

EpE-LCI 2017 YOUNG ENVIRONMENTALIST AWARDS

Consumer behaviour: what would make you change?

12th ANNUAL AWARDS

EpE, LCI* and the award's sponsors are inviting entries for the **Young Environmentalist Awards**, as they have each autumn for the last 12 years. For 2017, the theme is: how can consumers be persuaded to change their behaviour to reduce its impact on the environment? Candidates are invited to address the question:

Consumer behaviour: what would make you change?

Suggest a message or practical proposal to make thousands of consumers switch to a more environmentally-friendly product or service.

Anyone aged under 30 can apply. Put your message in any form you like: app, viral campaign, nudge, meme, or actual goods or services. Whatever your field – construction, transport or consumer goods for example – tell us how to change tomorrow's world by massively reducing the environmental impact of what people buy.

OVER €10,000 OF PRIZES

Kering, Club Med and GreenFlex, all members of EpE, are sponsoring the 12th annual awards alongside **Actu-Environnement**. The four winners will scoop prizes of €5,000, €3,000, €2,000 and €1,000 respectively. And every eligible entrant will receive a year's subscription to **Actu-Environnement**.

HOW IT WORKS

Candidates have until March 6, 2017 to submit their entries. All entries received will be posted online on the Awards blog (www.prix-environnement-epe-lci.fr).

The four finalists will pitch their proposal to a jury of around thirty people, chaired by a celebrity known for their commitment to environmental issues. **The pitch, followed by the awards ceremony, will be held in public in Paris in June 2017.**

For the competition rules and everything you need to know about submitting your entry and any videos, go to the [EpE website](#) and the Awardsblog.

Facebook page (in French): [Prix Jeunes pour l'Environnement EpE-LCI](#)



K E R I N G

Club Med

GreenFlex

ACTU
ENVIRONNEMENT

*LCI bought metronews in 2016.



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CALL FOR ENTRIES

CONSUMER BEHAVIOUR

WHAT WOULD MAKE YOU CHANGE?



EPE-LCI **12th Annual**
YOUNG ENVIRONMENTALIST AWARDS

Suggest a message or practical proposal to make thousands of consumers switch to a more environmentally-friendly product or service.

Prizes donated by our sponsors:
1st prize: €5000 Kering
2nd prize: €3000 Club Med
3rd prize: €2000 GreenFlex
4th prize: €1000 Actu-environnement

BE AMBITIOUS, CREATIVE, PERSUASIVE!

Open to anyone under 30. Closing date March 6, 2017.
All entrants win a year's subscription to Actu-environnement.
For competition rules and details of how to enter go to:
www.epe-assor.org



ABOUT EpE

Entreprises pour l'Environnement (EpE) is an umbrella group for French companies who share the vision that the environment can drive progress and opportunities, and who work together to integrate the environment more closely into their strategies and operations. EpE is the French partner of the World Business Council for Sustainable Development (WBCSD).

ABOUT LCI

Founded in 1994 as France's first rolling news channel, LCI – a TF1 group channel – is now available on DTT freeview channel 26. LCI's 100% viewer-centred bi-media offering means people can get the latest news whenever and wherever they want on any device via the website, smartphones or tablets.

EpE CONTACT

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EpE MEMBERS

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