

1st African Purple Economy Forum
La Mamounia – Marrakesh
4/5 November 2016

(en)

المنتدى الإفريقي الأول للاقتصاد البنفسجي
1^{er} Forum africain de l'économie mauve
1^o Fórum africano da economia púrpura

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COP22 – African Purple Economy Forum (4-5 November 2016): Culture, the key to sustainable economies and societies

The 1st African Purple Economy Forum will be held at the highest level in Marrakesh (at La Mamounia) on 4 and 5 November 2016, the effective date of the Paris Agreement.

This will be a first opportunity for developing different ways that actors can **respond to climate threats via the cultural dimension**.

Clearly, the issue of climate change cannot be effectively addressed without improving interactions between technology and culture.

The Forum will provide a meeting place where important decision-makers from the economic, political and cultural spheres can review the current state of affairs and put forward concrete solutions that are immediately implementable.

The subjects covered will include springboards for education, digital technologies, and highly imaginative, sensory products.

In the face of today's ecological and demographic challenges, the cultural dimension is all the more appreciable, and indispensable, given that it is built on largely immaterial foundations that are respectful of natural ecosystems.

By offering diverse, qualitative solutions, the African Purple Economy Forum will convey a more demanding, more humane vision of 21st century markets – but also a more attractive one.

Programme and registration (while space lasts) available
on www.purple-economy.org / www.economie-mauve.org

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