

Big brands Nike, Facebook and EDF to speak at The Business Booster

Sustainability and innovation experts from the world's biggest brands to light up Europe's leading energy innovation event

Paris, France, September 2019

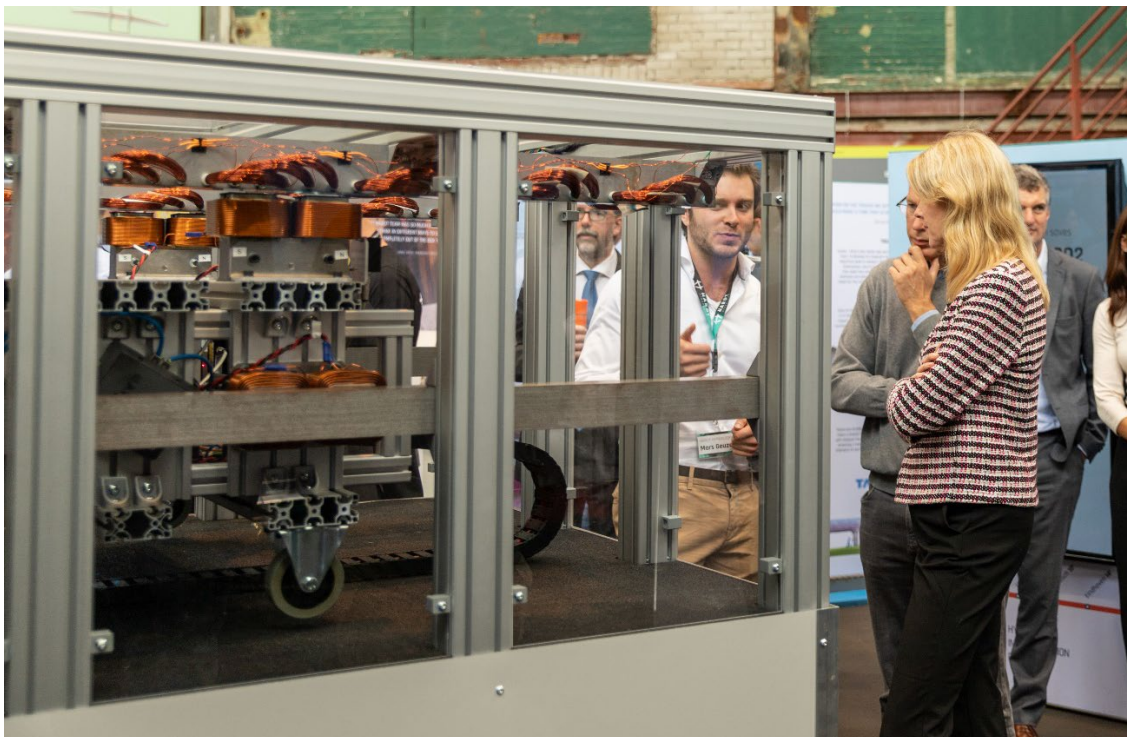
Bill Weihl, Facebook's former Director for Sustainability, Nike's former Vice President for Sustainable Business & Innovation Dr Cyrus Wadia, EDF CEO Jean-Bernard Lévy and French Minister of Environment Élisabeth Borne will join [EIT InnoEnergy](#) at its flagship event [The Business Booster](#) (TBB).

Taking place on the 3-4 October at Palais des congrès de Paris in Paris, the experts will reveal how to place consumers at the heart of the energy transition.

[Hardt Hyperloop](#) will also be showcasing the latest in cutting-edge, sustainable travel with a model version of their hyperloop technology. Using very little electricity, the electromagnetic levitation system is expected to provide a sustainable alternative to short-haul flights in the near future.

EIT InnoEnergy CEO Diego Pavia said: "More than ever we need to focus on the human side of the energy transition – decarbonising energy and mobility are the biggest challenges we have ever faced.

"Consumer involvement is vital to a successful transition, which is why we are bringing together experts from the world's biggest brands to collaborate on solutions as well as showcasing the latest in technical developments to the public."



Caption: Mars Geuze, Hardt Hyperloop Co-Founder, explains the principles of electromagnetic levitation to Mona Keizer, the State Secretary of Economic Affairs of the Netherlands.

If that wasn't enough, to further inspire delegates, the conference will be opened by Mary Robinson, the first woman President of Ireland and United Nations Special Envoy for Climate Change.

Over the two days TBB will explore:

- The need for new skills and competencies
- Diversity and creativity as sources of innovation
- The “consumer readiness level”
- The new roles of prosumers
- The citizens' role

Designed to inspire, delegates will learn about cutting edge, world-class technologies, hear about new business models and connect with the people making it happen.

Delegates will also have the opportunity to learn from:

- European Investment Bank
- Schneider Electric France
- Professors and Nobel Prize Laureates
- Government Ministers and Committee Chairs
- Award winning journalists
- MIT and the International Energy Agency

With over 800 delegates from 40 countries including start-ups, industry representatives, financial communities, policy makers and regulators, the event is a melting pot of new ideas, new insight and new business ventures.

Delegates to The Business Booster will hear from expert speakers, witness live panel debates, join in interactive sessions - and discover over 150 cutting edge sustainable energy technologies and investment opportunities. The event also offers an opportunity for companies to take to the stage themselves to pitch to a live audience of investors and industry representatives. [Registration for tickets is now open.](#)

About EIT InnoEnergy

EIT InnoEnergy is the innovation engine for sustainable energy across Europe.

We support and invest in innovation at every stage of the journey – from classroom to end-customer. With our network of partners, we build connections across Europe, bringing together inventors and industry, graduates and employers, researchers and entrepreneurs, businesses and markets.

We work in three essential areas of the innovation mix:

- Education to help create an informed and ambitious workforce that understands the demands of sustainability and the needs of industry.
- Innovation Projects to bring together ideas, inventors and industry to create commercially attractive technologies that deliver real results to customers.

- Business Creation Services to support entrepreneurs and start-ups who are expanding Europe's energy ecosystem with their innovative offerings.

Bringing these disciplines together maximises the impact of each, accelerates the development of market-ready solutions, and creates a fertile environment in which we can sell the innovative results of our work.

InnoEnergy was established in 2010 and is supported by the European Institute of Innovation and Technology (EIT).