

# The Business Booster puts people at the heart of the energy transition

*Human rights ambassador Mary Robinson, the first woman President of Ireland, to give keynote address*

[EIT InnoEnergy](#) has today revealed its key theme for its flagship event [The Business Booster](#) (TBB) will be humanising the energy transition. As the world's leading event in sustainable energy innovation, TBB will take place on the 3-4 October at Palais des congrès de Paris in Paris.

As society moves to a sustainable energy paradigm, now more than ever successful decarbonisation relies on placing consumers at the heart of the energy transition.

With that shift comes a new focus on capturing and leveraging the human side of the energy transition. To inspire delegates, Mary Robinson, the first woman President of Ireland and former United Nations Special Envoy for Climate Change, will set the scene through a keynote address.

Over the following two days TBB will explore the theme five, key focus areas:

- 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

Delegates will hear from an inspiring and eclectic mix of speakers including:

- Lord Deben, Chairman of the Committee on Climate Change
- François de Rugy, Minister of Ecology for France
- Professor Eric Stark Maskin at Harvard University and Nobel Prize Laureate for economics
- Dr. Cyrus Wadia, Vice President of Sustainable Business & Innovation for NIKE
- Ambroise Fayolle, Vice President of the European Investment Bank
- Emmanuel Lagarrigue, Chief Innovation Officer for Schneider Electric

Speaking about the event EIT InnoEnergy CEO Diego Pavia said: “The Business Booster is a catalyst for innovation in the energy sector, but now more than ever we need to focus on the human side into the energy transition. People from across the world come here to collaborate on solving the biggest challenge humankind has ever faced. But while technological innovation and regulation is key, so too is creativity and diversity, and an appreciation of the role for consumers in adapting to support a successful energy transition. This year we’re putting this need at the heart of our event.”

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

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.

In the evening of the 3<sup>rd</sup> October delegates are invited to join in a gala dinner.

[Registration for tickets is now open.](#) Use the code: EARLY BIRD at check-out to get a 30% discount until 31 July.

## 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.

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