



**PRESS RELEASE**  
**for immediate release**

**The Franco-British Business Awards  
recognise business excellence in times of COVID-19**

**London, 05 November 2020 - The French Chamber of Great Britain is proud to announce the winners of the 2020 Franco-British Business Awards, supported by Dassault Systemes and Sanofi.**

Action Sustainability, Decathlon, The Cheeky Panda and Fixter are the four winners of the 21st Franco-British Business Awards, organised by the French Chamber of Great Britain, the largest and most dynamic foreign Chamber of Commerce in the UK.

The awards recognise the outstanding contributions of French and British companies of all sizes and across all sectors, on both sides of the Channel, across four categories: Innovation (won by Action Sustainability), New Business (won by Fixter), Community Impact (won by Decathlon), and Sustainability (won by The Cheeky Panda).

Pascal Boris CBE, Chair of the jury and Honorary President of the French Chamber of Great Britain, comments: *'I would like to congratulate all the winners for standing out in such a competitive field. The jury was in the enviable position of having to choose from a shortlist of exceptional candidates demonstrating the innovativeness and creativity across our diverse network.'*

The Franco-British Business Awards are organised under the high patronage of the French Ambassador to the UK and the British Ambassador to France and are supported by Dassault Systemes and Sanofi.

Hugo Fry, Managing Director UK, Sanofi, says: *'It is important to recognise innovative companies working to help overcome the challenges of today and build a better future for tomorrow, which is why we are delighted to recognise the winners of the Franco-British Business Awards'.*

Severine Trouillet, Global Affairs Director, Euronorth, Dassault Systemes, comments: *'Moving towards Net Zero through technological innovation, while empowering companies to support sustainable communities, will clearly define how we shape the future of business. We are very proud to be part of this conversation at the Franco-British Business Awards and beyond'.*

Further details on the awards are available on [the awards dedicated website](#).

## About the winners

### Action Sustainability: winner of the Innovation award

Action Sustainability offers the Sustainability Tool, a reporting software application that provides a full suite of functionality and services to manage environmental and social KPIs across organisations, their client projects and their suppliers. The Tool is changing the sustainability conversation in businesses through increased data transparency, accountability and stakeholder engagement.

### Decathlon: winner of the Community Impact award

The mission of Decathlon is to sustainably make the pleasure and benefits of sports accessible to the many. In 2020, one of their multiple projects to drive positive impact on communities was to support the NHS by donating their stock of EasyBreath snorkeling masks that were transformed and used as C-PAP ventilators in the dedicated Covid19 services in hospitals.

### Fixter: winner of the New Business award

Fixter is the UK's first end-to-end online car maintenance service, designed to make arranging MOTs, servicing your car or carrying out repairs as simple as ordering a takeaway. Offering a fully digital, transparent and stress-free experience, with world-class customer service, Fixter revolutionises the UK automotive service, maintenance and repair market.

### The Cheeky Panda: winner of the Sustainability award

The Cheeky Panda is an eco-friendly company that uses bamboo - the world's fastest growing plant - to create a variety of planet-loving products, such as toilet rolls, kitchen rolls, wet wipes, straws, and pocket tissues.

## About the Award categories



### Dassault Systemes Community Impact Award

This award will recognise a French or British company which has put in place support for local or national communities. Its work must have had a significant, meaningful and sustainable impact on the community it supports, addressing social challenges. We are looking for organisations which have taken initiatives such as collaborations with local communities, charities, NGOs or hospitals; pro-bono work; employee-led initiatives; investments, etc.



### Innovation Award

This award will recognise a French or British company which has challenged conventional thinking by launching an innovative product/service or by implementing an innovative process or initiative in any area of the business. We are looking for organisations which have launched an innovative product/service, adopted a disruptive business model, implemented innovative processes (production, customer relations, marketing, etc.).



### New Business Award

This award will recognise a French or British company which has been trading for less than three years (incorporated after July 2017) and has demonstrated strong vision, entrepreneurship and innovation since its inception. We are looking for organisations

which have a clear point of differentiation, whether their product/service is addressing a gap in an existing market, creating a new market, or offering an innovative twist on an existing product/service.



### Dassault Systems Sustainability Award

This award will recognise a British or French organisation which can demonstrate a tangible, significant and verifiable sustainable transformation on a company-wide basis or in a specific area of their business. We are looking for organisations which have taken

initiatives to reduce their carbon footprint, improve their supply chain, promote circular economy, or modify the behaviour of their target audience, etc.

### About the Chair of the jury

Pascal Boris CBE, Chair of the jury is a Business Angel, the Co-founder of Le Cercle d'Outre-Manche, and Honorary President of the French Chamber of Great Britain.

### About the organiser

#### The French Chamber of Great Britain



The French Chamber of Great Britain is the largest foreign Chamber in the UK in terms of both turnover and range of services offered. Our main aims are to provide a platform of exchange and networking at the service of the Franco-British firms in the UK, to promote our 500 member companies' interests to key decision makers and to help develop economic and commercial relations between France and the UK. Our Business Consultancy and Business set-up departments provide both British and French companies with a large range of bespoke professional services.

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