



**Two days to build a brighter future:  
100 international entrepreneurs and leaders gathered in Paris' STATION F to  
highlight Positive Impact solutions**

PARIS, FRANCE – 29th June 2017

**On September 29<sup>th</sup> and 30<sup>th</sup>, an unprecedented gathering of Positive Impact leaders and entrepreneurs will be organized in Paris' STATION F to showcase innovative solutions that address social and environmental issues. Under the name ChangeNOW, this summit will highlight groundbreaking projects that have the potential to reshape tomorrow's economy and will feature high-profile figures as renowned as Clara Gaymard & Gonzague de Blignières (RAISE), Marie Haga (Svalbard Global Seed Vault) or Joséphine Goube (TechFugees).**

While Paris agreement on climate change is currently being questioned, numerous private initiatives and businesses have emerged in the field of Positive Impact to address global issues – as stated in the UN 17 sustainable development goals. Their areas of focus are as diverse and meaningful as: Cleaning up the oceans, Fighting air pollution, Energy, Refugee crisis and migrations, Education, Biodiversity, TechforGood, Health, Mobility and Sustainable cities\*.

ChangeNOW's objective is to showcase 100 of those projects on stage and on the exhibition floor featuring, among others:

- Sea Bubbles, flying urban boats for zero-emission mobility
- TheSeaCleaners, to collect plastic pollution from the oceans
- TechFugees, using technology to address refugee crisis
- Svalbard Seed Vault, to safeguard the world agricultural biodiversity
- The Timber Tower, a 300m-high tower made of wood in central London
- Woodoo, a weatherproof, fire-resistant and performant wood for construction
- Cleanfox, to reduce CO2 footprint of your emails

The common link between those projects will be to combine a viable business model with a global impact on world challenges - at the crossroads of financial performance, business innovation and positive impact.

*“Experiencing and understanding the real impact of these solutions is key to boost their adoption by the many, said Santiago Lefebvre, founder and co-organizer of ChangeNOW. We want to show that these projects are viable alternatives, led by skilled and mission-driven entrepreneurs with a proven business model.”*

To support those projects, a range of leading speakers will be present to share their expertise on stage, among which Clara Gaymard (RAISE) to speak on the Generation of Change, Geneviève Wills (The UN World Food Programme) on how to support disaster zones, Marie-Vorgan Le Barzic (NUMA) on why France is a leading country in Positive Impact, and Patrick Deixonne (Expédition Septième Continent) on ocean cleaning.

Alongside the conference and exhibition halls, an area will be dedicated to networking and meetings, a true opportunity for change makers to enhance their visibility and linkage towards investors, large companies and experts.

*“When we started to pitch the project, we received huge support from leading changemakers. We realized then that these fabulous entrepreneurs lacked this kind of platform to meet and share, and it acted as a real kickstarter for ChangeNOW”.*

To host this unique gathering, STATION F, the biggest startup campus in the world due to open its doors on June 29<sup>th</sup> 2017, has exceptionally accepted to welcome ChangeNOW, which makes it the first large international event ever held in this venue.

*“Being accepted by STATION F as their first large-scale event really says a lot about the growing importance of Tech for Good and Positive Impact topics”, said Santiago Lefebvre.*

On Saturday 30<sup>th</sup>, the event will also be open to general public to get everyone acquainted with Positive impact solutions and raise awareness on tomorrow’s global issues.

Launched as an independent initiative in 2016 by a team of entrepreneurs involved in the field of Positive Impact and displaying a strong experience in event organization (Santiago Lefebvre is the creator of TEDxINSEAD and the Startup Career Day, the job fair for digital start-ups), ChangeNOW has received the support of key partners involved on those topics, among which: Cleantech Open France, Ashoka, MakeSense, the UN World Food Programme, INSEAD, HEC and 50partners.

Over 2000 attendees from various backgrounds and nationalities are expected at STATION F on September 29&30<sup>th</sup>, among which representatives of start-ups and big corporations, investors, creators, incubators, NGOs and public partners.

*“The objective of ChangeNOW is to help change-makers find funding, customers, partners and visibility and help them grow”, added Santiago Lefebvre about the audience of the event, concluding, “we want ChangeNOW to be the starting point of a wider community of business leaders with a true vision for tomorrow’s Positive Impact economy”.*

More info on the Summit are available on <http://www.changenow-summit.com>

*\* The 8 main areas of focus addressed at ChangeNOW will be: Clean Air and Water // Secured and Healthy Food and Water // Sustainable and Accessible Energy // Preserved Biodiversity // Sustainable Consumption and Production // Good Health and Well-Being // Quality Education // Peace and Humanity.*

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