

Finally concrete action in « Business for Good »!

The 2nd edition of ChangeNOW, the international rendez-vous for Positive Impact, will take place at Station F in Paris on the 28-29 September 2018, hosting more than 6 000 startups, investors, corporates and media engaged in responsible innovation in order to have a concrete impact on our planet and society.

At the **intersection of innovation, business and the world's largest environmental and social challenges**, ChangeNOW's mission is to accelerate innovative projects from social entrepreneurs from around the globe. How? By creating, for 2 days, an ecosystem in which they can meet hundreds of investors, corporate partners, institutions and media that can provide tools and support to bring their projects to the next level.

The concrete impact of the first edition, held in 2017 with 2000 participants from 47 countries, is tremendous: some startups met their investors, other projects signed deals with the city of Paris, and a few have been selected to join Bertrand Piccard's Solar Impulse World Alliance.

These success stories, the ChangeNOW team wants to multiply them with a bigger, more inspiring and engaging second edition in 2018. On this occasion, **500 innovations, 400 investors and 6000 participants from 80 countries** are expected to join on September 28-29th. More than 2000 one-on-one meetings will be facilitated.

Among the most awaited topics this year, the «Power of Legacy » with Roberta Annan – Kofi Annan's daughter – and Mdaba Mandela – Nelson Mandela's granddaughter – both of whom are active changemakers. Participants will also experience the « Overview Effect », well-known to astronauts, and meet the « Navigators for Good », international recognized navigators who have become change-agents. Most importantly, hundreds of innovators will showcase their solutions to the most urgent global issues, including **depolluting the air and oceans, new forms of agriculture, circular economy, new responsible packing solutions, sustainable cities, the fight against climate change, aid to refugees and new models of education.**

Also new this year: **A delegation of 20 international mayors** (among which the City of **Los Angeles**), organized in partnership with the Covenant of Mayors, will come to meet solution-makers with the goal of creating new partnerships at the city level.

In parallel to the 2 day summit at Station F, ChangeNOW will illuminate Positive Impact in various sites around the capital, **to make Paris, for this brief period, world's capital of « Business for Good »:**

- **A film festival** demonstrating environmental and social solutions, in co-creation with WHO CAREs!?
- **A « Sustainable Fashion » evening** highlighting innovations in sustainable fashion during the Fashion Week, which will take place during the same week
- **A 2-day Hackathon "Start-up Weekend Zero Carbon - A Blue Economy strategy"** : two days of immersive work where inspired entrepreneurs will design innovative projects guided all along the weekend by the Blue Economy perspective of Gunter Pauli.
- **A « Youth Summit »** dedicated to 16-24 year-olds to rethink the careers of the future and construct a sustainable world
- **A job fair** for Positive Impact, with hundreds of positions for talented individuals looking to pursue socially responsible careers

For this new edition, ChangeNOW receives the support of **BNP Paribas** as new official partner. "A new economy is growing fast and social businesses are at the forefront. Our partnership with ChangeNOW reflects our commitment to be at their side" declared Antoine Sire, Business Engagement Director of the group BNP Paribas.

ChangeNOW is also proud to announce his partnership with **INSEAD**, one of the world's leading and largest business schools. It is a strategic partnership as per the expertise and the international reach of the School.

Axel Tagliavini, Chief Communications Officer of INSEAD explains the support as "Academic Partner": "INSEAD was founded on the vision that business can bring together people, cultures and ideas to create a better world. That vision is reflected in our mission to educate leaders who embrace business as a force for good. Today we are proud to partner with ChangeNOW and bring together the many different actors who are working on our greatest challenges. The

entrepreneurial spirit of the ChangeNOW summit resonates with our core values, and we look forward to working together to transform business and create a lasting positive impact on business and society.”

The ChangeNOW summit is organized **in collaboration with a network of more than 50 French and international partners**, including Ashoka, Covenant of Mayors, Cleantech Open, Sparknews, la French Tech, Solyend, ChangemakersXchange, UCLA Alumni, INDEVOR, Live for Good, ...

About ChangeNOW’s team:

ChangeNOW is a **private initiative, implemented by entrepreneurs and players in the fields of Tech, Positive Impact and Event Planning** – TEDx, Convergences, Vivatech, Le Web, Rude Baguette, Startup Career Day... - who have come together to tackle urgent environmental and social challenges and to use « business » as a force at the service of the planet.

More information at www.changenow-summit.com

NEWS

APPLICATIONS FOR STARTUP ARE OPEN!

Candidatures to participate in ChangeNOW 2018 are open in support of « innovation for good ».

A unique opportunity to:

- PITCH before an audience of **400 investors and 200 media**, both french and international
- SHOWCASE your solution for 2 days in the largest startup hub in the world, before **hundreds of partners and more the 20 international mayors**
- BE SITED in the Press & Investors book, which **catalogues the best startups for good**

Who can apply?

All startups and businesses offering innovative solutions to societies greatest challenges (environmental or social) and demonstrating a high potential to expand internationally or be replicated on a large-scale.

How to apply?

Until 30 June 2018 at www.changenow-summit.com/projects-application-2018

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