

AN EVENT TO TAKE ACTION FOR A BETTER FUTURE!

The can't-miss event of change-makers that lives in you!
2 days of great learning and discoveries

WeBelong is a two-day event that creates the ideal condition for the audience to be connected to impactful solutions, innovations and to communities.

The 4th edition of the event will include enlightened and inspiring speakers and contents. You will discover more about the Space Overview Effect, Circular Fashion for Less Impact, the Influence of the Positive Luxury, why Ocean Protection Needs You, How to Live with Less, from Ego to Eco, the Edible Water Bubble, ... + eco-tips from each participant that will encourage you to be **an active "Actor of Change" in your daily life!**

CHECK OUT THE PROGRAM!

The **2018 program** will give you a relevant understanding of this moving economic and innovative ecosystem



Ohoo, the Edible Water Bubble!



Veja, the Coolest Green Sneakers



3D Food Company, Is It the Future?

DAY 1 – FRIDAY OCT. 12TH

9:00 am | Registration & Welcome Coffee (30')

9:30 am | Welcome Speech (10')

9:40 am | OPENING CEREMONY

WHAT IT FEELS LIKE TO SEE EARTH FROM SPACE! (35')

What the astronauts felt when they saw Earth from space changed them forever? They are around 500 space professionals to have discovered it! You too discover a unique and interactive experience of the Whole Earth in rotation. The goal of this experiment is to create a sense of spaciousness and beauty in each of us through a series of stunning NASA DSCOVR satellite images at L1. By discovering a more expansive perspective of our planet, its incredible beauty and also its fragility, one develops another planetary consciousness.



10:15 am | Discover an inspiring pioneer. (5')

Growing the Packaging of the Future: Can Mushrooms Replace Plastic? (USA)

By Shamengo (video)

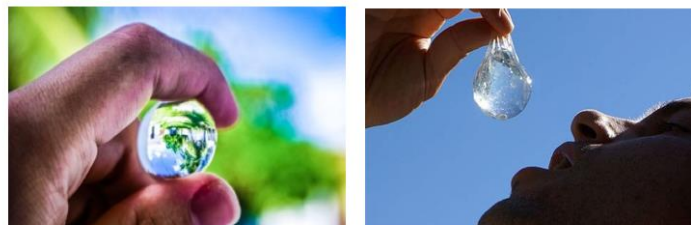
Eben Bayer a young engineer's start-up is in the process of revolutionizing the global market of packaging with his low-tech, eco-friendly invention. He is committed to working with industry and consumers to rid the world of toxic and unsustainable materials.

10:20 am | Acting Now! (30')

The Ooho! Edible Water Bubble Gets Set to Replace Plastic Bottles (England)

Edible water: How eating little balls of H₂O could be the answer to the world's plastic pollution! The British start-up Skipping Rocks Lab launched an ingenious solution edible, seaweed-based membrane that holds water. By **Lise Honsinger** – CFO/COO of Skipping Rocks Lab.

Moderation by **Angela Yu** 于思群



10:50 am | Exploratory & Networking Break – Meet the Speakers! (25')

11:15 am | Creative Capsule (5')

Shine 8 Lights by Niko de La Faye

Niko de La Faye is a visual artist. He invites you into a moment of poetry with an abstract geometrical shadow theatre, with light radiating through its latest piece, a representation of the Cosmos called M2B4#2.2.

11:20 am | Change Yourself to Change the World (40')

How to apply the latest neuroscience findings into business and create a “Brain-friendly” culture that makes flourishing possible? By **Ella Zhang** - Founder of the Institute of Growing capacity
How to change our perceptions of the earth and nature? Only by taking a shift from ego-centric view to eco-centric view, and re-discovering the beauty and wonder of the earth, can we save ourselves and generations to come, and keep enjoying the abundance and beauty of life on Earth?

By [Hazel Zhang](#) 张思 - Founder of VegPlanet

In order to achieve our deepest potential and highest calling, we must be able to see, hear and feel clearly to understand our life's choices and directions. How can we tap into that creative and powerful space to unleash the best version of self? Holistic detox—a shortcut to a happy and fill-filled life.

[Vievien Ji](#) – Founder of Lifeblooms

**12:00 pm | Request Sustainable Palm Oil :
Join the Movement Against Deforestation! (45')**

Every day, entire hectares of primary forests disappear under the weight of bulldozers in order to always plant more palm oil trees. Some organizations and companies, members of the China Alliance, support sustainable palm oil. They will tell you more about it and how you as a consumer can participate in the fight against this danger?

By [Xin Yu](#), Program Manager at WWF China, [Laure Lemarquis](#), Sustainability Director of L'Oreal China
[Yun Jiang](#), Outreach & Engagement Specialist of RSPO +1 additional participant.

Moderation by [Angela Yu](#) 于思群

**12:45 pm | Vegan Lunch Break (1'15)
(not included in the ticket)**

**2:00 pm | Creative Capsule (5')
Performance by Wen Fang – Independent Artist**

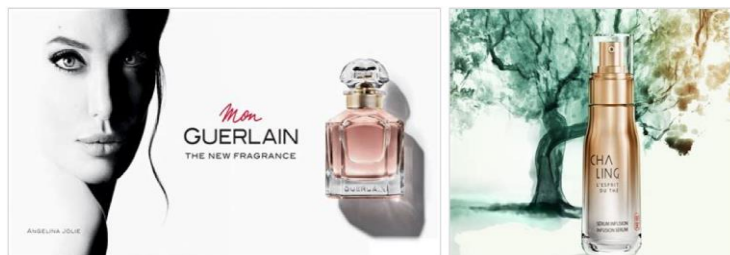
Wen Fang is an advocate and practitioner of Earth art in China. For this, she set up a group named "Walk out and create the Earth art" with her friends. During this session, she will show us a series of artworks that tap into the nature and share the story behind.

**2:05 pm | EXCLUSIVE INTERVIEW (50')
Guerlain & Cha Ling, Positive Luxury**

Guerlain (LVMH group) is a French perfume house founded in 1828. Its CEO and president, Laurent Boillot, an aesthetic soul and a nature lover, passionate about Chinese culture, will share how social and environmental responsibilities have been integrated into the company strategy since 2007. He will also tell the story of Cha Ling, a Sino-French holistic lifestyle cosmetic brand, together with Minguo Li-Margraf who is collaborating with both for Guerlain and Cha Ling (Green Hero award, 2007; Forest Chinese ecological Hero award – 2014).

[Laurent Boillot](#), Chief executive Officer & President of Guerlain and Cha Ling (LVMH Group)

and [Minguo Li-Margraf](#) 李旻果, moderation by [Yuan Zou](#) 邹远



2:55 pm | Discover an inspiring pioneer. (5')

Transformation Salmon skin into Eco-Leather (Chile)

By Shamengo (video)

Did you know that we can enjoy salmon also differently than in our plates? [Steven Kerestegian](#) from Chile realized the value of the skin from salmon and decided to use it for another purpose.

3:00 pm | – 'Acting Now!' (30')

Veja: the coolest sustainable sneakers you've ever seen!

Meet the man responsible for the one of the most sustainable fashion brand, Veja. Its innovative design, eco-friendly material and fair trade convince every fashion nova that fashion can equal sustainability. Veja calls its stance "commercial disobedience", because it turns existing economic systems upside down.

By [François-Guislain Morillon](#), co-founder of Veja

Moderated by [Yuan Zou](#) 邹远



The American actress, Emma Watson wore the French Sneakers

3:30pm | Exploratory & Networking Break – Meet the Speakers! (25')

3:55 pm | Creative capsule (5')

Gu Qin performance by Zhenguo Wang

Being on top of the four traditional arts, the guqin has historically been regarded as one of the most important symbols of Chinese high culture. It is seven-stringed zither without bridges, the most classical Chinese instrument with over 3000 years of history.

4:00 pm | Discover an inspiring pioneer. (5')

By Shamengo (video)

4:05 pm | Ocean Protection Starts With You! - Debate (50')

In the last decade, the voice in favour of oceans protection has grown globally. Why is it key for our future? Because they generate half of the oxygen we breathe and, at any given moment, they contain more than 97% of the world's water and much more. Today 5 billion waste floats in the oceans and in a few years, if we do nothing, there will be more plastic than fish ☹

[Lisa Christensen](#), founder of Ecozine, [Miao Wang](#) 王淼, founder of Better blue, [Zhou Wei](#) 周薇, ocean campaigner, Greenpeace East Asia



4:55 pm | Film screening (1'40)

Plastic Ocean – Documentary by Craig Leeson

Plastic Ocean is a powerful full-length documentary about the urgent need to protect the world's oceans from plastic pollution. Fortunately, it provides plenty of solutions too, including many simple and practical ways in which we can all help stop the plastic madness.

6:35 pm | Mindful diner

(paid entry – limited to 45 people)

DAY 2 – SATURDAY OCT. 13th

8:30 am | Morning Coffee & Networking

9:00 am | Start the day in Mindfulness (30')

Meditation and mindfulness practices have become something of a buzz term in recent years, it is also becoming more prevalent in the corporate world simply because they have proven to significantly combat stress and enhance individual well-being and productivity.

In this session, you will learn what mindfulness is, and you will experience it 😊

By [Cassie Kang](#) 康煜斐, founder of Sunbeam Mindfulness

9:30 am | Zero Waste, The New Heroes! (50')

Yes you care for the planet! But until you start reducing and changing the way you consume you are still killing it ☹ Don't be afraid, the best thing is, you don't have to sacrifice as much as you think to make a difference!

[Carrie Yu](#) 余元 & [Joe Harvey](#) - Co-Founders of THE BULK HOUSE; [Natalie Bennett](#) – Co- founder of Live with less; [Dr Mao Da](#) 毛达 – Founder of Zero Waste Alliance China; moderated by [Joe Harvey](#)

10:20 am | Let's Recycle e-Waste! (10')

Every year the world produces 1.4 billion new phones, the old ones enter a global stream of old TVs, computers, tablets, and phones. It's the fastest growing source of waste on the planet. Solving the e-waste problem starts with education, and habit changes. Most people are trained to recycle a newspaper, bottles, and cans. Now they will know they can do more than that!

[Eric Lau](#)- Toxics campaigner, Greenpeace

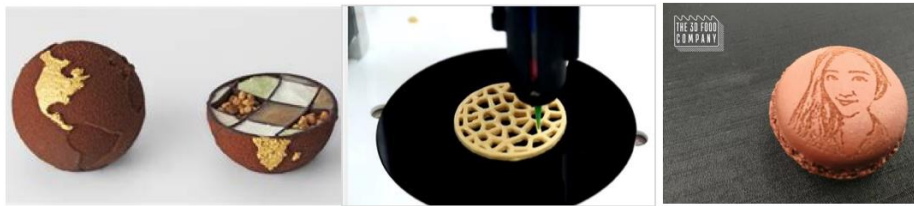
10:30 am | Acting Now!

Is 3D Printing the Future of Food? – 3D Food Company (USA/China) (30')

3D printing is as a game-changing technology that shifts our perception of what our consumption could be. The 3D Food Company is working on the future of 3D printed food to create a world of customized food that will consider calculation of your nutrition and health condition. The impact of this technology could be huge.

During this session, you will discover that future is already here with a real demonstration of the 3D machine!

[Leandro Rolon](#) – Co-founder and CEO of 3D Food Company



11:00 am | Exploratory & networking break – Meet the speakers (25')

11:25 am | Creative capsule (5')

Tai Chi performance by Yongchang Hou

Tai Chi Chuan is an ancient Chinese "internal" martial art often practiced for its health-giving and spiritual benefits; it is non-competitive, gentle, and generally slow-paced. By increasing strength, flexibility, body awareness and mental concentration, tai chi can improve your health, too.

11:30 am | Discover an inspiring pioneer (5')

He cleans toxic soils with plants (France)

By Shamengo (video)

Who would have thought that plants could cleanse up to 99% of toxic content from the soil and remain healthy? Discover the work of [Thierry Jacquet](#) who uses plants to decontaminate vast areas of soils

11:35 am | Food for Production or Food to Eat - Debate (45')

Once upon a time, food as medicine wasn't such a strange idea—Hippocrates himself vouched for it. Food is vital for well-being. It's time to care about it!

With [Qian Jiang](#), Vice President of Chincell-Town Honey; [Tristan Macquet](#), Nurseries 4 Nurseries, and [Theresa Zhang](#), founder of God's Grace Farm; moderated by [Antoine Bunel](#) 安闹闹

12:20 pm | We practice what we preach (10')

WeBelong is a carbon neutral event. Each year, we support a certified carbon reduction project offering strong environmental and socio-economic co-benefits for local populations in China, in partnership with [EcoAct](#). Discover what you can do when you organize your own event!



12:30 pm | VEGAN LUNCH BREAK (1'10)
(not included in the ticket)

1:40 pm | Creative capsule (5')

The young generation in action! The duet of a Chinese and French rappers.

"Rap" is an acronym for "rhythm and poetry". It really is heavily popular with the younger generation all over the planet, it is recognised to help teenagers to develop their thinking skills. A duet of young rappers, Cissy, a young Chinese girl and Jbast, a French boy that grew up in Beijing when he was a child, will rap together about protection of the planet!

1:45 pm | Business 4Good - Debate (50')

Future business will be business for good! More companies are responding to the call, showing that principled business, combined with innovation and collaboration, can bring about powerful changes in markets and societies.

[William Latour](#) – Managing Director of Chao Hotel

[Danma Niu](#) བཏུན་མ་ཁྱེད་ – Social entrepreneur and founder of Yakma
+ 2 panelists (names tbc)

2:35 pm | Discover an inspiring pioneer. (5')
Blanket for the Homeless (USA)

By Shamengo (video)

[Veronika](#) with her big heart tries to help those who are so often neglected the most. Her sleeping bag coats for the homeless are helping them to get through the coldest season of the year.

2:40 pm | Socially-responsible Businesses and Business-minded Non-profits – Debate (50')

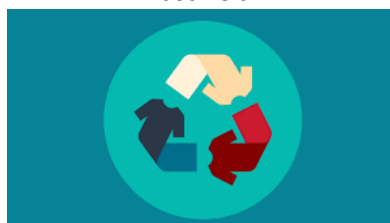
Learn how to run your social enterprise using the latest business models and know-how to achieve greater success and efficiency. CKGSB Professor of Marketing Zhu Rui (Juliet) will share with you the latest insights from her rich experience in working with and researching non-profits in China, including, Adream, Tencent and many others. Prof Zhu will be joined by Chinese non-profit leaders, who are alumni of CKGSB, China's first and only independent business school.

Professor [Juliet Zhu](#) – CKGSB, [Miao Shiming](#) and [Yan Ming](#) – CKGSB alumni

3:30 pm | Exploratory & networking break – meet the speaker (25')

3:55 pm | Circular Fashion for less impact – Debate (50')

For fashion to be successful in a world with finite resources, it needs to explore new circular ways as to how fashion is made and enjoyed. H&M is a leading global fashion company. It is a Core Partner of the Ellen Mc Arthur Foundation's [Make Fashion Circular](#) initiative, which works to create a textiles economy fit for the 21st century. It has set the vision to become 100% circular by 2030 and have a climate neutral supply chain! By [Hanna Hallin](#) - Sustainability Manager for H&M Sales Market Greater China, [Xenia Sidorenko](#) – Founder of UseDem & [Ada Kong](#) – Head of Toxics Campaign for Greenpeace East Asia.



4:45 pm | Breathe the air you depolluted by yourself - Do It Yourself (20')

Protect ourselves from pollution has to be accessible for all. SmartAir proposes DIY workshop to help people how to get its own low-cost air purifiers.

By **Anna Guo** 郭娅 – Co-founder of Smart Air

5:05 pm | Influence for Change - Debate (50')

Influence, at its most basic definition, is changing someone's behavior. Here, the three organisations we invited will explain how they communicate to make an impact among the general public with the goal to protect the planet and change the way we live.

May Mei 子雯 – Founder of Goalblue

Steve Blake – Chief Representative of WildAid

Clotilde Pallier - Co-partner of Feiy

Moderated by **May Mei** 子雯

5:55 pm | Performance by INKO

The Lunatic Moires will perform a trio dance inspired by the Apsaras, female spirit of clouds and rain in Hindu and Buddhist culture. Choreographed by Inko, this tribal bellydance piece is a celebration of water.

何时何地 ? • Where & When?

10月12日, 星期五 - 10月13日, 星期六 || 上午9点 - 下午6点

Friday, Oct. 12th - Saturday, Oct. 13th || 9.00 am – 6.00 pm

@ Ballroom, Chao Hotel

No. 4 Workers' Stadium Rd. East, Chaoyang District - Beijing



Scan the QR code and Start Your Registration Now !

An international invoice will be delivered; Chinese Fapiao is not available.

Only people with ID will be able to have a SI headset.

AND YOU, WHAT FUTURE DO YOU BELONG TO?

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They are committed to sustainable practices and support us

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WeBelong was founded by Nathalie Bastianelli, president of Belong & Partners. The WeBelong Forum is co-organized by GoalBlue and by MuYun Foundation. It is officially supported by the All-China Environment Federation.

Who is WeBelong?

WeBelong is a social business dedicated to promote sustainable innovations, solutions and responsible brands. It has developed an annual eco-citizen event in China: for two days and two nights it re-enchants the future by giving visibility to the best solutions of today. Those emerging from China and all over the planet.

Who is MuYun?

Muyun Culture & Art Foundation (MCAF) commits itself to such aspects as sponsoring and cultivating young talent in the area of culture and art, supporting the youth by providing artistic education, and striving to become a culture and art foundation with a high level of proficiency and a vision for the entire globe.

Who is GoalBlue?

GoalBlue is one of the main Chinese NGO whose purpose is to lead individual and collective behavior change. Its approach is also strongly consumer-oriented. It also works with influential business leaders to create more options of environment friendly products and services.