



Press Release

Nice, 29th October 2010

The first edition of Green Investing 2010, the Nice Côte d'Azur International Sustainable Development Financing Conference

In Europe, action plans have been developed in order to improve the development and incorporation of eco-technologies. Many of these new techniques contribute to improving the environment while also reinforcing competitive business. Nevertheless, many obstacles still remain, notably an insufficient access to capital.

EDHEC, in partnership with Ville de Nice, Nice Côte d'Azur, EPA de la Plaine du Var, Team Côte d'Azur and CCI Nice Côte d'Azur have decided to launch an international conference to promote Green Investing. By organising the Nice Côte d'Azur International Sustainable Development Financing Conference, EDHEC and its partners are seeking to present the latest research on investment criteria in sustainable development and on new findings and innovative projects in the field of green business.

The morning will be broken down into plenary sessions presenting research on the financial assessment of sustainable development investment. These sessions will be followed by a round table discussion on the subject of how to stimulate investment in sustainable development in Europe, with European leaders from the OECD, the European Investment Bank, the French Ministry of Sustainable Development as well as representatives from two major sustainable development funds.

The afternoon will be dedicated to workshops where innovative green businesses will share their expertise in terms of clean technologies and will present their vision of the following sectors, future developments and their positioning of new offers and technologies within these sectors:

- **Smart grids and energy storage**
- **Green building and energy efficiency**
- **Renewable energy**
- **Water treatment and waste management**

A presentation of the FTSE EDHECRisk Efficient Eurobloc ERAFP Large Caps Custom SRI index will close the conference.

You will find the conference program [here](#). If you would like to attend the conference please click [here](#) to register.



Contact :

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About the Edhec-Risk Institute

Founded in 1906, EDHEC is one of the foremost French business schools. Accredited by the three main international academic organisations, EQUIS, AACSB and Association of MBAs, EDHEC has for a number of years been pursuing a strategy for international excellence that led it to set up the EDHEC-Risk Institute.

The aim of the EDHEC-Risk Institute is to produce research that meets the most stringent academic standards and to facilitate corporate use of this research. In partnership with large financial institutions, the EDHEC-Risk Institute brings together 46 researchers and implements six industry-sponsored programmes and ten research chairs focusing on asset allocation and risk management in the traditional and alternative investment universes.

In keeping with its mission, the centre systematically seeks to validate the academic quality of its research through publications in leading scholarly journals, implements a multifaceted communications policy to inform investors and asset managers on state-of-the-art concepts and techniques, and develops business partnerships to launch innovative products.

To optimise exchanges between the academic and business worlds, the EDHEC-Risk Institute maintains a website devoted to asset management research for the industry: **www.edhec-risk.com**, circulates a monthly newsletter to over 400,000 practitioners, conducts regular industry surveys and consultations, and organises annual conferences for the benefit of institutional investors and asset managers.

The EDHEC-Risk Institute's executive education activities help investment professionals to upgrade their skills with advanced risk and asset management training across traditional and alternative classes and include the prestigious PhD in Finance, which is exclusively offered in executive and residential tracks, and the EDHEC-Risk Institute Executive MSc in Risk and Investment Management.