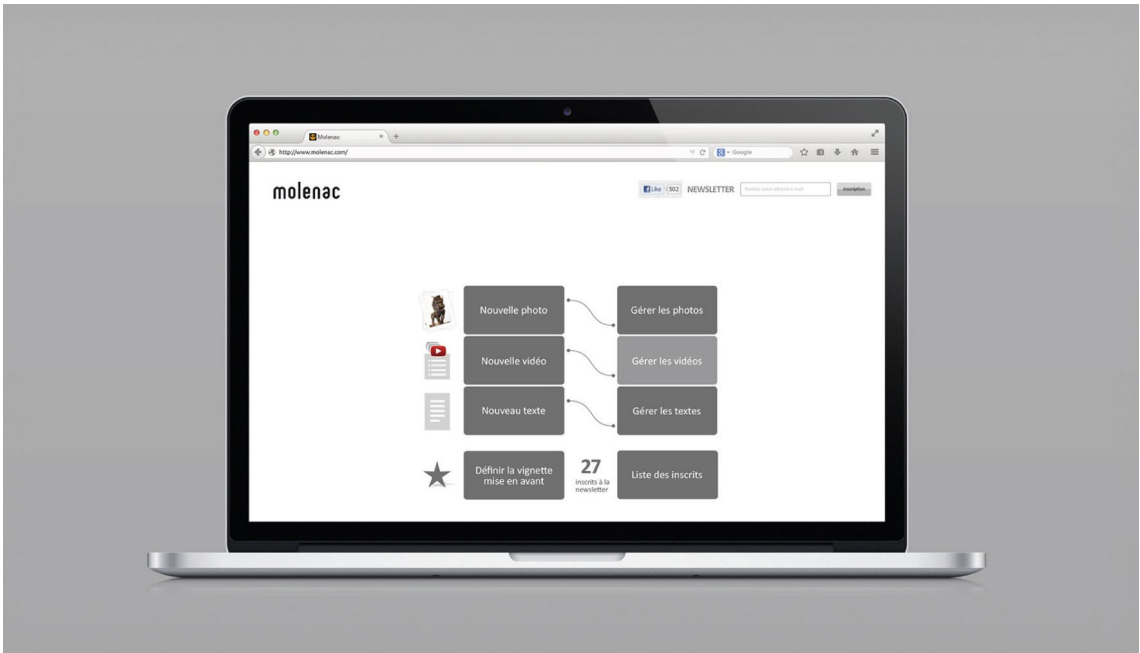
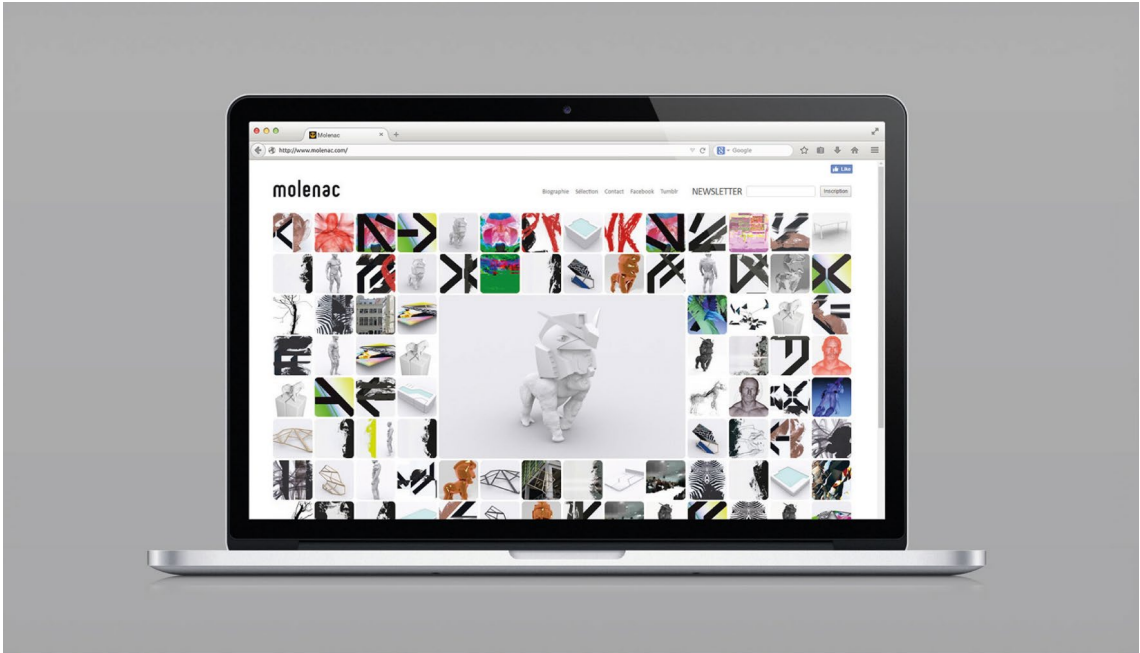
2017. Visit the website:
<https://www.mjctati.fr/>



MOLENAC

LIVING WEBSITE

2013. Visit the website:
<http://www.molenac.com/>



LES DIMANCHES DE L'ÎLE BARBE

POSTERS

2014. Poster for the world music festival «Les Dimanches de l'Île Barbe» (Sundays of the Beard Island), initiated by MJC Saint-Rambert, Lyons, France.





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