

changeNOW

25-27 MARCH 2024 | PARIS

## THE LARGEST EVENT OF SOLUTIONS FOR THE PLANET

STEP INTO A  
SUSTAINABLE  
WORLD

FOR IMMEDIATE RELEASE

### ChangeNOW Unveils Full Program for 2024, accelerating ecological & social transition

**Paris, Monday March 4th** — 3 weeks from now, ChangeNOW, the key actor and facilitator of the ecological and social transition, is set to host ChangeNOW 2024, the largest event of solutions for the planet. Driven by a deep dedication to concrete action, the event will convene 35,000 participants including entrepreneurs, investors, change leaders, policymakers, media and citizens to deliver tangible solutions for both societal and business advancements.

Santiago Lefebvre, President and Founder of ChangeNOW, underscores the urgency of the moment, stating *“This year, ChangeNOW lands at a critical moment: right after COP28 and mid-way through the UN's Sustainable Development Goals. We've shaped the event to deliver a comprehensive array of content that is more than ever at the forefront of current issues: from reshaping our economy to sustainable industrialization, touching on deep-sea mining, biodiversity, inclusion, etc. Over three days, we'll be uniting change leaders, pioneers, and innovators to foster collaboration and actionable steps, aiming to make a significant impact”*.

## PRESS ACCREDITATION

### A PROGRAM AT THE HEART OF SYSTEMIC TRANSFORMATION IMPERATIVES

ChangeNOW 2024 will tackle the four major challenges critical to a successful ecological and social transition: climate, resources, biodiversity, and inclusion. Featuring 1,000 solutions for the planet, the event serves as a convergence point for global change.

Full program is available here: <https://www.changenow.world/program-2024/>

### Key Themes Covering Ecological & Social Transition

Adapting to climate change

Adaptation to climate change emerges as humanity's challenge for the future years. Heatwaves coupled with intense droughts and devastating wildfires, sudden and uncontrollable floods are harbingers of what will become tomorrow's norm. **From examining how cities, coastal residents, and citizens can adjust to climate change, to delving into the human dimension of climate change**, with a specific emphasis on adaptation as a solution, we will explore how to rise to the challenges associated with adapting to climate change.

A standout feature in the program:

ChangeNOW 2024 will welcome **30 mayors from cities worldwide**, including Brussels, Lyon, Antwerp, Essen, Biarritz, Reykjavik, Turku, Charleroi, Vantaa, and Mannheim, as part of the **Sustainable Cities Program**. They will convene to exchange insights on urban resilience and the circular economy while connecting with the startup ecosystem to devise tailored sustainable solutions for their municipalities. Accompanied by **Sandrine Dixson-Declève**, Co-President of the Club of Rome, and representatives from **the Smart Cities Marketplace and the European Commission**, these leaders aim to amplify their impact on shaping sustainable urban futures.

Key influential speakers and leaders of change who will address adaptation to climate change include: **Victoria Herrmann**, Executive Director, Preserving Legacies ; **Christophe Béchu**, French Minister for Ecological transition and Territorial cohesion ; **Andrea Meza Murillo**, Deputy Executive Secretary of the United Nations Convention to Combat Desertification ; **Isabelle Spiegel**, Global Head of environment, VINCI ; **Kelsey Leonard**, Water Scientist, University of Waterloo ; **Charlène Descollonges**, Hydrologist, author and speaker ; **François Gémene**, Lead-Author at IPCC and Researcher, professor and academic director of the Master in Sustainability and Social Innovation (SASI), HEC Paris

Several solutions from the official selection of changeNOW focus on addressing climate change adaptation. These include:

**Refunite**, using technology to help separated individuals reconnect, especially in crisis or conflict situations ; **Solicaz**, specialized in the preservation and restoration of the natural capital of soils ; **Humanitarian OpenStreetMap**, dedicated to humanitarian action and community development through open mapping ; **Smart cities marketplace**, revolutionizing energy transition & collaboration in European cities ; **Oneka**, dedicated to delivering wave-powered desalination solutions to coastal communities and industries facing water scarcity

#### Sustainable Agriculture, healthy soils and food

Agriculture takes the spotlight as a crucial battleground for addressing both climate change and biodiversity loss while adapting to rising demand due to population growth and the need to rethink our diets. The agricultural and forestry sectors, significant contributors to greenhouse gas emissions and vulnerable to climate risks, are at a pivotal moment. Ensuring the resilience of production systems and ecosystems is a top concern for the coming decades. In tackling this major challenge, **our focus will be on regenerative agriculture as a practical solution to not just meet the increasing global demand for food but also to produce food that's healthy and respectful of our planet's resources.**

Standout features in the program:

- **ChangeNOW will host the COP15 Desertification Presidency event**, uniting solutions, funding, and international diplomatic support in the fight against desertification. The experience promises engagement in conferences on Institutional Power & Innovation for Biodiversity and exploration of avant-garde solutions through research and innovation. The **unveiling of COP15's Desertification fresco** serves to heighten awareness. Moreover, the event provides a platform for collaboration, bringing together stakeholders to foster connections and drive impactful projects.

- Attendees will have the unique opportunity to witness **the exclusive European premiere of "Common Ground"** the highly anticipated sequel to the documentary powerhouse, "Kiss the

Ground," celebrated by over 1 billion viewers worldwide. "Common Ground" navigates the complex nexus of money, power, and politics that influences our imperfect food system, seamlessly merging investigative journalism with compelling narratives from leaders in the food movement. As a special offering, admission is free.

Key influential speakers and leaders of change who will address this theme at ChangeNOW 2024 include:

**Vandana Shiva**, Indian activist and Founder, Research Foundation for Science ; **Benedikt Bösel**, Founder and Managing Director, Gut und Bösel ; **Alain-Richard Donwahi**, President COP15 Desertification ; **Reniera O'Donnell**, Food Initiative Lead, Ellen MacArthur Foundation ; **Nina Metayer**, Pastry Chef and World champion ; **Bren Smith**, Co-Executive Director, GreenWave and regenerative ocean farmer ; **Sandrine Sommer**, Chief Sustainability Officer, Moët Hennessy ; **Ryland Engelhart**, founder of Kiss the Ground.

Solutions showcased at changeNOW under the theme of Sustainable Agriculture, Healthy Soils, and Food include:

**AgroSustain**, reducing food waste and supporting organic food production by developing farm to fork solutions ; **BetterSoil**, partnering with companies and businesses and with farmers to improve soil health and adapt to climate change ; **Biomed**, pioneer and world leader in the extraction of heavy metals from agricultural soils through phytoextraction ; **MAASH**, Proposing an innovative alternative protein, reshaping the narrative of conventional meat sourcing.

### Transforming the economy

The dynamic landscape of EU sustainability regulations is undergoing rapid changes, introducing substantial complexities spanning carbon issues, CSRD, new governance models and strategies for financing the transition. In this theme, **we will delve into the transformation of corporations, explore the adoption of transparency, traceability, and innovative financing approaches, while also influencing change within industries.**

Standout features in the program:

A highlight for this year is the **CDP Awards Europe 2024**, themed "MOVE THE MONEY", scheduled for Tuesday, March 26th at ChangeNOW.

High-level representatives from corporations, financial institutions, and governments will convene for pivotal discussions on funding the green transition, acting as a catalyst for global change. Highlights will be broadcast on Euronews TV.

**Key speakers and change leaders set to delve into the theme of transforming the economy include:**

**Paul Polman**, Former CEO of Unilever and co-founder of IMAGINE; **Nina Hajikhanian**, General Manager of Patagonia (Europe, Middle East, Africa); **Andrew Kasso**, Co-founder and CEO of B Lab Global the not-for-profit behind the B Corp movement; **Margaret Kim**, CEO of Gold Standard Foundation; **Timothée Parrique**, Economist and author ; **Sandra Uwera**, Global CEO of Fairtrade International ; **Sherry Madera**, CEO of CDP, a global non-profit that runs the world's environmental disclosure system for companies, cities, states and regions.

Solutions presented at ChangeNOW on this theme include: **2tonnes**, a workshop for imagining the future and taking action for the climate ; **Plan A**, a SaaS tool allowing organizations to measure & reduce their carbon emissions on all their scopes ; **OpenClimat**, the unique open platform on companies' transparency and climate action ; **CarbonBright**, decarbonising Consumer Packaged Goods Supply Chains ; **Impact Institute**, helping purpose-driven organizations create positive impact at scale.

## Sustainable Sport

In this Olympic year, let's take a moment to rethink mega-events like these games and consider the crucial role athletes and sports organizations play in driving positive social and environmental change. The Sport for Change program is set to highlight influential figures in the sports world committed to making sports a force for good.

Leading voices from the sports industry, committed to a sustainable world, will speak at ChangeNOW 2024:

**Kilian Jornet**, Athlete, recognised as one of the greatest trail runners of all time ; **David Lappartient**, President of the French National Olympic and Sports Committee (CNOSF) **Yohan Benalouane**, Athlete, Footballer ; **Lya Bavoil**, Athlete, Powerlifter, World Champion ; **Antoine Pin**, Director, Protect Our Winters, **John McCalla-Leacy**, Partner, Global Head of ESG & UK ESG Vice Chairman, KPMG.

The solutions highlighted in ChangeNOW's official selection, offering innovative approaches to sustainable sports, include:

**Notpla**, the 2022 Earthshot Prize winner, specialized in creating plastic alternatives using seaweed ; **Etendart**, empowering kids through a method based on sport and creative arts ; **Rebond**, developing eco-friendly sports balls ; **Fair Play for Planet**, the first eco-responsible label dedicated to sports clubs, venues and event.

### **Additional Themes of ChangeNOW 2024 include:**

- **Europe:** Exploring its role in the transition ahead of European elections.
- **Sustainable industrialization:** Balancing industrial development and environmental preservation.
- **Ethics and artificial intelligence:** Navigating the ethical debates surrounding AI and steering it towards a force for the greater good.
- **Energy:** From the need to reduce energy needs to decarbonization and the challenge of making clean energy accessible globally.
- **Biodiversity:** Raising awareness about the importance of preserving and restoring biodiversity and studying the challenges to achieve it.
- **Water and ocean:** Addressing issues related to deep-sea mining and exploring ways to preserve and restore underwater biodiversity, examining water cycles, and making this essential resource accessible to all.
- **Inclusion**, without which the ecological and social transition cannot succeed.

### **GLOBAL CHANGE-MAKERS AND EMERGING PIONEERS COME TOGETHER, WITH BUSINESS AND INSTITUTIONAL LEADERS**

ChangeNOW 2024 boasts an impressive lineup of speakers, including business leaders, top institutions, pioneers, and international figures committed to driving positive change.

#### A glimpse of the lineup of Institutional leaders set to take the stage:

**Laurent Fabius**, President of the Constitutional Council ; **Samira Bawumia**, Second Lady of Ghana, **Eva Maydell**, Member of the European Parliament ; **Gabriela Ramos**, Assistant Director-General for Social and Human Sciences, UNESCO ; **Sylvain Wasserman**, Chief Executive Officer, ADEME ;

**Maria Neira**, Director Environment, Climate Change and Health at World Health Organization ; **Derek Walker**, Commissioner Future Generations Commissioner for Wales.

Business leaders:

**Benoit Bazin**, CEO SAINT-GOBAIN ; **Bertrand Dumazy**, Chairman & CEO Edenred ; **Pierre Louette**, CEO Groupe Les Echos Le Parisien ; **Sébastien Bazin**, Chairman and CEO Accor ; **Kate Williams**, CEO of 1% for the Planet ; **Frédéric Dufour**, CEO Ruinart ; **Jean-Philippe Bahuaud** CEO The Future Is NEUTRAL ; **Clara Chappaz**, Director at French Tech ; **Pierre-Olivier Brial**, Chief Executive Officer Manutan, **Christopher Guerin**, CEO Nexans, **Fabrice Barthélemy**, CEO TARKETT, **Jean-Christophe Tellier**, CEO UCB ; **Ilham Kadri**, CEO, Syensqo.

Leading change-makers set to take the stage:

**Javier Goyeneche**, Founder ECOALF ; **Mayada Adil**, Young leader for SDGs, United Nations ; **Boaz Paldi**, Chief Creative Officer, United Nations Development Programme ; **Angela Dewan**, CNN Climate Editor ; **Kate Robertson**, Co-founder, One Young World ; **Lucie Basch**, Co-founder, Too Good To Go ; **Hala Hanna**, Executive Director, MIT Solve ; **Nick Brandt**, Wildlife photographer.

Pioneers:

**Daniel Epstein**, CEO, Unreasonable Group ; **Daniela Fernandez**, CEO and Founder, Sustainable Ocean Alliance ; **Marion Chayneaud-Dupuy**, alpinist, founder, Global Nomad Ltd ; **Elena Doms**, Head of Earth Plus ; **Valy Phommachak**, CEO, Econox Laos ; **Clover Hogan**, Climate activist and Founder, Force of Nature ; **Elise Van Middeltem**, Founder & CEO, SUGi ; **Maud Sarda**, CEO & Co-founder, Label Emmaüs.

## OFFICIAL CHANGENOW SELECTION OF SOLUTIONS

The 2024 ChangeNOW Official Selection of Solutions boasts an impressive array of **1000 solutions**, with **300 participating in exhibitions and 200 in pitching sessions**, across 15 different themes.

Here are some key statistics for this year's exhibition and pitch of solutions:

- Representing 47 nations, the diversity spans across Europe, North America, Africa, Asia, Central, and South America.
- Nearly half of the solutions are expanding internationally, a quarter are focused on domestic growth, and the remaining quarter are acquiring their first customers. The selection also includes a limited panel of solutions in the prototype stage.
- The 2024 ChangeNOW Official Selection covers various development stages and funding models, including Grant, Seed Equity, Serie C, Serie A, Serie B.
- The total funding sought for both Expo and Pitch participants is 1.5 Billion Euros.

## FOSTERING INTERNATIONAL COLLABORATIONS

ChangeNOW 2024 will welcome representatives from 120 countries, including Singapore, Taiwan, Japan, South Korea, Brazil, South Africa, Québec, Luxembourg, Belgium, The Hague, Ukraine, Rwanda, and more.

## PIONEERING SUSTAINABLE EVENTS

ChangeNOW proudly stands as the first major event accredited at Level 2 by Reeve, one of the most holistic label for sustainable events. Our overarching objective is to transform events into powerful amplifiers of positive impact for the planet. Among our commitments this year:

- Targeting Zero Waste with zero goodies, kakemonos, carpet, plastic bottles, disposable food or packaging, or by achieving 97.3% reuse of materials in scenography and signage.
- Sustainable Food Practices: Ensuring a minimum of 75% vegetarian meals to promote sustainable and mindful consumption.
- Reducing Carbon Footprint: Implementing comprehensive carbon footprint measurement and offsetting 100% of the calculated footprint, in partnership with ClimateSeed. Additionally, fostering partnerships with European rail companies to encourage train travel over air travel.

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### **Reminder of Practical Information:**

From Monday, March 25 to Wednesday, March 27, 2024, at the Grand Palais Éphémère in Paris.

#### **Media Accreditation:**

[https://website-90433.eventmaker.io/en/registration/6469e230dc039f0874382ace?no\\_cookie=true&utm\\_source=websiteCN](https://website-90433.eventmaker.io/en/registration/6469e230dc039f0874382ace?no_cookie=true&utm_source=websiteCN)

**General registration:** <https://www.changenow.world/fr/ticketing-2024/>

### **About ChangeNOW**

ChangeNOW's mission is to accelerate the ecological and social transition through the implementation of concrete actions that address major environmental and social urgencies.

Every year, ChangeNOW organizes the largest event for solutions for the planet. The summit brings together entrepreneurs, investors, change leaders, policymakers, and the general public from around the world in an inspiring and action-oriented format.

ChangeNOW 2024 is made possible with the support of our partners, including Kering, KPMG, The Future is Neutral, Ademe, Deloitte, Microsoft, SWEN Capital Partners, Mirova, Moët Hennessy, UCB ; as well as our ecosystem partners: Earthshot Prize, The Club of Rome, IUCN, Jane Goodall Institute, B Lab, Climate Reality Project, Doughnut Economics Action Lab, CleanTech Open, Force of Nature, Springwise, Ashoka, Earth4All, Presencing Institute, La Croix-Rouge Française, One Young World, WWF, Techstars, Pacte Mondial des Nations Unies, 1000 Ocean Startups and CEC.

As a key facilitator of the ecological and social transition, ChangeNOW federates a global ecosystem of change actors.

Additionally, ChangeNOW carries out influential actions aimed at promoting systemic changes in various areas, such as impact-driven recruitment, supporting major educational institutions on ecological and social transition issues, empowering women engaged in the transition, and activating sports as a catalyst for change.

Website: [https://www.changenow.world/join\\_changenow\\_2024/](https://www.changenow.world/join_changenow_2024/)

Newsroom: [www.changenow.world/newsroom](http://www.changenow.world/newsroom)

Media Kit: [www.changenow.world/media-kit](http://www.changenow.world/media-kit)

[Impact Report 2023](#)