



towards European energy awareness

3rd eden International Conference on Energy Awareness & Innovation

Agora Einstein, Sophia Antipolis, 12 & 13 October 2006

eden is an association created in 2004 in Sophia Antipolis, France, whose goal is to develop **energy awareness** in Europe through the support and development of **innovations** fostering a **responsible use of energy**.

eden's ambition is to create an ecosystem aimed at enhancing innovation in the European energy sector that would encourage the development of behavioural changes toward a conscientious use of energy (i.e. increased awareness on our energy heritage from the planet) and accordingly, implement progressive and sustainable energy systems. This ecosystem would be developed by stimulating dialogue and creating synergies within the academic world, large energy business groups, SMEs, young innovative firms, public authorities and private and public investment bodies in the energy sectors.

eden is structured in a multi-partnership, European energy innovation platform with a goal toward encouraging and initiating the creation of innovative projects in the energy sector in 3 areas of expertise:

1. economics and sociology of energy ;
2. information technology & energy ;
3. Entrepreneurship, innovation & energy.

eden includes more than 100 members; among them 8 institutions (Ecole des Mines de Paris, CERAM of Sophia Antipolis, Sophia Antipolis Foundation, CSTB, X Technologies, ISTC in Russia and the Mediterranean Observatory of Energy and ISBM in Italy, 20 businesses (which 4 are venture capital firms) and is supported by ADEME (the French Agency for Energy and Environment), Region of Alpes Cote d'Azur, Accenture Technology Labs, Initiative Riviera Technologies, Gaz de France and EDF.

The 1st and 2nd **eden** international workshops on energy awareness & innovation were held in Sophia Antipolis in October 2004 and 2005, gathering respectively 130 and 180 participants from France, Europe, Russia and Canada, with a variety of backgrounds; including research centres, business, finance, local and regional authorities, plus institutions, as well as representatives of the public at large. The second workshop was organized in partnership with the Canadian Embassy in France. The conclusions and speakers' presentations are available on the web site: www.eden-energy.com

In Sophia Antipolis, eden is organizing its 3rd international conference on energy awareness and innovation **on Thursday 12th and Friday 13th October 2006**. **Eden's** goal is to gather 180 to 200 people coming from research centres, business, finance, local and regional authorities and institutions to exchange on how to enhance energy awareness in Europe. **eden's** 2006 'Guest of Honour' country is Switzerland.

This professional conference will have a similar format as the previous ones; however, one additional session would be added **Friday 13 October evening & Saturday 14 October morning** to address the public at large on the theme of: "**Which energies will supply tomorrow's world?**"

Contacts :

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Participants : Approximately 180 participants representing research centres, businesses, politics, finance and government bodies, eager to think, exchange and act upon issues related to energy awareness and innovation and be the conduit for action and projects, which would be initiated and developed during this conference.

Guest country: Switzerland

Switzerland will be our 'Guest of Honour' for this 3rd workshop. Switzerland has been actively involved for several years in energy awareness. Current politics as well as good practices would be illustrated throughout the workshop. Young and innovative firms in the area of energy would be invited to present their products/ services to participants. eden's academic partner is **University of Saint Gallen** which has a research centre on the economy and the environment. Canada, last year guest's country, will again be present for this 3rd edition.

Objectives:

- ✓ Emphasize on energy's main challenges facing society;
- ✓ Present and discuss eden's 2004-2006 results;
- ✓ Identify and discuss actions for 2007 (within eden's 3 main fields of expertise);
- ✓ Exchange good practices information on innovations in energy,
- ✓ Create business partnership opportunities amongst participants.

Structure:

- ✓ 1st day (12 October): After a morning focused on an overview on current and future energy conditions and trends by our guest speakers, participants would be invited to choose one workshop among 10 proposed workshops during the afternoon session, which would address eden's core key issues, with the objective of sketching-out projects and of forming potential collaborations amongst participants;
- ✓ 2nd day (13 October): During the morning session, initiatives and perspectives in transportation will be presented with a focus on new ventures. The afternoon session will be aimed at encouraging participants, through panels, to exchange on synergies that exist between top-down and bottom-up approaches in transportation.

Organizers: eden, with the support of CERAM Sophia Antipolis, Accenture Technology Labs and Ecole des Mines de Paris

Potential Sponsors : ADEME, CDC Entreprises, Conseil Régional Provence Alpes Côte d'Azur & Gaz de France.

Location: Agora Einstein, 655 rue Albert Einstein à Sophia Antipolis (12 & 13 October) and Grasse (13 October night and 14 October morning)

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Thursday 12 October morning: Current and future energy conditions and trends. The Switzerland experience.

- 09:00-09:20 **Christian Estrosi**, Minister Delegate to Regional Planning (TBC),
Valérie Blanchot-Courtois, President of eden
Opening & Welcome Address
- 09:20-09:50 **Pierre André MEYRAT**, Federal Office of Switzerland Transportation.
Stakes of energy aware transportation in Switzerland (temporary title)
- 09:50-10:20 **Jean-Eudes Moncomble**, French General Secretary of Energy Council
Keys energy events in 2006

Coffee break

- 11:00-11:20 **Hélène Gassin**, co-author of « So Watt? » (TBC)
Energy, Innovation & Citizenship
- 11:20-11:40 **Damien Borot**, founder of the fund "Eole Avenir"
Eole Avenir: a development fund project for wind power financed by citizens
- 11:40-12:00 A Business entrepreneur from Switzerland in the area of mobility (TBD)
- 12:00-12:30 **Questions / Answers**
- 12:30-13:30 **Lunch Break**

Thursday 12 October, afternoon : Participants break out into 10 workshops

13:30-17:30

Sociology and economics of energy

WG1- Productivity of the energy factor in contemporary economies: Europe, North America, BRIC
Facilitator : Gilles Le Blanc, eden & Ecole des Mines de Paris

WG1bis : Consumers' perception of energy: towards sustainable changes of behaviours
Facilitator: Ariane Bisquerra, Gaz de France

WG2- Environment & Mobility 2050, scenarios for factor 4
Facilitator : Gabriel Plassat, ADEME

Information Technology and Energy

WG3 – ICT, Mobility and energy awareness: towards new services and usages?
Facilitator: Stéphane Distinguin, Faber Novel

WG4 –Can technology change behaviours?
Facilitator: Agata Opalach, Accenture Technology Labs

Management of Innovation in the Energy Sector

WG5- Towards investment funds in the energy sector to better manage energy: technological approach versus chain value
Facilitator : François Tamarelle, eden & Synbea

WG6 : Economic models of innovating businesses in the area of mobility
Facilitator : Michel Bernasconi, CERAM Sophia Antipolis and eden.

Towards territorial & citizen energy awareness

WG7 : Planet Art Energy, or How to develop energy awareness amongst children through Art
Facilitator r : My-Nga TU, Artist painter, eden

WG 8 : Creation of a theatrical play on the topic of mobility, transportation and energy awareness
Facilitator: Nadia Chauffaille, Consultant & eden, Entra'Act & Les Echomédiens, theatre company

WG9 : Blue initiative : accelerator for innovation in energy in the society?
Facilitator : Gilbert Isoard, President of Blue Initiative (tbc)

17:30-18:00 **Arnaud Berger**, Banque Populaire
Banque Populaire: a bank involved in energy awareness

18:00-19:00 **A theatre play on the topic of mobility, transport and energy awareness**

20:00-22:45 **Eden's Official Gala Dîner.** eden energy awareness special 3rd prize awarded to a young innovative firm in the energy sector. Facilitator: Jean-François Fourt, eden & Truffle Venture



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Friday 13 October morning : Initiatives and overall perspectives in transportation

- 09:00-09:20 **Claude Gatignol**, Deputy of La Manche, President of the Commission of Energy at the French National Assembly
Vehicles of the future
- 09:20-10:30 **Successful initiatives in transportation : Presentations**
Velov in Lyon, Jean Sureaud, ASK
Maritime coastal traffic for the semi trailers(TBC)
Experience of a successful urban toll, François Mirabel, CREDEN (TBC)

Coffee break

- 11:00-11:40 **New concepts and new initiatives in transportation : Presentations of projects**
4 Europeans start-up presented by their directors (10 min/project)
- 11:40-12:00 **Pierre Delaporte** Honorary President of Electricity of France
title to be determined
- 12:00-12:30 **Questions / Answers**
- 12:30-14:00 **Lunch Break**

Friday 13 October afternoon : Discussion : « Innovation, transportation and energy awareness : Synergies between top-down and bottom-up approaches»

- 14:00-14:20 **Representant of MACIF** (TBC)
MACIF : An insurance encouraging clean vehicles
- 14:20-14:40 **Daniel Kaplan**, General Delegate of FING
City, transportation and technology facing new mobilities
- 14:40-15:00 **Swiss participants (TBD)**
A Swiss communal experiment on societal change in transportation
- 15:00-16:00 **Round Table: Mobility: National versus local approach**
Facilitators : Gilles Le Blanc & Michel Bernasconi, eden
Participants (TBC) :
Marc Lafaurie, Vice-Mayor of Nice, delegate of the Environment and Sustainable Energy
Georges AMAR, RATP, Responsible for Innovation in Services
Swiss Institutional Representative (TBD)
Swiss entrepreneur (TBD)
- 16:00-16:30 **General discussion**
Facilitators : Gilles Le Blanc & Michel Bernasconi, eden
- 16:30-17:00 **Valérie Blanchot-Courtois**, President of eden
Conclusions and presentation of the project for the creation of: **eden** energy foundation
Pierre Laffitte, Senator, President of the Foundation Sophia Antipolis
Closing statement

Friday 13 October 17 :00 : Closing of the professional symposium : eden 3rd conference

For you information:

Public Conferences at the Palais des Congrès of Grasse (TBC). Free of charge

- Friday 13 October** « **What are the solutions for transportation and energy sustainable mobility?»**
19:00-21:00 *Animator : Eric Raulet, Inexens*
- Saturday 14 October** « **Clean energies raise new challenges? »**
10:00 – 12:00 *Animator : Eric Raulet, Inexens*
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