Beat: Lifestyle

CHANGE NOW SUMMIT 2022 - LARGEST EVENT FOR THE PLANET

NEW TECHNOLOGIES AND INNOVATIVE IDEAS

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USPA NEWS - ChangeNOW was back in Paris, taking over iconic spaces in the heart of the French capital: The Grand Palais Ephemere, The Eiffel Tower, The Champ de Mars. It was held on 19-20-21 May, 2022. The Summit hosted Conferences, the Solutions Expo, Start-Up Pitch Sessions, Workshops, and Networking Events. On top of that, Visitors could enjoy to the Eco-Responsible Food Court, Sustainable Art Exhibition, Film Festival, Changemakers Village, and the ChangeNOW by Night partner event lineup.

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The Summit Conferences were broadcasted LIVE and remain available on ChangeNow website, accessible to everyone, around the world.

Themes: Health, Food & Agriculture, Ocean & Water, Biodiversity, Sustainable Cities, Energy, Circular Economy, Changing Habits,Inclusion & Education, Accelerate Change, Mobility, Carbon Reduction, Responsible Fashion, Society, Inner Change, Tech For Change.

The Breaching of Planetary Boundaries and Excessive Extraction of Natural Resources requires a revisited approach to Consumption and Production. The Concept of Sufficiency, which advocates meeting Human Needs within the Planetary Limits by curbing excessive Consumption Levels, is gaining increasing attention. Businesses are Drivers of Consumption, yet they have been largely overlooked as Potential Leaders towards a Sufficiency-Based Economy and Research on businesses driving Sustainable Consumption strategically is still a Niche.

The Paradigm of Green Growth, Efficiency and Technological Solutions has so far proven inefficient at halting Ecological Disaster and lifting the Masses out of Poverty, particularly due to Rebound Effects and Ever-Increasing Resource Consumption. As Drivers of Innovation and Creators of Market Demands, Businesses can be highly influential in steering Consumption towards greater levels of Sufficiency.

It is all Too Fashionable now for Businesses to declare a Net-Zero Carbon Emissions Target and put it in for a long time: say 30 years later in 2050. There are Key Challenges to be faced, the 4 Cs: Cost, Customer, Change and Commitment.
1) - It is about Cost Escalation - Decarbonisation may lead to Higher Costs including Production or Carbon Taxes or Credits Purchases.
2) - Customer Acceptance must be considered, do the customers really care?
3) - Carbon Neutrality is Change Management, it has to be mainstreamed across the Entire Organisation, including the Policies and pPocesses.
4) - It is the Commitment Journey, the Company must have Clear and Definitive Decarbonisation Milestones to be achieved and verified.

The Main Challenges are Time and Investment. It is a Complex Process, and we know that Decarbonisation will not happen overnight. For Radical Change to happen, we need to invest in Innovation to accelerate the Development of Viable Solutions to reinvent how a Business operates, including how it designs, manufactures and distributes its Products.... We have seen a discrepancy between the growing numbers of Companies setting Climate Targets, with very few of them being Science-Based.

To decarbonise Operations, Businesses must make different Choices, from reconsidering Sourcing Strategies, redesigning or retrofitting Existing Sites, to reimagining Product Design and Production Processes. Businesses will also need to invent New Business Models and adopt New Technologies for a Lower Carbon Future.

Climate Change is fundamentally disrupting Lives and Industries as we know it, and Businesses that fail to grasp the Magnitude of this Change will fall behind. On the Surface, the Disruption by the shift towards "Green" may seem like a Huge Burden, but there are Opportunities for First Movers to capitalise on Green Growth by transforming their Value Chains and Business Models. In the end, many Opportunities that are Good for the Climate will also be Good for Business.

Sustainability has transformed from a Concern that is Good to have for Companies, into a Business imperative today. With Tech increasingly becoming a Core Pillar of Society and with the Rapid Shift towards Cloud-Driven Business Models, Organisations must maintain oversight of how Digital Transformation and the Move to Cloud can impact the Carbon Footprint... Amid the Pandemic, Funding Investments and Changes to drive more Sustainable Operations continue to be a Critical Challenge for Business everywhere.

Source: "ChangeNOW Summit 2022" taking over Iconic Spaces in the Heart of the French Capital: The Grand Palais Ephemere, The Eiffel Tower, The Champ de Mars.
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