

# P R E S S   K I T

## “How to build a positive economy?”

*A positive economy is another approach to the economy, which respects human, social and environmental values. An economy in harmony with society and the world around us.*

[positive-economy.eu](http://positive-economy.eu)

# 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

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 three 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 Wallonie, Apaces, CSR Europe, Jade, RFA, FGF.

# T H E O R G A N I Z E R S

Positive-Economy.eu is a project aimed at promoting a responsible economic behavior, which would synchronize our society its needs with the needs of the economy. This project encourages people to put into practice their personal convictions into their business.

Positive-Economy's major promotional tool is a yearly conference. The conference addresses to CEOs, humane resources managers, European officials, etc. Through testimonials, knowledge sharing and workshops it proves that it is possible to have a profitable business integrating human and environmental values into it.

The last two editions took place at the European business summit in Brussels, this year the conference moved to a very symbolic place: The finance tower.

Positive-Economy.eu is the initiative of the n.p.o. POSECO, information center for positive economy. Poseco has various promotion/communication tools in particular the bilingual (Dutch/French) internet portal [www.economie-positive.be](http://www.economie-positive.be) and the Villages and Counters. The portal is a guide of practical advice on ethical and sustainable consumption and citizenship. The idea of "Village" is to gather the actors of the positive economy with coherence of presentation and themes. The counters are a simplified version of the villages for events of intermediate size or with more local range.

For further information:  
**[www.positive-economy.eu](http://www.positive-economy.eu)**  
**[www.economie-positive.be](http://www.economie-positive.be)**  
**[www.poseco.org](http://www.poseco.org)**

With this press kit, we hope to give you an impulse for change. To make this change happen, please spread the information.

If you wish further information, an interview with one of our speakers or a member of the team do not hesitate to contact us.

If you wish to join us at the conference or to attend one or the other workshop, feel free to register on [www.positive-economy.eu](http://www.positive-economy.eu), with the registration code: **Press**.

# P R O G R A M



## **09:00 Welcome**

## **09:30 Introduction:**

Why change the economy?  
*Experts' debate*

## **10:00 Testimonials:**

How to integrate human values into the core business?  
European positive entrepreneurs' stories  
Moderated by: CSR EUROPE

## **11:30 Questions and answers**

## **12:00 Launch of the “Positive Entrepreneurs directory” project**

## **12:15 Guest speaker Federal Minister for Sustainable Development**

## **12:30 Sustainable Buffet Lunch**

## **13:30 Workshop: Core Business**

- Fair Trade Products
- Global Ecological Process
- The strategic Stakeholder Dialogue
- Eco Certification

## **15:00 Coffee break**

## **15:30 Workshop: Team, Process, Communication**

- Corporate Values
- Sustainable Financing
- Social Economy Model
- Sustainable Reporting

## **17:00 Closing speech**

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### Session 1: CORE BUSINESS

*How to set up a core business with a societal added value?*

#### 1.1 FAIR TRADE PRODUCTS (French/Dutch):

- How to lounge a fair trade product?
- What are the benefits?
- Is there a market for fair trade products?
  - Moderated by: BTC-CTB
  - Entrepreneur: Guillaume Hermitte - PUERTO CACAO
  - Entrepreneur: Bernard Cession - Mano Mano - Café Liégeois

#### 1.2 GREEN INNOVATION STRATEGIES (Dutch):

- “Consumers becoming transumers” What could this trend mean for business?
- “Cradle to Cradle - The next step?” Partnerships key to success.
- “Global or local?” From paradox to paradigm.
  - Moderated by: MVO Vlaanderen

#### 1.3 THE STRATEGIC STAKEHOLDER DIALOGUE (French/Dutch/English):

- How to identify the stakeholders of your company?
- Why and how to organize a societal stakeholder dialogue with your company?
- What is the link between the stakeholder dialogue and sustainability reporting?
  - Moderated by: Kauri

#### 1.4 ECO CERTIFICATION (French):

- Eco certificate: opportunity or constraint?
- Which are the most suitable labels for your business?
- What needs to be done to certify a product?
  - Entrepreneur: Alain Germont SALVECO

## **Session 2: TEAM, PROCESS, COMMUNICATION**

*Practical advice to implement a sustainable vision into everything that is peripheral to the core business.*

### **2.1 CORPORATE VALUES (French/Dutch/English):**

- What are the socio-economic benefits of a CSR strategy?
- Which are the ways to rally your working force around an ambitious CSR plan?
- In time of change and economic downturn, how will you convince that CSR is an added value? What are the arguments?"
  - Moderated by: RSE Wallonie
  - Entrepreneur: Colruyt

### **2.2 SUSTAINABLE FINANCE (French):**

- Entrepreneur: Triodos
- Expert: Réseau Financement Alternatif

### **2.3 SOCIAL ECONOMY MODEL (French):**

- Can the social economy model inspire the company?
- How can social economy be integrated in a standard business?
- What are the most favorable areas of activity?
  - Moderated by: ApacES
  - Entrepreneur: Exaris Intérim (to be confirmed)

### **2.4 SUSTAINABLE REPORTING (English):**

- What are the criteria for a sustainable development engagement?
- How can you identify your company strengths?
- Do's and don'ts for writing a good report
- When and why communicate about your values and the positioning of your company?
  - Moderated by: Business & Society
  - Entrepreneur: Umicore(to be confirmed)

# T H E E X P E R T S

*Speakers from different backgrounds: economy, sociology and philosophy, will explain why there is a need to change the economic model.*

**MR PAUL MARIE BOULANGER - SOCIOLOGIST AND  
DEMOGRAPHER DIRECTOR OF THE INSTITUTE FOR A  
SUSTAINABLE DEVELOPMENT.**

With a wide-ranging professional background Paul Marie Boulanger has become an eminent researcher and author. He has written amongst others about demography, social insurance, food chain safety, politics, and ecology. He taught sociology at the University of Constantine in Algeria and then joined the demographic department of the University of Louvain la Neuve as a researcher. He extensively researched about the interaction between population and its socio-economic and natural environment. In 1996 he founded The Institute for a Sustainable Development (IDD), which he has been directing since 1999. Within the framework of the IDD he coordinates research amongst others about “the indicators of sustainable development and well-being”.

**MR ERIC DE KEULENEER - PROFESSOR AT THE  
SOLVAY BUSINESS SCHOOL AND EXECUTIVE  
DIRECTOR OF CREDIBE AND OF THE UNIVERSITY  
FOUNDATION.**

Eric De Keuleneer has a degree in sales engineering from the Solvay Business School and a master in Business Administration from the Wharton School, University of Pennsylvania. After a wide career in the financial and banking (Kredietbank and General Bank) he became President of the Executive Committee OCCH (Office Central de Crédit Hypothécaire), now renamed Credibe. Currently he is also a professor at the Solvay Business School (Free University of Brussels) and teaches different academic disciplines such as: financial intermediary, commercial and investment banks. He has published various books and articles about financial regulation, CSR and socially responsible investment.

**HANS DONCKERS – HUMAN RESOURCES  
SPECIALIST, VICE SECRETARY GENERAL AT EPEGON**

After obtaining a bachelors degree in Social Work and a master degree in Philosophy, Hans Donckers performed doctoral research in applied ethics. He wrote articles on distributive justice, paternalism and public health. He also taught a variety of courses: ethics and economics, law and ethics, philosophy and ethics of care. In 2007 he decided to leave academia. He entered the corporate world as a consultant at Korn/Ferry International where he was responsible for HR diagnostic and RPO. Currently he is a senior HR consultant at Progress Associates Intl and vice secretary general at Epegon Foundation the European People Governance Network. In the later position he is able to combine his academic background in ethics with tackling the strategic people challenges of both public and private organizations.

# T H E S P E A K E R S

*Entrepreneurs will explain the reasons why they have integrated society values into their core business. Coming from different sectors, they will speak about the methods they used and the advantages for their companies. Their testimonials will show that creativity and innovation are at the centre of this new type of economy.*

## **GUILLAUME HERMITTE - PUERTO CACAO - FRANCE**

Guillaume HERMITTE was still a business student when an enchanting chocolate factory in South America inspired him. He decided that chocolate would be his major tool dedicated to social and environmental aims. In 2006 at the age of 24, he founded CHOC'ETHIC his own authentic and sustainable cacao beans importation channel. The Italian NGO Cesvi is now helping him with the organic certification of his 3 Venezuelan micro producers. He also owns a traditional chocolate factory and bar in Paris called PUERTO CACAO, amongst its 5 employees 2 have a rehabilitation contract. Within 3 years choc' ethic doubled its turnover. A second shop will open in September 2009. Guillaume Hermitte is determined to keep developing this responsible business model.



<http://www.puerto-cacao.fr/>

## **Nicolette MAK - VALID GROUP - The Netherlands**

Nicolette MAK is the founder of VALID EXPRESS a Dutch express freight service. VALID EXPRESS is a particular business because every courier has a physical disability or a chronically disease. Nicolette's brother had a hereditary disease and couldn't find any job for ten years; he was depending on allowances since he finished school. This situation was so frustrating for her that she decided to start a special business to give such kind of people the independence they deserve. In 1999 she decided it was enough and started VALID EXPRESS. She has now more than 600 clients over the whole Netherlands and employs more than 60 disabled people. At the beginning of this year, she has formatted, together with Arrad Eshel, the VALID GROUP. All the initiatives are there to create more possibilities for jobs for people with a difficult body. Since 2005, the turnover of valid group has doubled (2005 1.2 million / 2008 2.2 million).



<http://www.validpeople.nl/>  
<http://www.validexpress.nl/>

Press Kit  
June 2009

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0476/23.56.16 – 02/346.60.02

## OLIVIER DESURMONT - SINEO – FRANCE

Olivier Desurmont is the CEO of Sineo an ecological car wash solution. In 2004 he quit a high level job at Suez to open his own company SINEO. Cars are hand washed, without water and with 100% biodegradable products. Those products are made from citrus fruits and essential oils. The French green chemistry lab SALVECO that has developed the Sineo products will also attend at the afternoon event. Since 2004 Sineo saved more than 25 million liters of water. Sineo's commitment is global, environmental and social because one of its main goals has been reintegrate unemployed people into the labour market. Due to an original and dynamic management Olivier Desurmont has reached his goal with a 100% of rehabilitation. He has now more than 120 employees. Olivier Desurmont led his company to the top in France, its turnover grew from 1 million € in 2007 to 5 million € in 2008. He is now winning European and international markets.



<http://www.sineo.fr/>

## EDGAR NEO - LOTSOV\* - THE NETHERLANDS

Edgar Neo is a well-known Dutch serial entrepreneur and one of the founding fathers of lotsov, the business accelerator for cleantech companies. It was after investing in several sustainable start ups and talking to the late Dutch Green Venture Capitalist Eckart Wintzen and the founder of the Virgin Group Richard Branson that he saw what was keeping sustainable companies and NGO's from growing into great organisations by themselves: the lack of political support or will, funding, sound advice, connections, access etc. Since it's foundation in 2007 lotsov has been profitable. Grossing a combined revenue of 'a few million' euro. In association with the Rotterdam Climate Initiative, Dutch Government and some of the world's biggest companies like IBM, Microsoft, Shell, BP, Unilever, lotsov is developing an unique combination of a sustainable incubator and accelerator. Literally an eco-system for cleantech start ups and grow ups.



<http://www.lotsov.info>

## FRANÇOIS MARTY - CHÊNELET - FRANCE

Linking social economy and eco-building François MARTY has developed a new home-building pattern, which is relying on a network of building companies. Those companies have to work with people who are in progressive professional integration. CHÊNELET is also developing an eco-building certificate, 8 French companies have it already. As a pioneer in social and ecological accommodation, Chênelet has already built several houses in France and developed its network in France... At the crossroads of solidarity, environment and business dynamics, a bright future opens up to Chênelet. Ashoka has selected François Marty in 2008 as 1 of the 10 more innovative social entrepreneurs.



<http://www.chenelet.org>

# O U R P A R T N E R S

## WITH THE SUPPORT OF:



**Federal public service of Sustainable development:** its mission is to prepare the policy in matter of sustainable development; to coordinate the execution of the policy in matter of sustainable development; to provide expertise. In a general way the SPP Sustainable development has a mission of awareness to the stakes of sustainable development.

<http://www.sppdd.be/FR/index.php>

**BTC - CTB:** Belgian development cooperation agency supports, for the Belgian government, the developing countries in their fight against poverty. In addition to this public service mission, the BTC - CTB also carries out services for the account of other national organizations and international contributing to a durable human development.

<http://www.btcctb.org/showpage.asp?iPageID=2>

**BeFair - Fair Trade Center:** To support fair trade, the Belgium Technical Cooperation created a programme of fair trade generic promotion called « Fair Trade Centre » (FTC).

<http://www.befair.be/>

**Triodos:** The Triodos Bank finances companies, institutions and projects with cultural dimension and sources of benefits for people and the environment and this, thanks to the support of agents and investors eager to encourage the companies to assume their social responsibility and to promote a durable company.

<http://www.triodos.be/>

## WITH HELP OF:



**ApacES:** Is a professional federation founded by 10 Walloon council agencies in social economy. As a representation and communication board, its objective is to offer to its members an information, meeting and collaboration center.

<http://www.apaces.be/>

**BECI:** Beci (Chamber of commerce & Union of the Companies of Brussels) represents thousands of companies, ensures the defense of their interests and offer them many services likely to facilitate business management.

<http://www.beci.be/>

**Business & Society:** is an association of members which gathers around fifty companies and associations from various sectors around SCR. B&S provides its members with tools and concrete information allowing them to go further in their management and the implementation of SCR actions.

<http://www.businessandsociety.be/fr>

**CSR Europe:** is the European leading corporate network in matter of CSR. Its mission is to help its members to integrate CSR in their company.

<http://www.csreurope.org/>

**FFG :** The Foundation for Future Generations's ambition is to pass on a liveable world to current and future generations. It is the only Belgian foundation exclusively dedicated to sustainable development.

<http://www.fgf.be/>

**Financité:** For more than twenty years already, the network for alternative financing has applied its motto to reconcile money, ethics and solidarity in order to contribute to a righter and more responsibly society.

<http://www.financite.be/index,fr.html>

**Jade:** is a student-run, pan-European network representing more than 20.000 young entrepreneurs in 280 local non-profit organizations, called Junior Enterprises. It helps to set up new organizations and furthers the exchange of knowledge and management skills between its members.

<http://www.jadenet.org/>

**Kauri:** is the Belgian multi-actor learning network and knowledge centre on Business Ethics, Corporate Social Responsibility & Corporate Governance, Corporate Citizenship (social solidarity) and NGO Accountability.

<http://www.kauri.be/default.aspx>

**MVO Vlaanderen:** is a Flemish corporate network for CSR, its mission is to inform and assist the Flemish companies in the intégration of CSR.

<http://rse.wallonie.be/apps/spip/>

**RSE Wallonie :** is an internet portal created by the Walloon Minister for the Economy, Employment and Foreign trade in order to help the companies to have a better comprehension of the advantages of CSR.

<http://rse.wallonie.be/apps/spip/>

**The Hub:** Is a network, which gathers 3000 entrepreneurs through 12 cities out of 4 continents. The Hub provides them a workspace, resources, connections, knowledge sharing, investments.

<http://the-hub.net/index.html>

## WITH THE LOGISTIC SUPPORT OF:

**Exki:** A fast restaurant of quality, offering fresh and natural food all along the day, in a place with a convivial and resting decoration.

<http://www.exki.be/>

**Mano Mano:** The Belgian coffee master Café Liegeois has launched a very new concept: a sustainable and ecological coffee. Its name? “Mano Mano”, or “hand in the hand”, in Spanish.

<http://www.cafe-liegeois.com/fr/news/22-mano-mano-le-cafe-liegeois-equitable.aspx>

**Vino Mundo:** A wine merchant specialized in High quality organic and sustainable wines.

<http://www.vinomundo.be/>