



WORLD FORUM FOR A  
RESPONSIBLE ECONOMY

# La Croissance se Réinvente ici

PRESS KIT

**9TH EDITION OF THE WORLD FORUM FOR A RESPONSIBLE ECONOMY : «LET'S RETHINK GROWTH»**

The most coveted annual event for imagining the world of tomorrow

20TH THROUGH 22ND OCTOBER 2015  
VENUE : NOUVEAU SIÈCLE CONFERENCE  
CENTER IN LILLE

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 WORLD FORUM FOR A  
RESPONSIBLE ECONOMY

20 > 22 OCT 2015  
LILLE CENTRE NOUVEAU SIÈCLE

9<sup>ÈME</sup> EDITION

## RETHINKING GROWTH

Growth, why and how?

### WHY?



Because growth has always carried the hopes of our world, which nowadays contains over 200 million unemployed<sup>1</sup> with more than 2 billion of our fellow planet dwellers living in poverty<sup>2</sup>.

Growth must thus be considered a compelling and undeniable necessity, yet such a consideration is not shared by all. Some doubt its impact on reducing underemployment and inequalities in living standards, while others challenge its ultimate influence on resource depletion, the environment and aberrant climate patterns. Moreover, the relationship between growth and happiness is a debate-worthy topic that has led to heated university controversies. But stating that «money can't buy you happiness» has never been a consolation to the most underprivileged among us.

The very notion of growth has consistently nourished bitter «expert disagreements»: between believers in expansionist doctrine and «degrowth» proponents; between those hoping that new technologies will boost the economy and those who feel that today's technologies will lead to a zero-growth industrial revolution; between those who are satisfied using GDP as a benchmark and those who find it insufficient, even ill-adapted to the realities and challenges facing us in the 21st century.

Can a world whose population is increasing by 200,000 human beings a day get by without economic growth? This question becomes even more crucial given that such demographic intensity is being felt in the economically developing nations. But is this the right question to be given priority? Instead of beginning by wondering why growth is being sought, doesn't it make more sense to first determine how growth is being derived and distributed? Isn't this the essential point?

(1) Source: International Labor Organization (ILO).

(2) According to the United Nations Development Program (UNDP).

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## HOW?

Simply posting GDP statistics obviously falls short of providing a real answer to this query. Even when expressed per capita, GDP per inhabitant merely yields an average that allows assessing deviations among countries but definitely not the inequalities existing within each nation. Without eliminating GDP altogether as a global (and entirely quantitative) indicator, it would still be helpful to accompany it by other measures better capable of expressing the «how» behind growth, plus its content and utility for all of society.

The United Nations has in fact promoted a Human Development Index (3), which combines standard of living, longevity and education. For its part, the OECD created the Better Life Index as an aggregate of eleven distinct criteria (4). These are two indicators, from among many others, being proposed to describe economic development in a way that avoids simplification into a single parameter.

Growth thus encompasses an increasingly complex reality. The digital age - with all its associated and ancillary technologies - will radically transform workplace organization and even all of human society. This is not a forecast of what's to happen in some distant future but the observation of what's already taking place. And this is just the beginning.

It's time to stop dreaming about the last century. Growth will not be the same. Perhaps not at the same pace, and most assuredly not of the same type. It is assuming new forms, resulting from new lifestyles and targeting new objectives: growth never stops taking new directions. Throughout the world, all sorts of initiatives are seeking to infuse it with new meaning. Some will be heard in the testimonials delivered by the group of entrepreneurs on hand in Lille during the 20th, 21st and 22nd of October 2015 to present and exchange their best practices: the next World Forum for a Responsible Economy will provide all participants with the opportunity to demonstrate that «growth is being rethought right here».

**Philippe VASSEUR, President of the World Forum for a Responsible Economy**

(3) The Human Development Index (HDI) was created within the framework of the United Nations Development Program (UNDP); it combines the parameters of GDP per capita, life expectancy and level of education. (4) The Better Life Index was launched by the Organization of Economic Cooperation and Development (OECD); it compiles eleven distinct criteria, namely: housing, income, employment, community, education, environment, civic involvement, health, satisfaction with life, safety, and work-family balance.

## WORLD FORUM FOR A RESPONSIBLE ECONOMY 2015: PRESENTATION OF THE 9TH EDITION ENTITLED: «LET'S RETHINK GROWTH!»

Initiated and presided by Philippe Vasseur, the World Forum for a Responsible Economy will be hosted for the 9th time, this year under the theme: «Let's rethink growth!». For 3 days, renowned figures from both the French and international scene will be on hand to share their solutions and best practices in the aim of promoting a new economic and social model.

The young generation will also benefit from this one-of-a-kind gathering to express itself and offer its vision of the world of tomorrow.

The foundation has been placed to rekindle a world that's both more efficient and more profitable, but also capable of improving the living conditions of all population segments while respecting and protecting our planet.



### *3 days to paint a picture of the future economy*

Since its inception in 2007 by the Réseau Alliances network, the World Forum for a Responsible Economy has each year united some 5,000 participants for a 3-day event intended to draw the contours of the world of tomorrow. This concept, which inspires as much innovation as it does enthusiasm, has already brought to the lectern over 900 speakers representing some 80 countries originating from very different backgrounds. Forum objectives are threefold: expose best practices observed throughout the world in the area of Social and Environmental Responsibility (SER); facilitate the sharing of ideas during interactive workshops, lunch sessions and roundtable debates; and promote meetings with economic actors who are actually rethinking growth.

More than a venue for debating ideas, this World Forum is the starting point for concrete action: based on recommendations issued by the famous American economist, Jeremy Rifkin, the Forum provided the opportunity in 2013 to launch the 3rd Industrial Revolution ([www.3emeRI.fr](http://www.3emeRI.fr)) within the Nord-Pas de Calais Region. It has also helped guide this region into the Social Business dynamic, through reliance on the work of Bangladeshi economist Muhammad Yunus and Philippin Antonio Meloto, a key actor in Asia's battle with poverty.

## ***Growth is being rethought at the World Forum!***



By carrying a message of hope for a world where unemployment and poverty are afflicting greater numbers of people, growth today has become an absolute necessity.

While this topic has been stirring heated debate, it would be useful to expand the discussion beyond the conventional set of indicators, i.e. statistics or GDP, and ask questions pertinent to 21st-century realities and challenges. As a case in point, the digital age has changed the baseline, while at the same time economic models like people's aspirations have evolved.

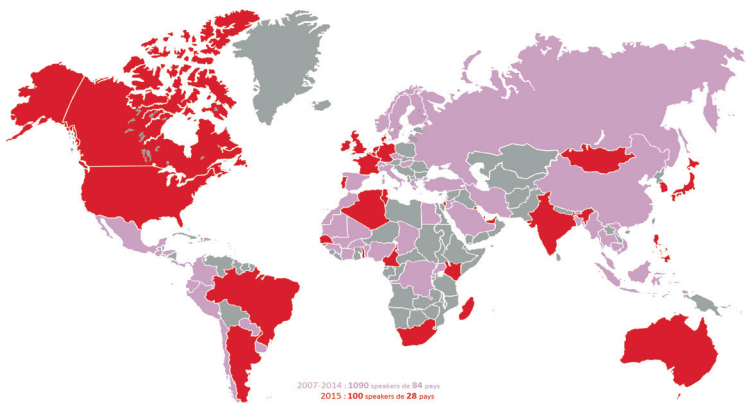
Such is the message this World Forum expects to spread under the banner «Let's rethink growth!». Leaders of major organizations, whether institutions or corporations, will share their best practices and express their opinions on 4 headliner topics, as relayed during the many sessions scheduled on the program:

- > Which kind of growth is better suited to today's behavior and aspirations?
- > New technologies, new growth: what are the economic and social impacts?
- > Which levers are available to overcome obstacles?
- > Which «business models» will prove to be best adapted?

Many session formats have also been designed for these 3 days in order to facilitate meetings with speakers: conferences (CSR Lab), workshops (Creative LAB), and lunch discussions.

## ***High-profile speakers from the world over***

Every year, leading personalities from the economic, entrepreneurial, institutional or association scene make their way from the four corners of the globe, for the purpose of sharing their vision of the future. For this 9th running, the World Forum will have the honor of accommodating over 80 speakers from countries across the world, including New Zealand and Mongolia.



## GUEST SPEAKERS

### *Visionaries:*

#### **DIRK AHLBORN, PRESIDENT OF HYPERLOOP TRANSPORTATION, DESIGNER OF HYPERLOOP - USA**



At the head of Hyperloop Transportation and Jumpstarfund, a participatory financing platform, Dirk Ahlborn supervises many projects that will revolutionize tomorrow's world, like: 3D cameras to visualize space, object recognition apps unveiled in the press, solar battery-powered cell phones, and along with these the design of Hyperloop! This means of transport at very high speed was conceived by the American Elon Musk. Economical (perhaps offered free of charge for users) and ecological, Hyperloop could modify the organization of transport services and our relationship to mobility. Thanks to an electromagnetic propulsion cannon system fed by solar energy, Hyperloop will be able to connect Los Angeles to San Francisco in just 30 minutes.

#### **MOHAMMED ASHOUR, CEO OF THE ASPIRE FOOD GROUP - USA**



Mohammed Ashour, CEO of the Aspire Food Group, founded his company devoted to developing the production of edible insects through a series of sustainable, social and ecological initiatives. With his approach, Mohammed hopes to eradicate malnutrition from the planet. In adopting the premise that insects supply an equivalent quantity of meat-based proteins yet with fewer resource input requirements, he presented his project at the Hult Prize social entrepreneurship contest, sponsored by Muhammad Yunus and Bill Clinton. Following months of competition, the Aspire project won the Hult Prize over 100,000 competing projects and with it a \$1 million seed money award to make the idea operational. Already present in Mexico, Ghana and the U.S., the company has since that time accelerated the development of its worldwide breeding farms.

#### **DAVID KATZ - CEO AND FOUNDER OF THE PLASTIC BANK - CANADA**



David Katz had the brainchild of setting up a new and revolutionary type of bank: The Plastic Bank. His company purchases waste from disadvantaged individuals in zones where the recycling system is not functioning optimally. These waste products are then sold to industries that use plastics for other uses. The bank performs 3 good actions: providing an income to the underprivileged, helping limit pollution, and prompting client companies to use recycled materials as raw inputs. With this profitable circular mechanism, David Katz won the 2014 Global Citizen Award, in recognition of entrepreneurs who apply their skills to bring about change.

#### **PAVAN SUKHDEV - CEO AND FOUNDER OF GIST ADVISORY**



Pavan Sukhdev is an economist specialized in green finance. By combining his passion for numbers with that for the environment, Pavan presented a scathing report in 2012 on the planet's «natural capital». With this report entitled «Towards a green economy», commissioned by the United Nations Environment Program, he calls for all stakeholders to gain awareness of the benefits derived from respecting biodiversity. In 2011, he founded GIST Advisory, a consulting firm with an emphasis on sustainable development, to accompany governments and companies in measuring, evaluating and managing their environmental impact.

### *Influential leaders:*



**DIDIER LEROY (JAPAN), TOYOTA'S FIRST NON-JAPANESE EXECUTIVE VICE PRESIDENT**

The Japanese automaker was the first to integrate the ISO 14001 environmental standard (in 1998). Concerned over making good on its commitments, Toyota involves all actors in its ecosystem, along with company employees, clients and suppliers in efforts to support harmonious growth. Didier Leroy, Toyota's Executive Vice President living in Japan, oversaw construction of an eco-responsible plant in Onnain, near Valenciennes (northern France).



**DIRK VAN DE PUT (CANADA), CEO OF THE CANADIAN FIRM MCCAIN FOODS**

Leader of the potato-based frozen foods market segment, McCain Foods handles the sale of one-third of the world's production of French fries within 130 countries. Since 2008, the company has adopted some stringent commitments in terms of CSR policy, including: promotion of a sustainable agricultural practices, creation of optimal working conditions for staff, and the need to develop food products capable of meeting nutritional standards.



**MICHEL LANDEL, CEO OF SODEXO**

Sodexo is the largest company dedicated to improving the quality of life, ranked the world's top French employer and 18th largest employer overall, with a workforce of nearly 420,000. Over the past few years, Sodexo has stood out for its program of reinserting former convicts into the labor force. Each year, the company helps 250 ex-inmates find a job. For this initiative, Sodexo was bestowed the 2013 CSR Innovation Prize.



**MONIQUE LEROUX (CANADA), PRESIDENT OF THE DESJARDINS MOVEMENT**

Desjardins is Canada's leading financial cooperative group and the 5th globally, with assets under management in excess of \$230 billion. In 2014, the Group was rated the world's second most solid financial institution by Bloomberg, as well as Canada's second most sustainable cooperative according to Corporate Knights.





**STÉPHANE RICHARD, CEO OF ORANGE**

With 248 million customers in 28 countries spanning the globe, Orange is ranked among the leading telephone operators, especially in Europe and Africa. A major player in the digital revolution both domestically and internationally, the company has designated 3 performance levers in its CSR policy: confidently accompanying each stakeholder into the digital world, supporting economic and social development at the local level, and lobbying for the energy and ecological transition.



**THOMAS LEYSEN (BELGIUM), PRESIDENT OF UMICORE**

Umicore is a worldwide group specialized in sophisticated metal and material compositions. The company intends to be considered a place where «it feels good to work» and has sights set on reducing its carbon footprint, in addition to being involved in local issues, on the side of local authorities. In 2013, Umicore was named the «most sustainable company» in the world according to the Global 100 index released by the Corporate Knights magazine. In the past, Umicore had operated mines in what at the time was the Belgian Congo.



**MICHEL BANDE (BELGIUM), SENIOR EXECUTIVE VICE PRESIDENT WITH SOLVAY**

The Belgian group Solvay, world leader in the chemical industry, was the first to sign, in 2013, a global CSR agreement with the international Industrial Trade Union Federations. By virtue of this agreement, Solvay committed to respecting the fundamental rights of all its employees.



**CHARLES-EDOUARD BOUÉE (GERMANY), CEO OF THE ROLAND BERGER CONSULTING FIRM**

Specialist in corporate transformation strategy and issues, the global Roland Berger Group is highly committed to CSR principles, as it is to the field of education, via the Roland Berger Foundation.

## *Pioneers of Africa's digital development:*



### **SU KAHUMBU STEPHANOU, CREATOR OF THE «ICOW» APP FOR KENYAN FARMERS - KENYA**

Su Kahumbu Stephanou, President and Founder of Green Dreams Ltd., a marketing company for organically farmed products, created the «iCow» application. In close touch with the local farming community, she designed specifically for this community a digital tool that helps better care for livestock and more efficiently cultivate the soil, thanks to personalized information and advice. Today, the iCow application is being used by over 160,000 farmers and was named «best African application» in 2011 by Forbes magazine.



### **ARTHUR ZANG, INVENTOR OF CARDIOPAD, THE CARDIOVASCULAR EXAMINATION TABLET - CAMEROON**

Arthur Zang, an engineer by training and executive of Himore Medical Equipment, invented the CardioPad, a remote tactile cardiovascular exam tablet, designed to help compensate for the shortage of cardiologists in Africa (50 cardiologists for 20 million population). With backing from his family, Professor Samuel Kingé and Microsoft, Mr. Zang was able to build several prototype models. He is now considered one of the «ten key figures behind Africa's future construction», according to Forbes magazine.



### **SÉNAMÉ KOFFI AGBODJINOU, DESIGNER OF THE WAFATE 3D PRINTER, MANUFACTURED USING INDUSTRIAL WASTE - TOGO**

Architect and researcher in anthropology, Sénamé Koffi Agbodjinou founded Woelab, the fab lab (fabrication laboratory) based in Togo's capital Lomé. In this lab, Sénamé has built a 3D printer solely from laboratory waste materials. Far from being a simple project, the printer has already been offered to schools. Noticed by NASA in 2014, the project received the Global Fab Award, a prize recognizing the best inventions stemming from fab labs.



### **BARBARA MALLINSON, FOUNDER OF OBAMI, THE SOCIAL EDUCATION NETWORK - SOUTH AFRICA**

Barbara Mallinson launched the Obami social education network. Thanks to this tool, she is able to connect leading actors from across the educational sector: university academics, teachers, students, in providing them with course content, videos and thousands of digitized documents. In South Africa, the educational system is struggling: according to the World Bank, it is ranked 143rd out of 144. Ms. Mallinson is hoping to contribute to its improvement with Obami. At present, over 30 schools make use of the social network throughout South Africa. Now set up across the African continent as well as in the United States and Europe, Obami in 2011 was considered one of the 10 most innovative technologies by UNESCO. In 2013, Forbes magazine also lauded Obami as one of the 20 startups making the biggest difference in Africa.

## HIGHLIGHTS OF THIS WORLD FORUM FOR A RESPONSIBLE ECONOMY



The 9th edition of the World Forum for a Responsible Economy hands the microphone to entrepreneurs from the world over, all of whom are striving for a more responsible economy. They will host on October 20th through 22nd conferences and collaborative workshops, in addition to attending lunch discussions and networking sessions. These days will also be marked by special announcements sure to be of interest to all participants!

### CLOSE-UP ON SELECTED HIGHLIGHTS OF THIS WORLD FORUM FOR A RESPONSIBLE ECONOMY

#### #1 - THE VISION HELD BY LEADERS SHAPING THE RESPONSIBLE ECONOMY

**20TH OCTOBER, 9:30 AM**

*Panel participants:*

Michel LANDEL - CEO of Sodexo - France

Dirk VAN DE PUT - CEO of McCain Foods - Canada

Didier LEROY - Executive Vice President of Toyota - Japan

Stéphane RICHARD - CEO of Orange - France

Thomas LEYSEN - President of Umicore and KBC Bank - Belgium

Monique LEROUX - President of Mouvement Desjardins - Canada

This plenary session will be opened by Philippe VASSEUR, President of the World Forum for a Responsible Economy.





## #2 - The vision of the future held by today's youth Special evening gala: «No limits for a Young World»

The World Forum proposes handing over the reins to our young contingent of 18- to 30-year-olds via a dedicated operation «NL4YW». The objective here is to offer this group the means to lay out the world they intend to build, their vision of a responsible society, and to inject it with reality by drawing up solutions, ideas and projects during a special session.

This international contest entitled «No Limits for a Young World» has received over 100 video pitches on projects submitted by students, young professionals, entrepreneurs, artists and athletes, but also younger job seekers.

The World Forum is pleased to welcome you on 21st October at 7 pm to discover their projects. This evening event is guaranteed to be full of surprises!

For a look at the evening program:

### HIGH-TECH

An exclusive premiere: Lexus will unveil for us its flying skateboard on the Auditorium stage.

### COMEDY

Steeven and Christopher, two local comedians both under 30, will be the Masters of Ceremony and set the tone for the evening gala. These twin brothers made their debut on the comedy TV show hosted by Laurent Ruquier «On n'demande qu'à en rire» during which they performed over 50 hilarious routines.

### A CHEF

The World Forum is organizing an «After Party», an ideal backdrop for a networking session between the youth participants and corporate leaders, with a menu of tasty finger sandwiches prepared by Master Chef Clément Marot.

### A CHOREOGRAPHER

Ucka Ludovic ILOLO, dancer-choreographer by training, founder of «O in Motion» and specialist in Body Language Intelligence, has for the last 5 years been focused on assisting companies enhance their staff's development through dance. He's been commissioned by many firms for his capacity to strengthen team bonds, stimulate dynamism, collective intelligence, creativity or strategic thinking, and raise the level of well-being. Ucka won the 2015 Google Impact Challenge, which showcases innovative projects making a positive impact for the world!

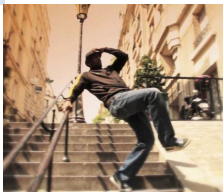
### TWO SPONSORS TO HELP INSPIRE THE YOUTH AUDIENCE

*Arthur ZANG: at 27 years of age, he was decoding hearts.*

The tablet conceived by Arthur Zang, known as the CARDIOPAD, allows measuring the heart's physiological data and then transmitting this vital information to a cardiologist. Highly useful in Cameroon, where only 50 cardiologists are available to serve 20 million inhabitants.

*Corentin DE CHATELPERRON: he weaves boats and then sets sail.*

He builds boats from a local natural resource, namely jute fiber, to ensure a more ecological outcome. From the first sailboat, Tara Tari, to their subsequent Gold of Bengal prototype vessel, the innovative work by Corentin and his team has advanced research in many sectors (like construction and auto-making). You'll enjoy meeting this young visionary whose career path is a true source of inspiration.



## #3 - Third Industrial Revolution: Year II Press briefing, 21st October at 12:45 pm

Two years after Jeremy Rifkin's Master Plan presentation on the World Forum stage, this 9th edition will feature two highlight moments specific to the Third Industrial Revolution, namely a conference led by Dirk Ahlborn from Hyperloop Transportation and a press briefing to officially launch the «Third Industrial Revolution» investment fund.

### **Third Industrial Revolution: Some international examples**

22nd October at 9 am  
Conference 8B

Panel participants:

Dirk Ahlborn, President of Hyperloop Transportation - USA  
Sénamé Koffi AGBODJINOUE, Founder of the Woelab Fab Lab and Designer of the Wafate 3D printer, made from electronic waste - Togo

### **Constitution of the Third Industrial Revolution fund**

Press briefing, 21st October at 12:45 pm  
Room xx

8 months after creating the Third Industrial Revolution (TIR) savings account, which enabled collecting more than 8 million euros from investors, the Nord-Pas de Calais Regional Council and Regional Chamber of Commerce are launching the TIR investment fund. Designed in a completely novel format, this investment instrument will finance corporate projects with a connection to the Third Industrial Revolution.

Briefing attendees:

Philippe VASSEUR, President of the World Forum for a Responsible Economy and President of the Nord Regional Chamber of Commerce and Industry  
Daniel PERCHERON, President of the Nord-Pas de Calais Regional Council

On the same topic, the testimonials of companies with experience conducting TRI-related projects will be shared on 21st October at 11 am (conference 9A) by Bruno LANCHEVIN, President of the ADEME Environment Agency.



## #4 - SoBizHub network news Year I review for both France and the Philippines 22nd October at 11 am

Following the TRI launch for the Nord-Pas de Calais Region in 2013, the World Forum initiated in 2014 a Social Business project in the same region, under the banner «SoBizHub». In practical terms, the Nord-Pas de Calais has implemented a collaborative platform built on 4 action pillars, namely:

- enhancing awareness of Social Business and promoting social innovation, especially among the youth segment and the corporate sector;

- allocating spaces for joint creation among actors without much experience working together: private sector companies, association field actors, universities, public sector authorities, in order to reconcile social AND business interests;

- developing multidisciplinary academic training and research opportunities through establishment of a Social Business Chair;

- streamlining the launch of Social Business projects by setting up incubators, dedicated accompaniment services and financing solutions.

Over 60 private and public organizations are mobilized in support of SoBizHub. The World Forum cordially invites you to discover the 1st SoBizHub review, one year after its launch, and learn about the initial effects from its implementation in the Philippines.

### Conference 16A

#### *Panel participants:*

Caroline HERRERA, Convergences, France

Shanon KHADKA, Founder of Bayani Brew, Philippines  
The company belongs to the Gawad Kaling Community founded by Tony Meloto, this NGO is committed to combatting poverty in the country. Tony Meloto attended the SoBizHub launch at the 2014 World Forum.



## #5 - Launch of the B Corp movement in France Press briefing, 22nd October at 11 am



B Corp or the «Benefit Corporation» is a private company certification label that originated in the United States; it will be introduced in France as part of the World Forum program. This label encompasses 1,450 companies rallying around the same project: harnessing these companies' efficiency and creativity to benefit the public interest. Beyond the actual certification, this corporate movement is seeking to revise the notions of performance and success in business. Two objectives are paramount herein: limiting the negative impacts, while increasing the positive ones on behalf of society and the environment. In France, 25 French companies will be joining the B Corp movement.

### *Panel participants:*

Antoine LEMARCHAND, CEO of Nature et Découvertes, France

Laure WAGNER, Spokesperson and Culture Captain for Blablacar, France

Leen ZEVENBERGEN, «Serial entrepreneur», CEO of Solarus Sunpower, Co-Founder and President of B Lab Europe, the Netherlands

Bill CLARK, Partner with the law firm of Drinker Biddle & Reath. Bill is particularly renowned for having written the regulatory text authorizing, now in 31 American States (including California, Illinois and New York), the creation of «Benefit Corporations», a new legal form of enterprise that seeks to generate a positive impact on both society and the environment - USA

Tomas PANDO, Co-Founder and CEO, Paez, Argentina

## #6 - Special «Lille 3000» session 20th October, 4:30 pm

### **Conference 5D**



The World Forum makes its way onto the Lille 3000 schedule, with a special Renaissance session: entrepreneurs who are rethinking growth in the cities of Detroit, Eindhoven and Rio de Janeiro will respond to the question: What capacity is left to adapt to the changes in and new paradigms of urban life?

### *Panel participants:*

Jérôme AURIAC, Be-Linked, France

Otavio BARROS, Project Manager, Vale Encantado, Rio de Janeiro - Brazil

Maarten VAN DE VOORDE, Director, West8, Eindhoven - Netherlands

David EGNER, Executive Director, New Economy Initiative, Detroit - US

Following pages: updated program and partners

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9<sup>ÈME</sup> ÉDITION

## PARTENAIRES OCTOBRE 2015

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Accreditations :  
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