

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 – Purple economy at the centre of harmonious long-term growth

Under the patronage of UNESCO and His Majesty King Mohammed VI, in honour of the Paris Agreement coming into effect and on the eve of COP, the African Purple Economy Forum brought heads of companies, young professionals, elected officials, academics, and media and civil society leaders together on 4 and 5 November 2016 to discuss the subject of “Climate threats, cultural responses”.

Opened by the Moroccan Minister of the Environment, Hakima El Haite, who was designated by the King to represent him, the debates allowed government leaders to interact with cultural figures, and heads of SMEs and multinationals of all kinds.

“Incorporating culture means, above all, developing friendships with the territories”
– Jérôme Bédier, Deputy Chief Executive Officer of Carrefour (Marrakesh, 5 November 2016).

After lack of culture was pointed to as a cause of our current crises, the participants recalled the role of life-long education and training in awakening consciences and a sense of responsibility.

The series of themes that were covered showcased the interest of economic strategies that incorporate cultural dynamics. Those strategies take human diversity into consideration. They are unifying and inspire populations to get on board by building trust. They also leave substantial room for the immaterial, which has almost unlimited potential in every business sector.

At a point when ecological constraints have never been so high and when demographic changes are calling for new methods, **the time has come to combine economic efficiency with cultural intensity, social ties and preservation of the planet.**

www.purple-economy.org / www.economie-mauve.org

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