

22. THE COOPERATIVES

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In Nantes, a team of cooperative members came together for an undertaking called SCOPELI, a cooperative supermarket. They are motivated by the desire to overturn the values imposed by large retailers.



Among them, six Deaf people who have also decided to change the game: promote healthy food accessible to all, support local farmers and preserve the environment, recreate social bonds and allow everyone to be involved as responsible consumers.
Let's explore how this new kind of brand works, a brand based on circular economy and a more human face.

AVAILABLE FOR SCREENING: original French (commentary, sub-titles, signing)



Categorie(s): Society & Human Interest
Tag(s): Deaf and Hard-of-hearing, organic food, green

Producer(s): POINT DU JOUR
Coproducer(s): FRANCE 5 - France Télévisions
Length: 1x26 / Format: One-off
Original version: French
Nationality: France, 2021
Rights: amm mÃ©dia, world
Support(s): HD file

http://www.pointdujour-international.com/catalogueFiche.php?idFiche=38606&lang=en

