

We belong forum·论坛

OPENING UP TO SUSTAINABLE
LIFESTYLE & INNOVATION

- Change Tomorrow Today -

WHAT ?

A **3-hour Workshop-Conference** this **October 18th, from 6 to 9.30pm**, 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**, at SOHO 3Q, the biggest coworking space of the SOHO Group, to give you a relevant understanding of our moving economic ecosystem towards sustainability.



Duets, plenaries, pioneer innovations, artistic capsule & creative workshop ...
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 :



APPETITE FOR CHANGE: HOW TO GROW HEALTHIER FOOD ?

With French Prince Louis-Albert de Broglie, founder of The Tomato Conservatory & Farms of the Future and Amanda Galsworthy, founder of the Nurseries for Nurseries project

There is a paradigm shift in the way we perceive & we conduct business. To bank on a better future means to create economic ecosystems that work with and care for nature. Compelling duet testimonials of two entrepreneurs from the business world who are now helping to create a new & conscious green world.

GROWING VEGETABLES IN THE HEART OF THE CITY

Shamengo Video

Founded in 2009, the world's first commercial rooftop greenhouse now feeds thousands. Canadian start-up, Lufa Farms, is disrupting the status quo of food consumption and production with their hydroponic and zero-waste urban farms.



WHY CHINA IS LEADING THE NEW ECONOMIC ERA ?

With Laurence BRAHM

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.

CUTTING-EDGE TECH : MAKING PAPER FROM STONE

By Shamengo (Video)

Global consumption of paper is expected to double from the present level by 2030. A local Taiwanese company Lung Meng Tech has invested over \$50m to create a radical way of making paper : the use of stone dust. It is water-resistant and contributes to forest preservation.



URBAN TECH & DESIGN AGAINST AIR POLLUTION : GAME, SET & MATCH

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

A session dedicated to the impact that digital technologies will have on health : French start-up, Plume Labs & Chinese start-up, Origins Tech, are empowering users to understand and to beat urban air pollution through their innovative technologies and mobile applications.

+ ALLY YOUR CREATIVITY & ENVIRONMENTAL CONCERNS: JOIN OUR DO-IT-YOUREL 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)



WHERE & WHEN ?

BEIJING
OCTOBER 18TH
6 to 10PM



@ SOHO 3Q
No.9 Guanghua Lu,
Chaoyang District

FREE ACCESS

Sharing is acting : invite your friends & colleagues !

WANT TO LEARN MORE ABOUT GREEN SOLUTIONS ?
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