



**Mamedy Diawara**  
Co-founder Second Life

# Interview

## Startup users

We interviewed Mamedy Diawara, Co-founder of Second Life, to explore the challenges of positioning a sustainable startup, their motivation for adopting PCDS, and its practical benefits. He also shared insights on certifications and his perspective on Terra Matters and PCDS.

Q What are the main difficulties encountered in positioning your startup as an impact/sustainable business?

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*As a young company, we are experiencing different difficulties in proving our impact and sustainable model. It sometimes leads to a certain amount of reluctance towards us.*

Mamedy Diawara  
Co-founder Second Life

Q What made you decide to do your first PCDS?

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*The discussion I had with Terra Matters team during the Nexus 2050 event convinced me of the vital importance of ensuring greater transparency and traceability with regard to our products.*

Mamedy Diawara  
Co-founder Second Life



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 In practice, how does the PCDS help your business today?

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*The PCDS enables us to provide accurate information, often requested by our customers, on crucial aspects such as the impact of our products, their design, their durability and their traceability.*

Mamedy Diawara  
Co-founder Second Life

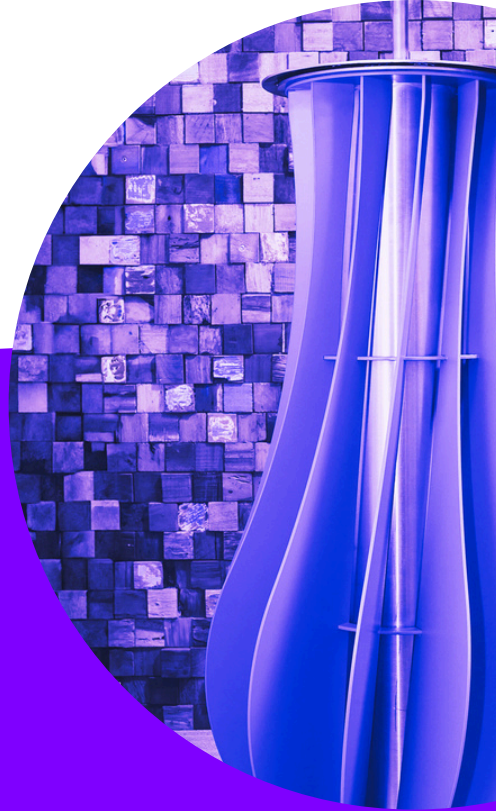
 Do you have sustainable certifications for your company and your products? If so, which ones? If not, why not?


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*To date, we do not yet have any certifications, with the exception of the one we obtained for our product thanks to you, due to our young existence (less than a year). However, in the long term, we intend to apply for the SDK label and the Made in Luxembourg label. We also plan to join Info Green, as it is essential for us to get to know the players in the Luxembourg ecosystem while strengthening our visibility.*

Mamedy Diawara  
Co-founder Second Life





 Express your opinion on the Terra Matters service and on the PCDS.

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*Terra Matters, the women and men who make up your team share values of caring and humanity.*

*We are convinced that people play a key role in ecological issues. Finally, thanks to the PCDS, I hope that a standardization of these tools will be gradually adopted, as it is essential that this becomes an essential standard in the future.*

Mamedy Diawara  
Co-founder Second Life



Transform the way you design your products by emphasizing circular models with Terra Matters' PCDS. Terra Matters provides an innovative platform that helps you create your product PCDS. Interested to learn more about Terra Matters and its offering? Visit [our website](#) or [contact us](#) via the contact form on the website.



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