

“Going Green: Corporate Value and Business Driver?”

Démarche éco-responsable : valeur de l'entreprise et moteur de croissance ?



are delighted to invite you to their first joint event:

on **Thursday March 18**, from 8:30am to 11:30am, at the **IAE de Lyon**
Salon des Symboles - Site Universitaire de la Manufacture des Tabacs
6 cours Albert Thomas - 69008 LYON

Co - Presented by

Frederic MAERKLE, *Counselor for Environment, Science, Technology and Health Affairs, US Embassy Paris*

Jean-Luc DUPLAN, *Deputy Director, Sustainable Development Technologies Division, Institut Français du Pétrol*

Sean CARSON, *Remediation Service Line Leader, URS France*

Etienne JACQUES, *General Manager, APPEL: Eco-Entreprise Network*

Benoît LAMBREY, *Maintenance Manager, TARVEL*

Pierre-Yves LEVY, *CEO, OUTILACIER*

Paul Marc COLLIN (Moderator), *Lecturer at IAE Lyon, Master Management International*

This Event is **free of charge - Limited to 100 participants**
[Please click on the link and RSVP by March 11!](#)

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“Going Green: Corporate Value and Business Driver?”

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The current economic and political context is influencing many companies to focus more on the environment: **“to go green”**.

In the business world, what are the motivations and the advantages of an environmentally-friendly policy? Is there a real, profitable and sustainable market? Our panel of experts will speak about these issues and share concrete business case studies **in English and French.**

Le contexte économique et politique actuel encourage les entreprises à adopter une démarche environnementale : **« to go green »**.

Concrètement, quels sont les motivations et avantages d'une approche éco-responsable ? Y-a-t'il un marché réel, rentable et durable ? Nos experts discuteront et témoigneront sur ces problématiques **en anglais et en français.**

Program

8:30am - 9:00am	Welcome
9:00am - 11:00am	Conference and Q&A
11:00am - 11:30am	Coffee and Networking