



ART of CHANGE 21

**THE CONCLAVE  
OF ART OF CHANGE 21  
NOVEMBER 28-29 2014  
GAÎTÉ LYRIQUE, PARIS**

# AN INTERNATIONAL MEETING BASED ON ECO-CREATION

The Conclave of Art of Change 21 is an unprecedented event that brings together **21 artists, social entrepreneurs and youth involved in the ecological transition and sustainable development**. Over a two-day period, the « 21 » collectively imagine an original action that supports the environment. This action is then implemented by the association Art of Change 21.

## OBJECTIVE

Brainstorm and pop out different ideas of original and positive actions in order to **creatively mobilise the general public** in favor of sustainable development and against climate change.

## ORIGINALITY

Bringing together three different and complementary groups of participants, trailblazers and and leaders of the post-carbon world. Artist's imagination meets with the action-oriented experience of entrepreneurs, both infused with the propelling force of eco-innovative youth. The joining of these three groups leads most certainly to the creation of unprecedented actions.

## METHOD

A multidisciplinary approach with multi-stakeholders and based on co-creation. With a **collaborative approach**, the "21" design actions together. At the end of the two days, they decide unanimously on the action that is to be conceived. The Conclave is a closed session, without any **external observer**.

With the Conclave, Art of Change 21 is changing the face of citizen mobilization, making it more creative, cheerful and participative, **spreading optimism in the fight against global warming**.

Le Conclave was created by **Art of Change 21** in 2014. It takes place **every 3 years**.





## CONCLAVE'S ID CARD

The first Conclave of Art of Change 21 took place on the occasion of the **COP21** (21st annual Conference of the Parties on climate change), one year before the big event. The goal of this Conclave was to create an action capable of raising awareness and mobilizing for the environment, to be implemented by Art of Change 21 internationally and with its co-creators.

**Date:** November 28th - 29th, 2014

**Place:** The Gaîté Lyrique, in Paris

**Participants:** 21 accelerators of change 1/3 artists, 1/3 entrepreneurs, 1/3 youth

**Countries represented:** China, Brazil, New Zealand, Bahrain, Canada, Egypt, Kenya, USA, UK, France

**Selection Criteria:** Artistique or entrepreneurial talent, innovative within artistique ou entrepreneurial, innovation in the approach to and involvement in sustainable development

**Modèle économique:** Private and public support. Art of Change 21 financed the attendance of all participants (travel, lodging, visas, other expenses...).



Les « 21 » à la Gaîté Lyrique lors de la clôture des débats

**Résultat:** Two ideas for actions were born during the Conclave, MASKBOOK and CAIRE GAME, now implemented internationally by Art of Change 21.



# THE PROGRAM AT THE GAÎTÉ LYRIQUE

## THE NIGHT BEFORE

Welcome drink at 36  
boulevard Bonne  
Nouvelle in Paris



## 28 NOVEMBER

9h30 - 10h30 AUDITORIUM  
Welcome Address  
Presentation of the participants

10h30 - 13h30 STUDIO  
Creativity Session

13h30 - 14h30 Lunch

14h30 - 16h STUDIO  
Workshop - What are the characteristics of  
the best possible action ?

16h - 16h30 Break

16h30 - 17h30 AUDITORIUM  
Interaction with the experts committee

17h30 - 19h STUDIO  
Creativity Session

## 29 NOVEMBER

9h - 9h30 AUDITORIUM  
Creation of Teams

9h30 - 11h30 STUDIO  
Creativity Session

11h30 - 13h STUDIO  
Defining the chosen actions with the experts  
committee

13h - 14h Lunch

14h - 16h STUDIO  
Defining the chosen actions with the experts  
committee

16h- 17h Break

17h AUDITORIUM  
Press Conference  
Presentation of Ideas  
Cocktail



## LES « 21 »

## SOCIAL ENTREPRENEURS



**Tariq Al-Olaimy**  
Bahrain



**David Kobia**  
Kenya



**Cédric Carles**  
France



**Luhui Yan**  
China



**Ben Knight**  
New Zealand



**Frédéric Bardeau**  
France

## COMMITTED ARTISTS



**Lucy Orta**  
UK



**Opavivará ! Colectivo**  
Brazil



**Filthy Luker**  
UK



**Nathalie Jeremijenko**  
USA



**Laurent Tixador**  
France



**Wen Fang**  
China



**Yann Toma**  
France



**Pierre de  
Vallombreuse**  
France

## ECO-INNOVATIVE YOUTH



**Linh Do**  
Australia



**Juliette Decq**  
France



**Mariam Allam**  
Egypt



**Wang Tian Ju**  
China



**Slater Jewel-Kemler**  
Canada



**Charles Adrien Louis**  
France

## SPOTLIGHT ON...



**Tariq Al-Olaimy**  
Bahrain

Young social entrepreneur and biomimicist in Bahrain, Tariq Al-Olaimy is one of the most committed and innovative people in the Gulf region on climate. Co-founder of 3BL Associates, the first Think & Do Tank on sustainable development in the Middle East, he also co-founded Al Tamasuk, a company that develops social cohesion and job creation for marginalized and disadvantaged communities.



**Lucy Orta**  
United Kingdom

Internationally renowned and committed to the most important social and environmental issues for over 20 years, Lucy Orta's works are exhibited internationally in galleries, museums and public spaces. In 2007, Lucy and Jorge received the prestigious Green Laf from the United Nations Environment Program for the excellence of their work and the usefulness of their message.



**David Kobia**  
Kenya

David Kobia is one of the most innovative and well-known social entrepreneurs in the world. He is the co-founder of Ushahidi, a crowdsourcing and social mapping application that can crowdsource crisis information (earthquakes, fires, conflicts, etc.). In 2010, David Kobia received the MIT Award for Top 35 Innovators under 35 and the Humanitarian Personality of the Year Award.



**Opavivará ! Colectivo**  
Brazil

Composed of four artists, the Brazilian collective Opavivara offers unexpected experiences in the urban space, enabling citizens to experience another way of consuming, living together and respecting the environment. Through its actions, it promotes a friendlier, greener and more generous citizenship.



**Luhui Yan**  
China

Luhui Yan is the founder and CEO of Carbonstop, the leading management software, service provider and consultant on carbon management. Since its creation in 2011, Carbonstop has supported more than 500 organizations in reducing their impact on the environment. Luhui Yan's expertise is recognized internationally. He is a member of the UN committee IPCC (Intergovernmental Panel on Climate Change).



# EXPERTS AND HOSTS

## THE HOSTS

Le Conclave was hosted in English by **Stéphane Rio**, pioneer of co-creation methods and co-author of « *Vive la Co-Révolution!, pour une société collaborative* » and by **Alice Audouin**, Founding President of Art of Change 21. A coach in group harmony was also present over the course of the two days, **Anita Barankovitch**.



## THE EXPERTS

The « 21 » were accompanied by a committee of experts who helped them select, evaluate and detail the chosen actions. The experts intervened twice during the Conclave to give an external perspective.

Such as :



**Anne-Sophie Novel**  
Journalist



**Mathieu Baudin**  
Institute for Desirable Futures



**Ganaël Bascoul**  
SoonSoonSoon



**Sakina M'SA**  
Ethical Fashion Designer



**Paul Ardenne**  
Art Critic



**Valérie Martin**  
ADEME



**Raphaël Ménard**  
EGIS



**Pascal Le Brun-Cordier**  
Artistic Director



**Sylvie Bénard**  
LVMH

# FIRST IDEA : MASKBOOK

**Birth of the idea** - The idea of MASKBOOK came about from three Chinese participants present at the Conclave, one of whom was the artist **Wen Fang** who is credited with thinking of the name : « *In China, we don't have Facebook, but as we all wear anti-pollution masks, if we did have it, it would have to be called MASKBOOK* ». MASKBOOK, because of its universality was the unanimous choice of all 21 participants.

**Presentation of the idea** - Create an artistic and international action that mobilizes in which the goal is to raise awareness about the link between health, pollution and climate. Take the potentially anxiety-inducing image of the mask and flip the script : allow it to become a means of expressing solutions for the environment. Open the idea to all publics, the idea being based on the principle of inclusion, to create a mask in a creative and ecological way, either digitally or by using materials derived from the circular economy, in order to assemble an immense portrait gallery.

**Implementing the idea, by Art of Change 21** - Art of Change 21 launched MASKBOOK internationally in 2015, just ahead of the COP21. It was immediately a success. Just one year later MASKBOOK brought together **thousands of people** through its **comprehensive four-part action plan** : **Maskbook workshops** (more than 60 have taken place across the world), **exhibitions**, an **online portrait gallery** (more than 2500 portraits) and a **mobile app**. More information is available at [maskbook.org](http://maskbook.org).



Wen Fang during a co-creativity work session





## SECOND IDEA : CAIRE GAME

**Birth of the idea** - The artist Yann Toma played a major role in CAIRE GAME's conception, starting with the idea for the name: CAIRE is the contraction of « to care » and « air », the idea being that everyone must take care of the air that we breathe and which we pass down to future generations.

**Presentation of the idea** - The « 21 » envisioned creating a tool that would allow citizens to evaluate and to reduce their carbon footprint, in a fun and accessible way that keeps the individual at the heart of the process.



**Implementing the idea, by Art of Change 21-** CAIRE GAME was launched the on the eve of the COP21, in the form of a game, with the website [www.cairegame.org](http://www.cairegame.org). The site offers **over 150 one-time actions**, both beneficial for individuals as well as the environment, benefitting their health, their finances, their social life, etc. Each action successfully completed corresponds to a certain number of points as well as CO2 saved. Today the site exists in English, French and Arabic.

After the website was launched, the game was also produced offline, with a « wheel of fortune », such as at the COP22 in Marrakesh, November 2016.

Today CAIRE GAME includes a community of **3000 players** and has already saved **97 tons of CO2**.



## OTHER IDEAS BORN DURING THE CONCLAVE

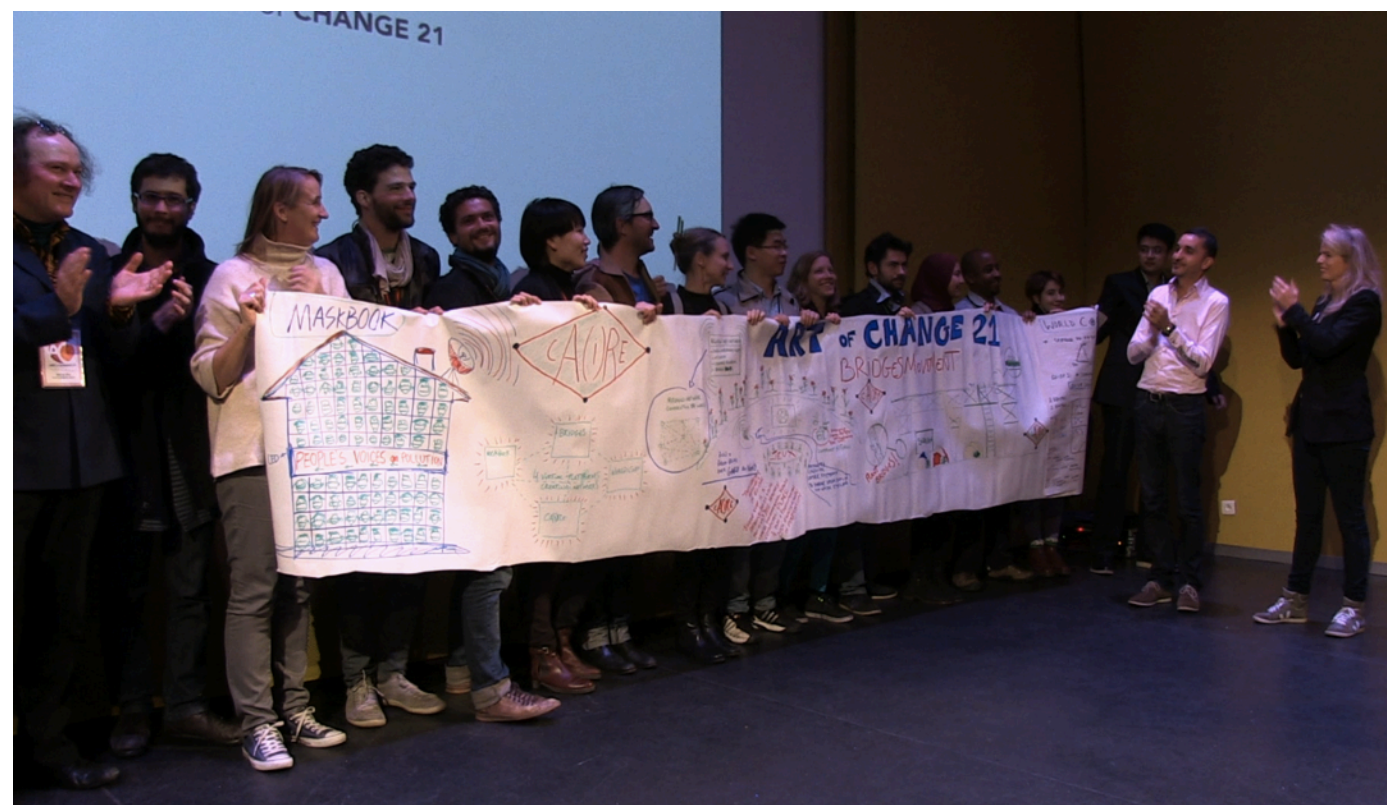
Many other ideas were born during the Conclave, two in particular, a testament to the creative fruit of this meeting of the minds.

**BRIDGES** : the idea is to construct, animate and build eco-conceived and resilient bridges in public spaces, in order to create networks both physical and virtual, that would be dedicated to climate change solidarity. With its pedagogical and nomadic vocation, these constructions would flourish in public spaces, at regular intervals, being both a symbol for the ecological transition as well as a space dedicated to experiencing it.

**WORLD-COP** : this project was imagined as a parody of a sporting event on the climate, both humorous and inviting, its rules being absurd and funny. From boxing to football, this Olympics of the « between the COPs » showcased, with humor, the social inequalities present in face of climate change.



David Kobia, Lucy Orta and Ben Knight presenting WORLD-COP.



Presentation of the ideas by the « 21 » during the press conference.



A black and white photograph of a man with short dark hair, smiling. He is wearing a dark jacket over a scarf and has a bag strap across his chest. He is standing in front of a window with horizontal blinds.

**« AN EXCITING EXPERIENCE, WITH PEOPLE FROM ALL OVER THE WORLD, SHARING A DESIRE TO ACT TOGETHER FOR THE ENVIRONMENT »**

**PIERRE DE VALLOMBREUSE**

A color photograph of a woman with long blonde hair, wearing a blue denim jacket, leaning over a table and painting a colorful floral design on a piece of paper. The background is a rough, textured wall.

**« A UNIQUE INTERNATIONAL EVENT WHERE I MET EXCEPTIONAL PERSONALITIES IN THE FIELDS OF THE ENVIRONMENT, TECHNOLOGY AND THE ARTS. »**

**LUCY ORTA**

# PARTNERS

## SPONSORS

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## PARTNERS



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