

changeNOW

IMPACT REPORT 2024



EDITO

Dear changemakers, partners, and friends,

As we reflect on 2024, we are filled with gratitude and determination. Together with you, we have continued to push boundaries, accelerate solutions, and drive systemic change.

At ChangeNOW, our mission is clear: to accelerate the transition to a sustainable world. Every initiative and action we create is designed with impact at its core, amplifying the voice of the impact community and empowering individuals to become agents of change.

2024 has been a record year for us in many ways. It is also the first year we have led so many actions throughout the entire year, extending our impact beyond the summit to multiple initiatives across the globe.

Our summit continues to be one of the most powerful levers we have built, catalyzing concrete transformations. Bringing together 35 000 participants from 140 countries, it was stronger, more unifying, and more international than ever before, and remains the highlight of our year.

Throughout the year, we've mobilized the impact ecosystem and taken part in key moments across continents, such as our involvement in UNCCD COP16. We have also expanded our publications, such as our school ranking, which has helped over 1 million students make informed choices about their studies since its creation.

The recent certification of ChangeNOW as a B Corp is another powerful testament to this commitment. It reflects the strength of our model and our unwavering dedication to creating long-term value for society and the planet.

The true impact of our work lies in the cumulative effect of all our initiatives. Every action, whether through the summit or our ongoing efforts, is aimed at transforming systems. Through this report, we reaffirm our dedication to concrete, measurable impact. It is not just about what we do—it is about the change we create together.

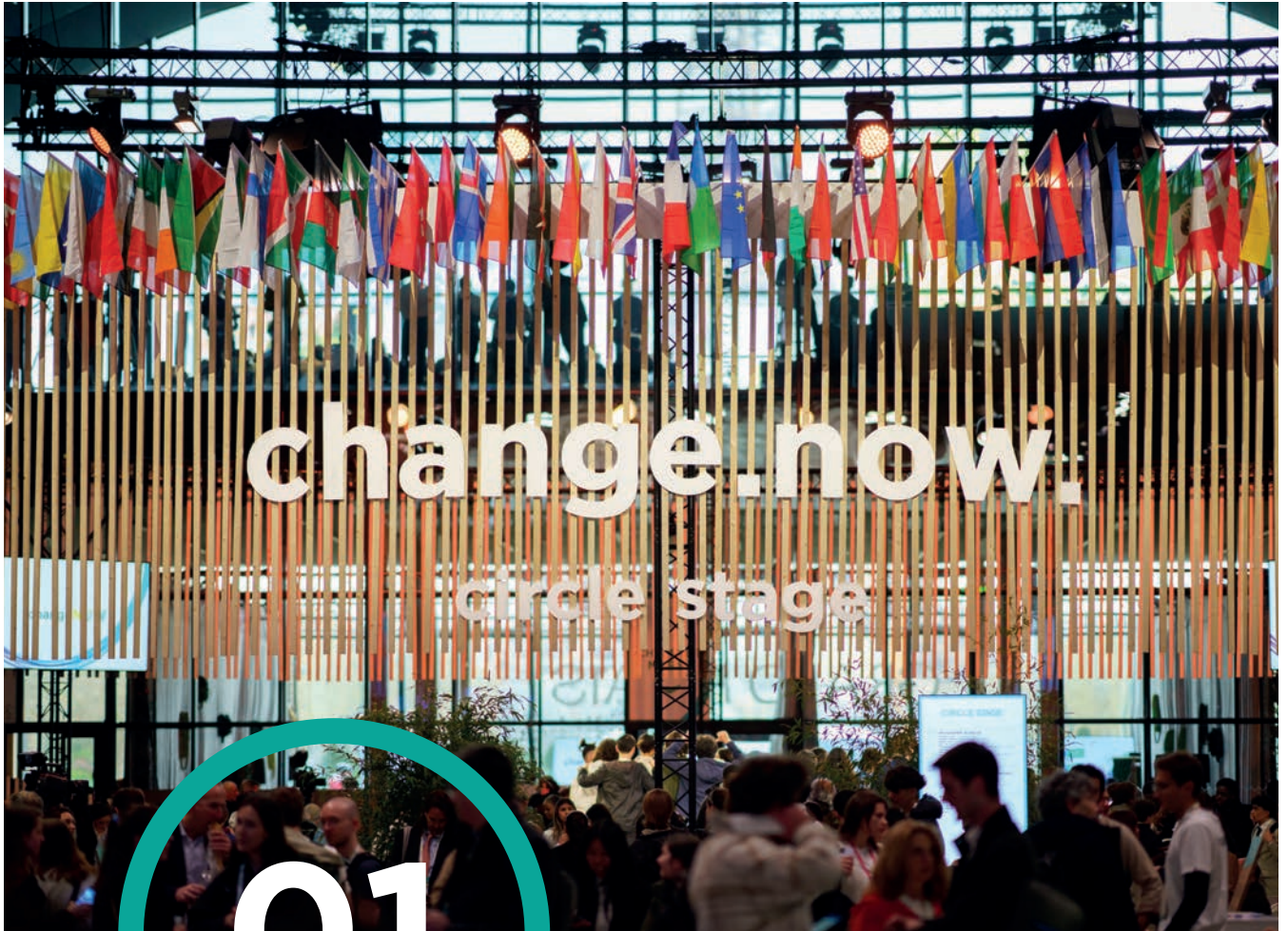
As we enter 2025, we are committed to strengthening bridges across divides and uniting key actors in an increasingly fragmented world. The challenges ahead are significant, but they also offer great opportunities. In facing them, we are reminded that with action comes hope—and there is no time like now to act. This is the role we take, and we invite you to take it with us.

[Santiago Lefebvre](#), [Rose-May Lucotte](#), and [Kevin Tayebaly](#),
Founders of ChangeNOW



TABLE OF CONTENTS

01	Our mission	5
	We accelerate the transition to a sustainable world	6
	Building a global ecosystem enabling systemic change	7
	Our key levers for change in 2024	8
02	Key figures to start with	10
03	Our key actions in 2024	12
	1. Accelerating impact innovations	14
	2. Strengthening the global impact ecosystem	17
	3. Steering capital toward the socio-ecological transition	19
	4. Transforming the economy	21
	5. Promoting ambitious public policies	24
	6. Accelerating international collaboration	26
	7. Empowering future generations	28
	8. Anchoring the world in an inspiring vision	30
	9. Bringing science to the forefront of major decisions for action	32
	10. Being a lab of innovation for scaling eco-responsible practices	33
04	Building on 2024 to drive 2025 ambitions	35
	Building on 2024 challenges	36
	2025, a landmark year for accelerating global impact	37
	ChangeNOW 2025: get prepare for the most impactful event for the planet	38



change.now.

circle stage

01

OUR MISSION

We accelerate the transition to a sustainable world

Since 2017, ChangeNOW accelerates the transition to a sustainable world by fostering the deployment of solutions that tackle the most pressing challenges of our time. By creating opportunities for changemakers and connecting them with investors, institutions, corporates, and resources they need, ChangeNOW builds and strengthens a global ecosystem for change. We lead and amplify concrete actions that inspire and change norms, companies and individuals

- Accelerating 6 000 innovative solutions from 2017 to 2023
- Engaging changemakers across 140 countries
- Mobilizing countless people to take action and drive tangible change for a sustainable future over the past 7 years.

2024, a critical year for global transformation

The urgency for transformative action has never been greater. In 2024, global events like the Paris Olympics and pivotal elections presented opportunities to highlight sustainability and justice, even as wars and geopolitical tensions exposed the fragility of progress. Simultaneously, planetary boundaries have continued to be pushed by the climate crisis, biodiversity loss, and social inequities, including disparities in resource access and population displacement.

In this critical moment, uniting diverse actors is essential. ChangeNOW has served as a platform for collaboration, addressing shared challenges with systemic solutions for a sustainable and inclusive future.

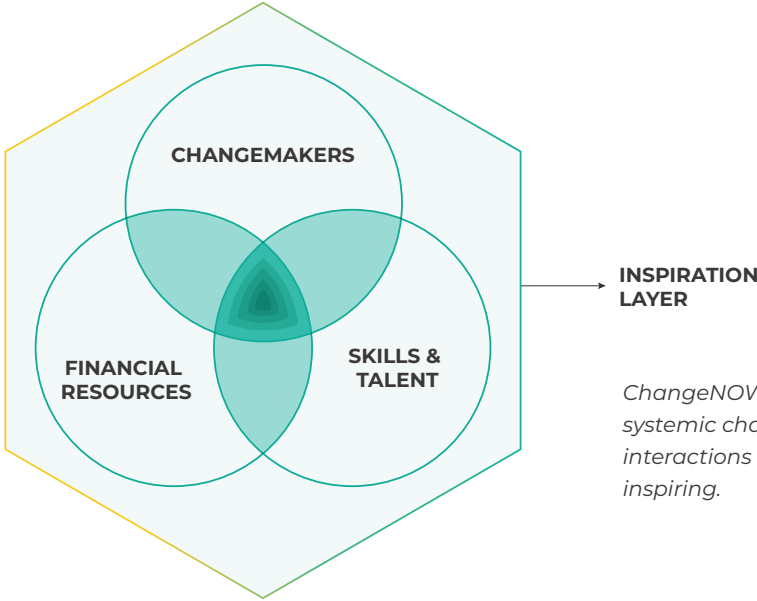
The actions and impact data shared in this report reflect these global challenges and our ongoing commitment to driving positive change in response to the critical issues of our time.

SDGs as a blueprint for impact

The Sustainable Development Goals, adopted by the United Nations in 2015, are a global call to action to end poverty, protect the planet, and ensure prosperity for all by 2030. These 17 interconnected goals guide ChangeNOW's mission, serving as our North Star. Every action we take—from fostering collaborations to advancing climate action, biodiversity restoration, access to resources, and inclusion—is aligned with these global challenges.

Through our work, ChangeNOW specifically supports the 17 SDGs, which highlights the power of partnerships. By fostering global collaboration, cross-sectoral alliances, and shared resources, we strengthen our collective ability to drive systemic change and accelerate lasting solutions for a more sustainable and equitable world.

Building a global ecosystem enabling systemic change



ChangeNOW builds a global ecosystem for systemic change by fostering stakeholder interactions and making the transition inspiring.

In 2015, global milestones like the SDGs and the Paris Agreement were set to tackle the world's most urgent environmental and social challenges, but a clear roadmap was still missing. As a new generation of entrepreneurs, citizens, artists, and innovators began developing concrete solutions, many remained isolated, unknown, and struggled to scale.

The impact ecosystem started to emerge, yet it needed support to grow and accelerate the adoption of new standards. Collaboration became essential.

This is where ChangeNOW came into play: creating the largest event of solutions for the planet, uniting the world's most innovative minds and sustainability leaders, all committed to taking action for the planet. Together, we help advance these solutions and spread them across industries and geographies.

Today, through our summit and initiatives that extend beyond, ChangeNOW has become a true driver of ecological and social transition, shaping the future with impactful solutions and actions that lead global change.

Uniting and strengthening the global impact ecosystem



ChangeNOW connects a global network of actors and partners, forming a powerful impact ecosystem. More than just a community of changemakers, we provide a platform that brings together stakeholders from all sectors. This eco-

system fuels collaboration, showcases innovative solutions, drives investment, and raises awareness of global challenges. By connecting people and organizations across regions, we accelerate positive, systemic change for a sustainable future.

OUR KEY LEVERS FOR CHANGE IN 2024

ChangeNOW, the largest event of solutions for the planet

ChangeNOW is the largest event of solutions for the planet and one of the most powerful accelerators for ecological and social transition. Every year, for three days, this major event brings together entrepreneurs, investors, companies, creative minds, policy makers, NGOs, thought leaders, media, talent, and citizens, from all around the world to accelerate concrete actions for the planet.

ChangeNOW 2024 at a glance

1 000
sustainable solutions

35 000
participants

140
countries

500
visionary speakers

1 200
investors

10 000
companies



Accelerating the socio-ecological transition through year-round initiatives

INFLUENCE ACTIONS

The ranking of top schools for changing the world

The first ranking of business and engineering schools most committed to ecological and social transition, with Les Echos.



Earth Action Report

The top priorities for systemic change, in collaboration with KPMG.



OTHER HIGH IMPACT EVENTS



The World Living Soils Forum (WLSF)

Tackling the urgent challenge of soil regeneration, in collaboration with Moët Hennessy.



Universités d'Eté de l'Économie de Demain (UED)

The annual exclusive gathering of french entrepreneurs and leaders of change, in collaboration with Impact France.



UNCCD COP16

Mobilizing the private sector to drive impactful discussions and solutions for land preservation.



Increasing our presence at global gatherings as ambassadors for positive change

New York Climate Week, Davos, Earthshot Week, Greentech Festival, Impact Fest, etc.



02

KEY FIGURES TO START WITH

This year, the power of collaboration, innovation, and shared action was crucial in driving the sustainable transition the world needs. In 2024, we continued to build on the power of ChangeNOW, connecting changemakers, accelerating impact, and inspiring tangible progress across industries and sectors to address the pressing challenges of our time.



Mobilization and inspiration

After experiencing ChangeNOW, the proportion of stakeholders who feel capable of taking action for a sustainable world rises significantly

From 61% to
87%



Education and influence

90.4%

of our stakeholders intend to change the way they act (in their personal and/or professional lives) to achieve greater impact thanks to ChangeNOW.



Partnerships and collaborations

88%

of people in our stakeholders have been connected to the right stakeholders through ChangeNOW in order to accelerate their impact.



03

OUR KEY ACTIONS IN 2024



OUR KEY ACTIONS IN 2024

1

Accelerating impact innovations

2

Strengthening the global impact ecosystem

3

Steering capital toward the socio-ecological transition

4

Transforming the economy

5

Promoting ambitious public policies

6

Accelerating international collaboration

7

Empowering future generations

8

Anchoring the world in an inspiring vision

9

Bringing science to the forefront
of major decisions for action

10

Being a lab of innovation for scaling
eco-responsible practices



1

01 Accelerating impact innovations

OUR GOAL

We support, amplify and accelerate the world's most promising entrepreneurs creating concrete and innovative solutions that address environmental and social challenges.

We create opportunities, connecting them with strategic partners (investors, large companies, etc.) to help scale their solutions globally or inspire others to replicate it.

1 179

solutions identified, while 494 solutions exhibited or pitched at our events

16%

of the exhibiting solutions' annual leads, on average, were generated thanks to ChangeNOW

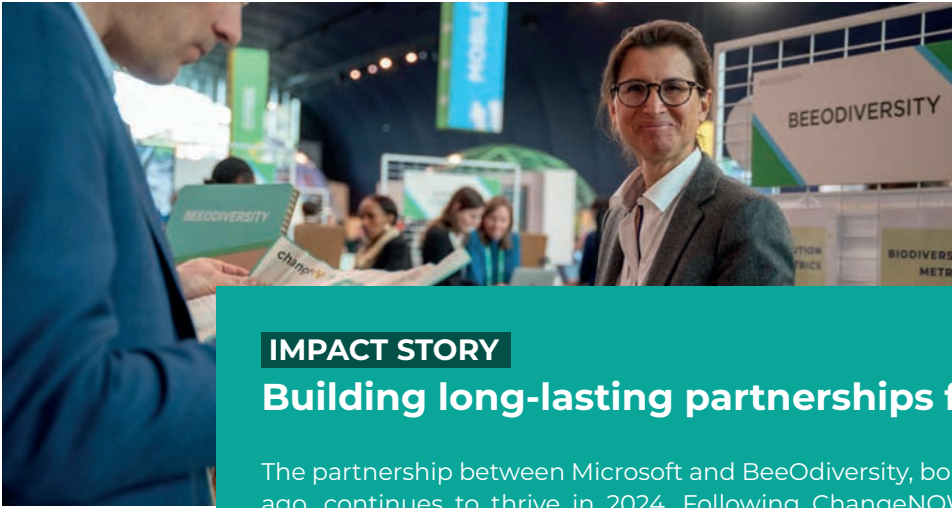
ZOOM ON

The rigorous process behind ChangeNOW's solution selection

At ChangeNOW, our exhibition of solutions and pitch sessions are among the most powerful ways we accelerate innovation. In 2024, we selected 494 solutions from over 65 countries through a rigorous and proven selection process. Each solution was evaluated for its positive impact, scalability, innovative approach, and economic viability by our skilled team, complemented by a network of external experts, ensuring that the solutions we highlight meet the highest standards of impact and innovation.

For these changemakers, ChangeNOW's summit serves as a true global accelerator, helping them access crucial resources, forge long-lasting connections, and scale their solutions to new heights.

Beyond the Summit, we amplify this impact by bringing solutions to key international platforms like UNCCD COP16, where they engage with influential stakeholders, further expanding their reach and driving systemic change.



IMPACT STORY

Building long-lasting partnerships for biodiversity

The partnership between Microsoft and BeeOdiversity, born at ChangeNOW four years ago, continues to thrive in 2024. Following ChangeNOW, BeeOdiversity joined the Microsoft France Share AI initiative, advancing their BeeOmonitoring solution, which uses bees and AI to monitor pollution and restore biodiversity.

With support from AI for Earth Grants and Accenture, BeeOdiversity refined their platform and scaled globally through Microsoft’s Entrepreneurship for Positive Impact programs. In 2024, their reach grew further through the Positive Impact Accelerator and Leadership for Positive Impact initiatives, earning a CBS interview in the U.S. and recognition in Dealroom.com’s Impact Report.

IMPACT STORY

Accelerating innovation for soil health

As co-organisers of the World Living Soils Forum, ChangeNOW played a key role in advancing soil health. One key initiative was selecting 23 innovative solutions to pitch at the Forum, spotlighting the most promising advancements in the field. The award includes exhibition space at the Soil Hub during ChangeNOW 2025, tailored support from the ChangeNOW Solutions team, and expert mentorship from Moët Hennessy and LVMH Maison des Startups.



IMPACT STORY

Increasing access to energy in underserved regions across Africa

"By combining our battery refurbishing technology with Vittoria's network in Africa, we aim to provide affordable and reliable energy to schools, hospitals, and community centers in regions with unreliable power sources," said Anantha Vagmai, Founder and CEO of ReviveBattery, which regenerates lead-acid batteries. She discussed the partnership formed with Vittoria Technology—a social enterprise scaling renewable energy across Africa—at ChangeNOW 2024.

This collaboration will enable the refurbishment of up to 100 000 batteries annually, addressing energy storage challenges while reducing waste and CO2 emissions.



ZOOM ON

Women for Change: supporting women impact leaders

The Women for Change program celebrated its 4th edition this year, continuing to serve as a vital platform for empowering female changemakers, amplifying their influence, and fostering transformative collaborations. This year's focus was on the theme of sponsorship of women, which emphasizes the active role of leaders and stakeholders in advocating for women's professional growth, providing opportunities, and leveraging their networks to help women advance in their careers.

With the support of key partners such as SHE Changes Climate, Women of the World, One Young World, Dior,

and France 2030, the event showcased 10 inspiring pitches from members of the Women for Change campaign, alongside an exhibition of 25 portraits from the campaign displayed throughout the three-day summit. The event brought together an audience of 300 participants and 100 key stakeholders during an engaging networking session, creating a space for dialogue and collaboration to drive systemic change.

By exploring sponsorship as a catalyst for advancing gender equity, this 4th edition reinforced the program's mission to empower women and create a more inclusive and sustainable future.

ZOOM ON

Sport for Change: harnessing the power of sport for transition

This year, Sport for Change reached new heights with an exceptional edition to match an extraordinary year, marked by Paris 2024. For the first time, a dedicated Sport Zone was featured in the exhibition area, highlighting the pivotal role of sport as a lever for ecological and social transition. With an ambitious approach, the event showcased 20 concrete solutions designed to position sport at the heart of global transformation. From fostering inclusion to exploring the future of winter games, the program emphasized actionable strategies and bold innovations to tackle today's most pressing challenges.

Tailored workshops for professional athletes, impactful meetings with leading organizations, and inspiring conferences brought together



changemakers from the sports world and beyond to co-create the events and practices of tomorrow.

The lineup included renowned figures such as Kilian Jornet, Yohan Benalouane, Perrine Pelen, David Lappartient, John McCalla-Leacy, Team Salomon, and many others.



02

Strengthening the global impact ecosystem

OUR GOAL

We bring together a powerful network of hundreds of actors and partners united by the same mission: accelerating the transition to a sustainable world. ChangeNOW is more than a community of changemakers—it's a

global platform that connects individuals and organizations across sectors and regions, driving meaningful, positive impact.

500+

networks we reunite and collaborate with

176

events and gatherings we supported in 2024 to reunite the international impact ecosystem, beyond just the summit.

IMPACT STORY

Enabling partnerships accelerating global impact

The powerful partnership between Catalyze, an accelerator for positive impact innovations, and the United Nations Convention to Combat Desertification (UNCCD) took shape at ChangeNOW 2024.

This collaboration has since fostered the development of scalable solutions for land restoration, involving six innovative startups working alongside UNCCD. The partnership

leverages cutting-edge technologies to address land degradation, enhance drought resilience, and promote sustainable farming practices.

ChangeNOW played a pivotal role by hosting Catalyze's delegation at the COP16 Business for Land pavilion, where they presented their solutions, chaired meaningful panel discussions, and joined a dynamic community of changemakers.



IMPACT STORY

Uniting for Democracy: the impact of collaborative campaigns

Ahead of the EU elections, Civocracy's collaborative campaign to encourage European businesses to engage their audiences in voting rallied over 250 companies from 14 countries, reaching 25 million citizens. Expanding to France and Austria, it added 100 more companies before national elections.

"ChangeNOW gave us the credibility and excitement to launch our campaign," said Chloé Pahud, CEO of Civocracy.

With democracy facing increasing challenges, Civocracy partnered with B Lab, Advens, A Voté, and Earth4All at ChangeNOW 2024. The summit provided a powerful platform to kick off the campaign. Together, they advanced the concept of Corporate Civic Responsibility, showcasing how businesses can protect democratic values.

ZOOM ON

Strengthening the French impact ecosystem: les Universités d'été de l'Economie de Demain

As part of its mission to unite changemakers, ChangeNOW joined forces with Impact France to co-produce les Universités d'été de l'Economie de Demain, the back-to-school event for French impact stakeholders. This flagship gathering brings together 3 000 leaders, innovators, and decision-makers from across France to align on strategies for driving systemic change. The 2024 edition fostered meaningful connections and collaborations among key players in sustainability, innovation, and entrepreneurship, solidifying UED as a cornerstone event for the French impact community and a catalyst for collective action toward a sustainable future.

showcasing the power of collaboration in shaping a more inclusive, sustainable, and resilient future.



IMPACT STORY

Turning conversations into action for the planet

ChangeNOW 2024 played a pivotal role in catalyzing the partnership between 1% for the Planet and the Blue Earth Summit. Guy Hayler, Blue Earth's Chief Commercial Officer, shared, *"We've been keenly following the work of 1% for the Planet for years, and when I met with Kate at ChangeNOW, it was the perfect opportunity to forge a dynamic partnership. Together, we can amplify our impact and work toward a healthier planet for future generations."*

Kate Williams emphasized how the event facilitated direct, impactful connections that accelerated the partnership's development. *"ChangeNOW created an environment where businesses could move from discussions to concrete actions,"* she said.

This collaboration is already delivering tangible results, with Blue Earth Summit committing 1% of ticket sales to support projects focused on addressing climate change, biodiversity loss, and other critical environmental issues.





03 Steering capital toward the socio-ecological transition

OUR GOAL

We aim to drive capital into the impact ecosystem by connecting projects, investors, and their clients. Our focus is to build an investment ecosystem that accelerates the socio-ecological transition, prioritizing environmental sustainability

and social equity. By showcasing innovative financial tools and funding mechanisms, we foster partnerships and investments that empower change-makers, support sustainable solutions, and amplify global socio-environmental impact.

€4 T

Asset under Management (AuM) gathered during the Summit

€964 M

Total funding sought by our curated solutions at the Summit.

ZOOM ON

Funds for Change: bridging the capital gap for impact investment

This gathering designed to bridge the capital gap needed by impact fund managers marked its 4th edition by bringing together 352 participants. Supported by SWEN Capital Partners, Indefi, GSG Impact and Impact Europe, it highlighted innovative investment practices and debunking myths about impact investing. It provided a valuable platform for networking

and collaboration among investors and fund managers.

“Funds for Change resonated deeply, as participants fervently committed to driving impact through investment and finance. It's clear that equity investment holds the key to catalyzing positive change.” - Morgane Rollando.

ZOOM ON

Angels for Change: empowering impactful investments

Angels for Change, now in its 4th year, brought together 85 business angels, 40 innovators pitching impactful solutions, and 4 insightful speakers. Supported by Asterion, EBAN, and Impact Business Angels, the program focused on fostering connections between investors and entrepreneurs. Through a dedicated networking

session, the event facilitated collaboration among potential co-investors, creating a vibrant space for knowledge sharing, with a particular emphasis on navigating the challenges of exits for business angels, and investment opportunities in the impact ecosystem.

IMPACT STORY

Driving investment toward impact companies

Romain Diaz, founder of Satgana, an early-stage climate tech venture capital firm, announced its final closing of US\$8.6 million at ChangeNOW 2024.

A success that came real thanks to Satgana's participation in Funds for Change 2023. This program proved pivotal in connecting Romain Diaz with several potential LPs, who returned months later to commit to the fund.

"ChangeNOW gave us the platform to connect with the right people, and it's been amazing to see how those initial connections have translated into real commitments for our fund." - Romain Diaz



IMPACT STORY

Fostering investment towards impact funds

At our annual Summit, we create opportunities for featured solutions and all summit attendees to connect with potential investors. In 2024, this resulted in impactful fundraising success for startups like Reciclón and Maison Artemisia.

Reciclón, a waste management startup, engaged with venture capitalist Robert Spaima, leading to their participation in Shark Tank Romania and securing the funding needed for growth. Similarly, Maison Artemisia connected with a private investor, enabling the launch of pilot projects in Congo and Benin, focused on combating malaria using medicinal plants like Artemisia annua and afra.

Maria Dragulescu, the founder of Reciclón, shared, *"We were able to raise the funding we needed for our business, and many more opportunities came after."*



04 Transforming the economy

OUR GOAL

We encourage companies to integrate sustainable practices into their business models and support impact-driven initiatives. ChangeNOW acts as a catalyst,

connecting companies with innovative solutions and inspiring them to lead the socio-ecological transition in their sectors.

10K+

companies mobilized, involved and accompanied in their transition

2 000+

C-level executives mobilized, trained and involved

IMPACT STORY

Engaging private companies to support to the impact ecosystem

Thanks to ChangeNOW 2024, Accor strengthened its commitment to sustainability through its connection with Climate Café, a global initiative promoting local climate conversations. This partnership led to the opening of a flagship Climate Café in Paris on November 12th, providing a unique platform to

engage communities and drive climate action.

Through this collaboration, Accor has reinforced its support in creating meaningful opportunities for dialogue and showcasing its dedication to environmental responsibility.



ZOOM ON

Boards Program: guiding leaders toward sustainable governance

This half-day program at ChangeNOW 2024 brought together 150 board members from leading organizations to embrace their roles as pivotal agents of global transition. The program equipped them to integrate ESG strategy more effectively by fostering alignment, shared values, and bold decision-making. It empowered board members to lead systemic change through strategic alliances and collective action. By leveraging their strategic influence, they aligned corporate vision with stakeholder expectations and ESG commitments, driving the shift from strategy to action.

The discussions and shared experiences encouraged board members to reframe corporate strategies, integrating societal and environmental priorities, and positioning businesses to drive meaningful, lasting transformation.



IMPACT STORY

Accelerating soils regeneration with the World Living Soils Forum

Co-organizing the 2024 World Living Soils Forum with Moët Hennessy, ChangeNOW accelerated the development of the event as a global platform for action on soil regeneration and preservation. Held in Arles, France with satellite editions in China and the U.S., the Forum united 600 changemakers, 70 sessions, and 164 speakers. By bringing together businesses, policymakers, scientists, and innovators, it tackled critical challenges like soil degradation and promoted regenerative practices.

This multi-stakeholder approach aligned shared sustainability goals, facilitated the exchange of best practices, and developed scalable solutions, demonstrating the power of collective action to transform an entire economic sector. We also spotlighted 23 innovative startups through pitches and case studies to give greater visibility to soil regenerative solutions. With lasting connections forged, the event marked the beginning of a coalition dedicated to advancing soil health.



ZOOM ON

Earth Action Report: equipping leaders with tools for action

The Earth Action Report, created in partnership with KPMG, is a report that serves as a vital tool for action. By identifying 11 key priorities to drive the ecological and social transition for 2024, it equips leaders with practical recommendations to address systemic challenges and accelerate the ecological and social transition.

With insights from 100+ global contributors, the report has already influenced the decisions of over 800 key leaders, breaking silos and fostering transformative collaborations across industries and borders.

A true driver of impact, the Earth Action Report reinforces ChangeNOW's mission to scale bold solutions and shape a sustainable, inclusive future.



ZOOM ON

Pioneers Dinner: uniting leaders to drive systemic change

The 2024 Pioneers Dinner at the Eiffel Tower brought together 100 decision-makers, leaders of impact, and key actors from the private, public, and institutional sectors across 40 countries. This unique event, supported by Capgemini and the UNCCD, served as a catalyst for mobilizing economic, financial, and institutional stakeholders around actionable solutions for global challenges.

The evening featured inspiring contributions from Sandrine Dixson-Declève (Club of Rome) and Andrea Meza (UNCCD), highlighting critical pathways to a sustainable and inclusive future. It was a pivotal moment for fostering impactful connections and partnerships, empowering leaders to collectively address shared challenges.



Promoting ambitious public policies

OUR GOAL

We collaborate with governments and public authorities to implement ambitious public policies that support the socio-ecological transition. ChangeNOW serves

as a bridge between the private sector, NGOs and public authorities, facilitating collaboration on high-impact projects.

7M

Reach for the first debate on Europe's ecological transition at ChangeNOW

200+

policy-makers were involved in our projects during the year

IMPACT STORY

A powerful call: 300 signatories unite for ecology at the heart of Europe's future

At the occasion of ChangeNOW 2024, we launched a powerful opinion paper in Les Echos, uniting 300 key stakeholders from the worlds of impact and economics.

Our message was clear: overcome divisions and place ecology and planetary boundaries at the heart of society's future.

This call reached over 1.5 million people, making a significant impact in the lead-up to the 2024 European elections. Published just before the first-ever televised debate on Europe's ecological transition, held at ChangeNOW, the tribune amplified this pivotal democratic moment, empowering the conversation on Europe's ecological transition and driving the call for systemic change.



ZOOM ON

First debate on Europe's ecological transition

Ahead of the June 2024 European Parliament elections, ChangeNOW co-organized the first televised debate on ecological and social transition with FranceInfo and Gaspard G.

The debate aimed to put the transition at the heart of political discussions, giving it its rightful place in the political debate. Seven representatives from French parties (each with over 5% in voting intentions) for 90 minutes

discussed critical topics such as agriculture, energy, and funding for the future of Europe.

Moderated by influential figures in both new and traditional media: Lucie Chaumette, leading environmental journalist at France Info TV and the influencer Gaspard G. The debate was fact-checked by Quotaclimat to ensure accurate and reliable information.

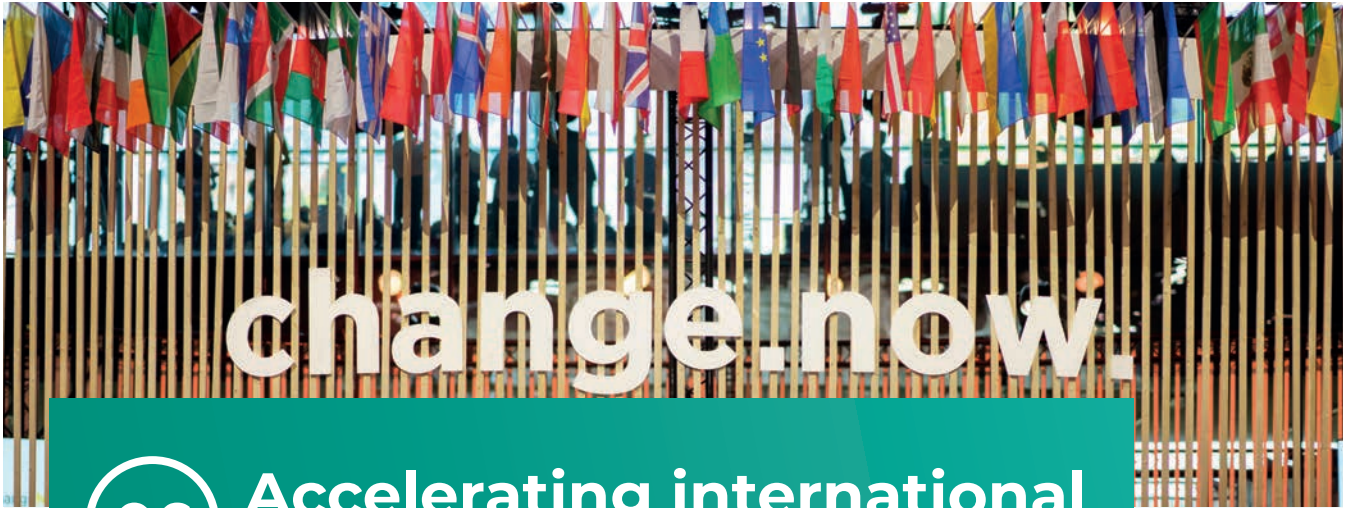
IMPACT STORY

Mobilizing for justice: groundbreaking campaign at ChangeNOW

Interactive Media Foundation GmbH, advocating for the EU to hold major polluters accountable at the International Court of Justice, saw a major boost thanks to ChangeNOW. Maria Syed, a researcher with the foundation, spoke at the conference on *"Rethinking Economic Systems Inside the Planetary and Social Boundaries,"* sparking widespread engagement. Following her

presentation, the campaign experienced a surge in signatories, with many attendees reaching out for more information.

ChangeNOW's platform amplified their message, accelerating the mobilization of individuals and organizations across Europe for climate justice.



06 Accelerating international collaboration

OUR GOAL

We collaborate with governments, local entities, international institutions, and NGOs with a dual purpose: to showcase positive actions from around the world and to support their local and regional challenges.

Building on this approach, ChangeNOW enables them to connect with other key actors, share best practices, learn, access knowledge and solutions, and strengthen advocacy for the socio-ecological transition.

140

countries were involved in our 2024 activities

14

international delegations from 4 continents were welcomed at the 2024 Summit

IMPACT STORY

From leaf to delivery: scaling sustainable solutions with strategic partnerships

Among the delegations mobilized for the 2024 Summit, we invited a large Ukrainian delegation, including Releaf, a Ukrainian startup transforming leaves into durable delivery paper bags. They connected with a leading delivery platform seeking innovative green packaging solutions. This partnership led to the distribution of over 60,000 branded Releaf delivery bags to restaurant partners at no cost.

"ChangeNOW provided us with the opportunity to connect with innovative players like Releaf, whom we might not have discovered otherwise."
— Uber Eats





ZOOM ON

ChangeNOW's impact at UNCCD COP16: empowering the private sector for land restoration

ChangeNOW was honored to be mandated by the United Nations Convention to Combat Desertification (UNCCD) to power the Business4Land Lounge at COP16 in Riyadh. This historic moment marked the first-ever pavilion in the Blue Zone dedicated to showcasing private sector expertise, reinforcing the pivotal role of business in environmental action.

At the heart of the COP16 key outcomes, ChangeNOW played a leading role in mobilizing the private sector, positioning it alongside governments to tackle critical issues such as land degradation, drought resilience, and water scarcity. The Business4Land initiative, introduced at COP16, successfully engaged over 1 500 CEOs, CSOs, entrepreneurs and industry leaders who came together within the Business4Land Lounge to explore actionable solutions, emphasizing the vital role of public-private partnerships in driving real change.

In addition to this, ChangeNOW actively participated in the Business4Land Forum, where over 400 companies joined discussions on sustainable finance, ESG, and land restoration. We helped foster collaboration and facilitated key meetings between stakeholders to drive the agenda forward. Our co-founder Kevin Tayebaly took the stage to speak on the importance of public-private collaboration in achieving long-term land restoration goals and addressing the

pressing challenges of desertification.

ChangeNOW also actively promoted the Call to Action: Business for Land, a key initiative led by the UNCCD. This agenda, aimed at restoring 1.5 billion hectares of land and increasing drought resilience by 2030, saw the addition of over 100 new signatories directly in the Lounge throughout the COP, further strengthening the collective commitment to land restoration.

By facilitating critical dialogues between business, government, and civil society, ChangeNOW helped elevate the importance of soil preservation and raised awareness of the urgent need for collective action to combat desertification on a global scale.





Empowering future generations

OUR GOAL

We collaborate with institutions to integrate sustainability into academic programs, train future leaders and inspire young people to engage in the socio-ecological

transition. ChangeNOW also supports these institutions network and share innovative practices.

4 000+

young people (< 25yo)
participated in our events

1M

students impacted by the school
ranking, since its creation

IMPACT STORY

Young changemakers who found their path

ChangeNOW creates valuable opportunities for young volunteers to gain hands-on experience and contribute to impactful initiatives. These experiences not only enhance their skills but also open doors for meaningful career paths in sustainability.

For example, logistics volunteer Marie met the founder of Madi and is now working part-time to

improve their app. Mathilde, a Fresque volunteer, found that her ChangeNOW experience significantly boosted her job search, leading to a position at the Mairie de Colombes.

Additionally, Marie K. shared *"The experience was incredible. Thanks to ChangeNOW, I found a great opportunity at Hydraloop!"*



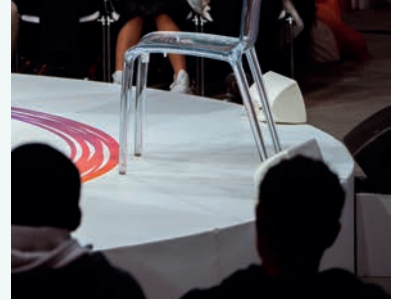
ZOOM ON

Youth Program: engaging high-school students in climate action

ChangeNOW's Youth for Change program engages high school students in sustainability and social issues by providing opportunities for them to actively participate in conversations and solutions. In its third edition, the program connected 300 students from 12 schools, giving them direct access to influential leaders and real-world examples of change.

The program, in collaboration with partners like Mirova Foundation, Île-de-France Region, and Lycées Éco-Responsables, is designed to inspire young people to become active agents of change. As Anne-Claire Roux, Managing Director of Mirova Foundation, shared, *“These students will become tomorrow’s change-makers and leaders. Through this program, we aim to inspire them to take meaningful action for a sustainable future.”*

Through hands-on experiences and real-world exposure, ChangeNOW fosters a generation of students motivated to contribute to the ecological and social transition.



ZOOM ON

4th edition of our school ranking: accelerating the evolution of higher education

This year, ChangeNOW and Les Echos unveiled the 2024 edition of the Ranking of Schools Most Engaged in Ecological and Social Transition, reaching 6.5M people to date. With 60 schools across business and engineering disciplines this year, our mission is clear: to guide students toward institutions that equip them to become tomorrow’s changemakers and to inspire all schools to take on the ecological and social challenges ahead.

The ranking evaluates schools based on six key themes: the integration of climate and environmental issues into curricula, employability, CSR strategies, institutional exemplarity, inclusion, and diversity. These criteria serve as levers for driving change within educational institutions,



ensuring they are not only responding to global challenges but also actively shaping future leaders.

Since the launch of the ranking, more than 80 institutions have embraced ecological challenges, impacting over 1 million students globally.



08 Anchoring the world in an inspiring vision

OUR GOAL

We collaborate with media to spread positive stories, impactful innovations and best practices of the socio-ecological transition. ChangeNOW works with

journalists, opinion leaders, artists and filmmakers to ensure that transition narratives captivate public attention and raise awareness of the urgency to act.

1.3B

reach in 2024

900

journalists mobilized to amplify change in 2024

IMPACT STORY

Using the power of journalism to spread the word

Nasha A. C. Cuvelier, an inspiring changemaker nominated in ChangeNOW's Women Shaping the Future campaign, recently had the opportunity to amplify her message on a major platform. Thanks to her nomination at ChangeNOW's 2024 campaign, Nasha was invited for an interview on Argentina's leading environmental TV program, hosted by Sergio Federovisky, one of the country's most influential journalists in the field of environmental issues.

During the live broadcast, Nasha discussed the vital connection between gender equality and climate change, sharing her insights with a wide audience, including Blonda Verde, a well-known environmental influencer. The program, which typically reaches thousands of viewers across Argentina, allowed Nasha to bring attention to the intersection of these critical issues, fostering an essential conversation on a national scale.



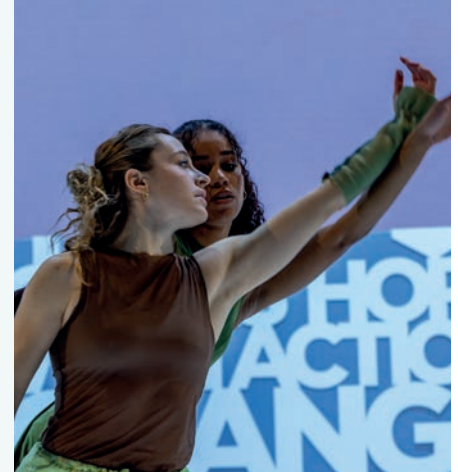
ZOOM ON Film for Change: shaping collective visions through storytelling

For its second edition, the Film for Change program included a European premiere and provided a platform for eight fiction projects to pitch their scenarios to potential production and distribution partners.

The program also featured engaging conferences led by 12 experts on how fiction can shape sustainable collective visions. These initiatives created opportunities for collaboration and networking, fostering valuable connections among 200 industry professionals.

ZOOM ON Art for Change: mobilizing change through art and performance

For its seventh edition, Art for Change presented an ambitious program featuring five installations made from circular materials such as recycled sails, leather, seaweed, and mycelium. The program also included five photo exhibitions, ranging from photojournalism to fine art, and 18 dynamic dance and music performances. Through this immersive experience, Art for Change demonstrated how art can engage audiences and mobilize action on crucial environmental and social challenges. Two of these installations were also showcased at the World Living Soils Forum, supporting soil regeneration efforts



ZOOM ON Athletes for Change: inspiring action through sport and advocacy

In 2024, ChangeNOW provided a dedicated half-day program for 25 professional athletes, equipping them with the knowledge and tools to act as ambassadors for environmental and social issues. This initiative aims to empower athletes to use their influence to drive positive change in their communities and within the sports industry.

The program included workshops with experts on climate awareness, social responsibility, and advocacy, as well as a learning expedition to discover change-makers and innovations. Peer-to-peer discussions gave athletes the opportunity to explore collaborative approaches for creating lasting impact in sports and beyond.

ZOOM ON Influencers Program: empowering creators to drive impact

For its first edition, the Influencers program created a dedicated space for YouTube content creators, aiming to inspire and guide them in harnessing their influence to address key environmental and social issues.

With a combined following of 54 million subscribers, 25 creators participated in specialized training, visits, and networking sessions to explore the potential of their platforms for positive change.





09 Bringing science to the forefront of major decisions for action

OUR GOAL

We promote science as the foundation for the transition to a sustainable world by integrating it into all our discussions and assessments. ChangeNOW further supports

scientific institutions in obtaining and expanding essential funding, recognition, and prestige to accelerate vital research in socio-ecological fields.

104

scientists shared their knowledge on stage during our events

100%

of our official partners have set science-based targets and are aligned with the Paris Agreement

IMPACT STORY

Leading by example: official partners committed to science-based climate action

2024 marked a milestone for ChangeNOW as all our Official Partners were required to align with the Science Based Targets initiative (SBTi).

The SBTi, developed in collaboration with CDP, defines and promotes best practices for setting science-based targets that align with a 1.5°C trajectory. It evaluates corporate commitments to ensure they adhere to the latest climate science and effectively contribute to the goals of the Paris Agreement.

By mandating SBTi-approved targets, ChangeNOW ensures its partners adopt measurable and credible strategies to reduce greenhouse gas emissions across their entire value chains. This framework not only strengthens the climate commitments of our partners but also sets an inspiring example for businesses worldwide, encouraging them to take equally ambitious and actionable steps toward a sustainable future.



10

Being a lab of innovation for scaling eco-responsible practices

OUR GOAL

We are pioneering in eco-responsible event design by constantly testing new solutions and making the summit a laboratory for experimenting sustainable practices.

ChangeNOW sets new industry standards to encourage other event producers to follow its lead.

8.524kg CO₂

carbon footprint per visitor during our annual Summit

93.9%

of the summit materials were repurposed

IMPACT STORY

Creating opportunities for the industry

Since 2023 we've been working with Avekapeti to provide sustainable meals for ChangeNOW volunteers. This year we connected them with the team organizing the Paris 2024 Olympic Games opening ceremony. Avekapeti, known for

its eco-friendly catering provided over 1 500 meal baskets for the staff and handled the logistics of the control table and furniture during the rehearsals in May and June.



IMPACT STORY

ChangeNOW leading the way as sustainable event of the year

At Events Days 2024, ChangeNOW received the Sustainable Event Trophy, celebrating its transformative impact on sustainable event practices. This award recognizes the innovative measures implemented by ChangeNOW, solidifying its leadership in large-scale eco-responsible event organization.

Key achievements include implementing a zero single-use plastic policy, saving 20 000 cups, reusing 97% of materials, and reducing waste by 56% compared to 2023. Our commitment to sustainability also extended to catering, with 75% to 100% vegetarian menus featuring carbon footprints under 2g CO2e per meal.

Beyond these actions, the award acknowledges ChangeNOW's pivotal role in promoting eco-responsible practices across the industry. Initiatives such as the educational "fresk" presented at ChangeNOW 2024, support for Paris 2024's waste management strategy, and collaboration on the Grand Palais renovation exemplify this effort. Additionally, co-organizing events like the World Living Soils Forum and UED24 has helped propagate these sustainable practices.

This recognition not only highlights our efforts to host an eco-responsible event but also positions ChangeNOW as a driving force in advancing sustainability within the events industry.

ZOOM ON

ChangeNOW certified B Corp

In 2024, ChangeNOW became a Certified B Corporation, achieving a score of 95, well above the 80-point threshold required for certification. This milestone marks ChangeNOW's dedication to accountability, transparency, and driving meaningful social and environmental impact.

B Corps are businesses that balance profit with purpose, meeting rigorous standards in five areas: governance, workers, community, environment, and customers. Achieving this certification involved a comprehensive evaluation of ChangeNOW's practices, solidifying its role as a leader in shaping a regenerative and inclusive economy.

This achievement is particularly meaningful given ChangeNOW's long-standing collaboration



with B Lab France to inspire and empower changemakers. Becoming a B Corp is not the end of the journey but the beginning of a renewed commitment to continuous improvement and innovation. For ChangeNOW, being a B Corp isn't just about meeting standards—it's about raising them.



04

BUILDING ON 2024 TO DRIVE 2025 AMBITIONS

Building on 2024 challenges

This year presented a unique set of challenges that tested our resilience and adaptability, both as an organization and as individuals.

Operating in a shifting global context: sustainability under pressure

The global context of 2024 posed significant challenges to advancing sustainability efforts. Geopolitical tensions, economic instability, and election cycles shifted priorities away from environmental and social issues. Simultaneously, a wave of ESG criticism created a climate of retreat, allowing some to step back from prior commitments. This hesitation tested our ability to sustain stakeholder engagement and required us to adapt to an increasingly uncertain landscape.

Amid these challenges, we've been reminded of the critical need for unity and collective action. Despite the complexity of the road ahead, we remain resolute in our mission to build momentum and reaffirm the urgency of sustainability across all sectors.

Navigating internal challenges: balancing responsibility with well-being

Within our team, the challenges of 2024 were equally significant. Our unwavering commitment to driving impact often pushed us to the limit, fueled by a shared determination to move mountains. However, the intense pace and emotional weight of tackling global challenges took their toll. In the impact sector, it's easy to feel overwhelmed by the responsibility of addressing issues that extend far beyond ourselves.

This year, we've learned the importance of stepping back and prioritizing our well-being. Sustainability is a marathon, not a sprint, and taking care of our team is essential to sustaining our efforts for the long term. As we navigate the road ahead, we remain focused on balancing ambition with resilience, ensuring that we can continue to lead with energy and purpose.





2025, a landmark year for accelerating global impact

2025 marks a pivotal moment, ten years since the Paris Agreement and the adoption of the United Nations Sustainable Development Goals, and halfway through the decisive decade of 2020-2030. In a context of escalating geopolitical tensions that severely threaten these objectives, the need for mobilizing actors committed to building a sustainable world has never been more critical.

ChangeNOW stands at the forefront of this urgency, reinforcing its commitment to creating long-term value for people and the planet. With the ChangeNOW Summit at its core, 2025 aims to inspire transformative change and redefine global engagement, setting the course for a sustainable future.

A Year of Accelerated Impact



ChangeNOW 2025 will drive tangible, global impact by deepening the connection between citizen innovation and international diplomacy.



Amid geopolitical challenges and a weakening multilateral framework, engaging the private sector is crucial. ChangeNOW, marking the 10th anniversary of the Paris Agreement, will unite decision-makers to drive action and inspire hope.



Through united coalitions and cross-sector collaboration, ChangeNOW will accelerate progress on urgent environmental issues, empowering both governments and local communities.



From policy shifts to grassroots action, every effort will contribute to shaping a sustainable future for all.

ChangeNOW 2025: get prepared for the most impactful event for the planet

The ChangeNOW Summit is where global leaders and changemakers gather to shape a sustainable world, in a spectacular World Expo of solutions for the planet. Over three days, it will be the ultimate hub for forging meaningful connections and igniting actionable ideas that accelerate the transition to sustainability.

Key Highlights of ChangeNOW 2025



The World Expo of solutions for the planet

The Grand Palais, a symbol of past industrial revolutions, will once again take center stage as it hosts the World Expo of Solutions for the Planet, marking a turning point in the shift towards sustainable transformation.

A path towards UNOC and COP

This year celebrates progress while providing a critical opportunity to strengthen action and solutions on interconnected issues: Climate, Biodiversity, Desertification, and Oceans. ChangeNOW will foster deeper collaboration between governments, institutions, and the private sector, emphasizing synergies and co-benefits between actions and challenges.





10 years of climate action

ChangeNOW 2025 will mark a decade since the Paris Agreement by renewing commitments and driving collective action. This milestone will emphasize the need for clear climate goals and meaningful engagement from governments, businesses, and citizens.



Paris, the global capital of impact

During ChangeNOW, Paris will become the global capital of impact, bringing together international and European ecosystems to accelerate sustainability and collaboration.

An engaging experience for All

ChangeNOW 2025 will engage all communities like never before, showcasing impactful careers, fostering inclusion, and creating dedicated discovery spaces for the general public.



Save the Date

April 24–26, 2025, at the Grand Palais in Paris



**EVEN MORE POSITIVE IMPACT
TO BE DELIVERED IN 2025!**