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# 10th International Conference **ENVIRONMENTAL ENTREPRENEURSHIP**

Aix-en-Provence, France  
JULY 7<sup>th</sup> & 8<sup>th</sup> 2016

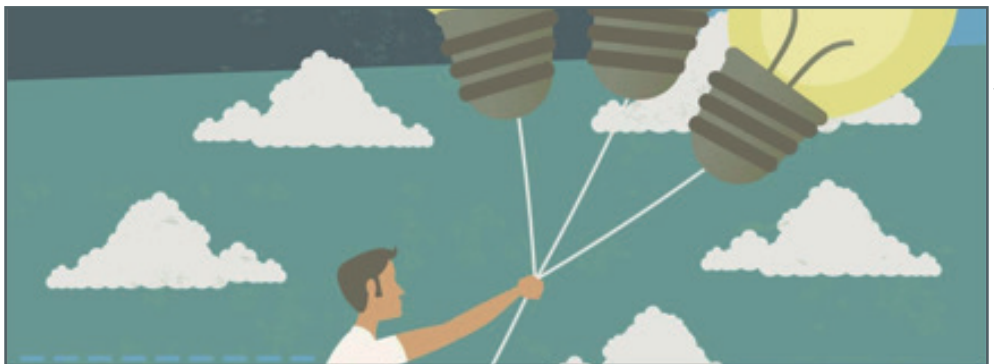
*Organised by :*

International Center for Research on Environmental  
Issues - ICREI

*In collaboration with*

**GREQAM Aix Marseille Université**  
**The Institute for Economic Studies Europe**

Légal and Economic Imagination for the Environment



L'imagination juridique et économique au service de l'environnement

**DRAFT as of MARCH 25<sup>rd</sup> 2016**

# « An environmental entrepreneur is a person or an institution who imagines and finds new and performing means to transform environmental problems into solutions and profit»

## Present situation

For environmentalists, economics and business are traditionally responsible for environmental destruction. Accordingly enterprises are considered as responsible for overusing natural resources and pollution and the solution is non growth.

Sustainable development is a rallying concept but we must go further: think about methods, imagine instruments and above all implement them.

We must reassess the impacts of “command and control” and more specifically of norms and standards in order to encourage and free present and potential entrepreneurs.

- In order to face up economic decay and unemployment, genuine green growth must mimic policies and institutions which are responsible for economic prosperity and all in all for environmental quality in developed countries: secure and well defined property rights, freedom for business and rule of law in order to free initiative, investment and innovation which have been, and still are, the prerequisite of technological revolution and social progress.
- Green growth offers unlimited perspectives for society at large, provided entrepreneurs be free to imagine, create and profit.
- In many countries, environmental policies are top down oriented and often the province of central governments and/or European Union. Command and control is too often ill adapted to diversity, creativity and imagination for small and medium enterprises and of course startups. Regulation is of course a prerequisite for the protection of property rights, the emergence of new markets and the possibility of adequate funding through taxes and subsidies. However governments should restrain their “command and control” attitude and act as an efficient catalyst and partner. A new kind of regulatory policy must be invented and implemented. Eventually entrepreneurs are the key actors for implementing so-called “circular economy”.

## Objectives

- We shall discuss the present and future of Environmental Entrepreneurship which is one of the leading factor for economic prosperity, job creation and conservation.
- We must also identify the stakes, share experiments and benchmark success stories by convening worldwide experts, institutions, think tanks, NGOs and above all actors and entrepreneurs, whether present or future.
- We shall vet the prerequisite institutional setting and tools such as property rights, patents, funding...and the impact of top down regulations.
- We shall consider and discuss case studies where community and private action inspired by committed individuals has made a significant difference in protecting and enhancing the environment
- We shall assess education and training for environmental entrepreneurship.

## UNDER THE PATRONAGE

**Ségolène ROYAL**, *Ministre de l'Ecologie\*\**(tbc in June)

**Emmanuel MACRON**, *Ministre de l'Economie\*\**

**Daniel CALLEJA-CRESPO**, *DG Environnement\**

**Alain MADELIN**, *Former Ministre des Finances\*\**

**Brice LALONDE**, *Former Ministre de l'Environnement\*\**

**Hervé NOVELLI**, *former Ministre des Entreprises\*\**

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**Martine VASSAL**, *President of Conseil Départemental des Bouches du Rhône\**

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**Yvon BERLAND**, *President Aix Marseille Université\**

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**Christian ESTROSI**, *President of Région Alpes Provence Côte d'Azur\**

**Jean-Bernard LEVY**, *President EDF & Vice-president\**

*of Entreprise pour l'Environnement\**

**Olivier MOUSSON**, *President de la SEIN\*\**

**Michel BON**, *President FNEGE\*\**

**Xavier FONTANET**, *Fondation Fontanet\**

**Jean-Luc PETIT-HUGENIN**, *PAPREC\**

**John BADEN**, *President Foundation for Research on Economics and the Environment \*\**

**Thierry de l'ESCAILLE**, *Secretary general of European Landowners Organisation\*\**

\*\* Confirmed      \* To be confirmed

## AMONG TENTATIVE CONTRIBUTORS

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*Académie de l'Entrepreneuriat*

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**GREEN Ken**. *Fraser Institute*

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**NOVELLI Hervé**, *WIKIPME*

**PHILIPPE Cécile**, *Institut Molinari*

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**TUTENUIT Claire**, *Enterprises pour l'Environnement*

**VACHER Michel**, *Business Angels*

**VANDERSTRICHT Christoph**, *Ernst and Young*

**WARTENA Sjoerd**, *Terre de Liens*

**YANDLE Bruce**, *Clemson University*

**ZYCHER Benjamin**, *American Enterprises Institute*

... others tbc

## AMONG CONCERNED INSTITUTIONS

- **Agences de l'Eau / WaterAgency**
- **AgroParisTech / Agronomics Universities**
- **Aix Marseille Université - AMU**
- **Asia Centre for Enterprise**
- **Ass. Intern. de Recherche en Entrepreneuriat**
- **Association Française des Entreprises Privées - AFEP**
- **Association of Europe-China Environmental**
- **Audace Institut Afrique**
- **BPI / OSEO / National Bank for financing start ups**
- **Batten Institute, University of Virginia**
- **Bla-Bla Car/French Start up for car sharing**
- **Cambridge Judge Business School**
- **Centre Jeunes Dirigeants-CJD**
- **Cercle des Entrepreneurs du Futur**
- **CERIC-CNRS, Aix en Provence**
- **Chambre de Commerce et d'Industrie France / French Chamber of Commerce**
- **Cleantech Tuesday**
- **CleanTech Republic/ Green Business La Tribune**
- **Club Cleantech AFIC**
- **Club des Eco Business Angels**
- **Commission Européenne / DG Environnement**
- **Communauté Pays d'Aix/ Ville d'Aix**
- **Competitive Enterprise Institute Washington**
- **Conseil Départemental 13**
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- **Copenhagen Cleantech Cluster**
- **Créativité et Territoires**
- **Crédit Agricole**
- **Demeter**
- **Electricité de France**
- **ENGIE France Active, ex GDF-Suez**
- **Entrepreneurs for the Future**
- **Entrepreneurs d'Avenir**
- **Entreprise pour l'Environnement-EPE**
- **ESPC - Europe**
- **European Center for Entrepreneurship and Innovation, Aix en Provence**
- **European Landowners Organisation – ELO**
- **DEMETER Partners**
- **DoinGLOBAL**
- **FAPE GDF-Suez, création d'entreprise**
- **FING**
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- **France Innovation Scientifique et Transfert**
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- **HEC-Montréal/CIRANO**
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- **Institute for Environment (Berkeley)**
- **Institut National de la Propriété Industrielle - INPI / National Patent Office**
- **Institut Véolia**
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- **Kedge Business School**
- **La Recyclerie**
- **Liberty Institute New Delhi**
- **Maud Fontenoy Foundation**
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- **PEPITE, Plan Etudiant pour l'Innovation, le transfert et l'entrepreneuriat**
- **PERC / Enviropreneur Institute, Montana US**
- **PEXE-ADEM**
- **Pole Compétitivité-Risque, Technopole Arbois**
- **Red Empreverde, Espagne**
- **Rotary Leadership institute**
- **Salon Produrable**
- **Sciences Po Entrepreneurs**
- **SEIN, Société d'Encouragement pour l'Industrie**
- **Terre de Liens**
- **The Camp, Université privée**
- **UBER Cab**
- **World Resource Institute**
- **WIKIPME ...**

## ORGANISATION

*The 3 day format of the 1996, 1998, 2000, 2002, 2004, 2006, 2008, 2010 and 2012 conferences, is limited to a one day + colloquium inside the 5 day IES-Europe annual meeting.*

**Date :** July 7th -8th 2016

**Place :** Aix-en-Provence

**Duration :** 1,5 day including formal dinner + reception

**Expected attendance :** 150 to 200 including some 35 contributors and staff

**Official language :** English (translation, if appropriate funding)

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## AMONG TOPICS

- Specificity of environmental entrepreneurship
- The role property rights
- Teaching environmental entrepreneurship
- Environmental entrepreneur : nature and / or culture
- Is environmental entrepreneurship compatible with social entrepreneurship?
- Poor rural lands rehabilitation for the environment
- Towards impact assessment of innovation
- Patents for environmental entrepreneurs
- Crowd funding
- Green jobs
- Banks and investment funds
- Role of governments: subsidies, regulations, taxes...
- Specificity of institutional entrepreneurship
- From startups to corporations
- Psychology and motivation of enviropreneurs
- Best fields for innovation
- Competitiveness of special areas: situation assessment
- Case studies of success and failure
- Ecopreneur for sustainable development
- Typology of environmental entrepreneurship
- The future of environmental entrepreneurship
- Institutional and legal environmental entrepreneurship
- Geographic, social, cultural and economic environment: the case of Silicon Valley ...
- Intellectual Entrepreneurship
- Is monopoly a prerequisite?
- Circular economy
- Immigration and Entrepreneurship

The INSTITUTE FOR ECONOMIC STUDIES EUROPE ANNUAL MEETING  
July 5th to 10th

**ICREI DRAFT PROGRAM**

**Thursday July 7<sup>th</sup>**

5 - 7 pm

**ICREI colloquium registration**

ICREI and IES Europe joint Formal dinner at 8pm

Bruce Yandle , John Baden and Brice Lalonde as keynotes

**Friday July 8<sup>th</sup>**

8 - 9 am

Registration

9 - 10 : 00 am

Plenary session: Property Rights, protection by patents and other tools

10 : 30 - 11am

Coffee break

10 : 30 - 12:30 am

Concurrent workshops :

Geographic, social and institutional conditions  
Rural and agricultural Entrepreneurship  
Teaching Environmental Entrepreneurship

12:30 - 2 pm

Lunch

2 - 3 pm

Plenary session Failures and success stories

3 - 4 pm

Concurrent workshops

Formal and informal funding  
Ecopreneur incentives

4 - 4 : 30 pm

Coffee Break

4:30 - 5:30 pm

Final round table

7 - 9 pm

Reception at Pavillon Vendôme (18 th Century Folly)  
for ICREI and IES Europe participants

**Saturday July 9<sup>th</sup>**

**Wrap-up session**

10 am - 4:30 pm

IES EUROPE WRAP UP SESSION open to ICREI participants

7:30 pm

Farewell dinner open to ICREI participants

**Sunday 10<sup>th</sup>**

**Departure**



## **OUR PARTNER INSTITUTE FOR ECONOMIC STUDIES - EUROPE**



Since 1989

The Institute for Economic Studies - Europe (IES-Europe), a non profit organization registered in the state of Virginia, has aimed at discovering, developing and supporting the most outstanding people it could find among students, scholars and other intellectuals who share an interest in exploring and applying the principles of classical liberalism. Along the years IES has been using various tools – such as offering fellowships to outstanding students, organizing essay contests, supervising the translation of classical books or editing academic journals – to promote awareness of classical liberalism.

### **Annual meetings in Europe**

However its main activity has traditionally been the organization of summer seminars during which students are offered a first contact with the economic, historical, and philosophical arguments in support of free market and limited government.

IES seminars have been organized in various places throughout Europe. This international context makes it easier for participants to appreciate the natural benefits of exchange, which truly are at the basis of IES philosophy.

### **Exchange brings value, peace and friendship.**

Those are actually the basic principles of a free society. The sharing of different experiences from various cultural and institutional contexts is brought into new light when channelled through a common analytical vision. Participants understand that despite local heterogeneity, a set of universal principles applies to and unites all nations and people.

The aim of these summer seminars is to introduce students to the ideas of liberty, in a multidisciplinary fashion. During the week, each one of the four or five instructors come from around the world to speak to IES students.

### **Aix Marseille Université - AMU**

Besides organizing summer seminars, IES has also long been associated to the organization of the annual Summer University at the University of Aix-en-Marseille, France which gathers scholars and students from all over the world. For 30 years, the Summer university has been the rendez-vous of liberal intellectuals from all over the world. Economist such as Gary Becker, Gordon Tullock, Israel Kirzner and Ronald Coase -- and other people from different nations and backgrounds have been meeting in Aix-en-Provence to confirm and deepen the libertarian thought.

One of the aims of the Summer University has been to recognize that classical liberalism is less an efficient economic solution than it is the complete version of contemporary humanism.

# DRAFT IES PROGRAM

## Tuesday July, 5<sup>th</sup>

3 - 6 pm

Registration

7 - 9 pm

Welcoming dinner – Restaurant l'Escargot

## Wednesday July, 6<sup>th</sup>

8 - 9 am

Breakfast

9 - 10:30 am

**Plenary Session : Fundamentals of Liberalism :  
Political Philosophy**

10:30 - 11 am

Coffee Break

11 - 12:30 am

**Plenary Session : Fundamentals of Liberalism : Economics**

12:30 - 2 : 30 pm

Lunch

2:30 - 4 pm

Workshops

4 - 4:30 pm

Coffee Break

4:30 - 6 pm

Workshops

7 - 9 pm

Dinner - Restaurant l'Escargot

## Thursday July, 7<sup>th</sup>

8 - 9 am

Breakfast

9 - 10:30 am

**Plenary Session : Fundamentals of Liberalism : Law**

10:30 - 11 am

Coffee Break

11 - 12:30 am

**Plenary Session : Fundamentals of Liberalism :  
Economics II**

12:30 - 2:30 pm

Lunch

2:30 - 4 pm

Workshops

4 - 4:30 pm

Coffee Break

4:30 - 6 pm

Workshops

7:30 - 9:30 pm

**ICREI / IES-Europe**

**Joint Formal Dinner – Hotel Acquabella**

## Friday July, 8<sup>th</sup>

7 - 9 pm

**ICREI CONFERENCE ( open to IES participants)**

**ICREI / IES JOINT Reception at Pavillon Vendôme  
(19th Century Folly) Saturday 9th, July**

8 - 9 am

Breakfast

9 - 10:30 am

**Plenary Session : Current issues from a liberal perspective**

10:30 - 11 am

Coffee Break

11 - 12:30 am

**Plenary Session : Current issues and the way forward**

12:30 - 2:30 pm

Lunch

2:30 - 4 pm

Workshops

4 - 4:30 pm

Coffee Break

4:30 - 6:30 pm

Free Time

6:30 - 9 pm

Bus departure for dinner and music under the pines

## Saturday July 9<sup>th</sup>

**Wrap-up session**

## Sunday July, 10<sup>th</sup>

Departure

## IES CONTRIBUTORS

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Deidre McCloskey, Professor of Economics and History at University of Illinois at Chicago  
Tom Palmer, Dr. Atlas Economic Research  
Donald Boudreaux, Professor of Economics at George Mason University

## ICREI CONFERENCE TENTATIVE FUNDING

AFEP \*  
Agence de l'Eau \*  
Electricité de France\*\*\*  
FREE Foundation\*\*\*  
Local Governements\*\*  
In Vivo\*\*  
Fondation Xavier Fontanet \*  
PAPREC/ SNEFID\*  
INPI\*  
WIKIPME\*\*  
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Ernst & Young\*  
PEXE /CLUB ADEME INTERNATIONAL \*  
Ministère de l'Ecologie\*  
Ministère de l'Economie\*  
Maud Fontenoy Foundation\*  
Rotary International (district 1760) \*  
Registration Fee \*\*

\*\*\* confirmed

\*\*to be confirmed

\*possible

## IN KIND

Aix Marseille Université  
European Landowners Organisation-ELO  
ICREI  
GREQAM  
Produrable



Dalloz  
1987



Dalloz  
2000



Dalloz  
2002



Elsevier  
2002



Bruylant  
2003



Bruylant  
2006



Bruylant  
2007



Bruylant  
2010



Bruylant  
2011



Johanet  
2014



Bruylant  
2014

« What is common to the greatest number has the least care bestowed upon it. Everyone thinks chiefly of his own, hardly at all of the common interest »

Aristotle, Politics, Book II par