



## The Ecopreneurs for the Climate in Reading, from Paris to Marrakech with sustainable business solutions to climate change – #COP22 #EarthToMarrakech

Press Release - November 14, 2016

On October 24-30, 2016, **22 cities from 16 countries** hosted events during the 2016 Global Week of Green Business and the Climate Movement (**#ECO4CLIM16**), seeking to connect, promote and empower ecopreneurs providing cooperative, sound, and **sustainable business solutions** to challenges deriving from **climate change**.

The initiative has tripled impact compared to 2015, gathering 650+ green economy professionals, thanks to the work of 27 climate organizers, and a vast ecosystem of 97 local partners from all sectors of society, 6 global partners (Impact Hub, SwitchMed, Green Shift Africa, Ecopreneur.eu, GreenEcoNet, and NESI Forum), and various sustainable business networks and media partners. In the digital world, the reach was remarkable too, attaining 20,250 web visits from 439 cities in 76 countries; and 8.1 Million potential impressions on Twitter via 473 contributors.

As Ecopreneurs of Reading was part of ECO4CLIM16 events, multi-stakeholder **climate innovation labs** were run to identify climate-related challenges, and outline green business opportunities to tackle them locally. On the opportunities side, an open-minded approach to eco-entrepreneurship was highlighted, to enable climate action from civil society, and break stereotypes. Furthermore, strategic policy recommendations were also made, including fostering environmental education through behavioral change campaigns; or encouraging the transition to a decentralized, clean, and 100% renewable energy system. Some conversations even took it a step further, envisioning a sustainable future for their own communities through ambitious city-level pledges, like fully decarbonizing the city (Berlin, 2050); or empowering the local government to create an inclusive accessible city ([Reading, 2020](#)).

After the labs, the spotlight moved on to the near 100 ecopreneurs that participated in the **2016 Climate Champion Awards**. Expert juries and audiences determined 26 winners receiving numerous prizes, with 2 global ones among them:

- **COP22 Special Award:** Cyril Colin, from Paris (France), for lum Energy, a software-as-a-service company developing the Energy OS, the first energy intelligence platform providing tailored microgrid solutions. Cyril will participate in the COP22, on November 18 in Marrakech (see next).
- **2017 NESI Forum Special Award:** Karima Kerkeni, from Mahdia (Tunisia), for Green Essential, a social enterprise specialized in extracting essential oils from medicinal herbs, while supporting women in rural regions. Karima will take part in the 2017 New Economy & Social Innovation Global Forum on April 19-22, 2017, in Malaga (Spain).



Both Karima and Cyril will share their experiences with the world in a live chat to be held on Wednesday November 16 at 11:00am (GMT), as part of the **Earth to Marrakech** initiative. Two days later, on Friday November 18, Cyril and Jesus Iglesias -ECO4CLIM's International Coordinator- will join the **COP22** Climate Summit to bring the voice and solutions of climate-champion ecopreneurs to world decision makers and the Climate Movement. First (12:15pm), at a panel led by the UN Foundation within the **Sustainable Development Goals** Solutions Hour; and then (2:00pm) at the event ECO4CLIM co-organizes together with its partners in Morocco: Aribat Moubadara/Rabat Initiative and "Entrelles des Femmes Entrepreneures".

Paris brought the Agreement, Marrakech is catalyzing action, and the Ecopreneurs for the Climate are delivering solutions.

**For further information:**

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