

PRESS RELEASE

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On June 16 2015, the First Positive Economy Forum took place in Rostov-on-Don, at the initiative of Bank Center Invest and A+ Associés, gathering experts from Russia and Europe to define concrete proposals to enhance Positive Economy in Russie

Vassili Vassilevich Vyssokov, President of the Bank Center Invest in Rostov on Don, in which the EBRD (European Bank for Reconstruction and Development) has nearly 25% of the capital, wanted to hold in Rostov the first Forum dedicated to Positive Russian economy. This is the first demonstration of this type from "Positive Planet" outside the EU. For this purpose, during the day on Tuesday, June 16, Russian and French social entrepreneurs in the presence of the team of Jacques Attali, founder of the concept gathered to debate on how Russia can enhance its Positive Economy.

With almost 1000 participants and 70 Russian and European speakers, the Forum has allowed the expression of great interest of the attendees, reflecting the fact that this region of Russia, whose annual growth rate is around 4%, is ready to experiment this new dimension of the economy, based on taking into account the long term interest of future generations and values of a harmonious society.

Harvest of practical proposals, relayed by the website of the liberal daily Kommersant, showed the diversity of dimensions in which this logic can be deployed through concrete projects: positive anti-crisis solutions, entrepreneurship on the XXI century, positive education, inclusive finance, positive energy and measuring positive impact where, among others, topics discussed during the Forum. The success of this event allows to consider an experimental phase to pursue this initiative in other regions of Russia as to initiate a gradual transition to more positive economy in the cultural, social, environmental, energy etc.

Positive Economy Forum in Russia is promoted by A + Associés, which set-up economic partnerships between France and Russia.

The report containing the concrete proposals that have been worked out in the ten round tables will be communicated to the press on the 6th of July, 2015.