

# P R E S S   R E L E A S E

**16/6**  
**2009**  
**Brussels**  
9:00 → 17:30

SYMPOSIUM

## HOW TO BUILD A POSITIVE ECONOMY ?

A NEW APPROACH TO ECONOMY FOR A BETTER WORLD

Testimonials,  
study cases,  
knowledge  
sharing

[WWW.POSITIVE-ECONOMY.EU](http://WWW.POSITIVE-ECONOMY.EU)

Economic and financial crises, scandals, climate and social changes, prove us each day that [addressing the economy in a different way](#) becomes obvious. That is the reason why Positive-Economy.eu, a project aimed at promoting responsible economic behavior organizes a conference about [positive economy](#). The conference is meant for entrepreneurs, CEOs, Human Resources managers, European and Government Officials to demonstrate it is possible to have a profitable business with a social and environmental added value.

The day will be introduced by tree experts who will talk about [the urgent need to change the economy to synchronize it with the challenges of our society](#). We will hear Messrs Eric de Keuleneer (Professor at the Solvay Business School and author), Paul-Marie Boulanger (Director of the Institute for a Sustainable Development) and Hans Donckers (Vice secretary general at Epegon, The European People Governance Network).

Positive entrepreneurs will follow and tell their stories. These [pioneers of positive economy](#), who have [by conviction integrated social and environmental values into their core-business](#). Amongst them Olivier Desurmont founder of Sineo ([www.sineo.fr](http://www.sineo.fr)) a car wash solution using no water but only 100% biodegradable products as well as Nicolette Mak who started a few years ago Valid Express ([www.validexpress.nl](http://www.validexpress.nl)) an express freight company employing only physically disabled people.

During the second part of the day [8 workshops](#) will take place. The goal of those workshops is to [talk concretely](#) about different fields like sustainable finance and reporting, fair trade products, eco certification or corporate values. Each workshop will be led by an expert coming from a key organization. Entrepreneurs who have already implemented positive economy in their business will bring concrete advice based on their experience. At the end of each session [10 key steps to look forward](#) will be provided.

The symposium "How to build a positive economy?" will take place on the 16<sup>th</sup> June 2009 at the Finance Tower – Boulevard du Jardin Botanique 50, 1000 Brussels. From 9 am till 5 pm. Registration is mandatory.

For any information please visit our website: [www.positive-economy.eu](http://www.positive-economy.eu)

Our conference is supported by: Flanders and Walloon region, Federal Public Service for Sustainable Development, BeFair, BTC-CTB, Triodos, BECI, Kauri, The Hub, Business & Society, MVO Vlaanderen, RSE Wallonnie, Apaces, CSR Europe, Jade, RFA, FGF.