



PYROWAVE

THE PASSIONATE EXPATS

Pyrowave presents to you a series of interviews with its employees in order to better know the faces of those who are the driving force of the firm. The stars of the day are **Chloé Joubert, Government Relations Intern, and Laura Ginoux, Communications Coordinator.**



Virginie Bussières: Laura, you have been Communications Coordinator at Pyrowave since May. Chloé, you have been Government Relations Intern for a few weeks. Tell us about your background.

Chloé Joubert: I did a Bachelor's in politics and government at Sciences Po Paris, with a concentration in North America. I then chose to spend my third and final year abroad in Calgary. I fell in love with Canada and when the pandemic hit, I decided to stay instead of going back home to France. I started a Master's in Environmental Policy at Sciences Po remotely from Calgary in September 2020. I joined Pyrowave for my third semester internship as part of my graduate program.

Laura Ginoux: I did two years in preparatory classes Hypokhâgne Khâgne at Nîmes in France, and a third year of a Bachelor's in Communications at Aix-Marseille University. I completed a Master's in Communications at University of Montreal while I was working part-time as Junior Communications Advisor at Réseau Environnement and as Teaching and Research Assistant at UdeM. In September, I'm starting a PhD in Communications and will teach two courses to students in University of Montreal communications bachelor's degree.

V.B: What led you into the environmental industry and to join Pyrowave?

C.J: I went through a fair bit of self-questioning after joining Sciences Po because I didn't really know where I wanted to work in public policy. I ended up in Calgary during my exchange a bit randomly. But after attending climatology, environmental governance, and

political ecology courses during the week, and then hiked and skied most summits in the Rockies during the weekend, I quickly found my passion for nature. I then needed to apply everything I had learned in an environment where I could make an actual impact – and I think Pyrowave truly gave me the opportunity to do just that.

L.G: Like a lot of people, I am committed to the environmental cause, I am touched by the impacts of pollution and overconsumption on our planet. I want to contribute to this cause, at my level, by bringing my communication expertise to highlight the extreme need to change our habits. For me, Pyrowave is a wonderful company. Its technology is innovative, essential to move forward to a circular economy and it should be better known. I am proud to say that I work for a company that knows how to recycle polystyrene, and people are impressed. I was curious to learn more about Pyrowave's technology and to add my contribution to this great project.

V.B: How Pyrowave enables you to put into practice what you learned in university?

C.J: It is stimulating to put into practice my academic knowledge in political science and environmental policy! For example, I am currently doing an analysis about regulation and actors of circular economy in Europe, and I am working on a life cycle analysis project for Pyrowave technology. My academic career was mostly comprised of social theories of science and technology studies. After getting to know all the skeptics of technical progress, I am thrilled to be able to contribute to a technology that aligns with my beliefs!

L.G: For instance, this summer, I mainly conducted projects about

Pyrowave's organizational culture. I used the theories I learned in university to build the foundation for actions of organizational culture. In implementing those actions, I used my communication researcher skills to carry out a benchmarking and conduct interviews in order to gather data for new content and elements of organizational culture. I worked on a project of video testimonies from employees, and I helped to create Pyrowave social club. I even had the opportunity to present my achievements to all the team members.

V.B: What are the myths and facts when you leave university and enter the professional world?

C.J: The myth is certainly that I'm out of the classroom, but I haven't stopped learning! I think my academic career has brought me a lot in terms of macro-understanding of environmental policy and has taught me to keep an open mind when confronted to different environmental discourses. The past three weeks of my professional debut have led me to learn more about precise topics, such as individual draft legislations and issues specific to chemical recycling.

L.G: Much of the learning takes place through on-the-job projects. We don't leave university prepared for any situation, there is still a lot to be learned. Neither do you get your dream job in the first place. You have to be patient to prove yourself. Also, very rarely do you have time or are encouraged to rely on communication theories. At Pyrowave, I did have this support and I could share my expertise to explain the link between academic theories and practice.

V.B: What are the challenges and opportunities about communications and government relations in a startup?

C.J: The challenge of government relations is trying to understand what's happening in Brussels! I think the focus around chemical recycling is brand new and the EU is trying to be up to date with technologies that advance constantly. I have a lot of compassion for those who try to legislate on this emerging sector. The opportunity is definitely being able to work in a booming sector that has a lot of potential.

L.G: I would say that challenges are opportunities. In a startup, we are a small team, so we wear several hats, we work on different projects, and I love that. It's so stimulating! Everything is yet to be done. We must make the company known on the market, build an organizational culture, develop a brand image. And it is even more motivating when the firm welcomes and encourages your ideas. Pyrowave is always looking ahead and moving forward, willing to rethink itself and to start new projects.

V.B: As French women, what do you appreciate most in Pyrowave adventure and the Canadian experience?

C.J: During my academic career, I was afraid I would have to one day work for a company that uses the *greenwashing* tactic. It's not the case currently! Even if it's only been a few weeks since I've joined Pyrowave adventure, I know that all the members of the team are driven by environmental convictions. I particularly appreciate the size of the startup – I'm able to express myself to a team who listens and takes this matter seriously. When it comes to the Canadian experience, I hope to stay even longer in this new country that I love. I already managed to stay and obtain a work permit during a global pandemic, so I hope that in the future it will only be easier!

L.G: About the Canadian experience, it is only the beginning, so I will come back to you in 10 years time (LAUGHTER). So far, what I appreciate most is the confidence and responsibilities that people give you, flat hierarchies, the closeness with your boss, the importance placed on organizational culture, respect of everyone and diversity. About Pyrowave adventure, I like how they value my work and expertise. I gained a lot of humility and confidence in my achievements. I also learned lots of things about a field I did not know, and I am impressed by the team spirit and dynamism of this company.

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V.B: Otherwise, what are the last book you read and the last TV show you watched?

C.J: The last book I read was *Summerwater* by Sarah Moss. In terms of TV shows, I just finished *Game of Thrones* (late to the party, I know) but I'll admit that I love re-watching the occasional episode of *The Office* during my lunch breaks...

L.G: *Grace and Frankie* for the last TV show and *C'est le Québec qui est né dans mon pays* by Emanuelle Dufour for the last book.