



forum·论坛

2017 Nov. 24 - 25
Beijing

We belong

CHANGE BELONGS TO US

变化属于我们

An event founded by WeBelong foundation. The 3rd edition of WeBelong is co-organized by MuYun foundation and supported by his official institutional partner, All-China Environment Federation.

AN INSPIRING FORUM TO TAKE ACTION FOR A BETTER FUTURE!

The can't-miss event of change-makers that lives in you!
2 days of great learning

Come and understand why more business and brands commit to becoming sustainable?

How do they address the business challenges and opportunities?

What kinds of innovations are emerging today?

How can you be an "Actor of Change" in your daily life?



除霾单车
Smog Free Bicycle



红酒做成的纯素皮革
Vegan Leather made from Wine



可以吃的餐具
Edible Cutlery

CHECK OUT THE PROGRAM!

The **2017 program** will give you a relevant understanding of this moving economic and consumption ecosystem.



DAY 1 – FRIDAY NOV. 24th

8:30 am | Registration & Welcome Coffee (30')

9:00 am | Welcome Speech (10')

**9:10 am | OPENING CEREMONY
Artistic Creation & Social Impact for a Better Future (1'00)**

T

here is a paradigm shift in the way we would like to live and consume. To bank on a better future means to create social and economic ecosystems that care for human and nature. Compelling testimonial of two leading figures from the artistic world and social entrepreneurship who, in their own way, contribute to raising awareness and creating a better society.



10:10 am | Discover an inspiring pioneer - Video by Shamengo (5')
How to make Paper from Stone
by Henry Liang (Taiwan)

10:15 am | Acting Now! - Appetite for Change: Incr-Edible Cutlery (India) (30')

How can we put an end to the plastic packaging that accompanies nearly all the food products we consume? By replacing it with edible cutlery!
Come and taste his edible spoons and chopsticks in different shapes and tastes during the Forum's vegan lunch!
Narayana Peesapaty – CEO & Founder of Bakeys (India)

10:45am | Exploratory & Networking Break – Meet the Speakers! (25')

11:10 am | Creative Capsule (5')

11:15 am | Debate – How companies drive change (1'00)

Yann Boquillod - Founder of AirVisual
Laure Lemarquis - Sustainability Director of L'Oréal China
Peng Jilai, Partner at SynTao
Panel moderated by John Pabon

12:15 am | Qualitative Study - Future Living - Transformation of Green Transport, by PWC (20')

Qian Wu, Senior Manager



12:35 am | Vegan Lunch (1'15)

1:50 pm | Creative Capsule

1:55 pm | Debate - Become Awake and Aware: Inspiring Books to Read (1'00)

How to motivate the readers to change their behavior and to participate to the change of paradigm?

Misha Maynerick Blaise – Artist and Writer
XU Ge Fei 徐革非 – CEO of Hachette Phoenix
ZHU Qing - President of China Federation of Literary
Panel moderated by Zhang Mingzhou

2:55 pm | Discover an Inspiring Pioneer – Video by Shamengo (5')

To restore some green to the concrete jungle, Wong Mun Summ designed an incredible garden hotel in the heart of Singapore. A true paradise on earth in a hellish mega city.

3:00 pm | Debate - Building the Future: Green and Healthy (1'00)

Buildings offer endless opportunities for sustainable development, discover the most impactful ones with the last new trends of the market!

Catherine Berthillier - Founder of Shamengo
Ding Yuangang - Secretary of the Communist Party, Vice President of BROAD GROUP, Director of the Belt and Road Office
ZANG Feng - Principal and Founding Partner of People's Architecture Office(PAO)/People's Industrial Design Office(PIDO).
Panel moderated by Jing Guo - General Manager of International Department, Galaxy Group

4:00 pm | Exploratory & Networking Break – Meet the Speakers!

4:25 pm | Creative Capsule (5')

4:30 am | Discover an Inspiring Pioneer – Video by Shamengo (5')
Edible packaging by Wikippearls (USA)

How can we put an end to the plastic packaging that accompanies nearly all the food products we consume? By replacing it with edible materials! It's a forward-looking idea from our pioneer David. Beautiful, ethical and eco.

4:35 pm | Debate - Less is More: Start your Zero Waste Journey (1'00)

These change makers will show you how one can live better with less
Liu Xue Song - Executive Vice President of Incon Recycle, Ltd
Elsa Tang - Advocate of Zero Waste Lifestyle, Founder of GoZeroWaste
Carry Yu – Founder of The Bulk House
Zoe – Media Manager at TerraCycle
Panel moderated by Duan Yanpei - Program Manager of the Environment Protection Fund

5:35 pm | Screening of the documentary “What’s for Dinner?” & Interview of the Film Director Jian Yi (1'00)

What's are you having For Dinner? is a short documentary that examines the impacts the big shift in food production and consumption is having on sustainability, public health, food security, climate change, and animal welfare.



DAY 2 – SATURDAY NOV. 25th

8:30 am | Morning Coffee & Networking

9:00 am | Creative Capsule – Start the Day in Mindfulness (20')

9:20 am | Opening: The Social Design Lab for Interactive Innovation - (1'00)

Daan Roosegaarde is known internationally for his innovative vision and interactive projects. He is a 'hippie with a business plan', according to the New York Times, acclaimed as a creative pioneer by Forbes and Good 100. He will tell you more about the Smog Free Tower, the Smog Free Bicycle (developed with Ofo) and last but not least the Smog Free Ring!



10:20 am | Acting Now! (30') - Vegetal Leather Designed with Wine (Italy)

Discover how this eco-sustainable material is going to be used in the fashion & design Industry. Come discover & touch, you will never see a bottle of wine the

same way again! One last good news? No wine waste has been harmed in the making of this vegetal leather.



10:50am | Exploratory & Networking Break – Meet the Speakers!

11:15 am | Creative Capsule (5') - MaskBook by Wen Fang (5')

Launched by Art of Change 21 and Wen Fang in 2015 ahead of the COP21, Maskbook is the first participatory, artistic and citizen action project addressing the existing link between health, air pollution and climate change. It is officially supported by UN Environment.



11:20 am | Debate - To be or Not to Be an Eco-Tourist? (1'00)

Going on vacation does good to yourself, but what if you could take a break while doing something good for the environment at the same time?

Tolga Unan - Managing Director of naked Resorts, naked Group

Zhang Mei - Club Med Greater China Sustainable Development Coordinator

Janson Cheng - Designer and ecosystem builder for social goods

Panel moderated by John Pabon – Founder & Chief Storyteller of Fulcrum Sustainability Consulting

12:20 pm | We Practice What We Preach - Help us offset the CO2 emissions of the Forum! (10')

WeBelong forum is carbon neutral. Each year, the forum supports a certified carbon reduction project offering strong environmental and socio-economic co-benefits for local populations in China, in partnership with EcoAct.

12:30 pm | Vegan Lunch

1:50 pm | Creative Capsule (5') Break on the Top of the Mountain (5')

Niko de la Faye

Niko de la Faye invites the audience on the top of the mountain in Yunnan to discover his latest piece. His performance combines sounds, photos, sculpture and light.

1:55 pm | Debate - Ingredients for Success: Healthy Food & Beverages Trends (1'00)

Profitable, healthy, green, and ethical food to feed over nine billion people by 2050? They will show you that In a gentle way you can shake the world.

Shi Yan - Executive director of Shared Harvest (Beijing) Farm

Jian Yi 简艺 – Independent filmmaker and cultural activist

Hazel Zhang - Founder of VegPlanet

Panel moderated by Jing Guo



2:55 pm | Discover an Inspiring Pioneer (5')

How Solid Water Makes Deserts Bloom? (France) – By Shamengo (video)

Thanks to the revolutionary innovation from this agronomist, there is finally a way to keep the rain water at the roots of plants. It's a naturally degradable product that has to be seen to be believed.

3:00 pm | Debate Fashion Industry: Green is the New Black! (1'00)

Fashion is everywhere and everything is fashion. What can designer and consumer change to reduce this industry's impact on environment? Let's discover the future of fashion.

Nie Li - Detox campaigner at Greenpeace East Asia

Tiffany Pattinson – Sustainable Designer

Veronica Yow - Manager in the Sustainable Markets and Finance team at Rare

Panel moderated by Hans Galliker a self-professed ecopreneur.



3:05pm | Exploratory & Networking Break – Meet the Speakers!

3:30 pm | Creative Capsule (5')

3:35 pm | Debate - Positive News in the Age of New Media! (1'00)

These organizations are masters at raising awareness and amplifying initiatives that have a positive impact in addressing global issues.

Sandra de Bailliencourt – General Manager at Sparknews

MEI May 子雯 - Founder & Executive Director of GoalBlue Low Carbon Development Center

Panel moderated by Alessandro De Toni - Independent trends researcher

4:35 pm | CLOSING CEREMONY

Why China is Leading the Green Economy Era? (1'00)

China is on the road towards the construction of an ecological civilization. China expert & specialist, Laurence Brahm, shares his insight on how China's leadership is shifting towards a new paradigm of green growth built on conservation and environmental responsibility.

Laurence BRAHM - 龙安志 | China specialist, Economic Advisor, Lawyer (USA)

5:35 pm | Closing Speech (5')

何时何地？ • Where & When?

11月24日，星期五 - 11月25日，星期六 || 上午9点 - 下午6点

Friday, Nov. 24th - Saturday, Nov. 25th || 9.00 am – 6.00 pm

@北京希尔顿酒店 天元宫
东三环北路东方路1号

@Infinity Ballroom, Hilton Hotel Beijing

No. 1 Dong Fang Rd, North Dong San Huan Rd, Beijing

Start Your Registration Now !

Register on QR Code below



Watch Livestream!

Scan QR Code



AND YOU, WHAT FUTURE DO YOU BELONG TO?

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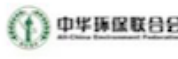


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