



Green Social Venture

Beijing, China – September 24, 2007, 19:00-22:00

Organizers
Social Venture Forum

Partnering Associations

Ogilvy & Mather China
(tbc)

*“Business is the only mechanism on the planet today powerful enough to produce the changes necessary to reverse global environmental and social degradation”
Paul Hawken, Author “The Ecology of Commerce”*

China recently has been concerned about balancing rapid economic growth, environmental sustainability and China's energy security.

Indeed, rapid economic growth, urbanization have made China sadly famous to have cities consistently ranked by the World Health Organization as among the **world's most polluted** – 7 over the Top 10 worldwide. In terms of air quality, the World Bank has been quoted as estimating that 16 of the 20 most polluted cities in the world were in China.

With a constant GDP growth over 8% per year, **mass urban migration** with an expected migration of between 300m to 500m people from rural to urban lifestyle by 2020, managing environment impact is a huge challenge but also a chance to demonstrate an extraordinary example of sustainable development to the rest of both developing and developed countries.

This phenomenal economic growth also creates a huge **appetite for energy**, growing by 9% year after year, what energy expert called “The Appetite of a Giant”. China's annual consumption of energy is expected to double by 2020. Coal consumption in China makes up more than 60% of energy use and even China coal reserves could satisfy a significant portion of this future demand, dependence on fossil fuels and out-dated power generation technologies is having deleterious **effects on China's environment and public health**.

In addition, China's increasing dependence on imported energy resources is forcing the central government to formulate diversification strategies, including tapping into China's abundant sources of renewable energy. For example, the central government is planning to have 100GW of **renewable energy** capacity installed by 2020, which will equal approximately 10% of China's total installed energy capacity.

Environment challenge is probably one of the most demanding challenge China needs to face within the coming year as well as one of the greatest opportunities for entrepreneurs and investors of this century.

With China being ranked number 2 on **carbon trading credit countries**, China has got access to a still untapped and massive source of foreign investment fund – regulated by the **Kyoto protocol**.

Most of Venture Capitalist, including leading American VC **John Doerr**, partner at Kleiner Perkins Caufield & Byers, famous for having invested in companies such as Google, Amazon, Sun, traditionally interested in investing in TNT business are re-addressing their strategy to include and full their portfolio investment of Green Technology Ventures. At the same time, China Central Government announced that balance must be formed between meeting the **energy needs of a growing economy and sustaining a healthy environment**.

In a word, entrepreneurs and investors are in a time of history when they can not only improve the health and environment of billions of people but also have phenomenal return on investment.

The “**Green Social Venture**” – *How China can lead the way*, will gather international and local experts and make a tour of the opportunities that the Green market represent for potential investors and entrepreneurs – as well as discuss on how China, by having such a **strong interior demand and dynamic national and international policy**, can become of the **worldwide leader of Green practices and green social ventures**.

Green Social Ventures are enterprises or projects whose products or services can help solve environmental problems and promote sustainable development and have a positive impact on human health and the natural environment. The projects also should have the potential to ensure an attractive return to the investors.

Those ‘Social ventures’ are businesses aiming at both healthy profitability and social contribution and numerous examples from have appeared globally, with recent success stories such as **Grameen Shakti** or from China such as **LDK** (IPO in Nasdaq) – investment led by **China Environment Fund**.

This special session on Environment titled “**Green Social Venture**” is organized by the **Social Venture Forum** and aims at being a mind-opener for investors, entrepreneurs, environment organization, research and government institution, press, etc.

Speakers

A | Global view on green market in China

Speaker: *Institute of Public & Environmental Affairs (tbc)*

B | China-based Green Social Venture Project

Speaker: *China Environment Fund (tbc)*

C | International Green Social Venture Project

Speaker: *Grameen Shakti (tbc)*

D | How the Bamboo will change the world !

Speaker: *I-Bric (tbc)*

We look forward to exchange with you on how business can bring the best to environment!

Ludovic Bodin | ludovic@kalibrio.com

Event Agenda

19:00 – Doors open

19:30 – Presentations (3-4 speakers | 15 minutes per presentation including Q&A)

21:00 – Networking

22:30 – End of session

Location

Ogilvy & Mather China

北京市金宝街58号 华丽大厦9层‘天坛’

9th Floor, Huali Building, “Temple of Heaven” Room

No.58 Jinbao Street, Beijing

(tbc) - (East of Beijing)

Participants & fee

Participation is limited to 100.

Event fee is 100 rmb (payment is at the door and includes light buffet).

About the Social Venture Forum

A Social Venture is a growing profitable and so sustainable business, with ambition that is not only driven by revenue and profit maximization but also by its social good.

The Social Venture Forum was started as the socialventureforum.com with the objective to inform, inspire and encourage acting in favor of harmonious development through Social Ventures in China.

URL: www.socialventureforum.com



Social Venture Forum
Business for Social Good

Past Presenters

Past events included presentations on “Social Venture – How to harness the power of capitalism toward Social Good” with the European Chamber of Commerce in Beijing, “Mobile Social Venture – Mobile for Social Good” with Mobile Monday, the leading monthly information and networking event for professionals in the mobile industry in China.



Past participants

Last event welcomed around 100 participants, ranging from business leaders to social experts.



(1) 100 participants per session



(2) Presentation



(3) Networking

Internet visibility of the Social Venture Forum, past and upcoming events:

Google ranking on “Mobile Social Venture”:
First page | Rank 1, 2, 3, 4

Google ranking on “China Mobile Social Venture”:
First page | Rank 1, 2, 3, 4

Google ranking on “Green Social Venture”:
First page | Rank 8

Google ranking on “China Green Social Venture”:
First page | Rank 1, 2, 3

Google ranking on “Social Venture”:
Third page | Rank 3

Google ranking on “China Social Venture”:
First page | Rank 1, 2, 4, 5, 6

Google ranking on “Social Venture Forum”:
First page | Rank 1, 2, 3, 4, 5

Google ranking on “Social Venture Forum China”:
First page | Rank 1, 2, 3, 4, 5

*Google.com – 07/2007



Participant split

- Entrepreneurs/Managers - 50%
- Investors/Consulting - 30%
- Govt/Research/Other - 15%
- Media - 5%

Company origin

- Local company: 60%
- Foreign-owned company: 40%

Participant origin

- Local: 72%
- Foreign: 28%

Participant position

- C-level: 23%
- Director and Senior level: 36%
- Other: 41% (manager, analyst, consultant, researcher, media, etc.)

Contact

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