

ICREI 10TH INTERNATIONAL CONFERENCE

ENVIRONMENTAL ENTREPRENEURSHIP

Preliminary Program



JULY 7TH & 8TH 2016 | AIX-MARSEILLE UNIVERSITÉ
6 AVENUE DU PIGONNET, AIX-EN-PROVENCE, FRANCE



Thursday, July 7

07:00 – 10:00 PM Reception and Dinner – Hotel Acquabella
Dinner speakers: John Baden, Brice Lalonde and Bob McCormick

Friday, July 08

Venue - **Aix-Marseille Université, 6 Avenue du Pigonnet, Aix-en-Provence, France**

8:00 – 09:00 AM Registration

9:00 – 10:30 AM Plenary session: Property Rights, protection by patents and other tools
Chair: Hervé Novelli, former minister of Enterprises

10:30 – 11:00 AM Break

11:00 – 12:30 PM Parallel Sessions

Diversity in fields, goals , sizes
Chair: Claire Tutenuit, Entreprise pour l'Environnement

Teaching, training and motivating
Chair: Bob McCormick, Enviropreneur Institute

12:30 – 2:00 PM Lunch

2:00 – 3:00 PM Plenary session “Paths to success and case studies”
Chair: Pierre Joubert, CEA-Tech

3:00 – 4:00 PM Parallel Sessions

The way ahead
Chair: Christoph Vanderstricht, Ernst and Young Ecopreneur incentives

Assessing and funding start-ups
Chair: Jean-Louis Bertholle, Crédit Agricole

4:00 – 4:30 PM Break

4:30 – 5:40 PM Final Round Table
Chair: Thierry de l'Escaille, ELO

7:00 – 9:00PM Reception at Pavillon Vendôme (18 th Century Folly)

Saturday, July 09

10:00 – 4:30 PM IES-Europe sessions open to ICREI Participants

7:30 PM Farewell Dinner