

# We belong forum·论坛

OPENING UP TO SUSTAINABLE  
LIFESTYLE & INNOVATION

- Change Tomorrow Today -

## WHAT ?

A 2-Day Forum for everyone to **explore how brands, business leaders & start-ups** are activating **sustainable solutions & innovations** to generate **higher values & revenues for businesses** while creating **resilient ecological & human ecosystems**.

An **international conference** that gives you a relevant understanding of our moving economic ecosystem towards sustainability.

Discover innovative solutions in **Fashion, Food & Beverages, Lifestyle, Social Economy, Transport** & so much more !



**Debates, plenaries, live case studies, artistic capsules & creative workshops ...**  
all in a unique exchange framework specifically designed to inspire !

## Our AIM ?

CONNECT YOU TO **SUSTAINABLE VISION**  
TRIGGER **COLLECTIVE INSPIRATION**  
TO CREATE THE **BIG SHIFT TO A SUSTAINABLE FUTURE**

**READY FOR THE NEXT STEP ?**

Join the Movement !

## WHY JOIN ?

We feed your inspiration by showcasing **concrete initiatives & best practises developed by a dynamic community of pioneers, brand innovators, entrepreneurs, designers & artists that shape the future of green economy and conscious consumption.**

### What kind of green solutions are emerging today?

Come & discover more thanks to our inspiring topics :

#### INGREDIENTS FOR SUCCESS: FROM FAST FOOD TO SLOW FOOD

with French Prince Louis-Albert de Broglie, founder of The Tomato Conservatory & Farms of the Future, Bits X Bites, Yimishiji, Rainbow of Hope



**A CUTTING-EDGE INNOVATION TO SAVE TREES : PAPER MADE FROM STONE !** With Lung Meng Technologies (Taiwan)

**LUXURY, THE NEW ALLY OF SUSTAINABILITY ?**  
with Guo Pei, the Chinese Haute-couture designer



**TEXTILE OF THE FUTURE? PINEAPPLE!**  
With Ananas Anam (Spain)



**3D PRINT YOUR HOME IN LESS 24H!**  
With Yingchuang Building Technique (China)

**GENERATION Y GOES GREEN!**  
With Kenny CAI, Founder of Bottle Dream

**RETREND ALERT! FASHION AS A FORCE FOR GOOD** With H&M (Sweden), Pillowbook (China) & Norlha Textiles (Tibet)

**FROM WASTE TO WEALTH: THE NEW RULES OF PRODUCTS MADE TO BE MADE AGAIN AND AGAIN AND AGAIN!**

*With Renault (France) & Interface (USA)*



**URBAN TECH STARTS-UP & DESIGNER AGAINST POLLUTION: GAME, SET & MATCH!**

*With Smog Free Tour Project of Studio Rosegarde (Netherlands), Plume Labs (France)*



**HOW TO BUILD VALUE FROM VALUES? THE POSITIVE POWER OF CONSCIOUS PRODUCTION & CONSUMPTION**

*With IKEA (Sweden), Eco&More (China), Norlha Textiles (Tibet) & Chinese artist (Wen Fang)*

**WHY MINDFULNESS AND POSITIVE ECONOMY IS A MUST? CARING FOR ONESELF, CARING FOR THE WORLD!**

**+ ALLY YOUR CREATIVITY & ENVIRONMENTAL CONCERNS: JOIN OUR DO-IT-YOURSEL MASKBOOK WORKSHOP**

*With Chinese Artist Wen Fang, initiator of the project supported by United Nations Environment Program.*

**+ WE PRACTICE WHAT WE PREACH : VOTE THE PROJECT WE ARE GOING TO SUPPORT TO COMPENSATE THE CO2 EMISSIONS OF THE EVENT !**

*Thanks to our offset partner EcoAct (France)*



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## WHERE & WHEN ?

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**SHANGHAI**  
OCTOBER 20<sup>TH</sup> & 21<sup>ST</sup>

@ COCO SPACE



101 Yizhou Road, Xuhui District, Shanghai  
Close to No. 200, Tianlin Road

101宜州路  
近田林路, 上海市徐汇区

**TOO FAR TO MAKE IT? FOLLOW US LIVE !**

Follow us live thanks to our partner LETV

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## HOW TO REGISTER ?

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<https://yopay.cn/event/belong2016>



微信公众号 :



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