



Breaking the Mold of Conventional Business Practices

GLOBE 2014 to Feature Successful Entrepreneurs who are “Doing Things Differently”

For Immediate Release

Vancouver, Canada – To say their business practices are unconventional would be the understatement of the century, which is why *they* are the perfect fit for GLOBE’s most inspired conference program to date. Set to take place March 26-28, 2014 in Vancouver, Canada, GLOBE 2014 has assembled a cast of visionaries whose determination and innovative approaches to shaping our world have earned them the global recognition.

“At its core, GLOBE is about bringing together the international business and environmental communities to build relationships that serve to benefit the bottom line and the planet, it’s just that simple,” says John Wiebe, President and CEO of the GLOBE Foundation. *“When we talk about business and the environment, today’s conversation would not be complete without the shared stories and insight from the people who’ve turned the concept on its head over the past decade. Their own personal stories will have our audience riveted.”*

GLOBE 2014 is pleased to announce the following speakers to its Conference Program:

Lyndon Rive, CEO and Co-Founder, SolarCity, is an advocate for clean energy initiatives. He has made SolarCity one of the most recognizable brands in clean energy and disrupted the century-old energy industry. SolarCity, a national leader in clean energy services, makes clean energy available to homeowners, businesses, schools, non-profits and government organizations at a lower cost than they pay for energy generated by burning fossil fuels like coal, oil and natural gas. The idea of starting SolarCity came in 2004 during a drive to the Burning Man festival with his cousin, famed tech entrepreneur Elon Musk.

Mark Brand, Founder and Board Member, A Better Life Foundation, is one of Vancouver’s most recognized entrepreneurs. His largest undertaking to date is Save on Meats; Brand carried with him a vision to restore the Save on Meats building back to its prime for all Vancouver residents, and to be committed to it being a true social enterprise by working with partners to create a sustainable business model that serves the community. Through his engagement with one of Canada’s poorest neighbourhoods, the Downtown Eastside, Mark saw an opportunity to build capacity surrounding issues of food security and employment. From this, A Better Life Foundation was created. His story was also featured in *Gastown Gamble*, a docu-reality series featured on the Oprah Winfrey Network (OWN).

Dayna Baumeister, Co-Founder, Biomimicry 3.8, has helped fertilize the movement of biomimicry as a fresh and innovative practice and philosophy to meet the world’s sustainability challenges. Dayna is a natural systems thinker and brings a unique perspective to her work to help others see nature as model, measure, and mentor. She has helped more than 100 companies consult the natural world for elegant and sustainable design solutions.

Organized by GLOBE Events, a division of the GLOBE Group of companies.

Michael Braungart, Chemist and Founder, EPEA Internationale Umweltforschung GmbH

founded EPEA in 1987. Since then he has been involved with research and consultancy for eco-effective products, specifically products and production processes that are designed for closed loops and do not harm humans or nature, but rather contribute to their wellbeing. He works together with many organizations and companies from different branches and his expertise is sought after worldwide.

In addition to the Conference, the prestigious biennial event will welcome more than 400 exhibitors from North America, Latin America, Europe, the Middle East, and Asia to its world-renowned exposition, where they will showcase the latest in sustainable technologies, innovations, and services.

To view the full conference program along with other confirmed speakers for GLOBE 2014 go to www.GLOBESeries.com. Find us on Twitter @GLOBE_Series.

About GLOBE

GLOBE 2014 is produced by GLOBE Events a member of the Group of companies, a conglomerate of privately-held companies dedicated to the business of the environment. GLOBE's expertise lies in project management, event development, and management consulting in the fields of environment and energy, urban development, and corporate responsibility. The GLOBE Group is North America's longest operating producer of environmental events.

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