

Press release

Reading, United Kingdom, 07-10-16

On October the 24th 2016 - in the lead-up to the Climate Change Summit in Marrakech (COP22) - cities, towns and communities around the world will see the start of **Ecopreneurs for the Climate 2016 (#ECO4CLIM16)**, the 2016 Global Week of Green Business and the Climate Movement (ecopreneurs4climate.org). Happening in cities, towns and communities around the world (in the week commencing on the 24th October 2016).



To mark this, an ECO4CLIM16 event will take place in Reading on Friday 28th October 2016, from 12.00 pm to 4.30 pm at the Oakwood Centre, Henley Road, Woodley, Berks RG5 4JZ.

As Marrakech initiates the work to effectively implement the Paris Agreement, via a combination of sustainable innovation and international cooperation; ECO4CLIM16 contributes by empowering ecopreneurs to provide communities with innovative business CO2lutions, supported by green economy ecosystems, are needed to mitigate and adapt to the challenges posed by climate change.

The event will revolve around two key parts:

- First, the **Climate Innovation Lab**, where Ecopreneurs, green companies, civil society organizations, and other key stakeholders, will come together to identify local climate challenges and outline inspiring sustainable business CO2lutions to address them.
- Second, the **Climate Champion Awards**, where pre-selected ecopreneurs and green SMEs will pitch their projects, products, or services, to an expert jury and a diverse audience. Prizes include being interviewed by international media, mentoring by partners and - for one global winner - participation in the COP22 Summit.

To add local flavour, the climate innovation lab in Reading will materialize into a climate innovation event, where business and community climate actors will **develop climate CO2lutions**, in order to advance the education of the public on the subject of climate change and reach long term sustainability. ECO4CLIM_Rdg brings together people from local businesses, the community, the Government and academia who want to learn more about Climate Change and find innovative CO2lutions.

Building on the event's energy, ECO4CLIM's local chapter in Reading will potentially evolve into a permanent climate innovation lab, where multi-stakeholder co-creation sessions, coupled with online crowdsourcing, will mainstream climate-championing sustainable businesses; and exchange + replicate high-impact models from across this emerging global network.

To register for the event, both to attend and to present at the Awards, visit this link: <https://www.eventbrite.co.uk/e/eco4clim-rdg-tickets-28430033997>

For further information, contact ECO4CLIM's climate organiser in Reading: Carl Emerson- and crew eco4clim@cccrdg.org.uk

Organiser



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