

GoodBrandSummit, the premier event for scale ups, will take place as part of the GoodFestival 6th edition on May 15th 2019 at Beau-Rivage Palace Lausanne.

GoodBrandSummit is about discovering Good Brands, Good People, and Good Food from organizations and companies which are tackling sustainability issues and positioning their brands to mean much more than money. GoodBrandSummit will provide a great opportunity to interact with leaders who will challenge or confirm your vision about the future of brands, work and education. The line-up of experts is impressive - thirty-eight presenters organized into four sections:

Part 1: Brand Presentations

Part 2: Keynotes Speeches & Panel Discussions

Part 3: Announcement regarding ROXBOURG, the world's biggest Tuition-Free MBA Program

Part 4: Non-Alcoholic Cocktail / Dinner based on regional produce and showcasing local musical talent

Part 1: Brand Presentations

Registration will start at 3pm. From 4PM, the first part of the GoodBrandSummit will be about Good Brands. Each brand will have 4 minutes to present their initiative:

- + "Tesla" by Paolo Andina (including film)
- + "EPFL Tech4Impact" by Dr. Julia Binder
- + "Water Inception" by Nhat Vuong
- + "By Naomé" by Naomé Schenk
- + "ESSCODE studio" by Camille Burki
- + "HOBI" by Catherine Watt & Eric Lwamwenge
- + "Bibou'tic" by Sonia Ben Hamida & Delphine Ben Hamida-Bovay
- + "IWA KEP" by Melissa Matteucci
- + "BioApply" by Pietro Bargagli Stoffi
- + "LEDsafari" by Govinda Upadhyay
- + "Prontopia" by Ilaria Nardone
- + "Namaka" by Nicolas Grandjean
- + "Hatch CoLab" by Lorenzo Niola
- + "The ECO coin" by Lewis Just
- + "Swiss Failure+ Akademy" by Biliانا Vassileva
- + "Imelda & Clyde" by Imelda Gabs & Clyde Phillips
- + "Simply Souperlicious" by Carolyn Davenport-Moncel
- + "Nosh Rocks" by Rowana Statham
- + "Hackuarium / Dans la drêche" by Yann Heurtaux
- + "Culinary Medicine UK" by Dr. Abhinav Bhansali
- + "Caulys" by Tom Lachkar
- + "BØWIE" by Annie Chemla
- + "EPFL Wish Foundation" by Dr. Anna Fontcuberta-Morrall
- + "Ignite That Spark" by Michel Jordi | Featured Speaker

Part 2: Keynotes Speeches & Panel Discussions

The second part of the GoodBrandSummit will start at around 6:40PM and will consist of three speeches and one panel discussion:

- + "The Future of Brands" Keynote by Michael Chrisment, Konbini
- + "The Future of Work" Panel by Johan Lobmeyer, Adecco Group & Marianne Favre Moreillon, Alain Salamin, Sylvain Moesching, Philippe Thévenot.
- + "The Future of Learning" Speech by Dr. Arash Golnam, BSL / EPFL
- + "The Future of Education" Keynote by Dr. Dominique Bourqui & Dr. David Claivaz, BSL

Part 3: Announcement regarding ROXBOURG, the world's biggest Tuition-Free MBA Program

At around 8:00PM, the GoodFestival team will make an announcement about ROXBOURG:

+ Why ROXBOURG?: Today around 5,000,000,000 people - around 70% of the world - are living on less than \$10 a day, have limited access to education, information and opportunity and are particularly susceptible to disease, exploitation, social exclusion and the devastating effects of climate change. Then there are the "social entrepreneurs" or the "sustainable innovators" who are addressing the root causes of poverty by taking the road where struggle is guaranteed but the reward is an uplifted society, with empowered women, safer families, cleaner energy, vibrant startups and thriving communities of artists. Now most social entrepreneurs need to be good at the basics of business, but most MBA programs are designed to train consultants, bankers and managers.

+ Our Mission: To "skill up" the world's most promising social entrepreneurs and support them at ROXBOURG, the world's biggest Tuition-Free MBA program for social entrepreneurs, as they launch and grow their ventures.

Part 4: Non-Alcoholic Cocktail / Dinner based on regional produce and showcasing local musical talent

From 8:20PM onwards, network and enjoy the dîatoire based on local and regional produce specially prepared by the chefs of Beau-Rivage Palace under the watchful eyes of the Executive Chef Didier Schneiter while getting inspired by the talented singer/songwriter Liana Menétréy.

For more information, please contact:

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More information on GoodFestival.ch

More information on Roxbourg.com