Les Echos START federates the new generation, with the objective of coming together, of helping each other, in order to write a positive future together.

A media close to its readers, with exchanges and testimonies. Start reassures the new generation to help them build the future and to always challenge themselves to take up all the challenges.

5 editorial axes to guide this generation:
- Understanding the world
- Commitment throughout the company
- Preparing for tomorrow
- Training for the future
- Consuming better