

**1 POUR TOUS**

un pour tous, tous pour un

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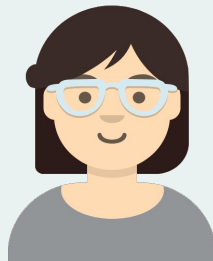
all for one, one for all

Adapted from:  
*The Three Musketeers* by  
Alexandre Dumas, 1844

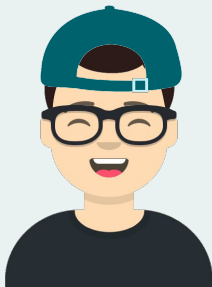
# Our Team



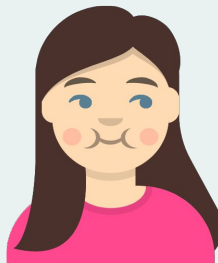
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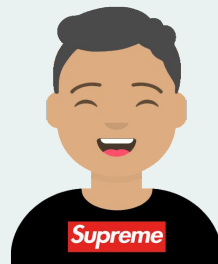
**Marie-Palmyre de Bray**  
**Sciences Po**



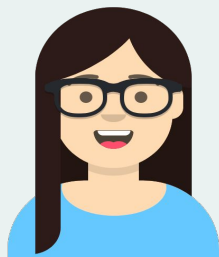
# Teaching Staff



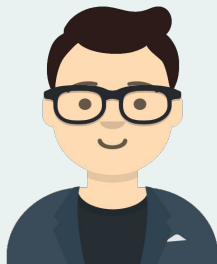
**Alain Viel**  
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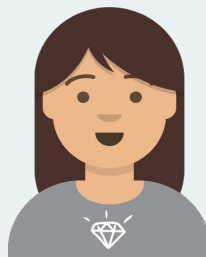
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# Program Partners



**HARVARD**  
UNIVERSITY

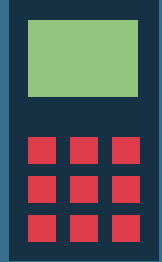
**MAIRIE DE PARIS**



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# Executive Summary

## Problem

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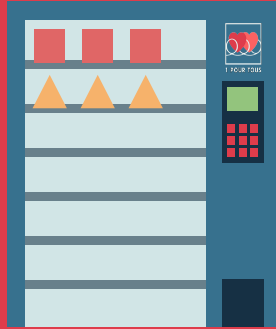
In Paris, supermarkets and pharmacies are primary access points for basic necessities such as first aid goods, bathroom amenities, and female hygiene products. Unfortunately, most places close past 10PM - 11PM, leaving nighttime needs unmet.

Additionally, 50% of individuals experiencing homelessness in Paris still do not have access to basic hygiene products and thus suffer from infectious disease, dental issues, and numerous other health complications (La Crois-Rouge, 2012).

## Solution

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1 Pour Tous is a 24/7 vending machine that sells daily necessities to all consumers at select locations with an integrated charity component where for every item purchased, an equivalent item is donated to someone in need.



# The Challenge

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# Accessibility at Night

With more urbanization and technological development, the sun is less and less an indicator for when we sleep and wake. Like all major urban centers, **Paris is a 24-hour city**. This means that there is a demand for everyday necessities such as female hygiene products, first aid, and bathroom amenities not just during the day, but also at night. Unfortunately, **this need is currently not being met**.

Do you find that there are not enough shops open at night?



**Yes: 72%**

**No: 28%**



(Le Figaro  
Publié, 2012)

# Accessibility at Night



● 24-hour stores

Typically, hygiene products and bathroom amenities are found at supermarkets or pharmacies which are common and accessible throughout the day (Geraldine, 2012). At night, however, most supermarkets and pharmacies **close around 10PM**. And even though there are 24-hour pharmacies in Paris (11 to be exact), they are **neither equally distributed throughout the city nor are they numerous enough** to meet the current demand (ParisInfo, 2018).

# 24-hour Store Comparison

Central London (21 km<sup>2</sup>)



● 48 locations

Paris (105 km<sup>2</sup>)



● 11 locations

\*data aggregated by author from Google Maps

# Accessibility at Night



A need for hygiene products and amenities at night is present in Paris. For example, in March 2018, Franprix just opened not only their first, but Paris's first 24-hour supermarket (Le Figaro, 2018). From this, Franprix reported up to 20% of their revenue came from their new night hours (Sortir A Paris, 2018).

In light of this obvious profitability, why haven't more supermarkets and pharmacies adopted this model?

# Accessibility at Night

The **first reason** why there aren't more 24-hour supermarkets and pharmacies is **workers rights**. For example, the largest worker rights union in France, the General Confederation of Labor, brought a suit against Monoprix to make closing times earlier (France 24, 2013).



A **second reason** is **increased wages**. Companies would have to spend 25-35% more on employee salaries to staff night-time shifts. Franprix themselves said that they would only open 24-hour supermarkets in very population dense areas to compensate for the additional cost of hiring night-time staff (Sortir A Paris, 2018). **But what about areas that need daily necessities at night but aren't "dense enough" for a 24-hour Franprix?**

# Accessibility for the Homeless

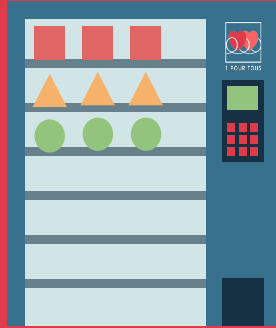
According to recent studies, there are 10,000 to 15,000 people that currently live on the streets of Paris, while nearly 20,000 to 30,000 have been on the streets at least once or are chronically on and off the street (eVous, 2009). A survey published by Emmaus revealed that a top priority for homeless individuals is to feel clean. However, 50% of these individuals still don't have access to the necessary hygiene products and bathroom amenities needed to accomplish this. (La Croix Rouge, 2012).



# Accessibility for the Homeless

This lack of access to daily necessities for homeless individuals is due to a number of barriers including **cost, distance, mental/physical disability, and transportation**. In a report on homeless health, the Ministry of Health revealed that the estimated life expectancy of a homeless individual is **almost 30 years lower** than that of the general population (Vuillermoz et al., 2016). This shocking statistic is partly due to alternatives used for standard hygiene products that can be unsanitary and dangerous.

**What would  
you do with 30  
extra years?**



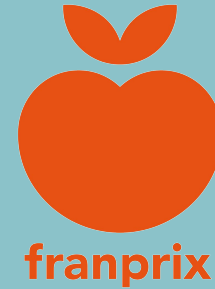
# The Inspiration

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# Approaches in France

**Franprix** is a well known supermarket chain in Paris that opened their first 24-hour supermarket in March of 2018. The store reported 20% of their revenue came from the additional nighttime hours (Sortir A Paris, 2012). However, the chain has been slow to expand its 24-hour locations because only areas with very high population densities are suitable and economically feasible to run and staff an entire supermarket at all times.



## Challenges:

- Limited to areas of high population density.
- Employees must be paid up to twice their normal salary for night shifts (Legifrance, 2018).

# Approaches in France



Adéquat France operates hygiene product dispensers in exhibition halls, hospitals, airports, and train stations (AdequatFrance.com). The company has partnerships with well-known brands like Signal, Bic, and Durex.

## Challenges:

- Dispensers only accept coins.
- Location and product options are limited.

# Approaches in France



**La Petite Parapharmacie** specializes in vending machines that carry drugstore goods (La Nouvelle République, 2017). They partner with local pharmacies to install 24-hour vending machines on pharmacy storefronts.

Challenges:

- The machines are extremely expensive, averaging €40,000 each (Ooreka, 2018).

# Approaches Abroad



Light The World, a charity initiative, introduced vending machines where people could “purchase” donation items for underserved populations such as socks or medicine. Over 25 days, Light The World counted 27,830 transactions and raised a total of \$500,000 worth of donations (Mormon.org).

Challenges:

- Short-lived, 25 days.

# Approaches Abroad

**Action Hunger**, a Liverpool-based project, provided essentials to homeless individuals through vending machines that distributed essential goods by access of a special keycard distributed to homeless individuals (BBC, 2017).

Challenges:

- Relied too heavily on donations from local business and charities to supply food and supplies to the machine.
- Keycard system was inefficient.



# Approaches Abroad

CVS, introduced vending machines that dispensed over-the-counter medication, personal care items, and healthy snacks (CVS Health, 2017). The vending machines allowed CVS to expand their business to locations where traditional stores could not be opened like office parks, college campuses, and public transit spaces.

Challenges:

- No charitable component.





# Summary

## Accessible

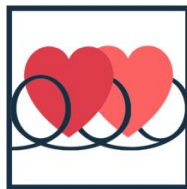
24H access to public



franprix



LA PETITE  
PARAPHARMACIE



1 POUR TOUS



Adéquati  
Le service essentiel.

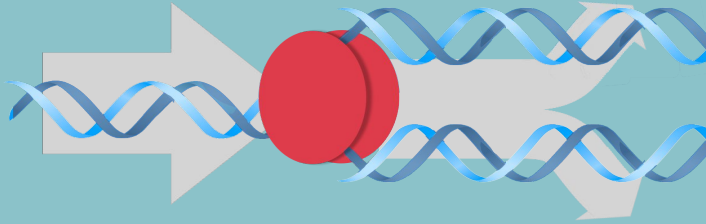
## Charitable

benefits underserved  
populations

## Sustainable

financially stable,  
environmentally  
friendly

# Biological Inspiration



Our solution was inspired by DNA, a molecule which stores the genetic information in most living organisms. DNA, during cell division, is replicated so that each of the two new daughter cells can have a full copy of the original mother cell's DNA.



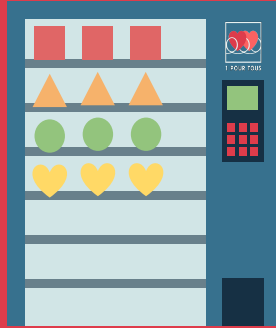
Like DNA replication, 1 Pour Tous takes one customer purchase and produces two products, one for the customer and the other to be donated to underserved populations.



# United Nations SDG 3: Good Health and Wellbeing



United Nations Sustainable Goal 3 seeks to ensure health and well-being for all, at every stage of life. The Goal addresses all major health priorities such as access for all to safe, effective, quality and affordable medicines. By providing round-the-clock access to a range of essential hygiene products, we hope to reduce the spread of sexually transmitted illnesses and other communicable diseases outlined in Target 3.3 and 3.7. Proper hygiene ties directly to mental and physical health and the prevention of premature death.



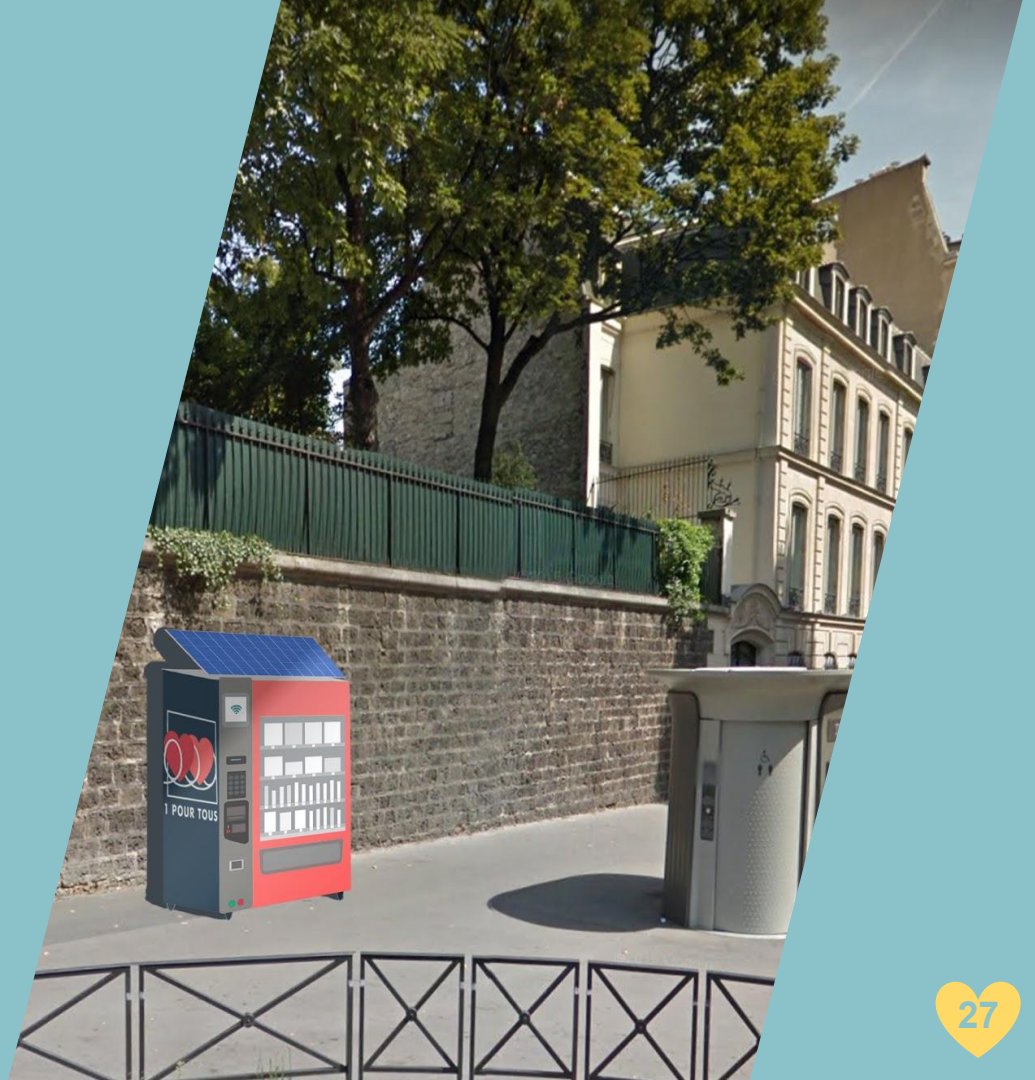
# The Proposed Solution

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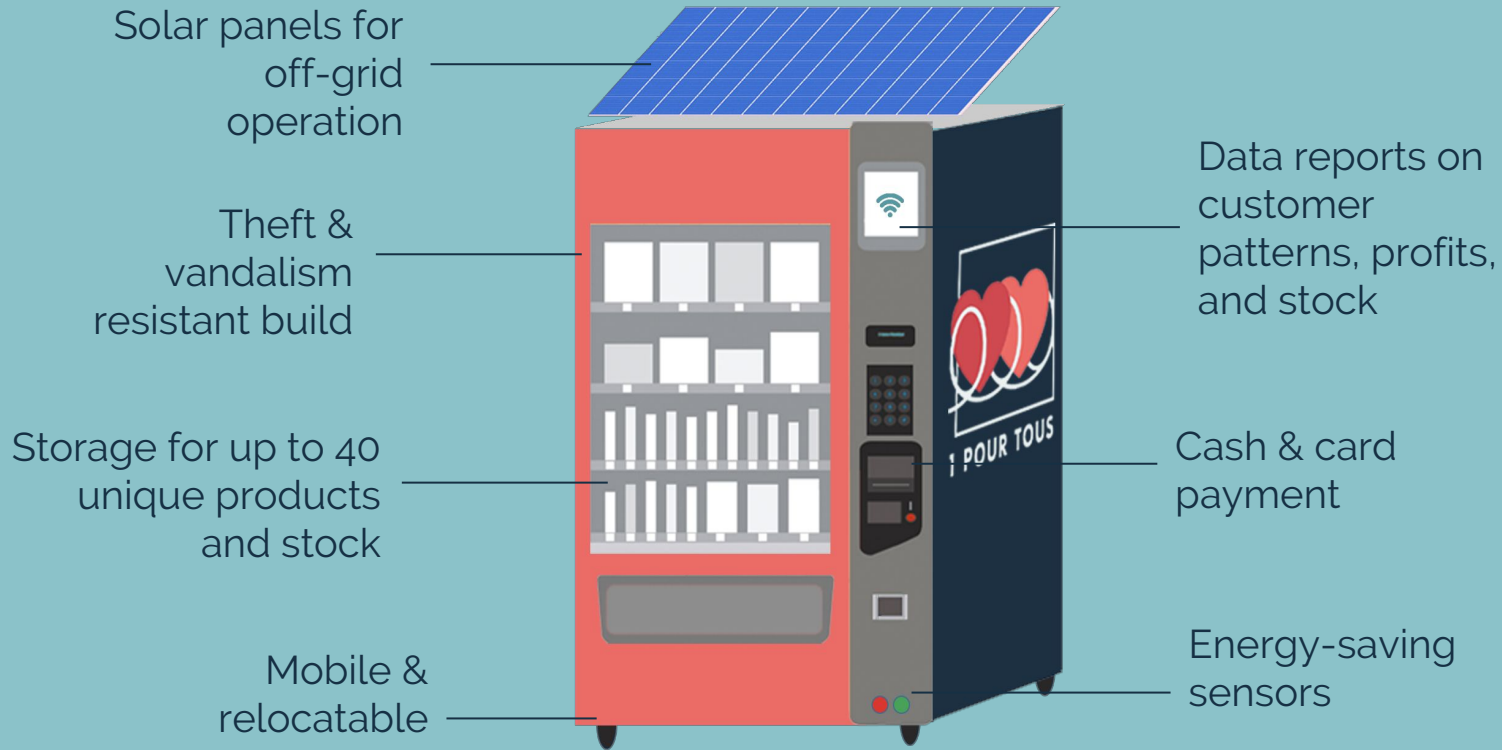
# Overview

1 Pour Tous introduces **24/7 vending machines** that sell hygiene and health necessities around Paris. We use our revenue to distribute **similar goods to vulnerable populations** such as the homeless.

To be located in underserved areas, the vending machine would be equipped with **solar-panels and other energy saving features** that allow it to run off-grid.



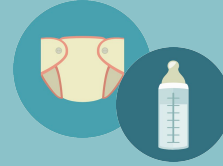
# Features



# Products Sold



**Menstrual hygiene**  
Pads, tampons



**Maternal health**  
Baby formula, diapers



**Bathroom Amenities**  
Deodorant, dental care,  
shaving goods, tissues,  
toilet paper



**Personal care**  
Chapstick, sunscreen,  
contact solution, eye  
drops, cotton swabs

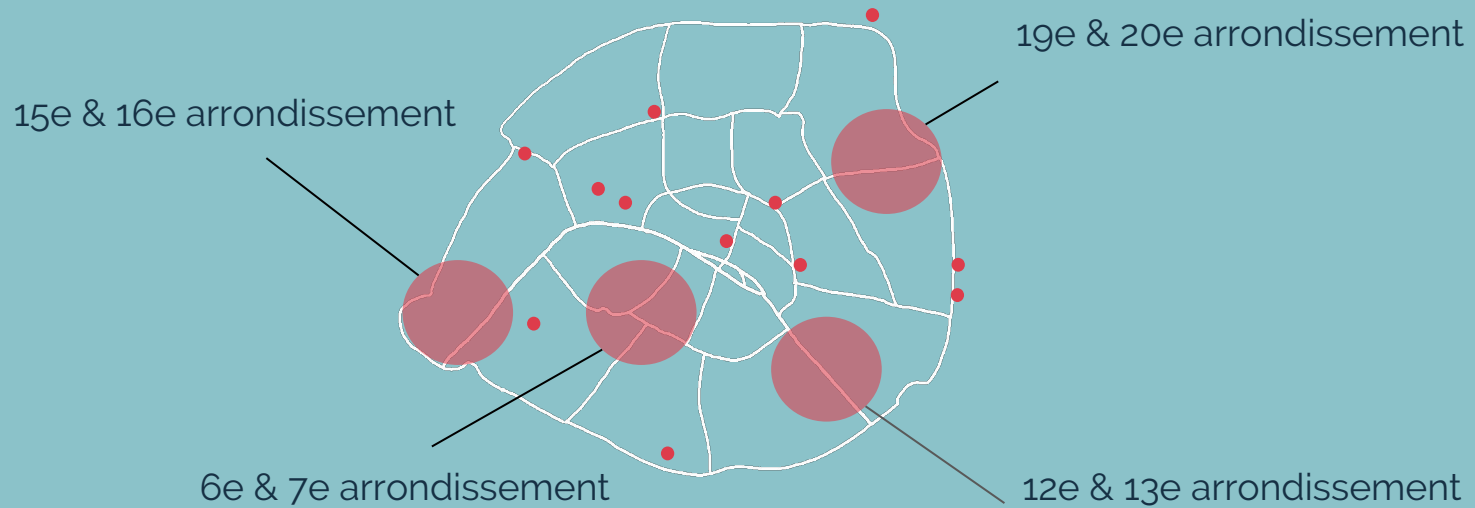


**First aid**  
Band-aids, cold packs,  
sanitizer



**Sexual health**  
Condoms, lubrication

# Locations



**Potential areas for implementation**

**● Currently existing 24-hour stores**

# Locations

The locations of our vending machines would be decided through a selection process in coordination with the City of Paris.

We would consider a number of factors in selecting our location. This includes the amount of nighttime activity in the area, current existence of 24H stores nearby and ease of access to public.

The image on the right shows a rendering of our vending machine in the 7th arrondissement of Paris.





# Locations



Transit locations such as tram or bus stops are another prospective area to implement our project.

Unlike metro stops that close at night, tram and bus stations are accessible 24/7. Outside placement would also allow the vending machines to utilize their solar panels.

Positioning our vending machines in these transit locations would require a partnership with RATP, the local transit authority.



# One for One

When a Parisian uses an 1 Pour Tous vending machine, they fulfill not only their own need but also the need of someone in their community.

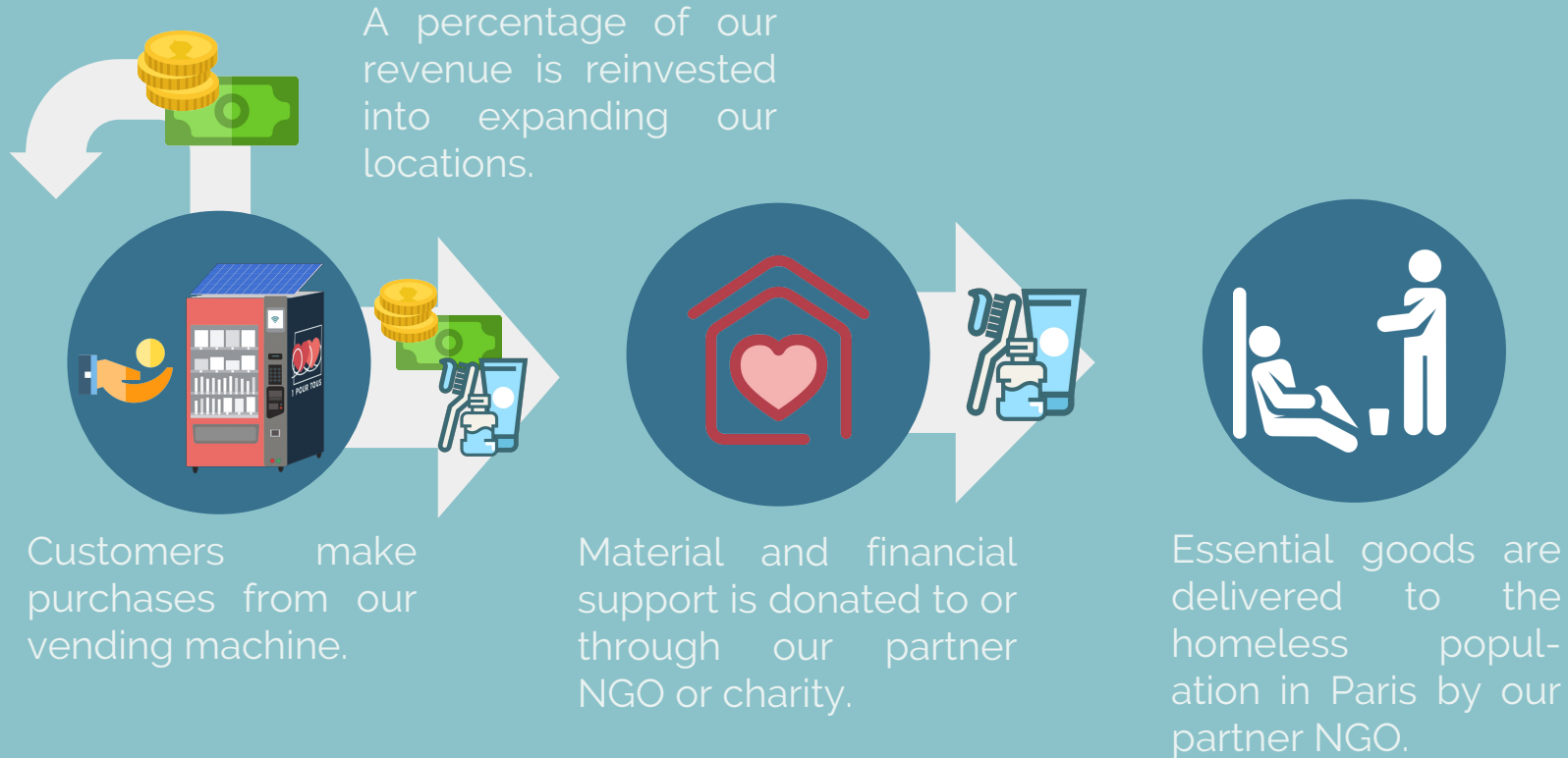
'One for one' is a donation matching program where for every purchase made, an essential hygiene product is donated to homeless individuals through a partner NGO.

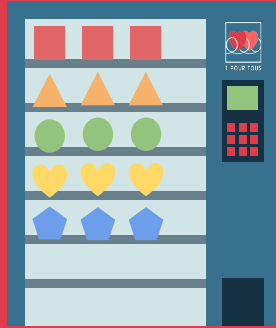
By leveraging the demands of our need-driven consumer and saving on costs by supplying generic brand

goods, we are able to maximize the amount of profit that we can use to support the underserved population.



# Summary





# Business Plan

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# Beneficiaries

Our project has the potential to benefit **everyone in the city of Paris**. With our vending machines, we provide **24/7 access** to anyone in need of essential products. Our project would deliver particular value to nighttime Parisians, tourists, and those living in underserved neighborhoods.

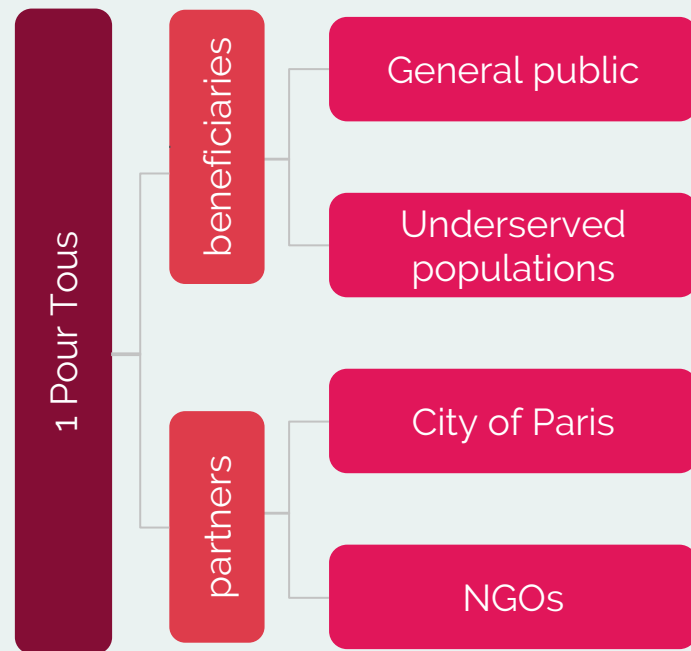
People who use our vending machines satisfy not only their own need, but can also **provide for the needs of others**. Increasing access for vulnerable populations to goods such as toothbrushes, menstrual pads, and socks helps to **preserve their health and dignity**.



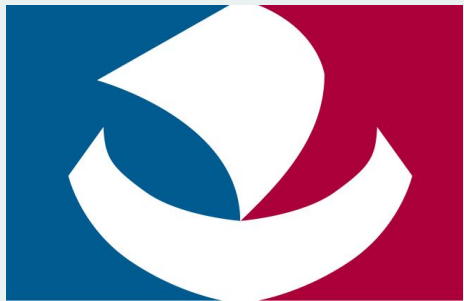
# Beneficiaries

Secondary benefits reach the **city of Paris**. Improved personal hygiene prevents the spread of diseases and thus **reduces costs** for the public health sector. Our project also **alleviates pressure** from Paris' growing homelessness issue.

Our project provides direct material and financial support to **our partner NGOs**, allowing them to expand their outreach and donation programs. It is especially important for small, local charities to have a steady stream of support to succeed with their initiatives.



# Municipal Partners



The **City of Paris** is an important partner because our machines are designed to be placed in public spaces. To do so, we need to sign a multiannual agreement for public domain occupation at the city hall.



The **RATP** (Régie Autonome des Transports Parisiens) is the transport authority in the metropolitan area of Paris. We would need a partnership with the RATP in order to place our vending machines in areas like bus or tram stops.

# Potential NGO Partners



**ORDRE DE MALTE  
FRANCE**

Called the oldest charity in the world, **Ordre de Malte** aims to assist and care for vulnerable people. It's primary mission is to improve underserved population health and hygiene. We hope to help them in their effort through donated hygiene products.



Devoted to vulnerable populations that live in the East of Paris, **Autremonde**'s focus is social exclusion and migration. This NGO distributes hygiene kits to help the homeless to feel clean so that they can better integrate with society. We hope to partner in their efforts through donated hygiene products.

## Potential NGO Partners

**samusocial**deParis

**Samusocial de Paris** distinguishes itself from other NGOs by employing professionals to be present at any time for homeless people to access through a phone service. This NGO also helps those living in the streets that refuse to enter shelters. We hope to partner in their efforts to help those on the streets.



**Emmaüs** fights to create an inclusive society by means of providing everyone with a home. Their main missions are searching the streets for homeless individuals to assist and coordinating all distributions organized in the North of Paris. We hope to partner with them in their efforts to help the homeless.

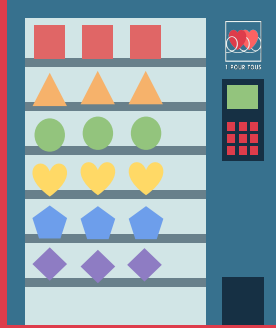


# Cost Structure



Cost	Fixed /Scaling	Notes	Monthly Costs for the First Year*
Vending Machines	Scaling	Rented	600 euros
Product Supply	Scaling	Purchased wholesale	200 euros
Maintenance & Restocking	Fixed	Included in rental	0 euros
Fees & Licensing	Fixed	2400 euros split over 12 months	200 euros
Total			<b>1000 euros</b>

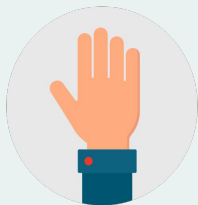
\*Figures cited in Acknowledgements



# Assessment Plan

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# The Impact



## Accessibility

Increases access to amenities during the night for those not served by 24-hour pharmacies or supermarkets.

Increases access to amenities for homeless individuals through donations.



## Awareness

Facilitates citizen participation in social good.

Increases awareness of how certain populations lack the basic essentials that the average customer might need.

# Measuring the Impact

## **Our revenue:**

Measured both manually or automatically through data reporting functionality on the machine.

## **Our project's impact on the nighttime population:**

Measured partly by night-time revenue (assuming that night-time revenue is a reflection of night-time usefulness). Also measured partly by interviews of people using the machine at night. Lastly, online feedback and reviews on company website as well as reviewer sites such as Yelp.

## **Our donated product count:**

Measured both manually or automatically. Also possibly measured by the NGOs or charities that we work with.

## **Our project's impact on the underserved population:**

Measured partly by interviews of donation recipients. Also measured partly by information/data reported by the NGOs or charities that we work with.

# Next Steps



# Partnership & Regulation

The City of Paris will be a foundational partner. Our most immediate forward with our project would be to establish a secure line of communication to the City and gain approval for our project.

We would lean on our partnership with the city to obtain a business license and clearance to use public spaces.

We also plan to pursue secondary partnerships with the RATP and several charity NGOs.



# Research

Research must be conducted on both the location of and products inside the machines. Some tests we have outlined include:

- Consumer demand for different items (e.g. branded vs non-branded)
- Consumer activity in different locations
- Comparison of revenue by time of day

At the end of these tests, we would be able to fill the vending machines with the products customers need at the places customers need them to be.

# Implementation

With partners, funding, licensing, and location secured, we will be able to roll out the first official iteration of our machine. We will likely be renting machines first as it is much cheaper and comes bundled with maintenance. However, we hope to soon move on to owning machines. Eventually, we would have enough money to design and create our own proprietary machines outfitted exactly for our needs.



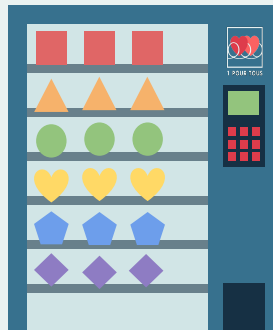


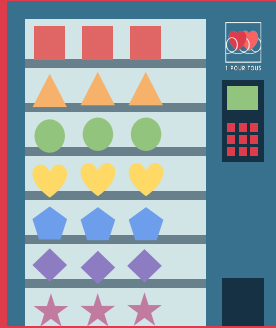
# Scaling

Should our initial launch be successful, we plan on expanding our machines within Paris as well as just outside in the neighboring suburbs.

With the creation of Le Grand Paris (the larger metro network around Paris), commuting to and from Paris is much easier, indirectly encouraging living arrangements outside of the inner city of Paris.

We noticed that suburbs outside of Paris have even less access to essentials at night than Paris. Thus, we believe that this demand will continue to grow until we can meet it someday.





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