



THE INTERNATIONAL SUMMIT
TO BOOST WORLD-CHANGING SOLUTIONS



This is the story of progress

150 years ago, the world was thoroughly transformed by the industrial revolution. All over the globe, tremendous progress was achieved and the peoples of the planet gathered to share the State of the art of technical progress.

This gave birth to the Universal Exhibitions.



150 years later, we are living a new revolution,
a revolution on which depends the future of
the planet and humanity.

It's time to give life to the common narrative,
the shared vision of a new era of human
progress and business with positive impact.



In 2019, we are coming back to the emblematic venue of the 1900 Universal Expo, the Grand Palais, to launch the first « world expo » of innovations for Good.



The background of the entire image is a photograph of the interior of the Crystal Palace, showing its vast glass and iron structure. A semi-transparent green rectangular band is superimposed across the middle of the image, serving as a backdrop for the text.

THE WORLD EXPO OF INNOVATIONS FOR THE PLANET

30 JAN. – 1 FEB. 2020

change**NO**W



THE LARGEST POSITIVE IMPACT CONFERENCE IN THE WORLD

13,500m² of exhibition, pavilions and showrooms

20,000 visitors from 120 countries

Delegations of mayors, ambassadors and CEOs to meet top changemakers

1 000 SOLUTIONS ADDRESSING OUR GLOBAL ISSUES

CLEANING UP THE OCEAN



FRIDAY SEPT. 28TH
10AM

END OF PLASTIC POLLUTION



changeNOW

NEW SESSION
ANNOUNCEMENT

SUSTAINABLE FASHION



NEW SESSION
ANNOUNCEMENT

REFUGEE : THE NEW CITIZENSHIP



RESILIENT CITIES



changeNOW

NEW SESSION
ANNOUNCEMENT

REGENERATING BIODIVERSITY



NEW SESSION
ANNOUNCEMENT

NEW MODELS OF EDUCATION



NEW SESSION
ANNOUNCEMENT

IMPACT FINANCE



WE'RE NOT HERE TO THINK, WE'RE HERE TO ACT!



« We met cities and signed new contracts »

Urban Canopee deployed **10 vegetative canopees in Braga** (Portugal), to fight heat islands and pollution, after meeting the city representatives at ChangeNOW

Les Alchimistes and the city of Amsterdam are now working together to collect and recycle biowaste.

« We found our investors at ChangeNOW »

A new fund for Oceans raised its first **3 million euros at ChangeNOW**.

Various startups raised / are raising funds with **investors they met at ChangeNOW**.

“During ChangeNow we’ve establish great connections with investors and 6 months after we are in process to raise our first round with one of them. ChangeNow is definitely a success maker !” - Factio

« We initiated partnership with corporates »

Various solutions are **working with corporates they met at ChangeNOW**, such as Zephyre, the supplier of electric terminals with La Poste, or Cultureand, the art and education charity that promotes diversity in the workforce, with Engie.

WE'RE NOT HERE TO THINK, WE'RE HERE TO ACT!

« Our solution received strong media visibility »

Many solutions attending ChangeNOW were **highlighted in media (TV, print, radio, web...)**, such as Urban Canopee on LCI, the news channel of TF1, or Equium on Capital.

The delegation of Dubaï women entrepreneurs received strong TV visibility in their country.

« We created synergies with other projects »

Equium, the offgrid cooling solution and Zephyre et Boree, the innovative startup of sailing freight **created synergies to disrupt the freight industry.**

Equium is also now working with Plastic Odyssey, to implement its solution on their new boats.

« We recruited new talents »

Jeff King, keynote speaker from Muse School, met an MBA candidate after his talk. She decided to **change her career** and she works now for Muse Schools in the US.



3 DAYS OF INSPIRATION

Thursday 30th Jan.

1st day sessions - 3 stages
Demo area
Networking area 10 am - 6pm
Mayors' Delegation
Workshops
Award's Ceremony

Evening

Cocktail @Grand Palais
Private Party
Side-events

Friday 31st Jan.

2nd day sessions - 3 stages
Demo area
Networking area 10 am - 6pm
Learning Expeditions
Workshops
Film Market
Fashion Summit

Evening

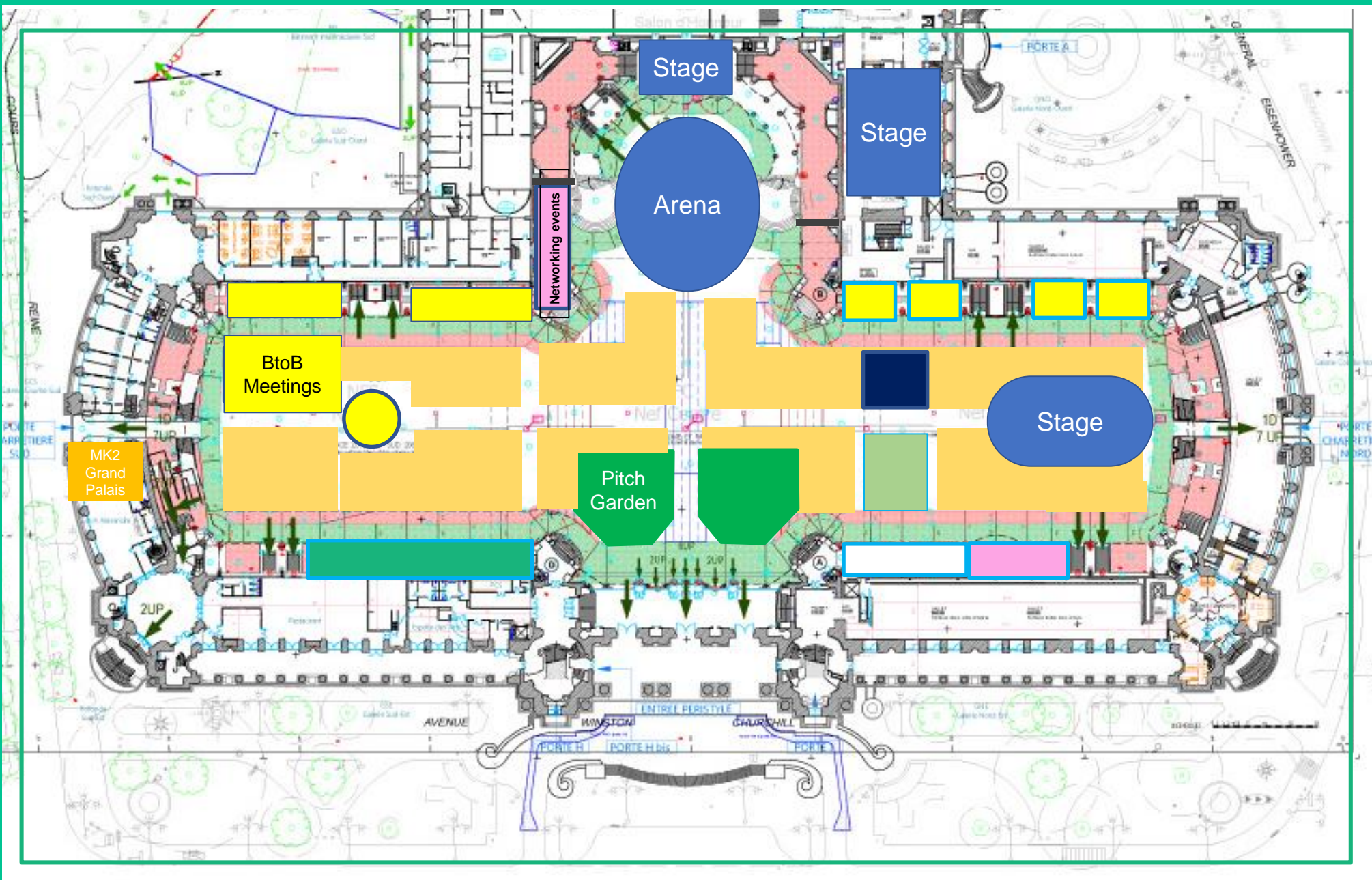
Side-events

Saturday 1st Feb.

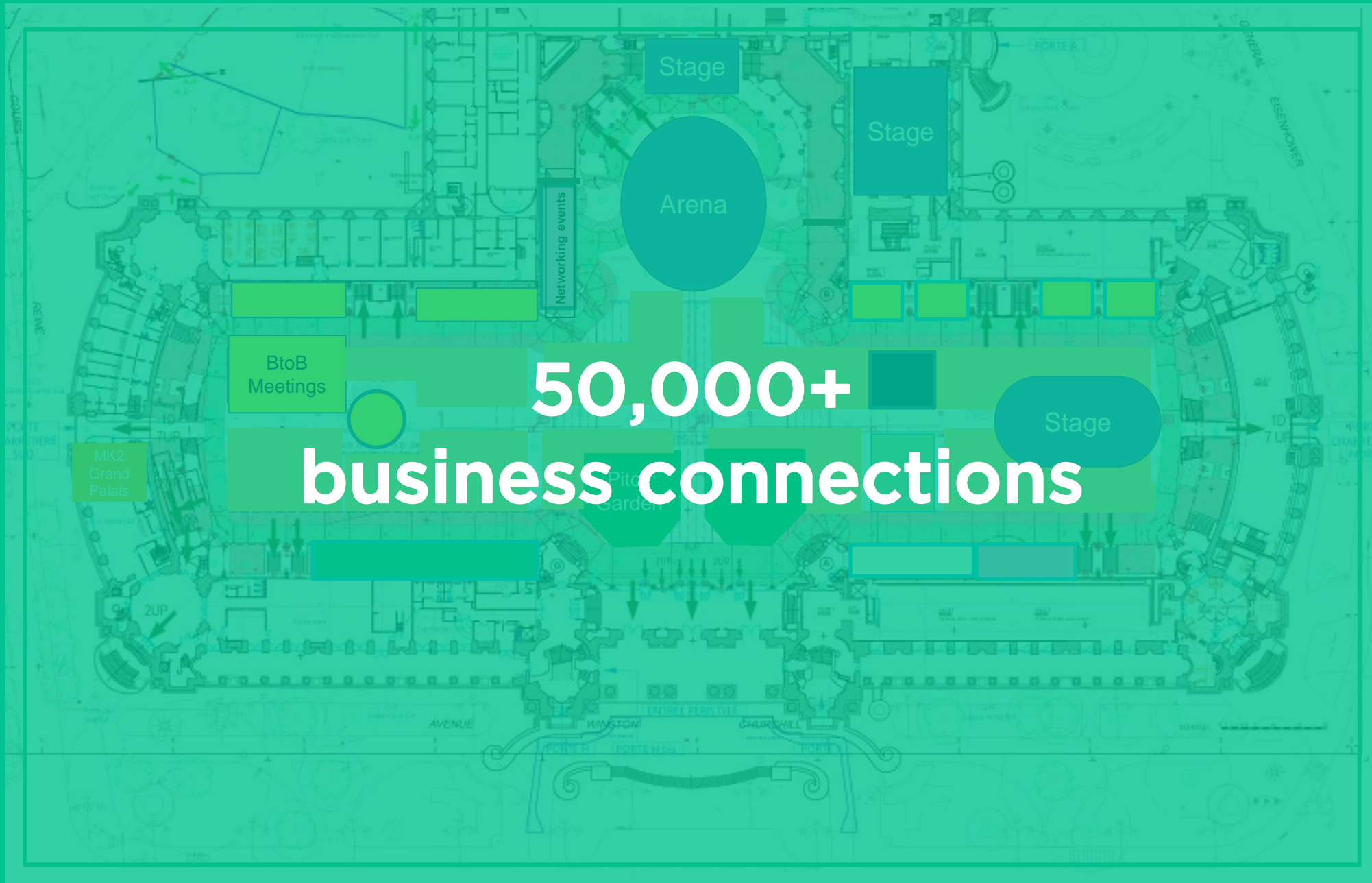
3rd day sessions - 3 stages
Demo area
Workshops
Job Fair
Ocean Summit
Education Summit

Evening

Party @ Grand Palais until
1am



V



50,000+
business connections

TRACKS



Cities
Mobility
Consumption
Plastic, waste and circularity
Energy
Finance
AI / VR for good
Oceans & Biodiversity
Food & Agriculture
Education
Health



NEW TOPICS



Air traffic



Biomimicry



Refrigerants



Space for impact



Rare earths



Sustainable tourism



Inclusion



Low tech



Art for change



Consciousness

FIRST SPEAKERS



**Princess Zatashah
(Malaysia)**



**James Thornton
Founding CEO
Client Earth (UK)**



**Marc Barra
Ecologist
Département
Agence Régionale
de la Biodiversité
(FR)**



**Tracy Palandjian
Founder & CEO
Social Finance (USA)**



**Christian Kroll
Founder & CEO
Ecosia (GER)**

FIRST SPEAKERS



André Hoffmann
Vice-Chairman Roche
& Chairman INSEAD GHIBS



Johé Bruneau
Precious Plastic
France



Fiore Longo
Director
Survival International



Muammer Yilmaz
Director
I have a dream Africa



Jonne Hellgren
Founder & CEO
RePack



Cliff Prior
Founder & CEO
Big Society Capital



Christian Lim
co-fondateur
Blue Ocean Partners



Nicolas de Brabandere
Founder
Urban Forest



Sébastien Maire
Chief Officer for Ecological
Transition
City of Paris



Pascal Morand
Executive President
Fédération de la Haute Couture et
de la Mode

The global rendez-vous for Changemakers



A few examples:



INSEAD Global Institute for Business and Society
Forum & Board meeting



European reunion and event



Announcement of a new product



Opening ceremony and awards ceremony



A DELEGATION OF
50 INTERNATIONAL CITIES



NEW INTERNATIONAL
PARTNERSHIPS

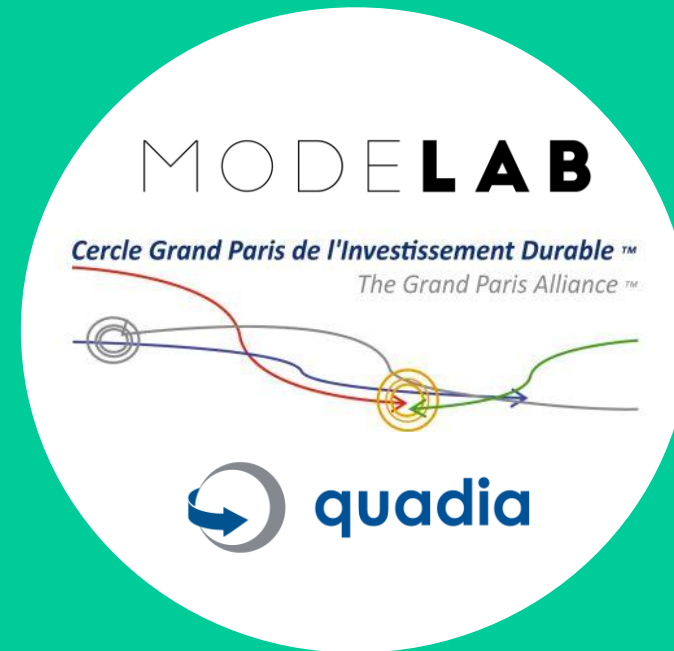
AND
COUNTRY PAVILIONS



INNOVATION COMPETITIONS



SECTOR EXPERTS



GLOBAL BRANDS AT CHANGENOW

Bank, insurance



Consulting



Luxury, fashion



Industr, tech



Energy



Retail



Mobility, tourism



PARTNERS AND SUPPORTS

MAIRIE DE PARIS



MINISTÈRE
DE LA TRANSITION
ÉCOLOGIQUE
ET SOLIDAIRE



Liberté • Égalité • Fraternité
RÉPUBLIQUE FRANÇAISE

MINISTÈRE
DE L'EUROPE ET DES
AFFAIRES ÉTRANGÈRES



SOLARIMPULSE
FOUNDATION



Covenant
of Mayors



CLIMATE LEADERSHIP GROUP



Startupbootcamp



spark news

Think
Beyond
PLASTIC



An international network of partners

ECOSYSTEM PARTNERS



AMBASSADOR PARTNERS



MEDIA PARTNERS



Extensive media plan
on all channels

MEDIA PARTNERS

AMONG WHICH:

MAIN MEDIA PARTNERS

Print and Digital

TV

Social Media

LesEchos

L'OBS

france•tv



Brut.

france. nature. india.
china. us. méxico.

SPECIALIZED MEDIA

Forbes

UshuaiaTV



carenews.com



socialter
LE MAÎTRE DE L'ÉCONOMIE NOUVELLE GÉNÉRATION

VOGUEBUSINESS

M
Maddyness



Usbek & Rica



CONDÉ NAST

L'ADN
LE JOURNAL DE L'ÉCONOMIE

umanz

tera incognita
À LA RENCONTRE DES ENTREPRENEURS

UP' magazine
Le magazine de l'innovation et des temps qui changent

RSE DATANEWS



BE PART OF THE CHANGE!

Highlight your expertise and associate your company to the values of the event by joining ChangeNOW as a partner.

Depending on your objectives, we offer various possibilities of partnerships.

BRAND IMAGE & EXPERTISE

PUBLIC RELATIONS

KEY STAKEHOLDERS RELATIONSHIP

OPEN INNOVATION

TAKE THE LEADERSHIP OF A TRACK

Show your expertise on a topic, and be the **official partner of all activities related to your track:**

- **Exhibition hall:** cluster of the most inspiring innovations on your topic
- **Stage sessions:** 2 track sessions
- **Pitch session:** 10 promising startups selected by ChangeNOW to pitch their solution
- **Thematic networking meet-up:** gathering of the industry players, innovators and expert

Oceans – Sustainable cities – Circular economy – Clean energy – Green mobility – Food – New forms of agriculture – Responsible tourism – Sustainable fashion – New models of education...





EXHIBIT YOUR INNOVATIONS

Corners – Booths – Pavilions

Showcase and **bring the most inspiring innovations of your company / region / country** in one of the most emblematic and inspiring venue on earth!

100 m²

75 m²

50 m²

25 m²

10 m²

5 m²

Exhibition packages:

- Signage included
- Equipment in option (list of furniture by ChangeNOW)
- Chart for equipment and design
- Visibility on website, program and press&investors book
- Passes for your team : 3 full passes / 5 m²
- Passes for your guests : 1 full pass / m²



SPONSOR A CLUSTER OF SOLUTIONS

Partner with the most inspiring innovations, and sponsor their booth to support their growth.

Stand package include:

- 3m² booth / startup
- Signage and equipment included
- Visibility of the startups on website, program and press&investors book
- Visibility of your brand on startups signage: « invited by »
- 4 passes / startup
- 4 passes for your team

BOOST YOUR NETWORK

Make more valuable connections in a few hours , than what you usually do in months. Seize this unique opportunity to meet innovators and players of impact coming across borders and industries.

DESK FOR BTOB SPEED-MEETINGS

- Dedicated 2m² desk with chairs for 4 people
- Dedicated service to select and plan your speed-meetings among participants
- 3-day passes for your team (4 pax / booth)

BREAKFAST / COCKTAIL FOR YOUR NETWORK

- Privatization of the networking area for 1h
- Continental breakfast / Drinks and finger-food for your guests
- 3-day passes for your guests



INSPIRE YOUR TEAM & CUSTOMERS

The **LEARNING EXPEDITION** is a one-day customized program to get your team up to speed in the sector and learn from the key innovators.

Program of a learning expedition:

- **3-day passes** for all participants, with full access to the event
- Personalized **guided tour** for the team (1h)
- Customized selection of **sessions**, with guaranteed access for the team
- Dedicated team **workshop** (1h30) **OR networking session** with 5 players of the ecosystem
- Participation to **BtoB speed-meetings**
- Team Lunch



MAKE ANNOUNCEMENTS

Seize the opportunity of ChangeNOW to **make new commitments, launch a challenge, make announcements, launch products, share studies, etc.**

LAUNCH A CHALLENGE

- 1h stage privatization
- Announcement of the challenge on our communication tools
- 20 passes for your team and guests

STAGE PRIVATIZATION

- 1h stage privatization
- 20 passes for your team and guests

PRESS CONFERENCE

- 30 minutes presentation in the press room
- 10 passes for your team and guests



ORGANISE YOUR PRIVATE EVENT

At night, the Grand Palais offers you the opportunity to **organize your own private event, and celebrate positive impact with your ecosystem.**

Possibilities of privatization on demand.



CONCRETE ACTIONS TO ACHIEVE YOUR OBJECTIVES

1 BRAND IMAGE & EXPERTISE

Exhibition / demo
of solution

Speaking
slot

Sponsoring
of a session

Announcements
/ commitments

Sponsoring of a track
cocktail

Dedicated
stage for 1h

Track
leadership

VIP cocktail /
party

2 KEY STAKEHOLDER RELATIONSHIP

Passes &
Invitations

Guided tour (for
CEO, customers...)

Internal Meetings

Networking &
Introductions

Business breakfast
/ cocktail

Part-time
privatization

Private
lounge

3 OPEN INNOVATION

Booth for B2B
Meetings

Learning
Expeditions

Sponsoring of
5 solutions

Workshops with
innovators

Launch of open
innovation Challenges

Your awards

Partner of the « Heroes
of change » awards

4 PUBLIC RELATIONS

Add in the Press &
Investors Book

Press
Release

Press Conference

Publish
content

Media
Interviews

Job fair

Media
Amplification

Yellow = premium actions



PLATINUM PARTNER

Show your expertise as a leader of change. This is your summit!

PLATINUM BRAND VISIBILITY

- **Platinum level** on website, program, Press & Investors Book, brochures, newsletters, social networks and during the summit
- **Mention in press release**
- **Visibility on premium communication tools:** outdoor board of the Grand Palais, advertising and official boards
- **Logo presence on all videos** pre / during / post event



CONCRETE ACTIONS TO MEET YOUR OBJECTIVES

30 credits

to customize your participation

(see list of actions and credits below)



200 PASSES AND INVITATIONS for your team / guests



GOLD PARTNER

Personalized pack to deepen your relationship with key stakeholders and customers.

GOLD BRAND VISIBILITY

- **Gold visibility** on website, program, Press & Investors Book, brochures, newsletters, social networks and during the summit
- **Mention in press release**

+ CONCRETE ACTIONS TO MEET YOUR OBJECTIVES

16 credits

to customize your participation

(see list of actions and credits below)

+ 100 PASSES AND INVITATIONS for your team / guests



SILVER PARTNER

You are part of the change. Take the most out of the summit!

SILVER BRAND VISIBILITY

- Silver visibility on website, program, Press & Investors Book, brochures, newsletters, social networks and during the summit

+ CONCRETE ACTIONS TO MEET YOUR OBJECTIVES

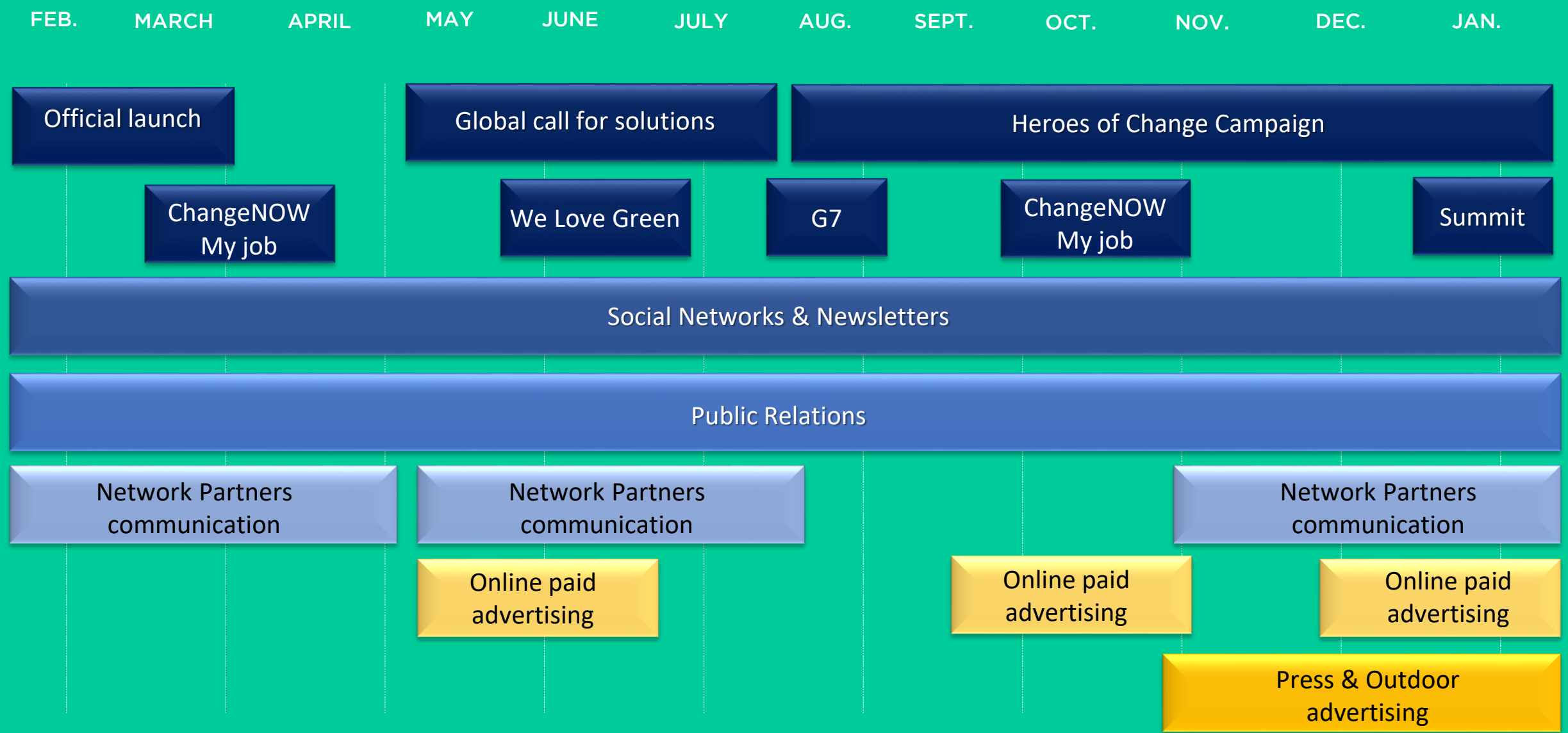
6 credits, based on your objectives:

6 credits

to customize your participation
(see list of actions and credits below)

+ 50 PASSES AND INVITATIONS for your team / guests

COMMUNICATION PLAN



BE PART OF THE CHANGE!

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